

Batch 2024-25

Syllabus

2nd Semester

**Integrated
Master of Business Administration**

**Curriculum and Credit Framework
As per NEP 2020**

For

**5-YEAR MASTER OF BUSINESS ADMINISTRATION
(INTEGRATED) PROGRAMME**

(To be effective from the Academic Session 2024-25)

2nd Semester Only



**Department of Management
Gurugram University, Gurugram**

(A State Govt. University Established Under Haryana Act 17 Of 2017)

Chairperson
Department of Management
Gurugram University
Gurugram

A handwritten signature in blue ink, appearing to be 'Jain', is written over the printed name of the Chairperson.

Scheme For MBA Integrated 2nd Semester Only (2024-25)

Course Code	Course Title	Course Id	Theory Marks		Practical Marks		Total Marks	Credits
			External Marks	Internal Marks	External Marks	Internal Marks		
Core Courses								
	Managerial Economics		70	30	-	-	100	4
	Statistics for Management-I		70	30	-	-	100	4
Multidisciplinary Course								
	Fundamentals of Management		50	25			75	3
Value Added Course								
	Introduction to Agri-Business Management		35	15			50	2
Skill Enhancement Course								
	Computer Fundamentals & Applications-II (BL) (Equivalent MOOC Course**)		50	25	-	-	75	3
Minor Course								
	Corporate Accounting		70	30	-	-	100	4
Total							500	20

Sivabha

Managerial Economics**External Marks: 70****Internal Marks: 30****Time Allowed: 3 hours****Credits: 4****Type of Course: Discipline Specific Course****Course Objectives:**

'Managerial Economics' is a core course to acquaint the students with concepts and techniques used in the field of economics and to enable them to apply this knowledge in business decision making. Emphasis is given to changes in the nature of business firms in the context of globalization.

Course Outcomes:

On the completion of this course the student will be able to:

CO1: Understand the basic elements of managerial economics.

CO2: Apply the concepts of managerial economics for the optimum utilization of resources within ethical boundaries.

CO3: Analyze theories and principles of managerial economics for problem solving at individual and organizational level.

CO4: Critically evaluate the policies at micro economic level for inclusive growth and development.

Detailed Syllabus:**UNIT I**

Meaning, Nature and Scope of Economics; Managerial Economics: Nature, Scope and Principle; Cardinal utility analysis: meaning and importance of law of Diminishing and Equi-Marginal Utility; Ordinal utility analysis: meaning of Indifference Curves (IC), Marginal Rate of Substitution, Properties of IC; Consumer equilibrium-utility and indifference curve approach. Demand function; Law of Demand with exceptions; Elasticity of demand and its significance in managerial decision-making;

UNIT II

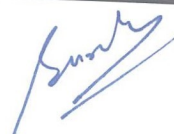
Theory of Cost: Short run and long run cost curves, Economies and diseconomies of scale and scope; Production function: Short term and long run production function, law of variable proportion and return to scale.

UNIT III

Supply function; Revenue Curves; Market Structure; Price and output determination under perfect competition, monopoly, monopolistic competition and oligopoly, Price Discrimination

UNIT IV

Modern theories of the firm: Baumol's theory of sales maximization, Profit Maximization. National Income: Concept and Measurement, Business Cycle, Inflation.

Suggested Readings:

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1. Brigham, E. F., Pappas, J. L., Managerial Economics, Dryden Press, Illinois.
2. Dwivedi, D.N., Managerial Economics, Vikas Publication, New Delhi.
3. Jhingan, M.L., Managerial Economics, Vrinda Publication, New Delhi.
4. Peterson, Lewis, Managerial Economics, Prentice Hall of India, New Delhi.
5. Salvatore, Managerial Economics in Global Economy, Thomson Learning, Mumbai.

Mapping Matrix of Course : 241MIDSC3

Table 1: CO-PO & CO-PSO Matrix for the Course 241MIDSC3: Managerial Economics

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	2	2	1	2	2	1	2	2	2
CO2	3	3	2	3	2	3	3	3	2	2
CO3	3	3	2	3	3	3	2	2	3	2
CO4	2	2	2	2	2	2	3	2	2	2
Average	2.75	2.5	2	2.25	2.25	2.5	2.25	2.25	2.25	2

Sanjay

Name of Subject: STATISTICS FOR MANAGEMENT-I	Maximum Theory Marks: 100 (70+ 30)
Course Code: _____	Time Allowed: 3 Hrs
Credits 4	Multi-Disciplinary Course

Instructions for Paper Setter: The question paper shall be divided into two sections. **Section 'A'** shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 100 words normally. **Section 'B'** shall comprise 8 questions (2 questions from each unit). All the questions need to be mapped with Course Outcomes (COs) and need to be specified in the question paper against each question. The students will be required to attempt four questions by selecting one question from each unit. All questions will carry equal marks.

Course Outcomes: - After completing the course students will be able to:

CO1: Remember the meaning and definition of statistics, identifying its needs and objectives.

CO2: Comprehend the concept of mathematical and positional averages and their significance in statistical analysis.

CO3: Calculate moments, skewness, and kurtosis for given data sets, and interpret their implications.

CO4: Evaluate the strength and direction of correlations, as well as the accuracy of regression models, assessing their suitability for predictive analysis.

COURSE CONTENTS:

Unit 1: Business Statistics: Introduction, Scope, Functions, Importance, Limitations; Distrust of Statistics; Collection of Primary and Secondary data; Types of Statistical Methods; Data Analysis and Interpretation; Graph: Characteristics, Types, Merits and Demerits..	10 Lectures
Unit 2: Measures of Central Tendency: Meaning, Types; Arithmetic Mean; Geometric Mean; Harmonic Mean; Quadratic Mean; Moving Average; Progressive Average; Relation between Mean, Median and mode.	10 Lectures
Unit 3: Measures of Dispersion and Skewness: Absolute and Relative measures of Dispersion range, Quartile deviation, Mean and Standard Deviation; Difference between Skewness and Dispersion, Empirical relation among various measures of Dispersion, Moments and Kurtosis.	10 Lectures
Unit 4: Correlation Analysis – Meaning, Significance, Types and Methods, Probable Error, Coefficient of Determination; Regression Analysis – Meaning, Properties, Equations, Lines. Difference Between Correlation and Regression, Standard Error of Estimate.	10 Lectures

SUGGESTED READINGS:

1. Dr.S.P.Gupta, Statistical methods, S.Chand & Co., New Delhi.
2. D.N.Elhance, Veena Elhance, B.M.Aggarwal, Fundamentals of Statistics, Kitab Mahal.
3. N.P.Aggarwal, Quantitative Techniques, Ramesh Book Depot., Jaipur.
4. R.P.Hooda, Statistics for Business and Economics, Mcmillan India Ltd., New Delhi.

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 30 marks. A teacher has a choice to change these components as per the need except for the mid-term exam. All the questions of mid-term Exams need to be mapped with Course Outcomes (COs) and need to be specified in the question paper against each question.

Sunil
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S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1: Class Participation(CP) And Individual Assessment	10
2	Assessment 2: Mid-Term Exam (MTE)	10
3	Assessment 3: Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
	Internal Assessment (IA) (1+2+3)	30 (30%)
	End-Term Examination (EE)	70 (70%)
Total Marks (IA+EE)		100

Mapping Matrix of Course: 242MIDSC2

Table 1: CO-PO & CO-PSO Matrix for the Course 242MIMDC4: STATISTICS FOR MANAGEMENT-1

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	1	2	1	1	1	1	1	3	1	1
CO2	1	3	1	1	1	1	1	3	1	2
CO3	3	3	1	2	1	1	1	3	1	2
CO4	1	3	1	1	2	3	2	3	1	2
Average	1.5	2.75	1	1.25	1.25	1.5	1.25	3	1	1.75

Signature