

## **MBA (MAIN) SECOND YEAR**



**EVALUATION SCHEME & SYLLABUS**

**FOR**

**MBA (MAIN) SECOND YEAR**

**AS PER**

**AICTE MODEL CURRICULUM**

**[Effective from the Session: 2021-22]**

## MBA (MAIN) SECOND YEAR

### PREAMBLE

The Evaluation Scheme and Syllabus for Second Year MBA (Common) programme is designed with a view to enhance the skills, knowledge & leadership of management graduates in order to maximize the employment opportunities in various functional areas. The guidelines of Model Curriculum of AICTE are duly considered by incorporating relevant emerging areas in all specializations offered during the program. It has also followed the guidelines of New Education Policy (NEP) to emphasis on skill building through project and practical work specifying the learning outcomes for each subject and used Bloom's hierarchical model as expected indicators of learning levels. The specified levels of learning outcomes are indicative and could be used suitably for assessment and evaluation.

The management education is dynamic and driven by socio-economic and technological changes as well as innovations. Hence, it is expected that, latest updates from research, industry practices and cases must be discussed extensively during teaching to achieve the desired levels of knowledge and skills with practical outlook among graduating students. The detailed syllabus has introduced case studies and latest updates also.

Visits to Manufacturing Units, malls, ware house & logistic hubs, Ports etc. and some short duration live Projects will be helpful to buddy managers in gaining the feel real corporate culture and working practices. It will help in orienting the students towards entrepreneurship and to start their own start-ups.

Today IT is enable of all areas of management be HR, Finance, Marketing and hence technological integrations with all functions have changed the face of planning and decision making in all manufacturing and service industries. The Supply Chain processes are driven by ERP System and High-End Technologies for real time tracking and identifications during transportation for better customer's support. Therefore in the real time scenario , while designing the syllabus, we have given equal emphasis on the quantitative and analytics approaches which will help the students to understand the practical know how of corporate and will understand the pattern & interpretation of large data. Therefore we have given equal emphasis on building student's IT skills.

## MBA (MAIN) SECOND YEAR

### GUIDELINES FOR SUMMER INTERNSHIP (III SEMESTER) AND RESEARCH PROJECT REPORT (IV SEMESTER)

#### SUMMER TRAINING PROJECT REPORT

1. At the end of the second semester examination, it is mandatory for every student of MBA to undergo on-the-job practical training in any manufacturing, service or financial organization. The training will be of 6 to 8 weeks duration. The college/institute will facilitate this compulsory training for students.
2. During the training, the student is expected to learn about the organization and analyze and suggest solutions to a live problem. The objective is to equip the students with the knowledge of actual functioning of an organization and problems faced by them for exploring feasible solutions.
3. During the course of training, the organization (where the student is undergoing training) will assign a problem/project to the student.
4. The student, after the completion of training will present the work to his / her faculty guide / mentor. Guide will assess student's contribution and will award internal marks out of 50. Thereafter students will submit a report to the College/Institute which will form part of the third semester examination. However, the report must be submitted by the end of October 30.
5. The report (based on training and the problem/project studied) prepared by the student will be known as Summer Training Project Report. The report should ordinarily be based on primary data. It should reflect in depth study of a micro problem, ordinarily assigned by the organization where the student undergoes training. Relevant tables and bibliography should support it. One comprehensive chapter must be included about the organization where the student has undergone training. This should deal with brief history of the organization, its structure, performance products/services and problem faced. This chapter will form part 1 of the report. Part 2 of the report will contain the study of micro research problem. The average size of report ordinarily will be of minimum 100 pages in standard font size (12) and double spacing. Two neatly typed (one sided only) and soft bound copies of the report will be submitted to the College/Institute. The report will be typed on A-4 size paper.
6. The report will have three certificates, one by the Head of the Department, another by the Faculty guide and third one from reporting officer of the organization where the student has undergone training. These three certificates should be attached in the beginning of the report.
7. The Summer Training Project Report will carry 150 marks and will be evaluated by two examiners (external and internal). The evaluation will consist of (1) Project Report evaluation (2) Project Presentation and Viva Voce.
8. The Project Report evaluation will comprise of 50 sessional marks and would be evaluated by internal project guide. The Presentation and Viva Voce would comprise of 100 marks and would be evaluated by two examiners (1 external and 1 internal). The average of the marks awarded by the 2 examiners will be taken into account for the results. In case the difference in the awards given by the examiners is 30 or more marks, the project report will be referred to a third examiner. Only such person will evaluate the project report who has minimum three years of experience of teaching MBA classes in a College/University. Experience of teaching MBA classes as guest faculty shall not be counted.
9. The parameters on which external evaluation would be carried out are as under:

## MBA (MAIN) SECOND YEAR

Project Report Evaluation:

| Evaluation Criteria & Marks | Understanding of objectives with topic (20) | Understanding of Relevance of topic (20) | Interpretation & Analysis (20) | Presentation (20) | Query handling (20) |
|-----------------------------|---|--|--------------------------------|-------------------|---------------------|
|-----------------------------|---|--|--------------------------------|-------------------|---------------------|

10. It is mandatory that the student will make presentation in the presence of teachers and students. The student is expected to answer to the queries and questions raised in such a meeting.
11. The student shall prepare the Summer Training Project Report as per the format given in the Summer Training Manual as prescribed by the University
12. In the beginning of III semester and before commencement of regular classes each student has to choose dual specialization of his/her choice or interest. University offers dual specialization in area Human Resource Management (HR), Marketing Management (MM), Financial Management (FM), International Business (IB) and Information Technology (IT) and Operations Management (OM). Institute shall help students to choose specialization by conducting workshop, Industry Interaction etc.
13. Institute has a right to close the date of choosing area of specialization in order to smooth functioning of classes and department and effective utilization of resources. However, this process shall complete before commencement of regular classes.

### RESEARCH PROJECT REPORT (RPR)

1. In fourth semester, the candidates will have to submit a Research Project Report on a problem/topic (from the specialization areas) to be assigned by the MBA department under the supervision of a core faculty member of the department.
2. The Research Project Report will carry 150 marks.
3. The evaluation of the project report will be done by two examiners (external & internal). The evaluation will consist of (1) Evaluation of Project Report (2) Presentation and Viva Voce.
4. The evaluation of Project Report will comprise of 50 marks and would be evaluated by the internal guide.
5. The evaluation of Viva Voce of Project would comprise of 100 marks and would be evaluated by two examiners (1 external and 1 internal). The average of the marks awarded by the 2 examiners will be taken into account for the results. In case the difference in the marks given by the examiners is 30 or more, the project report will be referred to a third examiner. In such cases the average of two closer awards (given by three examiners) will be taken into account for the results.
6. The report will contain the objectives and scope of the study. Research Methodology, use and importance of the study, analysis of data collected, conclusions and recommendations. It will contain relevant charts, diagrams and bibliography. A certificate of the supervisor and the Head of the MBA program certifying the authenticity of the report shall be attached therewith. The student will submit two copies of the report to the Head of MBA program. The number of pages in the report will be minimum 75 or more. The report should be typed in A-4 size paper. The parameter on which both evaluation (1 & 2) would be carried on would be on the basis of:

## MBA (MAIN) SECOND YEAR

### The scheme of evaluation for Project Report

| Criteria & Marks | Relevance of Objectives with topic (10) | Relevance of Research Methodology(20) | Interpretation & Analysis (20) | Total (50) |
|------------------|---|---------------------------------------|--------------------------------|------------|
|                  |   |                                       |                                |            |

### The scheme of evaluation of Viva voce

| Evaluation Criteria and Marks | Understanding of Objectives with topic (20) | Understanding of the relevance of Research (20) | Interpretation & Analysis (20) | Presentation & Communication skills (20) | Query Handling (20) | Total (100) |
|-------------------------------|---|---|--------------------------------|--|---------------------|-------------|
|                               |   |   |                                |  |                     |             |



## MBA (MAIN) SECOND YEAR

MBA II Year Teaching and Evaluation Scheme  
W.E.F. Academic Session 2021-22  
(In Accordance with AICTE Model Curriculum)

### SEMESTER III

| SNo | Codes   | SUBJECT                                    | PERIODS |   |   | INTERNAL EVALUATION SCHEME |    |    |       | END SEMESTER EVALUATION |     | TOTAL       | CREDIT    |
|-----|---------|--|---------|---|---|----------------------------|----|----|-------|-------------------------|-----|-------------|-----------|
|     |         |  | L       | T | P | CT                         | TA | PS | TOTAL | TE                      | PE  |             |           |
| 1   | KMBN301 | STRATEGIC MANAGEMENT                       | 4       | 0 | 0 | 30                         | 20 | 0  | 50    | 100                     | 0   | 150         | 3         |
| 2   | KMBN302 | INNOVATION AND ENTREPRENEURSHIP            | 4       | 0 | 0 | 30                         | 20 | 0  | 50    | 100                     | 0   | 150         | 3         |
| 3   | KVE301  | HUMAN VALUE AND PROFESSIONAL ETHICS        | 3       | 1 | 0 | 30                         | 20 | 0  | 50    | 100                     | 0   | 150         | 3         |
| 4   |         | Elective- 1 Specialization Group-1         | 4       | 0 | 0 | 30                         | 20 | 0  | 50    | 100                     | 0   | 150         | 3         |
| 5   |         | Elective -2 Specialization Group-1         | 4       | 0 | 0 | 30                         | 20 | 0  | 50    | 100                     | 0   | 150         | 3         |
| 6   |         | Elective -1 Specialization Group-2         | 4       | 0 | 0 | 30                         | 20 | 0  | 50    | 100                     | 0   | 150         | 3         |
| 7   |         | Elective -2 Specialization Group-2         | 4       | 0 | 0 | 30                         | 20 | 0  | 50    | 100                     | 0   | 150         | 3         |
| 8   | KMBN308 | Summer Training Project Report & Viva Voce | 0       | 2 | 0 | 0                          | 50 | 0  | 50    | 0                       | 100 | 150         | 4         |
|     |         | <b>TOTAL</b>                               |         |   |   |                            |    |    |       |                         |     | <b>1200</b> | <b>25</b> |

### SEMESTER IV

| SNo | Codes   | SUBJECT  | PERIODS |   |   | INTERNAL EVALUATION SCHEME |    |    |       | END SEMESTER EVALUATION |     | TOTAL       | CREDIT    |
|-----|---------|--|---------|---|---|----------------------------|----|----|-------|-------------------------|-----|-------------|-----------|
|     |         |  | L       | T | P | CT                         | TA | PS | TOTAL | TE                      | PE  |             |           |
| 1   | KMBN401 | Emerging Technologies in Global Business Environment | 4       | 0 | 0 | 30                         | 20 | 0  | 50    | 100                     | 0   | 150         | 3         |
| 2   |         | Elective- 3 Specialization Group-1                   | 4       | 0 | 0 | 30                         | 20 | 0  | 50    | 100                     | 0   | 150         | 3         |
| 3   |         | Elective -4 Specialization Group-1                   | 4       | 0 | 0 | 30                         | 20 | 0  | 50    | 100                     | 0   | 150         | 3         |
| 4   |         | Elective- 5 Specialization Group-1                   | 4       | 0 | 0 | 30                         | 20 | 0  | 50    | 100                     | 0   | 150         | 3         |
| 5   |         | Elective -3 Specialization Group-2                   | 4       | 0 | 0 | 30                         | 20 | 0  | 50    | 100                     | 0   | 150         | 3         |
| 6   |         | Elective -4 Specialization Group-2                   | 4       | 0 | 0 | 30                         | 20 | 0  | 50    | 100                     | 0   | 150         | 3         |
| 7   |         | Elective -5 Specialization Group-2                   | 4       | 0 | 0 | 30                         | 20 | 0  | 50    | 100                     | 0   | 150         | 3         |
| 8   | KMBN408 | Research Project Report & Viva Voce                  | 0       | 2 | 0 | 0                          | 50 | 0  | 50    | 0                       | 100 | 150         | 4         |
|     |         | <b>TOTAL</b>   |         |   |   |                            |    |    |       |                         |     | <b>1200</b> | <b>25</b> |

## MBA (MAIN) SECOND YEAR

### Specialization Group: HUMAN RESOURCE (HR)

Elective Subjects in III Semester

| S.No. | Code      | Course Title                       |
|-------|-----------|------------------------------------|
| 1     | KMBN HR01 | TALENT MANAGEMENT                  |
| 2     | KMBN HR02 | EMPLOYEE RELATIONS AND LABOUR LAWS |

Elective Subjects in IV Semester

| S.No. | Code      | Course Title                      |
|-------|-----------|-----------------------------------|
| 1     | KMBN HR03 | HR ANALYTICS                      |
| 2     | KMBN HR04 | PERFORMANCE AND REWARD MANAGEMENT |
| 3     | KMBN HR05 | INTERNATIONAL HRM                 |

### Specialization Group: MARKETING (MK)

Elective Subjects in III Semester

| S.No. | Code      | Course Title                                   |
|-------|-----------|--|
| 1     | KMBN MK01 | CONSUMER BEHAVIOUR AND MARKETING COMMUNICATION |
| 2     | KMBN MK02 | MARKETING ANALYTICS                            |

Elective Subjects in IV Semester

| S.No. | Code      | Course Title                   |
|-------|-----------|--------------------------------|
| 1     | KMBN MK03 | B2B AND SERVICES MARKETING     |
| 2     | KMBN MK04 | SALES AND RETAIL MANAGEMENT    |
| 3     | KMBN MK05 | SOCIAL MEDIA AND WEB ANALYTICS |

## **MBA (MAIN) SECOND YEAR**

### **Specialization Group: FINANCE (FM)**

Elective Subjects in III Semester

| S.No. | Code      | Course Title                                 |
|-------|-----------|--|
| 1     | KMBN FM01 | INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT |
| 2     | KMBN FM02 | FINANCIAL PLANNING AND TAX MANAGEMENT        |

Elective Subjects in IV Semester

| S.No. | Code      | Course Title                         |
|-------|-----------|--------------------------------------|
| 1     | KMBN FM03 | FINANCIAL DERIVATIVES                |
| 2     | KMBN FM04 | FOREIGN EXCHANGE AND RISK MANAGEMENT |
| 3     | KMBN FM05 | FINANCIAL AND CREDIT RISK ANALYTICS  |

### **Specialization Group: INTERNATIONAL BUSINESS (IB)**

Elective Subjects in III Semester

| S.No. | Code      | Course Title                      |
|-------|-----------|-----------------------------------|
| 1     | KMBN IB01 | INTERNATIONAL BUSINESS MANAGEMENT |
| 2     | KMBN IB02 | EXPORT IMPORT DOCUMENTATION       |

Elective Subjects in IV Semester

| S.No. | Code      | Course Title              |
|-------|-----------|---------------------------|
| 1     | KMBN IB03 | INTERNATIONAL LOGISTICS   |
| 2     | KMBN IB04 | CROSS CULTURAL MANAGEMENT |
| 3     | KMBN IB05 | INTERNATIONAL TRADE LAWS  |



## MBA (MAIN) SECOND YEAR

### Specialization Group: INFORMATION TECHNOLOGY (IT)

#### Elective Subjects in III Semester

| S.No. | Code      | Course Title                         |
|-------|-----------|--------------------------------------|
| 1     | KMBN IT01 | DATA ANAYTICS FOR BUSINESS DECISIONS |
| 2     | KMBN IT02 | AI AND ML FOR BUSINESS               |

#### Elective Subjects in IV Semester

| S.No. | Code      | Course Title                            |
|-------|-----------|---|
| 1     | KMBN IT03 | DATA BASE MANAGEMENT SYSTEM             |
| 2     | KMBNI T04 | CLOUD COMPUTING FOR BUSINESS            |
| 3     | KMBN IT05 | BUSINESS DATA WAREHOUSING & DATA MINING |

### Specialization Group: OPERATION MANAGEMENT (OM)

#### Elective Subjects in III Semester

|          |            |                                     |
|----------|------------|-------------------------------------|
| <b>1</b> | KMBN OM 01 | SUPPLY CHAIN & LOGISTICS MANAGEMENT |
| <b>2</b> | KMBN OM 02 | OPERATIONS PLANNING & CONTROL       |

#### Elective Subjects in IV Semester

|          |            |                                    |
|----------|------------|------------------------------------|
| <b>3</b> | KMBN OM 03 | QUALITY MANAGEMENT                 |
| <b>4</b> | KMBN OM 04 | PROJECT & SOURCING MANAGEMENT      |
| <b>5</b> | KMBN OM 05 | MANAGEMENT OF MANUFACTURING SYSTEM |

## MBA (MAIN) SECOND YEAR

### STRATEGIC MANAGEMENT

**Code: KMBN 301**

**Credits: 3**

**Teaching Hours: 36**

#### Course Objectives

1. To have a clear understanding of the key concepts and principles of strategic management
2. To have skills and understanding of tools and techniques for analyzing a company strategically
3. To provide a basic understanding of the nature and dynamics of the strategy formulation and implementation processes.
4. To encourage students to think critically and strategically.
5. The ability to identify strategic issues and design appropriate courses of action.

#### UNIT 1 (5 Hours)

**Introduction:** meaning nature, scope, and importance of strategy; Model of strategic management, Strategic Decision-Making Process.

**Corporate Governance:** Composition of the board, Role and Responsibilities of the board of directors, Trends in corporate governance, Corporate Social Responsibility. **Case Studies and Latest Updates.**

#### UNIT 2 (8 hours)

**Environmental Scanning:** *Understanding the Macro Environment:* PESTEL Analysis, Industrial Organization (IO) & the Structure Conduct Performance (SCP) approach, Porter's Five Forces Model, *Understanding the Micro Environment:* Resource Based View (RBV) Analysis, VRIO Framework, Using resources to gain Competitive advantage & its sustainability, Value Chain Analysis. **Case Studies and Latest Updates.**

#### UNIT 3 (9 hours)

**Strategy Formulation:** Situational Analysis using SWOT approach

**Business Strategies:** Competitive **Strategy:** - Cost Leadership, Differentiation & Focus, Cooperative **Strategy:** - Collusion & Strategic Alliances

**Corporate Strategies:** Directional **Strategy:** Growth strategies, Stability Strategies & Retrenchment Strategies. Corporate Parenting

**Functional Strategies:** Marketing, Financial, R&D, Operations, Purchasing, Logistics, HRM & IT. *The sourcing decision:* Outsourcing & offshoring

**Case Studies and Latest Updates.**

#### Unit 4 (9 hours)

**Strategy Choice and Analysis:** Scenario Analysis Process, Tools & Techniques of strategic Analysis: BCG Matrix, Ansoff Grid, GE Nine Cell Planning Grid, McKinsey's 7'S framework. **Case Studies and Latest Updates.**

**Strategy implementation:** Developing Programs, Budget and Procedures, Stages of Corporate Development, Organizational Life cycle, *Organizational Structures:* Matrix, Network & Modular/Cellular; Reengineering and Strategy implementation, Leadership and corporate culture, **Case Studies and Latest Updates.**

#### Unit 5 (5 hours)

**Strategy Evaluation & Control:** Evaluation & Control process, *Measuring performance:* types of controls, activity based costing, enterprise risk management, primary measures of corporate performance, balance scorecard approach to measure key Performance, responsibility centers, Benchmarking, Problems in measuring Performance & Guidelines for proper control. Strategic Audit of a Corporation. **Case Studies and Latest Updates.**