

**SHRI DAVARA UNIVERSITY NAYA  
RAIPUR (C.G.)**



**PROGRAM CURRICULUM**

**FOR**

**Masters of Business Administration (MBA)**

**SEMESTER-I**

**(EFFECTIVE FROM THE SESSION-2024-2025)**

# SHRI DAVARA UNIVERSITY NAYA RAIPUR (C.G.)

**TWO YEAR POSTGRADUATE PROGRAMME (2024-26)**

**DEPARTMENT OF MANAGEMENT**

**PROGRAMME CURRICULUM**

SEMESTER I											
S.NO	COURSE CODE	COURSE TITLE	TEACHING HOURS PER WEEK				EXAMINATION SCHEME				
DISCIPLINE SPECIFIC COURSE (DSC)			L	T	P	C	THEORY		PRACTICAL		TOTAL MARKS
							EX	IN	EX	IN	
1	MBA1001	Management Concepts and Practices	4	-	0	4	70	30	-	-	100
2	MBA1002	Financial Accounting	4	-	0	4	70	30	-	-	100
3	MBA1003	Marketing Management	4	-	0	4	70	30	-	-	100
4	MBA1004	Organizational Behavior	4	-	0	4	70	30	-	-	100
5	MBA1005	Managerial Economics	4	-	0	4	70	30	-	-	100
5	MBA1006	Business Communication	4	-	0	4	70	30	-	-	100

# SHRI DAVARA UNIVERSITY NAYA RAIPUR (C.G.)

**TWO YEAR POSTGRADUATE PROGRAM (2024-26)**

**DEPARTMENT OF MANAGEMENT**

**COURSE CURRICULUM**

<b>PART A: Introduction</b>		
<b>Program: MBA</b>	<b>Semester-1</b>	<b>Session: 2024-2025</b>
<b>Course Code</b>	<b>MBA1001</b>	
<b>Course Title</b>	<b>Management Concepts and Practices</b>	
<b>Course Type</b>	<b>Discipline Specific course (DSC)</b>	
<b>Pre-requisite (if any)</b>	<b>As per Program</b>	
<b>Course Learning Outcomes (CLO)</b>	<p><b>At the end of this course, the students will be able to</b></p> <ul style="list-style-type: none"> <li>➤ Understand the basic concepts of management and demonstrate the roles, skills, and functions of a manager.</li> <li>➤ Describe and analyze the various management theories in a contemporary business environment.</li> <li>➤ Develop managerial skills to understand and evaluate the contemporary issues in management</li> <li>➤ Apply the various management principles and theories to solve complex management problems.</li> </ul>	
<b>Credit Value</b>	<b>4 Credits</b>	<b>Credit =15 Hours-learning &amp; Observation</b>
<b>Total Marks</b>	<b>Max. Marks: 100</b>	<b>Min Passing Marks: 40</b>
<b>PART -B: Content of the Course</b>		
Total No. of Teaching-learning Periods (01 Hr. per period) -60 Periods (60 Hours)		
<b>Unit</b>	<b>Topics (Course contents)</b>	
<b>I</b>	<p><b>Introduction</b> Definition, Objective, Nature, Functions and Importance of Management – Evolution and history of Management, Management Theories, Work by various researchers, Levels of Management, Roles and responsibilities of managers at each level. Managerial skills- meaning and components.</p>	15
<b>II</b>	<p><b>Planning</b> Planning – Meaning and concept, steps in Planning Process – importance of planning, types of Plans, characteristics of a good plan, Management by Objectives (MBO), Decision making- Meaning and concept, Techniques of decision making, Process of Decision Making.</p>	15

# SHRI DAVARA UNIVERSITY NAYA RAIPUR (C.G.)

<b>III</b>	<b>Organizing</b> Meaning, Nature & Significance, Organizing Principles, Coordination, Authority & Responsibility, Span of Control, Process of Delegation, Centralization & Decentralization in an organization- Advantages & Disadvantages, Organization Structures- Line, Line & Staff organization, Operational and Matrix form, Staffing Concept.	15
<b>IV</b>	<b>Staffing, Directing and Controlling</b> Directing- concept, importance and elements of directing, direction & supervision, communication, leadership and motivation, roles of Supervisor, Controlling: Concept and process, effective control system, techniques of control. Leadership – meaning, types and styles, Motivation- meaning, factors of motivation, motivation theories, concept of staffing	15

<b>PART-C: Learning Resources</b>		
Text Books, Reference Books and Others		
Text Books Recommended-		
<ol style="list-style-type: none"> <li>1. Wehrich and Koontz, et al - Essential of Management, TMH</li> <li>2. L. M. Prasad - Principles and Practice of Management, Sultan Chand</li> <li>3. Robbins, SP- Management, Prentice Hall.</li> <li>4. Principles of Management by Henry Fayol</li> </ol>		
<b>PART -D: Assessment and Evaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
Maximum Marks:		100 Marks
Continuous Internal Assessment (CIA):		30 Marks
End Semester Exam (ESE):		70 Marks
Continuous Internal Assessment (CIA): 30 ( By Course Teacher)	Internal Test/Quiz:20+20 = 40/2 = 20 Assignment/ Semenanar-05 Attendance- 05	Total Marks-20 + 10 = 30
End Semester Exam (ESE):70	Two section A&B Section A: Q1 Objective 10*1=10 Marks Q2 Short answer type-5*4=20 Section B: Descriptive answer type Question 1 out of 2 from each - 4*10=40 Marks	
<i>Signature of Convener &amp; Members (CBoS)</i>		

# SHRI DAVARA UNIVERSITY NAYA RAIPUR (C.G.)

**TWO YEAR POSTGRADUATE PROGRAM (2024-26)**

**DEPARTMENT OF MANAGEMENT**

**COURSE CURRICULUM**

<b>PART A: Introduction</b>		
<b>Program: MBA</b>	<b>Semester-1</b>	<b>Session: 2024-2025</b>
<b>Course Code</b>	<b>MBA1002</b>	
<b>Course Title</b>	<b>Financial Accounting</b>	
<b>Course Type</b>	<b>Discipline Specific course (DSC)</b>	
<b>Pre-requisite (if any)</b>	<b>As per Program</b>	
<b>Course Learning Outcomes (CLO)</b>	<b>At the end of this course, the students will be able to</b> <ul style="list-style-type: none"> <li>➤ Draw from financial information to construct a debit / credit transaction.</li> <li>➤ Demonstrate knowledge of the business accounting cycle for the corporate form of business.</li> <li>➤ Identify and describe terms associated with financial accounting.</li> <li>➤ Understand the concept of debentures and shares of a company</li> </ul>	
<b>Credit Value</b>	<b>4 Credits</b>	<b>Credit =15 Hours-learning &amp; Observation</b>
<b>Total Marks</b>	<b>Max. Marks: 100</b>	<b>Min Passing Marks: 40</b>
<b>PART -B: Content of the Course</b>		
Total No. of Teaching-learning Periods (01 Hr. per period) -60 Periods (60 Hours)		
<b>Unit</b>	<b>Topics (Course contents)</b>	
<b>I</b>	<b>Introduction to Accounting</b> Introduction to Accounting: Importance - Objectives – Principles. GAAP: Accounting Concepts and Conventions. Accounting System: Double Entry System - Recording Business Transactions - Classification of Accounts - Accounting Cycle - Users of Accounting Information.	15
<b>II</b>	<b>The Accounting Process</b> Overview: Accounting Process. Books of Original Record: Journal - Ledger - Trial Balance (Problems) - Classification of Capital and Revenue Expenses - Final Accounts with Adjustments (Problems) - Cash Book and other Subsidiary books. (Only Theory)	15
<b>III</b>	<b>Financial Analysis-I</b> Working Capital: Statement of Changes in Working Capital - Funds from Operations - Paid Cost and Unpaid Costs. Financial Analysis: Introduction to Funds Flow Statement - Cash Flow Statement vs. Funds Flow Statement - Preparation and Analysis of Cash Flow Statement (Problems)	15
<b>IV</b>	<b>Final Accounts</b> Trading Profit and Loss account, Balance Sheet, preparation of Balance sheet. Case studies in Accounts. Analysis and decision making based on financial statements.	15

<b>PART-C: Learning Resources</b>
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# SHRI DAVARA UNIVERSITY NAYA RAIPUR (C.G.)

Text Books, Reference Books and Others		
Text Books Recommended-		
<ol style="list-style-type: none"> <li>1. V. Rajasekharam, Financial Accounting &amp; Analysis, Pearson Education, New Delhi.</li> <li>2. Ranjan Kumar Bal, Financial Accounting &amp; Analysis, S. Chand, New Delhi.</li> <li>3. Maheswari, Financial Accounting, IBH.</li> </ol>		
<b>PART -D: Assessment and Evaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
Maximum Marks:	100 Marks	
Continuous Internal Assessment (CIA):	30 Marks	
End Semester Exam (ESE):	70 Marks	
Continuous Internal Assessment (CIA): 30 ( By Course Teacher)	Internal Test/Quiz:20+20 = 40/2 = 20 Assignment/ Semenar-05 Attendance- 05	Total Marks-20 + 10 = 30
End Semester Exam (ESE):70	Two section A&B Section A: Q1 Objective 10*1=10 Marks Q2 Short answer type-5*4=20 Section B: Descriptive answer type Question 1 out of 2 from each - 4*10=40 Marks	
<i>Signature of Convener &amp; Members (CBoS)</i>		

# SHRI DAVARA UNIVERSITY NAYA RAIPUR (C.G.)

**DEPARTMENT OF MANAGEMENT**

**COURSE CURRICULUM**

<b>PART A: Introduction</b>		
<b>Program: MBA</b>		<b>Semester-1</b>
		<b>Session: 2024-2025</b>
<b>Course Code</b>	<b>MBA1003</b>	
<b>Course Title</b>	<b>Marketing Management</b>	
<b>Course Type</b>	<b>Discipline Specific course (DSC)</b>	
<b>Pre-requisite (if any)</b>	<b>As per Program</b>	
<b>Course Learning Outcomes (CLO)</b>	<ul style="list-style-type: none"> <li>➤ Recall marketing concepts and fundamentals for corporates.</li> <li>➤ Understand the event development process and its life cycle.</li> <li>➤ Apply marketing approaches and strategies to events of life.</li> <li>➤ Analyze and implement product promotion and digital marketing techniques.</li> </ul>	
<b>Credit Value</b>	<b>4 Credits</b>	<b>Credit =15 Hours-learning &amp; Observation</b>
<b>Total Marks</b>	<b>Max. Marks: 100</b>	<b>Min Passing Marks: 40</b>
<b>PART -B: Content of the Course</b>		
Total No. of Teaching-learning Periods (01 Hr. per period) -60 Periods (60 Hours)		
<b>Unit</b>	<b>Topics (Course contents)</b>	
<b>I</b>	<b>Introduction to Marketing</b> Meaning, Definition, Marketing Concepts, Marketing Fundamentals, Marketing Environment, Market Segmentation, Consumer Behaviour- meaning and importance, factors affecting consumer behaviour, decision making of consumers.	15
<b>II</b>	<b>Market, Products and Marketing Approaches</b> Concept of Products and Services, Product Life Cycle – Meaning, Process, Marketing mix, Promotional Mix, Market development and Marketing Environment – Meaning, Definition, threats & Opportunities, Market Analysis. Marketing Approaches- meaning, Strategic Marketing, Branding and Positioning of Products.	15
<b>III</b>	<b>Marketing Mix and Digital Marketing</b> Digital Marketing- meaning and types of digital marketing, advantages of digital marketing for companies. Promotion, Brand Building, Advertising, Sales Promotion, Personal Selling, PR, Media Management.,	15
<b>IV</b>	<b>Product Pricing</b> Pricing: meaning and concept, pricing the product, Components of pricing, Factors affecting Pricing, Pricing Strategies, and Pricing Process.	15

<b>PART-C: Learning Resources</b>
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Text Books, Reference Books and Others
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# SHRI DAVARA UNIVERSITY NAYA RAIPUR (C.G.)

## Text Books Recommended-

1. Planning Successful Marketing by Ann J. Boehme
2. Marketing Management: An Asian Perspective by Glenn McCartney
3. Marketing Management: Analysis, Planning, Implementation and Control by Philip Kotler

## PART -D: Assessment and Evaluation

### Suggested Continuous Evaluation Methods:

Maximum Marks:	100 Marks
Continuous Internal Assessment (CIA):	30 Marks
End Semester Exam (ESE):	70 Marks

Continuous Internal Assessment (CIA): 30 ( By Course Teacher)	Internal Test/Quiz:20+20 = 40/2 = 20 Assignment/ Semenar-05 Attendance- 05	Total Marks-20 + 10 = 30
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End Semester Exam (ESE):70	Two section A&B Section A: Q1 Objective 10*1=10 Marks Q2 Short answer type-5*4=20 Section B: Descriptive answer type Question 1 out of 2 from each - 4*10=40 Marks
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*Signature of Convener & Members (CBoS)*

**TWO YEAR POSTGRADUATE PROGRAM (2024-26)**

**DEPARTMENT OF MANAGEMENT**

# SHRI DAVARA UNIVERSITY NAYA RAIPUR (C.G.)

## COURSE CURRICULUM

<b>PART A: Introduction</b>		
<b>Program: MBA</b>		<b>Semester-1</b>
		<b>Session: 2024-2025</b>
<b>Course Code</b>	<b>MBA1004</b>	
<b>Course Title</b>	<b>Organizational Behaviour</b>	
<b>Course Type</b>	<b>Discipline Specific course (DSC)</b>	
<b>Pre-requisite (if any)</b>	<b>As per Program</b>	
<b>Course Learning Outcomes (CLO)</b>	<ul style="list-style-type: none"> <li>➤ Understand the structure of an organization</li> <li>➤ Understand the individual and group dynamics in an organization.</li> <li>➤ Identify and describe terms associated with organizational behaviour</li> <li>➤ Develop the skills in Manager to control an organization.</li> </ul>	
<b>Credit Value</b>	<b>4 Credits</b>	<b>Credit =15 Hours-learning &amp; Observation</b>
<b>Total Marks</b>	<b>Max. Marks: 100</b>	<b>Min Passing Marks: 40</b>
<b>PART -B: Content of the Course</b>		
Total No. of Teaching-learning Periods (01 Hr. per period) -60 Periods (60 Hours)		
<b>Unit</b>	<b>Topics (Course contents)</b>	
<b>I</b>	<b>Introduction to Organizational Behaviour</b> Definition, need and importance of organizational behaviour – Nature and scope, Organizational behaviour models, Organization and the environmental factors.	15
<b>II</b>	<b>Individual and Group Behaviour</b> Personality – Types, Factors influencing personality. The learning process, types of learners, Attitudes – characteristics, components, formation, measurement, Values, Perceptions – Importance, factors influencing perception, interpersonal perception. Groups and Group dynamics – Interpersonal Communication, Team building, Interpersonal relations, group decision making techniques.	15
<b>III</b>	<b>Leadership and Motivation</b> Leadership – Meaning, importance, traits, styles and Theories. Leaders Vs Managers. Motivation at work – importance, need, types. Motivation Theories	15
<b>IV</b>	<b>Dynamics of Organizational Culture</b> Organizational culture, Factors affecting organizational culture, organizational change – Importance, the change process, Resistance to change, Managing change, Stress management, work – life balancing.	15

### **PART-C: Learning Resources**

Text Books, Reference Books and Others

Text Books Recommended-

# SHRI DAVARA UNIVERSITY NAYA RAIPUR (C.G.)

1. Human Behaviour at work: Keith Devis
2. Organizational Behaviour; Concepts, Skills and Practices: Kinicki Kreitner
3. Dimension of Organizational Behaviour: T. Herbert
4. Organization & Management R. D. Agrawal Organizational Behaviour and Performance Aszilagyl & Walace

## **PART -D: Assessment and Evaluation**

### **Suggested Continuous Evaluation Methods:**

Maximum Marks:	100 Marks
Continuous Internal Assessment (CIA):	30 Marks
End Semester Exam (ESE):	70 Marks

Continuous Internal Assessment (CIA): 30 ( By Course Teacher)	Internal Test/Quiz:20+20 = 40/2 = 20 Assignment/ Semenar-05 Attendance- 05	Total Marks-20 + 10 = 30
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End Semester Exam (ESE):70	Two section A&B Section A: Q1 Objective 10*1=10 Marks Q2 Short answer type-5*4=20 Section B: Descriptive answer type Question 1 out of 2 from each - 4*10=40 Marks
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**TWO YEAR POSTGRADUATE PROGRAM (2024-26)**

**DEPARTMENT OF MANAGEMENT**

**COURSE CURRICULUM**

# SHRI DAVARA UNIVERSITY NAYA RAIPUR (C.G.)

<b>PART A: Introduction</b>		
<b>Program: MBA</b>	<b>Semester-1</b>	<b>Session: 2024-2025</b>
<b>Course Code</b>	<b>MBA1005</b>	
<b>Course Title</b>	<b>Managerial Economics</b>	
<b>Course Type</b>	<b>Discipline Specific course (DSC)</b>	
<b>Pre-requisite (if any)</b>	<b>As per Program</b>	
<b>Course Learning Outcomes (CLO)</b>	<ul style="list-style-type: none"> <li>➤ Understand basic concepts of Economics, micro and macro economics</li> <li>➤ List the determinants of the demand and supply.</li> <li>➤ Identify the different structures of the market in terms of competition.</li> <li>➤ Comprehend the short-run and long-run economic implications of production</li> </ul>	
<b>Credit Value</b>	<b>4 Credits</b>	<b>Credit =15 Hours-learning &amp; Observation</b>
<b>Total Marks</b>	<b>Max. Marks: 100</b>	<b>Min Passing Marks: 40</b>
<b>PART -B: Content of the Course</b>		
Total No. of Teaching-learning Periods (01 Hr. per period) -60 Periods (60 Hours)		
<b>Unit</b>	<b>Topics (Course contents)</b>	
<b>I</b>	<b>Business Economics</b> Concept, Objectives and Scope. Micro & Macro Economics- basic concepts, Consumer equilibrium and numerical: Utility Analysis–Cardinal & Ordinal approach, Application of Business Economics for Managers.	15
<b>II</b>	<b>Understanding Demand</b> Understanding Demand and its types. Law of Demand, Elasticity of Demand; Concept and measurement of Elasticity of Demand; Determinant of elasticity of demand; Importance of elasticity of demand. Law of supply, the elasticity of supply, Demand and supply equilibrium.	15
<b>III</b>	<b>Theory of Production and Cost</b> Production function: Laws of Variable Proportion, iso-quant and iso-cost line and producer equilibrium, Laws of Return to scale, Economies of scale. Theory of cost, concepts of cost, short-run and long-run cost functions. Modern development in cost theory- L shape cost curve.	15
<b>IV</b>	<b>Perfect and Imperfect Competition</b> Theory of revenue under perfect market structure. Perfect competition: short run and long-run equilibrium, break-even analysis, shut down condition, the supply curve of the firm, Theory of revenue under imperfect market structure, Monopolistic market, oligopoly market, Monopoly.	15

<b>PART-C: Learning Resources</b>
Text Books, Reference Books and Others
Text Books Recommended-

# SHRI DAVARA UNIVERSITY NAYA RAIPUR (C.G.)

1. D. Salvatore: Schaum's Outline: Principles of Economics: TMH, (latest edition)
2. H. L. Ahuja – Advanced Microeconomics.
3. P. L. Mehta - Managerial Economics- Sultan Chand.
4. S.P.S. Chauhan-Micro Economics an Advanced Treatise-PHI

## **PART -D: Assessment and Evaluation**

### **Suggested Continuous Evaluation Methods:**

Maximum Marks:	100 Marks
Continuous Internal Assessment (CIA):	30 Marks
End Semester Exam (ESE):	70 Marks

Continuous Internal Assessment (CIA): 30 ( By Course Teacher)	Internal Test/Quiz:20+20 = 40/2 = 20 Assignment/ Sememar-05 Attendance- 05	Total Marks-20 + 10 = 30
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End Semester Exam (ESE):70	Two section A&B Section A: Q1 Objective 10*1=10 Marks Q2 Short answer type-5*4=20 Section B: Descriptive answer type Question 1 out of 2 from each - 4*10=40 Marks
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*Signature of Convener & Members (CBoS)*

**TWO YEAR POSTGRADUATE PROGRAM (2024-26)**

**DEPARTMENT OF MANAGEMENT**

**COURSE CURRICULUM**

# SHRI DAVARA UNIVERSITY NAYA RAIPUR (C.G.)

<b>PART A: Introduction</b>		
<b>Program: MBA</b>	<b>Semester-1</b>	<b>Session: 2024-2025</b>
<b>Course Code</b>	<b>MBA1006</b>	
<b>Course Title</b>	<b>Business Communication</b>	
<b>Course Type</b>	<b>Discipline Specific course (DSC)</b>	
<b>Pre-requisite (if any)</b>	<b>As per Program</b>	
<b>Course Learning Outcomes (CLO)</b>	<ul style="list-style-type: none"> <li>➤ Understand the concept of Business Communication.</li> <li>➤ Demonstrate knowledge of professional communication in real world.</li> <li>➤ Identify the potential in them and exhibit effective communication.</li> <li>➤ Apply the change in their communication in living a good life.</li> </ul>	
<b>Credit Value</b>	<b>4 Credits</b>	<b>Credit =15 Hours-learning &amp; Observation</b>
<b>Total Marks</b>	<b>Max. Marks: 100</b>	<b>Min Passing Marks: 40</b>
<b>PART -B: Content of the Course</b>		
Total No. of Teaching-learning Periods (01 Hr. per period) -60 Periods (60 Hours)		
<b>Unit</b>	<b>Topics (Course contents)</b>	
<b>I</b>	<b>Introduction</b> Introduction to Communication, components of communication – sender, receiver and medium, Business Communication- concept and importance, Communication Barriers, Communication Media Choices, Inter cultural and Team Communication, Interpersonal Communication: Verbal and Non-Verbal Communication, Written and oral communication, means of communication, Listening, Communication through social media, Business Meetings.	15
<b>II</b>	<b>Oral and Employment Communication</b> The role of Business Presentations, Planning and organizing a presentation, Team Presentation, online and offline Presentation. Understanding your Career, Goal Setting, Preparing Resume, Resume Formats, job application, job interview.	15
<b>III</b>	<b>Developing Business Writing Skills</b> Process of Writing, Drafting, revising Visuals, Editing, proofreading and formatting, Writing positive and Neutral Messages, Persuasive Messages, Business Letter Writing, Kinds of Business Letters, Communicating with e-mail and memos.	15
<b>IV</b>	<b>Contemporary Aspects in Communication</b> Business etiquette, developing professional telephone skills, Mass Media, Public Relations Management, Cross Cultural and Global Communication, Communication in Information Technology, e-Business related operations.	15

<b>PART-C: Learning Resources</b>
Text Books, Reference Books and Others
Text Books Recommended-

# SHRI DAVARA UNIVERSITY NAYA RAIPUR (C.G.)

1. Ober Newman, Communicating in Business, Cengage Learning.
2. P. Subba Rao, B.Anita Kumar, C.Hima Bindu, Business Communication, Cengage Learning India. Pvt. Ltd.
3. Rebecca Moore Howaward, Writing Matters, 3e, Mc Graw Hill Education.
4. Rajendra Pal, J S Korlahahi, Essentials of Business Communication by Sultan Chand and Sons, New Delhi.

## **PART -D: Assessment and Evaluation**

### **Suggested Continuous Evaluation Methods:**

Maximum Marks:	100 Marks
Continuous Internal Assessment (CIA):	30 Marks
End Semester Exam (ESE):	70 Marks

Continuous Internal Assessment (CIA): 30 ( By Course Teacher)	Internal Test/Quiz:20+20 = 40/2 = 20 Assignment/ Semenar-05 Attendance- 05	Total Marks-20 + 10 = 30
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End Semester Exam (ESE):70	Two section A&B Section A: Q1 Objective 10*1=10 Marks Q2 Short answer type-5*4=20 Section B: Descriptive answer type Question 1 out of 2 from each - 4*10=40 Marks
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***Signature of Convener & Members (CBoS)***

# SHRI DAVARA UNIVERSITY NAYA RAIPUR (C.G.)



**Davara University**

Faculty of Commerce and Management  
(FOCM)  
Department of Management

## **NEP CURRUCULUM**

*for*

**Master of Business Administration (MBA)**  
WITH DUAL SPECIALIZATION

# SHRI DAVARA UNIVERSITY NAYA RAIPUR (C.G.)

## DEFINITION OF COURSES

**Core Course (CC) OR Discipline Specific Core courses (DSE)** are major subjects that forms the Core syllabus of the entire program. To get degree or to have an annual diploma or certificate, a student has to pass out all DSC courses in both internal and external examination taken separately by scoring minimum pass marks as per University discretion.

**Open Elective Course (OEC) OR Minor Course:** Open elective courses are Minor courses not from the same discipline of degree or DSC course. Students can choose from a wide range of courses across all disciplines including music, dance, arts and yoga.

**Discipline Specific Elective Course (DSEC):** The discipline specific elective courses are specialization courses from the main discipline, the degree core subject. Our MBA offers dual specialization in Marketing, Human Resource, Finance and International Business. There will be 04 DSE courses in Semester V & Semester VI of third year of the program.

**Ability Enhancement Compulsory Course (AECC):** As per the NEP 2020 guidelines of Choice Based Credit System (CBCS) for all Universities, the Ability Enhancement Compulsory Course (AECC) is a course designed to develop the ability of students in communication (especially English) or Computer and other related subjects which can help students develop and sustain in the corporate environment and culture.

**Generic Elective Course (GEC):** Generic Elective is an interdisciplinary additional course you may choose from Arts discipline like administration, history Civics, geography, politics, constitution, Yoga and from Science discipline like Computer Science, IT or biosciences.

**Skill Enhancement Course (SEC):** These courses are kept in NEP 2020 that may add to the employability and entrepreneurship skills in a student and may relate to entrepreneurship, skill development in any field, soft skills, hospitality, tourism, PR and media writings. This is designed to bring value-based and/or skill-based knowledge in candidates

**Value Added Course (VAC):** A value added course is a non-credit course which is basically meant to enhance general ability of students in areas like psychology of self and others, developing quantitative aptitude and reasoning ability- required for the overall development of a student. **There shall be one VAC each in Semester III & Semester IV and will carry no credit but to get degree at the end of 2 years, the candidate is required to pass the VAC courses with minimum pass marks as per University discretion. For diploma passing candidates, VAC courses is not needed. VAC marks will not be added in final merit.**

# SHRI DAVARA UNIVERSITY NAYA RAIPUR (C.G.)

## SEMESTER II 23 Credits

S.N	Course Type	Course	Course Title	LTP Ratio			Credits	Assessment Marks		
		Code		L	T	P		Internal	External	Total
1	DSC-6	MBA-2001	Financial Management	4	0	0	4	30	70	100
2	DSC-7	MBA-2002	Research Methodology	4	0	0	4	30	70	100
3	DSC-8	MBA-2003	Management Information System	4	0	0	4	30	70	100
4	DSC-9	MBA-2004	Human Resource Management	4	0	0	4	30	70	100
5	DSC -1	MBA-2005	consumer behavior	4	0	0	4	30	70	100
6	GE-2	MBA-GE-2006	Constitutional Govt. in India	4	0	0	4	30	70	100

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# SHRI DAVARA UNIVERSITY NAYA RAIPUR (C.G.)

## Financial Management

<b>PART A: Introduction</b>		
<b>Program: MBA, DSC 6</b>	<b>Semester-II</b>	<b>Session: FEB 2025- AUG 25</b>
<b>Course Code</b>	<b>MBA2001</b>	
<b>Course Title</b>	<b>Financial Management</b>	
<b>Course Type</b>	<b>Discipline Specific course (DSC)</b>	
<b>Pre-requisite (if any)</b>	<b>As per Program</b>	
<b>Course Learning Outcomes (CLO)</b>	<b>At the end of this course, the students will be able to</b> <ul style="list-style-type: none"> <li>&gt; Learn the functions of a Finance Manager</li> <li>&gt; Demonstrate knowledge of the financial matters of business.</li> <li>&gt; Identify to evaluate various profitable business options through capital budgeting</li> </ul>	
<b>Credit Value</b>	<b>4 Credits</b>	<b>Credit =15 Hours-learning &amp; Observation</b>
<b>Total Marks</b>	<b>Max. Marks: 100</b>	<b>Min Passing Marks: 40</b>
<b>PART -B: Content of the Course</b>		
Total No. of Teaching-learning Periods (01 Hr. per period) -60 Periods (60 Hours)		
<b>Unit</b>	<b>Topics (Course contents)</b>	
<b>I</b>	<b>Introduction to Financial Management</b> Financial Management- meaning, principles and functions, role of financial manager, methods and techniques of financial management, Financial reports as the reflection of the financial state of the enterprise- results and impact.	
<b>II</b>	<b>Finance Functions</b> Finance functions - investment and financing. Financial goals - profit Vs wealth maximization. Cost of capital - meaning and significance, cost of debt, cost of preference capital, Cost of equity capital (CAPM & Gordon's model), Cost of retained earnings and combined cost of capital.	
<b>III</b>	<b>Capital Budgeting</b> Meaning and Importance, Investment Decisions - Investment Evaluation criteria - Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index (PI), Payback Period, Accounting Rate of Return (ARR) - NPV and IRR comparison.	
<b>IV</b>	<b>Working capital (WC) Management, Dividends and Leverages</b> Working Capital- meaning, significance, types and its management, estimation of WC, sources of WC, financing of WC, bank finance and the constraints. Dividend- meaning, forms, dividend policies, dividend decisions, issues in dividend decisions. Financial Leverages- meaning, types, measurement of leverages, effects of operating and financial leverages on profit.	
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15		
15		
15		

### **PART-C: Learning Resources**

Text Books, Reference Books and Others

# SHRI DAVARA UNIVERSITY NAYA RAIPUR (C.G.)

## Text Books Recommended

Khan MY, Jain PK, BASIC FINANCIAL MANAGEMENT, Tata McGraw Hill, Delhi , 2005.  
Chandra, Prasanna,. FINANCIAL MANAGEMENT, Tata McGraw Hill, Delhi.  
Chandra Bose D, FUNDAMENTALS OF FINANCIAL MANAGEMENT, PHI, Delhi, 2010

## Research Methodology

<b>PART A: Introduction</b>		
<b>Program: MBA, DSC 7</b>	<b>Semester-II</b>	<b>Session: FEB 2025- AUG 25</b>
<b>Course Code</b>	<b>MBA2002</b>	
<b>Course Title</b>	<b>Research Methodology</b>	
<b>Course Type</b>	<b>Value Addition Course</b>	
<b>Pre-requisite (if any)</b>	<b>As per Program</b>	
<b>Course Objectives</b>	The course aims to enable the students learn the concepts of Research techniques and it's applicability in the various minor and major researches. Fundamentals of research with specific reference to quantitative research methods would facilitate the students towards exploring the area of their interest.	
<b>Course Outcome</b>	The paper focuses on the theoretical aspect of sampling methods, types of scientific methods and their usage in researches. It also enhances the students' knowledge about the stages of conductive research methods.	
<b>Course Learning Outcomes (CLO)</b>	<b>At the end of this course, the students will be able to</b> <ul style="list-style-type: none"> <li>&gt; Understand the concept of research and why it is carried out</li> <li>&gt; Gain new insights into phenomena, accurately portray characteristics of individuals or groups.</li> <li>&gt; Determine the frequency of occurrences.</li> <li>&gt; Discover and test hypotheses of relationships between variables.</li> </ul>	
<b>Credit Value</b>	<b>4 Credits</b>	<b>Credit =15 Hours-learning &amp; Observation</b>
<b>Total Marks</b>	<b>Max. Marks: 100</b>	<b>Min Passing Marks: 40</b>
<b>PART -B: Content of the Course</b>		

# SHRI DAVARA UNIVERSITY NAYA RAIPUR (C.G.)

Total No. of Teaching-learning Periods (01 Hr. per period) -60 Periods (60 Hours)		
Unit	Topics (Course contents)	
<b>I</b>	<b>Research: An Introduction</b> a) Types of Scientific Methods: Hypothetic-Deductive and Inductive Research b) Types of Research: Basic vs. Applied, Quantitative vs. Qualitative Research c) Principles of a Good Research	15
<b>II</b>	<b>The Research Process</b> a) Stages of conducting a Research b) Problem and Hypothesis: Definition, Types c) Variables: Types, Operational definition	15
<b>III</b>	<b>Behavioural Research I</b> a) Control of Extraneous Variables b) Laboratory experiments, Field Experiments c) Field study, Survey	15
<b>IV</b>	<b>Behavioural Research II, Sampling and Ethical Issues</b> a) Research: Causality and It's criteria b) Threats to Internal and External Validity c) Non-Experimental Research: Co-relational Research, Survey Research, Archival Research d) Sampling Issues: Representativeness and Adequacy e) Sampling Strategies: Probability and Non-probability Sampling, Sampling Errors f) Demand Characteristics and Ethical issues in Research	15

## **PART-C: Learning Resources**

Text Books, Reference Books and Others

Text Books Recommended-

# SHRI DAVARA UNIVERSITY NAYA RAIPUR (C.G.)

1. Breakwell, G.M., Hammond, Sand Schow, C.F. (Edited) (1995). Research Methods in Psychology. Sage Publications
2. Ebnes, D.G, Kantowitz, B.M., Roediger, H.L, (1989). Research Methods in Psychology. West Publishing Company
3. Greenberg, Jand Folger, R (1988). Controversial Issues in Social Research Method. New York. Springer-Verlag
4. Katz, D. and Festinger, L. (1953). Research Methods in Behavioral Sciences. Holt, Rinehart and Winston, Inc
5. Kerlinger, F.N. (1964). Foundations of Behavioral Research. Holt, Rinehart and Winston, Inc
6. Mohsin, S. M. (1984). Research Methods in Behavioral Sciences. Orient Longman Ltd
7. Schaughency, J. J., Zechmeister, B (1990). Research Methods in Psychology. Mc Grawhill Publishing  
a. Company, New Delhi
- 8.
9. Cooper, D.R., Schindler, P.S. and Sun, J., 2006. Business research methods (Vol. 9). New York: McGraw-Hill Irwin.
10. Creswell, J.W. and Creswell, J.D., 2017. Research design: Qualitative, quantitative, and mixed methods approaches. Sage publications.
11. Kothari, C.R., 2004. Research methodology: Methods and techniques. New Age International.
12. Krishnaswamy, K.N., 2006. Management Research Methodology: Integration of Principles, Methods and Techniques. Pearson Education India.

# SHRI DAVARA UNIVERSITY NAYA RAIPUR (C.G.)

<b>Course Code:</b> MBA2003	<b>DSC 8 MBA- Semester-II Management Information System</b>	<b>L-4 T-0 P-0 C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the basic concepts and terminologies used in the field of management information systems.	
<b>CO2.</b>	Comparing the processes of developing and implementing information systems.	
<b>CO3.</b>	Understanding the various systems, types of MIS and decision making process and its tools.	
<b>CO4.</b>	Analyzing how information technology impacts a firm.	
<b>CO5.</b>	Developing planning and decision making skills with the help of Simon Model.	
<b>CO6.</b>	Applying DBMS to accomplish the information objectives of an organization.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction to Management Information System (MIS):</b> Concept & definition, Role of MIS, Process of MIS Management, MIS- A tool for management process	<b>15 Hours</b>
<b>Unit-2:</b>	<b>Planning and Decision making:</b> Tools of Planning, MIS Business Planning; Decision making concept, Simon Model	<b>15 Hours</b>
<b>Unit-3:</b>	<b>Information and System:</b> Information concepts, MIS & system concepts	<b>15 Hours</b>
<b>Unit-4:</b>	<b>Types of MIS:</b> Success and failure of MIS, different types of MIS & their applications. MIS & the role of DSS, Transaction Processing System (TPS), Enterprise Management System (EMS), Enterprise Resource Planning(ERP) System, Benefits of ERP, EMS & ERP	<b>15 Hours</b>
<b>Text Books:</b>	1. Laudon K.C. & Laudon J.P., Management Information Systems, Galgotia Publishers	
<b>Reference Books</b>	1. Jawedkar W.S., Management Information System, McGraw- Hill. 2. Mudrick R.G., An Information System for Modern Management, Pearson. 3. Jaiswal Mahadeo, Management Information System, Oxford University Press. 4. O'Brien J., Management Information System, McGraw-Hill.	

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	5. Oz E, Management Information System, Vikas publications. * Latest editions of all the suggested books are recommended.	
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	<b>DSC - 9</b> <b>MBA- Semester-II</b> <b>Human Resource Management (HRM)</b>	<b>L-4 T-0 P-0 Cr-4</b>
<b>Course Code:</b> MBA2004		
<b>Unit wise Course Outcomes:</b>	<b>On completion of the course, the students will be able to :</b>	
<b>CO1.</b>	Understand the basics of Human Resource Management and its functions.	
<b>CO2.</b>	Analyzing Recruitment process and Performance Management issues of Human Resources.	
<b>CO3.</b>	Develop knowledge about HR Training and Development in HRD	
<b>CO4.</b>	Analyze the issues in HR- work life balance and labour laws.	
<b>CO5.</b>	Overall development in students about HR Management	
<b>Units</b>		
<b>Unit-1:</b>	<b>Introduction to Human Resource Management:</b> Nature and scope of HRM, HRM functions, HRM models, understanding concepts of Personnel Management, Human Resource Development and Strategic Human Resource Management, HR Environment, Changing Role of HR.	<b>15 Hours</b>
<b>Unit-2:</b>	<b>Recruitment and Performance Management</b> Human Resource Planning, Job Analysis, Recruitment, Selection, Placement and Socialization. Performance Management System: Performance Appraisal Process, Compensation Management: Components of remuneration. Factors influencing employee performance	<b>15 Hours</b>
<b>Unit-3:</b>	<b>Training &amp; Development</b> Training and Development, Performance Appraisal, Career Planning & Development, Succession Planning, Job Evaluation & Compensation Management.	<b>15 Hours</b>

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<b>Unit-4:</b>	<b>Contemporary Issues in HRM</b> Contemporary Issues in HRM: Reverse Mentoring, Work Life Balance, Talent Management, Workforce Diversity, Labour Laws Reforms in India, Global Challenges of HRM. Case Study on HRM	<b>15 Hours</b>
<b>Text Books:</b>	1. Robbins, Stephen P, Organizational Behavior, New Delhi, Prentice Hall.	
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. Luthans Fred, Organizational Behavior, New Delhi: McGraw Hill.</li> <li>2. Chandran J.S., Organization Behavior, New Delhi: Vikas Publishing House.</li> <li>3. Fred Luthans: Organizational Behaviour, New Delhi: Tata McGraw-Hill Publications.</li> <li>4. Griffin, Ricky W: Organisational Behaviour, Boston: Houghton Mifflin Co.</li> </ol>	
	<ol style="list-style-type: none"> <li>5. Hellreigel, Don, John W. Slocum, Jr., and Richard W. Woodman: Organizational Behavior, Ohio: South Western College Publishing</li> <li>6. Davis Keith, Human Behavior at Works, Organizational Behaviors, New Delhi: McGraw- Hill,.</li> <li>7. Pareek Udai, Behavioral Process in Organizations, New Delhi: Oxford and IBH.</li> <li>8. Robbins S.P., Organizational Behavior, New Delhi: Pearson Education.</li> </ol> <p>* Latest editions of all the suggested books are recommended</p>	

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<b>Course Code: MBA-2005</b>	<b>MBA - Semester - II Consumer Behavior</b>	<b>L 2/3 T-0 P-Cr-3</b>
<b>Unit wise Course Outcomes:</b>	<b>Indian</b> On completion of the course, the students will be :	
<b>CO1.</b>	Understand Foundational Concepts	
<b>CO2.</b>	Analyze Psychological & Environmental Factors	
<b>CO3.</b>	Map the Decision-Making Process	
<b>CO4.</b>	Develop Marketing Strategies.	
<b>Unit-1</b>	Introduction and concept:-Introduction market strategy and consumer behaviour, Market Analysis, consumer decision process.	<b>15 Hours</b>
<b>Unit-2</b>	Culture and consumer behaviour: - Meaning of culture, Characteristics of culture, function of culture. types of culture, Cross-cultural consumer analysis:- cross cultural marketing objectives,Basic areas for cross cultural marketing, problem in cross cultural marketing.  Motivation and consumer behaviour: - Introduction, motives and motivation, positive or negative motivation, Consumer motives:- personal ,social motives, Involvement:-types of involvement, measuring involvement, values , values and attitudes, means and end chain model.	<b>15 Hours</b>
<b>Unit-3</b>	Perception and consumer behavior:- Introduction, of groups , advantages and disadvantage of groups, reference group, types of reference group, social classand consumer behavior- Introduction social class categorization, social class life style and buying behavior, social class and market segmentation, social factors, social class and consumer behavior.	<b>15 Hours</b>
<b>Unit-4</b>	Perception and consumer behaviour: - Introduction, meaning, nature, Importance and limitation of perception, Barriers to accurate perception, Sensation,perception of values, perception of process. Determining consumer buying Behaviour:-Consumer purchase decision, types of decision, types of decision behaviour,buyingstage andsituational influence, modelsof consumerbehaviour- Economic model, learning model, sociological model, Howard Sheth model of buying.	<b>15 Hours</b>
<b>Text Book and References</b>	<b>Text Books Recommended:</b>	

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<b>Course Code: MBA- GE-2006</b>	<b>GE - 2 MBA - Semester - II Constitutional Government in India</b>	<b>L-4 T-0 P-0 Cr-4</b>
<b>Unit wise Course Outcomes:</b>	Indian On completion of the course, the students will be :	
<b>CO1.</b>	>Construct the political ideals mentioned in the preamble of the constitution.	
<b>CO2.</b>	>Assess the provisions of citizenship, fundamental rights and duties and their correlation.	
<b>CO3.</b>	>Examine the role of president and the functioning of union executive.	
<b>CO4.</b>	>Interpret the provisions and functioning of the union legislature and constitutional bodies of functional democracy	
<b>Unit-1</b>	<b>Constitution Citizenship and Rights</b> Making of Indian Constitution: Cabinet mission plan and Constituent assembly. Preamble, features, Sources. Schedules, citizenship. Fundamental Rights and Duties, Directive Principles of State Policy. Constitution Amendment Process.	
<b>Unit-2</b>	<b>Union</b> President, Vice President, Council of Ministers and Prime Minister. Federal Parliament Lok Sabha and Rajya Sabha. Supreme court - Organization Functions, Powers, Judicial Review.	
<b>Unit 3</b>	<b>Union and Federal Administration</b> controller and auditor general Centre State Relations: Legislative, Financial, Administrative. Union and state public service commission, Election Commission, Finance Commission.	
<b>Unit-4</b>	<b>State and Local self Government</b> Legislature, Executive: Governor, Council of Ministers and Chief Minister. State High Court-Organization. Functions, Rights.	
<b>Text Books</b>	<ol style="list-style-type: none"> <li>1. Ambadatt Pant Harimohan Jain Madan Gopal (1985) Fundamentals of Political Science, Central Publishing House Allahabad. U.P.</li> <li>2. Sandhu Man Singh (1956) Political Theory Hindi Medium Implementation Directorate, Delhi University, New Delhi</li> <li>3. Johari JC 1916) Basic principles of political science, Sahitya Bhavan, Agra.</li> </ol>	
<b>References</b>	<ol style="list-style-type: none"> <li>1 Kumar, Sanjeev (Ed. Understanding of Political Theory, Delhi: Orient Book Swan, 19</li> <li>2 Hussain Shakeel (2018) Conceptual Introduction to Political Theory. Chhattisgarh State Hindi Forest Academy, Rampur.</li> </ol>	

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|  | <p>3 K.K. Mishra (2010) Political Theory, 5. Chand Publishing Delhi</p> <p>4 OP Gouba (2014) An Introduction to Political Theory, MacMillan Publishers, Delhi</p> |  |
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