



UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

MASTER OF BUSINESS ADMINISTRATION (MBA)

COURSE DESCRIPTION

Code	Course Name	No. of Credits	Contact Hours	Marks
MB101	Managerial (Micro) Economics	4	40	100
MB102	Business Communication	4	40	100
MB103	Computer Applications for Business	4	40	100
MB104	Organizational Behaviour	4	40	100
MB105	Quantitative Methods	4	40	100
MB106	Financial Reporting, Statements and Analysis	4	40	100
MB107	Indian Ethos and Business Ethics	4	40	100
MB108	Entrepreneurship	4	40	100
	Total	32	320	800



UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

MASTER OF BUSINESS ADMINISTRATION (MBA)

COURSE DESCRIPTION

Course Name: Managerial (Micro) Economics

Course Code: MB101

Course Credit-4

L-T: 3-1

Course Objectives:

The objectives of this course will be to emphasize on application of basic economics principles and topics such as demand analysis, forecasting, cost analysis, production and pricing under different market situations and pricing practices etc.

Course Outcomes:

At the end of the course students are able to:

1. Acquire basic concepts on managerial economics, both theory and application.
2. Apply quantitative techniques in analyzing the managerial economic problem in order to arrive at an appropriate solution
3. Exhibit appropriate managerial decisions under .given resource constraints and objectives of the firm

Course Contents:

UNIT –I

Basic Concepts and principles: Definition, Nature and Scope of Economics-Micro Economics and Macro Economics. Managerial Economics and its relevance in business decisions. Fundamental Principles of Managerial Economics - Incremental Principle, Marginal Principle, Opportunity Cost Principle, Discounting Principle, Concept of Time Perspective. Equi-Marginal Principle. Utility Analysis. Cardinal Utility and Ordinal Utility.

UNIT –II



UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

MASTER OF BUSINESS ADMINISTRATION (MBA)

COURSE DESCRIPTION

Demand and Supply Analysis: Theory of Demand. Types of Demand. Determinants of demand, Demand Function, Demand Schedule, Demand curve, Law of Demand, Exceptions to the law of Demand, Shifts in demand curve, Elasticity of Demand and its measurement. Price Elasticity. Income Elasticity. Arc Elasticity. Cross Elasticity and Advertising Elasticity. Uses of Elasticity of Demand for managerial decision making, Demand forecasting meaning, significance and methods. (numerical Exercises)

Supply Analysis; Law of Supply, Supply Elasticity; Analysis and its uses for managerial decision making. Price of a Product under demand and supply forces

UNIT –III

Production and cost Analysis: Production concepts & analysis; Production function, Types of production function, Laws of production: Law of diminishing returns, Law of returns to scale.

Cost concept and analysis: Cost, Types of costs, Cost output relationship in the short-run. Cost output relationship in the Long-run. Estimation of Revenue. Average Revenue, Marginal Revenue

UNIT –IV

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

Differentiation. Oligopoly: Features, kinked demand curve, cartels, price leadership. Pricing Strategies; Price determination, full cost pricing, product line pricing, price skimming, penetration pricing

Text Books:

- Managerial Economics, GEETIKA, McGraw-Hill Education 2nd Ed.
- Managerial Economics: Concepts and Applications (SIE), THOMAS & MAURICE, McGraw-Hill Education, 9th Ed



UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

MASTER OF BUSINESS ADMINISTRATION (MBA)

COURSE DESCRIPTION

- Managerial Economics, H.L Ahuja, S.Chand, 8th Ed
- Managerial Economics ,D.N. Dwivedi, Vikas Publication, 7th Ed
- Managerial Economics – Theory and Applications, Dr. D.M. Mithani, Himalaya Publications, 7th Ed. FINANCIAL



UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

MASTER OF BUSINESS ADMINISTRATION (MBA)

COURSE DESCRIPTION

Course Name: Business Communication

Course Code: MB102

Course Credits: 4

L-T Scheme: 3-1

Course Objectives:

The objective includes teaching students in the different forms of verbal and non-verbal communication and how to overcome barriers. This module further teaches how to carry on with different forms of internal and external communication within a workplace.

Course Outcomes:

1. Understand the theory and logic behind the forms of communication.
2. Analyzing the factors responsible for poor communication
3. Communication channels and how they help to improve
4. Become more efficient in terms of workplace communication
5. Handling different forms of written communication
6. Learn to use tools properly to execute work at workplace.
7. Reports, Memos and MOMs with their proper utilization.

Course Contents:

Unit 1

Verbal Communication – Target group profile, Barriers of Communication, Listening, Feedback Presentation Skills, Use of Aids, Public Speaking, Practice Presentation, Non Verbal Communication **Written Communication** – Stages of Writing, Composing Business Messages, Preparing Notes, Style, Punctuation, Using simple words, Proof Reading **Report Writing** – Report Planning, Types of Reports, Developing an outline, Nature of Headings, Ordering of Points, Logical Sequencing, Graphs, Charts, Executive Summary, List of Illustration

Unit 2

Internal Communication – Circulars, Notices, Memos, Agenda and Minutes **External Communication** – Resume/CV, Using Facsimiles (Fax), Electronic Mail, Handling Mail



UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

MASTER OF BUSINESS ADMINISTRATION (MBA)

COURSE DESCRIPTION

Writing Business Letters – Formats, Styles Types – Request, Enquiry, Placing Order, Instruction, Action, Complaint, Adjustment, Sales, Reference, Good News & Bad News, Acknowledgement

Books:

1. Blundell J. A & Middle N. M. G.: Career – English for the Business and Commercial World, Oxford University Press. .
2. Kaul , Asha - Effective Business Communication, Prentice Hall.
3. Raman, M & Singh, P - Business Communication, OUP
4. Rizvi, M. Ashraf - Effective Technical Communication, Tata McGraw Hill
5. Taylor, Shirley - Communication for Business, 4th Edn.-Pearson Education.



UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

MASTER OF BUSINESS ADMINISTRATION (MBA)

COURSE DESCRIPTION

Title of Course: Computer Applications for Business

Course Code: MB103

Course Credits: 4

L-T Scheme: 3-1

Course Objectives:

This course helps students see the connection between information systems (IS) and business performance. The use of information and communication technologies (ICT) by individuals and organizations dominates the business world. There is a fundamental change going on in the way that organizations run businesses and interact with each other.

Course Outcomes:

At the end of the course, you will be able to:

1. Explain basic concepts for IT/IS management
2. Discuss organizational, business and strategic issues surrounding IT/IS, and
3. Analyze and evaluate uses of strategic IT/IS in practice.

Course Contents:

Unit I:

Conceptual Framework

Hardware: (a) Input devices - keyboard, printing devices, voice speech devices, scanner, MICR, OMR, Bar code reader, digital camera etc. (b) Output devices - Visual Display Unit, printers, plotters (c) Storage Devices – Magnetic storage devices, Optical storage devices, Flash Memory.

Software: Types of software with examples; Introduction to languages, compiler, interpreter and Assembler, Operating System Functions, Types and Classification, Elements of GUI based operating system.

Unit II:

Communication Technology



UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

MASTER OF BUSINESS ADMINISTRATION (MBA)

COURSE DESCRIPTION

Network and Internet: Types of computer networks (LAN, WAN and MAN), Network topologies, EDI. Internet: Netiquettes, Architecture & Functioning of Internet, Basic services over Internet like WWW, FTP, Telnet, Gopher, IP addresses, ISPs, URL, Domain names, Web Browsers, Internet Protocols, Search engines, e-mail.

Unit III

Office tools for Business

Use of MS-Office: Word: Paragraph formatting, Page formatting, Header and footer, Bullets and numbering, Finding and replacing text, Mail merge, Macros.

Cell referencing, Ranges. **Excel:** Formulae, Functions, Auto sum, Copying formula, Formatting data, creating charts, creating Database, sorting data, filtering. **Power Point:** Formatting text on slides, Inserting charts, adding tables, Clipping, Slide animation, Slide shows.

Unit IV

Information System Classification

Concept of Data and Information, Operations Support System (OSS), Management Support System(MSS), Transaction Processing System(TPS), Process Control System (PCS), Enterprise Collaboration System(ECS), Management Information System(MIS), Decision Support System (DSS), Executive Information System(EIS). Artificial Intelligence (AI), Applications of Artificial Intelligence: Neural Networks, Fuzzy Logical Control System, Virtual Reality, Expert System (ES).

Unit V

Information Systems for Business



UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

MASTER OF BUSINESS ADMINISTRATION (MBA)

COURSE DESCRIPTION

Applications: Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Security and Ethical Challenges Of IT, Business Ethics, Technology Ethics; Cyber Crime and Privacy Issues, Cyber Laws, IT Act 2000.

Suggested Readings

1. Shrivastava -Fundamental of Computer& Information Systems (Wiley Dreamtech)
2. Leon A and Leon M - Introduction to Computers (Vikas, 1st Edition).
3. ITL ESL – Introduction to Information Technology (Pearson, 2nd Edition).
- 4 ITL ESL – Introduction to Computer science (Pearson, 2nd Edition).
5. Introduction to Computers, Norton P. (TATA McGraw Hill)
6. Leon - Fundamentals of Information Technology, (Vikas)



UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

MASTER OF BUSINESS ADMINISTRATION (MBA)

COURSE DESCRIPTION

Title of Course: Organizational Behaviour

Course Code: MB104

Course Credits: 4

L-T Scheme: 3-1

Course Objectives:

Students in this course learn to get accustomed to workplace and they understand how to keep going in this world called profession. This course teaches them to be more confident and the theories which talks about the basic survival within the professional world.

Course Outcomes:

1. Learning about organization
2. Personality development
3. Job satisfaction and factors responsible for the same
4. Motivation theories
5. Group behavior
6. Communication process
7. Organizational politics
8. Handling stress

Course Contents:

Unit 1:

Organizational Behaviour: Definition, Importance, Historical Background, Fundamental Concepts of OB, Challenges and Opportunities for OB. Personality and Attitudes: Meaning of personality, Personality Determinants and Traits, Development of Personality, Types of Attitudes, Job Satisfaction.

Unit2 .

Perception: Definition, Nature and Importance, Factors influencing Perception, Perceptual Selectivity, Link between Perception and Decision Making. Motivation: Definition, Theories of Motivation Maslow's Hierarchy of Needs Theory, McGregor's Theory X & Y, Herzberg's Motivation-Hygiene Theory, Alderfer's ERG Theory, McClelland's Theory of Needs, Vroom's Expectancy Theory.



UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

MASTER OF BUSINESS ADMINISTRATION (MBA)

COURSE DESCRIPTION

Unit 3:

Group Behaviour: Characteristics of Group, Types of Groups, Stages of Group Development, Group Decision Making, Communication: Communication Process, Direction of Communication, Barriers to Effective Communication. Leadership: Definition, Importance, Theories of Leadership Styles.

Unit 4:

Organizational Politics: Definition, Factors contributing to Political Behaviour. Conflict Management: Traditional vis-a-vis Modern View of Conflict, Functional and Dysfunctional Conflict, Conflict Process, Negotiation – Bargaining Strategies, Negotiation Process.

Unit 5:

Organizational Design: Various Organizational Structures and their Effects on Human Behaviour, Concepts of Organizational Climate and Organizational Culture.

Books:

1. Daft, R.L. : Organisational Theory and Design, Thomson
2. Fincham, R & Rhodes, P. : Principles of Organizational Behaviour, OUP
3. Hellriegel, D. Slocum Jr JW. , Woodman RW : Organizational Behaviour, Thomson
4. Luthans, Fred : Organizational Behaviour, McGraw Hill
5. Newstrom J. W. & Davis K. : Organizational Behaviour, McGraw Hill.
6. Robbins, S. P., Judge, T.A. & Sanghi, S. : Organizational Behaviour, Pearson
7. Shukla, Madhukar : Understanding Organizations – Organizational Theory & Practice in India, Prentice Hall



UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

MASTER OF BUSINESS ADMINISTRATION (MBA)

COURSE DESCRIPTION

Course Name: Quantitative Methods

Course Code: MB-105

Course Credits: 4

L-T Scheme: 3-1

Course Objectives:

1. Key terms and notation used in financial applications of mathematics and statistics
2. The fundamentals of algebra and of calculus
3. Basic statistics - for example, the notations of random variable, expectation, estimation and testing
4. How to apply statistics, and mathematics, in the analysis of financial and accounting data.

Course Outcomes:

1. Use the basic mathematics required to undertake the fundamental types of calculation that will be required in the study of finance.
2. Demonstrate the principles of statistical analysis and their applications to financial data
3. Describe the different statistical methods which can be used to summarize and interpret financial data
4. Discuss the underlying assumptions in statistical modeling and the dangers of ignoring them.

Unit 1:

(Mathematics)

1. Set theory – Concepts and business applications. Functions –basic concepts,
2. Different types and applications Functions –basic concepts, different types and applications
3. Derivatives (single variable) –basic working rules; applications to optimization problems and curve sketching
4. Partial derivatives –basic working rules and applications to optimization
5. Constrained optimization – use and interpretation of the Lagrange multiplier
6. Fundamentals of convexity and concavity and idea about their usage
7. Concept of integration and working rules; application to business and economic problems
8. Matrices and their applications



UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

MASTER OF BUSINESS ADMINISTRATION (MBA)

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9. Combinatorics – Principles of counting; Permutations and Combinations; Inclusion-Exclusion principle
10. Probability and its applications in business and economics

Unit 2:

(Descriptive Statistics)

1. Scope, functions and limitations of statistics
2. Collection and presentation of data– Tabular and diagrammatic representation, Frequency distribution, relative frequency, cumulative frequency; Bar graphs and pie charts; Histogram.
3. Measures of Central tendency – Mean, Median, Mode, Percentiles, Quartiles
4. Measures of Dispersion – Range, Interquartile range, Mean deviation, Mean Absolute deviation, Standard deviation, Variance, Coefficient of Variation.
5. Measures of shape and relative location; Skewness and Kurtosis; Chebyshev's Theorem
6. Simple correlation and regression analysis

Books:

1. Aczel – Complete Business Statistics (6th edition);
2. TMH Anderson, Sweeney and Williams – Statistics for Business and Economics (9th edition); Thomson Learning
3. Raghavachari, M – Mathematics for Management; TMH Sharma,
4. J.K - Business Statistics, Pearson Education.



UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

MASTER OF BUSINESS ADMINISTRATION (MBA)

COURSE DESCRIPTION

Course Name: Financial Reporting, Statements and Analysis

Course Code: MB-106

Course Credit: 4

L-T: 3-1

Course Objectives:

Introduction, Indian Economy, Industry & Industrial scenario in India, Forms of business organizations, Sole Proprietorship, Partnership firms and private companies, Public and Govt. Companies. Content of annual reports, Quality of financial reporting, Reporting regulation in India, Reporting regulations for Partnership firms, Reporting regulations of Companies.

Course Contents:

Unit 1-

Meaning and Scope of Accounting : Overview of Accounting, Users of Accounting, Accounting Concepts Conventions, Book keeping and Accounting, Principles of Accounting, Basic Accounting terminologies, Accounting Equation , Overview to Deprecation (straight line and diminishing method) .

Unit 2-

Mechanics of Accounting : Double entry system of Accounting, Journalizing of transactions; Ledger posting and Trial Balance ,Preparation of final accounts, Profit & Loss Account, Profit & Loss Appropriation account and Balance Sheet, Excel Application to make Balance sheet, Case studies and Workshops.

Unit 3-



UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

MASTER OF BUSINESS ADMINISTRATION (MBA)

COURSE DESCRIPTION

Funds Flow Statement: Meaning, Concept of Gross and Net Working Capital, Preparation of Schedule of Changes in Working Capital, Preparation of Funds Flow Statement and its analysis; Cash Flow Statement: Various cash and non-cash transactions, flow of cash, difference between cash flow and fund flow, preparation of Cash Flow Statement and its analysis.

Unit 4 –

Analysis and Interpretation of Financial Statement: Practical questions on Ratio Analysis, Examples from “Audited Financial Statements” to understand management’s use of financial statement analysis and graphing of information

Unit 5 –

Accounting Standards in India and IFRS: International Accounting Principles and Standards; Matching of Indian Accounting Standards with International Accounting Standards, Human Resource Accounting, Forensic Accounting.



UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

MASTER OF BUSINESS ADMINISTRATION (MBA)

COURSE DESCRIPTION

Course Name: Indian Ethos and Business Ethics

Course Code: MB107

Course Credit-4

L-T: 3-1

Course Objective: The objective of the course is to acquaint the students with Ethics and Indian Ethos along with its relevance to managerial decision making.

Course Outcomes:

- i. Nature and purpose of Ethics, Ethical Norms.
- ii. Business Ethics, Theories of Business Ethics, Corporate Social Responsibility, Utilitarian Views on Business Ethics.
- iii. 3. Methods and means of checking corruption, Whistle blowing.
- iv. Indian Ethos: Concept, Culture and Management. Is Management Culture Bound? (A discussion).
- v. The Sources of Indian Ethos in Management: Vedas, Shastras, Smritis, Puranas, Upanishads, Ramayan, Mahabharat, Arthashastra, Ramcharitmanas, Panchatantra, Hitopadesh, Guru Granth Sahib, Teachings of Buddha and Mahaveer, the Holy Bible, the Holy Quran (Why should Holy Bible and Quran be also included amongst source of Indian Ethos in management? (Discussion))

Course Contents:

Course Contents:

Unit I

Nature and Types of Indian Society- Demographic Profile (Population, Language, religion, Culture), Agrarian Society, Industrial Society, Tribal Society .
Social Stratification- Caste System, Class Structure, Minority Groups, Scheduled Caste/Tribe,

Other Backward Communities, Weaker Sections.



UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

MASTER OF BUSINESS ADMINISTRATION (MBA)

COURSE DESCRIPTION

Unit II

Socio-Economic Problems-Population, Poverty, Illiteracy, Unemployment, Child Labour, Alcoholism, Narcotic addiction, Occupational Disease, Malnutrition, Insurgency, Terrorism, Crime, Project Affected Persons.

Industrialism and Social Change- Effects on Community, Impact on Family Structure and Roles of Male & Female, Family Economy, Child Care, Age in the Family, Quality of Life.

Unit III

Social Integration- Constitutional Safeguards, Legal Approach, Inequality Removal Programmes, Voluntary Approach by NGOs, Role of Politicians, Role of Govt, Role of Business Houses, Rural Development Programmes, International Neighbours, Rehabilitation and Resettlement of Project Affected Persons.

Values- Importance, Sources of Value Systems, Types, Values, Loyalty and Ethical Behaviour, Values across Cultures.

Unit IV

Business Ethics- Nature, Characteristics and Needs, Ethical Practices in Management.

Indian Values and Ethics – Respect for Elders, Hierarchy and Status, Need for Security, Non-Violence, Cooperation, Simple Living high Thinking, Rights and Duties, Ethics in Work life, Attitudes and Beliefs.

Unit V

Corporate Social Responsibility (CSR) - Obligations under Law, Environmental Protection, Fair Trade Practices, Health and Well-being of Under-privileged People, Social Welfare and Community Development Activities.



UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

MASTER OF BUSINESS ADMINISTRATION (MBA)

COURSE DESCRIPTION

Ethics and Corporate Excellence-Code of Ethics in Business, Strategies of Organizational Culture Building, Customer Care ,Care of the Employees as per Statutes.



UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

MASTER OF BUSINESS ADMINISTRATION (MBA)

COURSE DESCRIPTION

Title of Course: Entrepreneurship

Course Code: MB 108

L-T Scheme: 3-1

Course Credits: 4

Course Objectives: The aim of this course is to equip students to develop an entrepreneurial mindset and become future entrepreneurs. It is designed to help them learn and practice the skills necessary to identify and develop an opportunity into a new venture. Students will develop an entrepreneurial mindset through this two-course program.

Course Outcome: Students will be able to learn:

- Learn the concepts and develop skills for identifying new business opportunities and creating innovative products and services.
- Learn how to translate these products /services into viable and sustainable businesses.
- The course journey includes **ideation** to a **prototype** and **early customers**.

Unit I:

Introduction: Self-Discovery: Identifying your strengths Effectuation and how it can help you get started Identifying your entrepreneurial style using Wadhvani Foundation's 5M model

Opportunity Discovery: Identify problems worth solving through JTBD, Introduction to design thinking; using empathy to further flesh out the problem identified, Validate the problem by running interviews, Seek solutions to the problem via brainstorming, Do a back-of-the-envelope calculation to find out the viability of the business solution

Unit II

Customer and Solution: Understand who is the customer, what are market types: Identify customer segments and niche, Identify jobs, pains, gains, and early adopters, and use them to



UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

MASTER OF BUSINESS ADMINISTRATION (MBA)

COURSE DESCRIPTION

craft your value proposition, establish your venture's unique value proposition and competitive advantage

Business Model: Basics of Business Model and Lean Approach, Introduction to the Lean Canvas and understanding the various components, Sketch a business model for your venture using the Lean Canvas Identify the riskiest assumptions of your model

Unit III:

Validation: Refine your value proposition using the Blue Ocean Strategy, Build Solution Demo and conduct Solution Interviews, Fine tune your canvas based on research and customer feedback, Product-Market Fit – Build and iterate rapid prototype(s) to validate with early customers

Finance: Understanding the cost structures of your products/services, Understanding revenues, margins, and profits, Bootstrapping and Initial Financing, Evaluating the pros and cons of each option, Practice creating a pitch for your venture.

Unit IV:

Team: Shared Leadership and the importance of a good team for a venture's success, Define the roles and responsibilities for your team, How to identify the right team members, Explore team collaboration tools such as Slack, Practice pitching to potential employees

Marketing & Sales: Positioning and Branding - Getting the word out about your new product/service, Identify the channels available to reach your potential customers, Make a Sales Plan using the Funnel approach, Develop selling skills – one-to-one selling

Unit V:

Support: Use basic project management to track your activities and progress, Basics of business regulations of starting and operating a business, Importance of compliances and keeping proper documentation, How to find help to get started



UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

MASTER OF BUSINESS ADMINISTRATION (MBA)

COURSE DESCRIPTION

Final Project: Presentation Day – Teams present their practice venture, including the business model, the prototype, and key learnings to their classmates, faculty, and other entrepreneurs

Books:

1. Entrepreneurial Development in India – C.B. Gupta & N.P. Srinivasan – Sultan Chand
2. Entrepreneurship and management of small business - CED.
3. Dynamics of Entrepreneurial Development and Management Vasant Desai –Himalaya
4. Entrepreneurship –Hisrich- Tata McGrawHill
5. A Practical Guide to Industrial Entrepreneurs – S.B. Srivastava – Sultan Chand & Sons