

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

ARYAVART INTERNATIONAL UNIVERSITY

Tilthai, Dharmanagar, North Tripura-799250

Syllabus for MBA

Semester 1

Theory										
S. No.	Course Code	Topic	L	T	P	Credit	Theory Marks	Internal Marks	Practical Marks	Total Marks
1	BCA101	Fundamentals of IT	3	1	0	4	70	30	0	100
2	MBA101	Organizational Behaviour	4	0	0	4	70	30	0	100
3	MBA102	Financial Accounting	4	0	0	4	70	30	0	100
4	MBA103	Managerial Economics	4	0	0	4	70	30	0	100
5	BM102	Business Communication	4	0	0	4	70	30	0	100
6	MBA104	Quantitative Techniques	0	0	0	4	70	30	0	100
7	MBA105	Indian Economy and Policy	0	0	0	4	70	30	0	100
Total						28	490	210		700

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Tilthai, Dharmanagar, North Tripura

Detailed Syllabus

FUNDAMENTALS OF IT

Code: BCA101

Max Marks: 70

UNIT I

(6 Hrs)

Introduction to Computers: Characteristics of computers, Evolution of computers, Generation of computers, Block diagram of computer & role of each block, classification of computers, applications of computers.

Input and Output Devices: Keyboard, pointing devices, speech recognition, digital camera, scanners, optical scanners. Classification of output devices, printers, plotters. computer output microfilm (COM), Classification of output devices, devices- monitors, audio output, projectors and terminals.

Primary and Secondary Memory: Memory hierarchy, Random access memory (RAM), types of RAM, Read only memory (ROM), types of ROM. Classification of secondary storage devices, magnetic tape, magnetic disk, optical disk.

UNIT II

(6 Hrs)

Number Systems: Introduction to number system, Binary, Octal, Hexadecimal, conversion between number bases, Arithmetic operations on binary numbers.

Alphanumeric- BCD, EBCDIC, ASCII, Unicode.

Computer Software: Software definition, relationship between software and hardware. software categories, system software, application software, utility software.

Computer Languages: Introduction, classification of programming languages, generations of programming languages, features of a good programming language.

UNIT III

(10 Hrs)

MS Word: Word processing, MS-Word features, creating saving and opening documents in Word, interface, toolbars, ruler, menus, keyboard shortcut, editing, previewing. printing & formatting a document, advance features of MS Word, find & replace. Using thesaurus, mail merge, handling graphics, tables, converting a Word document into various formats like-text, rich text format, Word perfect, etc.

UNIT IV

(10 Hrs)

MS Excel: Worksheet basics, creating worksheet, entering data into worksheet, data, text. dates, alphanumeric values saving & quitting worksheet, opening and moving around in an existing worksheet, Toolbars and menus, Keyboard shortcuts, working with single and multiple workbook, working with formula & cell referencing, Auto sum, coping formulas. absolute and relative addressing, formatting of worksheet, previewing & printing worksheet, Graphs and Charts, Database, macros, multiple worksheets-concepts.

UNIT V

(12 Hrs)

Power Point: Creating and viewing a presentation, managing Slide Shows, navigating through a presentation, using hyperlinks, advanced navigation with action setting and action buttons, organizing formats with Master Slides, applying and modifying designs, adding graphics, multimedia and special effects.

Microsoft Access: Planning a database (tables, queries, forms, reports), creating and editing database, customizing tables, linking tables, designing and using forms. modifying database structure, Sorting and Indexing database, querying a database and generating reports.

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Tilthai, Dharmanagar, North Tripura

Text Book:

1. Introduction to Computer, Peter Norton's, Tata McGraw Hill Publication

Reference Books:

1. Microsoft; 2007/2010 Microsoft Office System; PHI.
2. Microsoft; Microsoft Office 2007/2010: Plain & Simple; PHI.
3. Sanjay Saxena; A First Course in Computers 2003 Edition; Vikas Pub.
4. Computer Fundamentals by P.K. Sinha, BPB Publication.
5. Computer Fundamentals and Programming in C, Reema Thareja, OXFORD University Press.
6. MS-Office, Dr. S.S. Shrivastava, Published by Laxmi Publication.
7. Office 2019: In Easy Steps, Michal Price, BPB Publication.



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Tilthai, Dharmanagar, North Tripura

ORGANISATIONAL BEHAVIOUR

Code: MBA101

Max Marks: 70

Course Objectives:

To provide basic understandings of management processes
To help the students understand the concepts of organizational behaviour
To apply the concepts of management and organizational behaviours in real world situations.
Familiarizing the students with the contemporary issues in management.
Developing managerial and leadership skills among students

UNIT I

(8 Hrs)

Fundamentals of Management: Management practices from past to present, Different levels of Management, Managerial skills and Managerial Functions, Case Studies.
Planning- Objective of planning, Planning process, Types of planning, Types of plans, Management by Objective, Decision-making- types, process & techniques, Case Studies

UNIT-II

(8 Hrs)

Organising & Staffing- Types of organization, Organization structure and decentralization of authority, Meaning of staffing, Recruitment, selection & placement, Training & development.
Directing & Controlling- Principle of directing, Essence of coordination, Different control techniques, Management by exception, Case Studies

UNIT III

(8 Hrs)

Fundamentals of individual behaviour, Personality, types of personality, Personal effectiveness, meaning Of Attitudes, Types, Components, attitude formation and attitude change. Meaning & Type of Group Behaviour, Interpersonal skills, Transactional Analysis, Johari Window.

UNIT IV

(8 Hrs)

Motivation:, Theory of Motivation: Maslow's, Herzberg's, McClelland, Contemporary theories of Motivation: Self Determination Theory, Self-Efficacy Theory, Vroom's Expectancy Theory, Equity Theory, Reinforcement Theory, Meaning of Perception, process, behavioural applications of perception.

UNIT V:

(8 Hrs)

Leadership: What is leadership, types of leaders and leadership styles, traits and qualities of effective Leader, trait theory, LSM – Leadership Situational Model, Team Building, Tuckman Model of Team Development.
Organizational Change: Meaning of organizational change approaches to managing Organizational change, creating a culture for change, implementing the change, Kurt Lewin Model of Change.

Reference Books:

1. Organizational Behaviour by Stephen P. Robbins and Timothy A. Judge
2. Organizational Behaviour: Concepts, Controversies, Applications by Debra L. Nelson and James Campbell Quick
3. Organizational Behaviour by Fred Luthans

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Tilthai, Dharmanagar, North Tripura

FINANCIAL ACCOUNTING

Code: MBA102

Max Marks: 70

Course Objectives:

- To understand the fundamentals, basic theory and concepts of financial accounting.
- To have a knowledge about various Accounting Standards used in preparation of financial statements.
- To have an understanding of preparation and presentation of financial statements.
- To acquire knowledge about various techniques used for analysing financial statements with its application.
- To enable students acquainted with current trends and social responsibility accounting.

UNIT I

(6 Hrs)

Meaning and Scope of Accounting: Evolution and Users of Accounting, Basic Accounting terminologies, Principles of Accounting, Accounting Concepts & Conventions, Accounting Equation, Deprecation Accounting.

UNIT II

(6 Hrs)

Mechanics of Accounting: Accounting Standards and IFRS: International Accounting Principles and Standards; Matching of Indian Accounting Standards with International Accounting Standards, Double Entry system of Accounting, journalizing of transactions; Ledger posting and Trial Balance.

UNIT III

(12 Hrs)

Presentation of Financial Statement: Preparation of final accounts (Profit & Loss Account and Balance Sheet) according to companies act 2013 (vertical format), Excel Application to make Balance sheet, Case Studies and Workshops, Preparation of Cash Flow Statement and its analysis.

UNIT IV

(10 Hrs)

Analysis of financial statement: Ratio Analysis- Solvency ratios, Profitability ratios, activity ratios, Liquidity ratios, Market capitalization ratios; leverage Ratio, Detailed Analysis using excel application.

UNIT V

(6 Hrs)

Financial Statement Analysis and Recent Types of Accounting: Common Size Statement; Comparative Balance Sheet and Trend Analysis of manufacturing, Service & banking organizations, Case Study and Workshops in analysing Balance sheet. Human Resource Accounting, Forensic Accounting, Accounting For corporate social responsibility.

Reference Books:

1. Financial Accounting: A Managerial Perspective by R. Narayanaswamy
2. Financial Accounting by S.N. Maheshwari and S.K. Maheshwari
3. Financial Accounting: A New Perspective by Bhattacharyya

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Tilthai, Dharmanagar, North Tripura

MANAGERIAL ECONOMICS

Code: MBA103

Max Marks: 70

Course Objective:

To understand the importance of Managerial Economics in management and businesses.
To apply the principles of managerial economics in achieving business objectives.
Be equipped with the tools necessary in forecasting product demand
Understand and be able to apply latest pricing strategies.
Understand and analyze the macro environment affecting the business decision making.

UNIT –I

(6 Hrs)

Basic Concepts and principles: Definition, Nature and Scope of Economics-Micro Economics and Macro Economics, Managerial Economics and its relevance in business decisions. Fundamental Principles of Managerial Economics – Incremental Principle, Marginal Principle, Opportunity Cost Principle, Discounting Principle, Concept of Time Perspective, Equi-Marginal Principle, Utility Analysis, Cardinal Utility and Ordinal Utility. Case Studies

UNIT –II

(8 Hrs)

Demand and Supply Analysis: Theory of Demand, Types of Demand. Determinants of demand, Demand Function, Demand Schedule, Demand curve, Law of Demand, Exceptions to the law of Demand, Shifts in Demand curve, Elasticity of Demand and its measurement. Price Elasticity, Income Elasticity, Arc Elasticity . Cross Elasticity and Advertising Elasticity. Uses of Elasticity of Demand for managerial Decision making, Demand forecasting meaning, significance and methods.(numerical Exercises).

Supply Analysis; Law of Supply, Supply Elasticity; Analysis and its uses for managerial decision Making. Price of a Product under demand and supply forces . Case Studies

UNIT –III

(10 Hrs)

Production and cost Analysis: Production concepts & analysis; Production function, Types of production Function, Laws of production: Law of diminishing returns, Law of returns to scale. Cost concept and analysis: Cost, Types of costs, Cost output relationship in the short-run. Cost output Relationship in the Long-run. Estimation of revenue. Average Revenue, Marginal Revenue . Case Studies

UNIT –IV

(10 Hrs)

Market structures: Perfect and Imperfect Market Structures, Perfect Competition, features, determination Of price under perfect competition. Monopoly: Feature, pricing under monopoly, Price Discrimination. Monopolistic: Features, pricing under monopolistic competition, product differentiation. Oligopoly: Features, kinked demand curve, cartels, price leadership. Case Studies

UNIT –V

(6 Hrs)

National Income; Concepts and various methods of its measurement, Circular flows in 2 sector, 3 sector, 4 sector economies, Inflation, types and causes, Business Cycle & its phases.

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Tilthai, Dharmanagar, North Tripura

Reference Books:

1. Managerial Economics: Analysis, Problems, and Cases by William S. Samuelson and Stephen G. Marks
2. Managerial Economics and Financial Analysis by Aryasri and Ramana Murthy
3. Managerial Economics by D.N. Dwivedi



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Tilthai, Dharmanagar, North Tripura

QUANTITATIVE TECHNIQUES

Code: MBA104

Max Marks: 70

Course Objectives

1. Understand the importance of the use of OR application in decision Making environment
2. To formulate LPP and Obtain Graphical Solutions & Acquire General idea of the Simplex Method.
3. To understand and solve transportation & assignment models.
4. To know optimal sequence model and understand concepts of queuing theory.
5. To identify right time for replacement of equipment and understand project management Techniques

Unit I-Operations Research & Decision Making Environments

(6 Hrs)

Operations Research:- Uses, Scope and Applications of Operation Research in managerial decision- Making
Decision-making environments:- Decision-making under certainty, uncertainty and risk Situations; Decision tree approach and its applications.

Unit II -Linear Programming Problem & Transportation Problem

(10 Hrs)

Linear programming: Mathematical formulations of LP Models for product-mix problems; graphical And simplex method of solving LP problems; duality.

Transportation problem: Various methods of finding Initial basic feasible solution-North West Corner Method, Least Cost Method & VAM Method and optimal solution-Stepping Stone & MODI Method, Maximization Transportation Problem

Unit III-Assignment model & Game Theory

(8 Hrs)

Assignment model: Hungarian Algorithm and its applications, Maximization Assignment Problem. Game Theory: Concept of game; Two-person zero-sum game; Pure and Mixed Strategy Games; Saddle Point; Odds Method; Dominance Method and Graphical Method for solving Mixed Strategy Game.

Unit IV-Sequencing & Queuing Theory

(6 Hrs)

Sequencing Problem: Johnsons Algorithm for n Jobs and Two machines, n Jobs and Three Machines, Two jobs and m – Machines Problems.

Queuing Theory: Characteristics of M/M/I Queue model; Application of Poisson and Exponential Distribution in estimating arrival rate and service rate; Applications of Queue model for better service to The customers.

Unit V-Replacement Problem & Project Management

(6 Hrs)

Replacement Problem: Replacement of assets that deteriorate with time, replacement of assets which fail Suddenly.

Project Management: Rules for drawing the network diagram, Applications of CPM and PERT Techniques in Project planning and control; crashing of operations.

Reference Books:

1. Quantitative Techniques for Decision Making by N. D. Vohra
2. Quantitative Methods for Business by David R. Anderson, Dennis J. Sweeney, Thomas A. Williams, Jeffrey D. Camm, James J. Cochran
3. Business Mathematics by Cheryl Cleaves and Margie Hobbs

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

INDIAN ECONOMY AND POLICY

Code: MBA105

Max Marks: 70

UNIT -I

Circular Flow of Income: National Income Accounting –Terms and Concepts, Three Methods of Measuring GDP/GNP.

Theory of Income Determination Simple Keynesian Model: Aggregate Demand – Aggregate Supply Method, Savings Investment Method Concepts of Multiplier: Autonomous Expenditure Multiplier, Introducing the Government, Government Expenditure Multiplier, Tax Rate Multiplier, Balanced Budget Multiplier, Open Economy – Export and Import Multipliers. Paradox of Thrift, Crowding Out Effect, Business Cycle – Phases and Stabilization

Introduction of Money and Asset Market: IS-LM Model, Fiscal Policy and Monetary Policy using IS-LM

Inflation and Unemployment: Concepts of Inflation – Demand Pull and Cost Push, Stabilization Policies Introduction to Philips Curve as Relation between Inflation and Unemployment.

Introduction to Foreign Trade & International Linkages: Concepts of Balance of Payments Alternative Exchange Rate Systems – Fixed, Flexible and Managed Float Comparative Advantage as basis for Trade; Tariff and Non-tariff Barriers.

UNIT -II

Indian Economy: An Overview Evolution of Indian Economy since Independence Liberalization of Indian Economy since 1991.

New Industrial Policy: LPG Model, New Industrial Policy (1991)

Banking and Capital Market Reforms: Banking Structure in India, Composition of Indian Capital Market, SEBI and Capital Market Reforms.

Monetary and Fiscal Policy Reforms: Composition of Indian Money Market Components and Instruments of Monetary Policy Concepts and Management of Deficits

Trade Policy Reforms: Major Components of Trade Policy Reforms Idea of FEMA, NITI AYOOG Role and Function Current and Capital Account Convertibility.

Reference Books:

1. Indian Economy by Ramesh Singh
2. Indian Economy by Datt and Sundharam
3. Indian Economy: Performance and Policies by Uma Kapila

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

BUSINESS COMMUNICATION

Code: BM102

Max Marks: 70

UNIT I

(8 Hrs)

Means of Communication:

Meaning and Definition – Process – Functions – Objectives – Importance – Essentials of good communication – Communication barriers, 7C's of Communication

UNIT II

(12 Hrs)

Types of Communication:

Oral Communication: Meaning, nature and scope – Principle of effective oral communication – Techniques of effective speech – Media of oral communication (Face -to-face conversation – Teleconferences – Press-Conference – Demonstration – Radio Recording – Dictaphone – Meetings – Rumour – Demonstration and Dramatisation – Public address system – Grapevine – Group Discussion – Oral report – Closed circuit TV). The art of listening – Principles of good listening.

UNIT III

(5 Hrs)

Written Communication

Purpose of writing, Clarity in Writing, Principles of Effective writing, Writing Techniques, Electronic Writing Process.

UNIT IV

(12 Hrs)

Business Letters & Reports:

Need and functions of business letters – Planning & layout of business letter – Kinds of business letters – Essentials of effective correspondence, Purpose, Kind and Objective of Reports, Writing Reports. Drafting of business letters: Enquiries and replies – Placing and fulfilling orders – Complaints and follow-up Sales letters – Circular letters Application for employment and resume

UNIT V

(6 Hrs)

Information Technology for Communication:

Word Processor – Telex – Facsimile(Fax) – E-mail – Voice mail – Internet – Multimedia – Teleconferencing – Mobile Phone Conversation – Video Conferencing – SMS – Telephone Answering Machine – Advantages and limitations of these types.

Text Book:

1. Business Communication - M. Balasubrahmanyam - Vani Educational Books

Reference Books:

1. Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
2. Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
3. Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
4. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
5. Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
6. Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw Hill Publishing Company Limited, New Delhi.
7. Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi.
8. Modern Business Correspondence - L. Gartside - The English Language Book Society and Macdonald and Evans Ltd.

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Tilthai, Dharmanagar, North Tripura

Theory Paper

Total: 100 Marks

External: 70 Marks

Internal: 30 Marks

External : 70 Marks

10 Question (MCQ): 1 marks each ($1 \times 10 = 10$)

Answer any 6 out of 8 (Very Short 20-30 words): 2 marks each ($2 \times 6 = 12$)

Answer any 6 out of 8 (Short 50-70 words): 3 marks each ($3 \times 6 = 18$)

Answer any 6 out of 8 (Long 100-120 Words): 5 marks each ($5 \times 6 = 30$)

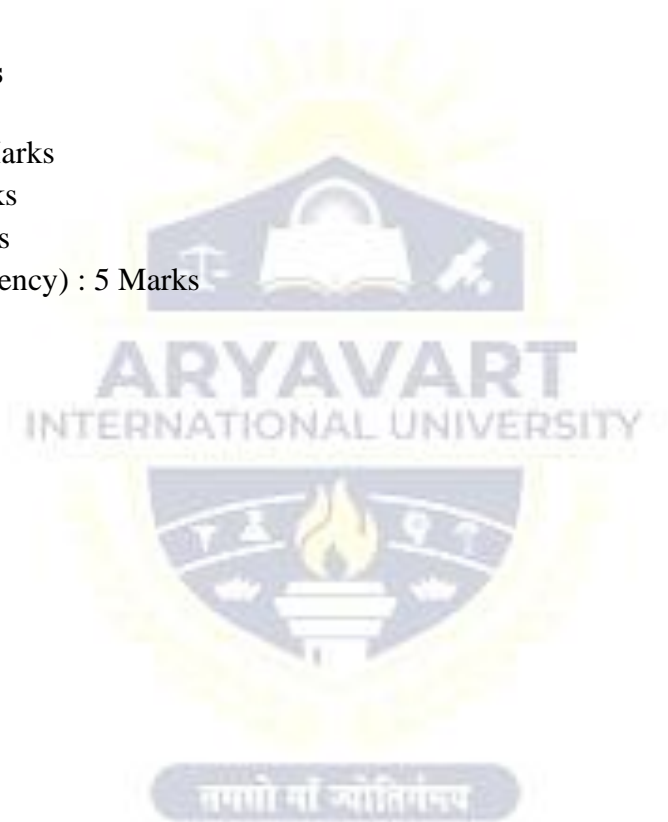
Internal : 30 Marks

Internal Exam: 15 Marks

Assignment : 8 Marks

Attendance : 2 Marks

G.P.(General Proficiency) : 5 Marks



ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

ARYAVART INTERNATIONAL UNIVERSITY

Tilthai, Dharmanagar, North Tripura-799250

Syllabus for MBA

Semester 2

Theory										
S. No.	Course Code	Topic	L	T	P	Credit	Theory Marks	Internal Marks	Practical Marks	Total Marks
1	MBA201	Financial Management and Corporate Finance	3	1	0	4	80	20	0	100
2	MBA202	Human Resource Management	3	1	0	4	80	20	0	100
3	MBA203	Production & Operations Management	3	1	0	4	80	20	0	100
4	MBA204	Corporate Environment	3	1	0	4	80	20	0	100
5	MBA205	Cost & Management Accounting	3	1	0	4	80	20	0	100
6	BM201	Management Information System	3	1	0	4	80	20	0	100
7	MBA291	Mini Project	0	0	4	4	0	20	80	80
Total						28	480	140		700

Detailed Syllabus

FINANCIAL MANAGEMENT & CORPORATE FINANCE

Code: MBA201

Max Marks: 80

Course Objectives: This course aims to provide students with a comprehensive introduction to the foundational theory, key concepts, and practical applications within the realm of corporate finance. By the end of the course, students should be equipped to analyze diverse corporate decisions. The specific objectives include:

- 1) Developing a solid grasp of the fundamentals, different models, and agency problems inherent in Corporate Finance.
- 2) Gaining knowledge about various techniques employed for the analysis of long-term projects.
- 3) Understanding various capital structure techniques and the selection of optimal sources of finance.
- 4) Familiarizing oneself with diverse dividend models and their practical applicability.
- 5) Introducing students to the intricacies of corporate valuation, particularly in the context of mergers and acquisitions.

UNIT I

(6 Hrs)

Introduction to Finance & Corporate Finance: Corporate Finance & its scope, Corporate Governance and Agency Problem, Corporate valuation Models: Asset Based Valuation Model, Earning based Valuation Model, Cash flow-based Model, CAPM Model, APT, EVA Analysis, Introduction to start-up finance, Financial Decisions, Time Value of Money.

UNIT II

(10 Hrs)

Investment and Financing Decision: Concept of Opportunity Cost, Cost of Debenture, Preference and Equity capital, Composite Cost of Capital, Cash Flows as Profit and components of Cash Flows, Capital Budgeting Decisions, Calculation of NPV and IRR, Excel Application in Analysing Projects.

UNIT III

(10 Hrs)

Financial Decision: Capital Structure, Relevance and Irrelevancy theory, Leverage analysis – financial, operating and combined leverage along with its implications, EBIT EPS Analysis, Point of Indifference.

UNIT IV

(10 Hrs)

Dividend Relevance: Factors affecting Dividend Policy, Forms of Dividends, Types of Dividend Policies, Dividend Models: Walter and Gordon Model, Miller- Modigliani (MM) Hypothesis.

UNIT V

(4 Hrs)

Mergers and Acquisition: Introduction, Exchange Ratio, Synergy Benefits, Post Merger EPS, Post Merger Price of share, Required rate of return of merged company, De-Merger.

Reference Books:

1. Khan and Jain - Financial Management (Tata McGraw Hill, 7th Ed.)
2. Pandey I M - Financial Management (Vikas, 11th Ed.)

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

3. William HakkaBettnerCarcello- Financial and Management Accounting (TMH-16th Ed.)
4. Sheebakapil-Fundamental of financial management (Wiley,2015)
5. Prasanna Chandra - Fundamentals of Financial Management (TMH, 9th Ed.)
6. Bark DemazoThampy- Financial Management (Pearson,2nd Ed.)
7. R P Rustagi - Financial Management (Galgotia, 2000, 2nd revised ed.)
8. Damodaran, A., Applied Corporate Finance, 3rd Edition, Wiley, 2012
9. Ravi.M Kishore – Financial Management (Taxman, 7th Ed)
10. Fundamentals to Financial Management, Brigham & Houston, 14/e, Cengage Learning
11. Van Horne - Financial Management and Policy (Prentice hall, 2003, 12th Ed.)

HUMAN RESOURCE MANAGEMENT

Code: MBA202

Max Marks: 80

Course Objectives: Throughout this course, students will delve into the fundamental concepts and frameworks of Human Resource Management (HRM). The focus will be on comprehending the integral role HRM plays in the realm of effective business administration. The course aims to provide insight into leveraging Human Resources as a strategic tool for implementing organizational strategies.

UNIT I: (7 Hours)

Essentials of HRM: Functions of HRM, HRM vs.HRD, Strategic HRM: Meaning and Roles in Strategy formulation and implementation, Barriers to strategic HRM, Linking HR strategy with business strategy, Roles of HR Manager, roles of HR in merger and acquisitions, Technology & HR and changing roles of HR due to technology, HRM linkage with TQM & productivity. Case Studies

UNIT II: (8 Hours)

Human Resource Planning and Employee Hiring : Meaning of job Analysis, job design, Human Resource Planning, methods demand forecasting for manpower planning, factors influencing HRP, Employee hiring-methods of Recruitment, Employee selection, process of employee selection, recent trends in recruitment. Case Studies

UNIT III: (8 Hours)

Employee Training & Development: Meaning importance of Training, types and methods and types of training, career planning, promotion, transfer, demotion and separation, Performance Appraisal: Meaning and types of appraisal, Job Evaluation: Meaning and methods of job evaluation. Case Studies

UNIT IV: (9 Hours)

Compensation Management and Employee Relations: Introduction to compensation management, Components and structure of employee compensation, Factors affecting employee compensation, Employee incentive schemes, and recent trends in compensations management, Meaning of employee relation and industrial relations. Case Studies

UNIT V: (8 Hours)

Employee Safety/ Health and International Human Resource Management: Needs and legal provision of employee health, measures to promote employee health , purpose of employee safety, accidents: causes & prevention, effective safety management ,& legal provisos. basic principles governing International Human Resource Case Studies

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Tilthai, Dharmanagar, North Tripura

Reference Books:

1. V.S.P.Rao, Human Resource Management (Text and Cases) Himalaya Publications, Thirteenth Edition.
2. Durai Praveen, Human Resource Management Pearson Publication, 2nd Edition.
3. Gary Dessler and Biju Varkkey, Human Resource Management, Person Publication, 2013, 14th Edition.
4. Seema Sanghi, Human Resource Management, Vikas Publications, 2014, 5th Edition.
5. K. Aswathappa, Human Resource Management, McGraw Hill Education, 2013, 7th Edition.

PRODUCTION & OPERATIONS MANAGEMENT

Code: MBA203

Max Marks: 80

Course Objectives: The course objectives of Production and Operations Management typically focus on equipping students with knowledge and skills related to the effective planning, organizing, and controlling of production processes in various industries. Students learn about key concepts such as production systems, inventory management, quality control, and supply chain management to enhance operational efficiency and competitiveness in businesses.

UNIT-I

(7 Hours)

Introduction to Production & Operations Management: Products and Services, Transformation Process, Product Design, Process Design, Product, Service, Operations and Competitive Strategies, Manufacturing Vs. Service Operation, Types of Production processes (Project/Job, Batch, Mass/Line, Continuous).

UNIT-II

(7 Hours)

Concept of FMS (Flexible Manufacturing System), Computer Integrated Manufacturing (CIM), Group Technology, Productivity & Factors affecting productivity, Process Flow Diagram, Method Study and Work Measurement.

UNIT-III

(10 Hours)

Facility Location Planning: Factors affecting Facility Location Planning, Factor & Location Ratings, Location Models. Facility Capacity and Layout Planning: Capacity Planning, Facility Layout Planning, Assignment Model in Layout Planning, Assembly Line Balancing, Load Distance Analysis. Aggregate Planning: Production Planning Strategies, Aggregate Plan, Disaggregating Aggregate Plan.

UNIT-IV

(8 Hours)

Inventory Management: Introduction, Uses of Inventory, Inventory Management Systems, Classification of Inventory Control- ABC, VED, XYZ Analysis, The Independent Demand Situation, P-system and Q-system, Dependent Demand Situation-Materials Requirement Planning (MRP), Overview of JIT and Waste Management Techniques, Concept of 5S.

UNIT-V

(8 Hours)

Quality Management & Control: Dimensions of Quality, Costs of Quality, Concept of Quality Management, Statistical Quality Control, X Bar, R and P Charts. Acceptance sampling, Elementary concept on TQM (Total Quality Management) and Six Sigma.

Reference Books:

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

1. Production & Operations Management by Everett E. Adam Jr., Ronald J. Ebert, PHI Learning Private Ltd.
2. Production and Operations Management- Alan Muhlemann, John Oakland, Keith Lockyer, Bodduluri Sudhir, Jasti Katyayani, Pearson Publications, 6th Edition.
3. Production & Operations Management by Kanishka Bedi, Oxford University Press

CORPORATE ENVIRONMENT

Code: MBA204

Max Marks: 80

Course Objective: The course objectives of Corporate Environment generally focus on providing students with an understanding of the external business environment, including economic, legal, political, and socio-cultural factors influencing corporate decision-making. Students are expected to analyze the impact of these factors on organizational strategies, operations, and sustainability while developing critical thinking skills to navigate complex business environments effectively.

UNIT -I

(10 Hours)

Business Environment: Introduction, Environmental Factors, Market Opportunities, Recent Economic & Financial Environment; Planning in India: The Planning Commission, The National Development Council, Five Year Plans; India's Monetary & Fiscal Policy: Monetary Policy of India, Fiscal Policy of India.

UNIT -II

(10 Hours)

Economic Trends: Money Market, Capital Market, Call Money Market, Bill Market, Financial System and its structure and functions; Stock Exchanges in India: Types of financial markets, SEBI and its functions, Products in the secondary market, Broker & Sub-brokers, FII's; National Income: Meaning, definitions, concepts, Methodology of National Income Estimation, Savings & Investments, Trends and its reasons in National Income

UNIT-III

(10 Hours)

Foreign Trade Policy & Balance of Payments: Main features, phases of India's Trade Policy, Major Trade Reforms, Balance of Payments, Current Account Deficit, Capital Account Deficit; Poverty in India: Concepts, meaning, definition, poverty and inclusive growth, measures to reduce poverty, Alleviation Programs; Problems of Growth: Parallel economy, Regional imbalances, Social injustice

UNIT-IV

(10 Hours)

Corporate Governance: Definition, Importance, The Board, Directors, Corporate Governance in India, Regulatory framework of Corporate Governance; Privatization & Disinvestment: Concept, meaning, Objectives of Privatization; Globalization: Salient aspects of globalization, Concepts & Meaning, features, Ten rules of Global Reforms; Foreign Investment: Meaning, Need, Adverse Implications of Foreign Investment.

Reference Books:

1. Paul Justin - Business Environment Text and Cases (Tata Mc Graw Hill).
2. Francis Cherunilam – Business Environment, Text and Cases (Himalaya Publishing House, 8th Edition).
3. Dr. Swabera Islam & Dr. Evakorlang Kharkongor – Business Environment – Taxman's Publishers
4. Shaikh & Saleem - Business Environment (Pearson)

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Tilthai, Dharmanagar, North Tripura

COST & MANAGEMENT ACCOUNTING

Code: MBA205

Max Marks: 80

Course Objective: The course objectives of Cost and Management Accounting typically include providing students with an in-depth understanding of cost concepts, costing methods, and managerial accounting techniques. Students are expected to develop analytical skills to analyze costs, make managerial decisions based on cost data, and apply cost accounting principles to enhance organizational performance and profitability.

UNIT -I

(4 Hours)

Cost and Cost Accounting: Definition of cost, costing and Cost Accounting; Objectives/functions of Cost Accounting; Relationship of Cost Accounting with Financial Accounting; differences between Financial and Cost Accounting; Relationship of Cost Accounting with Management Accounting. Concept of Cost Centre and Cost unit. Different cost concepts. Preparation of Cost Statements for cost analysis purpose.

UNIT -II

(18 Hours)

Accounting for Elements of Cost. Materials – objectives, advantages and scope of material control; purchase of materials – centralised Vs. decentralised purchasing; purchase procedure; Storing of materials; Store records – Bin card, Stores ledger; Material control – ABC Analysis, JIT, Economic Order Quantity with numerical; Pricing of Material Issued – LIFO, FIFO and Weighted Average Method with numerical. Labour – Control over labour cost; Time keeping and methods of time keeping; Labour Turnover – causes and measurement (separation method, replacement and flux method) (with numerical); Methods of Labour Remuneration – time rate and piece rate system, Incentives Schemes (Halsey and Rowan plans), Differential piece rate system (Taylor's and Merrick's), Emerson's efficiency plan. Overheads – Definition, allocations, apportionment, basis of apportionment of overheads, methods of re-apportionment; Different bases used for Overhead absorption rate finding. Reconciliation of Cost and Financial Accounts

UNIT-III

(9 Hours)

Methods and Techniques of Costing. Job costing – features, advantages of job costing; Job cost sheet. Batch Costing – elements of cost related to batch costing, Economic Batch Quantity. Contract Costing – characteristics; types of contract –fixed price contract and cost plus contract; Ascertainment of profit/loss of a short-term contract and profit of a long-term contract; important terms - cash received, work certified, work-in-progress, retention money, and escalation clause. Process Costing – features, costing procedure under process costing; normal process loss; abnormal loss and abnormal gain.

UNIT-IV

(10 Hours)

Marginal Costing, Standard Costing and Variance Analysis. Marginal Costing – characteristics, advantages and limitations of marginal costing; Marginal Cost equation; Cost-Volume-Profit analysis: Break-even analysis and break-even point; Break-even charts; P/V ratio; Margin of Safety; Application of Marginal costing in pricing and 'make or buy' decisions, level of activity planning. Standard Costing and Variance Analysis – meaning of standard costing, its application; advantages and limitations of Standard Costing; Analysis of Variances – Material, Labour Variance analysis; Overhead & Sales variances. Budget and budgetary control, Cash Budget and Flexible Budget.

UNIT-V

(1 Hour)

Total Cost Management, Activity Based Costing, Target Costing, Balanced Scorecard

Reference Books

1. A Textbook of Cost and Management Accounting by M.N. Arora; 10th Edition Vikas Publishing House.
2. Cost Accounting by Dr. P.C. Tulsian; S Chand

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3. Management Accounting by RSN Pillai & Bagavathi; S Chand

4. Cost Accounting for Business Managers by Asish Bhattacharya, Elsevier

MANAGEMENT INFORMATION SYSTEM

Code: BM201

Max Marks: 80

Course Objectives: This course aims to provide students with a deep understanding of Management Information Systems (MIS) and their strategic importance in organizational decision-making. Students will learn to analyze business processes, assess information needs, and design MIS solutions, enabling them to contribute effectively to organizational success in today's digital business environment.

UNIT -I (6 Hours)

Introduction to system and Basic System Concepts: Types of Systems, The Systems Approach, Information System: Definition & Characteristics, Types of information, Role of Information in Decision-Making, Sub-Systems of an Information system: EDP and MIS management levels, EDP/MIS/DSS.

UNIT -II (6 Hours)

An overview of Management Information System: Definition & Characteristics, Components of MIS, Framework for Understanding MIS: Information requirements & Levels of Management, Simon's Model of decision-Making, Structured Vs Un-structured decisions, Formal vs. Informal systems

UNIT-III (6 Hours)

Developing Information Systems: Analysis & Design of Information Systems: Implementation & Evaluation, Pitfalls in MIS Development.

UNIT-IV (10 Hours)

Functional MIS: A Study of Personnel, Financial and production MIS, Introduction to e-business systems, ecommerce – technologies, applications, Decision support systems – support systems for planning, control and decision-making

Text Book:

1. Rajaraman, "Analysis and Design of Information System", PHI Publication, ISBN – 8120312270

Reference Books

1. J. Kanter, "Management/Information Systems", PHI.
2. Gordon B. Davis, M. H. Olson, "Management Information Systems – Conceptual foundations, structure and Development", McGraw Hill.
3. James A. O'Brien, "Management Information Systems", Tata McGraw-Hill.
4. James A. Senn, "Analysis & Design of Information Systems", Second edition, McGraw Hill.
5. Robert G. Murdick & Joel E. Ross & James R. Claggett, "Information Systems for Modern Management", PHI.
6. Lucas, "Analysis, Design & Implementation of Information System", McGraw Hill.

MINI PROJECT

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Seminar by students

Objective –

1. Identify and address the challenges faced by the industry.
2. Develop the ability to prepare a comprehensive report on the application of emerging technologies within the chosen industry.

During the second semester, students are required to select an industry of personal interest for in-depth analysis and the preparation of a project report. Emphasis should be placed on exploring the application of emerging technologies within the chosen industry, which may include Fintech, Blockchain, Financial Services, Data Science, Social Entrepreneurship, or any other relevant area of interest. Each student is responsible for preparing an individual report, which will be evaluated by an external examiner appointed by the university.



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Syllabus for MBA

Semester 3

Theory										
S. No.	Course Code	Topic	L	T	P	Credit	Theory Marks	Internal Marks	Practical Marks	Total Marks
1	MBA301	Leadership Skills and Team Building	3	0	0	3	70	30	0	100
2	MBA302	Corporate Governance and Business Ethics	3	0	0	3	70	30	0	100
3	MBA303	Consumer Behaviour	3	0	0	3	70	30	0	100
4	MBA304	Sales and Distribution Management	3	0	0	3	70	30	0	100
5	MBA305	Advertising and Brand Management	3	0	0	3	70	30	0	100
6	MBA306	Digital Marketing	3	0	0	3	70	30	0	100
7	MBA307	International Marketing	3	0	0	3	70	30	0	100
8	MBA308	Project	0	0	3	3	30	-	70	100
9	ESC101	Environmental Studies	2	0	0	2	70	30	0	100
Total						26	590	240	70	900

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Detailed Syllabus

LEADERSHIP SKILLS AND TEAM BUILDING

Code: MBA301

Max Marks: 70

Course Objectives: To elevate student's awareness of an Managerial skills required for organization in today's Business scenario, to Leadership skills and team building, to understand the required skills to develop the organizational as well as individual quality.

UNIT I (6 Hrs)

Managerial Skills

Manager Role, Functions, Skills, Innovative Leadership, Team Building, Interpersonal Communication, Time Management And Negotiation Skills, Introduction; Successful Manager Attributes/Qualities; Management Styles, Successful Manager Behavior.

UNIT II (8 Hrs)

Team Building

Team, Meaning, Concept Of Team, Types Of Team, Skills Needed For Team Building, Characteristics Of Effective Team, Role Of Team Leader And Team Members, Creating Harmony & Balancing Of Skills, Team Vs Group, Stages Of Group Development - Group Dynamics, Group Culture, Managing Group/ Team Conflicts.

UNIT III (6 Hrs)

Mentoring and Building Rapport

Meaning, Coaching Vs. Mentoring, Coaching Methods For Individuals And Team/ Group, Pre-Requisites Of Mentoring And Structuring The Mentoring Relationship; Emotional Intelligence, Meaning, Importance In Organizational Perspectives.

UNIT IV (10 Hrs)

Study of Business Leaders

Leadership, Meaning, Theories, Situational Leadership, Basis of Social Powers, Response To Authority Etc; Leadership Styles, Delegating, Importance of Leadership. Study About Business Leaders: JRD TaTa, Bill Gates, Dhirubhai Ambani, Narayan Murthy, Azim Premji

UNIT V (30 Hrs)

Know Yourself, Time Management, Resource Management, Entrepreneurship, Goal Setting, Decision Making

Reference Books:

1. Dr. K. Alex, S., (2009), "Soft Skills", (11th Edition), Chand Publication, New Delhi.
2. L. M. Prasad, (2006), "Organisational Behaviour", (4th Edition), Sultan Chand & Sons, New Delhi.
3. Subba Rao P., (2008), "Management And Organisational Behaviour", Himalaya Publishing House, New Delhi.

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CORPORATE GOVERNANCE AND BUSINESS ETHICS

Code: MBA302

Max Marks: 70

Course Objectives: This course aims to provide a comprehensive understanding of business ethics, focusing on core values, ethical corporate behavior, and ethical leadership. It covers ethical decision-making, corporate social responsibility, and governance. Additionally, the course addresses ethical issues in various business functions and explores environmental ethics, corruption, and gender-related issues.

UNIT I: (9 Hours)

Introduction to Ethics

Ethics and Business Ethics, Concepts Values and Ethics.

UNIT II: (9 Hours)

Organizational Ethics

Ethical Corporate Behaviour, Its Development, Ethical Leadership.

UNIT III: (9 Hours)

Ethical Decisions

Ethical Decision-making, Ethical Dilemmas in Organization, Social Responsibility of Business and Corporate Governance.

UNIT IV: (7 Hours)

Ethical Issues in the Functional

Ethic in Functional Area, Marketing, Finance, Human Resource and Information Technology.

UNIT V: (9 Hours)

Environmental Ethics, Corruption and Gender Issues

Environmental Ethics, Corruption and Gender Issues—Gender Ethics, Sexual Harassment and Discrimination.

Reference Books:

1. *Business Ethics and Corporate Governance*; Author, S.K. Bhatia
2. *Business Ethics And Corporate Governance* Dr.F. C. Sharma

CONSUMER BEHAVIOUR

Code: MBA303

Max Marks: 70

Course Objectives: To introduce the students to the concept of consumer behavior, how and why consumers make purchase decisions, how they think, feel and act before, during and after the purchase. To equip the students to view marketing phenomena from customers point of view. Develop an understanding of factors that influence consumer buying behavior. Appreciate mental processes that precede the act of purchase. Learn how to base marketing decision on consumer insights. Understand the influence of socio-cultural factors on consumer behavior.

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UNIT-I

(10 Hours)

Introduction to Consumer Behaviour

Introduction and key foundations, Consumer Behaviour and Marketing Concept, Interdisciplinary Nature, Customer Value, Satisfaction, Trust and Retention. Marketing success and failure and consumer behaviour: manager and consumer perspectives, strategy consistency and inconsistency. Consumer Behaviour Models- Howard and Sheth Model, Engel, Kollat & Blackwell Model, Nicosia Model of Consumer Decision Making Consumer involvement: perceived risk, antecedents and consequences Consumer decision making: psychology of simplification, elaborate to routine buying Habit: loyalty, inertia and strategic implications for incumbent and entrant

UNIT-II

(12 Hours)

Consumer as an Individual - 1

Consumer motivation- dynamics of motivation, types and systems of needs, measurement of motives. Personality and consumer behaviour- personality theories, consumer innovativeness and related personality traits, brand personality Consumer perception-meaning and dynamics of perception, elements of perception, Consumer imagery

UNIT-III

(10 Hours)

Consumer as an Individual - 2

Consumer learning- Meaning of Learning; Behavioral Learning Theories-Classical and Operant Conditioning- Observational Learning; Cognitive Learning Theories; Memory, Schema, Brand Loyalty Consumer attitude formation and change Nature and function, Attitude formation; Structural Models of Attitude Tricomponent and Multi-Attribute model, Attitude Change-Multi-attribute and ELM and Cognitive Dissonance.

UNIT-IV

(08 Hours)

Consumer's Decision-Making Process, Marketing Ethics & Social Responsibility:

Consumer Decision Making, Levels of Consumer Decision Making, Views of Consumer Decision Making, Relationship Marketing, Challenges of Customer Satisfaction. Exploitive Targeting, Manipulating Consumers, Social Responsibility

Reference Books:

1. Schiffman, L., Kanuk L.L., Ramesh S. N. (2019). Consumer Behavior. 12th Edition, New Delhi: Pearson Education Inc.
2. Blackwell, D. R. Miniard, W. Paul, Engel F. James. (2011). Consumer Behaviour. 8th Edition. New Delhi:
3. Cengage Learning India Private Limited
4. Loudon, D., Della, B. A. (2010). Consumer Behaviour. 4th Edition. New Delhi: Tata Mcgraw Hill

SALES AND DISTRIBUTION MANAGEMENT

Code: MBA304

Max Marks: 70

Course Objective: This course intent to cover the basic aspect of sales management and distribution management. To familiarize the students with the various Sales & Distribution concepts and strategies used. To enable them to develop the Sales & Distribution strategies and plans .To develop acumen among the students to understand the practices of Sales & Distribution industry in India.

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Tilthai, Dharmanagar, North Tripura

UNIT -I

(09 Hours)

Introduction to Sales Management

What is Sales, Difference in sales and Marketing? Selling skills and Different Sales Strategies. Emerging trends in sales Management.

UNIT -II

(09 Hours)

Selling Process & Sales Management

Selling Process. Sales Forecasting, Market Demand, Qualitative and Quantitative Methods – Overview of Linear Regression, Time Series Analysis, Moving Averages. Sales organizations, Recruitment of sales force, sales territory management, sales force motivation and compensation, sales force controls.

UNIT-III

(09 Hours)

Distribution & Management of Marketing Channels

Understanding Dimensions of Distribution Mix. Introduction to Distribution Channels – Designing Distribution Channels Structure, Functions and Flows – Channel participants - Type and Number of Intermediaries, Selecting a channel. Logistics Management, Channel Information Systems, Channel Controls.

UNIT-IV

(09 Hours)

Channels and New trends in distribution

Classifications, Functions, Key Tasks, Limitations. Retail Management, International Channels. e- distribution

UNIT-V

(09 Hours)

Supply Chain Management (SCM)

Introduction to SCM, Inbound, Outbound Logistics. Benefits & Issues Related to SCM. Reverse Logistics

Reference Books:

1. Sales and Distribution Management by Dr Tapan K. Panda ,Dr Sunil Sahadev – Oxford Press.
2. Marketing Channels, Stern, L.W. EI Ansari, A.L., Coughlan, A.T.PHI

ADVERTISING AND BRAND MANAGEMENT

Code: MBA305

Max Marks: 70

Course Objective: To make the students aware of the theoretical principles and best practices of advertising. To make the students familiar with the mechanics of campaign planning and execution. To make the students comprehend the intricacies of media management in advertising. To make the students aware of the conceptual constructs of branding. To make the students familiar with the formulation and execution of branding strategies in the marketplace.

UNIT -I

(09 Hours)

Introduction to Advertising

Fundamentals of advertising - advertising as a subset of the promotion-mix; advertising as part of integrated marketing communications. Types of advertising, Objectives of advertising - the DAGMAR approach.

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Tilthai, Dharmanagar, North Tripura

UNIT -II

(09 Hours)

Crafting Effective Advertising Messages

Message strategies and tactics, Creative approaches, copy-writing and copy-testing , Advertising copy design - copy layout.

UNIT-III

(09 Hours)

Media and Effectiveness in Advertising

Advertising appeals and themes. Types of media; media planning and scheduling. Advertising budget; measuring advertising effectiveness; advertising agency; social and ethical issues in advertising

UNIT-IV

(09 Hours)

Introduction to Branding

Introduction to branding and brand management; meaning and importance of brand; product versus brand. Advantages and challenges of branding. Concept of brand equity; sources of brand equity; brand elements; brand identity versus brand image.

UNIT-V

(09 Hour)

Advanced Concepts in Brand Management

Brand positioning; brand-building. Brand extension; advantages and disadvantages of brand extension .Brand rejuvenation; globalizing a domestic brand - standardization versus customization.

Reference Books

1. 'Advertising and Promotion: An Integrated Marketing Communications Perspective' by George E. Belch, Michael A. Belch and Keyoor Purani(McGraw-Hill).
2. 'Brand Management – Principles and Practices' by KirtiDutta (Oxford University Press)
3. 'Advertisement and Promotions: An IMC Perspective' by Kruti Shah and Alan D'Souza (McGraw-Hill)
4. 'Strategic Brand Management' by Kevin Lane Keller, MG Parameswaran and Isaac Jacob (Pearson)

DIGITAL MARKETING

Code: MBA306

Max Marks: 70

Course Objectives: To impart knowledge, concepts and skills needed in marketing through digital channels. To familiarize the participants with the concepts and techniques applicable to digital marketing. Appreciation of difference and similarities between non-digital and digital marketing. Understanding consumer behaviour on digital media. Understanding the basics of digital marketing strategy. Understanding social media, web analytics.

UNIT -I

(10 Hours)

Internet penetration and digital commerce; Characteristics of Internet:

Web 1.0, Web 2.0 and Web 3.0; Social Media; Similarities and differences between online and offline marketing; Internet Marketing in India; Business response to emerging digital revolution; Digital devices, platforms, media, data and technology.

UNIT -II

(10 Hours)

Digital marketing strategy; Digital conversion funnel:

Customer acquisition, conversion and retention; Acquisition: search engine optimization; paid advertising, search advertising, display advertising, social media marketing, email marketing; measuring success of search engine optimization, mapping search engine journey; On page and off page search engine optimization.

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UNIT-III

(10 Hours)

Online consumer behaviour:

Decision making process; problem recognition, information search, evaluation, choice and post purchase behaviour; online consumer segmentation; online marketing mix; consumer segments and targeting; User experience

UNIT-IV

(10 Hours)

Social Media Analytics:

Data type and collection, structured and semi-structured data, social media metrics, social media ROI, Social networks and social network analysis; Big data, Internet of things Mobile Marketing, E-marketing; Internet marketing strategy: content marketing

Reference Books

1. Aslam K (2017). The 7 Critical Principles of Effective Digital Marketing. Arizona: Scottsdale, The Stone Soup Hustler Publication.
2. Bly R.W. (2018). The Digital Marketing Handbook. Entrepreneur Press.
3. Giovannoni, E (2018). The Digital Marketing Planning. Brisbane: Chasefive.com.

INTERNATIONAL MARKETING

Code: MBA307

Max Marks: 70

Course Objectives: To make students explain the concept of International Marketing. To make students analyze the various environmental variables affecting International Marketing. To make students explain various product and price strategies followed in International Marketing. To make students explain various distribution and promotion strategies followed in International Marketing. To make students assess the Foreign Trade Policy and Documentation structure facilitating international marketing.

UNIT -I

(09 Hours)

Introduction to International Marketing

Nature and scope, basis of international trade. Difference between domestic, international, multinational, global and transnational marketing, EPRG framework.

UNIT -II

(09 Hours)

International Business Environment

Scanning of International Environment: Social, cultural, political and legal environments. Market analysis and foreign market entry strategies, trade barriers, regional and international agreements. International marketing research and information system.

UNIT-III

(09 Hours)

International Marketing- Product & Price

Product strategies: International product planning, product design strategies – standardization v/s customization (adaptation), adoption and diffusion of new products. Branding strategies, international product life cycle. Pricing Strategies: Methods of pricing, factors affecting international pricing, transfer pricing, dumping, price escalation, balance of trade, balance of payments

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UNIT-IV

(09 Hours)

International Marketing- Distribution & Promotion

Distribution Strategies: Direct and indirect channels of distribution, factors affecting channel decisions, international channel members – their role and Functions. Promotion Strategies: Promoting product/ service in international market, advertising decisions – standardization v/s localization, media decisions. IMC in International Marketing.

UNIT-V

(09 Hours)

Exim Policy & Documentation

Overview of EXIM Policy. Basic understanding of export & import documentation and procedures. Issues in international Marketing

Reference Books

1. International Marketing, P.K. Vasudeva
2. Jain Subhash C., 'International Marketing', South – Western Thomson Learning
3. Cateura Philip R and Graham John L, International Marketing, TMH

ENVIRONMENTAL STUDIES

Code: ESC101

Max Marks: 80

Course Objectives: Gain a comprehensive understanding of the natural world and human impact on it through this course. Explore topics such as ecosystems, biodiversity, climate change, and sustainability, and develop the skills to address complex environmental challenges.

UNIT -I

(4 Hours)

The Multidisciplinary nature of environmental studies: Definition, scope and importance. Need for Public awareness

UNIT -II

(8 Hours)

Natural Resources: Renewable and non-renewable resources : Natural resources and associated problems.

a) Forest resources : Use and over-exploitation : deforestation, case studies, Timber extraction, mining, dams and their effects on forests and tribal people.

b) Water resources : Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems.

c) Mineral resources : Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

d) Food resources : World food problems, changes caused by overgrazing and effects of modern agriculture fertilizer-pesticide problems, water logging, salinity, case studies.

e) Energy resources : Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

* Role of an individual in conservation of natural resources .

* Equitable use of resources for sustainable lifestyle.

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UNIT-III

(8 Hours)

Ecosystems: Concept of an ecosystem. Structure and function of an ecosystem. Producers, consumers and decomposer. Energy flow in the ecosystem. Ecological succession. Food chains and ecological pyramids. Introduction, types, characteristic features, structure and function of the following eco-system: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (Ponds, streams, lakes, rivers, ocean, estuaries).

UNIT-IV

(8 Hours)

Biodiversity and its conservation. Introduction-Definition: Genetic, species and ecosystem diversity. Biogeographical classification of India. Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values. Biodiversity at global, National and local levels. India as a mega-diversity nation. Hot-spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity : In-situ and ex-situ conservation of biodiversity.

UNIT-V

(6 Hours)

Environmental Pollution: Definition, Causes, effects and control measures of : Air pollution. Water pollution. Soil pollution. Marine pollution. Noise pollution. Thermal pollution. Nuclear hazards.

Solid wastes management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies.

Disaster management: floods, earthquake, cyclone and landslides.

UNIT-VI

(6 Hours)

Social issues and the Environment: From unsustainable to sustainable development. Urban problems related to energy. Water conservation, rain water harvesting, watershed management. Resettlement and rehabilitation of people : its problems and concerns. Case studies.

Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies. Wasteland reclamation. Consumerism and waste products. Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and Control of Pollution) Act. Wildlife Protection Act. Forest conservation Act. Issues involved in enforcement of environmental legislation. Public awareness.

UNIT-VII

(4 Hours)

Human population and the Environment. Population growth, variation among nations. Population explosion-Family Welfare programme. Environment and human health. Human Rights. Value Education. HIV/AIDS. Woman and Child Welfare Role of Information Technology in Environment and human health. Case Studies.

Text Book:

1. Trivedi R.K. and P.K. Goel, Introduction to air pollution, techno Science Publications (TB).

Reference Books:

1. Aggarwal, K.C. 2001 Environmental Biology, Nidi Pub. Ltd. Bikaner.
2. Bharucha, Frach, The Biodiversity of India. Mapin Publishing Pvt. Ltd., India.
3. Burner R.C. 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480 p.
4. Clark R.S. Marine Pollution, Slanderson Press Oxford (TB).
5. Conningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T.2001, Environmental Encyclopedia, Jaico pub. House, Mumbai, 1196 P.
6. De A.K., Environmental Chemistry, Wiley Eastern Ltd.

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7. Dawn to Earth, Centre for Science and Environment (R).
8. Gleick, H.P., 1993, Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute. Oxford Univ. Press 473 p.
9. Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R).
10. Heywood, V.H. & Waston, R.T. 1995, Global Biodiversity Assessment. Cambridge Uni. Press 1140p.

PROJECT

PROJECT REPORT

All the students are required to submit a report based on the project work done by them during the sixth semester.

SYNOPSIS (SUMMARY/ABSTRACT) :

All students must submit a summary/abstract separately with the project report. Summary, preferably, should be of about 3-4 pages. The content should be as brief as is sufficient enough to explain the objective and implementation of the project that the candidate is going to take up. The write up must adhere to the guidelines and should include the following:

- Name / Title of the Project
- Statement about the Problem
- Why is the particular topic chosen?
- Objective and scope of the Project
- Methodology (including a summary of the project)
- Hardware & Software to be used
- Testing Technologies used
- What contribution would the project make?

TOPIC OF THE PROJECT- This should be explicitly mentioned at the beginning of the Synopsis. Since the topic itself gives a peep into the project to be taken up, candidate is advised to be prudent on naming the project. This being the overall impression on the future work, the topic should corroborate the work.

OBJECTIVE AND SCOPE: This should give a clear picture of the project. Objective should be clearly specified. What the project ends up to and in what way this is going to help the end user has to be mentioned.

PROCESS DESCRIPTION: The process of the whole software system proposed, to be developed, should be mentioned in brief. This may be supported by DFDs / Flowcharts to explain the flow of the information.

RESOURCES AND LIMITATIONS: The requirement of the resources for designing and developing the proposed system must be given. The resources might be in form of the hardware/software or the data from the industry. The limitation of the proposed system in respect of a larger and comprehensive system must be given.

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CONCLUSION: The write-up must end with the concluding remarks- briefly describing innovation in the approach for implementing the Project, main achievements and also any other important feature that makes the system stand out from the rest.

The following suggested guidelines must be followed in preparing the Final Project Report:

Good quality white A4 size paper should be used for typing and duplication. Care should be taken to avoid smudging while duplicating the copies.

Page Specification: (Written paper and source code)

- Left margin - 3.0 cms
- Right margin- 2.0cms
- Top margin 2.54cms
- Bottom margin 2.54cms
- Page numbers - All text pages as well as Program source code listing should be numbered at the bottom center of the pages.

Normal Body Text: Font Size: 12, Times New Roman, Double Spacing, Justified. 6 point above and below paraspadding

Paragraph Heading Font Size: 14, Times New Roman, Underlined, Left Aligned. 12 point above & below spacing.

Chapter Heading Font Size: 20, Times New Roman, Centre Aligned, 30 point above and below spacing.

Coding Font size :10, Courier New, Normal

Submission of Project Report to the University :The student will submit his/her project report in the prescribed format. The Project Report should include:

1. One copy of the summary/abstract.
2. One hard Copy of the Project Report.
3. The Project Report may be about 75 pages (excluding coding).

FORMAT OF THE STUDENT PROJECT REPORT ON COMPLETION OF THE PROJECT

- I. Cover Page as per format
- II. Acknowledgement
- III. Certificate of the project guide
- IV. Synopsis of the Project
- V. Main Report
 - i. Objective & Scope of the Project
 - ii. Theoretical Background Definition of Problem
 - iii. System Analysis & Design vis-a-vis User Requirements
 - iv. System Planning (PERT Chart)
 - v. Methodology adopted, System Implementation & Details of Hardware & Software used System Maintenance &Evaluation
 - vi. Detailed Life Cycle of the Project
 - a. ERD, DFD
 - b. Input and Output Screen Design
 - c. Process involved
 - d. Methodology used testing
 - e. Test Report, Printout of the Report & Code Sheet

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- VI. Coding and Screenshots of the project
- VII. Conclusion and Future Scope
- VIII. References

Formats of various certificates and formatting styles are as:

1. Certificate from the Guide

CERTIFICATE

This is to certify that this project entitled “ xxxxxx xxxxxx xxxxxx xxxx xxxx xxx” submitted in partial fulfillment of the degree of Bachelor of Computer Applications to the “xxxxxxxxxxxxxxxxxxxxxxxxxxxxx” through xxxxxx xxxxxx done by Mr./Ms.

, Enrollment No. _____ is an authentic work carried out by him/her at _____

under my guidance. The matter embodied in this project work has not been submitted earlier for award of any degree to the best of my knowledge and belief.

Signature of the student

Signature of the Guide

2. Project Report Cover Page Format:

Title of the Project/report

(Times New Roman, Italic, Font size = 24)

Submitted in partial fulfilment of the requirements for the award of the degree of

Bachelor of Computer Applications (Bookman Old Style, 16 point, centre)

Submitted to:

(Guide Name)

Submitted by:

(Student's name)

Enrollment No

3. Self-Certificate by the students

SELF CERTIFICATE

This is to certify that the dissertation/project report entitled “.....” is done by me is an authentic work carried out for the partial fulfilment of the requirements for the award of the degree of Bachelor of Computer Applications under the guidance of __. The matter embodied in this project work has not been submitted earlier for award of any degree or diploma to the best of my knowledge and belief.

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Signature of the student
Name of the Student
Enrollment No.

4. ACKNOWLEDGEMENTS

In the “Acknowledgements” page, the writer recognizes his indebtedness for guidance and assistance of the thesis adviser and other members of the faculty. Courtesy demands that he also recognize specific contributions by other persons or institutions such as libraries and research foundations. Acknowledgements should be expressed simply, tastefully, and tactfully.



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Syllabus for MBA

Semester 4

Theory									
Course Code	Topic	L	T	P	Credit	Theory Marks	Internal Marks	Practical Marks	Total Marks
MBA401	Rural Marketing	3	0	0	3	70	30	0	100
MBA402	Service Marketing	3	0	0	3	70	30	0	100
MBA403	Customer Relationship Management	3	0	0	3	70	30	0	100
MBA404	Logistics & Supply Chain Management	3	0	0	3	70	30	0	100
MBA405	Entrepreneurial Development	3	0	0	3	70	30	0	100
MBA406	Seminar/Conference Presentation	0	0	2	2	0	100	0	100
MBA407	Internship	0	0	4	4	0	100	0	100
Total					21	350	350	0	700

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Detailed Syllabus

RURAL MARKETING

Code: MBA401

Max Marks: 70

Course Objectives: The objective of this course is to explore the students to the agriculture and rural marketing environment so that they can understand.

UNIT I (09 Hrs)

Rural Economy- Rural-Urban disparities-policy interventions required- Rural face to Reforms- the Development exercises in the last few decades.

UNIT II (09 Hrs)

Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System- Potential and size of the Rural Markets.

UNIT III (09 Hrs)

Selection of Markets- Product Strategy- Product mix Decisions- Competitive product strategies for rural markets.

UNIT IV (09 Hrs)

Pricing strategy- pricing policies- innovative pricing methods for rural markets - promotion strategy - appropriate media- Designing right promotion mix- promotional campaigns.

UNIT V (09 Hrs)

Distribution - Logistics Management - Problems encountered - selection of appropriate channels - New approaches to reach out rural markets – Electronic choupal applications.

Text Book:

1. Balaram Dogra & Karminster Ghuman, "RURAL MARKETING: CONCEPT & CASES", Tata McGraw-Hill Publishing Company, New Delhi, 2008.

Reference Books:

1. A. K. Singh & S. Pandey, "RURAL MARKETING: INDIAN PERSPECTIVE", New Age International Publishers, 2007.
2. CSG Krishnamacharylu & Laitha Ramakrishna, "RURAL MARKETING", Pearson Education Asia, 2009.
3. Philip Kotler, "MARKETING MANAGEMENT", Prentice- Hall India Ltd. New Delhi.
4. Agarwal A. N., "INDIAN ECONOMY", Vikas Publication, New Delhi.
5. Ruddar Dutt Sundaram, "INDIAN ECONOMY", Tata McGraw Hill. Publishers, New Delhi.

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SERVICE MARKETING

Code: MBA402

Max Marks: 70

Course Objectives: The objective of this course is to develop insights into emerging trends in the service sector and tackle issues involved in the management of services.

UNIT I

(09 Hrs)

Marketing of Services – Introduction; Growth of the Service Sector; The Concept of Service; Characteristics of Services; Classification of Services; Designing the Service Blueprinting, Using Technology; Developing Human Resources; Building Service Aspirations.

UNIT II

(09 Hrs)

Marketing mix in services marketing; The seven Ps; Product Decisions; Pricing Strategies and Tactics; Promotion of Services and Placing or Distribution Methods for Services; Additional Dimensions in Services Marketing; People, Physical Evidence and Process; Internet as a service channel.

UNIT III

(08 Hrs)

Strategic Marketing Management for Services; Matching Demand and Supply through Capacity Planning and Segmentation; Internal Marketing of a Service; External versus Internal Orientation of Service Strategy.

UNIT IV

(10 Hrs)

Delivering Quality Services; Causes of Service; Quality Gaps; The Customer Expectations versus Perceived Service Gap; Factors and Techniques to Resolve this Gaps in Service; Quality Standards, Factors and Solutions; The Service Performance Gap Key Factors and Strategies for Closing the Gap; Developing Appropriate and Effective Communication about Service Quality.

UNIT V

(09 Hrs)

Marketing of Services with special reference to Financial Services; Health Services; Hospitality Services including Travel, Hotels and Tourism; Professional Services; Public Utility Services; Communication Services; Educational Services.

Text Book:

1. Ravi Shanker, “SERVICES MARKETING: THE INDIAN PERSPECTIVE”, Excel Books, New Delhi, 2008.

Reference Books:

1. Rajendra Nargundkar, “SERVICES MARKETING: TEXT & CASES”, Tata McGraw-Hill Publishing Company, New Delhi, 2008.
2. Christopher H. Lovelock, “SERVICES MARKETING: PEOPLE, TECHNOLOGY, STRATEGY”, Pearson Education Asia.
3. R. Srinivasan, “SERVICES MARKETING”, Prentice Hall of India Private Limited, New Delhi.
4. Zcithaml, Parasuraman & Berry, “DELIVERING QUALITY SERVICE”, The Free Press, Macmillan. 2008.

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CUSTOMER RELATIONSHIP MANAGEMENT

Code: MBA403

Max Marks: 70

Course Objectives: The Course objective of “Customer Relationship Management”, also known as CRM, is to help students successfully implement business strategies, practices and technologies aimed at winning and retaining customers profitably. The objective of this course is to equip you with a sound foundation of CRM concepts and best practices so students can implement CRM practices successfully for long-term profitability.

UNIT I (07 Hrs)

CRM concepts - Acquiring customers, - Customer loyalty and optimizing customer relationships - CRM defined - success factors, the three levels of Service/ Sales Profiling - Service Level Agreements (SLAs), creating and managing effective SLAs.

UNIT II (08 Hrs)

CRM in Marketing - One-to-one Relationship Marketing - Cross Selling & Up Selling - Customer Retention, Behaviour Prediction - Customer Profitability & Value Modeling, - Channel Optimization - Event-based marketing. - CRM and Customer Service - The Call Centre, Call Scripting - Customer Satisfaction Measurement.

UNIT III (10 Hrs)

Sales Force Automation- Sales Process, Activity, Contact- Lead and Knowledge Management; Field Force Automation. CRM links in e-Business - E-Commerce and Customer Relationships on the Internet - Enterprise Resource Planning (ERP), - Supply Chain Management (SCM), - Supplier Relationship Management (SRM), - Partner relationship Management (PRM).

UNIT IV (10 Hrs)

Analytical CRM - Managing and sharing customer data - Customer information databases - Ethics and legalities of data use - Data Warehousing and Data Mining concepts - Data analysis - Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering.

UNIT V (10 Hrs)

CRM Implementation - Defining success factors - Preparing a business plan requirements, justification and processes. - Choosing CRM tools - Defining functionalities - Homegrown versus out-sourced approaches - Managing customer relationships - conflict, complacency, Resetting the CRM strategy. Selling CRM internally - CRM development Team - Scoping and prioritizing - Development and delivery - Measurement.

Text Book:

1. Alok Kumar Rai, “CUSTOMER RELATIONSHIP MANAGEMENT CONCEPT & CASES”, Prentice Hall of India Private Limited, New Delhi. 2011.

Reference Books:

1. S. Shanmugasundaram, “CUSTOMER RELATIONSHIP MANAGEMENT”, Prentice Hall of India Private Limited, New Delhi, 2008.
2. Kaushik Mukherjee, “CUSTOMER RELATIONSHIP MANAGEMENT”, Prentice Hall of India Private Limited, New Delhi, 2008.
3. Jagdish Seth, et al, “CUSTOMER RELATIONSHIP MANAGEMENT”.
4. V. Kumar & Werner J., “CUSTOMER REL TIONSHIP MANAGEMENT”, Willey India, 2008.

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LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Code: MBA404

Max Marks: 70

Course Objectives: The objectives of this course is to familiarize the students with management of supply chain which is a process of strategically managing the procurement, movement and storage of materials, parts and finished inventory and related information flows through the organization and its marketing channels in such a way that current and future profitability are maximized through the cost effective fulfilment of orders aimed at continuous improving all aspects of the operational performance of a business or any other type of organization.

UNIT I

(07 Hrs)

Introduction: Basic concepts of Supply Chain management (SCM), Essential features of SCM, SCM and Trade logistics, Push and pull of SCM, Key issues in SCM, Benefits and case studies related to SCM.

UNIT II

(09 Hrs)

Warehousing and Inventory Management: Objective and functions of warehousing, concept of inventory management, various costs associated with inventory, Economic Order Quantity(EOQ), Buffer stock, Lead time reduction, re-order point, ABC Analysis, SDE Analysis.

UNIT III

(10 Hrs)

Purchasing and Vendor Management: Purchasing process, Centralized and decentralized purchasing, Functions of purchase department & purchase policies, Use of mathematical model for vendor rating/ evaluation, single vendor concept, Management of stores, Account for material, Just in Time (JIT) and Kanban system of inventory Management.

UNIT IV

(09 Hrs)

Logistics Management: Concept: Objective and Scope of Logistics, Logistic Costs, different models, logistics and subsystems, inbound and outbound logistics, Role of transportation in supply chain, Factors affecting transportation decisions.

UNIT V

(10 Hrs)

Role of IT in Supply Chain Management: Role of e-business in supply chain management, CRM V/s SCM, Benchmarking- concept, features and implementation, Outsourcing-basic concepts, role of relationship marketing in SCM.

Text Book:

1. G. Raghuram, "Logistics and Supply Chain Management", Macmillan, 2000.

Reference Books:

1. Dr. Gopal Krishnan, "Material Management Review", 2002, Pearson Education New- Delhi.
2. B. S. Sahay, Macmillan, "Supply Chain Management", 2000, Pearson Education.
3. Chopra & Meindl, "Supply Chain Management-Strategy planning & operation", Pearson Education.
4. Janat Shah, "Supply Chain Management", Pearson Education.

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ENTREPRENEURIAL DEVELOPMENT

Code: MBA405

Max Marks: 70

Course Objectives: The objective of this course is to create a group of prosperous entrepreneurs who support innovation, economic growth, and job creation. These initiatives not only provide people the information and abilities they need, but they also foster an entrepreneurial spirit and confidence.

UNIT I

(06 Hrs)

Entrepreneur- meaning - importance - Qualities, nature, types, traits, culture. Similarities and differences between entrepreneur and intrapreneur. Entrepreneurship and economic development- its importance; Role of entrepreneurship; entrepreneurial environment.

UNIT II

(12 Hrs)

Entrepreneurial Development Program; Evolution of entrepreneurs - entrepreneurial promotion: Training and development. Mobility of entrepreneurs - entrepreneurial change - occupational mobility - factors in mobility - Role of consultancy organisations in promoting entrepreneurs - Forms of business for entrepreneurs.

UNIT III

(09 Hrs)

Project management: Sources of business idea - Project classifications - identifications - formulation and design - feasibility analysis. Financial analysis - project cost estimate - operating revenue estimate -Ratio analysis - investment Process - B E analysis - Profit analysis - Social cost benefit analysis - Project Appraisal methods. Preparation of Project Report and presentation.

UNIT IV

(09 Hrs)

Project finance: Sources of finance - Institutional finance - Role of IFC, IDBI, ICICI, LIC, SFC, SIPCOT, Commercial Bank - Appraisal of bank for loans. Institutional aids for entrepreneurship development - Role of DICS, SIDCO, NSICS, IRCI, NIDC, SIDBI, SISI, SIPCOT, Entrepreneurial guidance bureau - Approaching Institutions for Assistance.

UNIT V

(09 Hrs)

Steps in setting SSI unit; Problems of entrepreneurs; Sickness in small industries; reasons and remedies; Incentives and subsidies; evaluating entrepreneurial performance; rural entrepreneurship; Women entrepreneurship.

Reference Books:

1. For Unit I and III "Entrepreneurship", By Rajee Roy Oxford University press – Chennai. Email: v.anand@oup.com
2. For Unit II, IV, V, "Entrepreneurship Text and cases", By P. Narayana Reddy – Cengage learning. Email : sriram.b@cengage.com
3. For preparation of Project Report and Filling in Unit V "Management and Entrepreneurship", By Kanishka Bedi Oxford University press.
4. For Better Projects through SWOT, "Analysis in Unit V Entrepreneurial Management" Edited volume by Shivaganesh Bhargava– contributed by N. Mani Mekalai and A. Mohamed Abdullah, Bharathidasan University Trichy. Book published by Sage publications Chennai. Email: chennai@sagepub.insagepublications.com
5. "Entrepreneurial Development" by Jayshree Suresh, Margam publications, Chennai.
6. "Entrepreneurship in The New Millennium" By Kuralko and Hodgetts – Cengage learning.
7. "Entrepreneurship"– Robert D Hisrich and others, Tata McGraw Hill Co.

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SEMINAR/ CONFERENCE PRESENTATION

Code: MBA406

Max Marks: 70

OBJECTIVE:

Seminars/Conferences and Presentations provide a platform to the students, where they can learn from what others are doing, learn about new things, ideas and important tips related to new technologies. To foster the Innovations happening in upcoming technologies and harnessing the entrepreneurial opportunities, Institutes must provide ample opportunities to the students to learn and yield the advantages of new advancements in the field of technology. It is expected from a student to learn latest in the industry and write an article related to it and present their findings in front of a panel.

The following points need to be considered while planning and evaluating the presentation:

- The seminars must be conducted after every 15 days/ or a month. A minimum of 3-4 seminar sessions can be organized during the semester.
- A minimum of 7-8 slides must be there which would include the title slide. The first slide should be the Introduction slide and the last one reference slide wherein all the links/books references/paper reference to paper must be quoted. The rest of the slides should focus on the technology, application areas etc.
- The title of the seminar must be related to the field of Information technology and must talk about the latest innovation/technology like IOT, Machine learning, Deep learning, AI Cloud computing, Mobility, Hand held devices, Social Computing, NOSQL Database, CRM, Social CRM, Open Source Application Development Frameworks, Zero Trust Security Framework/ Architecture, Big Data/ Data Lake, Emerging and Innovative Technologies, Conversational AI, Sentiments Analysis, DevOps, Real time Analytics, Fraud Detection. Proper approval must be taken before starting the work.
- Student's feedback must be taken after taking the seminar as to what learning they have gathered after studying the topics. For this, a feedback form may be designed using Google form utility.

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Theory Paper

Total: 100 Marks
External: 70 Marks
Internal: 30 Marks

External: 70 Marks

10 Question (MCQ): 1 mark each ($1 \times 10 = 10$)
Answer any 6 out of 8 (Very Short 20-30 Words): 2 marks each ($2 \times 6 = 12$)
Answer any 6 out of 8 (Short 50-70 Words): 3 marks each ($3 \times 6 = 18$)
Answer any 6 out of 8 (Long 100-120 Words): 5 marks each ($5 \times 6 = 30$)

Internal: 30 Marks

Two Internal Assessment Examinations will be conducted, each carrying 50 marks. The higher of the two scores will be considered for the final assessment.



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