

PURBANCHAL UNIVERSITY

Faculty of Management

Syllabus Of

Master of Business Administration (MBA)

(Semester I)

With Effect from Fall Session, Batch 2022

Curricular Structure (Master of Business Administration – 69 Credit Hrs.)

Semester	Course Title	Credit Hrs.
I	Marketing for Managers	3
	Communication for Managers	3
	Accounting for Managers - I	3
	Legal Framework of Business	2
	Decision Sciences	3
	Elective-1	2
	Total Credit Hrs.	16
Semester	Course Title	Credit Hrs.
II	Accounting for Managers -II	3
	Human Resource Management & Organizational Behavior	3
	Economics for Managers	3
	Financial Management	3
	Operations Management	3
	Seminar I	2
	Elective-2	2
Total Credit Hrs.	19	
Semester	Course Title	Credit Hrs.
III	Entrepreneurship and Social Enterprises	2
	Research Methodology and Thesis Proposal	2+1
	Information Technology Management	3
	Elective-3	2
	Seminar II	2
	Specialization I	2
	Specialization II	2
Total Credit Hrs.	16	
Semester	Course Title	Credit Hrs.
IV	International Business	2
	Strategic Management	3
	Corporate Governance and Corporate Social Responsibility	2
	Seminar III	2
	Specialization III	2
	Specialization IV	2
	Thesis	5
Total Credit Hrs.	18	

Elective-1: (Any One)
• Principles and Contemporary Practices of Management
• Introduction to Computing

Elective-2: (Any One)
• E-commerce and Digital Marketing
• Introduction to Public Relations

Elective-3: (Any One)
• Organization Design and Change
• Project Management

Specialization Areas (Any One)
I. Marketing
II. Finance
III. Human Resource Management
IV. Operations and Supply Chain

Courses under each Specialization are as follows:

I. Marketing (Any 4)
a. Marketing Research
b. Product and Brand Management
c. Sales Management and Retailing
d. Service Marketing and CRM
e. Advertising Management
II. Finance (Any 4)
a. Corporate Financial Reporting and Analysis
b. Capital Structure
c. Security Analysis and Investment Management
d. Management of Financial Institutions
e. Financial Derivatives and Engineering
III. Human Resource Management (Any 4)
a. Team Building and Conflict Management
b. Industrial Relations and Labor Legislation
c. Training and Development
d. Talent Management
e. Performance Management: Systems and Strategies
IV. Operations and Supply Chain Management (Any 4)
a. Inventory and Warehouse Management
b. Designing and Managing Supply Chain
c. Procurement and Materials Management
d. Network Design
e. Facility Location Management

Course Title : Marketing for Managers
Area of Study : Core
Credit Hour : 3
LH : 48

Course Objectives:

The objective of this course is to equip students with the knowledge and skills to take decisions in marketing management and to analyze and solve marketing problems in the complex and fast-changing business environment

Course Details:

Unit I: Introduction to Marketing Management **LH 8**

Market, Marketing, Marketing Management, and Marketing Concepts, Company Orientation towards the Market Place, Capturing customer value from customers, Role of a Marketing Manager in the current scenario, Marketing Environmental Trends and forces, Contemporary Nepalese Marketing Environment., Emerging trends and practices in Marketing (Social Media Marketing, Digital Marketing, SME Marketing, Green Marketing), Nature and Contents of a Marketing Plan.

Unit II: Marketing Information System and Demand Measurement **LH 8**

Marketing Information System and marketing intelligence, Marketing Research System, Marketing analytics and its importance, Market Demand, Its Measurement, and Methods of Estimating Current and Future Market Demand.

Unit III: Identifying Market Segment, Target, and Position Strategies **LH 8**

Consumer analytics and its tools, Bases for Consumer and Industrial Market Segmentation, Process of Market Segmentation, Requirements for effective segmentation, Evaluation and Selection of Target Market, positioning maps and Developing Positioning Strategies, Product and service differentiation,

Unit IV: Competitors Analysis, Product Strategies, and new offerings **LH 10**

Concept of Competition and methods of competitors analysis, Market research and competitive analysis, Competitive Strategies for Market Leader, Competitors Analysis in Nepal, Concepts, and Types of New Products, Managing new products and offerings, NewProduct Development Process, Product Line and Product Mix Strategies, Brand Positioning, Branding Strategies, Marketing Strategies in the Various Stages of Product

Life Cycle.

Unit V: Concepts and Tools for Strategic Pricing

LH 6

Understanding pricing, objectives, and Methods of Pricing, Developing Pricing Strategies and Programs, and Initiating and responding the price changes.

Unit VI: Integrated Marketing Channels and Communication

LH 8

Marketing channel and value network, Channel- Design Decision, Channel- management decision, Channel integration and system, Channel Dynamics, Developing channel strategies in Nepal, Designing and Managing Integrated Marketing Communications, Digital communication

References

- Kotler P., Lane K., Keller. *Marketing management*, Pearson / Prentice Hall of India.
- Stanton W. J., Etzel M.J., Walker B. J. *Fundamentals of marketing*, McGraw Hill, India,
- Aaker D. A. Moorman C., *Strategic Market Management*, John Wiley & Sons, Singapore.
- Cravens, D. W., Piercy N., *Strategic Marketing*, TATA McGraw-Hill, New Delhi.
- Evans, J. R., Berman B. *Marketing*, Macmillan Publishing Company, India.
- Kotler, P., Armstrong, G., Agnihotri, P. *Principles of marketing*, Pearson, India.

Course Title : **Communication for Managers**
Area of Study : **Core**
Credit Hour : **3**
LH : **48**

Course Objectives:

The course aims to facilitate students to make clear communications at all levels of work – with all levels of people, demonstrate how to communicate change, create confidence in the new processes, and empower employees to make them successful in a professional corporate environment. After the completion of the course, Students should be able to exercise their communication skills efficiently and professionally in their jobs and career.

Course Details:

Unit I: Understanding the Foundations of Business Communication **LH 4**

Communication and Management; Role of Communication in Management, Communication Environment, Communication Types, The Communication Process; Barriers in the Communication Process and their Gateways.

Unit II: Non-Verbal Communication / Interpersonal Communication **LH 6**

Recognizing Nonverbal Communication, Nature of Non-verbal Communication, Using Nonverbal Communication Effectively, Being Sensitive to Business Etiquette, Developing your Business Etiquette, Business Dining, Role of Interpersonal Communication in Management,

Unit III: Communicating in a World of Diversity **LH 4**

Understanding the Opportunities and Challenges of Communication in a Diverse World, Recognizing Variations in a Diverse World, Improving Intercultural Communication Skills

Unit IV: Public Speaking and Oral Communication **LH 10**

Conducting and Participating in Meetings, Preparing for Meetings, Conducting and Contributing

to Effective Meetings, Using the Phone, Listening; Listening Process, Types of Listening, Improving Listening Skills, Overcoming Barriers to Effective Listening; Making Formal Speeches; Determination of Presentation Methods, Consideration of Personal Aspects, Team Presentations.

Unit V: Writing Employment Messages and Interviewing for Jobs **LH 4**

Understanding and Organizing your Approach to the Employment Process; Preparing Resumes; Writing your Resume; Application Letter; Preparing for a Job Interview.

Unit VI: Fundamentals of Business Writing **LH 12**

Writing Business Messages; Being Sensitive to your Audience's Needs; Building Strong Relationships with your Audience; Controlling your Style and Tone; Routine Inquiries; Adjustment grants, Refusals, Order Acknowledgment, Claims, Persuasive Requests, Sales Messages, Memorandums, Email

Defining Reports, Determining the Report Purpose, Forms of Shorter Reports, Gathering the Information Needed, Interpreting the Findings, Organizing the Report Information, Writing the Report.

Unit VII: Communication and Creativity **LH 8**

Weston Anthony. "Creativity for Critical Thinkers", Oxford University Press, New Delhi.

References:

Courtland L. Bovee. *et al.* Business Communication Today (10th edition). Pearson. Delhi.

Lesikar R.V. *et al.* Business Communication (11th edition). Tata McGraw Hill Company. New Delhi.

Weston Anthony. Creativity for Critical Thinkers. Oxford University Press. New Delhi, 2007

Purbanchal University
MBA I Semester

Course Title : **Accounting for Managers - I**
Area of Study : **Core**
Credit Hour : **3**
LH : **48**

Course Objectives:

This course aims to inculcate a basic understanding of financial accounting principles with a view to developing students' skills in preparing and analyzing financial statements.

Course Details:

Unit I: Introduction to Financial Accounting

LH 5

Basic Understanding of Financial Accounting: Concepts, Meaning, Objectives, Importance, and Limitations; Accounting as a Language and Accounting as an Information System; Sources of Accounting Information; Users of Accounting Information; Branches of Accounting; Forms of Business Organizations; Fundamental Accounting Concepts and Assumptions: Business Entity Concept, Money Measurement Concept, Dual Aspect Concept, Going Concern Concept, Accounting Period Concept, Historical Cost Concept, Revenue Realization Concept, Accrual Concept, and Matching Concept; Generally Accepted Accounting Principles (GAAP); Accounting Conventions: Conservatism, Consistency, Full disclosure, and Materiality. Difference between a Concept and Convention.

Unit II: Business Transactions and the Accounting Process

LH 7

Understanding the Concept of Accounting Process: Recording, Classifying and Summarizing; Concept of Double Entry Book Keeping System, Concept and Preparation of Accounting Equation, Transactions and their effects on Accounting and Equation; Accounting Methods: Cash Basis and Accrual Basis; Rules for Debit and Credit; Preparation of Journal, Ledger and Trial Balance (Unadjusted and Adjusted); Business Decision Cases Analysis.

Unit III : Financial Reporting

LH 15

Objectives of Financial Reporting, Characteristics of Financial Statements, Concepts of Depreciation and Methods: Straight Line and Diminishing Balance Methods; Concept of

Inventory Valuation: FIFO and LIFO Methods, Preparation of Financial Statements of the Company and Adjustment Entries: Multiple Steps Income Statement, Statement of Retained Earnings and Balance Sheet (Vertical Format); Concept of Marshalling of Assets and Liabilities; Limitations of Financial Statements; Business Decision Cases Analysis.

Unit IV: Reporting and Interpreting Cash Flow Statement

LH 9

Meaning and Objectives of Cash Flow Statement, Preparation of Cash Flow Statement: Direct and Indirect Method, Interpreting Cash Flow Statement; Difference between Funds Flow Statement and Cash Flow Statement; Business Decision Cases Analysis.

Unit V: Analyzing Financial Statements

LH 8

Concept and Objectives of Financial Statement Analysis; Techniques of Financial Statement Analysis: Horizontal Analysis, Vertical Analysis, Trend Analysis, Common Size Analysis, Ratio Analysis: Liquidity, Solvency (Leverage), Efficiency (Turnover) and Profitability Ratios; their Uses and Interpretation, Business Decision Cases Analysis.

Unit VI: Key Terms and Trends in Financial Accounting

LH 4

- **Accounting Standards:** International Accounting Standards/International Financial Reporting Standards (IFRS), and Nepal Financial Reporting Standards (NFRS); Provisions of both Standards on presentation of Financial Statements.
- **Contemporary Issues in Accounting:** Foreign Currency Accounting, Inflation Accounting, Human Resource Accounting and Environment Accounting,
- **Accounting Reports:** Annual Report, Interim Accounting Report, Auditors Report, Directors Report and Corporate Governance Report.
- **Trends in Corporate Reporting:** Use of Artificial Intelligence (AI) in Financial Accounting, Data Analytics and Forecasting Tools, Cloud-based Accounting and Blockchain in Accounting.

References:

Koirala, M. R., Upadhyaya, T., Subedi, D., Regmi, G., & Bohara, I. (2021). *Principles of Accounting II*, Buddha Publications, Kathmandu.

Koirala, Y.R., Dhakal, A., Joshi, P., Singh, R., & Sharma, B. (2021). *Principles of Accounting II*, Asmita Publications, Kathmandu.

Kimmel, P., Weygandt, J., & Kieso, D. (2010). *Financial Accounting: Tools for Business Decision Making*. (5th Edition). New Delhi: Wiley India Private Limited.

Libby, R., Libby, P. A., & Short, D.G. (2011). *Financial Accounting*. (6th Edition), New Delhi: Tata McGraw Hill Education Private Limited.

Porter, G.A., & Norton, C.L. (2011). *Financial Accounting: IFRS Update*. (6th Edition). New Delhi: Cengage Learning India Private Limited.

Powers, M., & Needles, B.E. (2011). *Financial Accounting: A Case Based Approach*. New Delhi: Cengage Learning India Private Limited.

Course Title : Legal Framework of Business
Area of Study : Core
Credit Hour : 2
LH : 32

Course Objectives:

This course aims to provide a general understanding of legal processes and practices that have close relationships with the management of an organization. Understanding the legal environment of business and furthermore enables the students to apply their skills to comply with the legal knowledge they work for their organization.

Course Details:

Unit I: Introduction to Legal Framework of Business **LH 4**

- a. Meaning, Importance, and Sources of General law and Business law.
- b. Meaning, Nature, and Importance of Legal Environment of Business.

Unit II: Contract Law **LH 9**

- a. Meaning and essential elements of a valid contract.
- b. Differences between contract and agreement.
- c. Meaning and essential elements of offer and acceptance
- d. Consideration and its position on Civil Code 2074.
- e. Capacity to Contract: Minor, Unsound mind, and a legally disqualified person.
- f. Standard form of Contract
- g. Performance of Contract
- h. Termination of Contract
- i. Breach of Contract

Unit III: Company Law **LH 9**

- a. Meaning and characteristics of Company
- b. Incorporation of Company
- c. Meeting of the company and its procedures
- d. Functions of Board of directors and OECD Principles
- e. Compulsory and voluntary liquidation of a company
- f. Theories of Corporate governance and corporate social responsibility
- g. Worker's participation in Management
- h. Insider Trading /dealing

Unit IV: Labour Law **LH 5**

- a. Meaning, Nature, and Scope of Labour Law
- b. Welfare and Social Security (Labour Welfare and Social Security)
- c. Collective Bargaining

- d. Establishment and importance of trade unions
- e. Functions of Labour Court, Labour office and factory inspector

Unit V: Negotiable Instruments

LH 3

- a. Meaning and Importance of Negotiable Instrument
- b. Types of Negotiable Instrument
- c. Dishonor and Discharge of Negotiable Instrument

Unit VI: Concept of Intellectual Property Right

LH 2

Trademark, Copyright, Goodwill, Patent.

References

1. Anson's Law of Contract, 28th ed., Oxford University Press, 2010 Walton Street.
2. Gower and Davies, Principles of Modern Company Law, 11th ed. 2021, Sweet and Maxwell.
3. Bhandari Dilli, Business Law, 2nd ed., ABC Prakasan, 2018, Kathamandu.
4. DR. Neupane Avatar, Text Book on Company Law, Pairavi Book House Pvt. Ltd. 2076 Kathmandu.
5. Upreti Bharat Raj, Company Law, (Nepali Version), 2nd ed., FREEDEL, 2064 BS, Kathmandu.
6. K.C Yadav Kumar, Contract Law: A Comparative Study, Pairavi Prakasan, 2016, Kathmandu.
7. Thapaliya Agni, An Outlook Of Labour Jurisprudence, Makalu Publication House, Kathmandu, ISBN/ISSN 9789937573115

Acts

- Muluki Civil Code, 2074.
- Company Act, 2063
- Nepal Rastra Bank Act, 2058
- Bank and Financial Institution Act, 2073
- Insolvency Act, 2063
- Securities Act, 2063
- Negotiable Instrument Act, 2034
- Labour Act, 2074
- Trade Union Act 2049
- पेटेण्ट, डिजायन र ट्रेडमार्क ऐन, २०२२ (संशोधन सहित)

Course Title : **Decision Sciences**
Area of Study : **Core**
Credit Hour : **3**
LH : **48**

Course Objectives:

This course aims to equip students with quantitative skills needed for business decisions and to enable them use statistical software in data analysis for business decisions

Course Details:

Unit I: Probability Theory and Probability Distributions **LH 10**

1.1: Probability (Review):

Definition and approaches to probability, addition and multiplication rules (independent events)

1.2: Baye's Theorem:

Conditional probability and the multiplication rule of probability; Baye's theorem and its application

1.3: Random Variable and Probability Distribution:

Definition and types of random variables; Mathematical expectation of random variables; Probability distribution of random variable and types of probability distributions

1.4: Binomial and Poisson Distributions:

Meaning and Characteristics; Solution of related problems

1.5: Normal Distribution:

Meaning and Characteristics; Solution of related problems; Normal approximation to Binomial distribution

Unit II: Sampling and Sampling Distribution **LH 4**

2.1: Sampling:

Meaning; Objectives; Probability sampling methods

2.2: Sampling distribution of statistic (mean and proportion); Standard error of a statistic; Relationship between sample size and standard error; Sample size determination (for estimating a mean and a proportion)

Unit III: Estimation

LH 4

3.1: Estimation: Meaning; Point and Interval Estimation; Criteria for a good estimator

3.2: Interval Estimates: The standard error of estimate; confidence limits and confidence intervals of estimates; solution of related problems (Single Mean and Single Proportion only)

Unit IV: Inferential Statistics

LH 10

4.1: Inferential Statistics: Meaning; Need of inferential statistics in business

4.2: Hypothesis Testing:

Hypothesis; Types of hypotheses; Statistical hypothesis; Steps of hypothesis testing; One-tailed and two tailed tests; Errors in hypothesis testing; Type-I and Type-II errors, Level of significance, Power of test; Critical region; p-value approach and critical value approach of decision making in hypothesis testing

4.3: Some Parametric Tests:

Large sample (one sample and two sample) tests of mean and proportions (z-test); Small sample test of mean (t-test); Paired t-test for dependent samples; Variance ratio test (F-test); One way and two-way ANOVA (Mean Comparison Only)

4.4: Some non-parametric tests:

Chi square test for independence of attributes.

Unit V: Correlation and Regression Analysis

LH 6

5.1: Correlation: Simple, Multiple and Partial Correlation coefficients (General Concepts)

5.2: Regression:

Meaning of Linear Regression; Assumptions of linear regression; Simple and multiple linear regression; interpretation of regression results; Standard error of regression coefficients; Testing the significance of overall regression model; Testing the significance of the regression

coefficients; Coefficient of determination and its interpretation (*mathematical calculations only for simple regression*); Inclusion of Dummy Variable in Multiple Regression.

Unit VI: Data Analysis using SPSS

LH 14

Creating variables and data entry in SPSS; Recoding a variable; Computing new variable; Frequency distribution of a variable, Descriptive statistics of a variable; Examining the normality of the distribution; Exploratory data analysis (Stem and leaf and Box plot); Compare means and test the significance of differences of means of two or more samples; Cross tabulation (two way table concerning two categorical variables); Performing Chi square test for association of attributes, Obtaining correlation matrix; Fitting simple and multiple linear regressions; Testing significance of regression model and regression coefficients; Performing regression diagnostics of simple linear regression.

Instructions to Instructors for Internal evaluation:

Of the various components of internal evaluation, 50% (25 marks) has been allocated for skill tests in data analysis using SPSS. Students will be given an SPSS data file and skill tests will be conducted on an individual basis. A set of questions will be given to students and asked to perform a specified task using a given data file. The nature of the task will be running certain SPSS commands included in the syllabus, getting outputs, and interpreting the results.

References:

- Levine, D. M., T. C. Krehbeil, M. I. Berenson and P. K. Swaminathan. 2011. *Business Statistics, A First Course (Fifth Edition)*. Dorling Kindersley (India) Pvt. Ltd.; Licensees of Pearson Education in South Asia.
- Levin, R. I. and D. S. Rubin. 1997. *Statistics for Management (Seventh Edition)*. New Delhi: Prentice Hall of India Limited.
- Levin, R. I., D. S. Rubin, S. Rastogi and M. Husain. 2013. *Statistics for Management (Seventh Edition)*. Dorling Kindersley (India) Pvt. Ltd.; Licensees of Pearson Education in South Asia.
- Sthapit, A. B., H. Gautam, P. R Joshi and P. m. Dangol. 2016. *Statistical Methods (Fifth Edition)*. Kathmandu: Buddha Publications Pvt. Ltd.
- Shrestha, S. and D. P. Silwal. 2006 (2063 B. S.). *Statistical Methods in Management*. Kathmandu: Taleju Prakashan.
- Field, A. 2017. *Discovering Statistics using IBM SPSS Statistics (Fifth Edition)*. Sage Publications.

Purbanchal University
MBA I Semester

Course Title : **Principles and Contemporary Practices of Management**
Area of Study : **Elective**
Credit Hour : **2**
LH : **32**

Course Objectives:

This course deals with management concepts & philosophies, important contemporary trends, concepts, issues and perspectives in management. The course will thus enable students to consider the complexity of these trends and issues, explore the available literature and apply the emerging concepts to Nepalese business scenarios. This also allows students to build upon the principles of management to study the contemporary trends and developments in the field of management as found in business practices.

Course Details:

Unit I: Introduction to Management

LH 3

An Overview of management concept and approaches, business management, the management process, Type of managers (General, functional and line managers), Basic managerial roles and skills, changing job of managers, changing organizational perspectives

Unit II: Philosophical Aspects of Management

LH 4

The classical philosophy (Scientific management, administrative management and Bureaucratic management), Behavioral management philosophy (human relation movement and Hawthorne studies), System and contingency philosophy, Emerging issues and challenges in Nepalese business.

Unit III: Planning and Decision-Making

LH 5

Planning: Meaning, levels of planning, planning horizons, planning process, meaning and use of single use, standing, contingency and derivative planning, Pitfalls and their improvement in planning. Decision Making: Concept, process of rational decision making, type of problems and decision-making, decision-making conditions and styles. Planning and decision-making practices in Nepalese organization.

Unit IV: Organizational Architecture and Structure

LH 8

Concept of organizational architecture and structure, Designing structure: Vertical differentiation (Tall Vs. Flat), horizontal differentiation (Functional, multi-divisional, geographical, and matrix), and integrating mechanisms (formal knowledge network and strategy, coordination and integrating mechanisms), the concept of authority, responsibility and accountability and creating accountability in business organizations, 360-degree structure, Mechanistic and organic structure, Nepalese practices in organizational architecture.

Unit V: Communication and Control

LH 4

Concept of business communication, communication process, parties involved in communication, communication barriers, and their improvement. Meaning, process, and types of control, essentials of an effective control system, control tools, and techniques used in the management process, controlling practices in Nepal

Unit VI: Contemporary Practices of Management

LH 8

Management's new paradigms, self-management and employee empowerment strategies, diversity management, benchmarking and outsourcing, business process reengineering, knowledge management, relationship management, green management, appreciative inquiry, emotional intelligence, artificial intelligence,

References

Stephen P. Robins & David A. Decenzo. Fundamentals of Management. Delhi: Pearson Education Inc.

Bateman, T. S. and Snell, S. A., *Management: Competing in the New Era*. New Delhi: McGraw Hill.

Bauer, T., Erdogan, B., and Short, J. *Principles of Management*. Boston: Flatbook.

Harvey, B. *Understanding and Managing Diversity*. New Delhi: Pearson Education.

Reading Materials

Charles W. L. Hill & Steven L. McShane. Principles of Management. Irwin: McGraw-Hill.

Ricky W. Griffin . Management Principles and Applications. New Delhi: CENGAGE Learning

Course Title : **Introduction to Computing**
Area of Study : **Elective - I**
Credit Hour : **2**
LH : **32**

Course Objectives:

The fundamental aim of this course is to teach students the basics of computing. Students, in this course, will learn the fundamentals of computing including computer basics and organization, common tools and applications, data representations,

Course Details:

Unit I: Introduction to Contemporary Technology:

LH 3

Internet of Things (IOT), Cloud Computing, Multimedia, Artificial intelligence (AI), Computers in the Modern Business Aspects; The Digital Firm; Digital Revolution;

Unit II: Word Processing

LH 8

Creating a document-Opening, Editing, and Saving in different formats, using Help; Password protection, Spell Checking, Grammar

Formatting a document- Character Formatting, Line Spacing, Alignment, Boarding and Shading, Page Breaks, Columns, Changing Case, Tab **Setting**, Indenting, Margins, Header and Footer, Spell Checking the Documents, Creating and Managing Tables, Preview and Printing documents, Adding and Removing Numbers, and merging documents; hyperlink

Templates, Wizards, and Macros- use of templates, create templates, create a document using wizard, mail merge wizard, record and run macros, edit macros

Unit III: Spreadsheet

LH 10

Lunch, Locate and Open a workbook, enter and edit data in a worksheet, create and revise formulas, copy formulas with relative, absolute, and mixed cell references, Basic functions, Insert Function dialog box (If function, Date and Time function, Lookup function and formulas, math and Trigonometric function, random and random number function, Logical function, text and information function, count and database function, statistical functions, Financial function), Link worksheets and workbooks, Identify basic terms and guidelines for creating lists, enter

data in a list using data validation, create custom filters, Use macros, create templates, use data analysis, create PivotTable reports, create PivotChart reports, Create charts, modify charts, Integrate Excel data with Word and PowerPoint.

Unit IV: Database:

LH 3

Introduction to the database, SQL, Introduction to MYSQL Database.

Unit V: Presentation:

LH 4

Fundamentals of Presentation, Starting presentation slides, Slides Designs, Template resources, Techniques of presenting slides, Do's and Don'ts in multimedia slides, Slide transition, Animation, and other effects, Hyperlink with Video and other sources

Unit VI: Computer Network:

LH 4

Internet, Intranet and Extranet, Information Super highway, LAN, PAN, MANAND WAN History and Core of Internet; IP Address and DNS; Clients and Servers; World Wide Web and Web Browsers; Types of Websites; Search Engine

References:

- Access to a computer and the Internet.
- Access to Microsoft Office 2016 (Word, Excel, PowerPoint)
- Microsoft Excel Professional 2021 Guide, CA Manmeet Singh Mehta, Paperback ,BpB Publication, October 2022
- Advanced Analytics with Excel 2019: Perform Data Analysis Using Excel's Most Popular Features, Paperback, Manisha Nigam, January 2020
- Word 2019 in easy steps, by Scott Basham, November 2018
- Learn to use Computer, MS Word, PowerPoint, and Excel: First Edition, Inderjeet Singh, August 2019
- Introduction to Computers, Norton Peter, Tata McGraw Hill, New Delhi, 2017

Instructions for Colleges/Campuses

1. The instruction and evaluation medium of the course is English. Students will write the semester-end examination in English and no other language will be eligible for the exam.
2. **Evaluation of Internal Assessment Marks**

Nature of assessment	Weightage	Percentage
Class Test (at least two)	15 marks	30%
Attendance 95% above - 100% of marks 90% to 95% - 90% of marks 80% to 90 - 80% Of marks Less than 80% - NQ	10 marks	20%
Class Presentation/ Assignment/ Case studies and other Class Activities	15 marks	30%
Term Paper	10 marks	20%

In case a student fails to secure 20 out of 50 for MBA in the internal assessment (all four components taken together), he/she shall not be allowed to appear for the Semester end examination. Record of the internal assessment should be maintained by concerned faculty of the concerned colleges. The semester end examination for the theoretical courses will be in written form of 50 marks for MBA. The University shall conduct this examination for each course at the end of each Semester. The duration of examination shall be 3 hours for each course.

The internal evaluation will be done by the faculty assigned to the course. The faculty and school will provide remarks to any students given more than 80 percent in the internal evaluation and the proof of evaluation will be kept for scrutiny by the Dean's Office. If the college fails to show the proof or the Dean's office representative is not satisfied with the marking, will have the right to change, which will be the final internal evaluation marks.

3. Question Pattern for Semester End Examination

Full Marks	50
Pass Marks	20
Time	3 hours

Section A:	(1x10= 10)
Analytical Question (I, and II Sem,)/Case Study (III and IV Sem,)	
(Q1): Analytical Questions/Case Study to assess the understanding of the main core of the subject. The word limit for the answer should not be more than 500 words in non-numerical	

subjects.	
Section B:	(6X5= 30)
Descriptive Answer Type Questions (Any 6 out of 7)	
(Q2-Q8): Basic Understanding of Theories, Concepts, Numerical, Explanations, Examples, and Practical issues related to topics covered in the Syllabus. The word limit for the answer should not be more than 250 words in non-numerical subjects.	
Section C:	
Short Answer Type Questions	(5X2= 10)
(Q9-Q13): Questions to understand the meaning, definition, full form, formulas, and 3-4 lines answers. The word limit for the answer should not be more than 50 words in non-numerical subjects.	

Note:

- a. Question paper should cover all the units of the syllabus and should try to divide marks according to the weightage of the Unit in terms of lecture hours assigned.
- b. If it's a numerical subject, the Question paper should have at least 30 percent of Theoretical answer-type questions
- c. Section B will have one question as a choice.
- d. Question paper should have three categories of questions- 60 percent around the basic understanding of the concepts mentioned in the syllabus (**which can be attempted by even an average student**), 30 percent as to understand the knowledge gained by the students (**which can be attempted by good student**), and 10 percent as to understand the skills acquired by the students (**which can be attempted by intelligent student**)