



Shiksha Mandal's

G. S. College of Commerce, Wardha
(Autonomous)
M.B.A.



Semester I

MBC01 Evolution of Business Management			
Teaching Hours: 4	Total Credits: 4	Total Marks: 80	Group: Core
Objectives: <ol style="list-style-type: none">1. To understand the conceptual framework of management, the development of management thought and the different management functions.2. To apply the fundamentals of primary function of management i.e., Planning.3. To analyze the basic knowledge to the students about the organization and management of a business enterprise.4. To analyze the necessary knowledge and skills to effectively manage the staffing process.5. To examine and impart the ability to adapt coordination and direction strategies in response to changing environments.6. To evaluate the ability to adapt control strategies to different applications.			
Learning Outcomes: After learning this subject, student will be able to - <ol style="list-style-type: none">1. Understand and recall the concepts related to Business and Demonstrate the Roles, Skills and Functions of Management.2. Apply the concept of planning related to organization.3. Analyze the things needed for Authority and delegation in organization.4. Analyze the concept of staffing process.5. Examine the ability of Coordination and direction.6. Evaluate the control process in company, also know the features of Japanese and American management.			
Unit	Content		
I	Introduction to Management: Management Concept and Its Nature, Function, Definition, Importance and Scope of Management, Is management a science or art? Management skills, Characteristics of Quality Managers. Development of Management Thought (Contribution of Taylor, Fayol, Hawthorne experiments)		
II	Planning: Planning Concept and its Nature, Importance, Types of Planning, Components/Elements of Planning: (Policy, Procedures, Methods, Rules, Budget, Mission, Objectives), Process of Planning, Barriers to effective planning, Making Planning effective, Planning Premises (Concept & types), Management by Objectives (MBO) Concept.		
III	Organizing: Organizing Concept and its Principles, Types of organization structure, Departmentation Concept, Delegation of Authority: Authority, Responsibility and Accountability, Centralization and Decentralization of Authority and the Pros and Cons of each, Span of control: Pros and cons of narrow and wide spans of control.		
IV	Staffing: Concept, Steps in Staffing Process, Recruitment-Meaning and Sources of Recruitment, Selection- Meaning and Process of Selection, Training & Development Concept, Performance Appraisal Concept, Motivation- Concept, Theories of Motivation, Approaches for Improving Motivation, Quality of Work Life- Morale Building. Decision Making: Concept, Types, Steps involved, methods of decision making.		



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V	Coordination & Directing: Coordination- Concept, Importance and Principles. Direction – Concept, Importance, Principles and Elements of Directing.
VI	Control: Control- Concept, Types of control (a) Feed forward control (b) Concurrent Control (c) Feedback Control, Process of Control, Need of Control, Comparative study of main features of Japanese Management and Z culture of American Companies.
Books Recommended:	
<ol style="list-style-type: none">1. Essential of Business Administration, K. Aswathapa, Himalaya Publishing House2. Management: Concept and Strategies, J. S. Chandan, Vikas Publishing3. Principles of Management, Tripathi, Reddy, Tata McGraw Hill4. Principles of Management, Ramasamy T, Himalaya Publishing House	



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Semester I

MBC02 Economics for Managers			
Teaching Hours: 4	Total Credit: 4	Total Marks: 80	Group: Core
Objectives: <ol style="list-style-type: none">1. To understand the use of the tools of economic analysis in classifying problems, in organizing and evaluating information and in comparing alternative course of action.2. To analyse how changes in demand and supply affect markets.3. To explore the market outcomes under different market structures.4. Define key characteristics and consequences of different forms of markets.5. To understand the concept of National Income.6. To study the tools used to influence a nation's economic activity, expenditure and taxation decisions of the government			
Learning Outcomes: After learning this subject, student will be able to: <ol style="list-style-type: none">1. Understand and evaluate the economic framework for managerial decision making.2. Apply and assess the knowledge of the mechanics of supply and demand to explain working of markets.3. Analyse and validate the relationships between production and costs.4. Apply and review the theoretical models to study implications for prices and welfare under different market structures.5. Comment on the application of the principles and methods of macroeconomics to real-world business problems in different contexts.6. Evaluate the governments influence on the economies by using combinations of monetary and fiscal policy			
Unit	Content		
I	Introduction to Managerial Economics: Definition, nature, scope, significance & Uses of Managerial Economics, Economic Approach - Circular Flow of Activity, Role and Responsibilities of Managerial Economist. Consumer's Behaviour – Utility analysis, Indifference curve- Properties. A case study on the rise of AI and its role in strategic managerial decisions		
II	Demand & Supply Analysis: Demand function, law of demand, Elasticity of demand, types of elasticity of demand & methods of its measurement. Supply – Meaning, Law of supply, elasticity of supply & its types. Demand forecasting, need for forecasting, forecasting techniques. ase study on factors affecting global gold prices		
III	Production & Cost Analysis: Production function, Cobb-Douglas complementary function analysis, law of variable proportions, returns to scale. Costing concepts: Direct and indirect, explicit and implicit, opportunity, money and real. Marginal, average and total cost curves. Cost-output relationship. Economies & diseconomies of scale. ase study on industrial backwardness of Vidarbha		
IV	Market Structure and Pricing practices: Features and price-output determination in perfect competition, monopoly, monopolistic and oligopoly markets in the short and long run. Pricing methods in practice. The concept of price discrimination. A case study on Changing structure of Indian Telecom Industry		



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V	<p>National Income: Basic concepts - GDP & GNP, methods of measuring national income. Concept of multiplier and accelerator. Business Cycles: Meaning causes and measures to control business cycles. Inflation & Deflation: Meaning, causes, effects, remedial measures.</p> <p>A case study on impact of COVID-19 on Health Insurance Sector</p>
VI	<p>Monetary and Fiscal Policy: Meaning, Objectives, scope and instruments. Changes in interest rates and their influence on business. Government intervention in business: The influence of taxes and subsidies on business. Sustainability in business: Concept, Tax as an incentive to reduce environmental pollution.</p> <p>A case study on evaluation of recent Union Budget</p>
	<p>NB: Numerical shall be based on the following topics: Utility Maximization, Demand and Supply analysis, Elasticity of demand and supply, Price output determination under Perfect competition, monopoly competition and price discrimination, Measurement of National Income and Multiplier.</p> <p>One of the assignments to be on PPT classroom presentation on current topics.</p>
Books Recommended:	
<ol style="list-style-type: none">1. Managerial Economics, P. L. Mehta, Sultan Chand & Sons, New Delhi.2. Managerial Economics, D. N. Dwidevi, Vikas Publishing House Pvt. Ltd.3. Managerial economics in a Global economy, Dominick Salvatore, Thomson learning Press.4. Managerial Economics, Suma Damodran, 2006, Oxford University Press, New Delhi.5. Indian Economy, Mishra & Puri, 2007, Himalaya Publishing House.6. Managerial Economics, Peterson & Levis, Prentice Hall of India.7. Mathematical Methods and Economic Theory, Anjan Mukerji, Oxford University Press.8. Managerial Economics, H. L. Ahuja, S. Chand publication.9. Managerial Economics, Theory & Applications, D. M. Mithani, Himalaya publishing house	



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MBC03 Quantitative Techniques for Business			
Teaching Hours: 4	Total Credits: 4	Total Marks: 80	Group: Core
Objectives: 1. To understand the various statistical concepts that are used in business and research. 2. To develop an ability to apply the various statistical concepts to practical situations in business and research.			
Learning Outcomes: After learning this subject, student will be able to - Provides students with quantitative skills that are required to make business decisions. These skills involve using statistics, forecasting and estimation techniques. Students will be able to formulate and apply mathematical models in business decision making scenarios.			
Unit	Content		
I	Role of statistics: Applications of inferential statistics in managerial decision - making; Measures of central tendency: Mean, Median and Mode and their implications; Measures of Dispersion: Range, Mean deviation, Standard deviation, Coefficient of Variation, Skewness, Kurtosis.		
II	Correlation & Regression Analysis: Rank Method & Karl Pearson's Coefficient of Correlation and Properties of Correlation. Regression Analysis: Fitting of a Regression Line and Interpretation of Results, Properties of Regression Coefficients and Relationship between Regression and Correlation.		
III	Probability: Theory of Probability, Addition and Multiplication Law, Baye's Theorem. Probability Theoretical Distributions: Concept and application of Binomial; Poisson and Normal distributions.		
IV	Time series analysis: Concept, Additive and Multiplicative models, Components of time series, Trend analysis: Least Square method - Linear and Non - Linear equations, Applications in business decision making.		
V	T- Test and Z- Test: Univariate T and Z Test for mean, Bivariate T and Z test including T test for comparing two means. Z test for comparing two means, Z test for comparing two proportions.		
VI	Linear Programming and Problem Formulation: Meaning of LPP and Optimisation, Constraints and feasible region, Formulation of LPP for 2 variables, Determination of optimum solution by graphical method only.		
Books Recommended:			
1. Business Research Methods , Zikmund, Thomson Learning Books 2. Marketing Research , G C Beri third edition McGraw Hill 3. Research Methods in Behaviourial Science , Dwivedi –Macmillan 4. Management Research , Bennet, Roger: ILO, 1993 5. Exploring Research , Salkind, Neil J.: Prentice – Hall, 1997 6. Research Methodology: Concepts and Cases , Dr. Deepak Chawla & Dr. Neena Sondhi, Vikas Publications			



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MBC04 Legal & Business Environment			
Teaching Hours: 4	Total Credits: 4	Total Marks: 80	Group: Core
Course Objectives: <ol style="list-style-type: none">1. Given the circumstances, the learner will be able to infer legal aspects of doing business & plan business activities. In a given situation, the learner will be able make use of provisions of the Contract Act to evaluate a contract used in commercial practice.2. In a given situation, learner will be able to distinguish between various types of Companies and explain their comparative advantages and disadvantages. The learner will be able to explain the legal process involved in formation of a company and understand the relationships amongst the various stakeholders of the company.3. In context of Intellectual Property Rights (IPR) the learner will understand various components of IPR and differentiate between them. The learner can also identify the uses of IPR in business4. Under the given scenario, the learner will be able to describe various provisions of IT Act and will be able to use various provisions of Consumer Protection Act.5. A learner will be able to analyse the elements of Social, political, economic environment around a firm.6. Understand the role and significance of the Ministry of Corporate Affairs (MCA) in regulating corporate entities within a country.			
Learning Outcomes: <p>It would provide: Basic and broad knowledge in business laws in management. Also, the Ability to apply concepts, principles and theories to understand simple business laws.</p>			
Unit	Content		
I	Legal aspects of business and contracts: Concept of law. Types of Law. Definition, Nature and types of contracts. Essentials of valid contract. Consideration and essentials of consideration. Free Consent. Legality and Validity of Contracts. Discharge of contracts. Arbitration: Meaning, Essential and Effects. Conciliation: Meaning, Procedure and Effect.		
II	Companies Act 2013: Characteristics and types of companies. Formation of companies; documents and registration process. Directors: Appointment, Powers, Duties and Liabilities. Company Meetings. Oppressions and Mismanagement, Laws Procedures of Corporate Restructuring leading to: Mergers; Amalgamations, Takeovers / Acquisitions, Joint Ventures		
III	IPR: Types of IPR, overview and definitions. Patents and Patentability, working of patent and compulsory license, infringement. Meaning of copyright, ownership and assignment, licenses, Infringement. Meaning of Trademark, grounds of registration, infringement and passing off, assignment of trademark, collective trademark, certification marks. Definition of design, difference between copyright and design, Piracy of registered design. Trade secrets, meaning and essentials. Advantages and disadvantages of trade secrets		



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IV	IT Act 2000: Objectives & Scope, Important definitions, E-Governance and offences & Penalties. Consumer Protection Act: Definitions: Consumer, Defect and Deficiency. Unfair and Restrictive trade practices. Role and Functions of Consumer Protection Councils. Rights of Consumer. Consumer Forum; Structure and jurisdiction. Power of consumer forum. Remedies under act.
V	Socio-Political-Economic Environment: Economic systems. Financial systems. Economic policies and macro-economic scenario. Constitutes of political environment. Constitutional provisions: Freedom of Trade and Reasonable restrictions. Economic roles of government. Demographic structure of India. Socio-Cultural environment of India
VI	MCA-21- Role and benefits of MCA, MCA Services, objective of MCA 21 portal, DSC, requirements for DIN, KYC of DIN, E-filing- meaning, advantages, process of E-filing of annual returns
Books Recommended: <ol style="list-style-type: none">1. Legal Aspects of Business Concepts and Application, Parul Gupta, Vikas Publishing House, ISBN - 978-9352718368, Chapter 1,2,4,6,152. Elements of Company Law, N.D. Kapoor, Sultan Chand & Sons, 30th Edition, ISBN - 978-9351610465, Chapter 1,2,3,10,14,15,193. Business Legislation for Management, M C Kuchhal & V Kuchhal, Vikas Publishing House, 5th4. Legal Aspects of Business Concepts and Application, Parul Gupta, Vikas Publishing House, ISBN - 978-9352718368, Chapter 28 & 305. Economic Environment of Business, V.K. Puri; S.K. Misra, Himalaya Publishing House. 9th Edition	



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Semester I

MBC05 Business Communication & Information Systems			
Teaching Hours: 4	Total Credits: 4	Total Marks: 80	Group: Core
Objectives: 1. To develop an understanding in the students regarding communication skills and information systems 2. To develop the reading, writing and speaking skills in the students and trends in information systems.			
Learning Outcomes: <ul style="list-style-type: none">• Effective business writing,• Effective business communications;• Research approaches & information collection;• Developing and delivering effective presentations;• Effective interpersonal communications;• Skills that maximize team effectiveness;• Upon completion, students will be able to define information systems.			
Unit	Content		
I	Communication: Meaning and importance of communication in business, Types of communication- formal and informal and their characteristics, Essentials of effective business communication, Channels of communication, limitations, Barriers of communication. Listening, Barriers to listening, persuasion.		
II	Business Correspondence: Etiquettes of Business writing, Business letters: Memos, minutes, agendas, enquiries, orders, sales letters, notice, tenders, letters of application, letter of complaints, Job applications/Covering letters		
III	Report writing: Types of report (Sales report, Committee report and technical report). E-Mail Etiquettes, Formal & Informal email writing		
IV	Introduction to Information Systems and MIS: Concepts of Data and Information, Attributes of Information, Introduction to MIS, DSS, TPS, EIS, OAS, ISS. MIS in functional areas like Production, HR, Finance and Marketing. MIS in Web-environment, MIS and E-business		
V	Modern trends in Information Systems: Online and Real time Information system, OLAP, Basic Concept of Data mining and Data warehousing.		
VI	Introduction to Business Intelligence and Business Analytics and Knowledge management, Business Performance management – Scoreboards and Dashboard.		



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Semester I

Books Recommended:

1. **Basic Communication**, Raymond V. Lesikar, John D. Pettit and Mary E. Flatley – Lesikars Tata McGraw Will 8th Edition,1999
2. **Effective Business Communication**, Krizan et al (2010). Cengage Learning.
3. **Contemporary Business Communication**, Scot, O. (2009). Biztantra, New Delhi.
4. **Business Communications**, Raman & Singh – Oxford University Press
5. **Business Communication Excel**, Diwan & Aggarwal
6. **Communication Skills**, Sanjay Kumar, Oxford University Press
7. **Technical Writing – Process and Product**, Sharan J. Genrson and Steven M. Gerson – Pearson Education, 2000
8. **How to write first class Business Correspondence**, Baugh, Frayer & Thomas Viva Books.
9. **Effective Business Communication**, Herta A Murphy & Herbert W Hildebrandt - - McGraw - Hill international Edition.
10. **Business Communication Today**, Boove, C.L., Thill, J.V. & Chaturvedi, M. (2009). Pearson.
11. **Management Information and Systems, Text and Cases**, Waman Javdekar, 4th Edition, McGraw Hill Publications
12. **Management Information Systems**, Effy Oz, Indian Edition, Cengage Publication
13. **Computer based Information System**, Dr. Sushila Madan, 3rd University Edition, Taxmann Pub



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Semester I

MBC06 Financial Reporting, Statements & Analysis			
Teaching Hours: 4	Total Credits: 4	Total Marks: 80	Group: Core
Objectives: <ol style="list-style-type: none">1. To develop a sound understanding of the fundamentals on which the accounting methodology is built.2. To gain knowledge of advanced accounting concepts such as Inflation Accounting, Social Accounting, Human Resource Accounting, and Responsibility Accounting, and understand their objectives and significance.3. To acquire practical accounting skills in preparing financial statements as per the Companies Act 2013.4. To learn the basics of cash flow analysis, and be able to prepare a Cash Flow Statement according to Ind AS3.5. To understand Ind AS & IFRS.6. To develop proficiency in financial statement analysis techniques for assessing the financial health of the companies.			
Learning Outcomes: After learning this subject, students will be able: <ol style="list-style-type: none">1. To understand the fundamental concepts of financial accounting2. To provide knowledge about advanced accounting topics3. To gain practical skills in preparing financial statements4. To learn to prepare a cash flow statement5. To understand Ind AS and IFRS6. To develop skills in financial statement analysis.			
Unit	Content		
I	Introduction and Accounting Process: Theory- Meaning, Need, Importance and Objectives of Accounting, Accounting Principles, Concepts and Conventions of Accounting. New Concepts of Accounting – Inflation Accounting, Social Accounting, Human Resource Accounting and Responsibility Accounting their Objectives and Importance. Practical Problems- Preparation of Journal, Ledger and Trial Balance.		
II	Financial Statement Reporting – I: Theory: Meaning of Company, its Characteristics, Advantages and Disadvantages, Meaning, Need Objectives and Advantages of Final Accounts. Practical Problems: Preparation of Final Accounts as Per Schedule III of the Companies Act, 2013.		
III	Financial Statement Reporting – II: Theory: Cash Flow Analysis – Introduction, Meaning, Features, Objectives, Importance, Concept of Cash and Cash Equivalents, Cash Flow from Operating Activities, Investment Activities & Financing Activities. Practical Problems: Preparation of Cash Flow Statement (as per Accounting Standard 3).		



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IV	<p>Accounting Standards & IFRS: Theory: Introduction to Indian Accounting Standards, Ind AS-2 (Valuation of Inventories) & Ind AS-10 (Property, Plant and Equipment). Introduction to IFRS: Definition, Objectives, and Importance of IFRS in Global Financial Reporting. Evolution of IFRS and its Adoption by Different Countries, India's Convergence with IFRS – Recent Developments, Differences between Ind AS and IFRS. Practical Problems: Practical Problems: Ind AS-2 & Ind AS-10 (Ind AS-10 precisely on Depreciation Methods).</p>
V	<p>Analysis of Financial Statement – I: Theory & Practical Problems: Introduction, Assessment of Business Performance through Ratio Analysis: Concept of Ratio, Significance of Ratio Analysis, Interpretation of Financial Performance using Ratio. Profitability Ratio, Liquidity Ratio, Solvency Ratio, Activity Ratio & Efficiency Ratio.</p>
VI	<p>Analysis of Financial Statement – II: Theory: Techniques of Financial Statement Analysis (Common Size Statement, Trend Analysis, Inter-Firm Comparison, Intra Firm Comparison) & Du-Pont Analysis. Practical Problems: Common Size Statement & Du-Pont Analysis.</p>
<p>Books Recommended:</p> <ol style="list-style-type: none">1. Financial Accounting (A Management Perspective) R. Narayanaswamy: PHI Learning Pvt. Ltd, 2009, New Delhi2. Financial Accounting, Dr. S.N. Maheshwari and Dr. S.K. Maheshwari: Vikas, 20093. Financial Statement Analysis, Gokul Sinha: PHI, 20094. Financial Accounting Management an Analytical Perspective, Ambrish Gupta: Pearson Education-20095. Accounting for Management, Jawaharlal: HPH, 20086. Financial Accounting Reporting & Analysis, Stice & Stice, Cengage, 7/e, 2008.	



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Semester I

MBC07 Fundamentals of Marketing Management			
Teaching Hours: 4	Total Credits: 4	Total Marks: 80	Group: Core
Objectives: <ol style="list-style-type: none">1. To study core concepts of marketing & importance of understanding external environment in marketing decision making.2. To Identify and explain factors which influence consumer buying behavior.3. To expose students to the different marketing approaches for a product.4. To develop an understanding of the concepts involved in promotion, distribution and pricing decisions.5. To demonstrate understanding of integrated marketing communication and evaluation of market performance and recent trends in marketing.6. To understand market research to provide information needed to make marketing decisions.			
Learning Outcomes: After learning this subject, student will be able to: <ol style="list-style-type: none">1. Identify core concepts of marketing and Work independently and collaboratively in inter and multidisciplinary and diverse environments.2. Examine the role of consumers as purchasers and users of goods and services using various theories and models of consumer Industrial behaviour.3. Analyze different strategies in the necessity of different stages of product life cycle & new product development.4. Demonstrate understanding of various marketing strategies, pricing and channel decisions.5. Help the students aspiring to be marketing professionals in better decision making and understanding their role in the marketing sphere.6. Evaluate appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations.			
Unit	Content		
I	Introduction: Concept, nature, scope and importance of marketing; Marketing concept and its evolution; Concept of Marketing mix, Elements of Marketing Mix; Marketing environment – macro and micro components and their impact on marketing decisions.		
II	Buyer Behaviour: Market segmentation and positioning; Buyer behaviour - Understanding Industrial and Consumer Buyer Behaviour, Online buyer behaviour; Factors influencing consumer behaviour, Consumer decision making process.		
III	Product Decisions: Concept of a product; Classification of products; levels of product, Major product decisions; Product line strategies and product mix strategies; Product life cycle – strategic implications; New product development and consumer adoption process. Packaging and labeling. Pricing Decisions: Factors affecting price determination; Pricing policies and strategies.		
IV	Distribution Channels and Physical Distribution Decisions: Nature and Importance of Marketing intermediaries; Types of intermediaries and their functions; Levels of marketing channels, Channel management decisions; Importance of physical distribution, Tasks in physical distribution management; Retailing and wholesaling.		



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V	Promotion Decisions: Communication Process; Promotion mix – advertising, personal selling, sales promotion, publicity and public relations; Determining advertising budget; Copy designing and testing; Media selection; Advertising effectiveness; Sales promotion – tools and techniques.
VI	Marketing Research: Meaning and scope of marketing research; Marketing research process. Issues and Developments in Marketing: Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments of marketing. <ul style="list-style-type: none">• Case Analysis• Mini Projects
Books Recommended: <ol style="list-style-type: none">1. Marketing Management", Rajan Saxena, Tata McGraw-Hill.2. Introduction to Marketing Management", Adrian Palmer, – Oxford University Press.3. Basic Marketing", William D Perreault R, 15th edition - Tata McGraw-Hill.4. Marketing Management", P. Kotler, - Prentice Hall Inc.5. Marketing Management, Planning, Implementation and Control", V.S. Ramaswamy and S. Namakumari, – McMillan.6. Marketing Management, Sherlekar, Himalaya Publishing House.7. Modern Marketing, Bhagwati, Pillai- S. Chand Publications.	



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Semester I

MBSF01 Emotional Intelligence & Neuroscience of Leadership			
Teaching Hours: 4	Total Credits: 4	Total Marks: 80	Group: Skill/Foundation
Objectives: <ol style="list-style-type: none">1. To develop a deep understanding of emotional intelligence and its practical application in leadership contexts.2. To cultivate effective interpersonal skills and team management strategies grounded in principles of emotional intelligence and neuroscience.			
Learning Outcomes: <p>Upon completion, students will be able to demonstrate enhanced emotional intelligence, effective leadership skills, and proficient team management abilities, enabling them to lead and manage teams successfully in diverse organizational settings.</p>			
Unit	Content		
I	Fundamentals of Emotional Intelligence: Nature and Significance, Models of emotional intelligence: Ability, Trait and Mixed, Building blocks of emotional intelligence: self-awareness, self-management, social awareness, and relationship management		
II	Personal Competence: Self Awareness: Observing and recognizing one's own feelings, Knowing one's strengths and areas of development. Self-Management: Managing emotions, anxiety, fear, and anger.		
III	Social Competence: Social Awareness: Others' Perspectives, Empathy and Compassion, Relationship Management: Effective communication, collaboration, Teamwork, and Conflict management		
IV	Emotional Intelligence: Measurement and Development: Measures of emotional intelligence, Strategies to develop and enhance emotional intelligence		
V	Introduction to Leadership & Leadership Development: Leadership Myths; Interactional Framework for analysing leadership; Leader Development- The Action-Observation-Reflection Model, Leadership Attributes; Personality Traits and Leadership; Personality Types and Leadership; Intelligence and Leadership; Emotional Intelligence and Leadership		
VI	Team Management: Motivation and Leadership, Understanding Team processes and Team Coaching; Team decision making and conflict management, Building Effective Relationship with subordinates and peers; Fostering Followers satisfaction; The Art of Communication; Setting Goals and Providing Constructive Feedback; Enhancing Creativity problem solving skills		
Books Recommended:			
5. Bar-On: R., & Parker, J.D.A.(Eds.) (2000)			
6. The handbook of emotional intelligence: San Francisco, California: Jossey Bros.			
7. Emotional Intelligence: Goleman, D. (2005) New York: Bantam Book.			
8. Handbook of Intelligence: Cambridge University Press Sternberg, R. J. (Ed.). (2000)			
9. Leadership: Enhancing the lessons of experience: Hughes, R.L., Ginnett, R.C., & Curphy, G.J. (2019), 9th Edition, McGraw Hill Education, Chennai, India.			



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MBSF02 Corporate Image Building			
Teaching Hours: 4	Total Credits: 4	Total Marks: 80	Group: Skill/Foundation
Objectives: a. To develop an understanding in the students regarding corporate culture and its different techniques of image projections. b. To extend the core values of successful corporate and its implementation			
Learning Outcomes: The students will be able to deliver the following with clarity- The aim of a corporate identity is to make a company distinctive and better able to clearly differentiate itself from competitors. The concept of a corporate identity must be well planned and strategically implemented.			
Unit	Content		
I	Corporate Strategic Planning & Culture: Core values, long term and short-term objectives, Characteristics of Successful corporate culture. Analyzing the cases of corporate failures.		
II	Strategic Stakeholders/Customer Satisfaction: Internal customers: - Employees within the organizations, External Customers: - Government Consumers etc. Trading Relationships		
III	Corporate Information Communication Ability: Types of corporate Information and its importance, corporate information style to internal and external stake holders.		
IV	Corporate Leadership: Importance of corporate leadership, Concept of involving a leader and followers, Cases of successful corporate leaders		
V	Corporate Relations Management Ability: Developing & managing Human Relations & Public Relations		
VI	Engagement For Community: Defining CSR and its motives. Case analysis of TATA group and Reliance Industries.		
Books Recommended: 1. Knowledge @Wharton on Building Corporate values by Mukund Pandya 2. Building and learning organization: Mastering The 5 Elements for corporate learning by Michael J Marquardt 3. Successful Failures by Joyce Knudsen			



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MBSF03 Financial Planning & Wealth Management			
Teaching Hours: 4	Total Credits: 4	Total Marks: 80	Group: Skill/ Foundation
Course Objectives: <ol style="list-style-type: none">3. To develop an understanding among the students about Financial Planning.4. To provide knowledge about investors' profile.5. To give insights of banking products.6. To provide knowledge about wealth management.7. To develop the importance of wealth management among students.8. To provide information of the economic environment and its analysis.			
Learning Outcomes: After learning this subject, students will be able to: <ol style="list-style-type: none">1. Understand essential key components of financial planning.2. Assess and categorize investors based on their risk tolerance, investment objectives, and financial situation.3. Evaluate the features and benefits of different banking products.4. Know the scope of wealth management & role of wealth manager.5. Analyze client data to gain insights into their financial situation, risk tolerance, and investment goals.6. Study the economic environment and its impact on business decisions.			
Unit	Content		
I	Financial Planning: Definition, Objectives and Importance of Financial Planning. Characteristics of a Sound Financial Plan, Essentials of a Sound Financial Plan, Financial Planning process, Macro Economic Factors, Personal Financial Statement. Regulatory Environment for Financial Planning – Regulation related to Individuals – Regulation related to Financial Institutions.		
II	Investor Profiling: Investor's Life Cycle, Financial Goals of Investors, Risk Appetite, Risk Profiling, Types of Risk Profile, Process for Risk Profiling. SEBI Investor Protection Guidelines – RBI Investor Protection Guidelines – PFRDA Investor Protection Guidelines.		
III	Banking Products: Liability (Deposit) Products, Asset (Loan) Products, and Special Products/Benefits to Senior Citizens. Loan – EMI– Loan Repayment Schedules – Repayment with Varying Interest Rates.		
IV	Introduction to Wealth Management: Meaning, Scope & Advantages of WM. Role of Wealth Managers in WM, Code of Ethics for Wealth Managers. Management Requirements for Wealthy Families.		
V	Importance of Wealth Management: Process of WM, WM Needs and Expectations of Clients, Client Data Collection, Client Data Analysis, Life Cycle and Wealth Cycle, Risk Profiling and Asset Allocation.		
VI	Economic Environment Analysis: Interest Rate, Yield Curves, Real Return, Key Indicators – Leading, Lagging, Concurrent. Per Capita Income and their Impact on Business Decisions - Five Year Planning.		



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Books Recommended:

1. Sinha, Madhu Financial Planning: A Ready Reckoner Tata McGraw Hill
2. Wealth Management & Financial Planning: Concepts & Practices; Balaji Rao D G, Partridge Publishing India.
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