TULSIRAMJI GAIKWAD-PATIL College of Engineering & Technology

Mohgaon, Wardha Road, Nagpur - 441 108

An Autonomous Institute

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

Semester II

Teaching Scheme & Syllabus

National Education Policy 2020

From

Academic Year 2026 – 27

Vision of Institute

To emerge as a learning Center of Excellence in the National Ethos in domains of Science, Technology and Management.

Mission of Institute

M1- To strive for rearing standard and stature of the students by practicing high standards of professional ethics, transparency and accountability.

M2- To provide facilities and services to meet the challenges of Industry and Society

M3- To facilitate socially responsive research, innovation and entrepreneurship

M4- To ascertain holistic development of the students and staff members by inculcating knowledge and profession as work practices.

Vision of the Department

To become learning centre for management by producing professionally committed managers who will contribute in positive sense towards society and nation building at large.

Mission of the Department

- To be an epitome for higher learning by developing effective leaders and entrepreneurs who anticipate, analyze & manage contemporary as well as emerging business and social issues.
- To ensure sustainable growth in association with Industry leaders, Professional bodies, Local community and international organizations

Tulsiramji Gaikwad-Patil College of Engineering & Technology, Nagpur

Accredited with NAAC A+ Grade

An Autonomous Institute Affiliated to RTM Nagpur University, Nagpur

Scheme of Instructions for First Year Master of Business Administration

Semester–II (w.e.f.: AY2026-27)

Sr. No	Course Category	Course Code	Course Title	L	T	P	Total Contact Hrs	Credits	Exam Scheme				
									CT– 1	CT– 2	CA	ESE	TOTAL
1	PCC	MBA41201	Marketing Management	4			4	4	15	15	10	60	100
2	PCC	MBA41202	Human Resource Management	4			4	4	15	15	10	60	100
3	PCC	MBA41203	Financial Management	4			4	4	15	15	10	60	100
4	PCC	MBA41204	Operation Management	4			4	4	15	15	10	60	100
5	PCC	MBA41205	Research Methodology	4			4	4	15	15	10	60	100
6	PCC	MBA41206	Ethics in Practice	2			3	2	07	07	06	30	50
			Total	**22**			**23**	**22**	**82**	**82**	**56**	**330**	**550**

L- Lecture T-Tutorial P-Practical CT1-Class Test 1 CT2- ClassTest2 TA/CA- Teacher Assessment / Continuous Assessment

ESE- End Semester Examination (For Laboratory: End Semester Performance)

PROGRESSIVE TOTAL CREDITS: 22+22=44

				October 2026	2.0	Applicable for AY2026-27 Onwards
Chairperson	**Vice Principal / Director Academics**	**Director Administration**	**Principal**	**Date of Release**	**Version**	

Tulsiramji Gaikwad-Patil College of Engineering and Technology
Wardha Road, Nagpur-441 108
NAAC Accredited with A+ Grade
(An Autonomous Institute Affiliated to RTM Nagpur University, Nagpur)

Program: Master of Business Administration

Semester-II | **MBA41201: Marketing Management**

Teaching Scheme		Examination Scheme	
Theory	4 Hrs/week	**CT-I**	15 Marks
Tutorial	-	**CT-II**	15 Marks
Total Credits	**4**	**CA**	10 Marks
Duration of ESE: 3 Hrs.		**ESE**	60 Marks
Pre-Requisites: Economics, Industrial Economics		**Total Marks**	**100 Marks**

Course Objectives:

1.	Students (Managers) will be able **to develop** a suitable marketing mix for a given analytics marketing objective of a company.
2.	Student (Managers) will be able **to apply** the three steps of target marketing: market segmentation, target marketing, and market positioning fora given product.
3.	Student (Managers) will be able **to recommend** a suitable pricing strategy for various stages in the life cycle of the product.
4.	Student (Managers) will be able **to evaluate** different distribution channel options and their suitability for the company's product for a given company.
5.	Student (Managers) should be able **to develop** a suitable promotion mix (advertising, sales promotion, public relations, personal selling, and direct marketing etc.) for the product fora given promotional objective of a company.

Course Contents

Unit I	**Introduction:** Concept, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix; Marketing environment–macro and micro components and their impact on marketing decisions; Market segmentation and positioning.
Unit II	**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.
Unit III	**Pricing Decisions:** Pricing objectives, Factors affecting price determination; Pricing policies Methods and strategies, Initiating and responding to price change.
Unit IV	**Distribution Channels and Physical Distribution Decisions:** Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling.
Unit 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.

Text Books

T.1	Marketing Management, Rajan Saxena, 5th Edition, McGraw Hill Education, ISBN-13: 978-9339223304
T.2	Introduction to Marketing, Adrian Palmer, 3rd Edition, Oxford Publishing, ISBN: 9780199602131
T.3	Marketing Management, Philip Kotler and Keven Lane Keller, 15th Edition, Pearson Education, ISBN-13: 978-9332587403

Reference Books	
R.1	Marketing Management by Philip Kotler and Kevin Lane Keller
R.2	Ramaswamy, V.S., 2002, Marketing Management, Macmilan India, New Delhi.
R.3	Kotler P, Armstrong G,2008, Principles of Marketing, 9th Edition, Prentice Hall, New Delhi
R.4	Gandhi J.C, 1985, Marketing –A Managerial Introduction, Tata McGraw-Hill , New Delhi
R.5	Principles of Marketing Philip Kotler, Gary Armstrong
Useful Links	
1	https://onlinecourses.nptel.ac.in/noc22_mg57/preview
2	https://www.shiksha.com/online-courses/marketing-management-i-by-nptel-course-nptel51
3	https://onlinecourses.nptel.ac.in/noc19_mg48/preview

	Course Outcomes	CL	Class Sessions
MBA41201.1	**Apply** basic concepts of marketing.	3	4
MBA41201.2	**Analyze** the three steps of target marketing: market segmentation, target marketing, and market positioning.	4	4
MBA41201.3	**Evaluate** pricing policy & recommend a suitable pricing strategy.	5	4
MBA41201.4	**Recommend** different distribution channel options and their suitability for the company's product.	5	4
MBA41201.5	**Create** a suitable promotion mix (advertising, sales promotion, public relations, personal selling, and direct marketing etc.) for the product.	6	4

CO-PO Mapping

PO → / CO ↓	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	2	2	3	2	3
CO2	3	2	3	3	3	3	2
CO3	2	2	3	2	3	3	3
CO4	3	3	2	2	2	1	2
CO5	2	3	2	2	1	1	1
Avg	3	3	2	2	2	3	2

Assessment Pattern **(with revised Bloom's Taxonomy)**

Cognitive Level	CT 1	CT 2	TA	ESE
Remember	-	-	-	10
Understand	-	-	-	10
Apply	-	3	2	5
Analyze	5	5	3	13
Evaluate	5	5	2	12
Create	5	2	3	10
TOTAL	15	15	10	60

Tulsiramji Gaikwad-Patil College of Engineering and Technology
Wardha Road, Nagpur-441 108
NAAC Accredited with A+ Grade
(An Autonomous Institute Affiliated to RTM Nagpur University, Nagpur)

Program: Master of Business Administration

Semester-II | **MBA41202: Human Resource Management**

Teaching Scheme		Examination Scheme	
Theory	4 Hrs/week	**CT-I**	15 Marks
Tutorial	-	**CT-II**	15 Marks
Total Credits	**4**	**CA**	10 Marks
Duration of ESE: 3 Hrs.		**ESE**	60 Marks
Pre-Requisites: Organization Behavior, Training & Development		**Total Marks**	**100 Marks**

Course Objectives:

1.	Students should be able to **explain** the importance of Human Resource Management for an organization and also distinguish between Personnel and HR Management.
2.	For a given job profile, students should be able to **develop** a job analysis and produce a job description and job specification.
3.	Students should be able to **design** a Human Resource Plan for an organization and **construct** its Selection Process
4.	Students should be able to **justify** the applicability of various techniques of Training
5.	Students should be able to **outline** the performance appraisal process and **identify** and **explain** the utility of various modern and traditional methods of Performance Appraisal.

Course Contents

Unit I	Introduction, Nature, scope, objectives, importance and functions of HRM, Human resource as an asset in organization; Difference between Personnel Management and Human Resource Management, Roles and Qualities of HR Manager Human Resource Management in dynamic environment; Introduction to Strategic HRM. Organizational and HR Strategies.
Unit II	**Job Analysis** Meaning, Uses, Process and methods of collecting data for job analysis, Job Description, Job Specifications & Role Analysis, Concept of Job Design, Factors affecting Job Design, Techniques of Job Design, Cases and Exercises in understanding Job Analysis.
Unit III	**Human Resources Planning**; Need, Importance Objectives Of Human Resources Planning; Factors affecting HRP; Recruitment and Selection—Meaning, Sources and Process; Induction and Placement.
Unit IV	**Introduction of Training**; Objectives and Importance of Training; Training Process, Training Needs Identification. Types and Techniques of Training and Development; Evaluation of Training, Management/ Executive Development Programs- Need and Importance & Objectives.
Unit V	**Performance Appraisal**-Concept, Objectives, Importance, Methods; Potential Appraisals Compensation Management Concept and Components; Job Evaluation; Components of Salary, Incentives, Bonus, ESOPs, Fringe Benefits Ancillary Topics-Career Planning &Development, Employee Separations, Downsizing & Outplacement, HRIS, Industrial Relations.

Text Books

T.1	P. Jyothi and D.N Venkatesh (2013), "Human Resource Management". Oxford Publication. 2nd Edition

T.2	V.S.P.Rao and C.B. Mamoria (2012), "Personal Management (Text and Cases)", Himalaya Publications, Thirtieth Edition
T.3	Dr. Sunaina Sardana, "Human Resource Management", Taxmann Publication Pvt. Ltd.
T.4	Human Resource Management, 11ed, David A. Decenzo, Stephen P. Robbins, Susan L. Verhulst, Wiley, ISBN: 978-8126553785
Reference Books	
R.1	Human Resource Management – Gary Dessler, 2020, ISBN: 9780135589324
R.2	Personnel Management and Human Resources – P. Subba Rao, 2018, ISBN: 9789386649225
R.3	Managing Human Resources – Wayne Cascio, 2022, ISBN: 9781265073612
R.4	Human Resource Management: Text and Cases – V.S.P. Rao, 2019, ISBN: 9789388028912
Useful Links	
1	https://onlinecourses.nptel.ac.in/noc21_mg21/preview
2	https://onlinecourses.nptel.ac.in/noc24_mg04/preview
3	https://onlinecourses.nptel.ac.in/noc25_mg05/preview

	Course Outcomes	**CL**	**Class Sessions**
MBA41202.1	**Develop** roles and responsibilities of HR department in industries.	6	4
MBA41202.2	**Categorize** job analysis and design jobs.	4	4
MBA41202.3	**Reframe** job evaluation and how to estimate HR requirements.	5	4
MBA41202.4	**Justify** the applicability of various techniques of Training.	5	4
MBA41202.5	**Categories** the performance appraisal process and classify the utility of various modern and traditional methods of Performance Appraisal.	4	4

CO-PO Mapping

PO → / CO ↓	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**
CO1	3	3	2	2	3	2	3
CO2	3	2	3	3	3	2	1
CO3	2	2	3	2	3	3	3
CO4	3	3	2	2	2	1	2
CO5	2	3	2	2	1	1	1
Avg	3	3	2	2	2	3	3

Assessment Pattern (with revised Bloom's Taxonomy)

Cognitive Level	CT 1	CT 2	TA	ESE
Remember	-	-	-	10
Understand	-	-	-	10
Apply	-	3	2	5
Analyze	5	5	3	13
Evaluate	5	5	2	12
Create	5	2	3	10
TOTAL	15	15	10	60

Tulsiramji Gaikwad-Patil College of Engineering and Technology
Wardha Road, Nagpur-441 108
NAAC Accredited with A+ Grade
(An Autonomous Institute Affiliated to RTM Nagpur University, Nagpur)

Program: Master of Business Administration

Semester-II | **MBA41203: Financial Management**

Teaching Scheme		Examination Scheme	
Theory	4 Hrs/week	**CT-I**	15 Marks
Tutorial	-	**CT-II**	15 Marks
Total Credits	**4**	**CA**	10 Marks
Duration of ESE: 3 Hrs.		**ESE**	60 Marks
Pre-Requisites: Finance, Cost Accounting		**Total Marks**	**100 Marks**

Course Objectives:

1.	Given financial cost parameters, the future manager will be able to **calculate** specific cost of capital (i.e. Cost of debt , preference, equity and retained earnings) and the weighted average cost of capital for any specific given firm.
2.	Given different financing options, the future manager will be able to analyze the effect of operating and financial leverage on EPS and **recommend** a suitable long term financing mix for an organization by **applying** EBIT-EPS analysis, In difference Level of EBIT and Financial Break-even Analysis for given financing options.
3.	Given the cash-flows pertaining to a project, the future manager will be able to **estimate** projects 'cashflows to **distinguish** between value creating and value destroying investments using time-value intensive DCF techniques (viz. NPV, IRR, discounted payback period, profitability index) and Non-DCF techniques (i.e. Payback Period and Average rate for turn approach)
4.	Given the details pertaining to elements of working capital for a given level of activity, the future manager will be able to **ascertain** the components of current assets and current liabilities and **determine** the gross and net operating working capital requirement.
5.	Given the expected dividends, future price of shares, investor expectations and funding requirements; the future manager will be able to **compute** the value of a share using various dividend discount models and **illustrate** whether dividend is relevant for firm valuation or not.

Course Contents

Unit I	**Cost of Capital:** Concept and Importance; Measurement of Specific Costs – Redeemable and Irredeemable Debt, Redeemable and Irredeemable Preference shares, Equity and Retained Earnings; Computation of Overall Cost of Capital using book value and market value weights.
Unit II	**Leverage:** Operating, Financial and Combined Leverage; EBIT-EPS Analysis; Indifference Level of EBIT and Financial Break-even Analysis.
Unit III	**Capital Budgeting:** Concept of Capital budgeting, Discounted and Non-discounted Cash Financial Management, Theory Concepts and Flow Techniques – NPV, IRR, PI, Discounted PBP, ARR & PBP.
Unit IV	**Working Capital Management:** Concept of Gross and Net Working Capital, Working Capital Approaches, Estimation and Calculations of Working Capital requirements
Unit V	**Dividend Policy:** Walter's Model; Gordon's Model and MM Hypothesis for Dividend Policy and Firm Valuation, Determinants and constraints of dividend decision.

Text Books	
T.1	Financial Management, I M Pandey, 10th Edition, Vikas Publishing House Pvt Ltd, ISBN: 9788125937142
T.2	Financial Management, Comprehensive Text book with Case studies, M. Ravi Kishore, 7th Edition, Taxmann Publications, ISBN: 9788171945207
T.3	Financial Management: Theory and Practice, Prasanna Chandra, 9th Edition, ISBN-13: 978-9339222574
T.4	Financial Management: Problems & Solutions, AN Sridhar and Padmavati Sridhar, 5th Edition, Packt Publsihers, ISBN: 9789350238929
Reference Books	
R.1	Financial Management: Theory and Practice by I. M. Pandey
R.2	Corporate Finance: Theory and Practice by Aswath Damodaran
R.3	Fundamentals of Financial Management by James C. Van Horne and John M. Wachowicz
Useful Links	
1	https://onlinecourses.nptel.ac.in/noc21_mg06/preview
2	ttps://archive.nptel.ac.in/courses/110/105/110105121/

	Course Outcomes	CL	Class Sessions
MBA41203.1	**Calculate** specific cost of capital (i.e. Cost of debt, preference, equity and retained earnings) and the weighted average cost of capital for any specific given firm.	4	4
MBA41203.2	**Analyze** the effect of operating and financial leverage.	4	4
MBA41203.3	**Estimate** projects' cash flows to distinguish between value creating and value destroying investments using time-value intensive DCF techniques.	5	4
MBA41203.4	**Apply** the components of current assets and current liabilities and determine the gross and net operating working capital requirement.	3	4
MBA41203.5	**Compute** the value of a share using various dividend discount models and illustrate whether dividend is relevant for fir m valuation or not.	3	4

CO-PO Mapping

PO → / CO ↓	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	2	3	2	2	3	3	2
CO2	2	2	3	3	3	3	3
CO3	2	2	3	3	3	1	1
CO4	3	3	2	3	2	3	2
CO5	3	3	2	2	1	3	1
Avg	2	3	2	3	2	2	1

Assessment Pattern(with revised Bloom's Taxonomy)

Cognitive Level	CT 1	CT 2	TA	ESE
Remember	-	-	-	**10**
Understand	-	-	-	**10**
Apply	-	**3**	**2**	**5**
Analyze	**5**	**5**	**3**	**13**
Evaluate	**5**	**5**	**2**	**12**
Create	**5**	**2**	**3**	**10**
TOTAL	**15**	**15**	**10**	**60**

Tulsiramji Gaikwad-Patil College of Engineering andTechnology
Wardha Road, Nagpur-441 108
NAAC Accredited with A+ Grade
(An Autonomous Institute Affiliated to RTM Nagpur University, Nagpur)

Program: Master of Business Administration

Semester	Course Code	Name of Course	L	T	P	Credits
II	MBA41203	Financial Management	40	-	-	4

Summary of Revisions in the Contents

Unit No.	Modifications Proposed	Source of collection of proposed content	Reason
1.	**Leverage:** Operating, Financial and Combined Leverage; EBIT-EPS Analysis; Indifference Level of EBIT and Financial Break-even Analysis.	SIBM Nagpur	Strengthen **PO2 , PO3 , PO4**
2.	**Equity and Retained Earnings;** Computation of Overall Cost of Capital using book value and market value weights	Sandip University , Nashik	Strengthen **PO1 , PO2 , PO5**
3.	**Dividend Policy:** Walter's Model; Gordon's Model and MM Hypothesis for Dividend Policy and Firm Valuation, Determinants and constraints of dividend decision.	RCOEM , Nagpur	Strengthen **PO2 , PO3**

Tulsiramji Gaikwad-Patil College of Engineering and Technology
Wardha Road, Nagpur-441 108
NAAC Accredited with A+ Grade
(An Autonomous Institute Affiliated to RTM Nagpur University, Nagpur)

Program: Master of Business Administration

Semester-II | **MBA41204: Operation Management**

Teaching Scheme		Examination Scheme	
Theory	4 Hrs/week	**CT-I**	15 Marks
Tutorial	-	**CT-II**	15 Marks
Total Credits	**4**	**CA**	10 Marks
Duration of ESE: 3Hrs.		**ESE**	60 Marks
Pre-Requisites: Operation Management, Quantitative Techniques		**Total Marks**	**100 Marks**

Course Objectives:

1.	At the end of the course the students can apply the concept of operations management in manufacturing and service sector and will be able to plan and implement production and service related decisions.
2.	At the end of the course the student will be able to plan production schedules and plan resources (material and machine) required for production
3.	At the end of the course the students can design maintenance schedules in manufacturing units, identify and propose material handling equipments and implement industrial safety rules
4.	At the end of the course the students will be able to apply the concepts of purchase, stores and inventory management and analyze and evaluate material requirement decisions
5.	At the end of the course the students can measure performance related to productivity and will be able to conduct basic industrial engineering study on men and machines.

Course Contents

Unit I	**Introduction:** Concept of Operations Management, Difference between Manufacturing & Services, Capacity and equipment selection decisions. Types of Production, Plant Location Factors, Types of Manufacturing & Service Layouts.
Unit II	**PPC** - Concept of Production Planning and Control, Planning Premise, Make to Stock, Make to Order and Assemble to Order, Process Planning, MPS (Master Production Schedule), MRP (Material Requirement Planning), MRP II, Material Handling.
Unit III	**Maintenances Management** – Types of Maintenance, Maintenance Costs, OEE (Overall Equipment Efficiency), Material handling – principles, types of MHE (Material Handling Equipment), Industrial Safety, Ergonomics
Unit IV	**Materials Management**- Purchase management, Stores management, Vendor Selection, (Practical Problems of Vendor Selection), Inventory Management, Inventory Costs, Inventory management tools, Concept of EOQ (Practical Problems of EOQ).
Unit V	**Industrial Engineering** -Concepts of productivity, tools of increasing productivity, Labor and machine productivity. Introduction to work-study, work measurement, method study, motion study and time study.

Text Books

T.1	Essentials of Operations Management by Nigel Slack, Alistair Brandon-Jones, and Robert Johnston
T.2	Production and Operations Management by Richard B. Chase, F. Robert Jacobs, and Nicholas J. Aquilano
T. 3	Production and Operations Management" by K. Aswathappa and K. Shridhara Bhat

Reference Books

R.1	The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer by Jeffrey K. Liker

R.2	J K Sharma, Operations Research Problems Solution, McMillan Publication,
R. 3	Industrial Engineering and Production Management, By Martand Telsang, S.Chand Publications, Chapter 2,3,4 and 5
Useful Links	
1	https://nptel.ac.in/courses/110/101/110101131/

	Course Outcomes	CL	Class Sessions
MBA41204.1	**Understsand** Concept of Operations Management. Difference between Manufacturing & Services,	3	8
MBA41204.2	**Analyze** MPS (Master Production Schedule), MRP (Material Requirement Planning),	4	8
MBA41204.3	**Evaluate** Maintenance Costs, OEE (Overall Equipment Efficiency)	5	8
MBA41204.4	**Illustrate** Materials Management- Purchase management, Stores management,	4	8
MBA41204.5	**Classify** Tools of increasing productivity, Labor and machine productivity	6	8

CO-PO Mapping

PO → / CO ↓	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	3	3	2	3	3
CO2	3	3	2	3	3	3	3
CO3	2	3	2	2	2	-	3
CO4	3	3	2	3	2	2	3
CO5	3	3	2	2	2	2	2
Avg	3	3	2	3	2	2	3

Assessment Pattern(with revised Bloom's Taxonomy)

Cognitive Level	CT 1	CT 2	TA	ESE
Remember	-	-	-	**10**
Understand	-	-	-	**10**
Apply	-	**3**	**2**	**5**
Analyze	**5**	**5**	**3**	**13**
Evaluate	**5**	**5**	**2**	**12**
Create	**5**	**2**	**3**	**10**
TOTAL	**15**	**15**	**10**	**60**

Tulsiramji Gaikwad-Patil College of Engineering andTechnology
Wardha Road, Nagpur-441 108
NAAC Accredited with A+ Grade
(An Autonomous Institute Affiliated to RTM Nagpur University, Nagpur)

Program: Master of Business Administration

Semester	Course Code	Name of Course	L	T	P	Credits
II	MBA41204	Operation Management	4	-	-	4

Summary of Revisions in the Contents

Unit No.	Modifications Proposed	Source of collection of proposed content	Reason
1.	Network Models	Ramdeobaba College of Engineering and Management, Nagpur	To take quick decision to select the shortest path
2.	Travelling salesman Problem	Rajeshree Shahu Maharaj, Pune	To understand the transportation and travelling expenses need by the sales force

Tulsiramji Gaikwad-Patil College of Engineering and Technology
Wardha Road, Nagpur-441 108
NAAC Accredited with A+ Grade
(An Autonomous Institute Affiliated to RTM Nagpur University, Nagpur)

Program: Master of Business Administration

Semester-II | **MBA41206: Ethics in Practice**

Teaching Scheme		Examination Scheme	
Theory	2 Hrs/week	**CT-I**	07 Marks
Tutorial	-	**CT-II**	07 Marks
Total Credits	**2**	**CA**	06 Marks
Duration of ESE: 3Hrs.		**ESE**	30 Marks
Pre-Requisites: Business Ethics		**Total Marks**	**50 Marks**

Course Objectives:

1.	Students will develop a critical appreciation of ethical decision-making in management and business practices.
2.	Students will able to concerns in both Indian and global business environments.
3.	Students will explore global and Indian frameworks of corporate governance, the ethical and cultural impacts of globalization.
4.	Student will understand ethical considerations in environmental management, marketing practices, and human resource management.
5.	Students will analyze the ethical challenges associated with artificial intelligence, the digital economy, e-commerce, social media, and influencer marketing.

Course Contents

Unit I	**Business Ethics: Introduction, Concepts and theories** - Introduction, definitions, need for Business ethics, Values and morals, Management and ethics, Normative Theories, – Gandhian Approach, Friedman‟s Economic theory, Kant‟s Deontological theory, Mill &Bentham's Utilitarianism theory.
Unit II	**Business, Organizational Ethics & CSR** - The Indian Business scene, Ethical Concerns, Global trends in business ethics, Business ethics rating in India, Organizational culture, Types of Organizations, Advantages of Corporate code of ethics, Formulating & implementing professional ethics code; CSR - Introduction, Advantages, Scope for CSR in India, steps to attain CSR, Prestigious awards for CSR, CSR & Indian Corporations-A Score Card.
Unit III	**Corporate Governance, Globalization & Business ethics** - Introduction, systems of corporate governance, Indian model of Corporate Governance, OECD principles, World Bank on Corporate Governance, Indian Committees and guidelines **Environment Ethics, Marketing Ethics & Ethics in HRM** - India's Environment Policy, Environment Risk Management, Environment Audit, Areas in Marketing Ethics, Ethics in HRM, Role of HRM in creating an ethical organization. **Emerging Trends and Contemporary Issues in Business Ethics**

T.1	Business Ethics – Concept & Practice - B. H. Agalgatti & R. P. Banerjee – (Nirali Publication)
T.2	Ethics in Business & Management - R. P. Banerjee (Himalaya Publication)
T. 3	Corporate Governance & Business Ethics – (Text & Cases), U. C. Mathur, Macmillan India Ltd.

Reference Books

R.1	Business Ethics. by Crane – Pub. By Oxford Press
R.2	Business Ethics, C S V Murthy, Himalaya Publishing House
R.3	Business Ethics & Corporate Governance, by A.C.Fernando

Useful Links	
1	https://onlinecourses.nptel.ac.in/noc21_mg46/preview

	Course Outcomes	CL	Class Sessions
MBA41206.1	Comprehend the role of ethics, values, and morals in shaping business practices and decisions.	3	8
MBA41206.2	Evaluate the impact of organizational culture and corporate codes of ethics on business practices.	4	8
MBA41206.3	Discuss ethical concerns in HR practices, including recruitment, employee rights, workplace diversity, and fair treatment	4	8

CO-PO Mapping

PO → / CO ↓	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	3	3	2	3	3
CO2	3	3	2	3	3	3	3
CO3	2	3	2	2	2	-	3
CO4	3	3	2	3	2	2	3
CO5	3	3	2	2	2	2	2
Avg	3	3	2	3	2	2	3

Assessment Pattern **(with revised Bloom's Taxonomy)**

Cognitive Level	CT 1	CT 2	TA	ESE
Remember	-	-	-	10
Understand	-	-	-	10
Apply	-	3	2	5
Analyze	5	5	3	13
Evaluate	5	5	2	12
Create	5	2	3	10
TOTAL	15	15	10	60

Tulsiramji Gaikwad-Patil College of Engineering and Technology
Wardha Road, Nagpur-441 108
NAAC Accredited with A+ Grade
(An Autonomous Institute Affiliated to RTM Nagpur University, Nagpur)

Program: Master of Business Administration

Semester-II | **MBA41205: Research Methodology**

Teaching Scheme		Examination Scheme	
Theory	4Hrs/week	**CT-I**	15 Marks
Tutorial	-	**CT-II**	15 Marks
Total Credits	**4**	**CA**	10 Marks
Duration of ESE: 3Hrs.		**ESE**	60 Marks
Pre-Requisites: Research Methodology		**Total Marks**	**100 Marks**

Course Objectives:

1.	In context of research, the student will be able to **define** business research problems and will also able to formulate an abbreviated version of research proposal.
2.	The student will be able to **describe** appropriate sampling design and will also be able to **estimate** appropriate sample size.
3.	The student will be able to develop measurement tools and construct appropriate scales therein.
4.	The student will be able to **select** suitable method of data collection and will be able to **make** questionnaire/e-questionnaire.
5.	The student will be able to **derive** inferences by applying various techniques of interpretation and be and write various types of research reports.

Course Contents

Unit I	**Theory Building and Research Proposal -** Meaning and nature of Theory, Nature of proposition, Scientific Method, Verifying Theory, Inductive and Deductive Reasoning, Nature of business problem, importance of problem definition, the process of problem definition, research questions and research objectives, research proposal, anticipating outcomes, Literature Review
Unit II	**Sampling Design** - Census and Sample Survey, Implication of Sample Design, Steps in Sample Design, Sampling Procedure, Different Types of Sampling Designs, How to select a random sample, Random sample from infinite universe, Sample size calculation.
Unit III	**Measurement and Scaling Techniques** - Measurement in research, Measurement Scales, Source of errors in measurement, Test for sound measurement, Techniques for developing measurement tools, Scaling - Meaning, Scale classification bases, Important Scaling Techniques, Scale construction techniques
Unit IV	**Methods of Data Collection** - Collection of Primary Data (Observation, Interview, Questionnaire, Schedules), Other methods of data collection, Collection of Secondary Data (Reliability, Suitability and Adequacy), Selection of appropriate method for data collection, Constructing Questionnaire/e-questionnaire/Schedule
Unit V	**Interpretation and Report Writing** - Meaning and Techniques of Interpretation, Significance and Steps of Report Writing, Layout of research reports, types of reports, Mechanics and Precautions for writing a research report.

Text Books

T.1	Panneerselvam, "Research Methodology", Prentice Hall India
T.2	Donald Cooper and Pamela Schindler, "Business Research Methods ", Tata McGraw Hill
T. 3	Krishnaswami & Rangantham, "Methodology of Research ", Himalaya Publishing House
T. 4	Alan Bryman and Emma Bell, "Business Research Methods ", Oxford Publication

Reference Books

R.1	Business Research Methods – William G. Zikmund, 7th Edition, Cengage Learning, ISBN – 978-81-315-0029-3, Chapter 3 & 6

R.2	Research Methodology: Methods and Techniques by C.R. Kothari and Gaurav Garg
R. 3	Business Research Methods by Zikmund, Babin, Carr, Adhikari, and Griffin
R. 4	Research Methodology: Concepts and Cases by Deepak Chawla and Neena Sondhi
R. 5	Research Methods in Management by V.P. Michael
Useful Links	
1	https://gradcoach.com/what-is-research-methodology/
2	https://www.open.edu/openlearn/money-management/understanding-different-research-perspectives/content-section-8
3	https://www.scribbr.com/category/methodology/

	Course Outcomes	CL	Class Sessions
MBA41205.1	**Decide** business research problems and will also formulate an abbreviated version of research proposal.	4	4
MBA41205.2	**Choose** appropriate sampling design and will also estimate appropriate sample size.	5	4
MBA41205.3	**Develop** measurement tools and construct appropriate scales therein.	5	4
MBA41205.4	**Create** suitable method of data collection and will make questionnaire/e-questionnaire.	6	4
MBA41205.5	**Derive** inferences by applying various techniques of interpretation and be and write various types of research reports.	3	4

CO-PO Mapping

PO → / CO ↓	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	3	3	2	2	3	3	3
CO2	3	2	3	3	3	3	2
CO3	2	2	3	3	3	3	1
CO4	3	3	2	2	2	1	2
CO5	2	3	2	2	1	1	1
Avg	3	3	2	2	2	3	3

Assessment Pattern(with revised Bloom's Taxonomy)

Cognitive Level	CT 1	CT 2	TA	ESE
Remember	-	-	-	**10**
Understand	-	-	-	**10**
Apply	-	**3**	**2**	**5**
Analyze	**5**	**5**	**3**	**13**
Evaluate	**5**	**5**	**2**	**12**
Create	**5**	**2**	**3**	**10**
TOTAL	**15**	**15**	**10**	**60**

Tulsiramji Gaikwad-Patil College of Engineering andTechnology
Wardha Road, Nagpur-441 108
NAAC Accredited with A+ Grade
(An Autonomous Institute Affiliated to RTM Nagpur University, Nagpur)

Program: Master of Business Administration

Semester	Course Code	Name of Course	L	T	P	Credits
II	**MBA41205**	**Research Methodology**	**40**	**-**	**-**	**4**

Summary of Revisions in the Contents

Unit No.	Modifications Proposed	Source of collection of proposed content	Reason
1.	Theory building and research proposal topic	RTMNU CBCS Pattern	Strengthen **PO2 , PO3 , PO4**
2.	Techniques for developing measurement tools, Scaling - Meaning, Scale classification bases,	RTMNU CBCS Pattern	Strengthen **PO1 , PO2 , PO5**
3.	Important Scaling Techniques, Scale construction techniques	RTMNU CBCS Pattern	Strengthen **PO2 , PO3**