**GURU NANAK DEV ENGINEERING COLLEGE, LUDHIANA**

**Department of Business Administration**

**No. MBA \_\_\_\_\_\_\_\_\_ Date: - \_\_\_\_\_\_\_\_\_\_\_**

**Controller of Examination,**

**MST-II**

**Date Sheet**

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| **Date** | **Time** | **MBA-I** | **MBA-II** |
| **13/11/19** | **10:30AM-12:00PM** | **Financial Reporting and Analysis (MBA-103)** | **AOR (MBA-15301** |
| **02:30-4:00PM** | **Business Communication (MBA-106)** | **SSLW (MBA-15961)** |
| **14/11/19** | **10:30AM-12:00PM** | **Fundamentals of**  **Management**  **(MBA-101)** | **CB(MBA-15901)** |
| **02:30-4:00PM** | **Managerial Economics**  **(MBA-102)** | **MFS (MBA-15922)** |
| **15/11/19** | **10:30AM-12:00PM** | **Organisational Behaviour and Design (MBA-104)** | **SAPM (MBA-15921)** |
| **02:30-4:00PM** | **Seminar on India Ethos and Ethics (MBA-108)** | **T & D (MBA-15962)** |
| **18/11/19** | **10:30AM-12:00PM** | **Business Analytics (MBA-105)** | **CLE (MBA-15302)** |
| **02:30-4:00PM** | **Computer Applications for Business**  **(MBA-107)** | **Adv. Mgt. (MBA-15902)** |
| **14/11/19** |  | **HRM (MOBA-307)** | **For M.Tech.** |

**Academic Incharge Head**

**Department of Business Administration**

**MBA-1st Year**

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| **Paper Code** | **Title of the Paper** | **Syllabus for MST -II** |
| **MBA-103** | Financial Reporting and Analysis | Unit-III and Unit-IV |
| **MBA-104** | Organisational Behaviour and Design | **Transactional Analysis**, Life Position, Johari Window Model.  **Unit-III**  **Foundations of Group Behavior:**Concept of Group Formation, Stages of Group Formation, Theories of Group Formation. **Teams**Difference between Group & Team. **Group Decision Making:**Meaning & Nature; Decision making in groups; Process; Steps & Styles in Decision making; Techniques of Decision Making; Group Size & cohesiveness. **Conflict Management:**Definition of Conflict, Functional Vs Dysfunctional Conflict; Conflict Process; Individual & Group Level Conflict; Organization level Conflict; Conflict Management.  **Unit-IV**  **Organization Design:**Basic of organization design,**Organization & stakeholders**Environmental influences, organizational strategy-organizational design-alternative structures- management process- authority and organizational control mechanisms, Managing organizational culture, **Technology & Organizational Design**, **Organizational Control Decision Making, Organizational Learning & Knowledge Management**, **Organizational Life Cycle & Change Management,**Managing Organizational Conflict, **Power & Politics.** |
| **MBA-108** | Seminar on Indian Ethos and Ethics | **Indian Systems of Learning:** Learning: Meaning, Mechanisms; Gurukul System of Learning - Meaning, Features, Advantages, Disadvantages; Modern System of Learning- Meanings, Features, Advantages, Disadvantages; Karma- Meaning, Importance of Karma to Managers, Nishkama Karma Laws of Karma: The Great Law, Law of Creation, Law of Humility, Law of Growth, Law of Responsibility, Law of Connection, Corporate Karma: Meaning, Methodology, Guidelines for good Corporate Karma.  **Unit IV**  **Understanding the need for ethics**: Ethical values, myths and ambiguity. Ethical codes, Ethical principles in Business; Theories of Ethics, Kohlberg’s six stages of moral development (CMD), Managing Ethical Dilemma, Characteristics, Ethical decision making, Ethical reasoning, the dilemma resolution process; Ethical dilemmas in different business areas. Ethical culture in organization. Developing codes of Ethics and conduct, Ethical and value based leadership. Role of scriptures in understanding ethics, Indian wisdom &Indian approaches towards business ethics. |
| **MBA-105** | Business Analytics | **Regression analysis**: meaning, application of regression analysis, difference between correlation & regression analysis, regression equations, standard error and Regression coefficients.  **Sampling and Sampling Distribution**: Concept and definitions, census and sampling, probability samples and non-probability samples, relationship between sample size and errors, Sampling distribution, Standard error, Central Limit theorem, Interval estimates and Confidence intervals.  **Hypothesis Testing-1**: Basic concepts – Significance level, Type-I and Type-II errors, One tailed and two tailed testing. Procedure for Hypothesis testing.  **Hypothesis Testing –II:** One sample Tests, Two sample tests, Chi Square and Analysis of Variance |
| **MBA-102** | Managerial Economics | **Unit III and IV** |
| **MBA-101** | Fundamentals of Management | **Unit III**  Organizing: Concept and process of Organizing, Formal Vs Informal organization, Organizational structure: Types of Organizational structure, Bases of Departmentalization.   Authority & Power: Concept, Responsibility and Accountability. Delegation: Concept, Importance, factors affecting Delegation, Effective Delegation, Span of Management, Decentralization and Centralization, Staffing: Importance and process. Coordination: Concept, importance, difficulties and techniques to ensure effective coordination.    **Unit IV**  Control: Concept, importance, characteristics, Process of Control, Types and techniques of controlling.   Comparative Study: Japanese Management and Z-culture of American Companies, Chinese Style Management,   Modern Management Techniques: an overview of various latest techniques: Business process Re-engineering, Business outsourcing, knowledge management, E-Business Management. |
| **MBA-107** | Computer Applications for Business | **Unit I & Unit II** |
| **MBA-106** | Business Communication | **Unit- III & Unit IV** |

**MBA-2nd year**

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| **Paper Code** | **Title of the Paper** | **Syllabus for MST -II** |
| **MBA-15301** | Applied Operations Research | **Unit-I (Half) , II & Unit-IV** |
| **MBA-15302** | Corporate Legal Environment | **Unit III & Unit IV** |
| **MBA-15901** | Consumer Behavior | **Unit III**  External Influences on Consumer Behaviour: Group behavior, Meaning and types of groups, group appeals. Influence of Reference Groups.  Family: Functions of family, Family decisionmaking process, Family Life Cycle,  Culture: Values and Norms, Characteristics and effect on Consumer Behaviour, Types of sub culture, Cross cultural consumer, Social Class: Categories, Measurement and Applications of Social Class.   **Unit IV**  Consumer Decision Making: Process, Importance and role in marketing, Personal Influence and Opinion Leadership: Process of Opinion Leadership, Profile of Opinion Leader, Opinion leadership.  Diffusion of Innovations: Diffusion Process, Adoption Process, Profile of Consumer Models of consumer decision-making.  Consumer and Society: Consumerism, consumer protection, consumer right and consumer education, Consumer Impulsivity, E-Buying behavior, Influences on E-buying. |
| **MBA- 15902** | Advertising Management | **Advertising Media;**industry structure, functions, advantages and disadvantages of differenttypes of media, Basic concept of media planning, media selection, Media Scheduling strategy, setting media budgets.  **Unit – III**  Planning and managing creative strategies, creative approaches, **Building Advertising** **Program:**Message, Theme, advertising appeals,**Copywriting:**Guidelines for copywriting,Copywriting for print, Audio, TV and outdoor media, **Advertising layout:** how to design and produce advertisements,**Advertising Budget:** nature and methods of advertising budget.  **Unit – IV**  **Measuring Advertising Effectiveness:**stages of evaluations and various types of testing-Preand Post testing of Advertising, **Advertising agencies:**history, role, importance, organizational structure, functions, selection of agency, client agency relationship, compensation strategies. |
| **MBA- 15921** | Security Analysis and Portfolio Management | Fundamental Analysis: International Environment: Global Economy Overview, Global Markets, Global Market and Indian Market Inter linkages. Economic Analysis: GDP, Fiscal Policy, Monetary Policy and Liquidity, Inflation, Interest Rate , Unemployment, Individual Savings, Domestic corporate Tax Rate, Balance of Trade. Industry Analysis: Tools for Industry Analysis, Cross Sectional Industry Performance over Time, Industry Life Cycle. Company Analysis: Analysis of Financial statements.  Portfolio Management: Meaning, Importance and Approaches of Portfolio Management, Portfolio analysis, Portfolio evaluation and revision techniques. Portfolio theory: Markowitz Model, Capital Asset Pricing Model |
| **MBA-15922** | Management of Financial Services | **Unit-III and Unit-IV** |
| **MBA-15961** | Social Security & Labor Welfare | **Unit- III & Unit IV** |
| **MBA-15962** | Training & Development | **Unit III and IV** |

**Note: All students must report at the examination venue 15 minutes before the commencement of the examination.**

**Head**

**Deptt. of Business Administration**