

**BIKANER TECHNICAL UNIVERSITY, BIKANER**

**बीकानेरतकनीकीविश्वविद्यालय, बीकानेर**



**SYLLABUS**

**I Semester 2020-2021**

**MBA (Agri-Business Management)**



**ABM-101-FUNDAMENTALS OF MANAGEMENT &  
ORGANIZATIONAL BEHAVIOR**

**1. COURSE OBJECTIVES**

1. To acquire knowledge to understand concepts and key principles of management and be able to critically apply this knowledge to analysis of a complex case study
2. To understand and apply a selected management topic to a real organizational setting
3. Understand how application of OB frameworks, tools, and concepts can enhance individual, group, and organizational effectiveness
4. Reflect on your own beliefs, assumptions and behaviours with respect to how individuals, groups and organizations act in order to expand your approaches and increase your own organizational effectiveness.

**2. COURSE CONTENT**

**Unit I - Principles of Management:** Management: Introduction, Definition of management, Nature, Purpose and Functions, Levels and types of managers, managerial roles, skills for managers, evolution of management thought, Fayol's fourteen principles of management, Recent trends in management.

**Unit II - Planning and Organizing:** Planning: Meaning, Nature of Planning, Planning Process, Objectives, MBO, Strategies, level of strategies, policies, methods and programs, Planning Premises, Decision-making, Process of decision-making, Types of decisions, Techniques in decision-making; Organizing: Organization structure, Formal and informal organizations, Functional, divisional, geographical, customer based and matrix organizations, team-based structures, virtual organizations, boundary less organizations. Principles of organizations-chain of command, span of control, delegation, decentralization, and empowerment.

**Unit III - Controlling:** Meaning, importance of controlling, controlling process, types of control, factors influencing control effectiveness.

**Unit IV - Organizational Behaviour:** Organizational Behaviour: Introduction, definition, fundamental principles of OB, contributing disciplines, challenges and opportunities. Evolution & Organizational Behavior in India.

**Unit V - Foundations of Individual Behaviour:** Individual behaviour: Foundations of individual behaviour. Ability: Intellectual abilities, Physical ability, the role of disabilities; Personality: Meaning, formation, determinants, traits of personality, big five and MBTI, personality attributes influencing OB. Perception: Meaning, Process of perception, factors influencing perception, link between perception and individual decision-making. Attitude: Meaning, Formation, components of attitudes, relation between attitude and behaviour.

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**Unit VI –Motivation&Leadership:**Motivation:Meaning, theories of motivation-needs theory, two factor theory, Theory X and Y, application of motivational theories; Leadership:Meaning, styles of leadership, leadership theories, trait theory, behavioural theories, managerial grid, situational theories

### 3. TEXT BOOKS

1. Management Fundamentals, Robert N Lussier, 5e, Cengage Learning.
2. Fundamentals of Management, Stephen P. Robbins, Pearson Education.
3. Charles W L Hill, Steven L McShane, 'Principles of Management', Mcgraw Hill Education, Special Indian Edition.
4. L. M. Prasad, Principles and Practice of Management, 7Ed, S.Chand Publishers
5. Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, Organizational Behaviour by Pearson 18e
6. Organizational Behavior 12th Edition by Fred Luthans
7. Mishra. Organizational Behavior, Vikas Publishing House.
8. Greenberg, Jerald and Baron, Robert. Behavior in Organizations, Prentice Hall of India.
9. Aswathappa. Organization Behavior (Text, Cases & Games), Himalaya Publishing House.
10. Luthans, Fred. Organizational Behavior, Tata McGraw-Hill.
11. Newstrom. Organizational Behavior: Human Behavior at Work, Tata McGraw-Hill

### 4. REFERENCE BOOKS

1. Essentials of Management, Koontz Kleihrich, Tata Mc – Graw Hill.
2. Management Essentials, Andrew DuBrin, 9e, Cengage Learning.
3. Mukherjee, Principles of Management & Organisational Behaviour, Tata McGraw Hill.
4. Hellriegel, Slocum & Jackson, ' Management - A Competency Based Approach', Thomson South Western, 10th edition.
5. Personality and Organizations (Organization and Management Series) 1st Edition by Benjamin Schneider
6. Work Motivation in Organizational Behavior by Craig C. Pinder
7. Work Motivation: History, Theory, Research, and Practice Book by Gary P. Latham
8. Management Process and Organisational Behaviour Hardcover – Import, 1 Dec 2003 by Sudan Amrik Singh
9. Primal Leadership Book by Daniel Goleman
10. Organizational Culture and Leadership Book by Edgar Schein

### 5. COURSE OUTCOME

CO1: Understand the Principles of Management

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CO2: Demonstrate the applicability of Planning and Organizing.

CO3: Analyse the complexities associated Controlling.

CO4: Demonstrate the applicability of the concept of organizational behaviour to understand the behaviour of people in the organization.

CO5: Understand the concept of Individual behaviour and Personality

CO6: Understand the concept of Motivation and Leadership

**6. SPECIAL NOTES:**

- Case studies may be given on emerging trends from each module.
- Presentation and Group Discussions
- Assignments on various topics related to subject matter.

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**ABM - 102: MANAGERIAL ECONOMICS**

**1. OBJECTIVE**

1. To familiarize the students with the fundamental economic concepts & principles.
2. To make students understand about the factors affecting managerial decision making.
3. To make students aware about Macroeconomic principals & stabilization policies

**2. CONTENTS**

**Unit - I** Introduction to Business economics and Demand Analysis: Managerial Economics-Nature, Scope &significance, Fundamental Principles of Managerial Economics: Opportunity Costs, Incremental, Time perspective, Discounting and Equimarginal principles

Theory of Consumer Behavior: rationality, revealed preferences and utility, indifference curves, utility maximization, demand functions, substitution and income effects, substitutes and complements, demand elasticity.

**Unit – II**Production analysis: Production function with one variable input and two variable inputs – Law of diminishing of returns – iso-quants and iso-cost analysis – Producer Equilibrium – Law of substitution – Production functions and managerial decision making – Equilibrium of a multiproduct business firm – Expansion path.

**Unit - III**Cost & Revenue analysis: Kinds of costs – costs in the short run and in the long run and their behavior – Applications of cost analysis in managerial decision making – The relationship between product and cost curves, business planning or

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envelope curve, economies and Diseconomies of scale. Break Even Analysis-Meaning, Assumptions, Determination of BEA, Limitations and Uses of BEA in Managerial Economics. (Problems on BEP)

**Unit – IV** Market structure: Perfect Competition: Features, Determination of Price under Perfect Competition - Monopoly: Features, Pricing under Monopoly, Price Discrimination. Oligopoly: Features, Kinked Demand Curve, Cartel, Price Leadership – Monopolistic Competition: Features, Pricing under Monopolistic Competition, Product Differentiation; Pricing strategies and practices: Multi product pricing, price discrimination, transfer pricing, cost plus pricing, incremental / marginal pricing, transfer pricing, peak load pricing etc.

**Unit – V** Macro Economics measures: Introduction, Basic Concepts, Macroeconomic Ratios, Index Numbers, National Income Deflators; Consumption Function, Investment Function, Marginal efficiency of capital and business expectations, Multiplier, Accelerator

**Unit – VI** Stabilization Policies: Introduction, Economic Stability, Instruments of economic Stability, Monetary Policy, Fiscal Policy, Physical Policy or Direct Controls; Business Cycle- Introduction, Meaning and Features, Theories of Business Cycles, Measures to Control Business Cycles, Business Cycles and Business Decisions; Inflation - Meaning and Kinds, Measures to Control Inflation, Deflation

### 3. COURSE OUTCOMES

CO1 Understand the relative importance of Managerial Economics and basic concepts of Managerial economics.

CO2 Analyze to find firm's equilibrium.

CO3 Understand the modern managerial decision rules and optimization techniques.

CO4 Evaluate features of different kinds of markets and analyzing pricing strategies

CO5 Be equipped with the various measures of Macro economics

CO6 Understand the stabilization Policies, business cycles and inflation

### 4. REFERENCE BOOKS

1) Managerial Economics, Yogesh Maheshwari, PHI, 2/e, 2011

2) Managerial Economics, Atmanand, Excel BOOKS, 2/e, 2010

3) Managerial Economics- Principles and worldwide applications, Dominick Salvatore, Oxford Publication, 6e, 2010

### 5. TEXT BOOKS

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1. Managerial Economics- Theory and Applications, Dr. D.M Mithani, Himalaya Publications.
2. Managerial Economics, Tata Mcgraw-Hill, New Delhi Moyer & Harris,
3. Managerial Economics, D.N Dwivedi, 8th ed., Vikas Publication.
4. Managerial Economics, H. L Ahuja, S. Chand, 2011
5. Indian Economy, K P M Sundharam and Dutt, 64th Edition, S Chand Publication.
6. Business Environment Text and Cases by Justin Paul, 3rd Edition, McGraw-Hill Companies.

**6. SPECIAL NOTES**

1. Case study related with each module must be discussed in class
2. All the students needs to present a PPT in class on relevant topic which will be evaluated
3. Current Indian and international economic scenario must be discussed in class
4. Field/desk/numerical Assignments must be given to understand the concepts properly

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**ABM-103 - ACCOUNTING FOR MANAGERS**

**1. COURSE OBJECTIVES**

1. Understand and explain the conceptual framework of Accounting.
2. Prepare Accounts for various entities under different situations.
3. Acquire basic concepts of Cost & Management Accounting relevant for managerial decision making.

**2. COURSE CONTENTS**

**Unit-I Introduction:** Definitions, Accounting Cycle, Objectives of Accountings, Basic Accounting Terms, Generally Accepted Accounting Principles, Accounting Concepts and Conventions, Accounting System.

**Unit-II Events and Transaction:** Voucher, The Concepts of Account, Debit and Credit, Types of Accounts, The Accounting Process: Journals, Ledgers and Trial Balance, Accounting Equation, Accrual Basis & Cash Basis of Accounting, Capital & Revenue Transaction.

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**Unit-III Preparation of Final Accounts:** Trading Account, Profit and loss Account with adjustments, Balance Sheet.

**Unit-IV Preparation of Cash Flow Statement:** (Accounting Standard – 3 Revised), Analysis of Financial Statements: Comparative, Common size, Trend Analysis, Inferences and Interpretations from Published Financial Statement.

**Unit-V Management Accounting:** concept, need, importance and scope; Budgetary control-meaning, need, objectives, essentials of budgeting, different types of budgets; standard costing and variance analysis (materials, labour); Marginal costing and its application in managerial decision making.

**Unit-VI Contemporary Issues in Financial Accounting:** Global financial reporting, GAAPs and IFRSs, IAS, Indian GAAP and US GAAP, Foreign currency accounting, Inflation Accounting, Human Resource Accounting, Environment accounting, Responsibility Accounting (theory only).

### 3. COURSE OUTCOMES

1. Explain the role of accounting in organizations;
2. Analyze, evaluate business transactions and communicate financial information to a range of stakeholders;
3. Apply basic management accounting techniques for business planning and control;
4. Apply key types of financial performance measurement tools to analyze financial statements.

### 4. REFERENCE BOOKS

1. Anthony, R. N., Hawkins, F. D., & Merchant, K. A. (2006). Accounting: text and cases (12th ed.). New Delhi: Tata McGraw Hill.
2. Albrecht, W. S., Stice, D. J., Stice, E. K., Monte, R., & Swain, R. M. (2010). Accounting: concepts and applications (11th ed.). U.S.A: South Western.
3. Anthony, R. N. (2006). Accounting: text & cases (11th ed.). New Delhi: Tata McGraw Hill.
4. Belverd, E., Needles, Jr., & Powers, M. (2005). Principles of financial accounting (9th ed.). New York: Houghton Mifflin. Faculty of Management Studies, University of Delhi.
5. Garrison, R. H., Noreen, E. W. (2007). Managerial accounting (12th ed.). New Delhi: Tata McGraw Hill.
6. Hilton, R. W. (2008). Managerial accounting (3rd ed.). New Delhi: Tata McGraw Hill.



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7. Larson, D. K., & Chiappetta, B. (2004). Fundamental accounting principles (17th ed.). New Delhi: McGraw Hill.
8. Michael, C. K. (2003). Financial accounting: A focus on decision making (2nd ed.). New Delhi: West Publishing Company.
8. Spiceland, J. D. (2009). Financial accounting (International edition). New Delhi: Tata McGraw Hill.
10. Vij, M. (2009). Management accounting. New Delhi: MacMillan India Ltd.

### 5. SPECIAL NOTES

1. The list of cases and other specific references including recent articles will be announced by the instructor at the time of launching the course.

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### ABM-104 –MARKETING MANAGEMENT

#### 1. COURSE OBJECTIVE

1. 1. To introduce the students to the concepts, strategies and contemporary issues involved in the marketing of products and services.
2. 2. To familiarize students with theories, concepts, contexts and practical application of Marketing in real life business environment
3. 3. To develop an understanding of Marketing as central and strategic function in a firm"s business strategy.

#### 2. CONTENT OF THE SUBJECT

**Unit I Introduction to Marketing:** Concept, nature, scope, importance and functions of marketing; Process of Marketing; Basic Concepts - needs, wants, value and satisfaction; Marketing mix; Strategic marketing planning – an overview.

**Unit II Understanding Marketing Environment:** Introduction and Factors affecting Marketing Environment, Competition, Porter's Five Force Model; Marketing Information System; Introduction to Marketing Research, Market Research and Forecasting.

**Unit III Consumer Behaviour:** Introduction, Factors influencing Consumer Behaviour, Consumer buying decision process, Models of Consumer Behaviour, Organizational Buying Behaviour; Segmentation, Targeting and Positioning: Market Segmentation: Introduction, Criteria for Effective Segmentation, Evaluating and

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Selecting Market Segmentation, Targeting Selected Markets, Targeting Strategies, Theories of Positioning, Effective Positioning Strategies.

**Unit IV Product Management:** Concept of a product, Classification of products, Major product decisions, Product line and product mix, Product life cycle – strategic implications, New product development and consumer adoption process; Branding, Packaging and Labeling.

**Unit V Pricing Decisions:** Factors affecting Price Determination, Pricing Policies and Strategies. Channels of Distribution: Nature, Functions, and Types of Distribution Channels; Designing Distribution Channels, Managing Conflicts and Controls in Channels, Retailing, Wholesaling and Logistics

**Unit VI Marketing Communication:** Role of Promotion in Marketing, Integrated Marketing Communication, Determining Promotional Mix, Advertising, Sales Promotion, Publicity and Public Relations, Personal Selling and Sales Management; Issues and Developments in Marketing: Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; Holistic Marketing, Social Marketing, Global Marketing; Relationship marketing and other emerging developments of marketing.

### 3. COURSE OUTCOME

- CO1 Understand fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behavior; of product, distribution, promotion and pricing decisions.
- CO2 Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces
- CO3 Analyze the Consumer Behaviour and Segmentation, Targeting and Positioning
- CO4 Understanding the major product decisions, product line, product mix and product life cycle.
- CO5 Analysing the factors affecting Price determination, Pricing Policies and Strategies and Channels of Distribution.
- CO6 Understanding the Marketing Communication

### 4. REFERENCE BOOKS

1. Perrault. W.D (Jr.), Cannon, J.P., & McCarthy, E.J. Basic Marketing. New Delhi: Tata McGraw-Hill
2. Ramaswamy, V. S., & Namakumari, S. Marketing management: global perspective Indian context (4th ed.). New Delhi: Macmillan.

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3. Saxena, R. Marketing management (4th ed.). New Delhi: Tata McGrawHill

**5. TEXT BOOKS**

1. Kotler, P., Keller, K L., Koshy, A. and Jha, M., "Marketing Management", 13th Edition, Pearson Education.
2. Mullins, J., Walker, O. and Harper, B J., "Marketing Management: A Strategic Decision Making", 7th Edition, McGraw-Hill.
3. Etzel, M.J., Walker, B.J., Stanton, WJ. and Pandit, A., "Marketing: Concepts and Cases", 13th Edition, Tata McGraw-Hill.
4. Kurtz, D. L. and Boone, L.E., "Principles of Marketing", 12th Edition, Thomson
5. Winer, R., "Marketing Management", 3th Edition, PHI.

**6. SPECIAL NOTES**

- Case studies: At least once case study from each module.
- Presentation: Individual/ Group presentation can be assigned
- Group Discussions: GD can be done on subject topics in modules
- Assignments: Individual/ Group Assignments can be allocated
- Guidelines for students and teachers: Newspaper, Magazines and Bulletins related to related subjects Business Environment and Economy to be referred

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**AB-105 AGRI BUSINESS & RURAL ENVIRONMENT IN INDIA**

**1. COURSE OBJECTIVE**

To provide the students an insight into broad agricultural and rural business environment in India.

**2. CONTENT**

**Unit I: Introduction to Agribusiness Environment:** Key factors of agribusiness environment-finance, infrastructure, legal and regulatory framework; Stakeholders in the establishment of enabling environments-public as well as private roles.

**Unit II: Reforms for Agrarian environment:** Phases of agriculture development, Abolition of intermediaries, Tenancy Reform, Ceiling of Agricultural Land holdings, Impact of Land Reforms on Farming Community, Fragmentation of Landholdings; Agrarian transition-pre-green revolution and post green revolution; Challenges like-agrarian crisis; issues of small and medium farmers.

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**Unit III: Reforms of Economic Environment and Indian Agriculture:** Impact of economic policies on Agriculture and Agribusiness; liberalization, privatization and globalization on Agri business sector; Linkages among sub-sectors of the Agribusiness sector.

**Unit IV Rural Environment:** Importance of rural community in Indian economy; Status of Employment, Income and Consumption in Rural India; Characteristics of Indian Rural community; Rural Industry; Rural Urban Migration and its impact on agriculture; Role of cooperatives in Rural Development.

**Unit V: Reform in Rural Socio-economic Environment:** Rural financial inclusion as well as exclusion; MNREGA; PURA; Sansad Adarsh Gram Yojana (SAGY), National Rural Livelihood Mission; DeenDayal Upadhyaya Grameen Kaushalya Yojana; Pradhan Mantri Gram Sadak Yojana and Govt. Initiative for Rural Development.

**Unit VI: Impact of Technology of Rural India:** Rural technological Inclusion as well as Exclusion. Globalization and rural economy, Impact of Media, IT, diffusion on Rural Culture.

### 3. COURSE OUTCOMES

CO1 Understand the importance of Agribusiness Environment.

CO2 Evaluate Reforms for Agrarian environment

CO3 Analyse the Reforms of Economic Environment and Indian Agriculture

CO4 Understand the Rural Environment

CO5 Understand Reform in Rural Socio-economic Environment

CO6 Understand Impact of Technology of Rural India

### 4. REFERENCE BOOKS

1. Deshpande, R.S. and Arora, S., 2010, Agrarian crisis and farmer suicides. Sage publications, Delhi.
2. Gupta, K. B., Siddiqui, F. and Alam, I., 2014, Rural Management, CBS Publishers and Distributors Pvt. Ltd., Delhi.
3. Konig, G., Da Silva, C. A. and Mhlanga, N., 2013, Enabling environments for agribusiness and agro-industries development: Regional and country perspectives, FAO, Roma (Italia).

### 5. TEXT BOOKS

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1. Palanithurai, G. and Ramesh, R., 2011, Globalisation and rural development. Concept publishing company, Delhi.
2. Sabharwal, D., 2002, New Technology and Agrarian Change, Sanjay Publication, Delhi.
3. Singh, K., 2009, Rural Development: Principles, Politics and Management, Sage Publications India Pvt. Ltd., Delhi.

#### 6. SPECIAL NOTES

1. Case study related with each module must be discussed in class
2. All the students needs to present a PPT in class on relevant topic which will be evaluated
3. Current Indian and international economic scenario must be discussed in class
4. Field/desk/numerical Assignments must be given to understand the concepts properly

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### ABM-106 –HUMAN VALUES

#### 1. COURSE OBJECTIVES

1. Recognize the need and importance of value education& learn how to implement these values in their real life and engineering
2. Understand harmony in human being (with body & self), family, society and Nature
3. Implications of the above Holistic Understanding of Harmony on Professional Ethics

#### 2. COURSE CONTENT

**Unit I - Need, Basic Guidelines, Content and Process for Value Education:**  
Understanding the need, basic guidelines, Self-Exploration - its content and process; 'Natural Acceptance' and Experiential Validation, Continuous Happiness and Prosperity- Human Aspirations, Right understanding, Relationship and Physical Facilities, Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario. Method to fulfill the above human aspirations: understanding and living in harmony at various levels

**Unit II- Understanding Harmony in The Human Being - Harmony In Myself:**  
Understanding human being as a co-existence of the sentient 'I' and the material 'Body' Understanding the needs of Self ('I') and 'Body' - Sukh and Suvidha Understanding the Body as an instrument of 'I', Understanding the characteristics and activities of 'I' and harmony in 'I' Understanding the harmony of I with the Body: Sanyam and Swasthya; correct appraisal of Physical needs, meaning of Prosperity in detail, Programs to ensure Sanyam and Swasthya.

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**Unit III - Understanding Harmony in The Family And Society- Harmony in Human-Human Relationship:** Understanding harmony in the Family, Understanding values in human-human relationship; meaning of Nyaya and program for its fulfilment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) , meaning of Vishwas; Difference between intention and competence, meaning of Samman, Difference between respect and differentiation; the other salient values in relationship, harmony in the society, Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals ,Visualizing a universal harmonious order in society- Undivided Society (AkhandSamaj), Universal Order (SarvabhaumVyawastha )- from family to world family.

**Unit IV - Understanding Harmony in The Nature and Existence:**Whole Existence as Coexistence: Understanding the harmony in the Nature. Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature. Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all pervasive Space. Holistic perception of harmony at all levels of existence

**Unit V - Implications of The Above Holistic Understanding of Harmony on Professional Ethics. Natural Acceptance of Human Values:** Definitiveness of Ethical Human Conduct. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order. Competence in Professional Ethics: a) Ability to utilize the professional competence for augmenting universal human order, b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems, technologies and management models. Strategy for transition from the present state to Universal Human Order: At the level of individual: as socially and ecologically responsible engineers, technologists and managers. Case studies related to values in professional life and individual life.

### 3. TEXT AND REFERENCE BOOKS

1. R. R. Gaur, R Sangal, G P Bagaria, A Foundation Course in Human Values and Professional Ethics, Excel Books, 2009. ISBN: 978-9-350-62091-5
2. R. Subramanian, Professional Ethics includes Human Values, Oxford Univ. Press.
3. A. N. Tripathy, 2003, Human Values, New Age International Publishers.
4. M Govindrajran, S Natrajan& V.S. Senthil Kumar, Engineering Ethics (including Human Values), Eastern Economy Edition, Prentice Hall of India Ltd.
5. B P Banerjee, 2005, Foundations of Ethics and Management, Excel Books.
6. B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.

### 4. COURSE OUTCOMES

CO1 Recognize the need and importance of value education

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- CO2 Understand harmony in human being (with body & self)  
CO3 Understand harmony in family and society  
CO4 Understand harmony in nature & learn how to implement these values in their real life and engineering  
CO5 Implications of the above Holistic Understanding of Harmony on Professional Ethics

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**ABM-107 – BUSINESS COMMUNICATION AND TECHNICAL WRITING SKILLS LAB**

**1. COURSE OBJECTIVES**

1. To enable the students to become aware of their communication skills and sensitise them to their potential to become successful managers
2. To introduce them to some of the practices in business communication that are in vogue
3. To help them acquire some of the necessary skills to handle day-to-day managerial responsibilities, such as
  - making speeches,
  - controlling one-to-one communication,
  - enriching group activities and processes,
  - giving effective presentations,
  - writing letters, memos, minutes, reports and advertising and
  - maintaining one's poise in private and in public
4. To build their confidence and to install competitiveness by projecting a positive image of themselves and of their future.

**2. COURSE CONTENT**

**Unit I – Overview of Business Communication:** Understanding Business Communication: Concept of Business Communication concept, Models of Communication, Process of Communication, Principles of Communication, Characteristics of effective business communication, Barriers to communication environment and ways to overcome them, Communication and Ethics, Cross Cultural Communication

**Unit II – Channels of Communication and Listening:** Channels of communication, Types of communication: Verbal, Non-Verbal, Formal, Informal communication. Body Language, Listening: Importance of Listening, Types of Listening, Barriers to Listening and overcoming them, Listening situations, Developing Listening Skills

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**Unit III Business Writing:** Fundamental of Business writing, Principles of Written Communication: 7 C.s of written communication. Types of Business letter: Inquiries, Claims, Invitations, Reservations and Orders, Refusal & Collection Letters, Sales Letters; Inter-office Memos; Circulars, Notices & Recommendation Letters.

**Unit IV Business Reports and Proposals:** Introduction, What is a Report, Steps in Writing a Routine Business Report, Parts of a Report, Corporate Reports, Business Proposals.

**Unit V Careers and Resumes:** Introduction, Career Building, Understanding yourself, setting a career goal, job search / looking at various options, preparing your resume, resume formats, traditional, electronic and video resumes, online recruitment process.

**Unit VI Spoken English and Interviews:** Spoken skills Conducting Presentation, Oral presentation, Debates, Speeches, Interview, Group Discussion, English Pronunciation, Building Vocabulary. Mastering the art of giving interviews in selection or placement interviews, discipline interviews, appraisal interviews and exit interviews

### 3. COURSE OUTCOME

- CO1 To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization and to draft effective business correspondence with brevity and clarity.
- CO2 To stimulate their Critical thinking by designing and developing clean and lucid writing skills.
- CO3 To demonstrate his verbal and non-verbal communication ability through presentations.

### 4. TEXT BOOKS

1. Mishra. B, Sharma. S, Communication Skills for Engineers and Scientists. PHI Learning Pvt. Ltd. ISBN: 8120337190.
2. Chaturvedi P. D, Chaturvedi M., Business Communication: Concepts, Cases and Applications. Pearson Education India. ISBN: 8131718727.
3. Greenbaum. Sidney. College Grammar of English. Longman Publishers. ISBN: 9780582285972.

### 5. REFERENCE BOOKS

1. Pal, Rajendra and Korlahalli, J.S., Essentials of Business Communication. Sultan Chand & Sons. ISBN: 9788180547294.

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Dinesh Swain, Handwritten, Janki Yadav, and others.



2. Kaul, Asha, Effective Business Communication. PHI Learning Pvt. Ltd. ISBN: 9788120338487.
3. Murphy, R., Essential English Grammar, CUP. ISBN: 8175960299.
4. C. Muralikrishna and S. Mishra, Communication Skills for Engineers, Pearson education. ISBN: 9788131733844.

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## ABM-108 – COMPUTER APPLICATION LAB

### 1. COURSE OBJECTIVES

This Lab work is designed to make the students of management familiar with the basic concept of working various applications on computer.

### 2. COURSE CONTENT

**Unit I MS office– I:** Lab Sessions relating to

- MS Word
- Developing business presentation with MS-PowerPoint
- MS Access
- MS Project

**Unit II –MS Office– II:** Students are expected to Find the following parameters or Prepare for a given dataset using MS Excel

- Draw all types of Diagrams and Graphs
- Construction of one way and two-way tables
- Arithmetic Mean
- Geometric Mean
- Harmonic Mean
- Median, Mode
- Quartiles, Deciles, Percentiles
- Minimum, Maximum, Range
- Quartile Deviation, Mean Deviation, Standard Deviation, Variance, Coefficient of Variance
- Co-efficient of Skewness: - Karl- Pearson, Bowley, Kelly,
- Correlation coefficient
- Regression coefficient - Slope (b in  $y = a + bx$ )
- Regression Constant - Intercept (a in  $y = a + bx$ )

**Unit III -Tally Software:** Use of Tally, Journal Entry in Tally, GST entry in tally software; Design your own web page and web page of your college

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# BIKANER TECHNICAL UNIVERSITY, BIKANER

## बीकानेर तकनीकी विश्वविद्यालय, बीकानेर

**Unit IV -Internet Basics:** Types of Connection, Internet Protocol, IP Address, Connectivity to Internet, Wi-Fi Connectivity.

**Unit V Google Search Tricks and Techniques**

**Unit VI -Working with Google Services:** Docs, Spreadsheet, presenter, sites, etc.

### 3. COURSE OUTCOME

CO1 To impart students a broad outline of the basic management software such as MS Office, Tally and internet basics.

CO2 The students will learn the important analytical tools used for practicing computer in management stream.

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### ABM-109 – PRACTICE SCHOOL-I

#### 1. COURSE OBJECTIVE

A management graduate needs to have exposure of the industrial working and understanding of application part of management concepts and also know his responsibility towards the society. Therefore, a new concept of practice school has been introduced in the curriculum.

#### 2. COURSE CONTENT

This practice school in first semester will have two parts -

##### I. Industry Interaction

In this, students will start his industry interaction in the very first semester of the MBA program. He/ She has to visit an organization for 3 hours /week in any industry finalized/selected by competent authority. This interaction will give him feel and insight to the real time working.

A. This 3 hours /week will be after the classroom studies

B. Selection criteria of organisation-

- 1) Have turnover more than 20 lakhs
- 2) Have more than 20 employees

C. In this 3 hours/week, student will observe following points in organisation –

- 1) Organisational structure and hierarchy
- 2) Different kind of jobs/works done by the employees at all levels in the company
- 3) Working of different departments

*Ameswar* *Hanuraj* *Munir* *Yadav* *S. Singh*





- 4) Types of skills require to work in an organisation
- 5) Ways of internal and external communication
- 6) Formal dressing and attitude
- 7) Coordination and team work

## **II. Social Responsibility**

To make students understand his role and responsibility in society & nature and co-existence as whole, student has to take an initiative towards contribution in any relevant social and environmental issue.

- A. This work will be performed after the time of regular classes
- B. As a socially responsible citizen, student will perform following activities after approved by the competent authority -
  - 1) Making contribution in increasing the income of any street vender or any needy person from under privileged section
  - 2) Cleanliness Campaign
  - 3) Donation of his/her belongings which is of no use to him/her to needy ones
  - 4) Plantation and care for nature (soil, natural resources, plants and animals)
  - 5) Girl child and women safety, education and empowerment.
  - 6) Blood donations and help of needy people at hospitals
  - 7) Helping the under – privileged section of the society
  - 8) Educating the street children or in schools when and where needed
  - 9) Nukkad-Natak on any topic of social or environmental concern
  - 10) Any other

## **3. COURSE OUTCOME**

CO1 To impart students a real time work experience.

CO2 To make students aware about their role & Responsibility in society.

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