



DHANAMANJURI UNIVERSITY

RR. No. : 8556

Date : 19/06/2026

OFFICE OF THE MANAGEMENT
DHANAMANJURI UNIVERSITY, MANIPUR

No. DMU/MGMT/2026/04

Imphal, the 19th June, 2026

To
The Registrar
Dhanamanjuri University, Manipur
(Through proper channel)

**Subject: Submission of Syllabus related to MBA and MBA (Tourism and Hospitality)
for approval in the Academic Council**

Sir,

With due respect, I am submitting the approved syllabus (by the Departmental Board of Studies, Management) for kind and necessary action. For your favourable consideration a copy of the syllabus along with the DBS resolution is enclosed herewith.

Thanking You.

Enclosure:

1. Syllabus
2. Proceeding of the DBS(Management)

N. Jayanti

Prof. N. Jayanti

Head, Department of Commerce
Dhanamanjuri University, Manipur

Head,
Department of Management
Dhanamanjuri University, Imphal

Forwarded
for kind and necessary
action - N. Jayanti
19/06/2026
Dean, School of Business Studies
Dhanamanjuri University
Imphal

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DEPARTMENT OF MANAGEMENT
DHANAMANJURI UNIVERSITY - MANIPUR
MASTER OF BUSINESS ADMINISTRATION

SYLLABUS

SEMESTER I
(GENERAL / TOURISM & HOSPITALITY)

Total Credit:

Code	Title	Type	No. of Credit	No. of Hours	No. of Class per week
	Management Process	Core	3	45	3
	Accounting for Managers	Core	3	45	3
	Marketing Management	Core	3	45	3
	Managerial Economics	Core	3	45	3
	Quantitative Analysis	Core	3	45	3
	Entrepreneurship Development	Core	3	45	3
	Operations Management	Core	3	45	3
	Computer Application in Business		3	45	3
	Business Communication		2	30	2

SEMESTER II
(GENERAL / TOURISM & HOSPITALITY)

Code	Title	Type	No. of Credit	No. of Hours	No. of Class per week
	Business Environment	Core	3	45	3
	Organizational Behaviour	Core	3	45	3
	Financial Management	Core	3	45	3
	Human Resource Management	Core	3	45	3
	Business Ethics	Core	3	45	3
	Business Research Methodology	Core	3	45	3
	Financial System	Core	3	45	3
	Management Information System		3	45	3
	E-Commerce		2	30	2

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Final Copy

**DEPARTMENT OF MANAGEMENT
DHANAMANJURI UNIVERSITY - MANIPUR
MASTER OF BUSINESS ADMINISTRATION**

SYLLABUS

**SEMESTER I
(GENERAL / TOURISM & HOSPITALITY)**

Total Credit:

Code	Title	Type	No. of Credit	No. of Hours	No. of Class per week
MBA-S01	Management Process	Core	3	45	3
MBA-S02	Accounting for Managers	Core	3	45	3
MBA-S03	Marketing Management	Core	3	45	3
MBA-S04	Managerial Economics	Core	3	45	3
MBA-S05	Quantitative Analysis	Core	3	45	3
MBA-S06	Entrepreneurship Development	Core	3	45	3
MBA-S07	Operations Management	Core	3	45	3
	Computer Application in Business	Skill Enhancement	3	45	3
	Business Communication	Ability Enhancement	2	30	2

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**SEMESTER II
(GENERAL / TOURISM & HOSPITALITY)**

Code	Title	Type	No. of Credit	No. of Hours	No. of Class per week
MBA-S08	Business Environment	Core	3	45	3
MBA-S09	Organizational Behaviour	Core	3	45	3
MBA-S10	Financial Management	Core	3	45	3
MBA-S11	Human Resource Management	Core	3	45	3
MBA-S12	Business Ethics	Core	3	45	3
MBA-S13	Business Research Methodology	Core	3	45	3
MBA-S14	Financial System	Core	3	45	3
	Management Information System	Skill Enhancement	3	45	3
	E-Commerce	Ability Enhancement	2	30	2

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SEMESTER I
COURSE CODE:
TITLE: MANAGEMENT PROCESS

NO. OF CREDIT: 3

NO. OF HOURS: 45

Learning Objectives

1. To build up basic concept on management with proper understanding about the various functions of management.
2. To analyze the various organizational structures of various business and not-for-profit entities in a real-world context.
3. To evaluate the decision-making criteria used by practicing managers, leaders and entrepreneurs in routine and non-routine decision-making situations,
4. To understand the basic controlling model in a real life business, start-up and not-for-profit organizational context.

Unit 1: Introduction

Concept of Management – Evolution of Modern Management Thought, Management by Objectives, By Experience, By Crisis – System Approach to Management – Management as Profession – Dimensions of Management – Administrative and Entrepreneurship Skills

Unit 2: Planning, Organizing and Decision Making

Concept and Significance – Planning Process, Types of Plans, Element of Planning – Programing, policy and Strategy – Goal Setting – Organizing Theories – Classical, Neo Classical and Modern Theories – Organization Structures – Formal and Informal, Designing of Basic Structure, Span of Management – Decision Making Techniques – Quening Theory, Game Theory, CPM and Decision Tree Analysis (Case Studies)

Unit 3: Direction and Motivation

Meaning, Nature and process of Direction, Principles of Directions – Motivation- Concept and types of motivation, Theories of Motivations – Maslow Need Hierarchy – Mc Gregor's Theory- Theory X, Theory Y, Carrot & Stick Approach to Motivation - Interpersonal and Group Behaviour – Transaction Analysis.

Unit 4: Leadership and Communication

Meaning and Functions of Leadership, Leadership and Management, Theories of Leadership – Leadership Styles – Likert's System of Management – Managerial Grid – Fieldler's Model of Leadership – Leadership Styles in Indian Organizations; Communication – Meaning and Significance – Types - Network – Barriers – Guidelines for Effective Communications - Management of Change and Crisis (Case Studies) -

Unit 5: Process of Control

Basic Control Process – Need for Control - Human Aspects of Control – Areas of Control – Reporting System and Advance Control Techniques – Operation Research – PERT, Budgetary Control Management Audit and Social Audit (Case Studies)

Recommended Books:

1. P.C. Pardeshi: *Management Process*, Nirali Prakashan, Pune
2. Robbins, S.P. and Decenzo, D.A.: *Fundamentals of Management*, Pearson Education Asia, New Delhi.
3. Koontz and Wehrich: *Principles of Management*, Tata Macgrow Hills Pvt. Ltd., New Delhi.
4. Stoner: *Management*, Prentice Hall of India, New Delhi.

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SEMESTER I
COURSE CODE:
TITLE: ACCOUNTING FOR MANAGERS

NO. OF CREDIT: 3

NO. OF HOURS: 45

Learning Objectives

1. To acquaint the students with the fundamental principles of book keeping and financial accounting.
2. To enable the students to prepare, analyse and interpret financial statements.
3. To enhance the students in taking decisions by using management accounting tools.
4. To make the students aware about the emerging issues in finance and accounting.

Unit 1: Introduction to Accounting

Meaning and Objectives of Financial Accounting, Accounting Principles, Accounting Standards, Journalizing transactions, Ledger Posting and preparation of Trial Balance, Trading Accounts, Profit and Loss Accounts and Balance Sheets (simple problems), Depreciation – Meaning, Importance & Methods (simple problems);

Unit 2: Financial Statement Analysis

Financial Statements Analysis – Meaning, Types of financial Analysis, Techniques of Financial Analysis; Ratio Analysis – Profitability Ratios, Coverage Ratios, Turnover Ratios, Financial Ratios, Ratios to Financial Statement (problems), uses and limitations of Ratio Analysis, Fund Flow Analysis;

Unit 3: Cost Accounting

Concepts of Cost - Elements and Classifications of Costs, Preparation of Cost Sheets (simple problems), Material Cost Control – Techniques of Inventory Control, Methods of Pricing, Labour Cost Control – Methods of Wage Payments, Labour Turnover, Idle Time and Overtime, Costing Methods – Batch Costing, Job Costing, Process Costing and Contract Costing

Unit 4: Management Accounting

Marginal Costing - Cost-Volume-Profit Analysis, Breakeven Analysis and Application of Marginal Costing; Standard Costing and Variance Analysis (simple problems), Budgeting: Types of Budgets, Preparation of Budget (simple problems), Budgetary Control

Unit 5: Emerging Issues in Accounting

Human Resource Accounting, Forensic Accounting, Accounting for Price Level Changes, Responsibility Accounting and Segmental Analysis - Meaning, Types, Process & Advantages;

Recommended Books:

1. N. Vinayakam & B. Charumathi: *Financial Accounting*, S. Chand
2. S.N. Maheswari: *Management Accounting*, Sultan Chand
3. Hingorani, Ramanathan & Grewal: *Management Accounting*, Sultan Chand
4. R.N. Anthony: *Management Accounting – Text and cases*, Irwin
5. B.K. Bhar: *Cost Accounting*, Academic Publishers
6. H.G. Guthman: *Analysis of Financial Statements*, Prentice Hall

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SEMESTER I
COURSE CODE:
TITLE: MARKETING MANAGEMENT

NO. OF CREDIT: 3

NO. OF HOURS: 45

Learning Objectives

1. To familiarize with the basic concepts, and techniques of marketing management
2. To understand the behaviour of consumers
3. To create awareness of marketing mix elements, and
4. To analyse and solve marketing problems in the complex and fast changing business environment.

Unit 1: Introduction to Marketing Management

Marketing Concepts - Marketing Process – Marketing Functions - Marketing mix - Marketing environment. - Consumer Markets and buying behaviour - Market segmentation and targeting and positioning- 7Ps of marketing – Marketing Planning – Marketing Information System

Unit 2: Product Planning and Development

Concept of a Product - Product mix decisions - Brand Decision - New Product Development - Product Positioning – Sources of New Product idea - Steps in Product Development - Product Life Cycle strategies- Stages in Product Life Cycle – Packaging and Labeling

Unit 3: Pricing Strategies

Meaning & Significance - Price Decisions – Factors Influencing Pricing - Pricing objectives - Pricing policies and Constraints - Different pricing strategies - NEW product pricing, Product Mix pricing strategies and Price adjustment strategy.

Unit 4: Channel of Distribution

Meaning, significance and Nature of Marketing Channels –. Types of Channel flows – Channel Policies and Strategies - Channel functions - Functions of Distribution Channel - Channel co-operation – Channel Management – Choice of Channels – Factors affecting choice of channels -Retailers and wholesalers.

Unit 5: Promotion Strategies

Promotion Decision - Promotion mix - Advertising Decision, Advertising Communication-Advertising Objectives - Advertising and Sales Promotion – Developing Advertising Programme – Role of Media in Advertising - Advertisement effectiveness.

Recommended Books:

1. K.S. Chandrasekar: *Marketing Management Text And Cases*, Tata Mcgraw-Hill Publication, New Delhi.2010
2. Philip Kotler, *Marketing Management- Analysis Planning and Control*, Prentice Hall Of India, New Delhi.

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SEMESTER I
COURSE CODE:
TITLE: MANAGERIAL ECONOMICS

NO. OF CREDIT: 3

NO. OF HOURS: 45

Learning Outcomes

1. To introduce the economic concepts
2. To familiarize the students with the importance of economic approaches in managerial decision making
3. To understand the applications of economic theories in business decisions

Unit 1: Introduction

Meaning, Nature and Scope of Managerial Economics- Functions of Managerial Economist- Economic Approach - Circular Flow of Activity - Nature of the Firm - Objectives of Firms - Demand Analysis and Estimation - Individual, Market and Firm demand - Determinants of demand –Law of Demand- Elasticity measures and Business Decision Making - Demand Forecasting.

Unit 2: Cost and Production Analysis

Concept and Types of Cost- Cost Functions – Determinants of Costs – Cost Forecasting - Short Run and Long Run Costs – Cost Output Relationship-Meaning of Production- Production Functions in the Short Run and Long Run- Factors of Production- Law of Variable Productions.

Unit 3: Market Analysis

Meaning - Determination Under Different Markets - Market Structure – Perfect Competition – Monopoly – Monopolistic Competition – Duopoly - Oligopoly – Price Discrimination - Degrees of Price Discrimination-Break Even Analysis-Marginal Revenue- Equilibrium of the Market.

Unit 4: Introduction to National Income

National Income Concepts – Methods of National Income Determination - Economic Indicators - Technology and Employment - Issues and Challenges –Importance of National Income Estimates- Methods used to measure national Income in India - Fiscal and Monetary Policies.

Unit 5: Business Cycles

Meaning of Business Cycle- Phases of Business Cycles-Characteristics of Business Cycles- Types of Business Cycles- Causes of Business Cycles-Effects of Business Cycles- Control of Business Cycles.

Recommended Books

1. Yogesh Maheswari: Managerial Economics, Phi Learning, New Delhi.
2. Gupta G.S: *Managerial Economics*, Tata Mcgraw-Hill, New Delhi.
3. Moyer and Harris Cengage: *Managerial Economics*, Learning, New Delhi.

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SEMESTER I
COURSE CODE:
TITLE: QUANTITATIVE ANALYSIS

NO. OF CREDIT: 3

NO. OF HOURS: 45

Learning Objectives

1. To enable the students to know about the information needs of Management
2. To introduce the concepts of data analysis methods
3. To have hands-on training of Statistical Data Analysis
4. To enhance the knowledge of testing hypothesis using various tools

Unit 1: Introduction

Meaning of Quantitative Analysis, Nature and Scope of Quantitative Analysis; Role of Quantitative Techniques, Types of Quantitative Model, Steps in Quantitative Analysis, Application of Quantitative in Management.

Unit 2: Statistical Tools for Decision Making

Population and Sample (Theory), Collection and Classification of Data, Qualitative Vs Quantitative Data / Continuous vs Discrete Data (Theory), Measures of Central Tendency – Mean, Median and Mode, Measures of Dispersion – Range, Quartile Deviation, Standard Deviation, Coefficient of Variation, Measures of Skewness & Kurtosis;

Unit 3: Probability

Basic Probability Concepts – Types (Discrete, continuous) - Random variable - Use of expected value in Decisions making - Binomial Distribution - Poison Distribution - Normal Distribution - Sampling - Probability and Non-Probability sampling - Sample Size Estimation; Interval Estimates and Confidence Interval - Calculation of Interval Estimates (C.I) for small & large samples;

Unit 4: Data Analysis

Chi Square Analysis - Test of Independence - Test of Goodness of fit Analysis of Variance - One-Way Classification - Two way Classification Theory of Correlation - scattered diagram, Karl-Pearson & Spearman Rank Correlation - Introduction to partial Correlation - Regression Analysis- Introduction to Time series and forecasting

Unit 5: Operation Research and Optimization

Linear Programming (LPP): Formulation, graphical solutions, and the Simplex method: Transportation & Assignment Models: Finding initial basic feasible solutions and optimizing costs; Decision Theory: Decision-making under conditions of risk and uncertainty, decision trees.

Recommended Books:

1. Kothari, C. R. (2013). *Quantitative techniques* (3rd ed.). Vikas Publishing House.
2. Srivastava, U. K., Shenoy, G. V., & Sharma, S. C. (2012). *Quantitative techniques for managerial decisions* (2nd ed.). New Age International Publishers.
3. Sharma, S. D. (2020). *Operations research* (20th ed.). Kedarnath Ramnath & Co.
4. Gupta, S. P., & Gupta, M. P. (2021). *Business statistics* (19th ed.). Sultan Chand & Sons.
5. Anderson, D. R., Sweeney, D. J., Williams, T. A., Camm, J. D., & Cochran, J. J. (2020). *Statistics for business and economics* (14th ed.). Cengage Learning.

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SEMESTER I

COURSE CODE:

TITLE: ENTREPRENEURSHIP DEVELOPMENT

NO. OF CREDIT: 3

NO. OF HOURS: 45

Learning Objectives

1. Explain the concepts, characteristics, functions, and types of entrepreneurship and entrepreneurs and the role of entrepreneurship in economic and social development in India.
2. Analyze the importance, problems, and promotional measures of small-scale enterprises and apply creativity, innovation, and SWOT analysis in entrepreneurial decision-making.
3. Understand the process of project preparation, project appraisal, and project management.
4. Assess the opportunities and challenges of women, rural, and sector-specific entrepreneurship.

Unit 1: Entrepreneur and entrepreneurship

Characteristics, Functions, Types, Ethics and Social Responsibilities of an Entrepreneur. Entrepreneurship: Importance, Growth and Role of Entrepreneurship in Economic Development– EDPs in India and Social Entrepreneurship.

Unit 2: New Venture Creation

Process of New Venture Creation, Feasibility Analysis – Market Feasibility, Technical Feasibility, Financial Feasibility, Legal Feasibility and Risk Assessment, Star up Process – Selection Legal Form of Organization, Registration Procedures, Licensing Requirement, Startup Ecosystem, Social Cost Benefit Analysis

Unit 3: Small Scale and Medium Enterprise

Concept, Importance and Characteristics of MSMEs, Role of MSMEs in Economic Development, Starting of SSE, Problems of SSE, Promotion, Institutional Support, Challenges of SSE, Role of State and Central Government, Creativity and Innovation in Business, Creative problem solving methods, International Entrepreneurship opportunities, SWOT Analysis.

Unit 4: Financing Entrepreneurial Ventures

Financial Planning – Estimation of Capital Requirement and Management, Cash Flow Management, Sources of Finance – Equity Capital, Debt Financing, Venture Capital, Angel Investors, Crowd Funding, Financial Institutions Support, Government Support for Startup

Unit 5: Women Entrepreneurship

Need – Growth of women Entrepreneurship – Problems faced by Women Entrepreneurs – Development of women Entrepreneurship – Entrepreneurship in Informal Sector – Rural Entrepreneurship – Entrepreneurship in Sectors like Agriculture, Tourism, health care, Transport and allied services.

Recommended Books

1. S.S. Khanka: Entrepreneurial Development (S. Chand).
2. Poornima M. Charantimath: Entrepreneurship Development in Small Business Enterprises (Pearson Education)
3. Hisrich Peters shepherd: Entrepreneurship (Tata McGraw Hill)

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4. Prasanna Chandra: Projects Planning Analysis, Reductions implementation & Review (Tata McGraw Hill)
5. Sahey and Nirjar: Entrepreneurship (Excel)
6. Arya Kumar: Creating and Leading an Entrepreneurial Organisation (Pearson 2012)
7. Vasant Desai: The Dynamics of Entrepreneurial Development and Management (Himalaya Publishing House)
8. K. Nagarajan: Project Mangement (New Age International Publishers)

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SEMESTER I
COURSE CODE:
TITLE: OPERATIONS MANAGEMENT

NO. OF CREDIT: 3

NO. OF HOURS: 45

Learning Objectives

1. To understand the concepts and techniques of Operations Management.
2. To understand the knowledge of plant location, layout and production process.
3. To enhance the students with the knowledge of aggregate planning decisions and work study

Unit 1: Production

Concept - Types of Production System, Productivity, World Class Manufacturing. Process Planning & Design, Value Analysis/ Value Engineering, Make or Buy Decision. Capacity Planning, Forecasting: Demand Patterns, Measures of forecasting, Forecasting Models: Simple Moving Average Method, Weighted Moving Average, Simple (single) Exponential Smoothing, Linear Regression, Delphi Method.

Unit 2: Facility Location

Factors influencing Plant Location, Plant Layout - Classification of Layout, Advantages and Limitations of Process Layout, Product Layout, Group Technology Layout, Fixed Position Layout, Cellular Layout.

Layout Design Procedures - Introduction to CRAFT, ALDEP & CORELAP, Material Handling System, Unit Load Concept, Material Handling Principles, Classification of Materials Handling Equipment's.

Unit 3: Production System

Concept of Mass Production System, Line Balancing, Objective of Assembly Line Balancing, Rank Positional Weight Method.

Inventory Control: Review of Basic Models of Inventory, Quantity Discount Model, Implementation of Inventory Systems, and Introduction to P & Q system of Inventory

Unit 4: Aggregate Planning Decisions

Aggregate Planning Strategies, Aggregate Planning Methods - Heuristic Method, Transportation Model, Material Requirement Planning - Product Structure/Bill of Materials(BOM), MRP Concept; Single Machine Scheduling - Types of Scheduling, Concept of Single Machine Scheduling, SPT Rule to Minimize Mean Flow Time, Minimizing Weighted Mean Flow Time, EDD Rule to Minimize Maximum Lateness, Flow Shop Scheduling

Unit 5: Work Study and Maintenance

Concept of Work Study, Steps in Method Study, Principles of Motion Economy, Time Study; Quality Control - Introduction, need for Controlling Quality, Definition of a Quality System, Classification of Quality Control Techniques; Control Charts - Control Charts for Variable and Attributes, C-Chart,

Maintenance Planning – Meaning, Objectives, Types of Maintenance, Basic Reasons for Replacement (Need for Replacement), Group Replacement Vs Individual Replacement

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Recommended Books:

1. Panneerselvam. R: *Production and Operations Management*, 3rd Edition, PHI Learning, Delhi, 2013.
2. Joseph G. Monks: *Operations Management - Theory and Problems*, (McGraw Hill).
3. Everett E. Adam & Ronald J. Ebert: *Production and Operations Management*, (Prentice Hall, 1994).
4. William J. Stevenson: *Production/Operations Management*, Richard Irwin.
5. Norman Gaither: *Production and Operations Management*, (The Dryden Press).
6. Jack R. Meredith, *The Management of Operation*, (John Wiley & Sons).
7. S.N. Chary, *Production and Operations Management*, (Tata McGraw Hill).
8. Jay Heizer & Barry Render: *Operations Management*, Prentice Hall International, Inc. 2001, International Edition.

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SEMESTER I

COURSE CODE:

TITLE: COMPUTER APPLICATION IN BUSINESS

NO. OF CREDIT: 3

NO. OF HOURS: 45

Learning Objectives

1. To study the basic concept of Computer, Operating and Office Automation
2. To enhance the knowledge of modern information technology
3. To enable the students to create presentation and use AI for data processing

Unit 1: Introduction to Computer

Introduction to Computer - Characteristics Advantages and Limitation of Computers, Types of Computers, Applications of Computer in Business, Facilities Available in Computerised System, Components of a Computer, Types of Software – System Software and Application Software .

Unit 2: Office Automation and Productivity Tools

Word Processing using Microsoft Word - Document Creation and Formatting - Mail Merge, Tables and Templates - Spreadsheet Applications using Microsoft Excel - Formulas and Functions, Data Sorting and Filtering - Pivot Tables, Charts and Graphs - Presentation Software using Microsoft PowerPoint – using of graphics - Designing Effective Presentations, Multimedia Integration.

Unit 3: Internet

Concepts of Internet & Intranet, Basic idea of Local Area Networks (LAN), Wide Area Networks (WAN); Growth of internet, Owner of Internet, Anatomy of Internet, Net Etiquette; World Wide Web; Internet Protocols, Usage of Internet to society, Web Browser & Search Engines, Cloud Computing

Unit 4: Database Management Systems

Concepts of Data and Information - Database Management Systems (DBMS) - Database Models - Relational Database Concepts - Creating and Managing Databases - SQL Basics - Data Security and Backup - Business Applications of Databases

Unit 5: Emerging Technologies

Artificial Intelligence – Machine Learning Basics – Internet of Things (IoT) – Blockchain Technology – Cyber Security and Data Privacy – Data Analytics – Data Visualization and Tools

Recommended Books:

1. Management Information Systems
Laudon, K. C., & Laudon, J. P. (2023). *Management information systems: Managing the digital firm* (17th ed.). Pearson.
2. Information Technology for Management
Turban, E., Pollard, C., & Wood, G. (2018). *Information technology for management: On-demand strategies for performance, growth and sustainability* (11th ed.). Wiley.
3. Computer Applications in Management
Shrivastava, N. (2019). *Computer applications in management*. Himalaya Publishing House.
4. Business Data Communications and Networking
FitzGerald, J., Dennis, A., & Durcikova, A. (2020). *Business data communications and networking* (14th ed.). Wiley.

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SEMESTER I
COURSE CODE: MS 107
TITLE: BUSINESS COMMUNICATION

NO. OF CREDIT: 2

NO. OF HOURS: 30

Learning Objectives

1. The Students should be able to communicate effectively in professional circles.
2. There should be a positive change in the oral and written communication skills of the students after studying the subject.
3. The students should be able to draft business letters, give effective presentations write formal reports and deliver speeches independently.
4. To enhance the listening and reading skills

Unit 1: Fundamental of Business Communication

Meaning, Nature, and Importance of Communication in workplace, Communication Process, Objectives and Functions of Communication, Types of Communication with advantages and Limitations - Verbal Communication, Non-Verbal Communication, Written Communication, Visual Communication, Barriers to Communication, Principles of Effective Communication (7 Cs) and Listening Skills

Unit 2: Organizational and Business Communication

Interpersonal Communication - Group Communication, Team Communication, Organizational Communication - Strategies for improving Organizational communication, direction of flow of communication, networks of flow of communication, Feedback, types of feedback, importance of feedback Intra-organizational communication, inter-organizational communication. Inter-cultural communication; Business Correspondence – Inquiry, Complaint, Order, Sales, Adjustment Letter, Issue of Memorandum and other Office Correspondence.

Unit 3: Report Writing and Documentation

Business Reports: Meaning and Importance, Types of Reports - Informational Reports, Analytical Reports, Structure of Business Reports, Proposal Writing, Agenda and Minutes of Meetings, Executive Summary Writing, Documentation and Record Keeping

Unit 4: Oral and Employment Communication

Meaning & Advantages of Oral Communication, Speech Writing, Creative Writing, Public Speaking, Presentation Skills –Techniques for effective Presentations, Qualities of a skillful Presenter. Exercises for Oral Communications – Individual and Group Presentations, Extempore, Role Playing, Debates and Quiz

Unit 5: Corporate Communication

Résumé/CV Writing, Cover Letter Writing. Job Application Letters, Group Discussion Techniques, Personal Interview Skills, Interview Etiquette, Career Communication and Personal Branding
Role of technology, different forms of technology for communication, Telephone Etiquette, Netiquette Communication Strategy for Managers: Communicating different types of messages – positive or neutral messages, negative messages, persuasive messages, effective team communication, motivational communication

Recommended Books

1. Meenakshi Raman, Prakash Singh: Business Communication Oxford Higher Education
2. R.K. Madhukar: Business Communication Vikas Publications
3. Urmila Rai, S M Rai: Business Communication Himalaya Publications
4. Shirley Taylor: Communication for Business Pearson Longman Publications

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SEMESTER II
COURSE CODE:
TITLE: BUSINESS ENVIRONMENT

NO. OF CREDIT: 3

NO. OF HOURS: 45

Learning Outcomes

1. To acquaint students with the issues of domestic and global environment in which business has to operate
2. To relate the Impact of Environment on Business in an integrated manner and
3. To give an exposure to important commercial and industrial laws

Unit 1: Introduction to Business Environment & Theoretical Framework

Theoretical Framework: Concept, nature, significance, and scope of Business Environment; Vision, Mission, and Goals of business; Environmental Typology: Internal vs. External; Micro vs. Macro environment dynamics; Environmental Dimensions: Overview of Economic (Systems & State Role), Political, Socio-Cultural, and Demographic environments; Ethics & Governance: Business Ethics; Corporate Social Responsibility (CSR); Elements of Corporate Governance.

Unit 2: Environmental Analysis and Managing Diversity

Analysis & Forecasting: Importance, stages, and techniques of Environmental Analysis; Environmental Forecasting (meaning, steps, and types); Analytical Frameworks: PEST, SWOT, and QUEST analysis Industry Analysis: Porter's Five Forces Framework; Managing Diversity: Dimensions, significance, techniques, and operational challenges of managing diversity within a changing demographic environment.

Unit 3: Government Policies and Legal Framework

Economic Policies: Monetary Policy, Fiscal Policy, Industrial Policy, and Industrial Licensing regimes; Taxation Structure: Overview of Direct and Indirect taxes with special reference to Goods and Services Tax (GST); Essential Business Laws: Competition Act, 2002 (Shift from MRTP Act); FEMA (Shift from FERA); Consumer Protection Act (Consumerism and remedies); Intellectual Property Rights (IPR) Framework; Information Technology (IT) Act, 2000.

Unit 4: Global Business Environment

Economic Reforms: Liberalization, Privatization, and Globalization (LPG) framework; International Trade & Investment: Foreign Trade/EXIM Policy; Balance of Payments (BOP) factors; Foreign Investments (FDI & FII); Special Economic Zones (SEZs); Global Institutional Framework: World Trade Organization (WTO)—TRIPS, TRIMs, and Dispute Settlement Mechanism; Strategic overview and role of World Bank, IMF, and Asian Development Bank (ADB); Trade Barriers: Tariff and Non-Tariff barriers to trade.

Unit 5: Technology, Contemporary Issues, and Prospects

Technological Environment: Innovations, Technology as a Competitive Advantage, and its impact on Globalization; Corporate Restructuring: Nature, scope, and importance of Mergers, Acquisitions, and Takeovers; Sustainability & Climate Change: Environmental ethics and International Climate Protocols (Kyoto Protocol / Paris Agreement); Emerging Socio-Economic Issues: Regional imbalances, Unemployment, Rural Development, and the Strategic Role of Bureaucracy.

Key Recommended Readings

1. Economic Environment of Business – M. Adhikary (Sultan Chand & Sons)
2. Essentials of Business Environment – K. Aswathappa (Himalaya Publishing House)
3. Legal Aspects of Business – Pathak (Tata McGraw-Hill)
4. Laws for Business – M.M. Sulphery & Az-Har Basheer (PHI Learning)

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SEMESTER II
COURSE CODE: MS 112
TITLE: ORGANIZATION BEHAVIOUR

NO. OF CREDIT: 3

NO. OF HOURS: 45

Learning Outcomes:

1. Describe complexities of individual and group behaviour in the organizations and explain the implications of organizational behaviour from the perspectives of employees, managers, leaders and the organization.
2. Theories, Models, Principles and Frameworks of organizational behaviour in specific organizational settings and Human behavioural problems like conflict, low motivational levels, politics, attitudinal issues etc. and develop solutions to these problems.
3. Develop strategies for challenges faced during shaping organizational behaviour, organizational culture and organizational change.

Unit 1: Introduction

Foundations of Organization Behavior- Scope and importance of OB- Nature of OB- Models of OB (Autocratic, Custodial, Supportive) Disciplines contributing to OB- Applying OB Knowledge to Management Practices.

Unit 2: Perception and Personality

Personality: Definition- Personality- importance of personality in Performance- Determinants of Personality- Personality Theories- Personality and Behaviour- Perception- concept of perception, Factors influencing perception- Perceptual Process- Inter Personal Perception- Managerial Applications of Perception- Relevant case studies on Perception.

Unit 3: Motivation

Definition & Concept of Motive & Motivation- Motivation and Behaviour- Theories of Motivation (Maslow's Need Hierarchy & Herzberg's Two Factor Model Theory- The Process Theories (Vroom's expectancy Theory & Porter Lawler model)- Carrot and Stick Approach- Contingency Approach.

Unit 4: Group and Team Dynamics

The Meaning of Group, Group Behaviour & Group Dynamics, Types of Groups, The Five-Stage Model of Group Development- Team Effectiveness & Team Building. Leadership: Introduction, Managers V/s Leaders- Traits and Types- Managerial Grid Theory of Leadership, Path Goal Theory of leadership and Situational Leadership.

Unit 5: Emerging Aspects of Organizational Behaviour

Organisation Culture- Organisational Conflicts- Goal Conflicts and Role Conflicts- Conflict Management- Organisational Climate and Culture – Developing Sound

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Organisational Climate-Organisational Behaviour across Cultures-Conditions affecting Cross Culture- Cross Cultural Communication.

Recommended Books

1. Understanding Organizational Behaviour, By Uday Pareek.
2. Organizational Behaviour, By C.B Gupta , Himalaya Publishing House, New Delhi.
3. Human Resource Management, By Nkomo, CENGAGE Learning.

SEMESTER II COURSE CODE:

TITLE: FINANCIAL MANAGEMENT

NO. OF CREDIT: 3

NO. OF HOURS: 45

Learning Objectives:

1. To know the various concept and sources of finance.
2. To understand the various uses of finance.
3. To familiarize oneself with the techniques used in financial management.

Unit 1: Introduction to Financial Management

Meaning, Objectives, Scope, Role of Financial Manager in the Changing Scenario; Finance Function and Importance; Tools of Financial Management and Financial Forecasting; Meaning of Financial Planning; Pattern of Financing; Source of Finance; Security Financing, Convertible Debentures, Internal Financing, Loan Financing, Public Deposits, Bridge Financing, Loan Syndication, & Finance Decision, Leverage

Unit 2: Capital Structure

Meaning, Objectives, Capital Structure and Financial Structure; Pattern of Capital Structure; Optimum Capital Structure; Capital Structure Theories, Determination of Capital Structure; Financial Break Even Point and EPS Analysis, Capital Gearing and Trading on Equity, Cost of Capital - Importance and Classification; Determination of Cost of Capital, Capital Assets Pricing Model (CAPM) and Weighted Average Cost of Capital (WACC) (simple problems)

Unit 3: Capital Budgeting

Concepts, Importance, Characteristic, Limitations, Capital Budgeting Process; Capital Rationing. Capital Budgeting Techniques - Accounting Rate of Return- ARR Method of Evaluation & Its Analysis; Payback Method of Evaluation & Its Analysis; Internal Rate of Return- IRR Method of Evaluation & Its Analysis; Net Present Value- NPV Method of Evaluation & Its Analysis; Profitability Index- PI Method of Evaluation & Its Analysis, Dividend, Bonus, Right Shares, (simple problems)

Unit 4: Dividend Decisions

Dividend Policy and Its Determinants, Forms of Dividend, Dividend Theories - Walter Model, Gordon Model, MM Dividend Irrelevance Theory; Bonus Shares and Stock Splits (simple problems)

Unit 5: Working Capital Management

Concept, Importance, Types of Working Capital; Projection of Working Capital, Conservative Asset Policy, Aggressive Asset Policy, Risk Return Trade Off, Source of Working Capital; Management of Cash, Tools of Cash Management, Cash budget, Playing on Float, Lock Box System; Management of Receivable (simple problems), Management of Inventory - Tools of Inventory Management

Recommended Books

1. Kapil Sheeba And Kapil Kanwal Nayan: Financial Management, Strategy, Implementation & Control, Pragati Prakashan Publishers, Meeruti.
2. Khan Mn. And Jain P.K: Financial Management, Tata Mcgraw-Hill Co. Ltd, New Delhi.
3. Pandey I.M.: Financial Management, Vikas Publishing House Pvt. Ltd, New Delhi.

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4. Prasanna Chandra: Financial Management, Tata Mcgraw-Hill Education Ltd., New Delhi.
5. Maheshwari S.N.: Financial Management-Principle and Practice, Sultan Chand & Sons Pvt. Ltd., New Delhi.

SEMESTER II
COURSE CODE:

TITLE: HUMAN RESOURCE MANAGEMENT

NO. OF CREDIT: 3

NO. OF HOURS: 45

Learning Outcomes

1. To understand and appreciate the importance of the human resources vis-a-vis other resources of the organisation
2. To familiarize the students with methods and techniques of HRM
3. To equip them with the application of the HRM tools in real world business situations.

Unit 1: Human Resources Management

Evolution and Development of Human Resource Management- Scope of Human Resource Management- Functions of the HR and Personnel Department - HR Structure and Strategy- Strategic Human Resource Management-Role of HRM in Strategic HRM- Human Resource Information System.

Unit 2: Human Resource Planning

Manpower Planning and Objectives of Human Resource Planning- Human Resource Planning Process- Problems of HRP- Effective Human Resource Planning – Job Design – Job Analysis-Factors Affecting Job Design-Job Specification-Job Enrichment Methods and Techniques.

Unit 3: Recruitment and Selection

Meaning and Objectives-Factors Affecting Recruitment- Methods and Sources of Recruitment- Recruitment Process- Recruitment Practices in India- Selection – Selection Tests- Need for Scientific Selection-Selection Methods and Process.

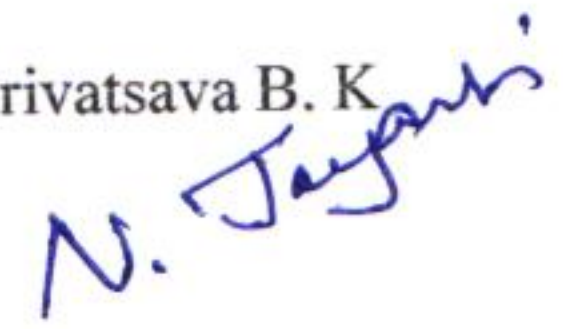
Unit 4: Training and Development

Concept and Objectives of Training-Types of Training- Training and Development Methods - Design & Evaluation of T&D Programmes - Career Development - Promotions and Transfers - Retirement and Other Separation Processes.

Unit 5: Compensation Management

Productivity and Morale - Principal Compensation Issues & Management - Job Evaluation - Productivity, Employee Morale and Motivation - Stress Management - Quality of Work Life - Trade Unions - Managing Conflicts - Collective Bargaining - Workers Participation in Management .

Recommended Books

1. Personnel Management And Human Resources, Venkata Ratnam C. S. & Srivatsava B. K. Tata Mc-Graw Hill, New Delhi,,


2. Human Resource Management, By Aswathapa, Tata Mcgraw Hill, New Delhi.
3. Human Resource Management, By Garry Dessler & Varkkey, Pearson, New Delhi.
4. Human Resource Management, By Alan Prince, Cengage Learning, New Delhi.

**SEMESTER II
COURSE CODE:**

TITLE: BUSINESS ETHICS AND CORPORATE GOVERNANCE

NO. OF CREDIT: 3

NO. OF HOURS: 45

Learning Outcomes:

1. Recall the fundamental concepts and principles of business ethics and explain the importance of ethical behaviour in business and its impact on stakeholders.
2. Applying ethical theories and frameworks to real-world business situations and analyse ethical dilemmas and conflicts of interest in business practices.
3. Evaluate the role of corporate governance and corporate social responsibility in promoting ethical business practices and develop strategies to foster an ethical culture within an organization.

Unit 1: Introduction to Business Ethics

Definition and scope of Business Ethics- importance of ethics in business,-Historical development of business ethics- key Ethical theories and philosophies - distinction between ethics- morals and values- relevance of ethics in contemporary business environments; Ethics in Functional areas of Business- Marketing, Finance, Human resource, Production, Technology.

UNIT 2: Ethical Theories and Framework:

Normative theories-Egoism, Utilitarianism, Ethics of duty, Ethics of rights and justice, Virtue ethics and ethics of care; Gandhian Ethics and its relationship with normative theories, Utilitarianism, Deontology and Virtue Ethics, Justice and Fairness in Business.

Unit 3: Ethical Decision Making In Business

Frameworks for ethical decision making- stages of moral development - factors influencing ethical decision making-individual, organizational, and societal- tools and techniques for ethical analysis, role of ethical leadership- ethical issues in various business functions –Marketing- Finance- Human Resource operations, Ethical Decision Making Models.

Unit 4: Corporate Governance

Concepts and principles of corporate governance, role of boards of directors and executives, importance of transparency and accountability, codes of conduct and ethical guidelines, definition and significance of CSR, approaches to CSR (philanthropy, sustainability, shared value), impact of CSR on business performance and society.

Unit 5: Ethical Issues in Global Business

Cross-cultural ethical issues and challenges- ethical implications of globalization- international business ethics standards, ethical practices in international trade and investment- role of multinational corporations in promoting ethical practices- Promoting Ethical Culture in Organizations- Strategies for fostering an ethical culture- role of ethical training and development, importance of ethical codes and policies.

Recommended Books

1. "Business Ethics: Concepts and Cases" by Manuel G. Velasquez.
2. "Business Ethics: A Textbook with Cases" by William H. Shaw.

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3. "The Essentials of Business Ethics" by Denis Collins. "Corporate Governance and Business Ethics" by Alexander Brink.
4. Business Ethics (5th Edition), by Crane, A. & Matten D. Oxford University Press.
5. Business Ethics and Corporate Governance: Shrivastav A. and Pathak A., SBPD Publishing House, Agra.

**SEMESTER II
COURSE CODE:**

TITLE: BUSINESS RESEARCH METHODOLOGY

NO. OF CREDIT: 3

NO. OF HOURS: 45

Learning Objectives

1. To enable the students to know about the information needs of Management.
2. To introduce the concept of Scientific Research and the methods of conducting Scientific Enquiry.
3. To enable them to conduct a Business Research Study and prepare the report.

Unit 1: Research

Meaning – importance and definition, Research in business, role of research, measures of a good research. Research process – defining research problem, formulation of hypothesis, feasibility study and research proposal

Unit 2: Research Design

Types of research design-exploratory, descriptive and experimental studies. The sources and collection of data – primary and secondary data sources - Sampling design – sampling procedures, types of sampling plans, sample size determination, common sources of error in sampling and data collection, Basic methods of collecting data – survey methods, personal interviewing, telephone interviewing and self-administered surveys, Questionnaire design.

Unit 3: Data Processing And Analysis

Editing, Coding, and Classification of Data, Tabulation and Data Presentation, Use of Statistical Tools in Research, Measures of Central Tendency, Measures of Dispersion, Correlation and Regression Analysis, Time Series Analysis, Introduction to Univariate [T-tests Z-Tests] / Bivariate [Correlation-Regression-Chi Square, ANOVA]

Unit 4: Multivariate Analysis and Research Software

Factor Analysis, Cluster Analysis, Multiple Regression, Discriminant Analysis, Conjoint Analysis, Hypothesis Testing: Tests for Mean and Proportions – One Sample and two sample test, Use of Statistical Software - SPSS & Excel

Unit 5: Presenting Results

Written and oral reports – technical report, survey based report research report Criteria- Application of research in functional areas of business- Guidelines for reviewing draft, Report format – Typing instructions, oral presentation

Recommended Books

1. Panneerselvam, R., Research Methodology, PHI Learning Pvt. Ltd., New Delhi, 2004

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2. Donald R, Cooper and Pamela S. Schindler, Business Research Methods, 6th edition, Irwin/ McGraw Hill, 1998, New Delhi. Reference Books:
3. Harper W. Boyd Jr., Ralph Westfall & Stanley F. Stasch, Marketing Research, Text and Cases, 7th edition (AITBS, 1998), New Delhi.
4. Paul E.Green, Donald S. Tull, Gerald Albaum,, Research for Marketing Decisions, 5th edition, PHI, 1998, New Delhi.
5. Kothari C.R., Research Methodology, Methods & Techniques, New Delhi.

SEMESTER II
COURSE CODE:
TITLE: FINANCIAL SYSTEM

NO. OF CREDIT: 3

NO. OF HOURS: 45

Learning Objectives

1. To study the history and role of the Indian Financial System in economic development
2. To understand the role and importance of financial markets; capital, equity and money markets
3. To enhance the concept and functions of commercial banks, development banks, NBFCs - risk and NPAs; role of ARCs.
4. To acquaint the students with the role of financial services in credit market Learning outcomes

Unit 1: Introduction to Financial System:

Meaning, Characteristics, Significance and Components; Tracing the History of the Indian Financial System and its contribution to Economic Development; Markets Regulators and participants in the Indian financial system; financial instruments, direct and indirect finance, scams in Indian Financial System.

Unit 2: Financial Markets and Instruments:

Meaning, types, role, importance, and securities traded; Capital market – meaning, functions, organisation; Equity market – primary and secondary market, ways of raising funds, private equity, venture capital, Debt market. Money market – meaning, functions, organisation, participants, instruments, trading mechanism, role of central bank; International Financial Market – Equity Instruments - ADRs, GDRs, Debt Instruments - International bonds, Eurobonds, Foreign bonds

Unit 3: Financial Institutions:

Commercial Banking, Nationalisation of Commercial Banks, Structure of Commercial Banks in India, Depository and Non-Depository Institutions, Universal Banking, Payments Bank, Development Banks (IFCI, IDBI, NABARD and NHB), NBFCs, Risk Management in Banks, ARCs Problem of NPAs.

Unit 4: Financial Services:

Credit Rating – Meaning, Process, Rating Methodology, Rating Symbols and Rating Agencies. Insurance – Meaning, Importance, Leasing – Meaning, Features and Types of Leasing; Concept of Hire Purchase, Difference between Hire Purchase and Leasing; Factoring – Meaning, Functions, Types and Procedure; Forfaiting – Meaning, Process, Characteristics, Types, Advantages, Difference between Forfaiting and Factoring; Investment Banking – Meaning, Importance and Services Offered by Investment Bankers.

Unit 5: Control of Global Financial System:

Global Stabilization and Regulation, Multilateral Development Banks (MDBs), International Regulatory Bodies - Basel Committee on Banking Supervision - Financial Stability Board (FSB), International Organization of Securities Commissions (IOSCO), International Monetary Fund, WTO and World Bank

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Recommended Books

1. Khan, M.Y. Indian Financial System. Tata McGraw Hill.
2. Bhole, L.M. Financial Institutions and Markets. Tata McGraw Hill.
3. Varshney, P.N. and Mittal, D.K. Indian Financial System. Sultan Chand & Sons.
4. Pathak, Bharati. Indian Financial System. Pearson Publications.

SEMESTER II
COURSE CODE:

TITLE: MANAGEMENT INFORMATION SYSTEM

NO. OF CREDIT: 3

NO. OF HOURS: 45

Learning Objectives:

1. To introduce the concepts of different business system
2. To focus on different components of information systems and to plan, design and develop such systems.

Unit 1: Introduction to Management Information System

Concept, Definition and Scope of MIS, Characteristics and Importance of MIS, Information as a Resource, Components of Information Systems, Role of MIS in Organizations, Types of Information and Information Requirements, MIS and Organizational Structure

Unit 2: Information Systems in Business

Concepts of Information Systems in Business, Components of Information Systems - Transaction Processing Systems (TPS), Office Automation Systems (OAS), Knowledge Management Systems (KMS), Enterprise Information Systems, Functional Information Systems - Marketing Information System, Financial Information System, Human Resource Information System, Production Information System; Competing with Information Technology

Unit 3: Telecommunications and Networks

The Networked Enterprise, Telecommunications Network Alternatives; Computer Networks - LAN, MAN and WAN, Internet, Intranet and Extranet, Cloud Computing, Communication Technologies, E-Business and Digital Platforms, Mobile Computing, Electronic Business Systems - E-Business Systems – Functional Business Systems

Unit 4 Decision Support Systems

Decision Support in Business – Classification of Decision Support System – Decision Making Process, Decision Support Systems (DSS), Group Decision Support Systems (GDSS), Executive Information Systems (EIS/ESS) Artificial Intelligence Technologies in Business, Developing Business/IT strategies – Planning, Implementation and Challenges -

Unit 5: Developing Business/IT Solutions

Developing Business Systems – Implementing Business, Security and Ethical Challenges - Security, Ethical, and Societal Challenges of IT – Security Management of Information Technology Enterprise and Global Management of Information Technology – Management of Information Technology – Managing Global IT

Recommended Books

1. James A. O'Brien, George M Marakas and Ramesh Behl 2011. Management Information Systems, Tata McGraw Hill Education Private Limited, New Delhi.
2. Kenneth C. Laudon and Jane P. Laudon, 2018. Management Information Systems, Pearson Education, Noida

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3. Ken J. Sousa, Effy Oz, 2015. *Management Information Systems*, Cengage Learning India Pvt. Ltd, Delhi.
4. McLeod, 2014. *Management Information Systems*, Pearson Education, Noida.
5. John McManus and Trevor Wood-Harper, 2010. *Information Systems Project Management*, Pearson Education, Noida.

SEMESTER II
COURSE CODE:
TITLE: E-COMMERCE

NO. OF CREDIT: 2

NO. OF HOURS: 30

Learning Objectives:

1. To introduce the concepts of Electronic Commerce
2. To make students to understand the concepts of Electronic Commerce

Unit 1: Introduction

Definitions, evolution, Benefit and Limitation, Differences between E-Commerce and E-Business; Transactional Architecture - Detailed study of foundational models including B2B, B2C, C2C, D2C, and B2B2C; The 7 C's Framework - Designing portals based on Context, Commerce, Connection, Content, Community, Customization, and Communication

Unit 2: Technological Infrastructure

Internet and Web Technology, Web Server and Hosting, Web Ecosystems - Web designing concepts, HTML/XML protocols, client-server architectures, and ERP integration; Data Architecture - Relational Database Management Systems (RDBMS) alongside data warehousing and mining; Emerging Disruptions - The strategic role of cloud computing, smart cards, and AI in scaling global operations.

Unit 3: Electronic Payment Systems & Security

Transaction Protocols - Public key/secret key encryption, Secure Electronic Transactions (SET), and Secure Socket Layers (SSL); Payment Gateways - Integration mechanics for digital cash, e-checks, online credit/debit networks, and electronic fund transfers (EFT); Threat Management - Auditing system vulnerabilities, firewall deployment, and combating hacking risks.

Unit 4: Online Marketing, E-Commerce Security and Legal Framework

Digital marketing concepts, SEO and SEM, Social media marketing, Email marketing, Content marketing; Cyber security concepts, Encryption and digital signatures, Data privacy, Cyber laws, Intellectual property rights

Unit 5: Logistics Operations and Regulatory Framework

Fulfillment Networks - E-Procurement processes, electronic data interchange (EDI), and warehouse tracking; Logistics Architecture - Order orchestration loops, drop-shipping mechanics, and reverse logistics management; Cyber Laws - Understanding international cyber compliance policies, contract laws for digital businesses, and software intellectual property rights; Consumer Safeguards - Data privacy metrics, compliance controls, information rights, and regional market protection acts.

Recommended Books

1. Chaffey, D. (2022). *Digital business and e-commerce management* (8th ed.). Digital Business and E-Commerce Management Pearson
2. Laudon, K. C., & Traver, C. G. (2024). *E-commerce 2024: Business, technology, society* (19th ed.). E-commerce 2024: Business, Technology, Society Pearson

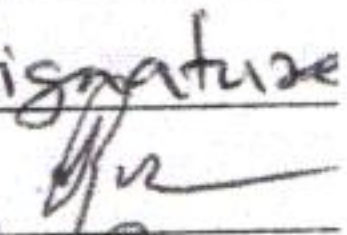
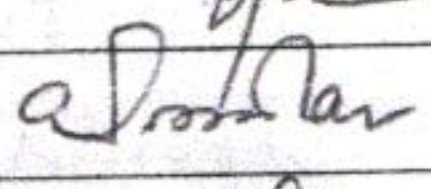
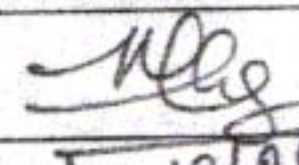
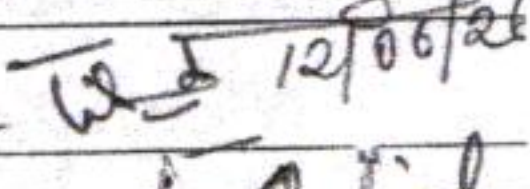
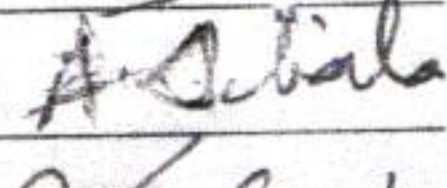
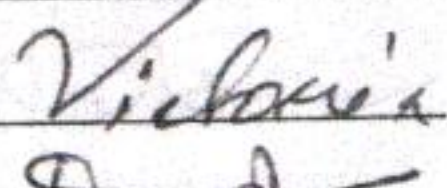
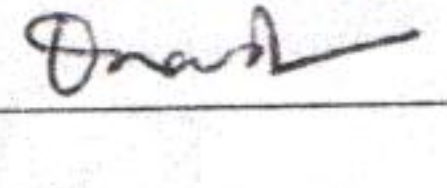
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3. Turban, E., King, D., Lee, J., Liang, T. P., & Turban, D. (2018). *Electronic commerce: A managerial and social networks perspective* (9th ed.). Electronic Commerce: A Managerial and Social Networks Perspective Springer
4. Kalakota, R., & Whinston, A. B. (1997). *Electronic commerce: A manager's guide*. Electronic Commerce: A Manager's Guide Addison-Wesley
5. Bhaskar, B. (2022). *Electronic commerce: Framework, technologies and applications* (5th ed.). McGraw Hill Education India

N. Jayanti.

Dated: 12th June, 2026.

Proceedings of the Department Board of Studies (DBS), Department of Management, Dhanamanjuri University, Imphal, Manipur held on 12th June 2026 at the Office Chamber of the Dean, School of Business Studies, DMU at 10:30 am. Prof. N. Jayanti, Head, Department of Management, DMU & Chairperson, Department Board of Studies (DBS) Presided over the meeting to discuss on matters pertaining to opening of MBA & MBA (Tourism & Hosp. Mgt).
Members Present:

Sl No.	Name	Designation	Signature
1.	Kh. Rajin Sirl	Principal	
2.	W. Subhaschandra Singh	Asso. Prof.	
3.	Chithung Mary Thomas	Assoc. Professor.	
4.	DR. P. TIKENDRAJIT SINGH	Assoc. Professor	
5.	A. Sebala	Assoc. Professor	
6.	A. Victoria Chanyu.	Asst. Prof.	
7.	K. Omand Morsang	Asst. Prof.	
8.			
9.			
10.			

At the outset, the chairman extend a warm Welcome to all the members present and apprise the members of the recent developments pertaining to opening of MBA courses. Thereafter, the house adopted the following resolutions unanimously after thorough deliberations.

Resolution No. 1:

Resolved that the existing office building of DIET, Imphal West, which is located at the South-Western Part of DM College of Commerce, shall be utilised for Department of Management, DMU, Administration as well as Academic Block.

Resolution no. 2 :

Resolved that the curriculum and syllabus (enclosed) has been approved by the Department Board of studies and the same shall be introduced with effect from the ensuing academic session, 2026-27

Resolution no. 3 :

Resolved that a Prospectus shall be designed and printed at the earliest

Resolution no. 4 :

Resolved that informations shall be widely circulated through various medium of advertisement including print and electronic media such as newspapers, local news channels, hoardings, flyers, social media platforms, etc. The informations shall also be uploaded in the DMU Website.

Resolution no. 5 :

Resolved that admission forms shall be issued from 24th June, 2026 till 24th July, 2026 through online mode.

Resolution no. 6 :

Resolved that the following list of office materials and supplies shall be requisitioned for opening MBA Programs :

Sl. no.	Items / Particulars	quantity
1.	Table + Chair for students (classroom)	100 Nos
2.	Table + Chair for Teachers (classroom)	3 Nos
3.	White Board	3 Nos.
4.	Table + chair for faculties (Faculty Room)	6 Nos.
5.	Visitors' Chair (Faculty Room)	12 Nos.
6.	Furniture Set (HOD, Management)	
7.	Chairs (Conference Hall)	100 Nos.

Sl. no.	Items / Particulars	Quantity
8.	Vip chairs (Conference Hall)	6 Nos.
9.	Podium (Conference Hall)	2 Nos.
10.	LED Projector with Stand	3 Nos.
11.	Smart Board (85 cm)	1 No.
12.	Computer Set with Printer	1 No.
13.	File cones	20 Nos.
14.	Note Sheet	100 leaf

N. Jayanti.
12/06/2026.

Head,
Department of Management
Dhanamanjuri University, Imphal