

# VANITA VISHRAM WOMEN'S UNIVERSITY

(Managed By: Vanita Vishram, Surat)

*1<sup>st</sup> Women's University of Gujarat*



VANITA VISHRAM  
WOMEN'S UNIVERSITY  
SURAT

## JYOTI DALAL SCHOOL OF COMMERCE AND MANAGEMENT

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DEPARTMENT OF MANAGEMENT

MASTER OF BUSINESS ADMINISTRATION  
(M.B.A.)

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SYLLABUS

AS PER NEP-2020

W.E.F 2024-25



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## **1. PREAMBLE – VVWU**

Vanita Vishram Women's University (VVWU) is the First-ever Women's University of Gujarat approved by the Government of Gujarat under the provisions of the Gujarat Private Universities Act, 2009. It is a University committed to achieve Women's Empowerment through Quality Education, Skill Development, and by providing employment opportunities to its girl students through its model curriculum, integration of technology in pedagogy and best-in-class infrastructure. The focus is on prioritizing practical component and experiential learning supported through academia-industry linkages, functional MoUs, skill development training, internships etc. It aims at providing opportunities to the girl students for holistic development and self-reliance.

### **VISION**

Empowerment of women through quality education and skill development, so as to make them strong pillars of stability in the society.

### **MISSION**

To provide Education & Professional Training to all women for their all-round development, so as to enable them to become economically independent and socially empowered citizens.



## **2. SALIENT FEATURES**

- Based on NEP-2020 & CBCS
- Interdisciplinary as well as Multidisciplinary.
- Practical-oriented, Skill-based & Vocation-based.
- Based on Experiential learning.
- Greater exposure to Internship, Hands-on Training, Project Work, Field Work, Presentation, etc.
- Mode of teaching shall be Offline.
- Qualified & Competent Faculty Members for effective teaching-learning.
- Employment-Generating



### **3. INTRODUCTION OF THE PROGRAM**

Master of Business Administration (M.B.A.) is a postgraduate course ideal for candidates who aspire to style their career in Education, General Management, Banking, Finance sector, Marketing sector, Human Resources, etc. The 2-year course delves deeper into the technical functioning of various functional departments of a company and it remains one of the most versatile courses in India.

M.B.A. is one of the most popular master's degrees in the discipline of management. A post graduate student in management exhibits disciplinary knowledge in the subjects of Financial Management, Marketing Management and Human Resource Management; is able to develop critical thinking; possess fine communication and soft skills; learns to work in team and gain research related skills which enables one to easily sink in the world of works and also builds confidence to become an entrepreneur.

Through pursuing this programme, the students can be equipped with communication skills, leadership qualities, decision making skills, team-work etc. The course provides room for the students to apply their innovative ideas and concepts to run business/organizations.



#### **4. PROGRAMME OBJECTIVES (POs)**

- PO 1. To provide an overview of all the principles, functions and specialized areas of management.
- PO 2. To develop business and entrepreneurial aptitude among the students.
- PO 3. To inculcate and develop research orientation in students through knowledge of Research.
- PO 4. To sharpen the skills and competencies required for effective managerial decision making.
- PO 5. To enhance the delivery of effective communication using a variety of appropriate technologies.
- PO 6. To enhance the employability of students to higher level positions in industry.



## **5. PROGRAM SPECIFIC OUTCOMES(PSOs)**

Upon completion of the M.B.A. program, the students will:

- PSO 1. Develop knowledge in core areas of management based on current research and best practice
- PSO 2. Demonstrate the ability to create business plans and run them successfully.
- PSO 3. Understand the concepts of research, conduct market research and accordingly indulge in appropriate courses of action to excel the business.
- PSO 4. Analysis and interpretation of the information used in decision making to solve problems and thereby evolve appropriate strategies.
- PSO 5. Construct and communicate a logical, relevant, and professional quantitative assessment of business information in an effective manner.
- PSO 6. Develop the students with requisite knowledge, skills and right attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.



## 6. PROGRAM HIGHLIGHTS:

<b>Course Level</b>	PG						
<b>Duration</b>	2 Years						
<b>Examination Type</b>	Semester System (1- 4 semesters)						
<b>Intake</b>	60 per division						
<b>Eligibility</b>	Any Graduate in Commerce/Arts/Science Stream						
<b>Mapping between POs and PSOs</b>		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	PO1						
	PO2						
	PO3						
	PO4						
	PO5						
	PO6						
<b>Job Positions</b>	General Manager, Finance Manager, Human Resource Manager, Marketing Manager, Operations Manager, Project Manager, Financial Analyst, Brand Manager, Bank Officer, Stock Broker, Academician, Entrepreneur, Business Consultant, Relationship Manager, Financial Advisor, etc.						





## 7. SCHEME OF ASSESSMENT

Following is the scheme of assessment followed by the university –

### Theory & Practical Papers

#### Internal and External Evaluation Pattern

Examination Head	Weightage (%)
Internal Evaluation	40
End Semester Examination	60
<b>Total</b>	<b>100</b>

#### Internal Evaluation Pattern

Evaluation Pattern	Marks out of 40
Internal Examination	20
Attendance	05
<b>Faculty Evaluation ( any three components)</b> <ul style="list-style-type: none"><li>• Assignment</li><li>• Article writing</li><li>• Project work</li><li>• Report writing</li><li>• Class exercise</li><li>• Quiz</li><li>• Viva-Voce</li><li>• Book review or Article review</li><li>• PPT/ Class presentation</li><li>• Poster presentation</li><li>• Class participation/ Group Discussion/ Role play</li><li>• Case Study</li><li>• Workshop/Seminars</li><li>• Online courses (e.g., SWAYAM-NPTEL)</li><li>• Any other mode of evaluation approved by Dean</li></ul>	15
<b>Total</b>	<b>40</b>

**8. CREDIT STRUCTURE****M.B.A.**

<b>Semester</b>	<b>Core Course (4)</b>	<b>DSE(4)</b>	<b>Project</b>	<b>Dissertation</b>	<b>Total</b>
SEM- 1	6*4=24 1*2= 2	-	-	-	26

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## JYOTI DALAL SCHOOL OF COMMERCE AND MANAGEMENT

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DEPARTMENT OF MANAGEMENT  
MASTER OF BUSINESS ADMINISTRATION  
SEMESTER 1

---

### SYLLABUS

AS PER NEP-2020

w.e.f. 2024-25

**9. COURSE STRUCTURE – PAPER TITLES SEMESTER 1**

<b>Semester</b>	<b>Major (4)</b>	<b>DSE(4)</b>	<b>Project</b>	<b>Dissertation</b>	<b>Total</b>
SEM- 1	1. Organisational Behaviour 2. Cost and Management Accounting 3. Management Functions 4. Economics for Managers 5. Business Statistics 6. Business Communication 7. Business Information System	-	-	-	26



### 10. TEACHING AND EVALUATION SCHEME FOR M.B.A. ACADEMIC YEAR 2024-25

Semester	Course Code	Course Category	Course Title	Teaching Scheme				Examination Scheme													Total Credit
				Contact Hours			Total Credit	Theory					Practical					Total			
								Credit	CA		ESE			Credit	CA		ESE				
				Theory	Practical	Total	Max.		Passing	Max.	Passing	CA+ESE Passing	Max.		Passing	Max.	Passing	CA+ESE Passing			
I	BM21010	Major Course- I (Core)	Organisational Behaviour	4	0	4	4	4	40	16	60	24	40	-	-	-	-	-	-	100	4
	BM21020	Major Course- II (Core)	Cost and Management Accounting	4	0	4	4	4	40	16	60	24	40	-	-	-	-	-	-	100	4
	BM21030	Major Course- III (Core)	Management Functions	4	0	4	4	4	40	16	60	24	40	-	-	-	-	-	-	100	4
	BM21040	Major Course- IV (Core)	Economics for Managers	4	0	4	4	4	40	16	60	24	40	-	-	-	-	-	-	100	4
	BM21050	Major Course- V (Core)	Business Statistics	4	0	4	4	4	40	16	60	24	40	-	-	-	-	-	-	100	4
	BM21060	Major Course- VI (Core)	Business Communication	4	0	4	4	4	40	16	60	24	40	-	-	-	-	-	-	100	4
	BM21070	Major Course- VII (Core)	Business Information System	0	4	4	2	2	-	-	-	-	-	2	20	8	30	12	20	50	2
<b>Total</b>																				<b>26</b>	

Note: Examination Scheme will be followed as per the provision given by the Exam Section of VVWU.



# 11. SYLLABUS: SEMESTER 1



**VANITA VISHRAM WOMEN'S UNIVERSITY, SURAT**  
**JYOTI DALAL SCHOOL OF COMMERCE AND MANAGEMENT**

**Department of Management**  
**Master of Business Administration (M.B.A.)**

**F.Y.M.B.A.**

**Semester I**

**COURSE CODE: BM21010**

**Major Course: Organisational Behaviour**

**w.e.f. Academic Year 2024-25**

**Credit 4**

**Contact Hour per week 4**

**OUTLINE OF THE COURSE:**

<b>Course type</b>	Theory
<b>Level of the Course</b>	500-599 Advance Courses
<b>Course Category</b>	Major Course
<b>Purpose of Course</b>	The course will assist learners in acquiring knowledge about human behaviour within the organisational context, and complex interactions dealing with the changed parameters of technology, psychology and culture.
<b>Course Objective</b>	CO 1. Understand the foundational concepts of Organisational behaviour. CO 2. Understand the concepts of attitude, values and emotional intelligence. CO 3. Understand the concepts of group dynamics and conflict management. CO 4. Understand the systems of organisation with the aspect of organisation culture and change.
<b>Minimum weeks Per Semester</b>	15
<b>Last Review / Revision</b>	-
<b>Pre-requisite</b>	Elementary knowledge of management and organisation.
<b>Teaching Methodology</b>	Class Room Teaching, Group Discussion, Assignments, Case studies and Presentations
<b>Evaluation Method</b>	40% Continuous Assessment (CA) 60% End Semester Examination (ESE)



Units	Particulars	% Weightage of Unit	Minimum No. of Hours
1	<b>Introduction to Organisational Behaviour</b> <ul style="list-style-type: none"><li>• Definition of Organisational Behaviour</li><li>• Nature of Organisational Behaviour</li><li>• Importance of Organisational Behaviour</li><li>• Foundations of Organisational Behaviour</li><li>• Organisational Behaviour Models</li><li>• Contemporary issues in Organisational Behaviour</li></ul>	25%	10
2	<b>Individual Behaviour</b> <b>(a) Attitudes &amp; Values-</b> <ul style="list-style-type: none"><li>• Meaning &amp; Definition of Attitude</li><li>• Nature of attitude</li><li>• Components of attitude</li><li>• Functions of attitude</li><li>• Meaning &amp; Definition of Values</li><li>• Types of values</li><li>• Attitude, Values &amp; Organisational behaviour</li></ul> <b>(b) Emotional Intelligence-</b> <ul style="list-style-type: none"><li>• Meaning &amp; Definition of Emotional Intelligence</li><li>• Importance of emotional intelligence</li><li>• Application of emotional intelligence in organisation</li><li>• Developing emotional intelligence</li></ul>	25%	10
3	<b>Group Behaviour</b> <b>(a) Group Dynamics</b> <ul style="list-style-type: none"><li>• Meaning &amp; Definition of Group</li><li>• Types of groups</li><li>• Group structuring</li><li>• Group cohesiveness</li><li>• Group decision making</li></ul> <b>(b) Conflict Management</b> <ul style="list-style-type: none"><li>• Meaning &amp; Definition of Conflict</li><li>• Process of conflict</li><li>• Levels of conflict</li><li>• Conflict resolution</li></ul>	25%	10





<b>4</b>	<b>Organisation Systems</b>  <b>(a) Organisational Culture</b> <ul style="list-style-type: none"><li>• Meaning &amp; Definition of Organisational Culture</li><li>• Creating &amp; Maintaining organisational culture</li><li>• Effects of Organisational Culture</li></ul> <b>(b) Organisational Change</b> <ul style="list-style-type: none"><li>• Meaning &amp; Definition Organisational change</li><li>• Forces for change in an organisation</li><li>• The change process</li></ul>	25%	10
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**REFERENCE****Core reference:**

1. Organisational Behaviour, K. Aswathappa, Himalaya Publishing House, Edition, 2019.
2. Organisational Behaviour, L.M. Prasad, Sultan Chand & Sons, Sixth edition, 2019.

**Reference books:**

1. Organisational Behaviour, Stephen Robbins, Pearson Education
2. Organisational Behaviour, Fred Luthans, McGraw- Hill
3. Organisational Behaviour, Hellriegel & Slocum, South Western Publication

**COURSEOUTCOMES:**

Upon successful completion of the course, the students will be able to:

CO1.	Understand the foundational concepts of Organisational behaviour.
CO2.	Understand the concepts of attitude, values and emotional intelligence.
CO3.	Understand the concepts of group dynamics and conflict management.
CO 4.	Understand the systems of organisation with the aspect of organisation culture and change.

**COURSE OUTCOMES MAPPING**

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	Introduction to Organisational Behaviour				
2	Individual Behaviour				
3	Group Behaviour				
4	Organisation Systems				

**COURSE ARTICULATION MATRIX**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1						
CO2						
CO3						
CO4						



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**JYOTI DALAL SCHOOL OF COMMERCE AND MANAGEMENT**

**Department of Management**  
**Master of Business Administration (M.B.A.)**

**M.B.A.**

**Semester I**

**COURSE CODE: BM21020**

**Major Course: Cost and Management Accounting**

**Credit      4**

**Contact Hour per week      4**

**OUTLINE OF THE COURSE:**

<b>Course type</b>	Theory
<b>Level of the Course</b>	500-599 Advance Courses
<b>Course Category</b>	Major Course
<b>Purpose of Course</b>	The course will assist learners in acquiring knowledge and developing an understanding of various concepts, techniques and practices of Cost and Management Accounting which will help them in making managerial decisions in an organization.
<b>Course Objective</b>	CO 1. To comprehend Basic Accounting Concepts CO2. To develop ability to prepare Company's Final Accounts CO3. To develop ability to prepare various Financial Statements and interpret it CO4. To aid students in understanding and applying Knowledge regarding Cost Accounting in Practice
<b>Minimum weeks Per Semester</b>	15
<b>Last Review / Revision</b>	-
<b>Pre-requisite</b>	Basic Knowledge of Accounts.
<b>Teaching Methodology</b>	Class Room Teaching, Discussion and Assignment, Numerical
<b>Evaluation Method</b>	40% Continuous Assessment (CA) 60% End Semester Examination (ESE)



Units	Particulars	% Weightage of Unit	Minimum Nos. of Hours
1	<b>Fundamentals of Accounting</b> <ul style="list-style-type: none"><li>• Introduction of Accounting</li><li>• Meaning, Nature and Scope of Financial Accounting</li><li>• Meaning, Nature and Scope of Cost Accounting</li><li>• Meaning, Nature and Scope of Management Accounting</li><li>• Functions or Objectives of Management Accounting</li><li>• Difference between Financial Accounting, Cost Accounting and Management Accounting</li></ul>	25%	10
2	<b>Company Final Accounts</b> <ul style="list-style-type: none"><li>• Preparation of Profit and Loss Account</li><li>• Preparation of Balance Sheet</li></ul>	25%	10
3	<b>Financial Statement Preparation and Its Analysis</b> <ul style="list-style-type: none"><li>• Preparation of Cash Flow Statement</li><li>• Comparative Financial Statements</li><li>• Trend Analysis</li><li>• Ratio Analysis</li></ul>	25%	10
4	<b>Cost Accounting</b> <ul style="list-style-type: none"><li>• Meaning of Costing and Cost Accounting</li><li>• Objectives and Functions of Cost Accounting</li><li>• Overview of methods and techniques of Costing</li><li>• Classification of Cost</li><li>• Unit Costing</li></ul>	25%	10

**REFERENCE****Core reference:**

1. Cost and Management Accounting, M.N. Arora, Vikas Publishing House Private Limited (11<sup>th</sup> Edition)
2. Management Accounting (Text, Problem and Cases), M. Y. Khan & P. K. Jain, Mc Graw Hill

**Reference books:**

3. Financial Accounting (Principles and Practices), Prof. Jawahar Lal and Dr. Seema Srivastava, S Chand and Company Limited (Revised Edition)
4. Management Accounting, R.S.N. Pillai and Bhagavathi, S Chand and Company Limited
5. Problems and Solution in Cost Accounting, DR. S.N. Maheshwari, Sultan Chand & Sons
6. Cost Accounting (Principles & Practices), S.P. Jain & K. L. Narang, Kalyani Publishers

**COURSEOUTCOMES:**

Upon successful completion of the course, students will be able to:

CO1.	Understand various basic concepts of Management accounting.
CO2.	Prepare company final accounts.
CO3.	Prepare and analyze financial statements and also interpret various ratios.
CO4.	Understand various cost and prepare cost sheet.

**COURSEOUTCOMESMAPPING**

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	Fundamentals of Accounting				
2	Company Final Accounts				
3	Financial Statement Preparation and Its Analysis				
4	Cost Accounting				

**COURSEARTICULATIONMATRIX**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1						
CO2						
CO3						
CO4						



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**Department of Management**

**Master of Business Administration (M.B.A.)**

**F.Y.M.B.A**

**Semester I**

**COURSE CODE: BM21030**

**Major Course: Management Functions**

**w.e.f. Academic Year 2024-25**

**Credit 4**

**Contact Hour per week 4**

**Outline of the Course:**

<b>Course type</b>	Theory
<b>Level of the Course</b>	500-599 Advance Level
<b>Course Category</b>	Major Course
<b>Purpose of Course</b>	The purpose of this course is to develop strong analytical and problem-solving skills for solving the operational and managerial issues in firm.
<b>Course Objective</b>	CO 1 To explain the basic concepts, principles and theories of management CO 2 To examine the broad functions of management. CO 3 To understand the need of optimum allocation of workforce and develop ethical workplace practices CO 4 To identify the contemporary issues and challenges in the field of management and its solution tips from Indian mythology
<b>Minimum weeks per Semester</b>	15
<b>Last Review / Revision</b>	-
<b>Pre-requisite</b>	Basic knowledge of Management function
<b>Teaching Methodology</b>	Class Room Teaching, Case study and Industry visit
<b>Evaluation Method</b>	40% Continuous Assessment (CA) 60% End Semester Examination (ESE)



**Course Content:**

Units	Particulars	Weightage	Hours
1	<p><b>Introduction to Management:</b></p> <ul style="list-style-type: none"> <li>• Introduction to Management</li> <li>• Definition, nature and types of managers</li> <li>• Process and significance of management</li> <li>• Managerial skills and levels</li> <li>• Basic functions of management</li> <li>• Evolution of management theories</li> <li>• Fredrick Taylor’s Scientific Management</li> <li>• Henry Fayol’s Administrative Management</li> <li>• Bureaucratic Theory of Max Weber</li> </ul>	25%	10
2	<p><b>Planning and Organizing:</b></p> <ul style="list-style-type: none"> <li>• Planning: Definition, nature and importance</li> <li>• Types of planning and steps in planning</li> <li>• Organizing: Concept and definition</li> <li>• Formal and informal organization</li> <li>• Organizational structure and span of management</li> <li>• Delegation of authority and departmentation</li> </ul>	25%	10
3	<p><b>Staffing:</b></p> <ul style="list-style-type: none"> <li>• Nature and purpose of staffing</li> <li>• Importance of staffing</li> <li>• Components of staffing</li> <li>• Manpower planning-recruitment and selection</li> <li>• Training and development</li> <li>• Performance appraisal</li> </ul>	25%	10
4	<p><b>Directing, Controlling and Co-ordination:</b></p> <ul style="list-style-type: none"> <li>• Meaning of directing &amp; control</li> <li>• Requirements of an effective control system</li> <li>• Behavioral implications of control</li> <li>• Techniques of managerial control</li> <li>• Co-ordination -Meaning and need for co-ordination</li> <li>• Types of Co-ordination</li> <li>• Techniques of Coordination</li> <li>• Management lessons of controlling and coordination from Indian mythology</li> </ul>	25%	10

**REFERENCE**

**Core references:**

1. Daft, R. L. (2009). Principles of Management (1st edition), Cengage Learning.
2. Gupta, R.S., Sharma, B.D., & Bhalla. N.S. (2011). Principles & Practices of Management (New edition). New Delhi: Kalyani Publishers
3. L M Prasad, (2007). Principles and Practices of Management, Himalaya Publishing House

**Reference books:**

1. Stoner, Freeman, Gilbert Jr. (2014). Management (New Edition), New Delhi: Prentice Hall India

**COURSE OUTCOMES:**

Upon successful completion of the course, the student will be able to

CO 1.	Explain the basic concepts, principles and theories of management
CO 2.	Effectively apply the broad function of management in firm and real life.
CO 3.	Understand the significance of allocation of workforce and need of ethical workplace practices.
CO 4.	Solve contemporary issues and challenges from historic events

**COURSE OUTCOMES MAPPING**

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1.	Introduction to Management				
2.	Planning and organizing				
3.	Staffing				
4.	Directing, Controlling and Co-ordination				

**COURSE ARTICULATION MATRIX**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1						
CO2						
CO3						
CO4						





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**Department of Management**

**Master of Business Administration (M.B.A.)**

**F.Y.MBA**

**Semester I**

**COURSE CODE: BM21040**

**Major Course: Economics for Managers**

**w.e.f. Academic Year 2024-25**

**Credit 4**

**Contact Hour per week 4**

**Outline of the Course:**

<b>Course type</b>	Theory
<b>Level of the Course</b>	500-599 Advance Level
<b>Course Category</b>	Major Course
<b>Purpose of Course</b>	The purpose of this course is to building a perspective for the application of model economic concepts, tools and techniques in evaluating business decisions taken by a firm at the micro level.
<b>Course Objective</b>	CO 1 The students will be adept with the economic concept of constraint optimization for managerial decision making CO 2 To examine the broad functions of demand and supply in firms. CO 3 To understand the factors of consumer and producer's surplus CO 4 To use the theory concept of production, cost and market
<b>Minimum weeks per Semester</b>	15
<b>Last Review / Revision</b>	-
<b>Pre-requisite</b>	Basic knowledge of Micro and Macro Economics
<b>Teaching Methodology</b>	Class Room Teaching, Case discussion covering a cross section of decision situations, Discussions on issues and techniques Projects/ Assignments Quizzes
<b>Evaluation Method</b>	40% Continuous Assessment (CA) 60% End Semester Examination (ESE)

**Course Content:**

Units	Particulars	Weightage	Hours
1	<b>Principles of Economics:</b> <ul style="list-style-type: none"><li>• Introduction to Economics and its objectives</li><li>• How the Economy as a whole works</li><li>• Role of Economic models</li><li>• Central problems of an Economy</li><li>• Chankya Neeti- learning of economics for Managers</li></ul>	25%	10
2	<b>Basics of Supply and Demand Elasticity:</b> <ul style="list-style-type: none"><li>• Definition, Types of elasticity</li><li>• The price elasticity of demand and supply and its determinants</li><li>• Using Elasticities in Managerial Decision Making</li><li>• Important methods for measuring price elasticity of demand and supply and degrees.</li><li>• The Market force of supply and demand</li><li>• Price determination with supply and demand curve</li></ul>	25%	10
3	<b>Consumers, producers and the efficiency of markets:</b> <ul style="list-style-type: none"><li>• Consumer and Consumer surplus</li><li>• Producer and Producer surplus</li><li>• Evaluating the market equilibrium- the benevolent social planner</li><li>• Market efficiency and market failure</li></ul>	20%	10
4	<b>Theory of Production, Cost</b> <ul style="list-style-type: none"><li>• Production Function; Law of Variable Proportions; Law of returns,</li><li>• Economies of Scale; Iso-quants and Iso-cost lines.</li><li>• Cost concept and analysis, short-run and long-run</li><li>• Cost curves and its managerial use</li><li>• Relationship between Short Run, Long Run and Average Total Cost</li><li>• Break-Even Analysis</li></ul>	30%	10

**REFERENCE****Core references:**

1. Koutsoyiannis, A. (2008). Modern Microeconomics (2nd ed.). Palgrave, McMillan.
2. Salvatore, D. (2016). Managerial Economics (8th ed.). Oxford University Press.
3. Geetika, Ghosh P., & Roy Chowdhury, P. (2017). Managerial Economics (3rd ed.). McGraw Hill Education.

**Reference books:**

4. Mankiw Gregory Principles of Microeconomics Cengage Learning Edition (latest)

**COURSE OUTCOMES:**

Upon successful completion of the course, the student will be able to

CO 1.	Understand the basic concepts, principles and theories of Economics
CO 2.	Effectively apply the broad concept of micro economics in firm and real life.
CO 3.	Understand the significance of consumer and producer in market function
CO 4.	Solve contemporary issues and challenges from of market

**COURSE OUTCOMES MAPPING**

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1.	Principles of Economics	■			
2.	Basics of Supply and Demand Elasticity		■		
3.	Consumers, producers and the efficiency of markets			■	
4.	Theory of Production, Cost and Market				■

**COURSE ARTICULATION MATRIX**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1		■				
CO2		■				
CO3				■		
CO4						■



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**JYOTI DALAL SCHOOL OF COMMERCE AND MANAGEMENT**

**Department of Management**

**Master of Business Administration (M.B.A.)**

**F.Y.M.B.A.**

**Semester I**

**COURSE CODE: BM21050**

**Multidisciplinary Course: Business Statistics**

**Credit 4**

**Contact Hours per week 4**

**Outline of the Course:**

<b>Course type</b>	Theory
<b>Level of the Course</b>	500-599 Advanced-Level Courses
<b>Course Category</b>	Major Course
<b>Purpose of Course</b>	To equip students with the advanced statistical techniques necessary for making data-driven decisions in business and management. Learning decision-making skills is crucial for management students. By understanding probability, probability distributions, hypothesis testing, and Regression, students can analyze data effectively, make informed decisions, and solve business problems with confidence.
<b>Course Objective</b>	CO 1. Understand and apply the Descriptive Statistics to get insights from the raw data. CO 2. Understand and apply the concept of probability and various discrete and continuous probability distributions to predict the chances of occurrence of events. CO 3. Acquire the concept of hypothesis testing and apply to test various parameters of population. CO 4. Able to understand and apply the concept of regression to predict the future values of variables.
<b>Minimum weeks per Semester</b>	15
<b>Last Review / Revision</b>	-
<b>Pre-requisite</b>	Knowledge of school level statistics
<b>Teaching Methodology</b>	Class Room Teaching, Discussion and Assignment
<b>Evaluation Method</b>	40% Continuous Assessment (CA) 60% End Semester Examination (ESE)


**Course Content:**

Units	Particulars	% Weightage of Unit	Minimum Nos. of Hours
1	<b>Descriptive Statistics</b> <ul style="list-style-type: none"> <li>• <b>Introduction:</b> Meaning of Statistics, Applications of Statistics in Business, Data Measurement Levels, and Data Classification.</li> <li>• <b>Measures of Central Tendency:</b> Mean, Median, Quartiles, Deciles, Percentiles, Mode.</li> <li>• <b>Measures of Dispersion:</b> Range, Mean Absolute Deviation, Interquartile Range (IQR), Variance, Standard Deviation, and Coefficient of Variation.</li> <li>• <b>Measures of Shape:</b> Skewness and Kurtosis</li> <li>• <b>Describing Data Visually:</b> Frequency Distribution, Pie Chart, Bar Graph, Histogram, Scatterplot, Line Chart, Pareto Chart, Boxplot.</li> </ul>	25%	10
2	<b>Probability and Probability Distributions</b> <ul style="list-style-type: none"> <li>• <b>Probability:</b> Experiment, Sample Space, Event, Mutually Exclusive and Exhaustive Events, Definition of Probability, Probability of Complement, Union and Intersection, Addition Law, Conditional Probability, Multiplication law, Independent Events.</li> <li>• <b>Discrete Probability Distributions:</b> Binomial Distribution and Poisson Distribution.</li> <li>• <b>Continuous Probability Distributions:</b> Uniform Distribution, Normal Distribution and Exponential Distribution.</li> </ul>	25%	10
3	<b>Testing of Hypothesis</b> <ul style="list-style-type: none"> <li>• <b>Introduction:</b> Population, Sample, Large Sample Size, Small Sample Size, Population Parameter, Sample Statistic, Hypothesis, Meaning of Testing a Hypothesis, Null and Alternative Hypothesis, Types of Errors, Test Statistic, Level of Significance, Critical Value, p-value.</li> <li>• <b>Testing about a Population Mean:</b> z-test, t-test</li> <li>• <b>Testing hypothesis about two Population Means:</b> Paired t-test, independent t-test.</li> <li>• <b>Testing hypothesis about Population Proportion:</b> Testing single and two population proportions.</li> <li>• <b>Chi-Square Test:</b> Test for independence of two attributes.</li> </ul>	25%	10
4	<b>Correlation and Regression</b> <ul style="list-style-type: none"> <li>• <b>Correlation:</b> Covariance, Coefficient of Correlation, Rank Correlation.</li> <li>• <b>Simple Regression Analysis:</b> Simple Linear Regression Model and Assumptions, Principle of Least Squares, Least Squares Regression Line.</li> <li>• <b>Residual Analysis:</b> Using Residuals to Test the Assumptions of the Regression Model.</li> </ul>	25%	10



	<ul style="list-style-type: none"> <li>• <b>Model Evaluation:</b> Sum of Squares SSE, SST, and SSR. Mean Square Error (MSE), Standard Error of the Estimate, Coefficient of Determination, Hypothesis Testing for the Slope of the Regression Model, Testing the Overall Model,</li> <li>• <b>Multiple and Nonlinear Regression:</b> Overview of Multiple Regression Model, Mathematical, Transformation of Nonlinear Models.</li> </ul>		
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Core Reference:

1. Business Statistics for Contemporary Decision Making, Ken Black, Wiley

Reference Books:

1. Business Statistics, J.K.Sharma, Vikas
2. Fundamentals of statistics, S.C.Gupta, Himalaya Publication House
3. Statistics for management, Richard I. Levin and David S.Rubin, Pearson
4. Complete Business Statistics, Amir D. Aczel and Jayavel Sounderpandian, McGrawHill
5. Statistics for Management, Anand Sharma, Himalaya Publication house

### COURSE OUTCOMES:

Upon successful completion of the course, the student will be able to

CO 1.	Calculate various Descriptive Statistics and visualize raw data for exploratory data analysis.
CO 2.	Calculate the probabilities of discrete and continuous random variables and apply them to analyze uncertainty in decision-making scenarios.
CO 3.	Formulate hypotheses, conducting various tests, and interpreting the results to make informed decisions in business context.
CO 4.	Able to understand and apply the concepts of correlation and regression to analyze relations and predict the future values of variables.

### COURSE OUTCOMES MAPPING

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	<b>Descriptive Statistics</b>				
2	<b>Probability and Probability Distributions</b>				
3	<b>Testing of Hypothesis</b>				
4	<b>Regression</b>				

**COURSE ARTICULATION MATRIX**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>CO1</b>						
<b>CO2</b>						
<b>CO3</b>						
<b>CO4</b>						



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**Master of Business Administration (M.B.A.)**

**F.Y.M.B.A.**

**Semester I**

**COURSE CODE: BM21060**

**Major Course: Business Communication**

**w.e.f. Academic Year 2024-25**

**Credit 4**

**Contact Hour per week 4**

**OUTLINE OF THE COURSE:**

<b>Course type</b>	Theory
<b>Level of the Course</b>	500-599 Advance Courses
<b>Course Category</b>	Major Course
<b>Purpose of Course</b>	The course will assist the learners in understanding the basic concepts of communication within the business organisation, oral and written business communication with the development of soft skills.
<b>Course Objective</b>	CO 1. Understand the basic concept of communication in a business organisation. CO 2. Understand the different facets of oral communication. CO 3. Understand different aspects of written communication. CO 4. Understand and develop presentation skills.
<b>Minimum weeks Per Semester</b>	15
<b>Last Review / Revision</b>	-
<b>Pre-requisite</b>	Elementary knowledge of management and organisation.
<b>Teaching Methodology</b>	Class Room Teaching, Group Discussion, Assignments, Case studies, and Presentations
<b>Evaluation Method</b>	40% Continuous Assessment (CA) 60% End Semester Examination (ESE)





Units	Particulars	% Weightage of Unit	Minimum No. of Hours
1	<b>Communication in Organisation</b> <ul style="list-style-type: none"> <li>• Meaning &amp; Definition of Communication</li> <li>• Objectives of Communication</li> <li>• Principles of effective Communication</li> <li>• Communication Ethics</li> <li>• Types of Communication</li> <li>• Process of Communication</li> <li>• Role of Communication in Business</li> <li>• Communication Barriers and it's resolutions</li> </ul>	25%	10
2	<b>Oral Communication</b> <p><b>(a) Listening</b></p> <ul style="list-style-type: none"> <li>• Importance of Listening</li> <li>• Barriers to effective Listening</li> <li>• Guidelines for effective Listening</li> </ul> <p><b>(b) Speeches</b></p> <ul style="list-style-type: none"> <li>• Characteristics of a good speech</li> <li>• Profile of a good speaker</li> <li>• Planning to speak</li> </ul> <p><b>(c) Interviews</b></p> <ul style="list-style-type: none"> <li>• Types of Interview</li> <li>• Interview techniques</li> <li>• Preparation for the Interview</li> </ul>	25%	10
3	<b>Presentation Skills</b> <ul style="list-style-type: none"> <li>• Planning &amp; preparing the text</li> <li>• Using Visual Aids</li> <li>• Making the Presentation</li> <li>• Appearance &amp; Posture</li> <li>• Controlling nervousness &amp; stage fright</li> <li>• Reports</li> </ul>	25%	10
4	<b>Written Communication</b> <ul style="list-style-type: none"> <li>• C's of effective writing</li> <li>• Layout of a Business Letter</li> <li>• Framing of job application</li> <li>• Email Writing</li> <li>• Minutes &amp; Agenda</li> <li>• Memo Writing</li> </ul>	25%	10

**REFERENCE****Core reference:**

1. Essentials of Business Communication, Rajendra pal & J.S. Korlahalli, Sultan Chand & Sons, Twelfth edition, 2009.
2. Business Communication, Urmila Rai & S.M. Rai, Himalaya Publishing House, Edition, 2023.
3. Technical Communication- principles & practices, Meenakshi Raman & Sangeeta Sharma, Oxford, 4<sup>th</sup> Edition.

**Reference books:**

1. Business Communication Strategies, Mathukutty M. Monipally, Mc-Graw Hill Publishing Company Ltd.
2. Business Communication, Chaturvedi and Chaturvedi, Pearson India.
3. Business Communication Essentials, Bovee and Thill, Pearson education Asia.



**COURSE OUTCOMES:**

Upon successful completion of the course, the students will be able to:

CO1.	Understand the basic concept of communication in a business organisation.
CO2.	Understand the different facets of oral communication.
CO3.	Understand different aspects of written communication.
CO 4.	Understand and develop presentation skills.

**1.1 COURSEOUTCOMESMAPPING**

Unit No.	Title of the Unit	Course Outcomes			
		CO 1	CO 2	CO 3	CO 4
1	Communication in Organisation				
2	Oral Communication				
3	Written Communication				
4	Presentation Skills				

**COURSEARTICULATIONMATRIX**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1						
CO2						
CO3						
CO4						



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**Semester I**

**COURSE CODE: BM21070**

**Core Course: Business Information System**

**w.e.f. Academic Year 2024-25**

**Credit 2**

**Contact Hour per week 4**

**Outline of the Course:**

<b>Course type</b>	Practical
<b>Level of the Course</b>	500-599 Advance Course
<b>Course Category</b>	Major Course
<b>Purpose of Course</b>	The purpose of the course is to understand the importance of computer hardware and software and its functions in an organization and to study the use of computer application in various Businesses. The course will help learners to become aware about the recent developments in Information Technology. The course is designed to help students develop an insight regarding how Information Systems influence the business strategy.
<b>Course Objective</b>	CO 1. To understand the fundamentals of computers along with types of hardware & software systems and roles of office application software in business. CO 2. To understand how Decision Making Information System used for strategic decision making. CO 3. To understand how Enterprise System used for strategic decision making.
<b>Minimum weeks per Semester</b>	15
<b>Last Review / Revision</b>	-
<b>Pre-requisite</b>	None
<b>Teaching Methodology</b>	Class Room Teaching, Discussion and Assignment
<b>Evaluation Method</b>	40% Continuous Assessment (CA) 60% End Semester Evaluation (ESE)

**Course Content:**

Units	Particulars	% Weightage of Unit	Minimum Nos. of Hours
1	<b>Introduction to Computer and Office Application:</b> <b>[A] Introduction to Computer:</b> <ul style="list-style-type: none"><li>• Meaning of computer</li><li>• Categories of computer</li><li>• Central Processing Unit</li><li>• Meaning of Hardware and Software</li><li>• Types of Hardware</li><li>• Types of Software</li><li>• System Software (Operating system software and Utility software)</li><li>• Application Software</li></ul> <b>[B] Office Application:</b> <ul style="list-style-type: none"><li>• MS Word</li><li>• MS Excel</li><li>• MS PowerPoint</li></ul>	50%	10
2	<b>Recent IT Trends in Business:</b> <b>[A] Decision Making Information System:</b> <ul style="list-style-type: none"><li>• Transaction Processing System</li><li>• Decision Support System</li><li>• Executive Information System</li></ul> <b>[B] Enterprise System:</b> <ul style="list-style-type: none"><li>• Supply Chain Management</li><li>• Customer Relationship Management</li><li>• Enterprise Resource Planning</li></ul>	50%	10

**REFERENCES**

Core reference:

1. Essentials of Business Driven Information systems, PAIGE BALTZAN and et.al., Tata Mc-Graw Hill.
2. Mastering MS Office, Kumar Bittu, V&S Publishers

Reference books:

1. Management Information Systems: Managing the Digital Firm, Laudon, Kenneth C. and Laudon, Jane P, Pearson Publication.
2. Information Technology – Law and Practice, Sharma Vakul, Universal Law Publishing.
3. Management Information System – Managing Information Technology in the Business Enterprise, Tata Mc-Graw Hill.



4. Information Technology for Management: Transforming Organizations in the Digital Economy, Efraim Turban, Dorothy Leidner, Ephraim McLean, James Wetherbe, Wiley Publication, New Delhi.

**COURSE OUTCOMES:**

Upon successful completion of the course, the student will be able to learn

CO 1.	The fundamentals of computers along with types of hardware and software systems and roles and responsibilities of information technology in business and developed the knowledge in the area of IT management.
CO 2.	Decision Making Information System used for strategic decision making.
CO 3.	Enterprise System used for strategic decision making.

**COURSE OUTCOMES MAPPING**

Unit No.	Title of the Unit	Course Outcomes		
		CO 1	CO 2	CO 3
1	Fundamentals of Computers, Hardware and Software Basic and Information System in Business			
2	Decision Making Information System and Enterprise System			

**COURSE ARTICULATION MATRIX**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1						
CO2						
CO3						



## 12. TEACHING METHODOLOGY

A teaching method comprises the principles and methods used by teachers to enable student learning. In order to achieve its objective of focused process- based learning and holistic development, the teacher/faculty may use a variety of knowledge delivery methods:

### A. LECTURES/CLASS WORKS:

Lectures should be designed to provide the learners with interesting and fresh perspectives on the subject matter. Lectures should be interactive in a way that students work with their teachers to get new insights in the subject area, on which they can build their own bridges to higher learning. Classwork has the ability to enhance relationships between teachers and students. Create goal- oriented tasks for students to prepare and enable self-learning.

### B. DISCUSSIONS/ SEMINARS/PRESENTATION:

Discussions / seminars / presentation are critical components of learning and can be used as a platform for students to be creative and critical with old and new ideas. Besides developing critiquing skills, arriving at consensus on various real-life issues and discussion groups lead to innovative problem-solving and ultimately to success.

### C. CASE STUDIES/ SELF-STUDY:

Real case studies, wherever possible, should be encouraged in order to challenge students to find creative solutions to complex problems of individual, community, society and various aspects of knowledge domain concerned. Technology is transforming higher Education learning and teaching through various case studies to improve overall standards.



#### **D. PRACTICAL/PROBLEM SHEET:**

Practical ability is the essential requirement for computer science undergraduates' ability structure, and it emphasizes that computer science undergraduates should have a good grasp of theory from practice and then apply the theory to practice, improving their own software developing skills and employability.

#### **E. ASSIGNMENTS:**

Computer science assignments not only help students overcome their fear and stress but also help them learn more interesting facts about the subjects of computer science which are part of their syllabus and also out of curriculum.

#### **F. INDUSTRIAL TOURS:**

Computer Science students have to know the things practically through interaction, working methods and employment practices. Moreover, it gives exposure from an academic point of view. The main aim of an industrial visit is to provide an exposure to students about a practical working environment.

#### **G. TEAM WORK:**

Teamwork-based projects challenge the student to apply the technical knowledge they gain in college to solve meaningful and complex problems. Positive collaboration in the form of team work is critical in the classroom environment, for which it is necessary to transcend one's prejudices and predilections so as to achieve the desired outcomes. In the process of team work, learners will acquire the skills of managing knowledge acquisition and other collaborative learners, thereby understanding how to incorporate and balance personalities.





### **13.KEYWORDS**

- Master of Business Administration
- Management
- Administration
- Planning
- Control
- Finance
- Human Resource
- Marketing
- Operations
- Advertising
- Personal Finance
- Communication
- Sources of Finance
- Branding
- Change Management
- Startup
- Entrepreneurship
- Innovation
- Business Plan
- Strategy
- Policy
- Leadership