

RAJDHANI COLLEGE OF ENGINEERING AND MANAGEMENT



Integrated MBA 1st Year Syllabus

Sl. No.	Category	Course Code	Course	Contact Hrs. L-T-P	Credit	University Marks	Internal Evaluation
Subject							
1.	EV	IMEV1001	English Language Communication	3-0-0	3	100	50
2.	EV	IMEV1002	Business Organisation	3-0-0	3	100	50
3.	QT	IMQT1001	Business Statistics	3-0-0	3	100	50
4.	PC	IMPC1001	Basic Financial Accounting-I	3-0-0	3	100	50
5.	PC	IMPC1002	Fundamentals of IT	3-0-0	3	100	50
6.	EV	IMEV1201	English Language Communication Lab	0-0-2	2	-	100
7.	PC	IMPC1201	Information Technology Lab	0-0-2	2	-	100
Total				15-0-4	19	500	450

FIRST YEAR (SECOND SEMESTER)

Sl. No.	Category	Course Code	Course	Contact Hrs. L-T-P	Credit	University Marks	Internal Evaluation
Subject							
1.	EV	IMEV1003	Business Communication	3-0-0	3	100	50
2.	EV	IMEV1004	Social Psychology	3-0-0	3	100	50
3.	QT	IMQT1002	Quantitative Methods-I	3-0-0	3	100	50
4.	PC	IMPC1003	Basic Financial Accounting-II	3-0-0	3	100	50
5.	PC	IMPC1004	Marketing Management-I	3-0-0	3	100	50
6.	EV	IMEV1202	Business Communication Lab	0-0-2	2	-	100
7.	QT	IMQT1201	Advance Excel- Lab	0-0-2	2	-	100
Total				15-0-4	19	500	450

Note: Click here to view/download the syllabus of the subjects.

IMEV1001 ENGLISH LANGUAGE COMMUNICATION (3-0-0)

Course Objectives:

The objectives of the course are;

1. To provide an overview of the process and types of communication, causes of miscommunication, and strategies for effective communication
2. To familiarize the learners with requisites for using the four language skills, namely, Listening, Speaking, Reading, and Writing
3. To put in use the basic mechanics of grammar, usage, and punctuation.

ModuleI: Basics ofCommunication

The Process of Communication & its elements; Barriers to communication & Strategies for overcoming them, Non-verbal communication: Kinesics; Oculesics; Proxemics; Chronemics; Haptics; Paralanguage; Appearance and Artifacts. Communication network in an organization: The Grapevine; Downward, Upward, Horizontal and Diagonal Channels. 7Cs' of effective communication.

ModuleII: Listening,Speaking and Reading Skills

Listening: Importance; Types of listening: Active listening; Content listening; Empathic listening; Critical listening. Strategies for improving listening skills.

Speaking: Characteristics of Effective Speech- Clear articulation; Rate of speaking; Voice quality; Eye Contact; Relevance of content for the audience.

The Sounds of English, IPA symbols, The Syllable- Division of words into syllables – Problem sounds for Indian learners of English. Stress– Word stress, Contrastive Stress- Rules of Intonation (Falling and Rising tones) in English.

Reading: Developing reading skills of skimming and scanning; predicting, guessing the meaning of unfamiliar words, inferring; Extensive and Intensive Reading.

Module – III: The WritingSkill & English Grammar.

Writing: The Writing Process; Characteristics of effective writing: clear organization and structuring of ideas, clarity of language, stylistic variation. Paragraph writing; Summary/précis writing; Note-making.

- **Applied English Grammar:** English verb types: Main and Auxiliary verbs; Stative and Dynamic; Transitive and Intransitive. Tenses; Subject-verb concord; Non-finite forms; Conditionals & Relative clauses; Parallel Structures; Punctuation.

Course Outcomes:

After completing the course, the students will be able to:

1. Apply conceptual knowledge to enforce the basic concepts of communication, identify and overcome potential barriers in communication and use proper verbal and nonverbal modes of communication in an organisation.
2. Analyse and implement effective listening and speaking skills for proper articulation of words and sentences and maintain proper eye contact and prepare relevant content for audience.
3. Develop effective reading skills and maintain clarity in writing styles along with structuring ideas for stylistic variation in writing.
4. Use Basic Grammar effectively in writing and speaking.

Reference Books:

1. Communication Skills, Sanjay Kumar & Pushpa Lata,Oxford
2. An introduction to Professional English and Soft Skills: Das et al, BPUT TextBook.

3. Business communication- Meenakshi Raman & Prakash Singh, OUP.
4. Effective Technical Communication, Ashraf Rizvi, McGraw Hill India.

IMEV1002 BUSINESS ORGANISATION (3-0-0)

Course Objectives:

1. To provide the students an understanding of the nature of business activities and the environments within which they function.
2. To provide the theoretical and practical aspects of the operation of the various types and forms of business organizations.
3. To develop an understanding of the role of business activities in the modern world.

Module-I:

Introduction to business: Meaning of business; nature of business; objectives of business: essentials of a successful business; qualities of a successful businessman; Classification of industries; Modern Business Environment: Characteristics, Challenges; Business Processes.

Business organization: Meaning: characteristics of an ideal form of business organization. Different forms of Business Organization

Module-II

Sole Trader: meaning; features; merits and demerits.

Partnership: meaning, characteristics; kinds of partners; partnership deed; advantages and disadvantages of partnership form of business organization: dissolution of partnership firms and different forms of Cooperatives.

Joint Stock Company: Meaning and definition; characteristics: kinds of companies; distinction between private and public company. merits and demerits of company form of business organization;

Statutory Corporations: Features, Merits & Limitations ; Formation of a company: Process.

Module-III:

Organizational Structure: Formal and informal organization-Line Organization, Line and staff organization, Delegation, Decentralization, structural configurations of functional, Divisional, Matrix, Network, Virtual and learning organizations: Federal decentralization, Principles underlying designing of a structure.

Course Outcomes:

1. Explain the concept of the various constituents of organisations and their impact on businesses.
2. Demonstrate and develop conceptual framework of business organisations and generate interest in business.
3. Interpret the definition of ethics, the importance and role of ethical behaviour in the business world today.
4. Explain different ways of classifying businesses by size industries, sectors and industries type.

Reference Books:

- Modern Business Organisation Management-S. A Sherleker, Himalaya Publishing House
- Modern business Organisation-J P Mahajan- Himalaya Publishing House

IMQT1001 BUSINESS STATISTICS (3-0-0)

Course Objectives:

1. To learn adequate theoretical; concept of statistics in various applied field in management decision making
2. To understand role of statistical tools in managerial decision making
3. To understand the applications of various quantitative techniques in managerial setting.

Module-I: Statistics Introduction: Meaning and definitions of statistics; importance of statistics in business; limitations of statistics; types of data, collection of data; classification and tabulation of Data; graphic and diagrammatic presentation of Data. Measures of Central Tendency Introduction: The Arithmetic Mean; The Median; The Mode; comparison between mean, median and mode: The geometric Mean; The Harmonic Mean.

Module-II: Measures of Dispersion: Introduction; The Range; The Quartile Deviation; The Mean Deviation; The Standard Deviation; Coefficient of Variation. Introduction, Skewness; Measures of Skewness; Moments; Kurtosis.

Module-III: Probability, Introduction; Basic terminology in Probability; three types of Probability. Probability Axioms; Probability under conditions of statistical independence and dependence: Bayes' Theorem.

Course Outcomes:

1. Collect, organize, and analyse data using appropriate statistical techniques and software tools.
2. Demonstrate proficiency in descriptive statistics, including measures of central tendency, dispersion, and graphical representation of data.
3. Build and evaluate predictive models using statistical methods, enabling them to forecast future trends, identify patterns, and make strategic decisions based on predictive analytics.
4. Develop a solid understanding of probability theory and its applications in business contexts.

Books:

- Statistics for Management - Lavin &Rubbin (TMH)

Statistical Methods and Quantitative Techniques- Digambar Patri (KP)

IMPC1001 BASIC FINANCIAL ACCOUNTING - I (3-0-0)

Course Objectives:

1. To understand the need of accounting for a business.
2. To familiarize the students about the process of Accounting.
3. To know about the result of a business reflected by accounting statements.

Module -I

Introduction: Accounting as a language of business and need of Accounting, Accounting & Book keeping, Importance & objectives of Accounting, Basic Terminologies, users of accounting information, limitations of accounting, Accounting concepts & conventions, Accounting Standards, Accounting Equation and effect of transactions on Accounting Equation.

Module- II

Accounting Cycle, Type of Account, Journal, meaning, steps in Journalizing, golden rules for journal. Leger as book of secondary entry, process of ledger posting, Subsidiary book: Cash book single column, double column, triple column cash book and petty cash book, Trial Balance, meaning objectives and methods of preparing Trial Balance

Module- III

Capital Expenditure, Revenue Expenditures and Deferred Revenue Expenditure, Final Account: Preparation of Trading Account, Profit and Loss Account and Balance sheet, Final Account with Adjustment: Closing stock, outstanding expenses, prepaid expenses, Accrued Income, Provision for bad debt and Depreciation.

Course Outcomes:

1. Interpret the process of accounting, uses and limitations.
2. Identify the accounting concepts, principle and conventions.
3. Solve, and examine the Journal Entries, Ledger, and Trial Balance.
4. Prepare Financial Statements, Trading, Profit & Loss and Balance Sheet.

Reference Book:

1. Double Entry Book- Keeping, Juneja, Arora, Chawla, Kalyani
2. Financial Accounting, Maheshwari, Vikas
3. Financial Accounting Principle and Practices, Lal & Srivastava, S. CHAND

IMPC1002 FUNDAMENTALS OF IT (3-0-0)

Course Objectives:

The aim of this course is to:

1. Provide fundamental concepts and importance of Information Systems (IS) in modern business environments.
2. Provide knowledge of Database Management Systems (DBMS) and their role in data organization and management.
3. Explore the basics of Computer Networks, Internet Security, and their implications for business operations and data protection.
4. Learn about emerging trends in computing technologies and their applications in business and commerce.

Module - I:Information Systems for Business: Need for Information Systems (IS), Business in the Information age, Information systems Concepts, Role of IT in various functional areas of business – Accounting & Finance, Marketing & Sales, Production & Logistics, and Human Resources Management Systems.

Module - III:Database Management Systems: Database, Types of Databases, Components of a Database system. DBMS, DBMS language, Advantage and limitations of Database, Database models. Systems Planning - Traditional system development lifecycle (SDLC) - alternate methods for system development-dataflow analysis, System development outside the system.

Module-III: Basic Concepts of Computer Network &Internet Security:Data Communication & Computer Network – Definition, Network Topologies Network Devices, Wireless Networking. Types of attacks, DOS attacks, Malicious Software, Hacking, Security Services, Security Mechanisms - Cryptography, Digital Signature, Firewall, Types of Firewalls, Identification& Authentication. ECommerce Overview- E-commerce Applications, M-Commerce Services & Applications, Emerging Trends in Computing.

Course Outcomes:

After completing the course, the students will be able to:

1. Analyze and assess the role of information technology in diverse functional areas of business and its influence on strategic decision-making processes.
2. Design and execute basic database management systems utilizing suitable database models and languages.
3. Students will be able to evaluate network topologies, identify security threats, and apply appropriate security mechanisms to mitigate risks.
4. Engage in discussions regarding emerging computing trends, including e-commerce applications, and their impacts on fostering business innovation and competitiveness.

Reference Books:

- Foundations of Computing, 5th Edition, Sinha and Sinha, bpb publication
- Management Information Systems: Managing the Digital Firm" by Kenneth C. Laudon and Jane P. Laudon
- Database System Concepts, Seventh Edition by Avi Silberschatz, Henry F. Korth, S. Sudarshan, McGraw-Hill
- Simplified Approach to DBMS By Parteek Bhatia Gurvinder Singh, Kalyani

IMEV1201 ENGLISH LANGUAGE COMMUNICATION LAB (0-0-2)

Course Objectives:

1. To improve the learners' proficiency in Listening, Speaking, Reading and Writing skills in English.
2. To enhance their active vocabulary by at least 300 new words.
3. To enable them to speak words and sentences with correct pronunciation of English sounds and with proper stress and information.

Lab sessions will be used to provide practice activities based on the content of all three modules of theory, with particular emphasis on the following:

1. Listening exercises

- i. Taking a dictation
- ii. Listening with a focus on pronunciation: segmental sounds, stress, weak forms, intonation.
- iii. Listening for meaning: listening to a short talk / news bulletin.
- iv. Taking notes from a lecture/speech.

2. Reading exercises

.Reading comprehension; Speed reading practice

- i. Note making after reading a text, showing the main idea and supporting ideas and the relationship between them.

3. Writing exercises

.Practice in writing paragraphs based on a Topic Sentence,

- i. Writing a Summary/ Precis.

4. Phonemic transcription using IPA symbols.

- . Transcription of words in normal English orthography (writing) into IPA symbols
- i. Phonemic transcription of words presented orally
- ii. Syllable division and stress marking (in words presented in phonetic transcription)

5. Speaking exercises

.Introducing oneself and others

- i. Pronunciation practice (for accent neutralization), particularly of problem sounds, in isolated words as well as sentences.
- ii. Practicing word stress, and intonation.
- iii. Practice of 2 Minutes' speech on a contemporary topic.

6. Vocabulary exercises

Course Outcomes:

After completing the course, the students will be able to:

1. Use conceptual knowledge of communication and use effective body language and proper articulation by implementing rules of pronunciation.
2. Analyse and implement effective listening and speaking skills for proper articulation of words and sentences and focus on accent neutralisation.
3. Develop effective writing styles along with structuring ideas for stylistic variation in writing for effective documentation.
4. Use Basic Grammar effectively in writing and speaking and implement remedial measures to improve the same.

Book for Reference:

1. English Communication Skills- Raman & Singh
2. Effective Technical Communication- Ashraf Rizvi.

IMPC1201 INFORMATION TECHNOLOGY LAB (0-0-2)

Course Objectives:

1. To know about the concept of Google Sheet and its Applications.
2. To know about the concept of DBMS/ RDBMS using MySQL / Oracle / Access.

Module - I

Introduction to Computer System, OS, Internet etc., Acquire the essentials for using & working with **Google Services:** Docs, Sheet, Presenter and Sites etc. **Google Forms:** Google's Form and Response sheet creation, in this section, you will learn how to send and receive forms through Google Drive so you can review them instantaneously. **Google Mobile Apps:** One of the greatest parts of using Google is its portability. This section shows you how to optimize the apps on your mobile device. **Google Class Room:** Learn about the Google Class Room, its use, importance, how teachers use it for assignments, mark etc. **Google Calendar:** Use of Google Calendar, how it is used, its importance etc. **Google Sites:** How to create site of your own using Google site, Over View of HTML, Design and importance of Web Design and Development. **You Tube:** Concept of You Tube, How to create You Tube Channel, Create short videos. **Google Photo:** Learn about the Google Photo, its use, importance, how teachers use it for editing photos, Uploading Photos etc.

Module - II

Introduction to DBMS / RDBMS using Oracle or MySQL, Learning Basic DML and DDL, Commands, Create, Alter, Truncate, View commands, Insert, Select, Delete, Update, Sort, Replace commands

N.B: All Computers must have Internet Connection and Assignments should design and developed by concerned faculty for students as per syllabus.

Course Outcomes:

1. Create, Edit, Print and Share documents.
2. Create, Edit, Print, Share and Present the Presentation.
3. Apply the understanding of how various information & data representation in Spreadsheet.
4. Outline the role of the Internet and ethical, social, & security issues of Internet Uses.

Text Books

- Google Apps for Dummies Karl Barksdale
- Learning Google Apps: Ramalingam Ganapathy
- Learning MySQL by Seyed M. M. Tahaghoghi