



**RAJJU SHROFF ROFEL  
UNIVERSITY, VAPI**

**Programme Name: Master of Business Administration**

**Level: PG**

**Branch: MBA – SEM I**

**Course / Subject Code: MBA011012**

**Course / Subject Name: Accounting for Business Leaders**

W.e.f. Academic Year:	2024-26
Semester:	I
Category of the Course:	Core Course (CC)

<b>Prerequisite:</b>	<b>PG Course</b>
<b>Rationale:</b>	<i>Management Accounting is essential part of management education inculcating analytical skills in post graduates which can make them industry ready. Students will be able to read, interpret &amp; analyze various reports &amp; available accounting information. In addition, they will be well equipped with the up-to-date knowledge &amp; skills to perform their role in managerial decision-making.</i>

**Course Outcome:**

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
C01	Compile & Assess Financial & Cost statements in accordance with nationally & Globally accepted Principles.	R,U
C02	Analyze & Evaluate data from Financial Statements & Cost-Volume-Profit techniques to determine Optimal managerial decisions.	N,E
C03	Present , Justify & communicate a variety of managerial decisions based on analysis of financial statements & data.	A,C
C04	Understand the business environment likely to be operating in.	R,U

*\*Revised Bloom's Taxonomy (RBT)*

**Teaching and Examination Scheme:**

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks		Total Marks
L	T	PR	C	Theory	Tutorial / CCE	

				End Sem. Exam (E)	Internal Exam (I)	CCE	
3	1	0	4	50	30	70	150

### Course Content:

Module No.	Content	No. of Hours	% of Weightage
1.	<p><b>Basic understanding of Management Accounting:</b></p> <ul style="list-style-type: none"> <li>• Meaning and definition</li> <li>• Comparison among Financial Accounting, Management Accounting and Cost Accounting.</li> <li>• Accounting Principles – concepts and conventions</li> <li>• Overview of Accounting Process</li> <li>• Journal Entries, Ledger-Posting and Preparation of Trial Balance, Accounting records and balance sheet equations</li> <li>• Basic overview of IFRS and Indian Accounting Standards (Ind.AS)</li> <li>• Introduction to Forensic Accounting &amp; Carbon Accounting.</li> </ul> <p><b>Understanding and Preparing Corporate Financial Statements:</b></p> <ul style="list-style-type: none"> <li>• Corporate Profit &amp; Loss Account and Corporate Balance Sheet (Schedule III of the Companies Act, 2013).</li> <li>• Cash Flow Statement (AS-3).</li> </ul>	15	25%
2.	<p><b>Inventory valuation(AS-2):</b></p> <ul style="list-style-type: none"> <li>• FIFO, Weighted Average Method &amp; LIFO (Preparation of stock register card only)</li> </ul> <p><b>Depreciation(AS-6):</b></p> <ul style="list-style-type: none"> <li>• Straight line method, written down value method</li> <li>• Retrospective effect (Only Theoretical Perspective)</li> </ul> <p><b>Intangible Assets Accounting (AS-26)</b></p> <p><b>Revenue recognition (AS-9)</b></p> <p><b>Financial Statement Analysis:</b></p> <ul style="list-style-type: none"> <li>• Horizontal analysis</li> <li>• Vertical Analysis</li> <li>• Trend Analysis</li> <li>• Ratio Analysis</li> </ul>	15	25%
3.	<p><b>Cost Accounting:</b></p> <ul style="list-style-type: none"> <li>• Meaning and definition of cost</li> <li>• Cost concepts and classification</li> </ul>	15	25 %

	<b>Costing Methods:</b> Unit Costing, Process costing (excluding equivalent unit of production) <b>Profit Planning &amp; Decision Making:</b> <ul style="list-style-type: none"> <li>• Marginal costing &amp; CVP Analysis. Its managerial implications.</li> <li>• Short term decision making</li> </ul>		
4.	<b>Contemporary issues in management accounting</b> <ul style="list-style-type: none"> <li>• Activity based costing</li> <li>• Activity based budgeting</li> <li>• Value Chain analysis</li> <li>• Target and life cycle costing</li> <li>• Quality costing</li> <li>• Balanced Score card and Strategic profitability analysis</li> </ul>	15	25%
	<b>Total</b>		<b>100</b>

**Suggested Specification Table with Marks (Theory):**

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
20%	15%	10%	25%	25%	5%

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

**References/Suggested Learning Resources:**

**(a) Books:**

M.Y. Khan & P.K. Jain	Management Accounting	McGraw Hill	6 <sup>th</sup> / Latest
Amrish Gupta	Financial Accounting for Management	Pearson	5 <sup>th</sup> / Latest
Horngren, C.T., Sundem G.L., Stratton, W.O.	Introduction to Management Accounting	Prentice Hall of India	Latest Edition
P. C. Tulsian	Financial Accounting	Pearson	Latest Edition
V. Rajasekaran & R. Lalitha	Financial Accounting	Pearson	Latest Edition
P. C. Tulsian	Cost Accounting	S Chand	Latest Edition

**Note:** Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

**(b) Open source software/website/Journals / Periodicals / Magazines / Newspapers:**

1. The Chartered Accountant
2. The Management Accountant

3. The Chartered Secretary
4. Journal of Finance
5. Business India / Business Today / Business World
6. Business Standard/Economic Times/Financial Times/ Financial Express

<https://www.icaai.org/>

<https://www.economist.com/search?q=Corporate+accounting>

<https://www.accountingtoday.com/>

<https://www.accountingcoach.com/>

### Activities for Students:

#### I. Industry orientation

Students in groups are required to visit a company to understand the accounting practices being followed by an organization.

#### II. Analysis of Financial statements.

Students in groups are required to choose two companies from different sectors, collect financial statements of last five years, analyze & evaluate the financial condition of the company & try to predict the future scenario. (from all stakeholders' perspective)

#### III. Presentation

Students in group required to prepare & present the report of the analysis done in activity II. Use of Power BI is desirable.

#### IV. Quiz

Module III & IV (Each Student will prepare a set of questions, out of which final quiz will be designed.)

### CO- PO Mapping:

Semester I	Accounting for Business Leaders: MBA011012				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	2	-
CO2	2	3	2	3	-
CO3	1	2	2	3	3
CO4	-	1	2	3	2

*Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.*

\* \* \* \* \*



**RAJJU SHROFF ROFEL  
UNIVERSITY, VAPI**

**Programme Name: Master of Business Administration**

**Level: PG**

**Branch: MBA – SEM I**

**Course / Subject Code: - MBA011022**

**Course / Subject Name: Business Economics**

W.e.f. Academic Year:	2024-26
Semester:	I
Category of the Course:	Core Course (CC)

<b>Prerequisite:</b>	<b>PG Course</b>
<b>Rationale:</b>	<i>Economics subject knowledge will ensure sound &amp; timely decision making to future managers &amp; entrepreneurs. The subject knowledge facilitates decision making in areas such as capital investment, Capacity planning &amp; utilization, pricing, industry competitiveness &amp; related decisions, Economic growth, country's global position, etc.</i>

**Course Outcome:**

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
C01	Define and explain basic concepts of microeconomics used to explain the behavior of individuals, household or firms.	R,U
C02	Evaluate the relationship between Production & Cost function. Analyze & Evaluate different market structures ,equilibrium & market operations under varying competitive conditions for different industries.	N,E
C03	Evaluate the influence of economic policies on the socio-economic welfare of a country's citizens.	A,E
C04	Recommend competitive strategies according to the nature of products, market structures and business cycles.	C

*\*Revised Bloom's Taxonomy (RBT)*

**Teaching and Examination Scheme:**

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks		Total Marks
L	T	PR	C	Theory	Tutorial / Practical	

				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	1	-	4	50	30	-	70	150

**Course Content:**

Module No.	Content	No. of Hours	% of Weightage
1.	Ten principles of economics <b>Micro Economics</b> The market forces of supply and demand Elasticity and its applications The costs and economics of production, Economies of Scale	15	25%
2.	<b>Market structure and Pricing:</b> Perfect competition Monopoly competition Oligopoly competition Monopolistic competition	15	25%
3.	<b>Macro Economics</b> Measuring a nation's income Measuring the cost of living Savings and investment Production and growth, Concepts of GDP, GNP, PPP The monetary system, Money growth and inflation Open-economy macroeconomics – Basic concepts	15	25 %
4.	<b>Macro Economics</b> Aggregate demand and aggregate supply The influence of monetary and fiscal policy on aggregate demand The short-run trade-off between inflation and Unemployment	15	25%
	<b>Total</b>		<b>100</b>

**Suggested Specification Table with Marks (Theory):**

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
20%	20%	5%	25%	25%	5%

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

**References/Suggested Learning Resources:****(a) Books:**

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Gregory Mankiw	Economics: Principles & Applications	Cengage	Latest Edition
2	Dr D. M. Mithani	Managerial Economics: Theory & Applications	Himalaya	2010, Latest
3	R.L. Varshney and K.L. Maheswari	Managerial Economics	Sultan Chand	19th / Latest
4	Samuelson and Nordhaus	Economics	TMH	16 <sup>th</sup> ed. /Latest

**Note:** Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

**(b) Journals / Periodicals / Magazines / Newspapers and website:**

1. Harvard Business Review
2. Vikalpa – A Journal for Decision Makers
3. Management Review
4. Business Standard/Economic Times/Financial Times/ Financial Express/
5. Economic & Political Weekly
6. Asian Journal of Research in Business Economics
7. Indian Journal of Economics and Development
8. [https://www.economist.com/group-subscriptions?utm\\_campaign=MA00000093&utm\\_medium=paid-search&utm\\_source=enterprise-google&utm\\_content=&gad\\_source=1&gclid=CjwKCAjwko21BhAPEiwAwfaQCAJxnAhOzi1vxfrAMMzrG\\_a-a7c5Qhmf6F36fyxSBsEz4Odx19VhhoCqMIQAvD\\_BwE&gclsrc=aw.ds](https://www.economist.com/group-subscriptions?utm_campaign=MA00000093&utm_medium=paid-search&utm_source=enterprise-google&utm_content=&gad_source=1&gclid=CjwKCAjwko21BhAPEiwAwfaQCAJxnAhOzi1vxfrAMMzrG_a-a7c5Qhmf6F36fyxSBsEz4Odx19VhhoCqMIQAvD_BwE&gclsrc=aw.ds)
9. <https://www.businesseconomics.com/>
10. <https://libguides.gvsu.edu/economics/websites>

**Suggested Activities for Students, if any:**

## Industry orientation

Students in groups are required to visit a company to understand the application of concepts of economics in an organization.

## II. Analysis of selected sector.

Students in groups are required to choose one sector, collect information regarding different economic parameters regarding the sector, analyze & evaluate the progress & scenario. Also try to predict the future scenario. (from all stakeholders' perspective)

## III. Presentation

Students in group required to prepare & present the report of the analysis done in activity II. Use of Excel/software is desirable.

## IV. Quiz

Module III & IV (Each Student will prepare a set of questions, out of which final quiz will be designed.)

### CO- PO Mapping:

Semester I	Business Economics: MBA011022				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	3	-	2	1
CO2	3	3	-	3	1
CO3	3	1	1	3	1
CO4	2	2	1	3	1

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

\*\*\*\*\*





**RAJJU SHROFF ROFEL  
UNIVERSITY, VAPI**

**Programme Name: Master of Business Administration**  
**Level: PG**  
**Branch: MBA – SEM I**  
**Course / Subject Code: MBA011032**  
**Course / Subject Name: Information Systems & Business Analytics**

W.e.f. Academic Year:	2024-26
Semester:	I
Category of the Course:	Core Course (CC)

<b>Prerequisite:</b>	<b>PG Course</b>
<b>Rationale:</b>	The Information Systems & Business Analytics course explores how organizations use data and technology to gain insights and make strategic decisions. Students learn foundational principles of data analytics, including data collection, analysis, visualization, and interpretation. The course covers techniques such as predictive analytics, machine learning, and big data processing to solve business challenges and improve performance. Emphasis is placed on understanding ethical implications, data privacy in data-driven decision-making. By the end of the course, students are equipped with skills to harness the power of information systems for optimizing business processes and achieving competitive advantage.

**Course Outcome:**

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
C01	Analyze the information needs of the organizations globally & propose relevant information systems to achieve organizational goals at various levels and functional areas of the organization	N,R,C,A
C02	Determine the ethical & social concerns pertaining to the use of information system & business analytics and propose effective ways to address these concerns	E,U,A
C03	Develop understanding of various existing & futuristic tools & techniques of business analytics used globally for effective decision making	U,R,A
C04	Examine the application of business analytics for various industries globally & propose relevant analytical solutions in business context	N,E,A,C

*\*Revised Bloom's Taxonomy (RBT)*

**Teaching and Examination Scheme:**

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks			Total Marks
L	T	PR	C	Theory		Tutorial / CCE	
				End Sem Exam	Internal Exam	CCE	
3	1	0	4	50	30	70	150

**Course Content:**

Module No.	Content	No. of Hours	% of Weightage
1.	<p><b>Introduction to Information Systems:</b></p> <ul style="list-style-type: none"> <li>• Data, types of digital data</li> <li>• Meaning, need, components, functions &amp; benefits of Information Systems</li> </ul> <p><b>Classification of IS - I:</b></p> <p>Meaning, functions and applications of:</p> <ul style="list-style-type: none"> <li>• Transaction Processing Systems (TPS)</li> <li>• Management Information Systems (MIS)</li> <li>• Decision Support Systems (DSS)</li> <li>• Executive Support / Information Systems (ESS/ EIS)</li> <li>• Expert Systems (ES)</li> </ul>	15	25%
2.	<p><b>Classification of Information systems - II:</b></p> <p>Meaning, functions and applications of:</p> <p>Functional system:</p> <ul style="list-style-type: none"> <li>• Financial</li> <li>• Human Resource</li> <li>• Marketing</li> <li>• Production and Operations</li> </ul> <p><b>Enterprise Systems</b></p> <ul style="list-style-type: none"> <li>• ERP</li> <li>• Supply chain management systems</li> <li>• CRM</li> </ul>	15	25%

3.	<p><b>Business Intelligence:</b></p> <ul style="list-style-type: none"> <li>• Definitions and Examples in Business Intelligence</li> <li>• Need, Features and Use of Business Intelligence (BI)</li> <li>• BI Components <ul style="list-style-type: none"> <li>- Data Warehouse</li> <li>- Business Analytics</li> <li>- Business Performance Management</li> <li>- User Interface</li> </ul> </li> </ul> <p><b>Business Analytics:</b></p> <ul style="list-style-type: none"> <li>• Introduction to Business Analytics (BA) – Need.</li> <li>• Components of Business Analytics</li> <li>• Types (Descriptive, Predictive and Prescriptive)</li> <li>• Tools of BA</li> <li>• Business Intelligence versus Business Analytics</li> </ul>	15	25 %
4.	<p><b>Types of Digital Data:</b></p> <ul style="list-style-type: none"> <li>• Definition, Sources, Storage and Characteristics of Structured, Unstructured and Semi Structured Data</li> </ul> <p><b>Introduction to important BA concepts:</b></p> <ul style="list-style-type: none"> <li>• Data Warehouse</li> <li>• Data lake</li> <li>• Data Mining</li> <li>• Big Data</li> <li>• Business Performance Management</li> </ul> <p><b>Analytics in Industries:</b></p> <ul style="list-style-type: none"> <li>• Telecom, Retail, Healthcare, Financial Services</li> </ul> <p><b>Ethical Issues pertaining to IS &amp; BA:</b></p> <ul style="list-style-type: none"> <li>• Ethical responsibilities of business professionals</li> </ul>	15	25%
<b>Total</b>			<b>100</b>

**Suggested Specification Table with Marks (Theory):**

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
<b>12.5</b>	<b>12.5</b>	<b>50</b>	<b>12.5</b>	<b>12.5</b>	<b>12.5</b>

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

## References/Suggested Learning Resources:

### (a) Books:

1. Essentials of Management Information Systems by Kenneth Laudon, Jane Laudon – Publication Pearson Publications ISBN 9780136500810
2. Business Driven Technology by Stephen Haag, Amy Philips – Publication McGraw Hill ISBN 9780073323060
3. Business Analytics – The Science of Data Driven Decision Making by U. Dinesh Kumar – Publication Wiley ISBN 978-8126568772
4. Data Analytics by Anil Maheshwari – Publication McGraw Hill ISBN 9789355324559

### (b) Open source software and website:

1. <https://www.coursera.org/specializations/information-systems>
2. <https://www.coursera.org/specializations/business-analytics>

## Suggested Project List, if any:

Students are suggested to visit few medium to large scale organization and study their MIS technology being used.

## Suggested Activities for Students, if any:

Students to come up with presentations on real life examples of Business Analysis in various sectors

## CO- PO Mapping:

Semester 1	Information Systems & Business Analytics : MBA011032				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	2	-	-	3
CO2	-	3	2	3	3
CO3	3	3	1	2	3
CO4	3	2	-	3	2

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

\*\*\*\*\*



**RAJJU SHROFF ROFEL  
UNIVERSITY, VAPI**

**Programme Name: Master of Business Administration**  
**Level: PG**  
**Branch: MBA – SEM I**  
**Course / Subject Code: MBA011042**  
**Course / Subject Name: Organisational Behaviour**

W.e.f. Academic Year:	2024-26
Semester:	I
Category of the Course:	Core Course (CC)

<b>Prerequisite:</b>	<b>PG Course</b>
<b>Rationale:</b>	To understand the different types of behavior in the business organisations

**Course Outcome:**

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
C01	To understand how individual's personality and behaviour impacts professional work experience	U
C0 2	Understanding the impact of organizational culture on individuals and the workplace	U,N
C03	Describe and Understand the unethical practices prevalent in motivating individuals and compare and contrast the influence of leadership styles on employee motivation and satisfaction	R,U,N
C04	Discuss and propose solutions for issues of conflict negotiation, stress, power and politics in a given situation	N,A,C

*\*Revised Bloom's Taxonomy (RBT) R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)*

**Teaching and Examination Scheme:**

Teaching Scheme (in Hours)	Total Credits L+T+ (PR/2)	Assessment Pattern and Marks	Total Marks
-------------------------------	---------------------------------	------------------------------	-------------

L	T	PR	C	Theory		Tutorial / CCE	
				End Sem Exam	Internal exam)	CCE	
4	1	0	4	50	30	70	150

### Course Content:

Module No.	Content	No. of Hours	% of Weightage
1. Foundation of Organisational Behaviour	<p><b>Organisational Behaviour-</b></p> <ul style="list-style-type: none"> <li>• Nature</li> <li>• Concept</li> <li>• Types of Business Organisations</li> <li>• Model of OB</li> <li>• Disciplines contributing to the field of OB</li> </ul> <p><b>Managers-</b></p> <ul style="list-style-type: none"> <li>• Managerial roles and Skills</li> </ul> <p>Overview of management process.</p>	15	25%
2. Foundation of Individual Behaviour	<ul style="list-style-type: none"> <li>• Understanding Emotional and Social Intelligence</li> <li>• Understanding Personality and its impact on work</li> <li>• Understanding Perception and its impact on work</li> <li>• Understanding Attitude and Values and its impact on work</li> <li>• Understanding Motivation and its impact on work</li> <li>• Stress Management at Workplace</li> <li>• Learning Styles</li> <li>• Knowledge Management</li> </ul>	15	25%
3. Foundation of Group Behaviour	<p><b>Group-</b></p> <ul style="list-style-type: none"> <li>• Nature and Dynamics of Group, Stages of Group</li> </ul> <p><b>Team-</b></p> <ul style="list-style-type: none"> <li>• Team Dynamics and Synergy</li> <li>• Types of Team</li> </ul> <p><b>Power &amp; Politics</b></p> <p><b>Transactional Analysis</b></p> <p><b>Leadership-</b></p>	15	25 %

	<ul style="list-style-type: none"> <li>• Leadership Styles and Theories</li> </ul> <b>Workplace Behaviour-</b> <ul style="list-style-type: none"> <li>• Conflict</li> <li>• Negotiation</li> <li>• Trust</li> <li>• Decision Making</li> <li>• Communication</li> </ul>		
4. Foundations of Organisational Structure, Culture and Change	<b>Organisational Design and Structure-</b> <ul style="list-style-type: none"> <li>• Developing Organisational Culture, Creativity and Innovation</li> </ul> <b>Organisational Change</b> <b>Ethics and Social Responsibility</b> <b>International Organisational Behaviour-</b> <ul style="list-style-type: none"> <li>• Managing across culture</li> </ul> <b>Emotional intelligence: a factor that governs Organisation Behaviour</b> <b>Assertiveness skills</b> <b>FIRO - B</b>	15	25%
	<b>Total</b>	<b>60</b>	<b>100</b>

**Suggested Specification Table with Marks (Theory):**

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
20	30	05	30	10	05

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

**References/Suggested Learning Resources:**

**(a) Books:**

**Text Book:**

1. Stephen Robbins Organizational Behaviour Pearson Education Latest Edition

**Reference Books:**

2. K. Aswathappa Organizational Behaviour Himalaya Latest Edition

**(b) List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.**

1. Journal of Organizational Behaviour
2. Research in organizational behavior
3. Organizational behavior & Human Decision processes

**Suggested Project List, if any:**

To visit various organization and understand, dynamics of organization and individual's behavior.

**Suggested Activities for Students, if any:**

- Presentations on various topics
- Case studies
- Assignments
- Role play

**CO- PO Mapping:**

Semester I	Organisational Behaviour : MBA011042				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
<b>C01</b>	2	3	2	2	3
<b>C02</b>	3	2	2	3	3
<b>C03</b>	1	2	3	3	2
<b>C04</b>	3	3	2	1	3

*Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.*

**Any Other:**

\* \* \* \* \*





**RAJJU SHROFF ROFEL  
UNIVERSITY, VAPI**

**Programme Name: Master of Business Administration**  
**Level: PG**  
**Branch: MBA – SEM I**  
**Course / Subject Code: MBA011052**  
**Course / Subject Name: Business Statistics**

W.e.f. Academic Year:	2024-26
Semester:	I
Category of the Course:	Core Course (CC)

<b>Prerequisite:</b>	<b>PG Course</b>
<b>Rationale:</b>	This course will introduce several statistical methods that are used for a wide variety of applications. It covers making inference based on two samples, analysis of variance, simple linear regression, categorical data analysis and nonparametric statistics.

**Course Outcome:**

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
C01	Understand the foundational concepts of statistics	U
C02	Apply methods of organizing and presenting data using statistical tools such as frequency tables, graphs, and charts	N
C03	Calculate and interpret measures of central tendency and dispersion	A
C04	Analyze and interpret linear correlation using Karl Pearson's and Spearman's coefficients	A

*\*Revised Bloom's Taxonomy (RBT)*

**Teaching and Examination Scheme:**

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks		Total Marks
L	T	PR	C	Theory	Tutorial / Practical	

				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	1	0	4	70	30	0	50	150

### Course Content:

Module No.	Content	No. of Hours	% of Weightage
1.	Introduction to Business Statistics: Meaning and Definition, functions, scope and limitations, Collection and presentation of data, frequency distribution, measures of central tendency - Mean, Median, Mode Charts and Graphs. Measures of dispersion: Range – Quartile Deviation – Mean Deviation -Standard Deviation – Variance-Coefficient of Variance - Comparison of various measures of Dispersion.	15	25%
2.	Correlation and Regression Scatter Diagram, Karl Pearson correlation, Spearman’s Rank correlation (one way table only), simple and multiple regressions (problems on simple regression only).	15	25%
3.	Probability Distribution Concept and definition - Rules of probability –Random variables – Concept of probability distribution – Theoretical probability distributions: Binomial, Poisson, Normal and Exponential – Baye’s theorem (No derivation) (Problems only on Binomial, Poisson and Normal).	15	25 %
4.	Hypothesis Testing Types, characteristics, source, formulation of hypotheses, errors in hypotheses. Parametric and Non-Parametric Tests- t-test, z-test, f- test, (problems on all tests). Normality and reliability of hypothesis. Statistical analysis- ANOVA-one-way.	15	25%
	<b>Total</b>		<b>100</b>

### Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
20	30	15	15	10	05

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom’s Taxonomy)

## References/Suggested Learning Resources:

### (a) Books:

No.	Author	Name of the Book	Publisher	Year of Publication /Edition
1	Ken Black	Business Statistics for Contemporary Decision making	Wiley	Latest Edition
2	Sanjiv Jaggia, Alison Kelly	Business Statistics	McGraw Hill	Latest Edition
3	Richard I. Levin And David S. Rubin	Statistics for Management	Pearson	Latest Edition
4	D.P. Apte	Statistics for Managers	Excel	Latest Edition
5	Gerald Keller & Hitesh Arora	Business Statistics	Cengage	Latest Edition

### Suggested Project List, if any:

Students are suggested to visit few medium to large scale organization and study their organization and make charts and graphs. They need to analyze the hierarchy and controls of the organization

### Suggested Activities for Students, if any:

To visit various manufacturing and services organization and study their functions and departments.

### CO- PO Mapping:

Semester I				
Course Outcomes	PO1	PO2	PO3	PO4
CO1	3	2	1	-
CO2	3	3	1	2
CO3	2	2	1	-
CO4	3	2	-	-

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

Designed By,  
Dr. Aabha S Singhvi  
Faculty: Finance



**RAJJU SHROFF ROFEL  
UNIVERSITY, VAPI**

**Programme Name: Master of Business Administration  
Level: PG**

**Branch: MBA – SEM I**

**Course / Subject Code: MBA014062**

**Course / Subject Name: Business Communication & Etiquettes**

W.e.f. Academic Year:	2024-26
Semester:	I
Category of the Course:	Ability Enhancement Course (AEC)

<b>Prerequisite:</b>	<b>PG Course</b>
<b>Rationale:</b>	Communication is a very essential skill for the managers to be successful in their professional Career. The objective is to acquaint the students with the basic concepts and techniques of Communication which will be useful in developing skills of communicating effectively.

**Course Outcome:**

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
C01	Understand the scope of communication and learn its importance and implication strategies.	R, U
C02	Design an appropriate communication tool — business letters and reports, resume / CV for a given context.	R,U,A
C03	Recommend the appropriate communication skills - personal communication, verbal and non-verbal, formal and informal in different business scenarios.	U,A ,E,C
C04	Determine and propose the appropriate use of different communication channels for collaborating in teams.	U,A,E,N

*\*Revised Bloom's Taxonomy (RBT)*

**Teaching and Examination Scheme:**

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks			Total Marks
L	T	PR	C	Theory		Tutorial / CCE	
				End Sem Exam	Internal Exam	CCE	
2	0	0	2	25	--	50	75

**Course Content:**

Module No.	Content	No. of Hours	% of Weightage
1.	Communication in Organization: <ul style="list-style-type: none"> <li>• Importance of Communication</li> <li>• Types of Communication</li> <li>• Communication Process</li> <li>• 7Cs of Communication</li> <li>• Types of Non Verbal Communication</li> <li>• Organizational Communication Networks</li> <li>• Barriers to Effective Communication</li> <li>• Ethics in Communication</li> <li>• Legal Aspects of Business Communication</li> </ul>	10	33.3%
2.	Enhancing Listening and Speaking Skills <ul style="list-style-type: none"> <li>• Listening-Active and Passive</li> <li>• Strategies for effective listening</li> <li>• Barriers to effective listening</li> </ul>	10	33.3%

	<ul style="list-style-type: none"> <li>• Importance and types of oral communication</li> <li>• Public Speaking</li> <li>• Different types of speeches</li> <li>• Role of non-verbal communication</li> <li>• Interpersonal communication</li> <li>• Communication in Teams</li> <li>• Negotiation Skills</li> <li>• Social Media Communication</li> </ul>		
3.	<p>Written Communication Skills</p> <ul style="list-style-type: none"> <li>• Business Letter Writing and Types</li> <li>• Email Writing</li> <li>• Resume and Cover letters</li> <li>• Business proposals</li> <li>• Report writing</li> <li>• Minutes of Meeting</li> <li>• Notices and Memos</li> </ul>	10	33.4%
	<b>Total</b>	<b>30</b>	<b>100</b>

**Suggested Specification Table with Marks (Theory):**

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
<b>10</b>	<b>40</b>	<b>25</b>	<b>05</b>	<b>10</b>	<b>10</b>

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

**References/Suggested Learning Resources:**

**(a) Books:**

1. Basic business Communication by Raymond V. Lesikar & M. E. Flatley-Publisher-TMH, Latest Edition
2. B. Com (Business Communication) by Lehman- Publisher-Cengage, Latest Edition

3. Effective Business Communication by Murphy, Hildebrandt & Thoma- Publisher-TMH, Latest Edition

**(b) Open source software and website:**

1. <https://blog.hubspot.com/marketing/management-principles>
2. <https://www.shiksha.com/online-courses/articles/principles-of-management-every-manager-should-know/>
3. <https://www.uagc.edu/blog/5-principles-of-great-management>
4. <https://www.atlassian.com/blog/leadership/motivation-theory>
5. <https://imarticus.org/blog/leadership-and-motivation-exploring-10-theories-of-motivation/>

**Suggested Project List, if any:**

Students are suggested to visit few medium to large scale organization and study their communication pattern and prepare organizational communication chart.

**Suggested Activities for Students, if any:**

Project/ presentation on any of the following Circulars, Drafting Notices, Handling Complaints, Evaluating Interview Performance, Articles, Formal Invitations. Performa for Performance Appraisals, Letters of Appointment, Captions for Advertising, Company Notice related Shares/dividends, MoA, AoA, Annual Reports, Minutes of Meetings, Action taken on Previous Resolution. Use of google groups and google sheet. Preparing job applications.

**CO- PO Mapping:**

Semester ____	Business Communication & Etiquettes : MBA014062				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	1	1
CO2	2	3	3	2	1
CO3	2	2	2	2	2
CO4	2	2	2	3	3

*Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.*

**Designed by-**

**Dr.Nupur Angirish**

**Faculty: Marketing & H.R**

\* \* \* \* \*