

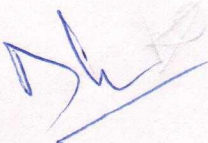
**MALAVIYA NATIONAL INSTITUTE OF TECHNOLOGY JAIPUR**

**Department of Management Studies  
Minor specialisation in Management for BTech (all Branches)**

**Course and Credit Structure:**

|               | SEM V | SEM VI | SEM VII | SEM VIII | TOTAL COURSES/CREDITS |
|---------------|-------|--------|---------|----------|-----------------------|
| No of Courses | 2     | 2      | 1       | 1        | 6                     |
| Total Credits | 6     | 6      | 3       | 3        | 18                    |

| S. No. | Course Title   | Credits                  | Semester |
|--------|--|--------------------------|----------|
| 1      | Business Environment                                   | 3 credits; L-3, T-0, P-0 | V        |
| 2      | Human Resource Management and Organizational Behaviour | 3 credits; L-3, T-0, P-0 | V        |
| 3      | Fundamentals of Marketing Management                   | 3 credits; L-3, T-0, P-0 | VI       |
| 4      | Finance for Engineers                                  | 3 credits; L-3, T-0, P-0 | VI       |
| 5      | Entrepreneurship and Innovation                        | 3 credits; L-3, T-0, P-0 | VII      |
| 6      | Project Management                                     | 3 credits; L-3, T-0, P-0 | VIII     |

  
(Head, DMS)

  
(DUGC Convener, DMS)



## Proposed Courses for Minor Specialization in Management

| <b>1. Business Environment</b>   |  |   |   |   |
|--|--|---|---|---|
| Department: Department of Management Studies   | L  | T | P | C |
| Prerequisite: None   | 3  | 0 | 0 | 3 |
| <p><b>Course Learning Objectives</b></p> <p>By the end of this course student will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the internal and external environment.</li> <li>2. Conceptualize the external environment effect on business organizations.</li> <li>3. Evaluate the extent to which the business environment affects a given organisation, using a variety of situational analysis techniques.</li> <li>4. Understand the different market structures.</li> </ol>   |  |   |   |   |
| <b>Course Content</b>  |  |   |   |   |
| <p>A glimpse of Business Environment, Nature Scope and Objectives of Business Environment, Competitive environment, Societal Environment, Corporate social responsibilities, Political Environment, Natural and Technological Environment, Demographic Environment, Industrial Policies, GATT/WTO and global liberalization, Foreign Management Exchange Act, Financial System: Monetary and fiscal policies, Stock Exchange and its regulations, Industrial Finance, Consumerism, Tax system in India, Free trade agreements Labor laws in India, Government Social Schemes, Economic Environment</p> |  |   |   |   |
| <b>References</b>  |  |   |   |   |
| 1.   | Fernando (2018) Business Environment, 1/e - Pearson India.   |   |   |   |
| 2.   | Justin Paul (2018) Business environment - text and cases, 3rd edition, McGraw Hill Publication           |   |   |   |
| 3.   | Francis Cherunilam (2017), Business environment - text and cases 26th Edition, Himalaya Publishing House |   |   |   |

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| <b>2. Human Resource Management and Organizational Behaviour</b>  |   |   |   |   |
|---|---|---|---|---|
| Department: Department of Management Studies  | L   | T | P | C |
| Prerequisite: None  | 3   | 0 | 0 | 3 |
| <p><b>Course Learning Objectives</b><br/>By the end of this course student will be able to:</p> <ol style="list-style-type: none"> <li>1. To understand key human resource functions within organizations</li> <li>2. Understand the conceptual foundations of the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes</li> <li>3. To understand the implications of organizational behavior on the process of management</li> <li>4. To analyze individual behavior and understand the need to promote desirable work behaviors at individual and group level.</li> <li>5. To Make decisions to solve problems related to individual and group behaviors and seek ways to maximize human contribution at work.</li> <li>6. To describe and assess the basic design elements of organizational structure and evaluate their impact on change and development to foster innovation.</li> </ol> |   |   |   |   |
| <b>Course Content</b>   |   |   |   |   |
| <p>Introduction to human resource management: Strategic Human Resource management and Organizational Performance, High-Performance HR Practices: Recruitment and selection; Training and development; Performance management; Employee Compensation; Employee Retention</p> <p>Understanding organizational behavior: framework of OB; Managing individual behavior: theories of motivation and leadership; stress management and counselling; Managing group behavior: team effectiveness; Organization change management and development</p>  |   |   |   |   |
| <b>References</b>   |   |   |   |   |
| 1.  | Robbins, S. P., Judge, T. and Vohra, N. (2018). Organizational Behavior. 18th Edition. Pearson                      |   |   |   |
| 2.  | Pareek, U. and Khanna, S. (2016) Understanding Organizational Behavior. 4th Edition. Oxford University Press        |   |   |   |
| 3.  | Dessler, G. and Varkkey, Biju (2022) Human Resource Management (16th ed.), Pearson                                  |   |   |   |
| 4.  | DeCenzo, D. A., & Robbins, S. P. (2016) Fundamentals of Human Resource Management (12th edition), John Wiley & Sons |   |   |   |

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### 3.Fundamentals of Marketing Management

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|--|---|---|---|---|
| Department: Department of Management Studies | L | T | P | C |
| Prerequisite: None                           | 3 | 0 | 0 | 3 |

**Course Learning Objectives**

By the end of this course student will be able to:

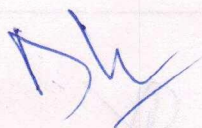
1. This course will help students develop an understanding of marketing management, including concepts like Segmentation, Targeting, Positioning, Brand Equity, Competitive analysis, and the Environment etc.
2. This course will provide an insight about the marketing mix tools and design a market offering in terms of 'Product' and 'Service'.
3. Students will come to understand the difference of marketing in consumer, business and global market.
4. Development of a complete marketing plan in terms of SWOT, setting of objectives, marketing strategies, budgeting of costs and a profit and loss statement.
5. Delivering customer value (Channels of distribution) with a deeper understanding of On-line and Offline retailing.

**Course Content**

Defining Marketing for the New Realities, Developing marketing strategies and plan, Creating Long-Term Loyalty Relationships, Analysing Consumer Markets, Analysing Business Markets, Tapping in to Global Market, Identifying Market Segments and Targets, Crafting the Brand Positioning, Addressing Competition and Driving Growth, Setting Product Strategy, Designing and Managing Services, Pricing Concepts for Establishing Value, Designing and Managing Integrated Marketing Communication Plan, Managing Integrated Marketing Channels, Managing a Holistic Marketing Organization for the Long Run.

**References**

|    |   |
|----|---|
| 1. | Kotler, P. and Keller, K.L. (2016) Marketing Management, 15th edition, Pearson Education.                                   |
| 2. | Paul Baines, Chris Fill, Kelly Page & Piyush Kumar Sinha (2013) Marketing Management, 1st edition, Oxford University Press. |
| 3. | Ramaswamy and Namakumari (2018), Marketing Management: Indian Context Global Perspective, Sage Publication.                 |






| <b>4. Finance for Engineers</b>  |  |   |   |   |
|--|--|---|---|---|
| Department: Department of Management Studies   | L  | T | P | C |
| Prerequisite: None   | 3  | 0 | 0 | 3 |
| <p><b>Course Learning Objectives</b></p> <p>By the end of this course student will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand different segments of financial markets as well as the key concepts on financial markets, its products, pricing, risks and the market participants.</li> <li>2. Understand the financial information as well as to be able to work on financial markets.</li> <li>3. Be aware about the role of financial institutions and its impact on efficient resource allocation.</li> <li>4. Develop an understanding of most common financial instruments and financial claims which constitute different market segments.</li> </ol>  |  |   |   |   |
| <b>Course Content</b>  |  |   |   |   |
| <ul style="list-style-type: none"> <li>• Overview Financial system: Introduction, functions of financial system and its components.</li> <li>• Financial institutions: Definition, types, role in economic development, RBI, SEBI, Commercial banks</li> <li>• Financial markets: Structure, institution and operating mechanism and its role in Economic Development, Types of Money, Process of Capital Formation.</li> <li>• Types of financial Markets-Capital market: Primary and secondary (introduction), money market: introduction, types of money market instruments-money at call, treasurybill, certificates of deposits, commercial papers.</li> <li>• Capital Market- New Issue Market &amp; Stock Exchanges, Foreign Capital Issuance.</li> <li>• Financial instruments - Equity, Preference Shares, Debentures, Bonds, Warrants, Options, Convertible securities, Fixed deposits, Derivatives, Debt Securitization, Commercial Paper, Euro Issue etc.</li> <li>• Time Value of Money, Managing and valuing stock, The Investor's Perspective, Fundamental and Technical analysis, Risk and return</li> </ul> |  |   |   |   |
| <b>References</b>  |  |   |   |   |
| 1.   | Foundations of financial markets and institutions, Fabozzi, Modigliani, Jones and Ferri, Pearson Publication |   |   |   |
| 2.   | Frederic S. Mishkin, The Economics of Money, Banking and Financial Market, Addison Wesley.                   |   |   |   |
| 3.   | Financial Management: Theory & Practice, Chandra, P. Tata McGraw Hill Publishing Company Limited.            |   |   |   |
| 4.   | Mishkin and Eakins, Financial Markets and Institutions, Pearson Publication                                  |   |   |   |



## 5. Entrepreneurship and Innovation

|  |   |   |   |   |
|--|---|---|---|---|
| Department: Department of Management Studies | L | T | P | C |
| Prerequisite: None                           | 3 | 0 | 0 | 3 |

This course will focus on developing an entrepreneurial mind set and fostering innovation within organizations in light of the demands of the VUCA (Volatility, Uncertainty, Complexity and Ambiguity) world.

### Course Content

Introduction to Entrepreneurship; Entrepreneurial Process; Opportunity Identification, Idea Generation and Evaluation; Team-Building, Leadership; Business Plan and Model; Finance/ Funding/Valuation of a new company; Sales/Marketing; Company Growth, Acquisitions, and Exit Strategies; New Venture Feasibility Study, Intellectual Property and Corporate Law. Creativity, Invention and Innovation in Organizations; Strategies and Models for Building Innovative Organizations, Identifying and Defining Problems, Different Thinking Types, Tools for Design, Prototyping, Managing Innovation, Fostering Innovation among Entrepreneurs.

### References

|    |  |
|----|--|
| 1. | Tim Mazzarol, Sophie Reboud (2021), "Entrepreneurship and Innovation: Theory, Practice and Context", Springer. |
| 2. | Jay Mitra (2020), "Indian Entrepreneurship: A Nation Evolving", Springer Nature.                               |
| 3. | Peter Drucker (2014), "Innovation and entrepreneurship", Routledge.  |
| 4. | Jay Mitra (2019), "Entrepreneurship, innovation and regional development: an introduction", Routledge.         |



## 6. Project Management

|  |   |   |   |   |
|--|---|---|---|---|
| Department: Department of Management Studies | L | T | P | C |
| Prerequisite: None                           | 3 | 0 | 0 | 3 |

**Course Learning Objectives**

By the end of this course student will be able to:

1. Understand the importance of Project Management in most industries and businesses and to apply specific tools, models and processes.
2. Apply the concepts and solutions that supports the planning, scheduling, controlling, resource allocation, and performance measurement activities required for successful completion of a project.
3. Use Employ work breakdown structures (WBS) and appropriate network scheduling techniques in a project application.
4. Produce a project proposal and discuss the implementation of a proposed plan.
5. Understand the structure of financial statements relating to Profit and Loss statement, Cash Flow Statement and Balance Sheet. Students should identify positive as well as warning signs within financial statements as indicators of issues for management to address.

### Course Content

Introduction to Project Management and PLC; Project Selection and Formulation; Defining the Project; Project time and cost estimation; Developing Project Plan; Scheduling Resources; Managing Risks; Project Organization, Teams and Leadership; Critical chain project management; Reducing project duration; Progress, Performance measurement and evaluation; Project control systems; Project procurement management; Project stakeholder management; Project audit and closure.

### References

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|----|--|
| 1. | Prasan Chandra, (1995) "Projects: Planning, Analysis, Financing, Implementation and review", TMH Publication                               |
| 2. | Pinto, (2016) "Project Management", 4 th Edition, Pearson Education.   |
| 3. | Panneerselvam. R. and Senthilkumar. P. (2009) "Project Management". PHI Learning Pvt. Ltd.   |
| 4. | Choudhury, S, (2017) "Project Management", TMH Publication.  |
| 5. | Bhavesh, M. Patel, (2010) "Project Management: Strategic Financial Planning Evaluation and Control", 2 nd Edition, Vikas Publishing House. |
| 6. | Das, S. C. (2012) "Project Management and Control", PHI Learning Pvt. Ltd.   |
| 3. | lifford F. Grey, Erik W. Larson Gautam V. Desai (2017) "Project Management The Managerial Process", 6th Edition, Tata Mcgraw Hill.         |