

BHILAI INSTITUTE OF TECHNOLOGY, DURG
(An Autonomous Institution)

SCHEME OF TEACHING AND EXAMINATION (Effective from 2020 – 2021 Batch)

MBA Second Semester

Sl. No.	Board of Studies (BOS)	Courses (Subject)	Course Code	Period per Week			Scheme of Examination			Total Marks	Credit
				L	T	P	Theory/Lab				
							ESE	CT	TA		
1.	Management	Management Information System	251201MG	2	1	-	80	10	10	100	3
2.	Management	Business Research Methods	251202MG	2	1	-	80	10	10	100	3
3.	Management	Marketing Management	251203MG	2	1	-	80	10	10	100	3
4.	Management	Financial Management	251204MG	2	1	-	80	10	10	100	3
5.	Management	Human Resource Management	251205MG	2	1	-	80	10	10	100	3
6.	Management	Production and Operations Management	251206MG	2	1	-	80	10	10	100	3
7.	Management	Macroeconomics	251207MG	2	1	-	80	10	10	100	3
8.	Management	Entrepreneurship Development	251208MG	2	1	-	80	10	10	100	3
9.	Management	Data Visualization (Lab)	251291MG	-	-	2	60	-	20	80	1
10.	Management	Applied Research (Lab)	251292MG	-	-	2	60	-	20	80	1
11.	Management	Professional Skills Development – II (Lab)	251293MG	-	-	2	-	-	40	40	1
Total Marks				16	8	6	760	80	160	1000	27

Note:

Abbreviations used: L-Lecture, T-Tutorial, P-Practical, ESE-End Semester Exam, CT- Class Test, TA-Teacher's Assessment.



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251201MG	MANAGEMENT INFORMATION SYSTEM	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
1. To describe the role of information technology and decision support systems in business for managing the digital organization. 2. To define an information system from both technical and business perspective and distinguish between computer literacy and information systems literacy. 3. To illustrate the types of information systems supporting the major functional areas of the business. Explain the security risks associated with management information systems.	On successful completion of the course, the student will be able to: CO1:- Describe the role of information technology and information systems in business CO2:- Learn the types of information systems supporting the major functional areas of the business. CO3:- Identify & analyze the relationship between information systems and organizations. CO4:- Recommend and apply IT enabled decision support tools. CO5:- Adapt strategic IT use by society, organizations and individuals.
Course Contents:	
UNIT – I Foundation Concepts: Information systems in business, Components of Information systems, Using Information technology for strategic Advantage, Achieving Operational Excellence and Customer Intimacy; Brief introduction to Database management Systems (DBMS) and various data models (Relational, Hierarchical, Network	CO1 [8 HRS]
UNIT – II Commonly Used Enterprise Applications: Transaction processing system (TPS), Office automation system (OAS), and Executive support system (ESS), Expert system (ES), Knowledge Management Systems(KMS).	CO2 [6HRS]
UNIT – III Business System: Characteristics & Functions of MIS, Component of MIS. MIS, Marketing Systems, Manufacturing Systems, Human Resource Systems, Accounting & Financial Management Systems.	CO3 [8 HRS]
UNIT – IV Enterprise Business Systems: Enterprise resource planning, Benefits of ERP, Cause of ERP failures, Customer Relationship Management (CRM) Benefits & Challenges of CRM. Supply Chain Management, Benefits & Challenges of SCM.	CO4 [7HRS]
UNIT – V Contemporary Issues in Information Systems.: Security Ethical & Societal challenges of IT, Risk Associated with Information Technology, Privacy Issues, Ethical issues -Digital Divide, Intellectual Property, Information Technology & Health Issues. Green Computing.	CO5 [7 HRS]

Text Book:

S. No.	Title	Authors	Edition	Publisher
1)	Management Information Systems	Ramesh Bahl James A. O'Brien George M. Marakes	Eleventh 2011	McGraw Hill

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	Management Information Systems,	Laudon & Laudon	10th Edition (2007)	Pearson Education
2)	Management Information Systems: Managing Information Technology in the Internet worked Enterprise,	O' Brien, James	5th Edition (2002).	Tata McGraw Hill
3)	Management Information Systems	Nagpal D.P.	2011	S Chand
4)	Information Technology for Management, Transforming Organizations in the Digital Economy	Turban, Mclean, Wetherbe	4th Edition (2004)	Wiley Singapore

Chairman (AC)	Chairman (BoS)	November 2020 Date of Release	1.00 Version	Applicable for AY 2020-21 Onwards
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251202MG	BUSINESS RESEARCH METHODS	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
<ol style="list-style-type: none"> To familiarize the prospective managers with concepts and techniques in business research, Data sampling, multivariate analysis and application of research. To equip the students with basic concepts and tools that will serve them well towards tackling more advanced level of statistics and applications that they would find useful in their disciplines. To develop the essential tool of statistical analysis in a comprehensive manner. 	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:- Disseminate knowledge about the basic concepts and objectives of business research</p> <p>CO2:- Develop an understanding of methods of data collection.</p> <p>CO3:- Comprehend and utilize the various sampling techniques</p> <p>CO4:- Apply and interpret data analysis tools for business and social research.</p> <p>CO5:- Interpret and apply the techniques of research report writing in to functional areas of management</p>
<p>Course Contents:</p> <p>UNIT – I Introduction to Business Research: CO1 Concept, Types of Research, Characteristics of Good Research; Research Process; Problem Identification, Formulation of Business Research Objectives. Case study on problem identification and objective formulation. [7 HRS]</p> <p>UNIT – II Research Designs: CO2 Exploratory, Descriptive and Causal Research Designs. Methods of Data Collection: Primary and Secondary data; Projective Techniques and Motivation Research. [7 HRS]</p> <p>UNIT – III Sampling Design and Questionnaire Design: CO3 Sampling Design: Fundamentals of Sampling Design, Non-probability and Probability Sampling, Sample Size Determination, Reliability and Validity. Questionnaire Design: Techniques and Precautions; Measurement and Scaling Techniques: Types of Data; Rating Scale and Ranking Scales. Data Preparation: Data Tabulation, Data Cleaning, Editing and Coding. [7 HRS]</p> <p>UNIT – IV Data Analysis Techniques: CO4 Univariate and Bivariate Analysis (Parametric and Non-Parametric test); Multivariate Analysis (Discriminant Analysis, Cluster Analysis, Factor Analysis, Multiple Linear Regression). [8 HRS]</p> <p>UNIT – V Interpretation and Report Writing: CO5 Data Interpretation, Techniques of Interpretation, Steps in Writing Report, Generic layout of a Research Report. Application of Research in the Functional Areas of Management: Marketing, Production, HR and Finance. [7 HRS]</p>	

Text Book:

S. No.	Title	Authors	Edition	Publisher
1)	Business Research Methods	Cooper and Schindler	12 th Edition, 2018	Tata McGraw-Hill

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	Marketing Research: An Applied Orientation	Naresh K. Malhotra and Satyabhusan Das	7 th Edition, 2019	Pearson Education
2)	Business Statistics	Gupta S. P. and Gupta, M. P	19 th Edition, 2019	Sultan Chand and Sons
3)	Statistics - Theory Methods and Applications	Sancheti S. C. and Kapoor, V. K	7 th Edition, 2010	Sultan Chand and Sons
4)	Research Methodology	C.R.Kothari, Gaurav Garg	4 th Edition, 2019	New Age International Publishers
5)	Business Research Methods	Naval Bajpai	2 nd Edition, 2017	Pearson Education

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251203MG	MARKETING MANAGEMENT	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
1. To understand the concept of marketing. 2. To evaluate marketing environmental factors, market measurement and STP and to have an eliminatory knowledge of consumer behavior. 3. To understand the product policy and pricing strategies available for marketing strategic decision. 4. To provide information about tools available for marketing communications and marketing channels decision. 5. To study the marketing organizational structure and emerging issues in marketing.	On successful completion of the course, the student will be able to: CO1:- Understand the fundamental concepts of marketing. CO2:- Explain the inputs and components of a marketing strategy. CO3:- Explore the information about product management and pricing strategies. CO4:- Demonstrate marketing communication tools and marketing channel decisions. CO5:- Develop creative solutions for modern marketing problem.

Course Contents:

UNIT – I Introduction to Marketing:

Meaning, Nature, Scope, Philosophies, Marketing management process, Marketing Mix. **CO1**
[7 HRS]

UNIT – II Market Strategy:

Understanding marketing environment; Consumer and Industrial buyer behavior; Market segmentation, targeting and positioning. **CO2**
[7 HRS]

UNIT – III Product Planning and Pricing:

Product Planning: Concept, Types, Major Product decisions, Brand Management, Product life cycle, New product development process;
 Pricing: Decisions, Determinants, Process, Policies and Strategies. **CO3**
[8 HRS]

UNIT – IV Promotion and Distribution decisions:

Promotion decisions: Communication process; Tools: Advertising, Sales Promotion, Personal Selling, Public Relation and Direct Marketing.
 Distribution channel decisions: Types and functions of intermediaries, Logistics decisions: Inventory management, warehousing, transportation and insurance **CO4**
[7HRS]

UNIT – V Marketing Organizational Structure and Emerging Issues

Marketing Organization and Control.
 Emerging trends and issues in marketing: Consumerism, Social marketing, Online marketing, Digital marketing, Green Marketing. **CO5**
[7 HRS]

Text Book:

S. No.	Title	Authors	Edition	Publisher
1)	Marketing Management	Philip Kotler, Kelvin Lane Keller, Abraham Koshy	13 th Edition, 2009	Pearson Education India Limited, New Delhi

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	Marketing Management	C. N. Sontaki	Indian Edition, 2016	Kalyani Publication
2)	Marketing in 21st Century	Joel R Evans and Berry Berman	11 th Edition, 2009	Wiley Publication
3)	Principles of Marketing	Gary Armstrong	17 th Edition, 2018	Pearson Education
4)	Marketing Management: Indian Context	Ramaswamy, V. K. & Namakumari	2 nd Edition, 1995	McMillan
5)	Marketing Management	T. N. Chhabra	1 st Edition, 2012	New India
6)	Marketing Management: Text & Cases	S. H. H. Kazmi	3 rd Edition, 2008	Excel Books

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251204MG	FINANCIAL MANAGEMENT	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
1. The objective of this course is to understand various concepts related to financial management. 2. To study in detail various tools and techniques in the area of finance. 3. To develop the analytical skills that would facilitate financial decision making.	On successful completion of the course, the student will be able to: CO1:- Classify funding sources and demonstrate knowledge of value of money overtime. CO2:- Understand and analyze complexities associated with financing decision. CO3:- Understand the concept of budgeting and evaluate proposals. CO4:- Select and apply techniques in management of working capital. CO5:- Interpret the profit distribution decisions.

Course Contents:

UNIT – I Introduction to Financial Management

Financial Management: Nature and Objectives, Profit maximization v/s Wealth maximization, Finance Function, Time value of money - Discounting and Compounding Techniques, Long term and Short-term sources of Finance, Introduction to Capital Market. **CO1**
[8 HRS]

UNIT – II Financing Decision

Cost of Capital: Weighted Average Cost of Capital
 Capital Structure: Factors, Approaches and Theories
 Leverage: Operating and Financial Leverage: Impact, Trading on Equity **CO2**
[7 HRS]

UNIT – III Investment Decision

Budget: Concept and Types, Budgetary Control, Capital Budgeting, Zero based Budgeting. **CO3**
[7 HRS]

UNIT – IV Working Capital Decision

Management of Working Capital: Concept, Need, Factors and Estimation of Working Capital, Inventory and Receivables Management, Management of Cash **CO4**
[7 HRS]

UNIT – V Dividend Decision

Dividend Policy: Types, Factors Influencing Dividend Policy and Dividend Models. **CO5**
[7 HRS]

Text Book:

S. No.	Title	Authors	Edition	Publisher
1)	Financial Management	Eugene F Brigham	15 th Edition, 2017	Cengage Learning

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	Financial Management	M Y Khan, P K Jain	8 th Edition, 2019	Mc Graw Hill
2)	Financial Decision Making: Concepts, Problems and Cases	John J. Hampton	4 th Edition, 1989	PHI
3)	Financial Management and Policy	V. K. Bhalla	2 nd Edition, 1998	Anmol Publications
4)	Financial Management	Tulsian & Tulsian	5 th Edition 2017	S Chand
6)	Essentials of Financial Management	I M Pandey	11 th Edition 2018	Vikas Publishing House
7)	Financial Management	P. Chandra	9 th Edition, 2015	Mc Graw Hill

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251205MG	HUMAN RESOURCE MANAGEMENT	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
1. The objectives of this course is to understand the role of HRM in an organization. 2. To examine current issues, trends, practices and processes in HRM. 3. To develop strategies in managing employees.	On successful completion of the course, the student will be able to: CO1:- Define, explain and illustrate human resource management and its environment. CO2:- Understand different approaches of HRM. CO3:- Utilize knowledge to gain competitive advantage through people. CO4:- Explain & demonstrate tools required for managing employees. CO5:- Explore the latest trends in HR domain.

Course Contents

UNIT – 1 Understanding Human Management and Framework Concepts and Perspective; Evolution and Philosophy; Challenges in Changing Environment, Human Resource Policy.	CO1 [7 HRS]
UNIT – 2 HR Dynamics Human Resource Planning, Preparing Manpower Inventory, Job Analysis: Methods, Job Description, Job Specification, Job Design.	CO2 [7HRS]
UNIT – 3 Functional Processes Recruitment and Selection, Placement, Socialization, Induction (Orientation), Manpower Training and Development, Performance Appraisal and Potential Evaluation; Compensation Management and Job Evaluation.	CO3 [8HRS]
UNIT – 4 Managing Employee Quality of work life; Work life balance; Work Stress & Counselling; Mentoring; Employee Welfare; Employee Empowerment.	CO4 [7HRS]
UNIT –5 HR Strategy Strategic Human Resource Management; HR Audit; New Approaches in HRM.	CO5 [7HRS]

Text Book:

S. No.	Title	Authors	Edition	Publisher
1)	Human Resource Management: Text and Cases,	K. Aswathappa	8 th Edition, 2008	Mc Graw Hill Education India Pvt. Ltd.

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	Human Resource Management	Fisher, Schoenfeldt and Shaw	4th Edition, 1999	Houghton Mifflin, Boston
2)	Personnel/ Human Resource Management	Terry Leap., and Micheal D. Crino;	1 st Edition, 1990	MacMillan, New York
3)	Human Resource Management	Decenzo, D. A. and Robbins, S. P.	5 th Edition, 1994	John Wiley
4)	Aligning Human Resource Systems	Sinha, D. P.	1 st Edition 1996	Tata McGraw-Hill, New Delhi
5)	Human Resource Management	Gary Dessler & Biju Varkkey	12 th Edition, 2011	Pearson Publication
6)	Human Resource Management (Text & Cases)	S S Khanka	1 st Edition, 2003	S Chand
7)	Essentials of Human Resource Management	Indrani Mutsuddi	1 st Edition, 2010	New Age International
8)	Managing Human Resource Management	Gomez-Mejia, L.R. Balkin, D.B., & Cardy, R. L.	8th Edition, 2013	Pearson Education

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251206MG	PRODUCTION AND OPERATIONS MANAGEMENT	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
1. To make the students familiarize with the concept of Production and Operations Management. 2. To develop an understanding of how the Production and Operations Management, have strategic importance and can provide a competitive advantage in the workplace. 3. To Enable Students to recognize the role of technology & strategy in Production and Operations management.	On successful completion of the course, the student will be able to: CO1:- Interpret basic concepts of production and operation management. CO2:- Classify plant layout and employ economic analysis to select location CO3:- Examine different dimensions of Quality using TQM, ERP and JIT. CO4:- Develop sound understanding of SCM in today's business environment. CO5:- Comprehend and Practice Inventory Management and Methods of Maintenance.
Course Contents:	
UNIT-I Introduction to Production and Operations Management CO1 Introduction, objectives, functions, meaning, nature and significant scope. Relationship of Production with other functional areas. Types of production intermittent, production, continuous production, and job shop products. [7 HRS]	
UNIT – II Plant Location and Plant Layout CO2 Facility design & Location: Considerations for plant Location, Economic analysis, planning the building, layout objectives, fundamental consideration in layout, Types of Layout. [7HRS]	
UNIT – III Capacity Planning and TQM CO3 Capacity Planning: Introduction, measurement of capacity, planning Estimate future Capacity needs, factor influencing effective capacity, over and under capacity, TQM, Basics of ERP. Just in Time: Introduction, 7 wastes, Basic elements and benefit of JIT. [8 HRS]	
UNIT – IV Supply Chain Management CO4 Introduction, Definition of Supply Chain Management, Importance and Objectives of SCM, Cycle View of Supply Chain, Key Drivers of Supply Chain Management, Coordination in Supply Chain. [7 HRS]	
UNIT – V Inventory Management and Plant Maintenance CO5 Inventory overview, Economic Order Quantity (EOQ), ABC Analysis, Maintenance management: Need, objectives, function & types of Maintenance. [7 HRS]	

Text Book:-

S. No.	Title	Authors	Edition	Publisher
1)	Industrial Engineering and Production Management	Martand Telsang	2nd Edition,2002	S. Chand

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	Production and Operations Management	R. Panneerselvam	3 rd Edition, 2012	PHI
2)	Operations Management for Competitive Advantage	Chase, Jacobs & Aquilano	11th Edition,2005	TMH
3)	Operations Management	Heizer & Render	8th Edition, 2007	Pearson
4)	Supply Chain Management Strategy Planning and Operation	Sunil Chopra & Peter Meindl	5 th Edition, 2013	Pearson
5)	Operations Management	Krajewski & Ritzman	7th Edition, 2006	Pearson

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251207MG	MACROECONOMICS	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
1. To familiarize the prospective managers with concepts and techniques used in macro-economic theory and to enable them to apply this knowledge in business decision making. 2. It aims to equip the students with standard concepts and tools that help them to tackle business problems and applications that they would find useful in their disciplines.	On successful completion of the course, the student will be able to: CO1:- Disseminate knowledge about the basic concepts and objectives of macroeconomics. CO2:- Develop an understanding of measure of national income. CO3:- Utilize and apply the concepts of Fiscal policy and monetary policy. CO4:- Develop an understanding of international trade. CO5:- Evaluate and appraise the exchange rate and international capital movement.

Course Contents:

UNIT – I Basic Concepts of Macroeconomics: Macro Economics: Objectives and Instruments of Macroeconomics, Trade cycle. Economic forecasting for business: Concept of Inflation and Unemployment. [7 HRS]	CO1
UNIT – II National Income Accounting: Economic forecasting for business: Concept of GDP, GNP, Methods of Measuring National Income. [7 HRS]	CO2
UNIT – III Fiscal Policy & Monetary Policy: Fiscal Policy: Objective, Instruments, Types, Reduction in Inequalities of Income and Wealth, Fiscal Policy for long run economic growth. Monetary Policy: Objective, Framework, Monetary policy decisions. [7 HRS]	CO3
UNIT – IV International Trade: Theories of International Trade, Instruments of Trade policy: Tariffs, Non-Tariff Measures. Trade negotiations: RTA, GATT, WTO. [7 HRS]	CO4
UNIT – V Exchange Rates and International Capital Movements: Exchange Rates: Exchange Rate Regimes, Nominal Vs Real, Foreign Exchange Market and Functions. International Capital Movements: Types of Foreign Capital, FII, FDI. [8 HRS]	CO5

Text Book:

S. No.	Title	Authors	Edition	Publisher
1)	Economics(Indian Adaptation)	Samuelson & Nordhus	19 th Edition, 2018	Tata McGraw-Hill

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	Macroeconomic Theory	M L Seth	Edition, 2017	Lakshmi Narain Agarwal Educational Publishers
2)	Economics	Colander	10 th Edition, 2019	Tata McGraw- Hill
3)	Managerial Economics	Petersen, Lewis and Jain	4 th Edition, 2005	Pearson Education
4)	Managerial Economics	Suma Damodaran	2 nd Edition, 2010	Oxford University Press
5)	Managerial Economics Analysis, Problems and Cases	P L Mehta	4th Edition, 2016	Sultan Chand and Sons

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251208MG	ENTREPRENEURSHIP DEVELOPMENT	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
1. To facilitate the students to understand the fundamental concept and theories of entrepreneurship. 2. To generate several ideas for potential business based on important trends. 3. To recognize the initiative of Government in promotion of entrepreneurship.	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:- Develop a basic knowledge on entrepreneurship and identify the role of entrepreneur in the economy. CO2:- Gain knowledge on entrepreneurial theories and characteristics. CO3:- Synthesize knowledge on identification of business opportunity and analysis of environment. CO4:- Implement general business concepts, practices and tools to facilitate project success. CO5:- Learn the initiatives of central and state government and understand problems of entrepreneurs.</p>
Course Contents:	
<p>UNIT – I The Entrepreneurial Development Perspective: Concept, theories, Entrepreneur v/s Intrapreneurs, Entrepreneurship, Manager, Role of Entrepreneur in Indian economy and developing economies with reference to Self-employment.</p>	<p>CO1 [8 HRS]</p>
<p>UNIT – II Entrepreneurial essentials: Attributes and Characteristics, attitudes – motivation. Small business and corporate entrepreneurship, culture.</p>	<p>CO2 [7 HRS]</p>
<p>UNIT-III Entrepreneurial Opportunities Identification, and planning for business service & production, Creating Entrepreneurial Venture, Business Planning Process, Environmental Analysis – Search and Scanning; Identifying Defining Business Idea –Product, Location and Ownership, Stages in starting a new Venture.</p>	<p>CO3 [7 HRS]</p>
<p>UNIT – IV Project Management Meaning, Objectives , Technical, Financial, Marketing, Personnel Feasibility, Estimating and Financing Funds requirement, Significance and determinants of Working Capital, Venture Capital Funding.</p>	<p>CO4 [7 HRS]</p>
<p>UNIT – V Entrepreneurial Awareness Role of Central Govt. and State Govt. in Promoting Entrepreneurship, Introduction to various incentives, subsidies and grants, Role of Govt. other Institutions in the Entrepreneurship Development – District Industries (DIC) and its functioning. Schemes offered by various commercial banks and financial institutions.</p>	<p>CO5</p>

Problems of Entrepreneurs

Marketing, Finance, Human Resource, Production, Research and External Problems, beginning and growth as a entrepreneur, Lessons from Successful Entrepreneurs. **[7 HRS]**

Text Book:

S. No.	Title	Authors	Edition	Publisher
1)	Entrepreneurship Management	Vasant Desai	First Edition, 2011	Himalaya Publishing House

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	Entrepreneurship: Strategies and Resources	Marc J Dollinger	Fourth Edition, 2008	Marsh Publications
2)	International Entrepreneurship: Starting, Developing and Managing a Global Venture	Robert D. Hisrich	Second Edition 2012	Paperback
3)	Knowledge Management: Classic and Contemporary Works	Morey, D., Mark T. Maybury, and Bhavani M. Thuraisingham (eds.)	Illustrated, reprint, Revised dition 2002	Classic and Contemporary Works, Universities Press, Hyderabad.
4)	Entrepreneurship Development	Sangeeta Sharma	First Edition, 2016	PHI Learning Private Limited
5)	The Knowledge Management	Bukowitz, Wendi R., and Ruth Williams	First Edition, 1999	Prentice-Hall, New York.
6)	Entrepreneurial Development	Dr. S S Khanka	Reprint edition 2006	S. Chand and Company Limited
7)	Small Business and Entrepreneurship	S. Anil Kumar	First Edition, 2008	I K International Publishing House Private Limited

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251291MG	DATA VISUALIZATION (LAB)	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	60	00	20	80	-

Course Objectives	Course Outcomes
<p>1. The objective of this course is to familiarize the prospective Managers with applied software tools used in data visualization.</p> <p>2. It also aims to equip the student with Business Intelligence Concepts.</p>	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:- Explore Power BI Desktop, and will be able to use Query Editor. CO2:- Understand working of DAX in Power BI Desktop. CO3:- Understand Report Visualization Properties and Data Access and Analytics using Power BI CO4:- Create and Prepare reports using Power BI. CO5:- View and Interact Power BI Desktop with outside data sources.</p>

Course Contents

UNIT I – Power BI Desktop	CO1
Data Source, Query Editor, Merging Data, Desktop View, Data Modeling.	[2 HRS]
UNIT II- Data Analysis Expression (DAX)	CO2
Syntax, Data Type, Calculation, Function operators.	[3 HRS]
UNIT III- Data Visualization	CO3
Visuals, Charts, Tables, Matrix, Slicer, Maps, Custom Visuals.	[2 HRS]
UNIT IV- Report Visualization	CO4
Auto filters, Report visualizations properties, Chart and Map report properties.	[3 HRS]
UNIT V- Power BI Connectivity	CO5
Excel Connectivity, Live Data Connection, Power View Import.	[2 HRS]

Text Book:

S.No.	Title	Authors	Edition	Publisher
1)	Introducing Microsoft Power BI	Alberto Ferrari and Marco Russo	2016	Microsoft Press

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	Mastering Microsoft Power BI: Expert techniques for effective data analytics and business intelligence	Brett Powel	Paperback – 1 January 2018	Paperback Publishing (29 March 2018)
2)	Automating Mangers: the implications of Information Technology for Managers	John, Moss Jones	1995	London Printer

		November 2020	1.00	Applicable for AY 2020-21 Onwards
Chairman (AC)	Chairman (BoS)	Date of Release	Version	



Seth Balkrishan Memorial
Bhilai Institute of Technology, Durg
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Scheme of Examination and Syllabus 2020
MASTER OF BUSINESS ADMINISTRATION
2nd SEMESTER

251292MG	APPLIED RESEARCH (LAB)	L = 0	T = 0	P = 2	Credits = 1
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	60	00	20	80	-

Course Objectives	Course Outcomes
<p>1. The objective of this course is to familiarize the prospective Managers with software tools required in Research and Analysis.</p> <p>2. It also aims to equip the students with understanding of professional report writing and interaction of SPSS with other tools like Google Forms and Excel.</p>	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:- Achieve introductory understanding of SPSS as the research software tool.</p> <p>CO2:- Apply Data Transformation, and understand Descriptive Analysis. .</p> <p>CO3:- Apply mean comparison techniques between two data set.</p> <p>CO4:- Analyze data using data relationship techniques Implement data visualization technique.</p> <p>CO5:- Write Research Report and understand interaction of SPSS with Excel and Google Forms.</p>

Course Contents:

UNIT I – Introduction to SPSS:

Introduction SPSS: general description, functions, menus, commands, Data screening, Concept of Normality along with Normality test, Graphs and Charts, Histogram, Bar Diagram, Scatter Plot, Sample Splitting **CO1**
[2 HRS]

UNIT II - Data Transformation and Descriptive Statistics:

Data Transformation, Frequency Distribution, Descriptive Statistics, Data Exploration, Cross Tabulation **CO2**
[2 HRS]

UNIT III – Data Comparison

Comparison of mean using ‘t’ Test (Independent and Paired), Analysis of Variance Techniques, Non Parametric Techniques. **CO3**
[2HRS]

UNIT IV- Data Relationship

Correlation Analysis, Linear Regression, Multiple Regression **CO4**
[3 HRS]

UNIT V – Report Preparation

Scale Construction, Questionnaire Designing, Google form and Excel Synchronization, Introduction to AMOS, Applied Research Report. **CO5**
[3 HRS]

Text Book:

S.No.	Title	Authors	Edition	Publisher
1)	A Hand Book on SPSS for Research Work	Anil Kumar Mishra	Latest	Himalaya Publishing House

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	M. Computers Concepts and Uses	Summer	2nd ed. Englewood Cliffs	PHI publication
2)	Connecting to the Internet	Estrada, Susan	Sebastopol, 1993	CA O'Reilly

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MASTER OF BUSINESS ADMINISTRATION
2nd SEMESTER

251293MG	PROFESSIONAL SKILLS DEVELOPMENT – II (LAB)	L = 0	T = 0	P = 2	Credits = 1
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	00	00	40	40	-

Course Objectives	Course Outcomes
1. To explore the business custom of different cultures and countries. 2. To know how to behave in business social contexts. 3. To learn how to deal with professional work challenges. 4. To display proper adherence to interpersonal skills in varied business situations. 5. To understand how personal style influences business interactions.	On successful completion of the course, the student will be able to: CO1:- Determine the attitudes and behaviors appropriate to workplace situations and settings. CO2:- Use interpersonal and communication skills to enhance his/her job effectiveness. CO3:- Adopt attitudes and behaviors consistent with global business diversity.

Course Contents

Understanding Global Business norms:

- Cultural Literacy
- Information Literacy
- Business Meetings Protocols
- Business Dining
- Telephonic conversations

CO1

[2 HRS]

Collaboration Development:

- Teaming and collaboration
- Interpersonal skills
- Personal responsibility
- Social and civic responsibility

CO2

[2 HRS]

Dealing with Professional Challenges:

- Personal issues
- Ethical Dilemmas
- Work-Life balance

CO3

[2 HRS]

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