

**JAGANNATH**  
UNIVERSITY

(Accredited Grade 'B'(Good) by NAAC)

ORIENTAT  
BOOKLET

## **ORIENTATION BOOKLET**

**Faculty of Management**

**MBA (2 Years Full Time Programme)  
(Batch-2019-2021)**

### **University Campus**

NH-12, Chaksu Bypass, Tonk Road, Jaipur-303901  
Phone : 0141-3020500/555, Fax : 0141-3020538

Plot No.-IP-2 & 3, Phase-IV, Sitapura Industrial Area, Jaipur-202022  
Phone : 0141-4071551/552, Fax : 0141-4071562

- 1 -

Certified True Copy

Registrar  
Jagan Nath University, Jaipur





**JAGANNATH**  
UNIVERSITY

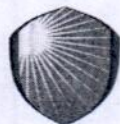
**Table of Content**

1. The University, Society, Vision & Mission
2. Academic Calendar
3. Library Rules
4. Examination Rules
5. Do's & Don't for the Students
6. Placement Guidelines
7. Grievance Redressal Mechanism
8. Examination Scheme
9. Detailed Syllabus (Semester-I & II)
10. Key Persons of the University
11. Fee Structures



Certified True Copy

Registrar  
Jagan Nath University, Jaipur



### **The University**

Jagan Nath University, Jaipur has been established by Act No. 19 of 2008 of the Rajasthan State Legislature and approved by University Grants Commission under the UGC Act, 1956. The University has been accredited with Grade 'B' (Good) by National Assessment and Accreditation Council (NAAC) and is also a member of the Association of Indian Universities (AIU). The University is running various Under-graduates, Post-Graduate and Doctorate programmes in Engineering & Technology, Management & Commerce, Law, Architecture, Sciences, Education, Medical, Paramedical & Allied Health Sciences, Physiotherapy and Pharmacy etc. All the professional courses are run with the approval of regulatory bodies i.e. Bar Council of India, Council of Architecture, National Council for Teacher's Education, Pharmacy Council of India and Distance Education Bureau etc.

In order to avail the opportunities and face the challenges arisen due to changing global and national economic scenario, the University has facilitated its faculty and students with modern technologies, environment and a framework, so as to make them competent for the challenges and to enhance the quality of teaching and academics, to contribute constantly towards learning & research.

The vision of the University; that is to be a Centre of Academic Excellence and high-ended research activities is achieved through excellent physical and academic infrastructure, constantly updated curriculum, latest pedagogy, talented and dedicated faculty, corporate interaction, and providing multidimensional development opportunities to the students.

The university is situated at NH-12, Chaksu bypass, Tonk road, Jaipur which is in proximity to the Airport and Sitapura Industrial area. It has a vast campus spread over 75 acres of land with all modern educational facilities. The University also has a 10.5 acre campus at Sitapura, Jaipur. The University has its own residential facilities and dedicated transport system between Jaipur City and the Campus. The Wi-Fi enabled campus has state-of-the-art infrastructure equipped with world class facilities and laboratories.

### **The Sponsoring Body**

Jagan Nath University, Jaipur is promoted by Jagan Nath Gupta Memorial Educational Society, a registered non-profit organization, established in 1993 in pursuit of the mission to "serve the academic and professional needs of the students in the country". The Society was established in the memory of Late Sh. Jagan Nath Gupta, an industrialist, educationist, a visionary and social reformer. The Jagan Nath group of Institutions have been imparting high quality value based professional education for the last 17 years in NCR Delhi, UP and Rajasthan, and has been successful in creating professionally qualified and skilled managers and entrepreneurs, making significant contributions towards the growing needs of trade and industry. The educational programmes of the society are dedicated for the promotion of holistic education and academic excellence in technical and humanitarian faculties. The Society stands committed towards promotion and advancement of knowledge and nurturing innate talents of its members.

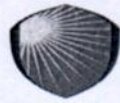
### **Vision**

*To be an Institution of Academic excellence with total commitment to quality education, research and improvement in human values with a holistic concern for better life, environment and society.*

### **Mission**

*To serve the society and improve quality of life by nurturing high quality talent, providing excellent academic and research environment, consultancy services and promoting dissemination of knowledge.*





## **FACULTY OF MANAGEMENT**

### ACADEMIC CALENDAR- ODD SEM..(July-December, 2019)

- |   |   |
|---|---|
| 1 Commencement of New Session (Existing Batch)                                      | :6 <sup>th</sup> August, 2019                         |
| 2 Commencement of New Session (New Batch: I Sem, MBA III Sem. & BBA V Sem)          | : 13 <sup>th</sup> August, 2019                       |
| 3 Orientation Program for New Batch(Chaksu Campus):                                 | : 3 <sup>rd</sup> September, 2019                     |
| 4 FUNDAE  | : 7 <sup>th</sup> September, 2019                     |
| 5 Industrial visit  | : September, 2019                                     |
| 6 Entrepreneurship Seminar  | : September, 2019                                     |
| 7 Filling up of Examination Forms<br>(Due Papers: I,III,V,VII&IX Sem)               | : 11 <sup>th</sup> to 18 <sup>th</sup> Sept., 2019    |
| 8 Filling up of Examination Forms<br>Due Papers: I,III,V,VII&IX Sem. With Late Fees | : 19 <sup>th</sup> to 24 <sup>th</sup> Sept., 2019    |
| 9 Mid-Term Examination  | : 14 <sup>th</sup> to 19 <sup>th</sup> Oct., 2019     |
| 10 Xpression 19   | : 27 <sup>th</sup> September, 2019                    |
| 13. Last Working Day for Teaching / Fresher's Function                              | : 9 <sup>th</sup> Nov, 2019                           |
| 14. Preparatory Leave / Practical Exam.   | : 11 <sup>th</sup> - 16 <sup>th</sup> Nov, 2019       |
| 15. End-Term Examination (All Courses)  | : 18 <sup>th</sup> Nov. to 24 <sup>th</sup> Dec, 2019 |
| 16. Commencement of New Semester  | : 07 <sup>th</sup> January, 2020                      |

### LIST OF HOLIDAYS

S.No.	Date	Occasion	Day
1.	12 <sup>th</sup> August, 2019	Idu'l Zuha*	Monday
2.	15 <sup>th</sup> August, 2019	Independence Day / Rakshabandhan	Thursday
3.	24 <sup>th</sup> August, 2019	Janmashtmi	Saturday
4.	10 <sup>th</sup> September, 2019	Moharram*	Tuesday
5.	29 <sup>th</sup> September, 2019	Navratra Sthapana	Sunday
6.	02 <sup>nd</sup> October, 2019	Gandhi Jayanti	Wednesday
7.	6 <sup>th</sup> to 08 <sup>th</sup> October, 2019	Ashtami, Navmi & Dussehra	Sunday to Tuesday
8.	25 <sup>th</sup> to 29 <sup>th</sup> October, 2019	Deepawali, Goverdhan Puja & Bhai Duj	Friday to Tuesday
9.	12 <sup>th</sup> November, 2019	Guru Nanak Jayanti	Tuesday
	25 <sup>th</sup> December, 2019	Christmas	Wednesday

*Subject to sighting of moon*

**Certified True Copy**

Registrar  
Jagan Nath University

## Library Rules

Central Library is an essential component of the institute's outstanding research and education mission. It is a most lively place on the campus providing a safe, comfortable and friendly environment that enables learning and advancement of knowledge, and promotes discovery and scholarship. **The mission of the Central Library is to facilitate creation of new knowledge through acquisition, organization and dissemination of knowledge resources and providing for value added services.**

### Library Resources:

The Library has developed an excellent collection of books, journals and non-book material in science, engineering, technology, Law, social sciences and management. It maintains separate collections of Reference Books, Standards, Pamphlets, Bound volumes of journals, Technical Reports, Theses, Study Room Books, Technology Lending Library and BC Book Collection, Video Cassettes, Compact Discs and Microforms.

### LIBRARY RULES & REGULATIONS

#### Issue Limitations:

S No.	Category	Number of Books	Loan period
1	All Regular Teaching Faculty Staff	10	14 Days
2	Administrative Staff	5	14 days
3	Technical & Supportive Staff & others	5	14 days
4	Research Scholars & M.phils Students	6	14 days
5	Post Graduate Students	6	14 days
6	Under Graduate Students	3	14 days

#### Guidelines for Library Memberships:

- To issue an Identity Card i.e. Borrower Identity card, a staff or student has to fill out a registration form & submit it at the membership counter of the library.
- The library is primarily for the use of faculty, researcher scholars, students & Non-teaching employees of the university.
- All books are to be returned on due dates. A fine will be charged for every day of delay.
- A book will be issued to the borrower against production of library card issued by the library as follows:

For Day 1- 14	NIL
Day 15- 20	Rs. 2 per Day
Day 21-25	Rs. 4 per Day
Day 26-30	Rs. 6 per Day
After 30 Days	Cost of Book

- The member (students) should produce his/her library card for borrowing books, failing which the library staff can refuse to issue books to him/her.
- The borrower card of a student will remain valid for the period mentioned on the borrower card.
- The librarian reserves the right to recall any books from any member at any time.
- Books given for loan may be renewed for a further period produced no other reader have reserved the same.



## **Loss of Borrower Identity Card and Loss or Damage of Books:**

- The members are responsible for library borrower card issued to them.
- Loss of Library borrower card should be reported to the circulation section & Text-books section immediately.
- Duplicate library borrower card will be issued on payment of Rs. 50/- after two weeks time from the date of application.
- Members shall be responsible for any loss which library may suffer through the loss or misuse of their Borrower Identity card.
- In case of loss of book by the borrower He/She shall either replace the book or bear the cost of the book.
- If the book of a multi volume set is damaged or lost, the member concerned shall be liable to replace the whole set or pay four times the cost of the same.

## **Miscellaneous:**

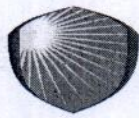
- Library borrower card is not transferable.
- Members are responsible for any damage caused by them to the books or any other property belonging to the library and shall be required to pay penalty imposed upon them by the librarian.
- Members leaving the library should stop at the exit so that the material borrowed or taken out the library by them may be checked.
- Upon any infringement of the library rules members shall forfeit the privileges of admission and membership of library.
- The librarian reserves the right to suspend the membership of any member found misbehaving, abusing the library staff or behaving in an indecent manner.
- The member caught tearing pages/stealing of books will be suspended forthwith from using the library facilities and further disciplinary action will be initiated against them by the university.

**Note:-** The above mentioned rules are subject to periodical review & revision



Certified True Copy

Registrar  
Jagan Nath University, Jaipur



## Examination Rules

### 1. TYPES of COURSES

Courses in a programme may be of four kinds: Core, Elective, and Ability Enhancement & Skill Enhancement.

#### a) Core Course:-

There may be a Core Course in every semester. This is the course which is to be compulsorily studied by a student as a core requirement to complete the requirement of a programme in a said discipline of study.

#### b) Elective Course:-

Elective course is a course which can be chosen from a pool of papers. It may be

- Supportive to the discipline of study
- Providing an expanded scope
- Enabling an exposure to some other discipline/domain
- Nurturing student's proficiency/skill.

An Elective Course may be 'Discipline Centric/Specific' & Generic Elective

(i) **Discipline Centric/Specific Elective (DSE):** Elective courses offered under the main discipline/subject of study is referred to as Discipline Centric/Specific.

(ii) **Generic/Open Elective(GE):** An elective course chosen from an unrelated discipline/subject is called Generic/Open Elective. These electives will be focusing on those courses which add generic proficiency of students.

#### c) Ability Enhancement Compulsory Courses (AECC):-

AECC courses are based on the content that leads to knowledge enhancement, for example: English Communication, Environmental Science/ Studies, etc.

#### d) Skill Enhancement Courses (SEC):-

SEC Courses provide value based and/or skill based knowledge and may contain both Theory and Lab/Training/Field Work. The main purpose of these courses is to provide students life- skills in hands-on mode so as to increase their employability.

### 2. ATTENDANCE

No student shall be allowed to appear in the end term semester examination if he/ she has not attended minimum of **75%** of the classes held in the semester.

If a student for any exceptional reason fails to attend **75%** of the classes held in any paper, the HoD of the department may allow him/ her to appear in the examination if he/she attended at least 65% of the classes held in the semester concerned after giving 5% relaxation on ground of Medical and 5% on the ground of participation in Intra/Inter University Competition such as:

- Participation in Inter-University, University or Inter-Collegiate Sports tournaments/Youth Festivals /University Level Debates/ Cultural Activities, National and International Tournaments, with the previous sanction of the HoD of the concerned Department.
- Voluntary donation of blood certified by a Registered Doctor.



- c) Attendance and/or participation in National/State Debate competitions/Seminar/Essay/Moot Court Competition etc.;
- d) Attendance at the extension lecture (s) organized by the concerned Faculty.
- e) Any other activity as approved by HoD of the concerned department.

The HoD of the respective Departments shall send a list of students eligible and not eligible for the End-Term Examinations. Only those students will be permitted to appear in the End-Term Theory and Practical Examinations, whose names appear in the list of eligible students.

### 3. STUDENT ENROLLMENT

All students admitted to the University shall be enrolled with the University. For this purpose eligibility and enrollment forms are filled up at the time of admission. The admission of such students shall be confirmed only after their eligibility is decided by the University in consonance with the directives of the statutory bodies (COA, BCI, NCTE etc.) wherever applicable.

### 4. EXAMINATION FORMS AND EXAMINATION FEE

Students who have to reappear in an examination for **due /improvement paper, re-evaluation, rechecking** shall have to apply to the Controller of Examinations, in the form prescribed for the purpose, to reappear in an examination and pay the fees as prescribed by the University and as notified time to time.

### 5. EXAMINATION SCHEME FOR ALL PROGRAMS (EXCEPT B.ARCH.)

To pass each semester examination, a candidate must obtain minimum pass marks in each written paper/ Sessional, practical work / Viva-Voce as laid down in appendix I.

The assessment of External Evaluation i.e. End Term Semester Examination will be made out of 70 (Seventy) marks in theory Papers and Internal Evaluation i.e. Mid Term Test of 30 (Thirty) marks shall be made by the subject teacher, teaching the paper in accordance with the following rules:

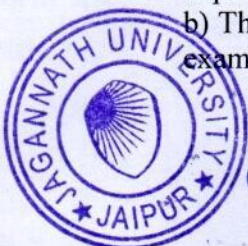
Test	Mid-Term Normalised Term Marks (A)	Mid-Assignments (B)	Semester Attendance (C)	Total (A+B+C)
50 Marks	To be normalized to 15 marks	5 Marks	10 Marks	30 Marks

#### 5.1 INTERNAL EVALUATION: MID-TERM EXAMINATION

- a) The schedule of Mid-Term tests shall be notified to the students by the University.
- b) Questions papers for mid-term tests shall be set by the internal examiner from the 50% of the syllabus of the course. The answer books will be assessed by the teacher concerned. The assessed answer books will be shown to the students and grievances, if any will be handled by the teacher. The marks of the mid-term tests will be forwarded to the Controller of Examinations by the Head of the Department through the Dean of the Faculty.
- c) No remedial Mid-Term Tests would be conducted .

#### 5.2 EXTERNAL EVALUATION: END-TERM EXAMINATION

- a) The End Term examinations shall ordinarily be held at the end of every semester i.e. **November-December** or **May-June**, as the case may be, as per the schedule to be notified by the Controller of Examination. The dates for the practical examinations would be decided by the HODs of respective departments in consultation with the Dean of the Faculty.
- b) The examiners for the end-term examination will be appointed by the President from the panel of the examiners to be supplied by HOD / DEAN.



Certified True Copy  
Registrar  
Jagan Nath University, Jaipur



- c) At least 50% of the paper setters for the end-term examination will be External Examiners.
- d) The manuscript of the question paper set by the examiner will be moderated by the Moderation Committee consisting of (i) Dean of Faculty (ii) HoD of the Department .After modifications, if needed; it will be handed over to the COE for printing and conduct of examinations.
- e) The answer books will be evaluated by the persons who set the question paper. In case of his inability to assess the answer books, for whatever reasons, the President may get them assessed by any other examiner from the Panel or Internal Examiner.

## 6. CRITERION FOR PASSING

The following shall be the criterion for passing :

- a) The criteria for passing in a subject is securing minimum of 40% in individual paper
- b) Student will earn the credits assigned for a subject if he/she passes in that subject.
- c) A student obtaining less than passing marks as specified in the examination scheme, in each subject, will be declared fail in that subject and will have to re-appear in a End-Term examination of the course in subsequent semester(s) when the course is offered, subject to maximum permissible period of n+4 semesters to complete the course.
- d) The odd semester due paper examination to be conducted in next odd semester and even semester due paper examination in next even semester.
- e) The previous internal marks already obtained by the student shall be taken into account without any modification and no retest examination for Interval Marks will be conducted.
- f) A student who has to re-appear in a End-Term examination shall be examined as per the syllabus, which is in-force at the time he is taking the examination unless the paper has been completely changed or shifted from one semester to another.

## 7. RE-APPEAR/IMPROVEMENT IN END TERM EXAM

- a) The re-appear/improvement in End Term Examinations for Odd semester will be held along with the Odd Semester regular End Term examinations and for Even Semester with End Term examinations along with Even Semester regular End Term examinations.
- b) A student who has to re-appear/improve in a End-Term examination shall be examined as per the syllabus, which is in force at the times he is taking the examination unless the paper has been completely changed or shifted from one semester to another. In case the syllabus has been changed more than 25% or a new paper has been introduced instead, then the student would be examined as per the course which he/she had studied. The Deans/HoDs would be required to submit the information regarding the papers in which the syllabus has been changed more than 25% or the paper has been shifted to another semester or that paper has been removed from the current scheme of examination.
- c) A candidate, who fails in a semester examination shall be exempted from re-appearing in the paper(s) / Sessional / practical work (Project report, Seminar/ Moot Court, etc.) in which he may have obtained min. pass marks (including the marks of Sessional /practical work) as given in Appendix-I. Such a candidate shall be allowed to appear, for passing in the remaining paper(s), only at the next respective semester examinations.
- d) The previous internal marks already obtained by the student shall be taken into account without any modification.

## 8. DEALING WITH UNFAIR MEANS CASES

If a candidate is found using unfair means or indulging in disorderly conduct during the Mid-Term Examinations or End-Term Examinations a case of unfair means is registered against him / her and placed before the **Unfair Means Committee**. The committee will examine such cases and recommend suitable action to the President for a final decision in the matter.



Certified True Copy  
Registrar  
Jagan Nath University, Jaipur

## 9. EVALUATION OF PRACTICAL PAPERS/ THESIS/DISSERTATION/ PROJECT WORKS/REPORTS

- a) The Practical Papers taught for Two hours per week will be of 1 credit. The marks will be awarded jointly by Internal & External Examiners.
- b) The assessment of Practical/Dissertation/ Major Project work/report etc. should be undertaken by Internal as well as External examiners.
- c) The candidate has to submit the progress reports periodically and also present his/her progress in the form of seminars in addition to the regular discussion with the guide.

## 10. RE-EVALUATION

- a) The re-evaluation facility is available only for end-term theory examinations. Students may apply for Re-Evaluation of their result in maximum of 25% of the papers as mentioned in the scheme of examination of that particular semester.
- b) The students may apply for re-evaluation to Controller of Examinations in a prescribed format within 15 days of declaration of the result and by paying the requisite amount as prescribed by the University.
- c) The answer scripts for which reevaluation is sought for, shall be sent to another external examiner. If the marks awarded in the re-evaluation increases up to 20% of the Maximum Marks (End Term Theory Paper) the higher marks will be awarded to the candidate. However, if the difference is more than 20%, the answer script would be sent to the third examiner and the mean of two higher marks, awarded by all the three examiners will be considered.

*Re-evaluation is allowed only in theory papers not in Mid Term, Practical examination/ Dissertation/Project Works/Reports.*

## 11. RECHECKING / INSPECTION OF ANSWER SHEET BY THE CANDIDATE

Students may apply for Re- Checking / Inspection of answer sheet of their result if so desired. The students may apply for the same to Controller of Examinations in a prescribed format within 15 days of declaration of the result by paying the requisite amount as prescribed by the University. A suitable date would be given to the student to see his/her answer sheet personally. If a student wishes to get his/her answer sheet re-evaluated, it would also be done as above.

## 12. CRITERION FOR AWARDING GRADING SYSTEM

**11.1 CRITERION for Awarding SGPA and CGPA:** The criterion for awarding the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) for the entire professional programme shall be as follows:

- a) The criterion for passing in a subject is that a student should secure minimum pass marks in the total of Internal Evaluation and End Term Examination as laid down in Appendix-I. A Student will earn the credits assigned for a subject if he/she passes in that subject.
- b) A student obtaining less than pass marks as specified in Appendix-I, in each subject (sum of internal and End-Term examinations) he will be declared fail in that subject and will have to re-appear in a End-Term examination of the course in subsequent odd / even semester end term examination, subject to maximum permissible period of n+2 years / n+4 semesters to complete the course.
- c) The University has adopted Absolute Grading System for converting marks into grades. The formula of 10- point grading system for conversion of marks obtained into Letter Grades and converting Letter Grades to Grade Point is given below:



Certified True Copy  
Registrar  
Jagan Nath University, Jaipur

**Table 1: Marks, Letter Grades and Grade Points**

Marks	Letter Grade	Grade Points
91-100	O (Outstanding)	10
81-90	A+(Excellent)	9
71-80	A(Very Good)	8
61-70	B+(Good)	7
51-60	B(Above Average)	6
46-50	C(Average)	5
40-45	P (Pass)*	4
0-39	F(Fail)	0
-	AB (Absent)	0

- d) *While converting the marks into Letter Grade, the rounding off marks must be considered.*  
 e) A student obtaining Grade F shall be considered failed and will be required to reappear in the examination.  
 f) For non credit courses "Satisfactory" or Unsatisfactory" shall be indicated instead of the letter grade and this will not be counted for the computation of SGPA/CGPA.

### 12.2 Computation of SGPA and CGPA

The university has adopted UGC recommended procedure for computation of Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA)

- a) The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the papers/ courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e.

$$SGPA (S_i) = \frac{\sum (C_i \times G_i)}{\sum C_i}$$

Where  $C_i$  is the number of credits of the  $i^{th}$  course and  $G_i$  is the grade point scored by the student in the  $i^{th}$  course. The university shall issue Semester Grade Card to the student.

- b) The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme, i.e.

$$CGPA = \frac{\sum (C_i \times S_i)}{\sum C_i}$$

Where  $S_i$  is the SGPA of the  $i^{th}$  semester and  $C_i$  is the total number of credits in that semester.

- c) *The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.*

#### Illustration of Computation of SGPA and CGPA and Format for Transcripts

- a) Computation of SGPA and CGPA

##### Illustration for SGPA

Course	Credit	Grade Letter	Grade Point	Credit Point (Credit x Grade)
Course/Paper 1	3	A	8	3x8=24
Course/Paper 2	4	B+	7	4x7=28
Course/Paper 3	3	B	6	3x6=18
Course/Paper 4	3	O	10	3x10=30
Course/Paper 5	3	C	5	3x5=15
Course/Paper 6	4	B	6	4x6=24
	<b>20</b>			<b>139</b>

Thus,  $SGPA = 139/20 = 6.95$



Certified True Copy  
 Registrar  
 Jagannath University, Jaipur

**b) Illustration for CGPA**

Semester-1	Semester-2	Semester-3	Semester-4	Semester-5	Semester-6
Credit: 20 SGPA:6.9	Credit: 22 SGPA:7.8	Credit: 25 SGPA:5.6	Credit: 26 SGPA:6.0	Credit: 26 SGPA:6.3	Credit: 25 SGPA:8.0

$$\text{Thus, CGPA} = \frac{20 \times 6.9 + 22 \times 7.8 + 25 \times 5.6 + 26 \times 6.0 + 26 \times 6.3 + 25 \times 8.0}{144} = 6.73$$

144

**13. PROMOTION OF CANDIDATES**

All the candidates will get automatically promoted to the higher semester. However, the student shall be required to complete the programme in a maximum permissible period i.e. n+2 years / n+ 4 semesters.

**14. DECLARATION OF RESULT**

The results are declared by the Controller of Examinations after being approved by the VC and PVC. The result will be displayed on the University notice board and will also be uploaded on web-site of the University.

**15. MERCY CHANCE**

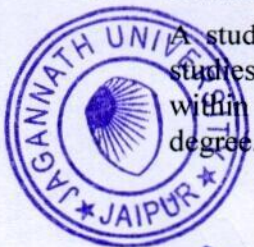
Grant of Mercy chance is allowed only in hard and exceptional circumstances to those students who got re-appear and could not pass the examination within maximum duration of programme on the recommendation of the HoD through the Dean of respective Faculty duly approved by the VC. Such candidates will have to pay a fee as prescribed by the University.

**16. MARKSHEET, MIGRATION AND PROVISIONAL CERTIFICATES**

- The mark-sheet/ transcript for each semester containing the Grades obtained in various subjects in the Semester will be issued indicating SGPA of the student and a consolidated transcript after successful completion of the course or at the termination of the programme indicating the performance in all semesters i.e. CGPA of the course.
- After passing a course or otherwise, when a candidate desires to seek admission at a different University or a college of different University, Migration Certificate will be issued by the University on request.
- After completion of a Programme, a student may obtain a Provisional Certificate which will be valid till the issue of the Original Degree.
- If a candidate has lost his Mark Sheet/Degree, he/she must lodge an FIR with the police to avoid misuse of said Mark sheet/Degree. He may apply to the University along with a copy of the FIR for issuing him a duplicate Mark sheet/ Degree. He has to pay the requisite fee as prescribed by the University.

**17. AWARD OF DEGREES**

A student shall be awarded degree: He/she has registered himself/herself, undergone the course of studies, completed the project reports / dissertation specify in the curriculum of his/her programme within the stipulated time and scored the minimum credits prescribed in Appendix-I for award of the degree.



**Certified True Copy**  
Registrar  
Jagan Nath University, Jaipur

## 18. WITHDRAWAL OF DEGREE

A degree awarded by the University may be withdrawn if it is found at the later stage that the candidate has submitted any forged document or ineligible at the time of admission to the course.

## 19. SCHOLARSHIPS, AWARDS AND MEDALS

Students excelling in academics, co-curricular and extracurricular activities are felicitated through various awards and scholarships instituted by the University.

A candidate with highest CGPA would be declared Topper. In case of tie of CGPA, the student senior in age will be the topper. Gold, Silver and Bronze medal will be awarded on the basis of securing first three highest CGPA in the course concerned.

### Instructions to the Candidates for Mid-Term Examinations

1. The Mid-Term examination March / September is conducted in two shifts from 10:00 am to 12 Noon and 1:00 pm to 3:00 p.m. The candidates should occupy their seats 15 minutes before the time of commencement of examination. However in case of any exigency a students may be allowed max. up to 15 min. after commencement of the examination. (**not later than 10:15 am and 1:15 pm**). The candidate will be allowed to leave the examination hall only after 1 hour from the commencement of the examination **not before 11:00 am and 2:00 pm**
2. At a time **only one student** would be allowed to go outside for water or wash room. However no student should be allowed for the same **during first half an hour and last half an hour of the examination.**
3. Carrying of Mobile phones to the examination room is strictly prohibited. In case a student is found with the mobile phone in "**Switch On**" mode then the copy would be cancelled and in case of "**Switch Off**" mode his/her mobile would be confiscated and would be released later after paying the fine amount **Rs.100.**
4. **All the blank pages left in the answer sheet should be crossed by the students**
5. **If a student is found indulging in indisciplinary act, the copy of the student would be cancelled immediately. Students should ensure that they are not carrying any kind of objectionable material with them.**
6. The candidates are required to fill up all the details on their answer sheets. They should not write anything except their **Roll no. on their Question Paper**

Controller of Examinations



- 13 -

Certified True Copy  
Registrar  
Jagan Nath University, Jaipur

**Instructions to the candidates for Semester End Examinations**

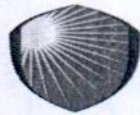
1. The Semester End examination is conducted in one shift from 10:00 am to 1: 00 p.m. The candidates should occupy their seats 15 minutes before the time of commencement of examination. However in case of any exigency a students may be allowed max. up to 30 min. after commencement of the examination.( not later than 10:30 am). The candidate may be allowed to leave the examination hall after 1 hour from the commencement of the examination but he/she will not be allowed to take the question paper ( not before 11:00 am ) and he/she may leave the examination hall after 2 hours with question paper (not before 12:00 Noon)
2. At a time **only one student** would be allowed to go outside for water or wash room. However no student should be allowed for the same **during first half an hour and last half an hour of the examination.**
3. Carrying of Mobile phones to the examination room is strictly prohibited. In case a student is found with the mobile phone in **“Switch On”** mode then the copy would be cancelled and in case of **“Switch Off”** mode his/her mobile would be confiscated and would be released later after paying the fine amount **Rs.100.**
4. **Students are not permitted to take the examination without their I-Card. In case they don't have the I-Card, then duplicate admit card would be issued on payment of Rs.50/day in the Admin. Block.**
5. **If a student is found indulging in indisciplinary act, the copy of the student would be cancelled immediately. Students should ensure that they are not carrying any kind of objectionable material with them.**
6. The candidates are required to fill up all the details on their answer sheets. They should not write anything except their **Roll no. on their Question Paper**
7. No supplementary answer sheet would be provided under any circumstances.



**Controller of Examinations**

**Certified True Copy**

**Registrar**  
Jagan Nath University, Jaipur



**Do's & Don't s for Students**

**Do's**

- Students are required to be **punctual** for their class lectures. They are expected to be in the class as soon as the bell rings. Under no circumstance entry to the class will be allowed after 10 minutes of the commencement of the lecture which is again, at the sole discretion of the concerned faculty member.
- Students are required to maintain **Minimum 75% Semester Attendance** in order to be eligible for appearing in Semester End examinations.
- Students must **Switch-off their Mobile Phones** before entering their respective class rooms.
- Students are supposed to solve their **Class Assignments** and submit to the concerned faculty within the time allotted.
- Students are supposed to carry their **Identity Cards** with them always, and must produce it, if asked for verification by any of the staff member/ faculty.
- Students are supposed to regularly check the **Notice Boards** for important updates.
- Students are directed to be **Formally Dressed**.
- Any **Medical Leave** availed should be intimated to the Course Coordinator with the leave application, a Medical prescription and a Certificate from the Doctor consulted.
- **Outstation candidates** must intimate their course coordinators in writing, in case they are visiting their hometown.
- **Hostlers** must intimate their course coordinators in writing and subsequently to the wardens before proceeding for vacation/leave to their hometown.
- Students are required to inform respective course coordinators and subject-faculty in case they are participating in any **Extra-curricular Activities** being held in the campus or outside the campus.
- **Follow the instructions of the guards/ security personnel** in the parking lot regarding parking of your vehicles. Help them to serve you better.



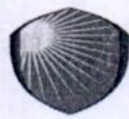
## Don'ts

- Do not Request the faculty members for **entering into the class** on the pretext of delay.
- Do not Request the faculty members for **grant of break** during the class time.
- Do not **Interrupt the class** by undesirable activities.
- Do not **Move around** during the class timings :
  - a) In the corridors
  - b) In the parking lot
  - c) In the cafeteria/ canteen
  - d) In the library
  - e) In the classroom itself
- Do not **Touch the following equipment** kept in your classrooms :
  - a) OHP's
  - b) LCD's
  - c) AC's
  - d) Surveillance CamerasAny student caught fiddling with the above equipment will be subjected to monetary penalty of Rs. 5,000/- and, if subsequently caught again, would be rusticated immediately.
- Do not **Sit on faculty chairs and tables** in the classrooms.
- Do not **Spoil the furniture, walls, doors** by writing names, making drawings etc.
- Do not **Damage the property of the Institution** like switch boards, black boards, LCD screens, plants etc. Any student caught damaging the property of the University will be penalized heavily and could eventually lead to rustication.
- Do not **Leave the class** before the scheduled time (indicated by the bell).
- Do not **Park your vehicles** in front of the Academic Blocks
- Do not **Leave your vehicles unlocked**. The management will not be responsible for any kind of loss or theft.
- Do not **Leave your valuables** like cash, jewelry, mobile phones, books etc. in your classrooms and vehicles. The management will not be responsible for any kind of loss or theft.
- Do not **argue with the guards/ security personnel** in the parking lot regarding parking of your vehicles.
- Do not **Blow horn and play loud music** in the parking lot.
- Do not **Tear off notices, circulars & important updates** of the notice boards in the class & corridors.
- Do not **Smoke** in & around the Campus.



Certified True Copy  
Registrar  
Jagannath University, Jaipur



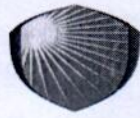


**JAGANNATH**  
UNIVERSITY

### **PLACEMENT GUIDELINES**

- The CRMC Cell of the department will act as a facilitator for placement assistance.
- Students should submit their resumes to CRMC Cell by the due date, after that the CRMC Cell will not be responsible for any missed opportunity.
- For placement interview the students must ensure that are in uniform, have their university id card and carry document file.
- From the beginning of the session the Department conducts various activities for preparing the students for actual placements. It is mandatory for the students to attend such activities on regular basis otherwise they may get debarred from the Final Placement and the student will have to manage the placement on his/her own.
- Once a Student gets selected in any organization, he/she will have to join that organization and his/her option to appear for further campus placement activity will be freezed. However after successful placement of all the students of the class, if any opportunity is there, then opportunity may be given to the student.
- Maximum 3 chances for campus placement will be provided to a student. In case one is not selected in any of the three, then can be considered for placement activity.
- While appearing in the placement process of a company (through campus), a student must undergo every round, the student is eligible for. If he/she leaves the process in between at their own will, will be restricted from 2 consecutive opportunities.
- While waiting for call for next round or joining, no student should directly contact the HR of the concerned company. It will be coordinated through CRMC Cell & TPO cell.
- Students should regularly view the notice board for information.





**JAGANNATH**  
UNIVERSITY

## **GRIEVANCE REDRESSAL MECHANISM**

The University has a Grievance Redressal Cell for students. There is a Proctorial Board which responds to acts of indisciplinary activities of the students. Dean Student Welfare takes care of the problems of the students. There is Anti-Ragging Committee and Anti-Ragging Squad, headed by a senior professor of the university, to take care of ragging related matters. There is a Grievance Committee, which considers examination related grievance of the students. The students are free to approach the President (Vice-Chancellor) / Registrar on any matter of concern to them.

Primarily Grievance Redressal Mechanism is broadly categorized as mentioned below:

<b>ACADEMIC RELATED GRIEVANCE</b>	: Teacher Concerned, Coordinator, HoD, Dean
<b>EXAMINATION RELATED GRIEVANCE</b>	: Section Officer, Controller of Examinations
<b>RAGGING RELATED GRIEVANCE</b>	: Coordinator, Dean, Convener Anti Ragging Committee
<b>DISCIPLINE RELATED GRIEVANCE</b>	: Coordinator, Dean, Chief Proctor
<b>HOSTEL RELATED GRIEVANCE</b>	: Concerned Warden, Registrar

For Concerned Officer you may refer to list of Office bearer mentioned at the end of this booklet.

**Note: If your grievance is not addressed within 7 working days then you may approach President(Vice Chancellor)/Registrar/ mail to [grievance@jagannathuniversity.org](mailto:grievance@jagannathuniversity.org)**



Certified True Copy  
Registrar  
Jagan Nath University, Jaipur



## Course Structure (MBA) Dual Specialization Scheme

### First Semester Examination

Code No.	Paper	Type	Internal Mark	Internal Mark	Total Mark	L	T/P	Credit
MBA101	Computer Application in Business	SEC	30	(Th.)+ 20	100	1	2	2
MBA102	Management Concepts & Business Communication	Core	30	70	100	3	-	3
MBA103	Financial Reporting, Statements and Analysis	Core	30	70	100	3	-	3
MBA104	Marketing Management	Core	30	70	100	3	-	3
MBA105	Organizational Behavior	Core	30	70	100	3	-	3
MBA106	Business Statistics	Core	30	70	100	3	-	3
MBA107	Managerial Economics	Core	30	70	100	3	-	3
MBA108	Legal and Business Environment	Elective	30	70	100	3	-	3
BA109	Managerial Skills for Effectiveness -	SEC	30	(Th.)+ 20	100	1	2	2
	<b>Total (with Any one Elective)</b>		<b>270</b>	<b>630</b>	<b>900</b>	<b>23</b>	<b>4</b>	<b>25</b>

### Second Semester Examination

Code No.	Paper	Type	Internal Mark	Internal Mark	Total Mark	L	T/P	Credit
MBA201	Indian Economy and Policy	Core	30	70	100	3	-	3
MBA202	Corporate Finance	Core	30	70	100	3	-	3
MBA203	Quantitative Techniques	Core	30	70	100	3	-	3
MBA204	Operations Management	Core	30	70	100	3	-	3
MBA205	Marketing Research	Core	30	70	100	3	-	3
MBA206	Human Resource Management	Core	30	70	100	3	-	3
MBA207	Entrepreneurship	Core	30	70	100	3	-	3
MBA208	Indian Ethos and Business Ethics	Elective	30	70	100	2	-	2
MBA209	Managerial Skills for Effectiveness -	SEC	30	(Th.)+ 20	100	1	2	2
	<b>Total</b>		<b>270</b>	<b>630</b>	<b>900</b>	<b>24</b>	<b>2</b>	<b>25</b>

### Third Semester Examination

Code No.	Paper	Type	Internal Mark	Internal Mark	Total Mark	L	T/P	Credits
MBA 301	Strategic Management	Core	30	70	100	3	-	3



Certified True Copy

Registrar

Jagan Nath University, Jaipur

MBA 302	Project Management	Core	30	70	100	3	-	3
MBA 303	Summer Internship	Core	50	50	100	-	-	3
Select any 2 specializations (3 papers from each of the specialization of 3 credits each)								
<b>Total</b>			<b>290</b>	<b>610</b>	<b>900</b>	<b>24</b>	<b>-</b>	<b>27</b>

**Note:** At the end of the Second Semester all the students shall have to undergo Summer Training for Eight-Ten Weeks

### Fourth Semester Examination

Code No.	Paper	Type	Internal Mark	External Mark	Total Mark	L	T/P	Credits
MBA 401	Corporate Governance & Social Responsibility	Core	30	70	100	3	-	3
MBA 402	Research Project	Core	50	50	100	-	-	3
Select any 2 specializations (3 papers from each of the specialization of 3 credits each)								
<b>Total</b>			<b>260</b>	<b>540</b>	<b>800</b>	<b>21</b>	<b>-</b>	<b>24</b>

### SPECIALISATIONS

#### HUMAN RESOURCE SPECIALISATION

Code No.	Paper	Type	Internal Mark	External Mark	Total Mark	L	T/P	Credit
MBAHR-304	Training & Development	Elective	30	70	100	3	-	3
MBAHR 305	Performance Management	Elective	30	70	100	3	-	3
MBAHR-306	Organizational Change & Development	Elective	30	70	100	3	-	3
MBAHR-307	Manpower Planning & Control	Elective	30	70	100	3	-	3
MBAHR 403	International HRM	Elective	30	70	100	3	-	3
MBAHR 404	Strategic HRM	Elective	30	70	100	3	-	3
MBAHR-405	Employee Relationship Management	Elective	30	70	100	3	-	3
MBAHR-406	Compensation Management	Elective	30	70	100	3	-	3

#### FINANCE SPECIALISATION

Code No.	Paper	Type	Internal Mark	External Mark	Total Mark	L	T/P	Credit
MBAFM-304	Investment Analysis and Portfolio Management	Elective	30	70	100	3	-	3
MBAFM-305	Income Tax: Theory & Practice	Elective	30	70	100	3	-	3
MBAFM-306	Management of Financial Services	Elective	30	70	100	3	-	3
MBAFM-307	Cost & Management Audit	Elective	30	70	100	3	-	3
MBAFM-403	International Financial Management	Elective	30	70	100	3	-	3
MBAFM-404	Merger, Acquisition and Corporate Restructuring	Elective	30	70	100	3	-	3
MBAFM-405	Financial Derivatives Management	Elective	30	70	100	3	-	3
MBAFM-406	Financial Strategic Decisions	Elective	30	70	100	3	-	3

Code No.	Paper	Type	Internal Mark	External Mark	Total Mark	L	T/P	Credit
----------	-------	------	---------------	---------------	------------	---	-----	--------



Certified True Copy  
 Registrar  
 Jagannath University, Jaipur

MBAMKT-304	Retail & Distribution Management	Elective	30	70	100	3		3
MBAMKT-305	Marketing of Services	Elective	30	70	100	3	-	3
MBAMKT-306	Consumer Behaviour	Elective	30	70	100	3	-	3
MBAMKT-307	Integrated Marketing Communication	Elective	30	70	100	3	-	3
MBAMKT-403	Product & Brand Management	Elective	30	70	100	3	-	3
MBAMKT-404	Digital and Social Media Marketing	Elective	30	70	100	3	-	3
MBAMKT-405	Customer Relationship Management	Elective	30	70	100	3	-	3
MBAMKT-406	International Marketing Management	Elective	30	70	100	3	-	3

### MARKETING SPECILISATION

### IT Specialisation

Code No.	Paper	Type	Internal Mark	External Mark	Total Mark	L	T/P	Credit
MBAIT-304	Data Mining for Business Decisions	Elective	30	70	100	3		3
MBAIT-305	Managing Software Projects	Elective	30	70	100	3	-	3
MBAIT-306	Managing Digital Innovation and Transformation	Elective	30	70	100	3	-	3
MBAIT-307	E-Commerce and Digital Markets	Elective	30	70	100	3	-	3
MBAIT-403	IT Consulting	Elective	30	70	100	3	-	3
MBAIT-404	Managing Digital Platforms	Elective	30	70	100	3		3
MBAIT-405	Strategic Management of IT	Elective	30	70	100	3	-	3
MBAIT-406	System Analysis and Design	Elective	30	70	100	3	-	3

A student is required to obtain min. 40% marks in individual paper to pass.

### MAXIMUM & MINIMUM CREDITS OF THE PROGRAM

The total number of the credits of the MBA Programmes is 101.

Every student shall be required to appear for examinations in all courses. However, for the award of the degree a student should secure at least 95 credits. A student may drop one course in one year out of electives only.



- 21 -

Certified True Copy

Registrar

Jagan Nath University, Jaipur



*First Semester Examination*

Code No.	Paper	L	T/P	Credit
MBA101	Computer Application in Business	1	2	2
MBA102	Management Concepts & Business Communication	3	-	3
MBA103	Financial Reporting, Statements and Analysis	3	-	3
MBA104	Marketing Management	3	-	3
MBA105	Organizational Behavior	3	-	3
MBA106	Business Statistics	3	-	3
MBA107	Managerial Economics	3	-	3
MBA108	Legal and Business Environment	3	-	3
MBA109	Managerial Skills for Effectiveness - I	2	-	2
	<b>Total</b>	<b>24</b>	<b>2</b>	<b>25</b>



Certified True Copy

Registrar  
Jagannath University, Jaipur

# MBA 101: Computer Applications in Business

L-1 T/P-2 Credits-2

**Objectives:** The course provides students a fundamental understanding of information systems concepts and their role in contemporary business. At the end of this course students should be able to participate in information systems development as an informed person.

## Course Contents

### UNIT I: IT Infrastructure

Lectures - 04

Definition, Evolution, Technology Drivers, Infrastructure Components, Hardware Platforms, Software Platforms, Characteristic terms for various memory devices, main/primary memory, external/auxiliary memory, high speed memory, Introduction to I/O organization, CPU organization, ALU

### UNIT II: Telecommunication and Networks

Lectures - 05

Fundamentals of Data Communication - Network Concepts and Classification, Telecommunications Media, Network Topologies, Network Architectures -TCP/IP

### UNIT III: Computer Applications in Public Services and Business Office

Lectures - 05

Automation applications – Word Processor (MS -Word), Spreadsheet (MS-Excel), Graphics & Presentation (MS-PowerPoint), Microsoft Access - Introduction to DBMS concepts, Creating a database, Basic queries

### UNIT IV: Functional and Enterprise Management Systems

Lectures - 05

Introduction to Management Information System - Transaction Processing Information Systems, Accounting and Finance Systems, Marketing and Sales Systems, Production and Operation Management Systems, Human Resources Management Systems.

### UNIT V: Information Systems for Business Effectiveness

Lectures - 06

The Impact of Information Systems On Organizational Performance, Business Effectiveness As A Function Of Cost, Value, Performance And Competitive Positioning. Information security threats, security policy and enforcement, Moral dimensions of Information systems- Privacy, Intellectual property rights, system quality, quality of life.

## Text Books:

1. Laudon Kenenth C, Jane P. Laudon, Management Information Systems-Managing The Digital Firm, Perason Education, First Impression -2007

## Suggested Readings:

1. Leon and Leon: Introduction to Information Technology, Leon Tech World.
2. Jain, V.K.: Computers and Beginners
3. SAMS Teach Yourself Microsoft Office-2007 All in One by Greg Perry, Techmedia Publication



Certified True Copy  
Registrar  
Jagan Nath University, Jaipur

# MBA 102: Management Concepts & Applications

L-3 T/P-0 Credits-3

**Course objective:** The objectives of this course is to expose the students to basic concepts of management and to enable them to gain appreciation for emerging ideas, techniques, procedures and practices in the field of management.

## Course Contents

Lectures - 08

### Unit I: Introduction to Management

Definition, nature, functions, levels of management, Types of managers, managerial roles, managerial skills and competencies; Evolution and various schools of management thought, Recent Trends in Management— quality and performance excellence, characteristics of 21st century executives, Social responsibility of managers

Lectures - 08

### Unit II: Planning

Meaning and nature of planning, types of plans, steps in planning process; Objectives, managing by objectives; Strategies, Policies; Forecasting - Need & Techniques, Decision making: Types - Process of rational decision making & techniques of decision making

Lecture - 08

### Unit III: Organizing

Organizing as managerial function—organization structures—functional, divisional, matrix, team structure, network structure, boundary less structure, Mechanistic and Organic structure.

Elements of Organizing – chain of command, span of control, delegation, centralization and decentralization, organizational design.

Lecture - 08

### Unit-IV: Leading and Controlling:

Leadership - Leadership traits, Leadership styles, Likert's four systems, managerial grid, Controlling - control function in management, the basic control process, types of control—feed forward, concurrent and feedback controls, control effectiveness

Lecture - 08

### Unit V: Managerial Communication

Types of Organizational Communication, Channels of Communication, Verbal Communication: Oral communication – Presentations, meetings, interviews, listening – types and importance; Written Communication - E-mails, Memorandums, Different Types of Business Messages, Direct Request, Good-News, Bad news and Neutral Messages, Persuasive letters

Non Verbal Communication: Importance of Non-Verbal Communication, Components: Kinesics, Oculistics, Proxemics, Haptics, Chronemics, Paralanguage.



Certified True Copy  
Registrar  
Jagan Nath University, Jaipur



### Practical Module:

- Select an organization and study the planning, organizing, directing, Staffing & controlling functions and prepare a short report or presentation to give in the class.

### Text Books:

1. Robbins & Coulter, Management, Prentice Hall of Hall of India. New Delhi.
2. Heinz Wehrich & Harold Koontz, Essentials of Management (12th Edition) Tata McGraw Hill New Delhi.
3. Herta A Murphy & Herbert W. Hidebrand, Effective Business Communication, Tata McGraw-Hill.

### Reference Books

1. Aswathapa, K., Essential of Business Administration, Himalaya Publishing House
2. Satya Raju, Management-Text & cases, PHI, New Delhi.
3. Rajendra Pal & JSD Korlahalli, Essentials of Business Communication, Sultand Chand & Sons

## MBA 103: Financial Reporting, Statements and Analysis

L-3 T/P-0 Credits-3

### Objectives

The basic purpose of this course is to help the student in acquiring the knowledge about the basics of Financial & Management Accounting and the use of accounting information for decision-making.

### Course Contents

Lectures-08

#### Unit-I Introduction to Accounting

Meaning and concept of Accounting, Users of Accounting Information, Generally Accepted Accounting Principles, Branches of Accounting. Meaning and Significance of accounting standards.

Lectures-08

#### Unit-II Recording of Financial Transaction

Types of Accounts, Rules of Debit and Credit, Journalizing the Transaction, Subsidiary Books of Accounts and Posting Entries in Ledger Accounts.

Lectures-08

#### Unit-III Summarizing of Financial Transactions

Preparation of trial balance, Preparation of statement of profit and loss and balance sheet with necessary adjustments.

Lectures-08

#### Unit-IV Analysis of Financial statements

Ratio Analysis- Meaning, objectives and limitations. Calculation of Liquidity ratios, Leverage ratios, Activity ratios and profitability ratios.



Certified True Copy  
Registrar  
Jagan Nath University, Jaipur

Cash Flow Analysis- Meaning, significance and preparation of cash flow statement in accordance with Accounting standard no.3.

**Lectures-08**

**Unit-V Financial Statements of Companies**

Financial Statements in accordance with Indian Companies Act. Study of Annual Reports. Preparation of Comparative and common size balance sheets.

**Text Books:**

1. M.N. Arora, Cost and Management Accounting, Vikas Publishing House.
2. S.N. Maheshwari, Principles of Management Accounting, Sultan Chand & Sons.

**Suggested Readings:**

1. Foster, George, Financial Statement Analysis, Prentice Hall
2. Khan, Jain, Management Accounting, Tata McGraw Hill Publishing Co.
3. T.S. Grewal, Introduction to Accounting, S. Chand & Sons.

**MBA 104: Marketing Management**

**L-3 T/P-0 Credits-3**

**Objectives**

1. Introduce students to the substantive and procedural aspects of marketing.
2. To sharpen skills for critical analytical thinking on Marketing. Introduce students to the elements of marketing analysis.
3. To familiarize students with the consumer behavior of the entire buying process and its decision making.
4. To enhance problem solving and decision making ability through segmentation, market targeting and positioning process.

**Course contents**

**Lectures-08**

**Unit I Introduction:**

Meaning, Nature and Scope of Marketing, Marketing in a Changing World, Production concept, Product concept, Selling concept, Marketing concept, Holistic Marketing Concept, Marketing Mix. Understanding Marketing Environment – External and Internal Environment, Marketing Strategy: Strategic Context, Strategic Market Analysis, Strategic marketing Goals, Strategic marketing Action.



*Certified True Copy*  
Deputy Registrar  
Jagan Nath University, Jaipur

**Unit II Consumer Behaviour and Market:**

Characteristics Affecting Consumer Behavior, Buyer Decision Process – Stages of Buying Decisions. Business Markets, Business Buyer Behaviour, Institutional and Government Markets– Participants, Influences on Buyer Behaviour

**Unit III Market Segmentation, Targeting and Positioning**

**Lectures-08**

Market Segmentation Process, Identifying and Evaluation Segments, Market Targeting and Positioning for Competitive Advantage.

**Unit IV Shaping the Market Offerings and Branding**

**Lectures-08**

The Product Decisions, Product Levels, Product classification, Product Life Cycle, Different Stages and Strategies, Product Line Decision New Product Development, Product Mix Strategies, Product Differentiation Strategies, Branding and Packaging Strategies and Decisions

**Unit V Distribution channels & Marketing Communications**

**Lectures-08**

Role of the Distribution Channels-Form & Organization, Importance and Framework of Channel Management, Levels of Channel-Segmentation for Channel Design, – Channel Structure, Channel Gaps – Channel Power and Channel Conflict.

Marketing Communications : Communications mix, Advertising-five M's of advertising, Advertising decisions.

**Practical Module:**

Assignments on studying the real life applications of all concepts covered. They may be given the minor projects on preparing marketing plan for the specific product based on their theoretical understanding. The students may also be given the case studies based on the various concepts taught in the different modules.

**Text Books:**

1. Philip Kotler, Koshi and Jha, **Marketing Management: Analysis Planning, Implementation & Control**, Prentice Hall of India.
2. Rajan Saxena, **Marketing Management**, Tata McGraw Hill Education Private Ltd., New Delhi

**Suggested Readings :**

1. Joel R. Evans, Barry Berman, **Marketing Management**, Cengage Learning Publications
2. William M. Pride, O.C. Ferrell, **Marketing : Concepts and Strategies**, Biztantra Publications



Certified True Copy  
Registrar  
Jagan Nath University, Jaipur

# MBA 105: Organizational Behavior

L-3 T/P-0 Credits-3

## Objectives

1. To give an overview of the field of organizational behavior
2. To explain the role of human factors, organizational structure and organizational process relate to each other and to influence the performance of individual, team and organization.
3. To give real examples of application of the concept in organizational settings.
4. To develop critical thinking in organizational behavior through analysis of the real life cases.

## Course Contents

<b>Unit I</b>	<b>Fundamentals of Organizational Behaviour</b>	<b>Lectures - 06</b>
	Definition and importance of Organizational Behavior. Historical background of OB, Recent trends in Organizational Behavior - TQM, Managing Cultural Diversity, leaner organizations.	
<b>Unit II</b>	<b>Dynamics of Individual Behaviour</b>	<b>Lectures -10</b>
	<i>Personality</i> – Meaning, determinants and theories, MBTI, Big five personality dimensions, Attributes- Locus of Control, Self Esteem, Machiavellianism; Type A and Type B Personality.	
	<i>Perception</i> –Meaning and definition, Perceptual process, perceptual errors, Attribution Process.	
	<i>Value &amp; Attitude</i> - Type of Value, Dominant values in today's workforce, Meaning and dimensions of Attitude- Job Satisfaction, Organizational commitment.	
	<i>Learning</i> -Meaning and Importance of learning, Approaches to learning- classical Conditioning, Operant Conditioning, Social Learning	
<b>Unit III</b>	<b>Interpersonal and Team Behavior</b>	<b>Lectures - 08</b>
	Motivation: meaning and importance, Theories of motivation- Maslow's hierarchy of needs theory, Alderfer's ERG theory, Herzberg's Dual-Factor Theory, Mc Clelland's Achievement Motivation Theory, Vroom's expectancy Theory, Equity, goal-setting theories.	
	Group Dynamics and Teams - Group Formation - Formal Organization and Informal Groups and their interaction - Importance of teams - Formation of teams - Team Work	
<b>Unit IV</b>	<b>Organizational Climate</b>	<b>Lectures - 08</b>
	Conflict: Meaning of Conflict, Functional and Dysfunctional Conflict, Stages of Conflict, Strategies for managing conflict.	
	Culture: Meaning and Functions of Organizational culture, managing Organizational culture, Organisational Effectiveness	



Certified True Copy  
Registrar  
Jagannath University, Jaipur

## Unit V Organisational Change & Development

Lectures - 08

Meaning and importance of organizational change, internal and external changes. Models of planned change- System Model, Lewin's Force Field Analysis. Resistance to change, overcoming Resistance

Organisational Development - Meaning, objectives and Process.

### Practical Module:

- Case discussion covering Diversity and Inclusion, Implications of individual, group and organization behaviour.
- Small project on learning through individual Role Model.
- Project on Monetary and Non-Monetary Motivation given to employees at all levels in a particular organization.
- Developing understanding of Group Dynamics by assigning students group & team building exercises
- Assignments/ Quizzes/ Case Studies to ensure Class participation etc

### Text Books:

1. Robbins, Judge, Sanghi "Organizational Behavior" 12th ed. Prentice Hall New Delhi
2. Margie Parikh and Rajen Gupta "Organizational Behavior" McGraw Hill

### Suggested Readings:

1. Luthans Fred - Organizational Behaviour, Tata Mc Graw Hill
2. Udai Pareek, "Understanding Organizational Behaviour" Oxford University Press.
3. L M Prashad "Organizational Behavior" Sultan Chand & Sons Publication

## MBA 106: Business Statistics

L-3 T/P-0 Credits-3

### Objectives

To develop diagnostic and analytical skills through solving suitable logical problems. To develop their abilities to measure and judge quantities. To provide a probabilistic base for all functional areas of management.

### Course Contents

Lectures-06

## Unit I Statistics Introduction

Growth of statistics, definition, scope, function and limitation of statistics Collection and editing of data, sample and census survey, collection of primary and secondary data. Meaning Objective and characteristics of Classification, Bases, frequency distribution, simple and manifold distribution



Certified True Copy

Registrar  
Jagan Nath University, Jaipur

**Unit II Measures of Central Value**

Introduction, Objecting of averaging, Calculation of Mean, Median, and Mode in different series, uses and limitation of averages.

Lectures-08

**Unit III Measures of Dispersion**

Absolute and relative measures of dispersion; range, quartile deviation, mean Deviation, standard deviation, and their coefficients, uses and interpretation of Measures of dispersion

Lectures-08

**Unit IV Index Number**

Meaning and uses of index numbers, simple and weighted price index numbers, method of construction of index numbers, selection of variables, base, weights, Fishers ideal index number, Time Reversal Test & Factor Reversal Test.

Lectures-12

**Unit V Correlation and Regression**

Correlation: - Meaning, significance, Calculation of Coefficient of correlation between two variables by Karl Pearson's, spearman's and concurrent deviation

Regression: - Meaning, Uses, Calculation of regression equations. Difference between correlation and regression analysis.

**Text Books:**

1. S. P. Gupta Statistical Methods, Sultan Chand & Sons
2. Levin, Rubin Statistics for Management, Prantice Hall

**Suggested Readings:**

1. Khanna and Gupta, Prantice
2. N.D. Vohra, Quantitative Techniques for Management, Tata McGraw



Certified True Copy  
Registrar  
Jagan Nath University, Jaipur

# MBA 107: Managerial Economics

L-3 T/P-0 Credits-3

## Objectives

- 11 To provides an overview of basic economic theory and applies it to both business decision-making and public policy debates.
- 12 To focus on how the consistent application of relatively simple insights can help us to interpret and understand an increasingly complex world.
- 13 To define economics as “exchange, and the institutions through which exchange takes place” and therefore focus on individual choice and how this generates market outcomes via supply and demand.

## Course Contents

Lectures-08

### Unit I Basic Concept of Economics and Demand Analysis:

Nature and Scope of Managerial (Micro and Macro) Economics; Ten Principles of economics; Micro Vs Macro Economics; Static and Dynamic Analysis; Equilibrium: Partial and General.

Consumer Behavior: Utility Approach; Marshallian Utility Analysis: Law of Diminishing Marginal Utility and law of Equi- Marginal Utility; Indifference Curve Analysis: Consumer Equilibrium.

Demand Analysis:- Law of Demand. Determinants of Demand, Measurement of Elasticity of Demand: Price Elasticity, Income Elasticity, Cross Elasticity.

Lectures-08

### Unit II Production and Cost Analysis:

Production Analysis: Production Function. Production Function with One Variable Input- Short Run Analysis (Law of Variable Proportions), Production Function with Two Variable Input- Long Run Analysis (Law of Returns to Scale).

Cost Analysis: Various Cost Concepts, Short Run and Long Run Cost Function, Cost Output Relationship,

Lectures-08

### Unit III Market Structure and Price and Output Determination:

Price and Output Determination in Different Market: - Various Forms of Market Perfect Competition, Monopoly, Monopolistic Competition, Price Determination in these Markets. Short Run and Long Run Equilibrium of Firms in Different Market

Lectures-08

### Unit IV Concept of National Income and Trade Cycle:

Circular flow of income in a two sector, three sector and four sector economy

National Income Analysis: Gross Domestic Product, Gross National Product, Net National Product, Per Capita Income, Measurement of National Income. Difficulties in Measurement of National Income

Theory of Trade Cycle: Concept and Phases of Trade Cycle; Method to Control Trade Cycles.



Certified True Copy

Registrar

Jagan Nath University, Jaipur

**Unit V Classical and Keynesian Macroeconomics:**

Classical Macroeconomics: Classical Theory of Output, Income and Full Employment.

Keynesian Macroeconomics: Keynesian Theory of Output, Income and Employment.

Inflation: Meaning of Inflation, Types of Inflation, Cause and Control of Inflation.

**Practical Module:**

- Analyze the companies and review their pricing and output decisions under perfect competition, monopoly, monopolist and oligopoly.
- Analyze the price, income and cross elasticity of various products.

**Text Books:**

1. Managerial Economics; G Geetika, Piyali Ghosh, Purba Choudhury; Tata McGraw-Hill Companies; New Delhi.
2. Managerial Economics; D.N. Dwivedi; Vikas Publishing House Pvt Ltd

**Suggested Readings:**

1. Samuelson Paul and William D Nordhaus, Economics, McGraw Hill, New York, 2001.
2. Salvator, Dominick, Managerial Economics, McGraw- Hill Book Company
3. Lipsey & Chrystal, Economics, Indian Edition, Oxford University Press.
4. Froyen Richard T, Macro Economics Theories and Policies, Pearson Education, New Delhi

**MBA 108: Legal and Business Environment**

L-3 T/P-0 Credits-3

**Objectives**

To give an exposure to students for developing basic understanding of the law and environment relating to business dealings nationally as well as internationally.

**Course Contents****Unit I The Indian Contract Act, 1872****Lectures-12**

Meaning and nature of contracts, Essentials of a valid contract- offer, acceptance, capacity to contract, free consent, consideration. Performance of contract, discharge of contract & remedies for breach of contract.

**Unit II The Sale of Goods Act, 1930****Lectures-05**

Definition of Sale of goods, essentials of valid contract of sale of goods, conditions and warranties, passing of property, rule of caveat emptor and its exceptions, rights of unpaid seller, remedies for breach of contract.



Certified True Copy  
Registrar  
Jagan Nath University, Jaipur



- Unit III Indian Partnership Act and Consumer Protection Act Lectures-06**  
 Essentials of Partnership, Partnership Deed, Registration of Partnership Firm, Types of Partners and Partnership; Rights and duties of partners, Implied Authority of partners, Reconstitution and Dissolution of Firm.  
 Important definitions in Consumer Protection Act, Rights of consumers, Manner of filing complaint, Dispute Redressal Agencies, orders of forum or commission.
- Unit IV Business Environment Lectures-06**  
 Nature and Concept, Internal and External Environment, Components (Economic and Non-Economic), Factors affecting Business Environment, Significance of Study of Business Environment and its Impact on the Economy, Concept of Indian Financial System
- Unit V Globalization Lectures-06**  
 Globalization trends and challenges, Role of MNCs, Balance of Payment, Environment for Foreign trade and investments; FEMA, Exchange Rate Movements and impacts, External influences on India's business environment, WTO and its impact on business.

**Text Books:**

1. Business Law for Managers, Prof. (Cmde) P K Goel, biztantra
2. Legal Aspects of Business, Akhileshwar Pathak, Tata Mc Graw Hills
3. Adhikari, M.; Economic Environment of Business, Sultan Chand & Sons, Delhi.

**Suggested Readings:**

1. Sen & Mitra, Commercial Law, World Press
2. Indian Contract Act (Students Edition), N.M. Tripathy Publisher
3. Aswathappa, K, Essentials of Business Environment, Himalayas Publishing House, New Delhi.
4. Cherunilam, Francis, Business Environment, Himalayas Publishing House

**MBA109: Managerial Skills for Effectiveness - I**

**L-1 /P-2 Credits-2**

**Objective:**

To give the student knowledge and skills and to make them an effective manager with adequate soft skills required for any organization.

**Course Content**

**Unit I Self Awareness:**

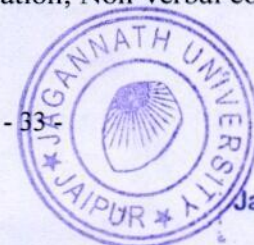
**Lecture - 04**

Concept of self awareness; Importance of self awareness; Strategies to increase self awareness.

**Unit II Communication:**

**Lecture - 05**

Concept, Process and barriers to communication; Verbal communication- types and importance; Personal interview, GD, Email, telecommunication; Non-verbal communication- concept, components.



Certified True Copy

Registrar

Jagan Nath University, Jaipur

**Unit III Creative thinking & Problem solving:**

**Lecture - 06**

Concept and process of creative thinking; Techniques; Steps of analytical problem solving; Challenges in generating creative solutions.

**Unit IV Time Management:**

**Lecture - 04**

Concept and importance of Time management; Techniques of time management; Barriers to effective time management.

**Unit V Presentation skills:**

**Lecture - 06**

Concept and types of presentation; Subject selection and organizing information; Organizing a presentation.

**Text books:**

- Alex K. (2012) Soft Skills – Know Yourself & Know the World, S.Chand & Company LTD, Ram Nagar, New Delhi- 110 055.
- Meena.K and V.Ayothi (2013) A Book on Development of Soft Skills (Soft Skills : A Road Map to Success), P.R. Publishers & Distributors

**Reference books:**

- Soft skills Training – A workbook to develop skills for employment by Fredrick H. Wentz
- Personality Development and Soft skills , Oxford University Press by Barun K. Mitra
- Soft Skills for Everyone, Butterfield Jeff, Cengage Learning, 2011.



Certified True Copy  
Registrar  
Jagan Nath University, Jaipur

*Second Semester Examination*

Code No.	Paper	L	T/P	Credits
MBA201	Indian Economy and Policy	3	-	3
MBA202	Corporate Finance	3	-	3
MBA203	Quantitative Techniques	3	-	3
MBA204	Operations Management	3	-	3
MBA205	Marketing Research	3	-	3
MBA206	Human Resource Management	3	-	3
MBA207	Entrepreneurship	3	-	3
MBA208	Indian Ethos and Business Ethics	2	-	2
MBA 209	Managerial Skills for Effectiveness - II	1	2	2
	<b>Total</b>	<b>24</b>	<b>2</b>	<b>25</b>



  
 Certified True Copy  
 Registrar  
 Jagannath University, Jaipur

# MBA 201: Indian Economy and Policy

L-3 /P-0 Credits-3

## Objectives

1. This course will allow the student to gain knowledge about the major developments and issues in Indian economy.
2. Starting with the debate on growth and development in Indian economy this course discusses the sectoral balances and key issues in financial and external sectors of the economy.
3. Wherever possible, this course will allow the critical appraisal by taking cognizance of the contemporary developments in the economy.

## Course Content

### Unit I Introduction to Indian Economy

Lecture – 06

India as a developing economy: Basic characteristics of the Indian economy; Major issues of development; Economic development and environmental degradation, Concept of Human Development in India.

The Economic Policy and Infrastructure Development: Energy and Transport, Social Infrastructure- Education, Health and Gender related issues, Social Inclusion, issues of Financial Inclusion

### Unit II Issues and Challenges of Indian Economy

Lecture - 10

Poverty: Meaning, Causes, Strategy, Measures taken by government; Solution of the problem of poverty. Unemployment: Kinds, Causes, and Remedial measures to eradicate unemployment, employment generation schemes in India. Employment Guarantee Act (2005); Inequality: extent, causes, measures to reduce economic inequalities.

Black Money: Causes for generation of black money, measures taken by the government to unearth black money

Balance Regional Development: Indicators of regional imbalance, causes, policy measures to remove regional disparities.

### Unit III Economic Policies

Lecture - 08

Economic Policies: - Economic Planning in India, Objectives and strategy of economic planning, Planning commission v/s NITI Aayog.

Monetary policy in India, Fiscal Policy in India, Centre state Finance Relations, Finance commission in India.

### Unit IV Sectors of Indian Economy

Lectures - 08

Sectoral composition of Indian Economy: - Features of Indian Agriculture, Issues in Agriculture sector in India, land reforms, Green Revolution, Food security in India. Industrial Sector in Pre-reforms period and post reform period, Public Sector and Indian Planning: Evolution, role, performance and shortcomings; Disinvestment & Privatization; Growth of Micro, Small & Medium enterprises in India.



Certified True Copy

Registrar  
Jagannath University, Jaipur

## Unit V Foreign Trade

## Lecture - 08

Foreign Trade of India: importance, composition direction. Import substitution and Trade promotion policy, problems of Foreign Direct Investment and Foreign Institutional investment in India, WTO and India.

Challenges of development: MDG (Millennium development goals) & SDG (Sustainable development goals), Demographic dividend; Globalization and its impact on India.

### Practical Module:

- Analyze the current budget in the light of major policy initiatives of the government to the issues of economic development.
- Analyze the report of various committees on the issues of economic development.
- Case studies

### Text Books:

1. Dutt Rudder and K.P.M Sunderam (2001): Indian Economy, S Chand & Co. Ltd. New Delhi.
2. Mishra S.K & V.K Puri (2001) "Indian Economy and –Its development experience", Himalaya Publishing House.
3. Kapila Uma: Indian Economy: Policies and Performances, Academic Foundation
4. Bardhan, P.K. (9th Edition) (1999), The Political Economy of Development in India, Oxford University Press, New Delhi.

### Suggested Readings:

- Brahmananda, P.R. and V.A. Panchmukhi. [2001], Ed. 'Development Experience in Indian Economy, Inter-state Perspective,' Bookwell, New Delhi.
- Gupta, S.P. [1989], 'Planning and Development in India: A Critique,' Allied Publishers Private Limited, New Delhi.
- Bhagwati, Jagdish. [2004], 'In Defense of Globalization,' Oxford University Press, U.K.
- Dhingra, Ishwar //C. [2006], 'Indian Economy,' Sultan Chand and Sons, New Delhi.
- Datt, Rudder and Sundaram, K.P.M. [Latest edition], 'Indian Economy,' S.Chand and Co, New Delhi.



Certified True Copy  
Registrar  
Jagan Nath University, Jaipur

# MBA 202: Corporate Finance

L-3 T/P-0 Credits-3

## Objectives

To develop knowledge of financial system, financial institutions and basic Concepts / techniques of corporate finance.

## Course Contents

### Unit I Financial Management

Lectures-06

Meaning, Scope, Function & Objective of Financial Management, Decision Making, Role of Financial Manager in a company.

### Unit II Break Even Analysis

Lectures-10

Concept of Marginal Costing, Cost Volume Profit Analysis, Advantages & Limitations of Cost Volume Profit Analysis, Break Even Charts.

### Unit III Capital Structure and Cost of Capital

Lectures-08

Cost of Capital: Specific and Weighted Average Cost of Capital, EBIT-EPS Analysis, Capital Structure – Meaning, importance and factors affecting capital structure.

### Unit IV Working Capital Management

Lectures-08

Management and Financing of Current Assets, Working Capital Cycle, *Working Capital* : Estimation & Calculation, Management of Cash, Cash Budget and Inventory Management.

### Unit V Capital Budgeting

Lectures-08

Features of capital budgeting, Estimation of Cash Flows, Capital Budgeting – Traditional methods and Discounted cash flow methods of appraisal.

## Text Books:

1. Financial Management; Dr. Paresh Shah; Biztantra Publication; New Delhi
2. Prasanna Chandra, Fundamental of Financial Management

## Suggested Readings:

- Eugene F. Brigham, Michael C. Ehrhardt, Financial Management: Theory and Practical.  
I.M. Pandey & Ramesh Bhat, Cases in Financial Management.



Certified True Copy

Registrar  
Jagan Nath University, Jaipur

# MBA 203: Quantitative Techniques

L-3 T/P-0 Credits-3

## Objectives

The objective of the course is to equip the student with basic quantitative tools required to perform the role as a manager. This will enable him to do analytical evaluation and arrive at logical conclusions & inferences to the decisions.

## Course Contents

### Unit I Introduction to Quantitative Techniques

Lectures-08

Concept, Role and Scope, Models in Business and Industry. Algebra of Matrix: Addition, Subtraction, Multiplication, & Inversion. Solving linear equations by using matrices.

### Unit II Linear Programming

Lectures-08

Problem formulation and Graphical methods of solution. Simplex method & duality and Sensitivity Analysis.

### Unit III Specially Structured Programming

Lectures-08

Transportation: North West Corner, Least cost Method, Vogel's Approximation Method. Assignment Problems: Maximizing, Minimization & Unbalanced Problems.

### Unit IV Game Theory

Lectures-08

Game Theory: Types of Games, Two person zero sum games, Mixed strategy, Method of solution, Dominance in Games.

### Unit V Decision Theory

Lectures-08

Decision making under uncertainty: Maximax, Maximin, Minmax, Minimin, Hurwitz & Laplace Criterion; Decision making under risk, Decision Trees-Applications, decision making in a Competitive Situation.

## Text Books:

1. N.D. Vohra, Quantitative Techniques for Management, 4<sup>th</sup> Edition Tata McGraw Hill New Delhi.
2. Sancheti Kapur, Quantitative Techniques,

## Suggested Readings:

1. Paneer Selvam, Quantitative Techniques, Prantice Hall New Delhi.
2. Khandelwa, I Gupta & Gupta, Quantitative Techniques, JPH



Certified True Copy  
Registrar  
Jagan Nath University, Jaipur

# MBA 204: Operations Management

L-3 T/P-0 Credits-3

## Objectives

The course is designed to acquaint the students with decision making in : Planning, Organizing and Controlling of Operations functions in both manufacturing and services; improvement in operations through maintaining high quality standards, value engineering and value analysis.

## Course Contents

- Unit I Managing Operations Lectures-04**  
Introduction to Production and Operations Management, Development of Operational Strategies for Competitive Advantage, Difference between manufacturing and service operations.
- Unit II Planning the Conversion System Lectures-08**  
Demand Forecasting, Designing Product, Services and Processes, Facility Location, Facility Layout
- Unit III Organising the Conversion System Lectures-08**  
Job Design, Work Measurement, Work Study, Method Study, Monte Carlo Simulation Techniques
- Unit IV Controlling the Conversion System Lectures-12**  
Production Planning and Control, Inventory Control with Lead Time and EOQ Analysis, Networking Techniques- CPM, PERT, Drawing a network, Calculating EST,LFT and Floats, Difference between PERT & CPM
- Unit V Managing for World Class Competition Lectures-08**  
Just in Time, Managing for Quality, Value Added Manufacturing, Quality Analysis and Control

## Text Books:

1. R.B. Khanna, Production and Operation Management Prentice Hall Publication
2. Adam Jr Ebert, Production and Operation Management Prentice Hall Publication

## Suggested Readings:

1. Buffa Sarin Modern Production/ Operations Management, John Wiley & Sons
2. S.N. Chary Production and Operation Management, Mc Graw Hill
3. Aswathappa Bhat, Production and Operation Management, Himalaya Publishing House

Certified True Copy  
Registrar  
Jagan Nath University, Jaipur





# MBA 205: Marketing Research

L-3 T/P-0 Credits-3

## Objectives

1. To understand the basic concepts, tools and techniques of research.
2. To develop ability for conducting the independently.

## Course Contents

### Unit I Introduction to Business Research

Lectures-08

Meaning, Objective and Types of Research; Research and Scientific Methods; Defining of Research Problem; The Research Process: an overview.

### Unit II Research Proposal and Research Design

Lectures-08

Introduction of Research Proposal, Types of Research Proposals, Meaning and need of Research design; Classification of Research design: Exploratory research studies, Descriptive Research studies and Experimental research studies;

Qualitative Research: Process and Methodologies.

### Unit III Sampling Techniques & Hypothesis Testing

Lectures-08

Meaning and need of sample, Steps in sample designs, Different types of sample design. One sample test: z test, t test and Chi square test. Two sample test: z test, t test and Chi square test. Analysis of Variance (ANOVA)

### Unit IV Data Collection

Lectures-08

Primary and Secondary data, Methods of collection of primary data : observation method, Questionnaires method and Interview method, Questionnaire design and administration, Collection of Secondary data. Exploring, Displaying and Examining of data.

### Unit V Report Writing and Presentation

Lectures-08

Interpretation, Significance of report writing, Types of research report, Different steps in writing report; Presentation of report: Communication dimensions.

## Text Books:

1. Business Research Methods; Donald R Cooper and Pamela S Schindler; Tata McGraw Hills
2. Business Research Methods – William G. Zikmund; 7<sup>th</sup> Ed. VII Indian Reprint 2008; Cengage, New Delhi

## Suggested Readings:

1. Zikmund, Business Research Methods, Dryden Press
2. Kothari, C. R., Research Methodology – Methods and Techniques, Wsihwa Prakashan
3. Business Research Methods; S.N. Murthy & U. Bhojanna; Excel Books, New Delhi



Certified True Copy

Registrar  
Jagan Nath University, Jaipur

# MBA 206: Human Resource Management

L-3 T/P-0 Credits-3

## Objectives

- To think systematically and strategically about aspects of managing the organization's human assets, and
- To understand what needs to be done to implement these policies and, if appropriate for a given organization, to achieve competitive advantage through people.
- To appreciate and recognize diversity of motives along with psychological, sociological & To legalistic determinants to resolve human problems in organization

## Course contents

### Unit I Impression of HRM and Procurement of HR

Lectures-08

Evolution of HRM, Concept, Nature, Importance of HRM, Changing Environment and HRM, Functions of HRM, Concept, Process and Importance of HRP, Job Analysis and Design, Recruitment, Selection, Induction & Placement, Psychometric Test, Interview Techniques, Internal Mobility of HR.

### Unit II Development of HR

Lectures-08

Meaning and Need of Training and Development, Training Process, Methods of Training and Development, Designing Training Programs, Evaluation of Training Program.

### Unit III Performance and Compensation Management

Lectures-08

Performance Management Concepts, performance appraisal- concept and process Potential Assessment, Concept of Job Evaluation, Employee Compensation- purpose and important components, Performance Linked Pay.

### Unit IV Integration of HR

Lectures-08

Empowering employees, Worker's Participation in Management- importance, techniques of workers participation in management, principles and procedure of Collective Bargaining, Concept of Employee Counseling.

### Unit V Maintenance of HR and Employment Relation

Lectures-08

Industrial dispute management- nature, settlement of disputes, discipline and grievance management, Concept of Employment Relations, Statutory and Non- Statutory Provision for Employee Health and Safety.

## Text Books:

1. K. Aswathappa, Human Resource Management: Text and Cases, Tata McGraw Hill.
2. Dwivedi R S, Managing Human Resource: Personnel Management in Indian Enterprise, Galgotia Publication

## Suggested Readings:

1. Gary Dessler Biju Varkkey, Human Resource Management, Pearson Education.
2. Pattanayak Byers, Human Resource Management, Prentice Hall of India
3. P. Jyothi, D. N. Venkatesh, , Human Resource Management, Oxford University Press.



Gen. Secy True Copy  
Registrar  
Jagan Nath University, Jaipur

# MBA 207: Entrepreneurship

L-3 T/P-0 Credits-3

## Objectives

The course is designed to simulate the real life activities of entrepreneurs in the startup age of a new venture. Building on the above concept the course aims to provide the skills to start and build enterprise, implement it successfully and manage its transition to a full fledged business entity.

## Course Contents

Lectures-08

### Unit I Entrepreneur & Opportunity Recognition

Entrepreneur, characteristics, functions, types, Intrapreneur – an emerging class, Entrepreneurship - meaning - Role of Entrepreneurs in Economic Development, Self – assessment, Motivations to start a business, The Entrepreneur Personality, entrepreneurial culture, stages in entrepreneurial process, Alternative Competitive Entry Wedges.

Lectures-08

### Unit II Writing Business Plan

Feasibility study, Product selection - Form of Ownership - Licensing etc., project Identification - Meaning, Significance - contents and formulation of a project report - planning commission guidelines, Developing business plan, Business plan appraisal

Lectures-08

### Unit III Start-Up Factors

Entry barriers and firm positioning, Comparison of a large and small start-up, (Technology absorption), Institutional support to entrepreneurship Development(networking with Industries and Institutions)

Lectures-06

### Unit IV Stages of Growth in Entrepreneurial Ventures

Stages of growth model, Business crisis, Barriers to small firms, growth Factors in continued entrepreneurship in small firms.

Lectures-10

### Unit V Entrepreneurship

Family business-Importance, Changing face of family business, Replacing the founder, Family business and multiple levels of conflict, Succession in family business, Pitfalls of the family business. Women & minority entrepreneurs, International entrepreneurship, Rural Entrepreneurship, Make in India, Startup India, Standup India

## Text Books:

1. Dollinger Marc J, **Entrepreneurship: Strategies and Resources**, III Ed., 1995, Irwin Press
2. Hisrich Robert D and Peters Michael P, **Entrepreneurship**, V Ed., TMH New Delhi

## Suggested Readings:

1. Kuratko Donald F and Hodgetts Richard M. **Entrepreneurship: A Contemporary Approach** HarcourtCollege Publisher.
2. Zimmerer and Scarborough, **Entrepreneurship and New Venture Formation**. Prentice Hall
3. Timmons Jeffry A, **New Venture Creation: Entrepreneurship for the Twenty First Century**, Irwin



Certified True Copy  
Registrar  
Jagan Nath University, Jaipur

## MBA208: INDIAN ETHOS AND BUSINESS ETHICS

L-2 T/P-0 Credits-2

### Objective:

The objective of the course is to acquaint the students with Indian Ethos and its relevance to managerial decision making. This course has been designed to create a mindset of value system among the students who are the future managers. The course also aims to sensitize students to the ethical standards both professional and personal and produce balanced flexible and effective managers in this liberal and globalised environment

### Course Content

#### Unit I Indian Ethos and Values

Lecture – 05

Indian Ethos: Concept, Need, purpose & relevance of Indian Ethos; Model of management in the Indian socio-political environment, Indian work ethos;

Values for managers, relevance of values in management, secular vs. spiritual values in management, need for values in global change-Indian perspective

#### Unit II Indian Ethos in Management

Lecture – 07

Management Lessons from Vedas, Mahabharata, Panchtantra, Kautilya's Arthashastra, Discussion Examples and Models from the above texts

Relevance of Bhagvad Gita: Doctrine of Karma i.e. Nishkama Karmayoga; Guna Theory (SRT i.e. Sat, Raj & Tam Model), Theory of Sanskaras, Life Goals or Purusharthas, Bhagvad Gita & Self Management.

#### Unit III Introduction to Business Ethics

Lecture – 05

Concept of Ethics and Business Ethics, Importance, Causal chains in business ethics, Ethical Dilemma, Ethical Relativism, Ethical Gap and factors affecting business ethics

#### Unit IV Professional Ethics

Lecture – 04

Ethics & Religion; HRM & Ethics; Creating Work committed cultures in Organizations; Quality of Work Life; Ethical Decision Making.

#### Unit V Ethics in Management

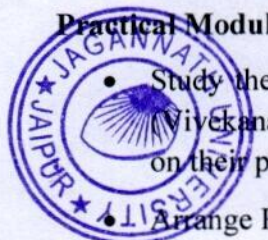
Lecture – 04

Ethics & Environment; Ethics of Advertising and Investment Decisions; Social Responsibility, Sustainable Development, Trusteeship concept of Mahatma Gandhi, Indian Vs western Management Contemporary issues in Management.

### Practical Module:

- Study the Management GURU's from Indian History like Lord Krishna (Bhagvad Gita), Vivekanand (Vivekananda's ideas on Vedant), Chankaya's Arthshastra – prepare presentation, videos and role play on their philosophy for Management.

Arrange Practical Sessions on Yoga



Certified True Copy  
Registrar  
Jagan Nath University, Jaipur

### Text Books

- R Nandagopal, Ajith Sankar RN: Indian Ethics and Values in Management, Tata Mc Graw Hill
- Ghosh, B.: Indian Ethos in Management, Vikas Publishing House Pvt. Ltd., 2nd ed. Reprint, 2009.
- Balchandran, S. Raja K. C. R. and Nain B. K.: Ethics, Indian Ethos & Management, Shroff Publishers & Distributors Ltd., New Delhi.

### Reference Books

- Chakraborty, S.K.: Foundation of Managerial Work-Contributions from Indian Thought, Himalaya Publication House, Delhi 1998
- Nandagopal, Ajith Shankar, Indian Ethos and Values in Management, Tata Mc Graw Hill, 2010
- Chakraborty, S.K., Ethics in Management: Vedantic Perspectives, Oxford University Press, Delhi, 1995

## MBA209: Managerial Skills for Effectiveness - II

L-1 /P-2 Credits-2

### Objective:

To enhance soft skills such as leadership, communication and peer to peer relationships, with a purpose of make the student an effective manager with adequate soft skills required for any organization.

### Course Content

#### Unit I- Decision-Making Skills:

Lecture - 05

Concept of decision making; decision making process; challenges in the process of decision making process.

#### Unit II- Managing Conflicts:

Lecture - 05

Concept; Functional and dysfunctional conflicts; Levels of conflicts; Conflicts management techniques.

#### Unit III- Delegation skills:

Lecture - 04

Concept; Process of delegation; Factors effecting successful delegation.

#### Unit IV- Leadership skills:

Lecture - 05

Concept; Qualities of a good leader; Leadership styles, process of developing a leader.

#### Unit V- Team Management Skills:

Lecture - 06

Concept; Understanding group formation; Team effectiveness assessment; Team management techniques.

### Text books:

- Alex K. (2012) Soft Skills – Know Yourself & Know the World, S.Chand & Company LTD, Ram Nagar, New Delhi- 110 055.
- Meena.K and V.Ayothi (2013) A Book on Development of Soft Skills (Soft Skills : A Road Map to Success), P.R. Publishers & Distributors



**Reference books:**

- Soft skills Training – A workbook to develop skills for employment by Fredrick H. Wentz
- Personality Development and Soft skills , Oxford University Press by Barun K. Mitra
- Soft Skills for Everyone, Butterfield Jeff, Cengage Learning, 2011.



Certified True Copy  
Registrar  
Jagan Nath University, Jaipur



**Office Bearers**

1. Chairperson	:	Dr. Amit Gupta
2. Pro-Chairperson	:	Prof.(Dr.) V.K Agarwal
3. President	:	Prof. (Dr.) Navin Mathur
4. Registrar	:	Mr. Tanmay Pattanayak
5. Controller of Examinations	:	Mr. Chandresh Mathur
6. Deputy Registrar	:	Mr. Mr. Rakesh Israni
7. Chief Proctor	:	Prof. G.R. Choudhary
8. Convener Anti Ragging Committee	:	Prof. G.R. Choudhary
9. Students Welfare Committee	:	Dr. Ranjeeta Soni
10. Librarian	:	Ms. Archana Bhardwaj
11. System Administrator	:	Mr. Nandan Singh
12. Hostel Superintendent	:	Mr. Sumeet Mishra
13. Admission In Charge	:	Mr. Manish Mani
14. Accounts Officer	:	Mr. Dharamraj Sharma
15. Transport In Charge	:	Mr. Jitender Singh Rajawat
16. Maintenance Supervisor	:	Mr. Jitender Singh Rajawat
17. Housekeeping Incharge	:	Mr. Mani Bhusan
18. Security Incharge	:	Mr. Sumeet Mishra

**Office Bearers: Faculty of Management**

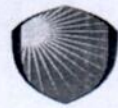
**General Activities Coordinators**

1. Dean & HoD	:	Dr. Vaishali Sharma
2. Overall & Academics	:	Dr. Jyotsna Sharma (MBA-I & II Yr.) Ms. Smita Kaushik (BBA I, II & III Yr.)
3. Discipline	:	Dr. Vaishali & Dr. Kapil
4. Corporate Affairs	:	Ms. Swati & Ms. Pooja
5. Research and Development cell	:	Dr. Shilpi & Dr. Kapil
6. Entrepreneurship Cell	:	Dr. Shilpi & Ms. Pooja
7. Student Development Cell	:	Ms. Swati & Ms. Smita
8. Alumni Cell	:	Dr. Jyotsna & Ms. Smita
9. Departmental Resource & e-marketing	:	Dr. Jyotsna
10. Marketing Cell	:	Ms. Smita, Mr. Tarun & Dr. Jyotsna



Certified True Copy

Registrar  
Jagan Nath University, Jaipur



Fees to be Charged from Students w.e.f Academic Session 2019-20		
1	<b>Tuition Fee</b>	Course Specific
2	<b>Security Deposit</b>	Rs. 5000 for Academic & Rs. 5000 for Hostel Separately
3	<b>Activity Fee</b>	<b>Rs. 250 per Sem.</b> for All Courses except B.Arch. & <b>Rs. 500 per Sem.</b> for B.Arch. <b>No fee</b> for M.Tech & LL.M
4	<b>Hostel Fee</b>	<b>2 Seater</b> -Rs.1,00,000 & <b>3 Seater</b> -Rs.78,000 per Anum
5	<b>Transport Fee</b>	Rs. 29,000 from Jaipur to Chaksu, Rs. 20,000 from Sitapura to Chaksu, Rs. 20,000 from Chaksu to Sitapura, Rs. 16,000 from Chaksu to University campus, Rs. 26,500 from Jaipur to Sitapura & Rs. 16,000 from Pratap Nagar to Sitapura
6	<b>Alumni Fee</b>	Rs.500/- for All Programmes except MBA & B.Arch. Rs. 1000/- for MBA & B.Arch.
7	<b>Revaluation (Theory Subjects only)</b>	Rs. 400/- Per Paper
8	<b>Due / Improvement (Theory Subjects)</b>	Rs. 400/- Per Paper
9	<b>Due (Practical Subjects)</b>	Rs. 250/- Per Paper <b>For Architecture (Due/Special Due)</b> Design – Rs. 3500/-, Building Construction – Rs. 2500/-, Architectural Drawing – Rs. 1500/-, Arts & Graphics – Rs. 1000/-, Dissertation – Rs. 3000/- Thesis – Rs. 5000/- & for Other Subjects not mentioned above Rs. 350/- Per Paper
10	<b>Due /Improvement in UM Case</b>	Rs. 700/- Per Paper
11	<b>Special Due /Improvement (Theory Subjects)</b>	Rs. 500/- per Paper
12	<b>Special Due (Practical Subjects)</b>	Rs. 300/- per Paper
13	<b>Special Due /Improvement (UM Case)</b>	Rs. 700/- Per Paper
14	<b>Inspection of answer sheet (Rechecking) by the candidate</b>	Rs. 600/- per Paper
	<b>M.Tech-III Semester Seminar Due</b>	Rs.600/-
	<b>Dissertation/Seminar/Summer Project/Minor Project/Major Project Due</b>	Rs.600/-
17	<b>Duplicate Degree</b>	Rs. 1000/-





18	Duplicate Consolidated Marksheet	Rs. 500/-
19	Duplicate Provisional Certificate	Rs. 250/-
20	Duplicate Migration cum Character Certificate	Rs. 250/-
21	Transcripts	Rs.500 then additional Trnascript Rs.100 each
22	Transfer Certificate (On Demand)	Rs. 100/-
23	Duplicate ID Card	Rs. 150/-
24	Duplicate Enrollment Form	Rs. 100/-
25	Provisional ID Card for Examination (Valid for one day only)	Rs. 50/-
26	Semester Marksheet	Rs.100/- per Marksheet
27	Duplicate Fee Receipt	Rs. 100 per receipt
28	Reissue of Security Cheque	Rs. 500 per cheque
29	Verification of Documents	Rs.300

\*\*\*\*\*



Certified True Copy

Registrar  
Jagan Nath University, Jaipur