

MBA 2Yrs Syllabus from Admission Batch 2018-19 onwards

**BIJU PATNAIK UNIVERSITY OF TECHNOLOGY, ODISHA
ROURKELA**



Curriculum and Syllabus

Of

MBA 2Yrs from the Batch 2018-19

Director, Curriculum Development
Biju Patnaik University of Technology, Odisha
Rourkela

Digitally signed by Biju Patnaik University of Technology, Odisha
Rourkela, DN: cn=Biju Patnaik University of Technology, Odisha,
Rourkela, o=Biju Patnaik University of Technology, Odisha, Rourkela, ou=Biju Patnaik University of Technology, Odisha, Rourkela, email=bju@bju.ac.in, c=IN

MBA (REGULAR) SYLLABUS: 02 Years Duration

Scheme of Credit distribution

Semester	Specifications	Credits	Total Credits
1 st	9 Compulsory Papers	9 X @ 3 credits per paper	27
2 nd	09 Compulsory Papers	9 X @ 3 credits per paper	27
3 rd	04 papers of Specialization – I	4 X @ 3 credits per paper = 12	28
	04 papers of Specialization – II	4 X @ 3 credits per paper = 12	
	Internship after 2 nd Semester Exam.	04	
4 th	03 papers of Specialization – I	3 X @ 3 credits per paper = 09	20
	03 papers of Specialization – II	3 X @ 3 credits per paper = 09	
	Seminar Presentation	02	
GRAND TOTAL CREDITS			102

1. NOTE:

- Students may take any two Specializations out of the specified groups.
- However students those who have taken admission in “MBA in Rural Management”, must have to take “Rural Management” as one of the specialization and another specialization from the remaining groups.


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(FIRST YEAR)

1st SEMESTER

Sl No.	Sub. Code	Name of the subjects	L-T-P	Credit	University Marks	Internal Evaluation
1.	18MBA101	Managerial Economics	3-0-0	3	100	50
2.	18MBA102	Marketing Management	3-0-0	3	100	50
3.	18MBA103	Organizational Behaviour	3-0-0	3	100	50
4.	18MBA104	Management Principles	3-0-0	3	100	50
5.	18MBA105	Decision Science	3-0-0	3	100	50
6.	18MBA106	Business Communication	3-0-0	3	100	50
7.	18MBA107	Financial Accounting and Analysis	3-0-0	3	100	50
8.	18MBA108	Business Law	3-0-0	3	100	50
9.	18MBA109	Business Environment & Ethics	3-0-0	3	100	50
		TOTAL		27	900	450

2nd SEMESTER

Sl No.	Sub. Code	Name of the subjects	L-T-P	Credit	University Marks	Internal Evaluation
1.	18MBA201	Corporate Finance	3-0-0	3	100	50
2.	18MBA202	Indian Financial Systems and Services	3-0-0	3	100	50
3.	18MBA203	Human Resources Management	3-0-0	3	100	50
4.	18MBA204	Business Research	3-0-0	3	100	50
5.	18MBA205	Operations Management	3-0-0	3	100	50
6.	18MBA206	International Business	3-0-0	3	100	50
7.	18MBA207	Fundamentals of IT & ERP	3-0-0	3	100	50
8.	18MBA208	Corporate Strategy	3-0-0	3	100	50
9.	18MBA209	Entrepreneurship Development	3-0-0	3	100	50
		TOTAL		27	900	450
The colleges may provide for a PD Lab for the students which shall be a non-credit course. An indicative list of lab sessions is attached for reference.						
Internship Training during vacation.						

SECOND YEAR**LIST OF SPECIALIZATIONS:**

(A student may take any two specializations from the following groups)

a) MARKETING							
Sl No	Sem ester	Sub. Code	Elective Papers	L-T-P	Credit	University Marks	Internal Evaluation
1.	3 rd	18MBA301A	Consumer Behaviour	3-0-0	3	100	50
2.	3 rd	18MBA302A	Sales & Distribution Management	3-0-0	3	100	50
3.	3 rd	18MBA303A	Digital Marketing	3-0-0	3	100	50
4.	3 rd	18MBA304A	Service Marketing	3-0-0	3	100	50
5.	4 th	18MBA401A	Retail Management	3-0-0	3	100	50
6.	4 th	18MBA402A	Product & Branding Management	3-0-0	3	100	50
7.	4 th	18MBA403A	B2B Marketing	3-0-0	3	100	50
			TOTAL		21	700	350

b) FINANCE							
Sl No	Sem ester	Sub. Code	Elective Papers	L-T-P	Credit	University Marks	Internal Evaluation
1.	3 rd	18MBA301B	Security Analysis & Portfolio Management	3-0-0	3	100	50
2.	3 rd	18MBA302B	Financial Derivatives	3-0-0	3	100	50
3.	3 rd	18MBA303B	Advanced Management Accounting	3-0-0	3	100	50
4.	3 rd	18MBA304B	Project Appraisal and Financing	3-0-0	3	100	50
5.	4 th	18MBA401B	Business Taxation	3-0-0	3	100	50
6.	4 th	18MBA402B	Behavioural Finance	3-0-0	3	100	50
7.	4 th	18MBA403B	Mergers and Corporate Restructuring	3-0-0	3	100	50
			TOTAL		21	700	350

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c) HUMAN RESOURCES							
Sl No	Sem ester	Sub. Code	Elective Papers	L-T-P	Credit	University Marks	Internal Evaluation
1.	3rd	18MBA301C	Manpower Planning	3-0-0	3	100	50
2.	3rd	18MBA302C	Employee Relations	3-0-0	3	100	50
3.	3rd	18MBA303C	Compensation and Benefit Management	3-0-0	3	100	50
4.	3rd	18MBA304C	Performance Management System	3-0-0	3	100	50
5.	4th	18MBA401C	Team Dynamics at work	3-0-0	3	100	50
6.	4th	18MBA402C	Strategic HRM	3-0-0	3	100	50
7.	4th	18MBA403C	Industrial Legislations	3-0-0	3	100	50
			TOTAL		21	700	350

d) OPERATIONS MANAGEMENT							
Sl No	Sem ester	Sub. Code	Elective Papers	L-T-P	Credit	University Marks	Internal Evaluation
1.	3rd	18MBA301D	Supply Chain Management & Logistics	3-0-0	3	100	50
2.	3rd	18MBA302D	Pricing and Revenue Management	3-0-0	3	100	50
3.	3rd	18MBA303D	Operations Strategy	3-0-0	3	100	50
4.	3rd	18MBA304D	Sales and Operation Planning	3-0-0	3	100	50
5.	4th	18MBA401D	Management of Manufacturing System	3-0-0	3	100	50
6.	4th	18MBA402D	Sourcing Management	3-0-0	3	100	50
7.	4th	18MBA403D	Operations Research Applications	3-0-0	3	100	50
			TOTAL		21	700	350

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e) SYSTEMS MANAGEMENT							
Sl No	Sem ester	Sub. Code	Elective Papers	L-T-P	Credit	University Marks	Internal Evaluation
1.	3rd	18MBA301E	Data Mining for Business Decisions	3-0-0	3	100	50
2.	3rd	18MBA302E	Business Analytics	3-0-0	3	100	50
3.	3rd	18MBA303E	E-Commerce and Digital Markets	3-0-0	3	100	50
4.	3rd	18MBA304E	Managing Digital Platforms	3-0-0	3	100	50
5.	4th	18MBA401E	Strategic Management of IT	3-0-0	3	100	50
6.	4th	18MBA402E	Managing Digital Innovation and Transformation	3-0-0	3	100	50
7.	4th	18MBA403E	Managing Software Projects	3-0-0	3	100	50
			TOTAL		21	700	350

f) RURAL MANAGEMENT							
Sl No	Sem ester	Sub. Code	Elective Papers	L-T-P	Credit	University Marks	Internal Evaluation
1.	3rd	18MBA301F	Agribusiness Management	3-0-0	3	100	50
2.	3rd	18MBA302F	Rural Marketing	3-0-0	3	100	50
3.	3 rd	18MBA303F	Rural Development	3-0-0	3	100	50
4.	3rd	18MBA304F	Livelihood and Development Management	3-0-0	3	100	50
5.	4th	18MBA401F	Rural Credit and Micro Finance	3-0-0	3	100	50
6.	4th	18MBA402F	Cooperative Management	3-0-0	3	100	50
7.	4th	18MBA403F	Strategies for Smart Villages	3-0-0	3	100	50
			TOTAL		21	700	350

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1. Compulsory Subjects:

Sl No	Sem ester	Sub. Code	Name of Subject	L-T-P	Credit	University Marks	Internal Evaluation
1.	3 rd	18MBA305	Internship *	0-0-2	4	-	100
2.	4 th	18MBA404	Seminar Presentation *	0-0-1	2	-	100

* The assessment may be carried out weekly at college end.



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FIRST YEAR DETAIL SYLLABUS

1st Semester	18MBA101	Managerial Economics	L-T-P 3-0-0	3 Credits	35 hrs
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Objectives:

1. To lay an adequate theoretical foundation to study various applied fields in economics and management.
2. To demonstrate the application of economic theory to business decisions.
3. To develop a student's ability to think analytically about the economic forces at work in society.
4. To develop a framework which the students may use to analyze the overall behavior of a modern mixed economy.

Module – I: Relevance of economics for business decisions, Role of Managerial Economist and Business decision making, Demand Analysis – individual market and firm demand, Determinants of demand, Elasticity measures and business decision making, Demand Estimation and demand Forecasting, Supply Analysis.

Module – II: Production functions: Single variable – Variable Proportions, two variables - Returns to scale; cost minimization and output maximization, various cost concepts, cost functions, Economies of scale and economies of scope (simple numerical problems to be solved).

Module-III: Market morphology, price and output determination under different market conditions: Perfect competition, monopoly, monopolistic competition, oligopoly, Descriptive pricing approaches: Full cost pricing, product pricing; Price skimming, penetration pricing. Input pricing; Concepts of consumption, saving, and investment, Phases of business cycle, Inflation, Fiscal and Monetary policies.

Reference Books

- Managerial Economics, Geetika, Ghosh, Raychoudhury, TMH
- Managerial Economics, Salvatre, Srivastava, Oxford
- Managerial Economics, Keat, Young, Banerjee, Pearson,
- Managerial Economics, H L Ahuja, S. Chand
- Managerial Economics Theory and Applications, DM Mithani HPH
- Managerial Economics, PL Mehta Sultanchand & Co.
- Managerial Economics, DN Dwivedi, Vikash


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1 st Semester	18MBA102	Marketing Management	L-T-P 3-0-0	3 Credits	35 hrs
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Objectives:

1. To sensitize the students to the dynamic nature of Marketing Management.
2. To expose students to a systematic frame work of marketing & implementations and to highlight need for different marketing approaches for services, goods, and for household consumers, organizational buyers.
3. To introduce the concept of Marketing Mix as a framework for Marketing Decision making.

Module-I

Definition & Functions of Marketing. Scope of Marketing, Marketing concept, Selling versus Marketing, Concept of Marketing Myopia. 80: 20 Principle, Introduction to the Concept of Marketing Mix, Bottom of the pyramid concept; Concept of Marketing Environment: Macro and Micro, Need for analyzing the Marketing Environment.

Module-II

Market segmentation, Bases for market segmentation, Targeting , Positioning; Meaning & importance of consumer behavior, Comparison between Organizational Buying behavior and consumer buying behavior, Buying roles, Five steps buyer decision process.

Contemporary Topics: Viral Marketing, Guerrilla Marketing, Societal and social Marketing, Relationship Marketing, Green Marketing , Digital Marketing, Network Marketing (Concepts only)

Module- III

Product: Classification of consumer products and industrial products, Product Mix, New Product Development Process: Idea Generation to commercialization. Product Life Cycle, Strategies across stages of the PLC.

Packaging & Labeling, Basic concept of Branding

Pricing Basics: Meaning, Importance of pricing, Factors Influencing pricing decisions., Pricing strategies and approaches

Place: The Role of Marketing Channels: Channel functions & flows, channel levels. Channel conflicts and resolution (Overview only)

Channel Options: Introduction to Wholesaling, Retailing, Franchising, Direct marketing, E-Commerce Marketing Practices.

Promotion: The role of marketing communications, Elements of promotion mix, IMC approach (Overview)

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Books:

- Marketing: Baines, Fill and Page , Sinha , Oxford
- Marketing Management – Kotler, Keller, Koshy, Jha, Pearson,
- Marketing by Lamb Hair Sharma, Mc Daniel Cengage Learning
- Marketing Management, Ramaswamy & Namakumari, McGrawHill
- Marketing Management – K Karunakaran, Himalaya Publishing House
- Marketing Management – Text and Cases, Tapan K Panda, Excel Books
- Marketing Management – J.P Mahajan, Vikas
- Marketing Management - Rudani , S Chand



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1 st Semester	18MBA103	Organizational Behaviour	L-T-P 3-0-0	3 Credits	35 hrs
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Objectives:

1. To develop an understanding of the behavior of individuals and groups inside organizations
2. To enhance skills in understanding and appreciating individuals, interpersonal, and group process for increased effectiveness both within and outside of organizations.
3. To develop theoretical and practical insights and problem-solving capabilities for effectively managing the organizational processes.

Module-I :

Fundamentals of OB: Definition, scope and importance of OB, Relationship between OB and the individual, Evolution of OB, Theoretical framework (cognitive), behavioristic and social cognitive), Limitations of OB, Models of OB

Module II :

Attitude: Importance of attitude in an organization, Right Attitude, Components of attitude, Relationship between behavior and attitude, Developing Emotional intelligence at the workplace, Job attitude, Barriers to changing attitudes.

Personality and values: Definition and importance of Personality for performance, The Myers-Briggs Type Indicator and The Big Five personality model, Significant personality traits suitable to the workplace (personality and job – fit theory), Personality Tests and their practical applications.

Perception: Meaning and concept of perception, Factors influencing perception, Selective perception, Attribution theory, Perceptual process, Social perception (stereotyping and halo effect).

Motivation: Definition & Concept of Motive & Motivation, The Content Theories of Motivation (Maslow's Need Hierarchy & Herzberg's Two Factor model Theory), The Process Theories (Vroom's expectancy Theory & Porter Lawler model), Contemporary Theories – Equity Theory of Work Motivation.

Module- III:

Foundations of Group Behavior: The Meaning of Group & Group behavior & Group Dynamics, Types of Groups, The Five – Stage Model of Group Development.

Managing Teams: Why Work Teams, Work Teams in Organization, Developing Work Teams, Team Effectiveness & Team Building.

Leadership: Concept of Leadership, Styles of Leadership, Trait Approach Contingency Leadership Approach, Contemporary leadership, Meaning and significance of contemporary leadership, Concept of transformations leadership, Contemporary theories of leadership, Success stories of today's Global and Indian leaders.

Books:

- Understanding Organizational Behaviour, Parek, Oxford
- Organizational Behaviour, Robbins, Judge, Sanghi, Pearson.
- Organizational Behaviour, K. Awathappa, HPH.
- Organizational Behaviour, VSP Rao, Excel
- Introduction to Organizational Behaviour, Moorhead, Griffin, Cengage.
- Organizational Behaviour, Hitt, Miller, Colella, Wiley
- Organizational Behaviour, Kabita Singh, Vikas
- Organizational Behaviour, Khanka, Schand

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1st Semester	18MBA104	Management Principles	L-T-P 3-0-0	3 Credits	35 hrs
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Objectives:

1. To explain the various concepts of management.
2. To make the students understand the contemporary management practices
3. To highlight professional challenges that managers face in various organization
4. To enable the students to appreciate the emerging ideas and practices in the field of management.

Module – I:

Introduction: Concept, Managerial functions, Levels of Management, Skills and Roles of a Manager; School of Management thoughts – Pre- Scientific , Classical, Behavioural and Modern ; Contributions in the field of Management – by Peter F. Drucker, Michael Porter, C.K Prahalad, Barnand, McGregor, RensisLikert and McKinsey

Module – II:

Organization: Formal and Informal, Line and Staff Relationship, Centralization Vs. Decentralization, Basic issues in Organizing, Work Specialization, Chain of Command, Delegation, Span of Management, Organization Structure for Departmentalization. Organizational Culture: Cultural Diversity, Multi Ethnic Workforce Organizing Knowledge Resource.

Module – III:

Planning: Nature & Elements of Planning, Planning Types and Models, Planning in Learning Organizations, Types, Steps, MBO, MBE, Planning Premises. Decision Making: Risk and Uncertainty, Decision Trees, Decision making process, Increasing Participation in Decision making, Creativity in decision making

Controlling : Process, Standards and Bench Marking – Co-ordination-Principles of Co-ordination-Inter-Dependence, Change Management

Books:

- Management, Robbins, Coulter & Vohra, Pearson.
- Management: Text and Cases-VSP Rao, Excel Books
- Management Theory & practice – Chandan J. S, Vikas
- Management Theory & Practice - SubbaRao P & HimaBindu, HPH
- Principles and Practices of Management – Kaul, Vikas
- Principles and practices of Management – Pillai , S Chand
- Introduction to Management and OB- Sahoo, Kar & Sahoo, ENKAY

1 st Semester	18MBA105	Decision Science	L-T-P 3-0-0	3 Credits	35 hrs
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Objectives:

1. To lay an adequate theoretical foundation to study various applied fields in statistics and decision science.
2. To understand role of quantitative techniques in managerial decision making.
3. To understand applications of various quantitative techniques in managerial settings.

Module-I:

Statistical Methods:

Measures of central tendency and dispersion: Standard Deviation, Simple Correlation, calculation of correlation coefficient, probable error, Rank correlation. Regression: Linear regression, calculation of regression coefficients,

Module II:

Decision Sciences & role of quantitative techniques.

Linear Programming: Concept, Formulation & Graphical and Simplex Solution, **Assignment Models:** Concept, Flood's Technique / Hungarian Method, applications including restricted & multiple assignments. **Transportation Models:** Concept, Formulation, Problem types: Balanced, Unbalanced, Minimization, Maximization Basic initial solution using North West Corner, Least Cost & VAM, and Optimal Solution using MODI.

Module-III:

Queuing Theory : Concept, Single Server (M/M/I.), Markov Chains & Simulation Techniques: Markov chains: Applications related to management functional areas, **Decision Theory:** Concept, Decision under risk (EMV) & uncertainty, **Game Theory:** Concept, 2 zero sum game with dominance, Pure & Mixed Strategy.

Books:

- Quantitative Techniques for Management, Levine, Krehbiel, Berenson, Pearson
- Quantitative Techniques in Management by N.D. Vohra Tata, McGraw Hill
- Quantitative Techniques-Davis.B, Oxford
- Operations Research by R. Pannarselvam, Prentice Hall
- Statistics for Business and Economics; R P Hooda, Vikas
- Operations Research by Nita Shah, Ravi Gor, Hardik Soni, PHI
- Business Statistics : J K Sharma, Vikas



1 st Semester	18MBA106	Business Communication	L-T-P 3-0-0	3 Credits	35 hrs
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MODULE – I:

ORAL COMMUNICATION

- **Communication Basics:** The process of communication (2-way Model): Sender, Message, Channel, Receiver, Feedback. Communication Flow in Organizations: The Grape-vine; Formal Channels – Vertical (Downward and Upward); Horizontal; Diagonal. Non-verbal Communication: Kinesics, Oculistics, Proxemics, Chronemics, Haptics, Paralanguage, Appearance and Artifacts.
- **Language Skill 1 - Listening :** Listening Vs. Hearing – Importance of the listening skill – Types of Listening : Active Listening ; Empathetic Listening; Content Listening; Critical Listening – Barriers to Listening – Guidelines for improving the Listening Skill.
- **Language Skill 2 -Speaking:** Guidelines for improving confidence, fluency, articulation, accent and voice modulation while speaking. Oral communication at the workplace: Essentials of a Business conversation – Effective Conversation Management. Cell phone Etiquette, Teleconference / Video Conference Skills.

MODULE – II :

WRITTEN COMMUNICATION

- **Language Skill 3- Reading :** The process of Reading; Subskills of Skimming, Scanning, Inferencing, Guessing word-meaning, Using appropriate speed for various kinds of reading. Correction of Reading faults of Eye-fixation, Regression, Finger-pointing, Sub-vocalising, Reading aloud, and indiscriminate use of the Dictionary.
- **Language skill 4 - Writing :** The writing Process – Guidelines for composing effective business messages – Structure of Routine and Persuasive business messages, good-will, good-news, and bad-news messages.
Features of an effective business E-mail. Rules of Netiquette.
Preparing a Résumé -Parts of a Résumé – Résumé Styles: Chronological, Functional, and Chrono-functional - Résumé design.

Writing Business Reports: Features of a good business report. Formats – Printed form, Memo, Letter, Manuscript. Structure of a Short Formal Report.Steps in planning and preparing a business report.

Applied English Grammar for Business Writing: Tenses – Subject Verb Concord – Modals – Active & Passive Forms – Non-finite forms – Punctuation

MODULE – III :

BUSINESS PRESENTATION & GROUP DISCUSSION

- **Presentations** : Their importance for a manager - Features of a good business presentation– Planning, Preparing & Structuring–PPT Preparation, Rehearsal & Delivery – Overcoming Stage Fright and Glossophobia – Importance of Body Language in presentations. Individual and Group presentations.
- **Group Discussion** : Difference between GD and Debate – Parameters of Performance evaluation in a GD : Awareness, Reasoning ability, Discussion Skills, Leadership, Openness, Assertiveness, Attentive Listening, Motivation and Enthusiasm – How to get prepared for GD – Some Dos and Don'ts.

Books :

- Communication Skills: Sanjay Kumar & Pushpa Lata, Oxford University Press.
- Business Communication: Skills, Concepts, and Application – P.D. Chaturvedi and Mukesh Chaturvedi, Pearson.
- Business communication – Meenakshi Raman & Prakash Singh
- Business and Managerial Communication – Sailesh Sengupta, PHI Learning
- BCOM : Business Communication – A South Asian Perspective, Lehman, Dufrene & Sinha, Cengage Learning

1 st Semester	18MBA107	Financial Accounting and Analysis	L-T-P 3-0-0	3 Credits	35 hrs
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Objectives:

1. To familiarize the students with accounting principles and acquaint them with accounting mechanisms, process and systems so as to develop their skills of preparing financial statements.
2. To develop their ability to read annual reports and develop their skills to interpret financial statements.
3. To familiarize the students with different financial accounting concepts affecting stakeholders

Module-I:

Introduction to Accounting: Accounting as a language and need for Accounting, Basic Terminologies of Accounting, External and Internal users of Accounting Information, Accounting concepts and conventions, Accounting cycle, Accounting Equations, Nature of GAAP, Need for Accounting Standards, Limitations of Accounting, Ethical Issues in Accounting, Mechanics of Accounting: Introduction, Classification, Double Entry System, Preparing Journal, Subsidiary books, Ledger, preparation of Trial Balance.

Module- II:

Preparation of Financial Statements: Income statement and Balance Sheet, Cash Flow Statement, Corporate Accounts: Share and Share Capital, Issue of Shares, Payment in installment, Buyback of shares, Debentures and Bonds.

Module-III:

Understanding corporate Income statement and Balance Sheet as presented in the Annual Reports of companies; Analysis and interpretation of Financing Statements:- Common size statement, Trend analysis, Ratio Analysis and Cash Flow Analysis as per AS – 3 (Revised).

Books:

- Financial Accounting for Management; Paresh Shah, Oxford
- Financial Accounting A managerial Perspective-Bapat&Raitha, McGrawHill
- Financial Accounting for Managers-Sanjay Dhamija, Pearson
- Financial Accounting and Analysis- Athma, HPH
- Financial Accounting for Management, A.K.Bhattacharya
- Financial Accounting for Management, Narayanswamy
- Financial Accounting by S.N MaheswariVikas Publications
- Financial Accounting by Satapathy, Mohapatra, Patra, Vrinda

1 st Semester	18MBA108	Business Law	L-T-P 3-0-0	3 Credits	35 hrs
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Module – I

Law of Contract : Contract Act: Indian Contract Act, 1872, Agreement, Contract, Essentials of Contract (Offer & Acceptance, Consideration, Capacity of Parties, Free Consent, and Legality of Object), Performance and Discharge of Contract, Remedies for breach of contract, Quasi-Contract and Contingent Contract.

Module – II

Special Contract: Contract of Agency: Mode of creating & revocation of Agency, Rights and Duties of Agents and Principals. Contract of Bailment (Rights and duties of Bailer and Bailee). Sales of Goods Act: Sale and agreement to sell, Condition and Warranty, Transfer of properties, Finder of Goods, Performance of Contract of sale, Unpaid seller and his rights. Consumer Protection Act: Consumers, Rights of Consumers, Redressal Machinery under the Act, Procedure of Complaint, Relief available to the consumers, Procedure of filing appeal, Powers of Redressal agencies

Module – III

Company Laws: Indian Companies Act 2013, Salient features and Classes of Company. Lifting of corporate veil, Procedure of Incorporation and Certificate of commencement of business, Memorandum and Articles of Association, Doctrine of ultra vires and Indoor Management, Management of Company: Qualification, Appointment of Directors, Company Meetings, Resolutions, Winding-up of Companies and their modes.

Books:

- Business Law –S R Mohapatra and S R Patra, HPH
- Business Law – N D Kapoor, S Chand
- Business Law – Pathak, Tata Mc Graw Hill


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1 st Semester	18MBA109	Business Environment & Ethics	L-T-P 3-0-0	3 Credits	35 hrs
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Objectives:

1. To analyse different issues of environment and measures to control it
2. To enrich the students' understanding of current scenario of society and related problems.
3. To direct the attention of students towards activities meant for betterment of the society.
4. To make the students understand the initiatives of corporate to pay back to the society and how they derive a social return in long run.

Module I:

Concept of Business Environment: Business Environment: Classification (Internal; External:- Micro & Macro – Economic, Political-legal, Socio-Cultural, Technical, Demographic, Natural International), Techniques of Analysis and Diagnosis ((SWOT, ETOP, Forecasting; The New Economic Policy (LPG); National and State Level Industrial Policies.

Module II:

Environmental and Social Issues: Cause, effect and control measures of pollution (Air, Water, Soil, Marine, Noise, Nuclear hazards); Cause, effect and control measures of urban and industrial wastes; Managing Natural Disasters (flood, earthquake, cyclone and landslides) and Manmade Disasters., Contemporary social issues affecting business environment.

Module III:

Business Ethics: Introduction to Business ethics, Definition, Need, Importance, Nature, Scope, Objectives of Business Ethics, Factors influencing Business Ethics, Characteristics of Business Ethics, Ethical aspects in Marketing, Finance, HR, Ethical decision making.

Books:

- Business Environment – B.N Ghosh, Oxford
- Business Ethics – Murthy, HPH
- Business Environment – RN Vadi, SRMohapatra and SRPatra, HPH

Second Semester

2 nd Semester	18MBA201	Corporate Finance	L-T-P 3-0-0	3 Credits	35 hrs
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Course Objective:

To provide students with concepts, techniques and tools to study, analyze and improve their knowledge on financial management practices of an organization

Module I:

Foundations of Finance : Nature & Scope, Organization of Financial Functions, Emerging role of FMs in India and in Global context, Financial Goal, Agency problems, Time value of money, Compounding and discounting, Risk and Return concepts, Short term and long term sources of fund.

Module II:

Investment Decisions. Capital Budgeting: Features, types and Techniques of capital budgeting decision, Cost of Capital. **Financing Decision:** Operating Leverage, Financial Leverage, Capital structure, Theory and Policy. **Dividend Decision** Dividend Theory, Dividend Policy.

Module III:

Current Assets Management: Working Capital concepts, Policies, estimation, factors affecting working capital, Sources of financing Working Capital, **Management of Cash :** Cash budget, Management of collections and disbursement, Investment of Surplus cash ; **Management of Receivables :** Terms of Credit, Credit Policy decision ; **Management of Inventory :** Techniques of Inventory planning and control.

Books :

- Fundamentals of Financial Management, Van Horne, Pearson
- Financial Management, G Sudarsan Reddy, HPH
- Essentials of Financial Management, IM Pandey, Vikas
- Financial Management, Khan & Jain, McGraw Hill,
- Financial Management, Srivastav & Misra, Oxford.
- Financial Management – Tulsian (S Chand)
- Fundamentals of Financial Management, Brigham, Cengage
- Financial Management by Prasanna Chandra , Tata McGraw Hill

2 nd Semester	18MBA202	Indian Financial Systems and Services	L-T-P 3-0-0	3 Credits	35 hrs
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Course Objectives :

1. To familiarize the students with dynamics of Financial market, Financial instruments and Financial services and Financial intermediaries.
2. To provide the students the basic operational practices of Financial Markets, Services and Institutions.

MODULE-I: Indian Financial System: Introduction, Components and Functions of Indian Financial System. Reforms in Indian Financial Systems.

Indian Banking and Insurance Systems: Definition of Banks, Structure and Types of Banks in India. Roles & Functions of Banks in India, Different Banking Services, Banking Products – Deposit and Loan products, Recent trends of banking system in India. Definition & Principles of insurance, Types of insurance: Life and Nonlife Insurance, Re-Insurance & Micro Insurance. IRDA: Role, Functions & Powers. Different Insurance Product & their Applicability. (Pension plans, Banc-assurance, ULIPs, Endowment Plan, and Money back Plan).

MODULE- II: Money Market and Capital Market: Features of Money Market, Composition of Money Market: Players, Instruments and Institutions in Money Market. **Primary Market:** Functions of Primary market, IPO, SEBI guidelines for IPO, Methods of issuing IPO. **Secondary Market:** Functions of Secondary Market, Instruments Traded in Secondary Market: Trading Mechanism in Secondary Market. Online Trading, De-Materialization Account. Brokers, Kinds of brokers, Registration of Brokers

MODULE-III: Mutual funds: Introduction, Classification of funds, Organization Structure of Mutual fund company (Powers & Functions), Mutual fund investment vs Stock market investment. **Venture Capital:** Meaning, Types of venture capital, Stages of venture capital financing, exit routes. **Leasing:** Concept and classification, financial evaluation of leasing. **Hire Purchase:** Conceptual framework, financial evaluation of hire purchase, leasing vs hire purchase.

Books :

- Financial Markets and Services, Gordon & Natarajan, HPH
- Financial Services, Gupta, Agrawal, Kalyani
- Financial Services, Khan, TMH
- Financial Markets and Financial Services, Clifford, Gourang, PHI
- Indian Financial System, Guruswamy, TMH

2 nd Semester	18MBA203	Human Resource Management	L-T-P 3-0-0	3 Credits	35 hrs
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Course Objectives:

1. To introduce and explain different phenomenon of Human Resource management (HRM).
2. To enrich the students' understanding on HRM , which may enable them to implement the concepts in the workplace.

Module I:

Concept, Definitions and Objectives of Human Resource Management(HRM); Functions of HRM; Process of HRM; Evolution of HRM; Strategic HRM and its role in the organization; Human Resource Planning (HRP):Meaning and Process, Job analysis: Job description and Job specification; Recruitment: Meaning, Sources, Process and Yield; Selection: Meaning and Process, Tests and Interviews, Induction and Socialization.

Module II:

Performance Appraisal: Meaning, Objective, Process and Methods; Potential Appraisal; Biases in performance appraisal; Methods of job evaluation; Meaning of Compensation; Types of compensation; Types of wages and theories; Wage differentials; Pay structure, Wage Law in India, Executive Compensation.

Module III:

Concepts of Career, Career planning process, Career Stages; Training & Development: Concept, Training need analysis and Methods of training (on-the-job and off-the-job training), Evaluation of Training effectiveness; Concepts of Promotion, Transfer and Separation, Organization Citizenship behaviour, HRIS, Competency mapping, talent management, Employee engagement.

Books:

- HRM Text & Cases, Aswathappa, TMH.
- Personnel & Human Resource Management, P. Subba Rao, HPH
- Human Resource Management – VSP Rao , Excel
- Human Resource Management, Jyoti Venkates, Oxford
- HR, Denisi and Sarkar, Cengage.
- HRM & IR – Sahoo and Tripathy, ENKAY, New Delhi

2 nd Semester	18MBA204	Business Research	L-T-P 3-0-0	3 Credits	35 hrs
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Course Objectives:

1. To equip the students with the basic understanding of the research methodology in changing business scenario.
2. To provide an insight into the application of dynamic analytical techniques to face the challenges, aimed at fulfilling the objective of business decision making.

Module I:

Introduction to RM: Meaning and significance of research. Importance of scientific research in business decision making. Types of research and research process. Identification of research problem and formulation of hypothesis. Research Designs.

Primary data, Secondary data, Design of questionnaire; Sampling fundamentals and sample designs. Measurement and Scaling Techniques, Data Processing.

Module II:

Data Analysis – I: Hypothesis testing; Z-test, t-test, F-test, chi-square test. Analysis of variance (One and Two way). Non-parametric, Test – Sign Test, Run test, Krushall – Wallis test

Module III:

Data Analysis – II: Factor analysis, Multiple Regressions Analysis. Discriminant Analysis (Concept)

Report writing and presentation: Research Report, Types and significance, Structure of research report, Presentation of report.

It may be emphasized on practical aspects such as:

Use of software package to learn the following :-

- (i) Draw frequencies, bar charts, histogram.
- (ii) Creating and editing graphs and charts.
- (iii) Bi-variate correlation.
- (iv) The t-test procedure.
- (v) Non-parametric Tests : Chi-square Test.
- (vi) One way ANOVA Procedure.
- (vii) Simple Regression, Multiple Regression, Reliability Analysis, Factor Analysis.

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Books:

- Research Methodology by Khatua and Majhi, HPH.
- Research Methodology by Kothari, Newage
- Research Methodology, by Deepak Chawla / Neena Sandhi (Vikas)
- Management Research Methodology- Krishnaswamy, Pearson
- BRM by Zikmund / Babin / Carr / Adhikari / Griffin (Cengage)
- Research Methodology, V. Upadade & A. Shende (S. Chand)
- Business Research Methods by Prahlad Mishra, Oxford
- Business Research Method by Cooper et.al, McGraw Hill
- Research Methodology, SR Mohapatra & SR Patra IK International, New Delhi


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2 nd Semester	18MBA205	Operations Management	L-T-P 3-0-0	3 Credits	35 hrs
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Course Objective:

1. To understand the concepts, principles, problems, and practices of Operations Management.
2. To understand the importance of an effective operations strategy in an organization.
3. To understand the various production and operations design decisions and how they relate to the overall strategies of organizations.

Module I:

Overview of Operations Management and Capacity Planning : Operations in Manufacturing and Services, Responsibility of Operations Manager, Operations Strategy and Competitiveness, Process Analysis, Job Design and Work Measurement; Capacity Planning – Concept, Types of capacity; Aggregate Planning - Relevant cost and strategies.

Module II:

Facility Location and Layout, Inventory Management : Facility location - Factors, Techniques (single facility and multi-facility), Factor Rating Method, Centroid Method; Facility Layout – Concept, Types of layout and Line Balancing, Inventory Management – concept, EOQ, MRP.

Module III:

Scheduling, Project Management and Quality Management: Scheduling; Gantt Chart; Project Management – concept and technique PERT and CPM; Basics of supply chain management; Quality management – concept, quality design, control chart (X,R,P), TQM, introduction to ISO 9000 and 14000 series.

Books:

- Production and Operations Management, K. Aswathappa, K. S.Bhat, HPH
- Operations Management, Chase et.al – Tata McGraw Hill.
- Production and Operations Management , Panneerselvam , PHI
- Production and Operations Management , S.N Chary , Tata McGraw Hill
- Operations Management, Meenakshi Kumari, Cengage
- Production and Operations Management, Kaniska Bedi, Oxford
- Production & Operations Management, SP Singh, Vikas Publication
- Essentials of Operations Management by Scott T Young – Sage Publication

2 nd Semester	18MBA206	International Business	L-T-P 3-0-0	3 Credits	35 hrs
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Course Objective :

To gain adequate knowledge about the different aspects of the international business environment and global investment arena.

Module-I :

International Business Environment: International Business –Definition –features, Internationalizing business-Advantages –Limitations, difference between domestic and international business, factors causing globalization of business- international business environment – country attractiveness –Political, economic and cultural environment – protection Vs liberalization of global business environment.Promotion of global business – different forms of international business – advantages and disadvantages. Ethical issues in international business – Ethical decision-making, role of GATT/WTO – multilateral trade negotiation and agreements – VIII & IX, round discussions and agreements. Prospects and challenges of International trade.

Module-II :

International Trade And Investment:Challenges for global business – global trade and investment – theories of international trade (Classical and Modern Theory). Theory of International Investment (FDI & FII) – Need for global competitiveness – Regional trade block – Types – Advantages and disadvantages. Strategic compulsions-Standardization Vs Differentiation – Strategic options – Global portfolio management- global entry strategy – **instruments of trade policy:** Concept, Tariffs, Import Quotas, Types of Quotas, Export Subsidies, Voluntary Export Restraints, Administrative Policies.

Module III :

International Strategic Management:Organizational structures – controlling of international business – approaches to control – performance of global business- performance evaluation system.Global production –Location –scale of operations- cost of production – Make or Buy decisions – global supply chain issues – Quality considerations- Globalization of markets, marketing strategy – Challenges in product development , pricing, production and channel management- Investment decisions – economic- Political risk – sources of fund- exchange –rate risk and management – strategic orientation – selection of expatriate managers- Training and development – compensation.

Books:

- International Business, Jaiswal, HPH
- International Business ,Rakesh Mohan Joshi, Oxford University Press
- International Business, Vyuptakesh Sharan, Pearson

2 nd Semester	18MBA207	Fundamentals of IT & ERP	L-T-P 3-0-0	3 Credits	35 hrs
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Course Objective:

To provide fundamental knowledge on the basic aspects of IT applications in business, Management Information Systems in place and Enterprise Resource Planning in different functional areas.

Module I:

Basic IT Application. : Role of IT in modern business, Basic concepts of computer networks Internet security, Data base management system, Data mining and business intelligence, Advantages and limitation of database system, Modern trends in e-governance.

Module II:

Management information System: Conceptual background of MIS, scope, classifications, characteristics, functions, functional information system (Marketing, HRIS, Financial Management, Production and Inventory Management), DSS, Decision making under uncertainty MIS applications in Industries (Hospital, Hotels, Banking and Manufacturing).

Module III :

ERP Overview : Definition, Needs and Characteristics of ERP, Role of Manager in implementing ERP issues and Benefits from ERP implementation, Emerging Trends of ERP applications, ERP applications in functional areas such as Human Capital Management, Financial Management, Supplier Relationship Management and Inventory Management.

Books :

- Management Information Systems – Sahil Raj, Pearson
- Enterprise Resource Planning – CVS Murty, HPH
- Management Information Systems – W.S. Jawdkar, TMH
- ERP – Rajesh Ray, TMH
- IT for Managers – Susila Madan, Taxman



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2 nd Semester	18MBA208	Corporate Strategy	L-T-P 3-0-0	3 Credits	35 hrs
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Course Objective :

1. To learn the major initiatives taken by a company's top management on behalf of corporates, involving resources and performance in business environment.
2. To specify the Organization's mission, vision and objectives and develop policies.
3. To understand the analysis and implementation of strategic management in strategic business units.

Module I :

STRATEGY AND PROCESS : External& Internal Environment – Strategic Advantage Profile (SAP), Environmental Threat Opportunity Profile (ETOP), SWOC Analyses -Conceptual framework for strategic management, the Concept of Strategy and the Strategic Management Process – Stakeholders in business – Vision, Mission, Purpose, Objectives and Goals – Strategic intent – hierarchy of strategy – strategic business unit.

Module II :

INDUSTRY STRUCTURE & COMPETITIVE ADVANTAGE: Industry Analysis - Porter's Five Forces Model-Strategic Groups, Competitive Changes during Industry Evolution-Globalization and Industry Structure - Capabilities and competencies-core competencies-Low cost and differentiation - Generic Building Blocks of Competitive Advantage- Distinctive Competencies-Resources and Capabilities durability of competitive Advantage- Sustainable Competitive Advantage - Case study.

Module III :

STRATEGY IMPLEMENTATION AND EVALUATION : The generic strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies - Business level strategy-Strategy in the Global Environment-Corporate Strategy-Vertical Integration-Diversification and Strategic Alliances -Mergers & Acquisition (Concept) - Strategic analysis and choice – Business Portfolio Analysis – BCG Matrix and GE 9 Cell Model -Mc Kinsey's 7s Framework - Balance Score Card-case study.

Designing Strategic Control Systems- Matching structure and control to strategy-Implementing Strategic change-Politics-Power and Conflict-Techniques of strategic evaluation & control-case study.

Books:

- Strategic Management & Business Policy, Azar Kazmi, TMH,
- Strategic Management, R. Srinivasana, PHI,
- Strategic Management, Haberberg & Rieple, Oxford ,
- An Integrated approach to Strategic Management, Hill & Jones, Cengage ,
- Strategic Management & Entrepreneurship, D.Acharya & A. Nanda, HPH

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2 nd Semester	18MBA209	Entrepreneurship Development	L-T-P 3-0-0	3 Credits	35 hrs
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Course objectives:

1. To sensitize the students to understand entrepreneurship as a career and skill required for it.
2. To provide knowledge on entrepreneurial environment and related issues.
3. To encourage learner to take entrepreneurship as profession and to participate in business incubation.

Module- I:

Entrepreneurship: Concept of entrepreneurship and intrapreneurship, Types of Entrepreneur, Nature and Importance, Entrepreneurial Traits and Skills, Entrepreneurial Motivation and Achievement, Entrepreneurial Personality, Entrepreneurship as a career, Role of family, Society EDIs. Sickness of Small-Scale Industries, Causes and symptoms of sickness, cures of sickness, Role of Banks and Governments in reviving industries.

Module- II :

Environmental Analysis for Enterprise : Entrepreneurial Environment, Identification of Opportunities, Converting Business Opportunities into reality. Start-ups and business incubation, Setting up a Small Enterprise, Issues relating to location, Environmental Problems and Environmental pollution Act, Industrial Policies and Regulations, identifying big idea, preparation of Business Plan.

Accounting for small business, Working capital Management, Marketing Management, Human Resources Management, and Labour Laws. Organizational support services - Central and State Government Incentives and Subsidies.

Module-III :

Startup and Business Incubation : Start up; Definition, Startups ecosystem: support organizations, big companies, universities, funding organizations, service providers, research organizations. Startup development phases, Ideating, concepting, committing, validating, scaling, establishing, Startup business partnering, Startup culture, Co-founders, Preparing to Launch : Financing startups : Different stages of financing; Co-founders, FFF, Angels; Venture Capitals, Business Incubation : Business Incubation Definition and Principles, Incubator Models and Success Factors, Business Incubation, Incubator Operation, Roles of business incubation.

Books:

- Entrepreneurship Development and Management, Vasant Desai, HPH
- Entrepreneurship Management, Bholanath Dutta, Excel Books
- Entrepreneurial Development, Sangeeta Sharma, PHI
- Entrepreneurship, Rajeev Roy, Oxford University Press

2 nd Semester	18MBA210	Personality Development Lab.	L-T-P 0-2-0	0 Credits	15 hrs
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Course Objective :

1. To improve the students' confidence, grooming, and communication skills.
2. To develop self-awareness in the students for the purpose of impression management and expectation management.
3. To prepare the students for On-line Aptitude Tests, Group Discussions, and Interviews during the recruitment process.

Emphasis to be laid on the following aspects in the lab activities:

1. What and why of personality development
2. Components : Physical appearance, confidence, voice; Communication style; Dressing and Grooming for success.
3. Introductions, Greetings, and the Art of Conversation.
4. Office Etiquette and Travel Etiquette.
5. Time Management Skills : Assessment of the present level of time use; Awareness of major time-wasters ; Practice of better time management techniques.
6. Self-concept; Self-awareness through SWOT analysis; Impression Management.
7. Expectation Management and Sustainability on the job : Awareness Raising through Case Studies.
8. Taking an On-line Aptitude Test in English
9. Group Discussion Practice
10. Facing Job Interviews.

Summer Internship projects and Presentation Guidelines.

- a. The students are required to choose an organization for summer internship on completion of the 2nd semester. The college authority need to provide adequate counseling to the students looking at his / her area of interest during the second semester.
- b. The student shall be attached to a faculty in the relevant area for guidance during the internship. The students shall maintain daily diary at the summer training venue. The daily diary shall form a part of the summer internship project report. He / She has to record progress and the discussion with the officials of the Organization. On completion of the summer training, the concerned faculty as well as the official of the concerned organization shall verify the record and authenticate it.
- c. The Students while preparing the project report shall devote one chapter as to what he / she has actually done during the training period. The students should not prepare vague or false report and should avoid writing a topic relating to an elective area yet to be studied.



- d. The students must make following analysis in four chapters:
 - i. Industry Analysis
 - ii. Company Analysis
 - iii. Competitors Analysis
 - iv. Clients or customer Analysis
 - v. Challenges faced by the company.
- e. The last chapter should mention about his / her training experience in the Organization. If the students believe that there are scopes for improvement (SFI) in the area of his / her training, he / she must mention the same.
- f. The Report should be limited to 20-25 pages.
- g. The summer internship evaluation should be done during the continuance of 3rd Semester. The evaluation should be made out of 100.
- h. The Principal shall form a committee of faculty members to take the viva voce and forward the marks to the University on notice. In case, he feels the need for an external examiner, he may invite a Professor of repute and expert in the field.


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