

COURSE OUTCOMES

Course Title: Managerial Economics Course Code: M.C. 101	
Course Outline	The course aims at acquainting the students with the concepts of micro-economic theory for business decision making under conditions of risk and uncertainty, understand the application of economic principles in business world, and examine how economic decisions made by households and firms interact to determine the quantities and prices of goods and factors of production, and the allocation of resources
Course Outcome	CO1: To apply the economic way of thinking to individual and business decisions. CO2: To comprehend numerous approaches to theories of firm, Demand estimation and, costs of production and how they affect short and long run decision. CO3: To derive the equilibrium conditions for cost minimization and profit maximization. CO4: To understand economies of scale, diseconomies of scale, Expansion Path and Ridge Line, and how each affects the cost of production
Student Learning Outcomes	Upon successful completion of the course, learner will be able to: <ul style="list-style-type: none"> • Understand theories and principles in microeconomics including price theory, market structure, trade-offs, comparative advantage, factor markets, and consumer theory • Augment students' understanding of economic way of thinking to business decision making problems • Develop an understanding of the applications of managerial economics. • Discuss optimization and utility including consumer behavior. • Develop students critical thinking and analytical abilities in resolving business problems by employing various tools and techniques of managerial economics
Course Contents/Syllabus	As prescribed by the Panjab University <p style="text-align: center;">UNIT-I</p> Nature and scope of managerial economics, relationship with economic theory, decision sciences, and functional areas of business; Theory of the Firm: Reasons for existence of the firms & their functions, the objective and value of the firm, constraints on the operation of the firms, limitations of the theory of the firm; Nature & Functions of Profits: Business vs. Economic Profits, theories of profit, functions of profit; Tools of Analysis: Marginal

	<p>Analysis, Optimization, Decision and Game Theory - Concepts; The International Framework of Managerial Economics.</p> <p style="text-align: center;">UNIT-II</p> <p>The demand for a commodity: Individual's demand, Market demand, and the firm demand; Price, Income & Cross elasticity of demand; Using elasticity's in managerial decisions; Theories of consumer behaviour</p> <p style="text-align: center;">UNIT-III</p> <p>Pricing Practices and Risk Analysis: Price and Output relationship under different market structures; Pricing Theories; Pricing of multiple products; Price discrimination - International price discrimination & Dumping, Transfer Pricing; Risk and Uncertainties in managerial decision making; Measuring risk with probability distribution; Utility Theory and risk aversion.</p> <p style="text-align: center;">UNIT-IV</p> <p>Technological change and the global market economy: Impact of technological change on productivity, labor and market structure; Industrial innovation and technology and technological environmental forecasting.</p>
Required Texts	Advanced Economic Theory, Ahuja HL (S Chand Publishing)
Suggested Texts, Readings, & Materials	<ol style="list-style-type: none"> 1. Koutsiyannis, A., Modern Microeconomics, Macmillan Press Ltd. 2. Varian, Micro-Economic Analysis (ed. 3), Norton. 3. Pindyck Robert S. and Daniel L. Rubinfeld, Microeconomics, Third Edition, Prentice Hall of India, New Delhi. 4. Madala, G.S. and Ellen Miller, Microeconomics, Theory and Applications, McGraw Hill Book Company, New York. 5. Gould, John P., Edward P. Lazear, Micro-Economic Theory, Richard D. Irwin, Inc., Homewood Illinois. 6. Sen Anindya, Micro-Economics: Theory and Applications, Oxford University Press, New Delhi. 7. Tirole J., The Theory of Industrial Organization, Cambridge MIT Press
Pedagogy for Course Delivery	Tutorials, Interactive Sessions, Case Studies, Management Games, Extensive Research Projects, subject quiz etc.
Evaluation Criteria	The Course-level Assessment includes continuous internal assessment having weightage of 20%. Various mechanisms for continuous assessment criterion comprise of mid-semester tests, attendance, class presentations and assignments.

Course Title: QUANTITATIVE METHODS FOR BUSINESS	
Course Code: M.C. 102	
Course Objective	Quantitative methods for business introduce students to a collection of widely used quantitative tools and models. This course is intended: <ol style="list-style-type: none"> 1. To provide basic knowledge of analyzing data using various statistical and mathematical techniques for business decisions. 2. To enable better reporting for decision making. 3. To highlight the benefits as well as the limits of quantitative analysis in a real-world context. 4. To orient the students to various hypotheses testing methods as to how and where appropriately they can be applied.
Course Outcomes	On completion of this course, the students will be able to: CO1: Apply the concepts of probabilistic distributions in solving problems. CO2: Recall the knowledge of hypothesis testing for large and small samples. CO3: Outline quantitative models to decision making and problem analysis, and their interpretations in Statistical Quality Control.
Student Learning Outcomes	<ol style="list-style-type: none"> 1. Describe and discuss the key terminology, concepts tools, and techniques used in business statistical analysis. 2. Critically evaluate the underlying assumptions of analysis tools. 3. Understand and critically discuss the issues surrounding sampling and significance. 4. Discuss critically the uses and limitations of statistical analysis. 5. Solve a range of problems using the techniques covered. 6. Conduct basic statistical analysis of data.
Syllabus/Course Contents	As Prescribed by Panjab University: <p style="text-align: center;">UNIT I</p> Probability and Probability Distribution: Definitions - Probability Rules – Application of Probability Rules Conditional Probability- Bayes theorem- Random Variable and Probability Distributions; Binomial Distribution- Poisson Distribution and Normal Distribution. <p style="text-align: center;">UNIT II</p> Statistical Estimation and hypothesis testing: Introduction to Hypothesis testing – Meaning of Population, sample and sampling distribution - parameters and statistics - Central limit theorem - Concept of Standard Error - Confidential limits - Estimation of population parameters - properties of a good estimator - Point and interval estimation – Hypothesis Formulation and testing procedure - Type I and Type II errors - one tail and two tail tests - Sampling of Attributes - Estimation and testing Number and Proportions of Successes, Difference between two proportions. <p style="text-align: center;">UNIT III</p> Sampling Variables : Large Samples - Difference between large and small samples - Estimating population mean - testing the significance of Mean - Significance of the difference between means of two samples - Significance between the standard deviations of two samples - Small Samples - 't' test - fixing fiducial limits to population mean – testing the significance of the mean

	<p>- testing the significance of the difference between two independent means - testing the significance of the difference between two dependent means- F test - meaning - Applications of F test - ANOVA - Assumptions - Procedure - one way and two-way analysis of variance.</p> <p style="text-align: center;">UNIT IV</p> <p>Statistical Quality Control - Introduction - Chance and Assignable Causes of Variation Uses of SQC - Process Control and Product Control- Control Charts - Control Charts for Variables -X: Chart – Range chart – Standard deviation chart - Control charts for attributes - C chart -p chart - np chart. Decision Tree Analysis – Decision Making under Uncertainties.</p>
Required Texts	Quantitative Methods for Business by T.R. Jain, V.K. Global Publications
Suggested Reading, Texts, and Materials	<ol style="list-style-type: none"> 1. “Fundamentals of Mathematical Statistics” S.C. Gupta and V.K. Kapoor , Sultan Chand & Sons, 2. “Quantitative Techniques in Management”, Vohra N.D., Tata McGraw Hill, New Delhi. 3. U.K. Srivastava, G.V.Shenoy, S.C.Sarma, “Quantitative Techniques for Managerial Decisions” New Age International Publications. 4. Dr. T.K.V. Iyengar, Dr. B. Krishna Gandhi, et al., “Probability and Statistics”, S. Chand. 5. J.K. Sharma, “Quantitative methods Theory and Applications”, Macmillan. 6. “Business Statistics”, by Gupta, S.C., Himalaya Publishing House, Bombay. 7. “Business Statistics” A first Course”, by Levine, Krehbiel and Berenson, Pearson Education Asia.
Pedagogy for Course Delivery	Tutorials, Question Solving by Students, Chalk and Board Method
Evaluation Criteria	The Course-Level assessment includes continuous internal assessment having a weightage of 16 marks. These 16 Marks evaluated through mid-semester tests, presentation, classroom participation and assignments.

Course Title: MODERN ACCOUNTING THEORY & REPORTING PRACTICES	
Course Code: MC. 103	
Course Outline	This Paper is designed to equip the students with the required knowledge of International financial reporting standards and practices.
Course Outcome	CO1: Students will be able to acquaint with role of International Accounting Standards Board CO2: Students will come to know about the progress towards international harmonization. CO3: Students will be able to know about the framework for preparation and presentation and disclosure of financial statements. CO4: Students will be able to recognize the elements of financial statements as per different international financial reporting standards.
Student Learning Outcomes	1. Students will be able to familiarize and understand the International Financial Reporting Standards (IAS or IFRS) and their application to the companies who use them. 2. Students will be able to prepare the mandatory financial statements, according to the IFRS. 3. Students will be able to work in the Finance Department of companies using IFRS.
Course Contents/Syllabus	As prescribed by the Panjab University.
Required Texts	<ul style="list-style-type: none"> • Modern Accounting Theory and Reporting Practices (Ashwani Bhalla, Priyka Khanna) .
Suggested Texts, Readings, & Materials	<ol style="list-style-type: none"> 1. Elliott, B. & Elliott, J. (2008), Financial Accounting and Reporting. 12th ed. Harlow: Pearson/Prentice Hall. 2. Chartered Institute of Management Accountants. CIMA Dictionary of Finance and Accounting. London: Bloomsbury. 3. S. Agarwal, Manual of Accounting Standards, Snow White. 4. T.P. Ghosh, Accounting Standards and Corporate Accounting Practices, Taxman. 5. Bhabatosh Banerjee, Regulation of Corporate Accounting and Reporting in India, World Press. 6. Lev Baruch, Financial Statement Analysis - A New Approach, Prentice Hall. 7. Bernstein & Wild, Financial Accounting Theory - Issues and Controversies, McGraw Hill. 8. K.S. Most, Accounting Theory, Holt, Rinehart & Winston
Pedagogy for Course Delivery	Interactive sessions - the course is covered by adopting a combination of lecture methods. Class presentation by group of students and self-study session.
Evaluation Criteria	The Course-level Assessment includes continuous internal assessment having weightage of 20%. Various mechanisms for continuous assessment criterion comprise of mid-semester tests, attendance, presentations and assignments.

Course Title : ORGANISATION THEORY AND BEHAVIOUR	
Course Code : MC. 104	
Course Outline	The course has been designed with a view to impart knowledge to students about various concepts related to organization theory and behaviour.
Course Outcome	The objective of the course is to develop a theoretical understanding among students about the structure and behavior of organization as it develops over time. The course will also make them capable of realizing the competitiveness for firms.
Student Learning Outcomes	On completion of this course, the learners will be able to: <ul style="list-style-type: none"> • Understand different organizational theories and structures. • Develop knowledge about behavioural dynamics in an organizational context. • Recognize the relevance of concepts such as personality, communication, motivation, leadership in work setting.
Course Contents/Syllabus	<p>As prescribed by Panjab University</p> <p style="text-align: center;">UNIT-I</p> <p>Organizational Theories and Behaviour: Classical, Neo - classical and Contemporary. Authority, Power, status, formal and informal structure. Flat and Tall structures. Bureaucratization of organizations. Organizational Behaviour Concepts, determinants, models, challenges and opportunities of OB. Transaction cost and organizational behaviours. Contributing disciplines to the OB. Individual Behaviour: Foundations of individual behaviour, values, attitudes, personality and emotions. Theory X and Theory Y, Chris Argyris behaviour patterns, Perceptual process.</p> <p style="text-align: center;">UNIT-II</p> <p>Group Decision making and Communication: Concept and nature of decision making process, Individual versus group decision making, Nominal group technique and Delphi technique, models of communication, communication effectiveness in organizations. Feedback, TA, Johari Window. Motivation: Need hierarchy, Maslow's Need Hierarchy, Two factor theory, Contemporary theories of motivation (ERG, Cognitive evaluation, goal setting, and equity) expectancy model. Behaviour modification, Motivation and organizational Effectiveness.</p> <p style="text-align: center;">UNIT-III</p> <p>Leadership, Power and Conflict: Concept and theories, Behavioral approach, Situational approach, Leadership effectiveness, Contemporary issues in leadership. Power and conflict. Bases of Power, power tactics, sources of conflict patterns, levels and conflict resolution strategies. Transactional Analysis (TA) - Work Stress.</p> <p style="text-align: center;">UNIT- IV</p> <p>Organizational Culture, Organizational Development and Stress Management: Concept and determinants of organizational culture, Organizational Development: Concept and intervention techniques. Individual and organizational factors to stress, Consequences of stress on individual and organization, management of stress. Case Studies: Some cases of real business world are required to be discussed.</p>

Required Texts	<ol style="list-style-type: none"> 1. Stephen P. Robbins, Timothy A. Judge & Niharika Vohra, Organizational Behaviour, Pearson. 2. Fred Luthans, Organizational Behavior, McGraw Hill. 3. Shashi K. Gupta & Rosy Joshi, Organisation Theory and Behaviour, Kalyani Publishers
Suggested Texts, Readings, & Material	<ol style="list-style-type: none"> 1. John W. Newstrom & Keith Davis, Organisational Behavior, Tata McGraw Hill. 2. Steven L. McShane, Mary Ann Von Glinow & Radha R. Sharma, Organizational Behavior, Tata McGraw Hill. 3. John W. Slocum, Jr & Don Hellriegel, Fundamentals of Organizational Behavior, Cengage Learning 4. Laurie J. Mullins, Management and Organisational Behaviour, Pearson Education . 5. Paul Hersey, Kenneth H. Blanchard & Dewey E. Johnson, Management of Organizational Behavior: Leading Human Resources, Pearson Education 6. K. Aswathappa, Organisational Behaviour: Text, cases and games, Himalaya Publishing House
Pedagogy for Course Delivery	Pedagogical tools like lectures, discussions, case studies for the delivery of course contents.
Evaluation Criteria	Evaluation criteria as set by Panjab University, Chandigarh. Maximum marks for external examination are 80 marks (to be conducted by Panjab University) and internal assessment are 20 marks (based on mid semester test, written assignments, and attendance).

Course Title: Marketing Management Course Code: MC. 105	
Course Outline	The objective of the course is to familiarize the students with the basic concepts and principles of marketing and to develop their conceptual and analytical skills to be able to manage marketing operations of a business firm.
Course Outcome	CO1: To understand the basic functions and importance of marketing in real world. CO2: To provide the students with greater understanding of how segmentation, targeting and positioning methods can be used to acquire customers. CO3: To make the students understand the use of marketing mix; product, price, promotion and place.
Student Learning Outcome	1. Significant boost in the marketing skills of the students 2. Enable the students to comprehend the market's changing reality. 3. It will make students familiar with latest tools to increase customer base, satisfaction and overall perceived value of company. 4. Explain how marketing challenges can be turned into opportunities in today's competitive world.
Course Syllabus	As prescribed by the Panjab University UNIT-I Introduction to Marketing Management; Marketing - Meaning and approaches, Role of Marketing in Organizations, 4Ps & beyond, Marketing Challenges, Marketing Process and Marketing Planning, Marketing information system. UNIT –II Analyzing Market Opportunities; Analyzing the Marketing Environment- Economic, Demographic, Social, Cultural, Technical, Political & Legal Buying Behaviour- Consumer, Business & Industrial Measuring and Forecasting Market Demand. UNIT –III Product management: Product - Meaning and Classifications, New Product Development. Managing Product Life Cycles, Brand Strategies and Management. Managing Service - Idea, Institution, Person, Place and Event. UNIT–IV Pricing, Distribution and Promotion Pricing- Influencing factors, Approaches, Strategies and Programmes. Channels of Distribution and Logistics. Promotion Strategies - Advertising, Sales Promotion & Public Relations.
Required Text	1. Kotler, P., Keller, K. L., Chernev, A, Sheth, JN, & Shainesh,G (2022). Marketing Management (16th Editi). <i>India: Pearson Education Limited.</i>

	2. Sontaki, C.N., Gupta, N., & Gupta, A (2022). Marketing Management. Kalyani Publishers
Suggested Readings and Materials	<p>1. Rosalind Masterson, David Pickton. Marketing: An Introduction. 3rd edition. SAGE.</p> <p>2. William D. Perreault, and McCarthy, E. Jerome., Basic Marketing (15th edition). McGraw Hill Education.</p> <p>3. Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. Marketing: Concepts and Cases. (Special Indian Edition)., McGraw Hill Education</p>
Pedagogy for Course delivery	Problem based learning, Presentations, Group Discussions, Marketing Games, Role Plays, Case Studies, Practical Research Projects
Evaluation Criteria	The course level assessment includes continuous internal assessment having weightage of 20%. Various mechanisms include mid semester tests, presentations and assignments and attendance contributing to internals assessment criterion.

Course Title : Management Information System Course code : MC106	
Course Outline	This paper provides a comprehensive overview of Management Information Systems (MIS). It explores technical, strategic and tactical issues related to MIS.
Course Outcome	<ul style="list-style-type: none"> • Understand the role of internet technologies in achieving business competitive advantage through informed decision making. • Learn the mechanisms of system development and implementation. • Comprehend the basics of decision support systems, executive support systems, and expert systems.
Student Learning Outcomes	<ul style="list-style-type: none"> • Ability to apply a framework for aligning organization's IT objectives with business strategy. • Ability to analyze, design, construct, implement and maintain, usable, reliable, and cost-effective Information Systems (IS) that support operational, managerial, and strategic activities of organizations • Understand the security risks associated with MIS and various types of disaster recovery methods in MIS
Course Contents/Syllabus	<p>UNIT-I MIS Definition - Characteristics - Evolution of MIS: Concepts; framework for understanding and designing MIS in an organization; MIS and other related disciplines: MIS and Management Accounting, MIS and Computer Science, MIS and OR, MIS and Organizational Behavior, MIS and Management. Concept of information: definition, features, types, process of generation and communication; quality of information; information overload; techniques for managing overload; summarizing; filtering; inferences and message routing. System concepts: definition, types and characteristics of system-control in systems: feedback: positive and negative; negative feedback control system, input, process and output control; law of requisite variety.</p> <p>UNIT-II Structure of MIS: Basic structural concepts: formal and informal information systems; public and private information systems; multiple approaches to the structure of MIS: Operational elements (physical components, process, outputs for users), activity subsystems, functional subsystems and decision support – synthesis of multiple approaches into a conceptual structure for MIS.</p> <p>UNIT-III Information systems: Transaction Processing Systems, Office Automation Systems, Information Reporting Systems, Decision Support Systems, Executive Support Systems, Expert systems.</p> <p>UNIT-IV Systems Development and Implementation: System development methodologies; SDLC approach; prototyping approach and user development approach - Systems Analysis; Systems Design; Concepts of database and database design; system implementation; management of information system projects; system documentation – information system audit. Security of information resources; threats to information resources;</p>

	security systems for risk management. Enterprise Resource Planning Systems –Features-ERP Modules - implementation of ERP.
Required Texts	<ol style="list-style-type: none"> 1. Goyal, D. P. Management information system. Macmillan Publication. 2. Lucey, T. Management information systems. London: Letts Educational. 3. Manro, R. and Manro, S. Management Information System, Kalyani.
Suggested Texts, Readings, & Material	<ol style="list-style-type: none"> 1. Kenneth C. Laudon and Jane P. Laudon: “Management Information Systems” 9/e, Pearson Education, New Delhi. 2. Kroenke, D. M., & Boyle, R.. Using Mis. Pearson. 3. Behl, R., O’Brien, J. A., & Marakas, G. M. Management Information Systems (Vol. 11). McGraw-Hill Education.
Pedagogy for Course Delivery	Interactive sessions, class presentations, assignments, research projects, self-study sessions, case studies, group presentations, computers hands-on sessions.
Evaluation Criteria	The course level assessment includes continuous internal assessment having weightage of 20%. Various mechanisms for continuous assessment criterion comprise of mid semester tests, attendance, presentations and assignments.

Course Title: WORKSHOP ON IT APPLICATIONS IN COMMERCE	
Course Code: MC.107	
Course Outline	The basic objective of this paper is to provide in depth knowledge about the concept of business modeling, data analysis with excel and working with database management system package for management of various activities like reports and forms, so that student can better perform in any area of operation of data analytics, data management and reporting. Focus is on given on practical implementation along with theoretical aspects.
Course Outcome	CO1. To understand the fundamental concepts of Excel and various tools of excel that can be used for business data analysis CO2. To enable the student for management of business data with DBMS package a CO3. To enable the students to generate the required reports to fulfill the basic business needs
Student Learning Outcomes	<ol style="list-style-type: none"> 1. Student will be able to develop the best fit model for business 2. Student can analyze the business data as and when required 3. Student will be able to manage the business data with DBMS package and can generate required reports
Course Contents/Syllabus	<p>As prescribed by the Panjab University.</p> <p style="text-align: center;">UNIT-I</p> <p>IT applications in commerce-application areas - An Overview of Management Science and Quantitative Analysis: The Management Science Process - Model development- Steps in modeling- Benefits of Business models.</p> <p style="text-align: center;">UNIT-II</p> <p>Introduction to Spread sheet- Understanding basic features of Spread sheet – Statistical functions- Database Functions -Finance Functions - Logical statements and formula creation- Creating Charts.</p> <p style="text-align: center;">UNIT-III</p> <p>Building decision models and data analysis through Spreadsheets - Forecasting Analyzing Financial Statements using accounting ratios - Project Appraisal IRR, NPV, MIRR - Inventory management – EOQ and Quantity discounts- Leasing decisions – Flexible budgets -Break even analysis-goal seek- scenario management and pivot table applications.</p> <p style="text-align: center;">UNIT-IV</p> <p>Database management systems - Concept of database-features-components of DBMS, Types of databases hierarchical, network, relational, Normalization- Database administrator- Data warehousing- Data mining. Features of RDBMS -Database design and application development –Tables- creation- relationships- Forms designing forms queries- types of queries- reports- report design-use of RDBMS in business decisions.</p>

Required Text	<ol style="list-style-type: none"> 1. Stephan G Powell and Kenneth R Baker Management Science, Art of Modeling with Spread Sheets, Wiley India(p) Ltd., New Delhi. 2. Gordon S. Linoff : Data Analysis Using SQL and Excel Wiley India(p) Ltd., New Delhi.
Suggested Texts, Readings, & Materials	Novathe and Elmasri: Fundamentals of Database Systems, Addison Wesley.
Pedagogy for Course Delivery	Interactive theory and practical sessions, Case studies, Practical assignment and projects, Seminars, class presentation by groups of students, self-study session
Evaluation Criteria	The course level assessment includes continuous internal assessment having weightage of 10 percent. Then there is viva voce again having weightage of 10 percent. Thus, the assessment comes to 20 percent. Various mechanisms for continuous criterion comprise mid-semester tests, attendance, presentations, and assignments.