



SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE

(Autonomous)

Approved by AICTE, New Delhi and Affiliated to DAVV, Indore & RGPV, Bhopal, Madhya Pradesh, India
UGC-NAAC Accredited 'A' Grade Institute
ISO 9001:2015 Certified

MBA (MARKETING MANAGEMENT)

I SEMESTER

Sr. No	Subject Code	Subject Name
01	MM 101	FUNDAMENTALS OF MANAGEMENT
02	MM 102	BUSINESS COMMUNICATION
03	MM 103	ORGANIZATIONAL BEHAVIOR
04	MM 104	PRINCIPLES OF MARKETING MANAGEMENT
05	MM 105	FINANCIAL ACCOUNTING
06	MM 106	COMPUTER APPLICATIONS



SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE

(Autonomous)

Approved by AICTE, New Delhi and Affiliated to DAVV, Indore & RGPV, Bhopal, Madhya Pradesh,
IndiaUGC-NAAC Accredited 'A' Grade Institute
ISO 9001:2015 Certified

SYLLABUS

PART-A: Introduction			
Programme: MBA	Class: MM	Year: 1st Year	Session: 2025-26
Subject :Fundamentals of Management Theory/Practical: Theory			
1.	Course Code	MM 101	
2.	Course Title	Fundamentals of Management	
3.	Course Type (Core Course/DSE/Minor/MD-ID/SEC/VOC)	Core	
4.	Pre-Requisite (if any)	NA	
5.	Course Objectives	1. To understand the core concepts, principles, and schools of management thought for developing effective managerial skills. 2. To understand planning principles and apply Management by Objectives for effective goal setting. 3. To understand the structure and process of organizing, delegation, and decentralization. 4. To understand control processes and techniques for effective managerial decision-making. 5. To formulate effective corporate strategies and policies using strategic tools.	
6.	Course Outcomes (COs)	After the completion of the course, the student should be able to: CO1: Define the fundamental concepts, principles, and theories of management, including Fayol's principles, classical and modern schools of thought. CO2: Explain principles of planning and Management by objectives. CO3: Interpret the purpose of organizing, span of management, delegation, and decentralization to identify their impact on managerial effectiveness. CO4: Examine various control techniques and systems, including ROI, feed forward, and IT-enabled tools. CO5: Prepare corporate strategies and policies by integrating tools such as the TOWS matrix, portfolio matrix, and Porter's generic strategies for organizational decision-making.	
7.	Credit Value	NA	
8.	Total Marks	Max. Marks: 100	Min. Passing Marks: 40



SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE

(Autonomous)

Approved by AICTE, New Delhi and Affiliated to DAVV, Indore & RGPV, Bhopal, Madhya Pradesh,
IndiaUGC-NAAC Accredited 'A' Grade Institute
ISO 9001:2015 Certified

PART-B : Content of the Course		
No. of Lecture per week : 4		
Total No. of Lectures required : 45		
Unit	Topics	No. of Lectures required
I	Concept of Management: Functions and Responsibilities of Managers, Fayol's Principles of Management, Management Thought; The Classical School, The Human Relations School, Systems Theory, Contingency Management, Developing Excellent Managers.	10
II	Planning: Nature and Purpose of Planning, The Planning Process, Principles of Planning, Types of Planning, Advantages and Limitations of Planning. Objectives: Types of Objectives, Importance of Objectives, Setting Objectives, Management by Objectives (MBO) Benefits and Weaknesses of MBO.	8
III	Organizing: Nature and Purpose of Organizing, Basis of Departmentalization, Span of Management, Determinants of Span of Management, Line and Staff Relationship, Line-Staff Conflict, Basis of Delegation, Kinds of Delegation, Delegation and Decentralization, Methods of Decentralization.	8
IV	Controlling: Concept and Process of Control, Control Techniques, Human Aspects of Control, Control as a Feedback System, Feed Forward Control, Preventive Control, Profit and Loss Control, Control Through Return On Investment, The Use of Computer for Controlling and Decision Making, The Challenges Created by IT as a Control Tool.	9
V	Strategies and Policies: Concept of Corporate Strategy, Formulation of Strategy, Types of Strategies, The Strategic Planning Process, The TOWS Matrix, The Portfolio Matrix, Three Generic Competitive Strategies by Porter, Effective Implementation of Strategies, Types of Policies, Principles of Formulation of Policies, Decision Making Process, Individual Decision Making Models.	10



SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE

(Autonomous)

Approved by AICTE, New Delhi and Affiliated to DAVV, Indore & RGPV, Bhopal, Madhya Pradesh,
IndiaUGC-NAAC Accredited 'A' Grade Institute
ISO 9001:2015 Certified

Part- C : Learning Resources

Textbooks, Reference Books, Other Resources

Suggested Readings:

1. Harold Koontz, Heinz Wehrich (1994). Management: A Global Perspective, New Delhi McGrawHill, 10th Edition.
2. Robert Krietner (1999). Management, Houghton Mifflin Co., 7th Edition.

Textbooks:

1. Harold Koontz, O'Donnell and Heinz Wehrich (1992). Essentials of Management, New Delhi, Tata McGraw Hill.
2. R. D. Agrawal (1995). Organization and Management, New Delhi, Tata McGraw Hill.

Reference Books:

1. Management - Stephen Robbins. New Delhi Pearson, Latest Edition
2. Principles of Management - Richard L Daft, India. New Delhi: Cengage Learning Latest Edition

Suggestive Digital Platform Web Links :

<https://www.coursera.org/learn/principles-of-management>

https://onlinecourses.swyam2.ac.in/ini24_mg01/preview

Suggested Equivalent Online Courses:

Principle and Practice of Management course on Coursera.

Principle and Practice of Management course on Swayam.

University of Essex online course on Management principles and practices.



SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE

(Autonomous)

Approved by AICTE, New Delhi and Affiliated to DAVV, Indore & RGPV, Bhopal, Madhya Pradesh,
IndiaUGC-NAAC Accredited 'A' Grade Institute
ISO 9001:2015 Certified

Part D : Assessment and Evaluation		
Internal Assessment Continuous Comprehensive Evaluation (CCE)		Total Marks: 10
External Assessment	Section (A): 70 Section (B): 20 Section (C):	Marks: 90
Time:		
Total Marks	(Internal Assessment + External Assessment): 10 + 90	
Credit Value	NA	
Minimum Passing Marks	40	



SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE

(Autonomous)

Approved by AICTE, New Delhi and Affiliated to DAVV, Indore & RGPV, Bhopal, Madhya Pradesh, India

UGC-NAAC Accredited 'A' Grade Institute

ISO 9001:2015 Certified

SYLLABUS

PART-A : Introduction			
Programme :MBA	Class : MM	Year : I	Session :2025-2026
Subject :Business Communication		Theory / Practical:Theory	
1.	Course Code	MM 102	
2.	Course Title	BUSINESS COMMUNICATION	
3.	Course Type (Core Course/DSE/Minor/MD-ID/SEC/VOC)	Core	
4.	Pre-Requisite (if any)	NA	
5.	Course Objectives	<ol style="list-style-type: none">1. To provide students with a comprehensive understanding of the fundamentals of communication, including its process, models, objectives, principles, and various channels used in business environments.2. To help students recognize and overcome different barriers to communication and to cultivate effective listening skills essential for professional success.3. To enable students to apply the principles of the composition process in designing purposeful and audience-oriented business communication.4. To develop students' proficiency in writing clear, concise, and effective business correspondence, reports, and proposals suitable for varied organizational contexts.5. To train students in creating professional resumes and persuasive application letters that effectively present their skills and qualifications for career opportunities.	
6.	Course Outcomes (COs)	After the completion of the course, students should be able to: CO 1 Define and Explain the process, models, objectives, principles of communication, and various channels in business contexts. CO 2 Identify the different barriers of communication, and <i>demonstrate</i> effective listening skills in professional contexts. CO 3 Apply the composition process to design effective communication. CO 4 Develop clear and effective business messages and <i>compose</i> professional letters, reports, and proposals for diverse business contexts. CO 5 Design effective professional resumes and <i>compose</i> effective application letters.	
7.	Credit Value	NA	
8.	Total Marks	Max. Marks:100	Min. Passing Marks:40



SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE

(Autonomous)

Approved by AICTE, New Delhi and Affiliated to DAVV, Indore & RGPV, Bhopal, Madhya Pradesh, India

UGC-NAAC Accredited 'A' Grade Institute

ISO 9001:2015 Certified

PART-B : Content of the Course		
No. of Lecture per week : 4		
Total No. of Lectures required : 45		
Unit	Topics	No. of Lectures required
I	UNIT I Introduction: Defining Communication, Process of Communication, Communication Model, Objectives of Communication, Principles of Effective Communication, Importance of Business Communication, and Importance of Feedback. Channels, Types and Forms of Communication: Verbal, Non-verbal, Formal, Informal, Internal, External and Communication Networks.	10
II	UNIT II Factors Affecting Communication: Perception and Reality, Physical, Mechanical and Psychological Barriers to Communication, Effective Listening- types and Essentials of effective listening.	10
III	UNIT III Designing for Effective Communication: Understanding the Composition Process, Defining the purpose, Analyzing the Audience, and Establishing the main idea, Selecting the Appropriate Channel and Medium, transactional Analysis.	10
IV	UNIT IV Fundamentals of Business Writing: Adaptation and Selection of Words, Construction of clear Sentences and paragraphs, Writing for Effect, Basic Patterns of Business Letters, Directness in Good News and Neutral Situations, Indirectness in Bad News and Persuasive Messages, Dealing, with Print and Electronic Media. Reports and Proposals: Using Reports and Proposals as Business Tools, Completing and Writing Reports and Proposals.	10
V	UNIT V Employment Messages: Writing Resume's: Controlling the Format and Style, Tailoring the Contents, Choosing the best Organizational Plan, Writing the Perfect Resume. Application Letters: Writing the Opening Paragraph, Summarizing the Key Selling Points, Writing the Closing Paragraph.	5



SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE

(Autonomous)

Approved by AICTE, New Delhi and Affiliated to DAVV, Indore & RGPV, Bhopal, Madhya Pradesh, India

UGC-NAAC Accredited 'A' Grade Institute

ISO 9001:2015 Certified

Part- C : Learning Resources

Textbooks, Reference Books, Other Resources

Suggested Readings:

1. Essentials of Business Communication, Rajendra Pal & J.S. Korlahalli, Sultan Chand & Sons
2. The Art & Science of Business Communication, P.D. Chaturvedi & Mukesh Chaturvedi

Textbooks:

1. Penrose, Business Communication for Managers, Latest edition, Cengage Learning, India
2. P.D. Chaturvedi, Business Communication Concepts Cases & Applications, Latest edition, Pearson Education.
3. Raymond V. Lesiker, Business Communication - Connecting in a Digital World, McGraw Hill Education, Latest edition, New Delhi.
4. Debashish & Das, Business Communication, PHI, Latest edition.
5. Courtland L. Bovee Business Communication Today, Latest edition.
6. Agarwal Rohini, Business Communication Organization and Management, New-Delhi: Taxmann Publication, Latest edition

Reference Books:

1. Asha Kaul, Business Communication, Latest edition, PHI Learning
2. Courtland L. Bovee, Techniques of Writing Business Letters, Memos and Reports, Jaico Publishing House, Latest edition.
3. Krizan, Effective Business Communication, Latest edition, Cengage Learning, India
4. Madhukar, Business Communication, Vikas Publishing House, Latest edition.
5. Sushil Bahl, Business Communication Today, Response Books, Reprint, Latest edition
6. Meenakshi Raman & Prakash Singh Business Communication, Oxford Higher Education, Latest Edition

Suggestive Digital Platform Web Links:

1. <https://www.coursera.org/courses?query=business%20communication>
2. https://onlinecourses.swayam2.ac.in/imb24_mg54/preview

Suggested Equivalent Online Courses:

1. SWAYAM- Business Communication Essentials
2. Coursera – Effective Communication for today's leader
3. FutureLearn



SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE

(Autonomous)

Approved by AICTE, New Delhi and Affiliated to DAVV, Indore & RGPV, Bhopal, Madhya Pradesh, India
UGC-NAAC Accredited 'A' Grade Institute
ISO 9001:2015 Certified

Part D : Assessment and Evaluation	
Internal Assessment Continuous Comprehensive Evaluation (CCE)	Total Marks :10
External Assessment Time :	Section (A) :66 Section (B) : 24 Section (C) : Marks :90
Total Marks	(Internal Assessment + External Assessment) :10+90
Credit Value	NA
Minimum Passing Marks	40



SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE

(Autonomous)

Approved by AICTE, New Delhi and Affiliated to DAVV, Indore & RGPV, Bhopal, Madhya Pradesh, India

Accredited by UGC-NAAC with 'A' Grade

ISO 9001:2005 Certified

SYLLABUS

PART-A : Introduction				
Programme: MBA(MM)		Class : I	Year :I	Session :2025-26
Subject :Organisation Behaviour		Theory / Practical: Theory		
1.	Course Code	MM- 103		
2.	Course Title	ORGANIZATIONAL BEHAVIOUR		
3.	Course Type (Core Course/DSE/Minor/MD-ID/SEC/VOC)	Core Course		
4.	Pre-Requisite (if any)	NA		
5.	Course Objectives	1: To understand how individual factors influence behavior in organizations. 2: To apply motivation theories for enhancing performance and effectiveness. 3: To compare various leadership styles and theories in organizations. 4: To develop strategies for teamwork and conflict management. 5: To formulate interventions for culture building, change management, and stress coping.		
6.	Course Outcomes (COs)	After the completion of the course, the students should be able to: CO1: Recognize how individual factors such as personality, perception, values, attitudes, and learning influence behaviour in organizations. CO2: Explain and Apply different motivation theories to enhance employee performance and organizational effectiveness. CO3: To distinguish & compare between the various leadership styles and theories in diverse organizational contexts. CO4: Develop strategies for building effective teams and managing conflicts constructively within organizations. CO5: Formulate effective interventions to strengthen organizational culture, manage change, and cope with workplace stress.		
7.	Credit Value	NA		
8.	Total Marks :100	Max. Marks: 10+90	Min. Passing Marks: 4+36	



SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE

(Autonomous)

Approved by AICTE, New Delhi and Affiliated to DAVV, Indore & RGPV, Bhopal, Madhya Pradesh, India

Accredited by UGC-NAAC with 'A' Grade

ISO 9001:2005 Certified

PART-B : Content of the Course		
No. of Lectures per week :04		
Total No. of Lectures required :45		
Unit	Topics	No. of Lectures required
I	Foundations of Individual and Organizational Behavior: OB Models, Personality-Determinants and Attributes, Values, Job Attitudes, Learning and Learning Theories, Perception- Factors affecting Perception and Cognitive Dissonance theory.	10
II	Motivation: Needs, Contents, and Processes; Maslow's Hierarchy of Needs, Herzberg's Two Factor theory, ERG theory, Vroom's Expectancy theory, Reinforcement theory, and Behavior Modification.	08
III	Leadership: Trait theories, Behavioral theories-- Ohio State Studies, Michigan Studies, and Managerial Grid. Contingency theories-- Fiedler's Model, Hersey and Blanchard's Situational theory, Leader-Member Exchange theory, Path Goal theory, Charismatic Leadership.	08
IV	Foundations of Group Behavior: Defining and Classifying Groups, Group Structure and Processes, Process of Group formation, Group Decision Making, Group v/s Team, Team Effectiveness, and Decision Making. Conflict: Intra-individual Conflict, Interpersonal Conflict, Intergroup Conflict, Organizational Conflict, Transitions in Conflict Thought, Functional versus Dysfunctional Conflict, Conflict Process, Conflict Management Techniques.	10
V	Organizational Change, Culture and Stress Management: Forces of Change, Resistance to Change, and Lewin's Three-Step Model, Definition, Uniform Cultures, Relevance of Culture, Creating and Sustaining Culture, How Employees Learn Culture. Stress Management-Potential Sources, Consequences, and Coping Strategic for Stress.	09



SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE

(Autonomous)

Approved by AICTE, New Delhi and Affiliated to DAVV, Indore & RGPV, Bhopal, Madhya Pradesh, India

Accredited by UGC-NAAC with 'A' Grade

ISO 9001:2005 Certified

Part – C : Learning Resources

Textbooks, Reference Books, Other Resources

Suggested Readings:

1. Udai Pareek, Understanding Organizational Behavior, Oxford Higher Education, Latest Edition.
2. John W. Newstrom and Keith Davis, "Organizational Behavior: Human Behavior at Work," New Delhi, Tata McGraw-Hill, Latest Edition.

Textbooks:

1. Jai B.P. Sinha, Culture and Organizational Behavior, Sage Publications, Latest Edition.
2. Kavita Singh, Organizational Behavior Text and Cases, New Delhi, Pearson Education, Latest Edition.
3. M.N. Mishra, Organizational Behavior, Vikas Publishing House, Reprint, Latest Edition
4. Dr. Upinder Dhar and Dr. Santosh Dhar (2002). Case Method in Management Education: Text and Illustrations, Excel, New Delhi.

Reference Books:

1. Stephen P. Robbins (2000). Organizational Behavior: Concepts, Controversies, Applications, New Delhi, Prentice. Hall, 9th Edition.
2. Fred Luthans (1998). Organizational Behavior, New York: McGraw-Hill, 8th Edition.
3. Bill Scott (1995). The Skills of Communications, Jaico Publications, Bombay.
4. John W. Newstrom and Keith Davis (1993). Organizational Behavior: Human Behavior at Work, New Delhi, Tata McGraw-Hill.

Suggestive Digital Platform Web Links:

<https://www.edx.org/learn/organizational-behavior>
<https://www.walkme.com/blog/organizational-behavior/>

Suggested Equivalent Online Courses:

<https://www.coursera.org/learn/managing-people-iese>
<https://www.coursera.org/specializations/organizational-leadership>



SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE

(Autonomous)

Approved by AICTE, New Delhi and Affiliated to DAVV, Indore & RGPV, Bhopal, Madhya Pradesh, India

Accredited by UGC-NAAC with 'A' Grade

ISO 9001:2005 Certified

Part D: Assessment and Evaluation		
Internal Assessment Continuous Comprehensive Evaluation (CCE)		Total Marks :10
External Assessment Time :3:00	Section (A): 66 Section (B): 24 Section (C):	Marks:90
Total Marks	(Internal Assessment + External Assessment) :100	
Credit Value	NA	
Minimum Passing Marks	40	



SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE

(Autonomous)

Approved by AICTE, New Delhi and Affiliated to DAVV, Indore & RGPV, Bhopal, Madhya Pradesh, India

UGC-NAAC Accredited 'A' Grade Institute

ISO 9001:2015 Certified

SYLLABUS

PART-A : Introduction		
Programme : MBA(Marketing Management) Class : MBA (MM) Year : I Session : 2025-2027		
Subject : Principles of Marketing Management Theory / Practical: Theory		
1.	Course Code	MM104
2.	Course Title	Principles of Marketing Management
3.	Course Type (Core Course/DSE/Minor/MD-ID/SEC/VOC)	Core
4.	Pre-Requisite (if any)	NA
5.	Course Objectives	<ol style="list-style-type: none">1. To define core marketing concepts and relate them to evolving market dynamics.2. To understand Segmentation Targeting and positioning frameworks and apply effective segmentation and positioning strategies.3. To relate product and pricing concepts, classify products, and recognize strategic pricing decisions.4. To apply distribution and promotional strategies for effective marketing communication and decisions.5. To develop strategic marketing approaches and identify emerging market trends.
6.	Course Outcomes (COs)	<p>After the completion of the course, student should be able to :</p> <p>CO1. Define marketing concept recognizes and relates it with marketing dynamics.</p> <p>CO2. Explain segmentation, targeting, and positioning frameworks and practice the effective positioning and segmentation.</p> <p>CO3. Apply product and pricing concepts and product classification, recognize and pricing decisions.</p> <p>CO4. Illustrate distribution channel concepts and promotional mix strategies for effective marketing communication and decision-making.</p> <p>CO5 Develop strategic marketing approaches for market players and identify the emerging trends in marketing.</p>
7.	Credit Value	NA
8.	Total Marks	Max. Marks: (10+90) Min. Passing Marks: (04+36)



SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE

(Autonomous)

Approved by AICTE, New Delhi and Affiliated to DAVV, Indore & RGPV, Bhopal, Madhya Pradesh, India

UGC-NAAC Accredited 'A' Grade Institute

ISO 9001:2015 Certified

PART-B : Content of the Course		
No. of Lecture per week : 4		
Total No. of Lectures required : 45		
Unit	Topics	No. of Lectures required
I	Marketing Concepts: Customer Value and Satisfaction, Customers Delight, Conceptualizing Tasks and Philosophies of Marketing Management, Value chain, scanning the Marketing Environment.	09
II	Market Segmentation, Targeting, Positioning: Market segmentations, levels of market segmentations, patterns, procedures, requirement for effective segmentation, evaluating the market segments, selecting the market segments, tool for competitive differentiation, developing a positioning strategy. Marketing Information System and Marketing Research Process.	09
III	Product Decision: Objectives, Product classification, Product-Mix, Product life cycle strategies, equity, challenges, repositioning branding, introduction and factors contributing the growth of packaging, introduction of labelling. Pricing Decision: Factors affecting price, pricing methods and strategies.	09
IV	Distribution Decisions: Importance and Functions of Distribution Channel, Considerations in Distribution Channel Decision, Distribution Channel Members. Promotion Decisions: A view of Communication Process, developing effective communication, Promotion- Mix elements.	09
V	Marketing Strategies for Leaders, Challengers, Followers and Nichers: Expanding to market defining market share, expanding market share, defining the strategic object and openness, choosing a goal attacking strategies, market follower strategies. Emerging Trends in Marketing: An introduction to Internet Marketing, Multi-level Marketing and Introduction of CRM & EVENT marketing.	09



SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE

(Autonomous)

Approved by AICTE, New Delhi and Affiliated to DAVV, Indore & RGPV, Bhopal, Madhya Pradesh, India

UGC-NAAC Accredited 'A' Grade Institute

ISO 9001:2015 Certified

Part- C : Learning Resources
Textbooks, Reference Books, Other Resources
Suggested Readings: William L. Pride and O.C. Ferrell (1993). Marketing Concepts and Strategies, Boston: Houghton Mifflin Co., 8th Edition.
Textbooks: 1. Philip Kotler (1999), Principles of Marketing Management, New Delhi: Prentice Hall of India, Millennium Edition. 2. Philip Kotler (1998). Marketing Management, Planning Analysis and Control, New Delhi, Prentice Hall of India, 9th Edition.
Reference Books: William J. Stanton, Michael J. Etzel and Bruce J. Welker (1995). Fundamentals of Marketing Management, New York: Me Graw Hill, 10th Edition.
Suggestive Digital Platform Web Links: Tutorials Duniya – https://www.tutorialsduniya.com/notes/principles-of-marketing-notes/ SWAYAM – https://onlinecourses.swayam2.ac.in/cec19_mg23/preview
Suggested Equivalent Online Courses: Geeks for Geeks – Digital Marketing Self-Paced Course Google Skillshop – Fundamentals of Digital Marketing SWAYAM



SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE

(Autonomous)

Approved by AICTE, New Delhi and Affiliated to DAVV, Indore & RGPV, Bhopal, Madhya Pradesh, India
UGC-NAAC Accredited 'A' Grade Institute
ISO 9001:2015 Certified

Part D : Assessment and Evaluation		
Internal Assessment Continuous Comprehensive Evaluation (CCE)		Total Marks : 10
External Assessment Time : 3Hrs	Section (A) : 66 Section (B) : 24 Section (C) :	Marks : 90
Total Marks	(Internal Assessment + External Assessment) : 10+90 = 100	
Credit Value	NA	
Minimum Passing Marks	40	



SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE

(Autonomous)

Approved by AICTE, New Delhi and Affiliated to DAVV, Indore & RGPV, Bhopal, Madhya Pradesh,
IndiaUGC-NAAC Accredited 'A' Grade Institute
ISO 9001:2015 Certified

SYLLABUS

PART-A : Introduction		
Programme : MBA MM Class : I Semester Year : I Session : 2025-2026		
Subject : Financial Accounting Theory / Practical: Theory		
1.	Course Code	MM 105
2.	Course Title	Financial Accounting
3.	Course Type (Core Course/DSE/Minor/MD-ID/SEC/VOC)	Core
4.	Pre-Requisite (if any)	NA
5.	Course Objectives	<ol style="list-style-type: none">1. To introduce students to the fundamental concepts, principles, and systems of accounting.2. To develop the ability to record financial transactions through journal entries, ledger posting, and preparation of subsidiary books.3. To enable students to prepare and interpret trial balance, trading account, profit & loss account, and balance sheet.4. To familiarize students with various methods of depreciation and their effects on financial statements.5. To impart knowledge of accounting procedures related to shares and debentures, including issue, forfeiture, and redemption.
6.	Course Outcomes (COs)	<p>After the completion of the course, the student should be able to-</p> <p>CO 1. Get acquainted with the basic concepts and systems of accounting.</p> <p>CO 2. Apply the process of journalizing, ledger posting, and preparation of subsidiary books.</p> <p>CO 3. Prepare trial balance, trading, profit & loss account, and balance sheet.</p> <p>CO 4. Analyze methods of depreciation and determine their impact on financial statements.</p> <p>CO 5. Evaluate accounting treatment of shares and debentures including issue, forfeiture, and redemption.</p>
7.	Credit Value	NA
8.	Total Marks	Max. Marks: 100 Min. Passing Marks: 40



SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE

(Autonomous)

Approved by AICTE, New Delhi and Affiliated to DAVV, Indore & RGPV, Bhopal, Madhya Pradesh,
IndiaUGC-NAAC Accredited 'A' Grade Institute
ISO 9001:2015 Certified

PART-B : Content of the Course		
No. of Lectures per week : 4		
Total No. of Lectures required : 45		
Unit	Topics	No. of Lectures required
I	Accounting Concepts: Various Systems of Accounting.	5
II	Journalizing Ledger Posting: Subsidiary Books-Cash Book, Sales Book, Purchase Book, Petty Cash Book	14
III	Preparation of Trial Balances, Preparation of Final Accounts: Trading and Profit and Loss Accounts, Balance Sheet	10
IV	Depreciation: Meaning, Objectives, Methods of Depreciation .Straight line and reducing balance method.	6
V	Definitions: Classes of shares, debenture, Issue of shares : application, allotment, calls, call in advance and call in arrears, at premium and at discount, For features of shares : issued at par, issued at discount, Issues at premium, when there is an over subscription and prorata allotment. Re-issue of forfeiture of shares. Surrender of share, Issue and redemption of debenture at par premium and discount.	10



SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE

(Autonomous)

Approved by AICTE, New Delhi and Affiliated to DAVV, Indore & RGPV, Bhopal, Madhya Pradesh,
IndiaUGC-NAAC Accredited 'A' Grade Institute
ISO 9001:2015 Certified

Part D: Assessment and Evaluation	
Internal Assessment	Total Marks : 10
Part – C : Learning Resources	
Textbooks, Reference Books, Other Resources	
Suggested Readings: <ol style="list-style-type: none">1. T.S. Grewal, Introduction to Accountancy, New Delhi: Sultan Chand and Sons.2. T.S.Grewal, Double Entry System of Book Keeping, Sultan Chand and Sons.3. Maheshwari, Financial Accounting, New Delhi: Vikas Publications.4. M.C. Shukla, T.S. Grewal, S. C. Gupta. Advanced Accounts. New Delhi, Sultan chand.5. R. L. Gupta, M. Radhaswamy, Advanced Accountancy, New Delhi. Sultan chand &6. S.P. Jain and K. L. Narang, Advanced Accountancy, Ludhiana Kalyani Publishers	
Textbooks: <ol style="list-style-type: none">1. Financial Accounting – S.N. Maheshwari, S.K. Maheshwari & Sharad K. Maheshwari. Vikas Publishing House. 5th Edition.2. Financial Accounting – Suneel K. Maheshwari. Vikas Publishing House. 5th Edition.3. Advanced Accountancy Vol. 1 – S.N. Maheshwari, S.K. Maheshwari & Sharad K. Maheshwari. Vikas Publishing House. 11th Edition.4. Advanced Accountancy Vol. 2 – S.N. Maheshwari, S.K. Maheshwari & Sharad K. Maheshwari. Vikas Publishing House. 10th Edition.	
Reference Books: <ol style="list-style-type: none">1. Financial Accounting – S.K. Maheshwari. Vikas Publishing House. 5th Edition.2. Financial Accounting: For B.Com of CBCS and Foundation Courses of CA, CS, and CMA – S.N. Maheshwari, S.K. Maheshwari & Sharad K. Maheshwari. Vikas Publishing House. Latest Edition.3. Financial Accounting: A Managerial Perspective – S.K. Maheshwari. Vikas Publishing House. Latest Edition	
Suggestive Digital Platform Web Links: <ol style="list-style-type: none">1. https://www.accountingcoach.com](https://www.accountingcoach.com2. https://courses.corporatefinanceinstitute.com](https://courses.corporatefinanceinstitute.com3. https://www.investopedia.com/accounting-4427766](https://www.investopedia.com/accounting-44277664. https://www.coursera.org/courses?query=financial%20accounting](https://www.coursera.org/courses?query=financial%20accounting	



SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE

(Autonomous)

Approved by AICTE, New Delhi and Affiliated to DAVV, Indore & RGPV, Bhopal, Madhya Pradesh,
IndiaUGC-NAAC Accredited 'A' Grade Institute
ISO 9001:2015 Certified

Continuous Comprehensive Evaluation (CCE)		
External Assessment	Section (A) : 66	Marks : 90
	Section (B) : 24	
Time :	Section (C) :	
Total Marks	(Internal Assessment + External Assessment) : 100	
Credit Value	NA	
Minimum Passing Marks	40	



SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE

(Autonomous)

Approved by AICTE, New Delhi and Affiliated to DAVV, Indore & RGPV, Bhopal, Madhya Pradesh, India
UGC-NAAC Accredited 'A' Grade Institute
ISO 9001:2015 Certified

SYLLABUS

PART-A : Introduction		
Programme: MBA (MM) Class :IYear:ISession:2025-26		
Subject :Computer ApplicationsTheory / Practical: Theory / Practical		
1.	Course Code	MM-106
2.	Course Title	Computer Applications
3.	Course Type (Core Course/DSE/Minor/MD-ID/SEC/VOC)	Core Course
4.	Pre-Requisite (if any)	NA
5.	Course Objectives	<ol style="list-style-type: none">1. To provide fundamental knowledge of computer components, programming languages, and number systems.2. To enable students to apply various software applications for word processing and documentation.3. To develop analytical skills in data processing and enhance proficiency in using MS Office applications.4. To familiarize students with Internet technologies and their role in organizational environments.5. To make students aware of the latest and emerging trends in Information Technology.
6.	Course Outcomes (COs)	<p>After completion of the course, the students should be able</p> <p>CO1: To Identify the basics of computer components, Languages and number systems.</p> <p>CO2: To Apply various software applications in word processing</p> <p>CO3:ToAnalyze the data processing in computers using MS-Office applications.</p> <p>CO4: Differentiate among Internet technologies and their impact on organizational Environment.</p> <p>CO5:To identify & recognize emerging trends in IT.</p>
7.	Credit Value	NA
8.	Total Marks :100	Max. Marks: 10+90 Min. Passing Marks: 4+36



SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE

(Autonomous)

Approved by AICTE, New Delhi and Affiliated to DAVV, Indore & RGPV, Bhopal, Madhya Pradesh, India
UGC-NAAC Accredited 'A' Grade Institute
ISO 9001:2015 Certified

PART-B : Content of the Course		
No. of Lectures per week :04		
Total No. of Lectures required : 48		
Unit	Topics	No. of Lectures required
I	Introduction to Computer : Hardware: Input / output devices, storage devices and memory. Software: System and Application Software, Compilers, Interpreters and Assemblers. Computer Languages: Levels of languages, generation and their features Generation of Computer (Phase of development of computers). Number System: Introduction to number system, binary, decimal, hexadecimal and th. Conversions and their uses in computer system.	12
II	Operating Systems: DOS: External and Internal Commands and features. WINDOWS 98: Basic Operations, utilities and features. UNIX: Introduction, features and basic commands (like: pwd, cp, cd, rm mv Is cat ml mod, rmdir, who, who am i, banner, date, kill, etc.).	8
III	Application Software (MS-Office 2000) : MS Word 2000: word basic formatting text and document, working with headers and footnotes tabs, tables and sorting working with graphics, templates wizards and documents, introduction to mail merge & macros. MS Excel 2000: Excel basics, rearranging worksheet, excel formatting tips & text introduction to functions, Excel's chart features, working with graphics, using worksheet, databases ,automating "what-if" projects. MS Power Point 2000: Power Point basics, creating presentation the easy way, working with text in Power Point, working with graphics in power point MS Access 2000 : Database creation, screen/form design, report generation using wizard.	15
IV	Internet : concepts & Services, Hardware and software requirements, type of Internet connections, advantages and disadvantages of Internet, modems, World Wide Web, e-mail, chat, browsers, search engines. Overview of Intranets and Extranets.	5
V	Information Technology: Introduction to IT and its development, Impact and Future of IT in Business Organizations, Overview of the following: 4 GL, Image Processing, Virtual Reality, Video Conferencing, Artificial Intelligence, and Information Super Highways.	8



SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE

(Autonomous)

Approved by AICTE, New Delhi and Affiliated to DAVV, Indore & RGPV, Bhopal, Madhya Pradesh, India
UGC-NAAC Accredited 'A' Grade Institute
ISO 9001:2015 Certified

Part – C : Learning Resources

Textbooks, Reference Books, Other Resources

Suggested Readings:

S.Jaiswal (2001). Information Technology Today, Galgotia Publications Pvt. Ltd., New Delhi.
Alexis Leon & Mathews Leon (1999). Fundamentals of Information Technology, Vikas.

Textbooks:

1. Suresh K. Basandra (2001) Computers Today, Galgotia Publications Pvt. Ltd., New Delhi.
2. P.K. Sinha (2001) Computer Fundamentals, BPB Publications, New Delhi.
3. Annetema Stulz, Learn DOS in a Day, BPB Publications, New Delhi.
4. Muneesh Kumar (1999) Business Information Systems, Vikas Publishing House Pvt. Ltd., New Delhi.

Reference Books:

1. Christian Crumlish, "ABCs of the Internet", BPB Publications, New Delhi, 1998
2. Sumitabha Das, "Unix Concepts and Applications", Tata McGraw Hill Pub. Co. Ltd., New Delhi, 1997
3. Muneesh Kumar, "Business Information Systems", Vikas Publishing House Pvt. Ltd., New Delhi, 1999

Suggestive Digital Platform Web Links:

SWAYAM (Study Webs of Active-Learning for Young Aspiring Minds) is the Government of India's main portal for online education.

NPTTEL (National Programme on Technology Enhanced Learning) is a joint initiative by the IITs and IISc, offering free online courses, primarily for engineering and science subjects.

Skill India Digital Hub This platform offers courses aimed at improving job readiness and skill development in various vocational and technical areas.

PMKVY Scheme: Offers free courses under the Pradhan Mantri Kaushal Vikas Yojana.

NIELIT The National Institute of Electronics and Information Technology offer courses in the Information, Electronics, and Communications Technology (IECT) fields.

Courses: Includes beginner-level courses such as the "Course on Computer Concepts (CCC)," as well as advanced IT courses.

Other government educational portals

DIKSHA (diksha.gov.in): A digital platform primarily for K-12 school students and teachers, featuring e-books and e-content aligned with the national curriculum.

PM e-Vidya (pmevidya.education.gov.in): A multi-mode access program that unifies digital education initiatives, including DIKSHA and SWAYAM Prabha TV channels.

e-PG Pathshala (epgp.inflibnet.ac.in): Offers high-quality, curriculum-based e-content for postgraduate students.



SHRI VAISHNAV INSTITUTE OF MANAGEMENT & SCIENCE, INDORE

(Autonomous)

Approved by AICTE, New Delhi and Affiliated to DAVV, Indore & RGPV, Bhopal, Madhya Pradesh, India
UGC-NAAC Accredited 'A' Grade Institute
ISO 9001:2015 Certified

Part D: Assessment and Evaluation		
Internal Assessment Continuous Comprehensive Evaluation (CCE)		Total Marks :100
External Assessment Time :	Section (A) :14*5= 70	Marks : Practical 20 Theory - 70
Total Marks	(Internal Assessment + External Assessment) :10+20+70=100	
Credit Value	NA	
Minimum Passing Marks	40	