**GURU NANAK DEV ENGINEERING COLLEGE, LUDHIANA**

**Department of Business Administration**

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

**Controller of Examination,**

**MST-I**

**Date Sheet**

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| **Date** | **Time** | **MBA-I** | **MBA-II** |
| **16/09/19** | **10:30AM-12:00PM** | **Financial Reporting & Analysis (MBA-19103)** | **AOR (MBA-15301** |
| **02:30-4:00PM** | **Business Communication (MBA-19106)** | **T & D (MBA-15962)** |
| **17/09/19** | **10:30AM-12:00PM** | **Fundamentals of**  **Management**  **(MBA-19101)** | **SSLW (MBA-15961)** |
| **10:30AM-12:00PM** | ---------------- | **\*IHRM (MBA-15967)** |
| **18/09/19** | **10:30AM-12:00PM** | **Managerial Economics**  **(MBA-19102)** | **CLE (MBA-15302)** |
| **19/09/19** | **10:30AM-12:00PM** | **Organisational Behaviour & Design (MBA-19104)** | **MFS (MBA-15922)** |
| **02:30-4:00PM** | **Seminar on India Ethos & Ethics (MBA-19108)** | **CB(MBA-15901)** |
| **20/09/19** | **10:30AM-12:00PM** | **Business Analytics (MBA-19105)** | **Adv. Mgt. (MBA-15902)** |
|  | **02:30-4:00PM** | **-----------------** | **SAPM (MBA-15921)** |

**Academic Incharge Head**

**Department of Business Administration**

**\*For M. Tech**

**MBA-1st Year**

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| **Paper Code** | **Title of the Paper** | **Syllabus for MST -I** |
| **MBA-19103** | Financial Reporting & Analysis | Unit-I and Unit-II of the syllabus |
| **MBA-19104** | Organisational Behaviour & Design | **Unit-I**  **Organizational Behavior:**Definition of OB, contributing disciplines to OB, challenges and opportunities for OB. **Foundations of Individual Behavior:**biographical characteristics, **Learning**Theories of Learning, **Attitudes**, Attitude Change, **Values & Believes, Personality:**Determinants of Personality, **Perception,**Attribution Theory, Person’s Perception. **Emotional Intelligence (EI):** concept, definition and interaction with other phenomena.  **Unit II**  **Motivation:**Definition & Process of Motivation, Theories of Motivation. |
| **MBA-19108** | Seminar on Indian Ethos & Ethics | **Introduction to Indian Ethos:** Indian Ethos- Meaning, Features, Need, History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices, Model of management in the Indian sociopolitical environment, Management Lessons from Kautilya’s Arthashastra, Indian Heritage in Business, Management, Production and Consumption. Ethics v/s Ethos Indian Management v/s Western Management.  Unit: 3rd |
| **MBA-19105** | Business Analytics | **Introduction to statistics**: meaning, scope, importance and limitations, applications of inferential statistics in managerial decision-making.**Analysis of data:**source of data, collection, classification, tabulation, depiction of data**. Measures of Central tendency**: Arithmetic mean, geometric mean, median and mode**. Measures of Dispersion**: Range, Quartile deviation, Mean deviation, Standard deviation, Coefficient of variation, Skewness and Kurtosis**.**  **Time Series Analysis**: Meaning, Components and various methods of time series analysis, Trend analysis: Least Square method - Linear equations. |
| **MBA-19102** | Managerial Economics | **Unit I and II** |
| **MBA-19101** | Fundamentals of Management | **Unit I**  **Introduction:**Definition, nature, scope, importance, Functions, Managerial roles and skills.  **Evolution of management thought and Management thinkers**: Classical Approach, Neo Classical Approach, Quantitative approach, Behavioral approach, Systems approach, Contingency approach. Contributions of F. W. Taylor, Henry Fayol, Mary Parker Follet, Chester Bernard, Max Weber, Peter, F. Drucker, Gilbreths, Henry Gantt, Abraham Maslow, Herzberg and McGregor.   **Unit II**  **Planning:**Importance, Types of Plans, and Process of Planning, MBO: Concept, Importance and Process. **Strategic Management**: Nature, Importance, Purpose, Types, Process and Major Kinds of Strategies, McKinsey's 7-S Approach |
| **MBA-19107** | Computer Applications for Business | **Unit I & Unit II ( MS Word, MS Power Point)** |
| **MBA-19106** | Business Communication | **Unit- I & Unit II** |

**MBA-2nd year**

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| **Paper Code** | **Title of the Paper** | **Syllabus for MST -I** |
| **MBA-15301** | Applied Operations Research | **Unit-I (Half) & Unit-3** |
| **MBA-15302** | Corporate Legal Environment | **Unit I & Unit 2** |
| **MBA-15901** | Consumer Behavior | **UNIT I**  Introduction to Consumer Behaviour: Consumer Behavior: Scope, importance and interdisciplinary nature, strategic applications  Consumer behavior research: need, scope, types, research process, application of research in consumer behavior.  Market Segmentation: Meaning and bases of segmentation, criteria for effective targeting, implementing segmentation strategies.  **Unit II**  Determinants of Consumer Behaviour: Motivation: Nature and Types of Motives,  Dynamics of motivation, Motivational theories, Personality: Personality Theories Concept of Self image, Vanity.  Consumer Perception: Concept, Elements and Dynamics of Perception, Consumer Imagery |
| **MBA- 15902** | Advertising Management | **Introduction:**Meaning, nature, scope and classification, Key players in advertising, role ofadvertising and its importance, types of advertising, Advertising‘s role in Marketing Mix, Integrated marketing communication (IMC), AIDA Model, Laivdge – Stenier Model of communication, Setting advertising objectives, concept of DAGMAR in setting objectives, Ethics in advertising, Social, Economic and Legal aspects of advertising.  **Unit – II**  **How advertising works:**perception, cognition, affect, association, persuasion,behaviour, Use of research in advertising planning |
| **MBA- 15921** | Security Analysis and Portfolio Management | **INVESTMENTS**: Concepts of investment, Objectives of investment, Investment vs speculation Measures of risk and return of investments, determinants of required rates of return, Relationship between Risk and Return, Asset allocation decision,Global Investment choices. Organization and functioning of securities markets in India: Primary Capital Markets and Secondary Financial markets. Introduction to Primary capital Markets, Primary Market Design and its Role, Types of Offers in the Primary Market, Major Eligibility Guidelines for the issuers in Primary Market, Contribution of Promoters, Issue of Sweat Equity Secondary Financial Market : Introduction, Major players, Trading and settlement Mechanism, Types of orders, Stop Loss, Trading on Margin and how margin works, Short Selling Price freeze, Market Wide Circuit breaker, Basis of Market Wide Circuit Breaker, Insider Trading, Odd lot Trading, Bulk Deals, Block Deals.  **Security Market Indexe**s: Uses of security market indexes, construction of stock market indexes- BSE & NSE, sectoral indices, comparison of indexes overtime. |
| **MBA-15922** | Management of Financial Services | :  **Unit-I and Unit-II of the syllabus** |
| **MBA-15961** | Social Security & Labor Welfare | **Unit- I & Unit II** |
| **MBA-15962** | Training & Development | **Unit I and II complete** |

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

**Head**

**Deptt. of Business Administration**