

SEMESTER-II

S. No.	Course Code	Course Code	Course Title	L	T	P	Credit
1	MNG-001-CC-1210	CC	Human Behaviour and Organization	3	1	0	4
2	MNG-001-CC-1220	CC	Marketing Management	3	1	0	4
3	MNG-001-CC-1230	CC	Business Economics	3	1	0	4
4	MNG-001-SE-1210	SEC	Emerging Technologies and application	1	0	2	2
5	MNG-001-MD-1210	MDE	Media Literacy and Critical Thinking	1	1	0	2
6	MNG-001-VA-1210	VAC	Indian Constitution	2	0	0	2
7	MNG-001-AE-1210	AEC	Business Communication-II	1	1	0	2
8	MNG-001-AE-1220	AEC	Additional Course - Indian or Foreign Language (1-1-0) [optional course]*	1	1	0	0*
TOTAL							20

Course Code: MNG-001-CC-1210
Course Title- Human Behaviour and Organization
Credit: 4

Course Objective:

The objective of this course is to acquaint students with the behavioural patterns of individuals and groups.

Course Outcomes: Upon successful completion of the course, students will:

CO1:Analyze individual and group behavior within organizational contexts, including factors influencing motivation, attitudes, perception, and group dynamics.

CO2:Apply behavioral theories and concepts to address organizational challenges and enhance organizational effectiveness, including leadership, communication, conflict resolution, and organizational culture.

CO3:Develop interpersonal skills and leadership abilities to effectively interact with others, lead teams, and manage organizational change.

Module 1: Organizational Behaviour

Meaning and Definition, Key Elements, Nature, Scope, Need for Studying OB, Importance of organizational Behaviour. Perception and Attribution: Concept, Nature, Process, Personality: Personality: Learning: Concept and Theories of Learning, reinforcement, .. Motivation: Concepts and their application, Need, Content & Process theories, Contemporary Leadership issues: Charismatic, Transformational Leadership. Emotional Intelligence

Module 2: Decision Making and Communication

Concept and Nature of Decision-Making Process, Individual versus Group Decision Making, Communication and Feedback, Transactional Analysis (TA), Johari Window.

Module 3- Group Behaviours in Organization

Groups and Teams: Definition, Difference between Groups and teams; Stages of Group Development, Group Cohesiveness,Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window. Organisational Power and Politics: Nature of organisational politics. Conflict: Concept, Sources, Types, Stages of conflict, Management of conflict, Organisational Change:

Concept, Resistance to change, managing resistance to change, Implementing Change, Kurt Lewin Theory of Change. Managing Stress: Insights from Indian ethos

Group Dynamics- Meaning, Types of Groups, Functions of Groups, Stages of Group development, Strategies for improving Group dynamics, Determinants of Group Behaviour.

Team Dynamics- Meaning, Types of Teams, Team Building, Effective Team Management, Stages of Professional Interpersonal Relations, Difference between Groups and Teams.

Module 4: Conflict Management and Organizational Culture

Conflict Management- Meaning, Types and Sources of conflict, Process of conflict management, approaches to conflict management. Stress Management- Sources of stress, approaches for stress management. Organizational Culture- Meaning, concept, types of culture, dimensions of organizational culture.

Module 5- Organization

Basic forms of Business Ownership; Special forms of ownership: Franchising, Licensing, Leasing; Choosing a form of Business ownership; Corporate Expansion: mergers and acquisitions, diversification, forward and backward integration, joint ventures, Strategic alliance.

Evolution of Management Theory. Managerial functions and Roles. Insights from Indian practices and ethos.

Books for Reference:

1. Jerald Greenberg & Robert, A Baron: Behaviour in Organizations, PHI Learning Pvt. Ltd., New Delhi.
2. Robbins Stephen P: Organizational Behaviour, Pearson Education, 12th Edition.
3. Luthans, F. (2011). Organizational Behaviour – An Evidence Based Approach, 12th Ed. McGraw Hill Irwin
4. Chhabra, T.N. (2017), Management Process and Organisational Behaviour, Delhi.
5. Greenberg, J & Baron, R.A (1996). Organisational Behaviour. New Jersey, Prentice Hall.
6. Mc Shane L. Steven, Glinow Mary Ann Von & Sharma Radha R. - Organisational Behaviour; Tata McGraw Hill.
7. Newstrom John W.: Organisational Behaviour, Tata McGraw Hill.
8. Richard L. Daft: Principles of Management, Cengage Learning India.
9. Robbins Stephen P: Organisational Behaviour, Pearson.
10. Stephen P. Robbins & Mary Coulter: Management, Pearson.
11. Stoner & Wankel: Management, Prentice Hall of India.
12. Y.K. Bhushan: Fundamentals of Business Organisation & Management, Sultan Chand & Sons.
13. Navin Mathur, Management Gurus, National Publishing House, New Delhi.

Course Code: MNG-001-CC-1220
Course Title- Marketing Management
Credit: 4

Course Objectives:

1. Facilitate comprehension of the conceptual framework of marketing.
2. Develop an understanding of various marketing processes within an organization.
3. Emphasize the application of marketing decision-making in different environmental contexts.

Course Outcomes:

CO1: Demonstrate a thorough understanding of marketing concepts, theories, and principles, including market segmentation, targeting, positioning, product development, pricing, distribution, and promotion.

CO2: Apply marketing strategies and tools to solve real-world marketing challenges, including conducting market research, developing marketing plans, implementing marketing campaigns, and evaluating marketing performance.

CO3: Analyze consumer behavior, market trends, and competitive landscapes to make informed marketing decisions and adapt marketing strategies to changing market conditions.

Module 1: Introduction

Nature and Scope of Marketing, Importance of marketing as a business Function and in the Economy, Traditional and Modern concepts of Marketing, Selling vs. Marketing, Marketing Environment. Consumer Behavior, Market Segmentation, Targeting and Positioning, Marketing mix - meaning and elements of marketing mix (four P's).

Module 2: Product:

Product Levels, Product Mix, Product Strategy, Product Development, Product Lifecycle and Product Mix Pricing Decisions: Designing Pricing Strategies and Programmes, Pricing Techniques.

Module 3: Place:

Meaning & importance, Types of Channels, Channels Strategies, Designing and Managing Marketing Channel, Retailing, Physical Distribution, Marketing Logistics and Supply Chain Management.

Module 4: Promotion:

Promotion Mix, push vs. Pull Strategy; Promotional Objectives, Advertising-Meaning and Importance, Types, Media Decisions, Promotion Mix, Personal Selling-Nature, Importance and Process, Sales Promotion – Purpose and Types; Publicity and Public Relations-Definition, Importance and Methods.

Module 5: Emerging Issues in Marketing:

Integrated Marketing, Online Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only).

Recommended Readings:

1. P. Kotler, P.Y. Agnihotri and E.U. Haque, "Principles of Marketing- A South Asian Perspective", Pearson Education, 2012.
2. T. Ramaswamy and S. Namkumar, "Marketing Management Global Perspective: Indian Context", McMillan, Delhi, 2013.
3. R. Winer, "Marketing Management", Pearson Education, 2012.
4. R. Saxena, "Marketing Management", McGraw Hill Education, 2012.
5. V.S. Ramaswamy and S. Namakumari, Marketing Management
6. Govindarajan, M: Marketing Management, PHL Learning Pvt. Ltd., New Delhi.
7. William M. Pride and O.C. Ferrell: Marketing: Planning, Implementation and Control, Cengage Learning India Ltd., New Delhi.

Course Code: MNG-001-CC-1230
Course Title- Business Economics
Credit: 4

Course Objective:

This course introduces students to the essential concepts, theories, and applications of managerial economics. It aims to enhance their decision-making skills in a business environment by understanding economic principles and utilizing analytical tools.

Course Outcomes:

CO1: Demonstrate a solid understanding of economic principles and concepts relevant to managerial decision-making, including demand and supply analysis, cost theory, production theory, market structures, and pricing strategies.

CO2: Apply economic analysis tools and techniques to evaluate business decisions, such as pricing, production, investment, and market entry strategies, and assess their implications on profitability and competitiveness.

CO3: Develop strategic thinking skills and the ability to conduct policy analysis to address complex business challenges and adapt to changing economic environments.

Module 1: Introduction to Business Economics

Nature and Scope, positive and Normative Economics, Micro and Macro Economics, Central problems of an Economy, Working of price Mechanism. Theory of Consumer Behaviour- Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility, indifference Curves, properties of Indifference Curves, Budget Line, Consumer Equilibrium.

Module 2: Demand and Supply

Demand: Price, income, and cross elasticity. Applications and importance in business. Demand Forecasting: Methods and significance in managerial decisions

Supply- Meaning and Determinants of Supply, Elasticity of Supply, types of Elasticity of Supply.

Module 3: Production and Cost Analysis

Production Function, Factors of production., Short-run and long-run production functions. Laws of variable proportion and returns to scale. Cost Concepts: Different cost concepts and their significance. Cost-output relationship in the short run and long run, Economies of Scale: Types and implications for business strategy.

Module 4: Market Structures and Pricing Strategies

Market Classification: Perfect competition, monopoly, monopolistic competition, and oligopoly. Characteristics and outcomes in each market structure.

Pricing Methods and Strategies: Objectives and factors influencing pricing decisions. Methods of pricing, including cost-plus, penetration, skimming, and dual pricing. Price discrimination and its application. Revenue Analysis: Concepts of total, average, and marginal revenue. Relationship between revenue and elasticity.

Recommended Readings:

1. Shankaran, S. (2020). *Managerial Economics*. Margram Publication.
2. Metha, P.L. (2021). *Managerial Economics*. Sultan Chand Publications.
3. Varshney, R.L., & Maheshwari, K.L. (2021). *Managerial Economics*. Sultan Chand Publications.
4. Dean, J. (2021). *Managerial Economics*. Prentice Hall of India Pvt. Ltd.
5. Spencer, M.H. (2021). *Contemporary Economics*. Worth Publishers.
6. Mote, V.L., Paul, S., & Gupta, G.S. (2021). *Managerial Economics: Concepts and Cases*. Tata McGraw Hill.
7. Dewett, K.K., & Navalur, M.H. (2006). *Modern Economic Theory*. Sultan Chand.
8. Mithani, D.M. (2021). *Managerial Economics: Theory and Applications*. Himalaya Publishing.

Course Code: MNG-001-SE-1210
Course Title- Emerging Technologies and application
Credit: 2

CO1: Demonstrate an understanding of various emerging technologies, including but not limited to artificial intelligence, blockchain, Internet of Things (IoT), augmented reality (AR), virtual reality (VR), and their applications in different industries.

CO2: Analyze emerging technology trends and identify opportunities for innovation and disruption in different sectors, including healthcare, finance, manufacturing, retail, and entertainment.

CO3: Apply emerging technologies to solve real-world problems and develop innovative solutions, including designing prototypes, developing proof-of-concepts, and implementing pilot projects.

Introduction- Computer and its types, Meaning of accounting software, types accounting software-accounting software. Internet Basics- WWW and Web Browser, Basic of Computer networks; LAN, WAN; Concept of Internet; Applications of Internet.

Fundamental of Tally: Meaning of Tally software – Features – Advantages, Creating a New Company, Basic Currency information, other information, Company features and Inventory features. Working in Tally: Groups, Ledgers, writing voucher, different types of vouchers, voucher entry Problem on Voucher entry - Generating Basic Reports in Tally-Trail Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, and Balance Sheet.

Microsoft Office: M/S Word, M/S Excel, M/S PowerPoint – their uses and application in business and management.

Recommended reading:

1. Computer Fundamentals: Concepts, Systems & Applications, Priti Sinha, Pradeep K., Sinha,

BPB Publications

2. Computer Today -Basandra Suresh K.Galgotia Publications Pvt. Ltd.

3. Fundamentals of Computer – V.Rajaraman, Prentice Hall India Learning Private Limited

4. Computer Fundamentals, R.S.Salaria, Khanna Book Publishing Company.

CO1: Demonstrate a comprehensive understanding of the principles, structure, and framework of the Indian Constitution, including its historical background, key features, and fundamental rights and duties.

CO2: They will be able to understand how princely states of Junagarh, Hyderabad, Goa, and Kashmir were integrated into India.

CO3: They will come to know the importance of the preamble in the constitutional design of India.

UNIT I: Making of Indian Constitution and Constituent Assembly

- Philosophy and Preamble of Indian Constitution
- Fundamental Rights and Directive Principles of State Policy
- Procedure in the Constitutional Amendment

UNIT II: Structure of the Central and State Governments.

- President and Governor
- Parliament and State Legislature
- Prime Minister and Chief Minister

UNIT III: Judiciary in India

- Supreme Court: Structure and Functions
- High Courts: Structure and functions
- Judicial activism and Legal Aid.

Recommended reading:

Ahmad, S., & Ali, M. (2006). Social Justice and the Constitution of India. *The Indian Journal of Political Science*, 67(4), pp. 767-782.

Austin, G. (1999). *The Indian Constitution: Cornerstone of a Nation*. Oxford University Press.

Bagchi, A. (2000). 'Rethinking Federalism': Overview of Current Debates with Some Reflections in Indian Context. *Economic and Political Weekly*, 35(34), pp. 3025-3036.

Dhavan, R. (2006). Governance by Judiciary: Into the Next Millennium. In Dua, B.D., Singh, Godbole,

M. (2008). *The Judiciary and Governance in India*. Delhi: Rupa.

Khatkhate, D., & Bhatt, V. (1970). Centre-States Financial Relations in Context of Planned Development. *Economic and Political Weekly*, 5(8), pp. 367-376.

- Manor, J. (Ed.). (1994). *Nehru to the Nineties: The Changing Office of Prime Minister in India*. New Delhi: Viking.
- Palanithurai, G. (1990). Legislative Institutions in India: Decline or Change. *The Indian Journal of Political Science*, 51(3), pp. 424-434.
- Rochana, B. (2000). Constituent Assembly Debates and Minority Rights. *Economic and Political Weekly*, 35(21/22), pp. 1837-1845.

Course Code: MNG-001-MD-1210
Course Title- Media Literacy and Critical Thinking
Credit: 2

Course Outcome:

CO1:Develop a comprehensive understanding of the media landscape, including various forms of media (traditional, digital, social), their functions, and their influence on society.

CO2:Analyze media messages critically, evaluate information sources for credibility, accuracy, and bias, and differentiate between fact and opinion in media content.

CO3:Apply media literacy skills to navigate complex media environments, engage critically with media content, and create responsible and ethical media productions.

Course Contents:

UNIT: I Introduction to Media Literacy

Media Literacy: Definitions, Nature, Scope, Importance and its types- Sub fields: Digital Literacy and Visual literacy. Role of mass media in business. Media Education in India -Challenges and Opportunities, Limitations of Mass Media.

UNIT: II Media Messages

Media Literacy defined Role and responsibility of Media, Public Attitudes and the News Media Construction of Reality by Media Propaganda Types, Techniques of analysing information, Media Influence, Bias and Prejudices in News making, advertising and promotion.

UNIT III Digital Security

Online security and privacy, Threats in the digital world: Data breach and Cyber Attacks, Blockchain Technology, Security Initiatives by the Govt of India.

Recommended reading:

1. Dill, K. How Fantasy Becomes Reality: Seeing Through Media Influence, 1st ed. (OUP, 2009)
2. Hodkinson,P. Media, Culture and Society: An Introduction (Sage, 2010)
3. John.V. The Media of Mass Communication (PHI, 2012)
4. Mackey, M. Literacies Across Media: Playing the Text (Taylor and Francis, 2004)
5. Pike, D.M. Media Literacy: Seeking Honesty, Independence, and Productivity in Today's Mass Messages (IDEA, 2013)

6. Potter, W.J. Theory of Media Literacy: A cognitive approach (Sage, 2004)
7. W.J. Potter, Media Literacy, 7th ed. (Sage,2013).

Course Code: MNG-001-AE-1210
Course Title- Business Communication-II

Credit: 4

Course: Course Objectives:

- To instruct participants in strategies aimed at enhancing academic reading and writing skills, with a focus on improving fluency, expanding vocabulary, and refining proficiency in academic language.

Course Outcomes:

CO1: Demonstrate mastery of advanced communication strategies and techniques, including persuasive communication, intercultural communication, crisis communication, and digital communication.

CO2: Develop the ability to develop and execute strategic communication plans tailored to organizational objectives and stakeholder needs, including internal communication strategies, external communication campaigns, and stakeholder engagement initiatives.

CO3: Enhance leadership skills in communication and relationship management by effectively leading communication teams, managing stakeholder relationships, and fostering a culture of open and transparent communication within organizations.

Module 1: Social Communication Skills

Small Talk, Conversational English, Appropriateness, Building rapport

Everyday Communication: Business Etiquette (greetings, introducing, shaking hands, exchanging cards, making requests, asking and giving permission, offering help and giving instructions and directions etc.) Understanding Telephone Skills (handling calls, leaving a message, asking and giving information and instructions etc.), Netiquette

Effective Communication: Classroom Presentations (purpose, types, preparing and presenting - use of visual aids/ PowerPoint presentations), Interview Skills (purpose, types of interviews, guidelines and preparing for facing the interviews) Job Application (Resume and Cover Letter), Presentation, Mock interview practice should be undertaken in class.

Writing during the Job: Letters at the workplace, Meeting documentations (notice, memo, circular, agenda and minutes of meeting etc.), Report Writing (characteristics, types, structure of formal report), Proposal writing.

Recommended reading:

Effective Business Communication by Neera Jain & Shoma Mukherji MC Crow Hill.

Lewis and Hedwig, Body Language: A Guide for Professionals, New Delhi, Response Books, 2000.

Sides and H. Charles, How to Write & Present Technical Information, Cambridge, CUP, 1999

Module 2: Context Based Speaking

In general situations, In specific professional situations, Discussion and associated vocabulary, Simulations/Role Play

Module 3: Professional Skills

Presentations, Negotiations, Meetings, Telephony Skills

Books for Reference:

1. Essential Telephoning in English, Garside/Garside, Cambridge
2. Working in English, Jones, Cambridge
3. Business Communication, Raman – Prakash, Oxford
4. Speaking Personally, Porter-Ladousse, Cambridge
5. Speaking Effectively, Jermy Comfort, et.al, Cambridge
6. Business Communication, Raman – Prakash, Oxford

Course Title- Indian Knowledge System
Credit: 2

**Note: ^Indian Knowledge System: Indian Culture and Civilization
Indian Vision for Human Society Indian Science Indian Town
Planning and Architecture Indian Mathematics and Astronomy Indian
Aesthetics Indian Health, Wellness**