

OMKARA COLLEGE OF PROFESSIONAL EDUCATION

(A CONSTITUENT UNIT OF PATLIPUTRA UNIVERSITY, PATNA)

MBA 1st Year (Master Of Business Administration)

Semester I

MBA-101: Principles Of Management

- Unit 1: Introduction To Management
- Evolution Of Management Thought, Management Functions, Managerial Roles And Skills, Levels Of Management, Management As Science, Art And Profession.
- Unit 2: Planning And Decision Making
- Nature And Purpose Of Planning, Types Of Plans, Planning Process, Management By Objectives, Decision-Making Process, Decision-Making Models.
- Unit 3: Organizing
- Organization Structure, Departmentalization, Authority And Responsibility, Delegation, Centralization Vs. Decentralization, Span Of Control.
- Unit 4: Leading
- Leadership Theories, Leadership Styles, Motivation Theories, Communication Process, Barriers To Effective Communication.
- Unit 5: Controlling
- Control Process, Types Of Control, Control Techniques, Effective Control Systems, Management Information Systems.

MBA-102: Managerial Economics

- Unit 1: Introduction To Managerial Economics
- Nature And Scope Of Managerial Economics, Economic Approach To Decision Making, Fundamental Economic Concepts, Micro Vs. Macro Economics.
- Unit 2: Demand Analysis
- Demand Theory, Elasticity Of Demand, Demand Forecasting Methods, Consumer Behavior, Utility Analysis.
- Unit 3: Production And Cost Analysis
- Production Function, Law Of Variable Proportions, Returns To Scale, Isoquants, Cost Concepts, Cost-Output Relationship, Economies Of Scale.

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- Unit 4: Market Structure And Pricing
- Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly, Price Determination Under Different Market Structures, Pricing Strategies.
- Unit 5: National Income And Business Cycles
- National Income Concepts, Measurement Of National Income, Business Cycles, Inflation, Monetary And Fiscal Policies.

MBA-103: Financial Accounting

- Unit 1: Accounting Fundamentals
- Accounting Concepts And Conventions, Accounting Process, Journal, Ledger, Trial Balance, Accounting Standards.
- Unit 2: Financial Statements
- Preparation Of Income Statement, Balance Sheet, Cash Flow Statement, Statement Of Changes In Equity, Notes To Accounts.
- Unit 3: Financial Statement Analysis
- Ratio Analysis, Comparative Statements, Common-Size Statements, Trend Analysis, Cash Flow Analysis.
- Unit 4: Depreciation And Inventory Valuation
- Depreciation Methods, Asset Valuation, Inventory Valuation Methods (FIFO, LIFO, Weighted Average), Impact On Financial Statements.
- Unit 5: Corporate Accounting
- Accounting For Share Capital, Debentures, Dividend, Corporate Financial Reporting, Introduction To IFRS.

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MBA-104: Organizational Behavior

- Unit 1: Introduction To Organizational Behavior
- Nature And Scope Of OB, Contributing Disciplines, Challenges And Opportunities For OB, Models Of OB.
- Unit 2: Individual Behavior
- Personality, Perception, Learning, Attitudes, Values, Emotions, Emotional Intelligence, Individual Decision Making.
- Unit 3: Group Behavior
- Group Dynamics, Team Building, Group Decision Making, Conflict Management, Power And Politics.
- Unit 4: Leadership And Motivation
- Leadership Theories, Contemporary Issues In Leadership, Motivation Theories, Job Satisfaction, Employee Engagement.
- Unit 5: Organizational Culture And Change
- Organizational Culture, Types Of Culture, Creating And Sustaining Culture, Organizational Change, Resistance To Change, Change Management.

MBA-105: Business Statistics

- Unit 1: Descriptive Statistics
- Data Collection, Classification, Tabulation, Graphical Representation, Measures Of Central Tendency, Dispersion, Skewness, Kurtosis.
- Unit 2: Probability And Probability Distributions
- Probability Concepts, Probability Rules, Conditional Probability, Bayes' Theorem, Random Variables, Binomial, Poisson, And Normal Distributions.
- Unit 3: Sampling And Estimation
- Sampling Methods, Sampling Distributions, Central Limit Theorem, Point And Interval Estimation, Confidence Intervals.
- Unit 4: Hypothesis Testing
- Null And Alternative Hypotheses, Type I And Type II Errors, T-Test, Z-Test, F-Test, Chi-Square Test, ANOVA.
- Unit 5: Correlation And Regression
- Correlation Analysis, Karl Pearson's Coefficient, Rank Correlation, Simple And Multiple Regression, Interpretation Of Results.

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Semester II

MBA-201: Marketing Management

- Unit 1: Introduction To Marketing
- Marketing Concepts, Marketing Environment, Marketing Mix, Evolution Of Marketing, Strategic Marketing Planning.
- Unit 2: Consumer Behavior
- Consumer Buying Process, Factors Influencing Consumer Behavior, Market Segmentation, Targeting, Positioning.
- Unit 3: Product And Pricing Decisions
- Product Life Cycle, New Product Development, Branding, Packaging, Product Mix, Pricing Objectives, Pricing Methods, Pricing Strategies.
- Unit 4: Distribution And Promotion
- Marketing Channels, Channel Design, Wholesaling, Retailing, Physical Distribution, Promotion Mix, Advertising, Personal Selling, Sales Promotion, Public Relations.
- Unit 5: Contemporary Marketing Issues
- Digital Marketing, Social Media Marketing, Green Marketing, Service Marketing, Rural Marketing, International Marketing, Marketing Ethics.

MBA-202: Human Resource Management

- Unit 1: Introduction To HRM
- Evolution Of HRM, Strategic HRM, HR Policies, HR Functions, Role Of HR Manager, HR Challenges In Global Environment.
- Unit 2: HR Planning And Recruitment
- Human Resource Planning, Job Analysis, Job Description, Job Specification, Recruitment Process, Selection Methods, Induction And Placement.
- Unit 3: Training And Development
- Training Needs Assessment, Training Methods, Management Development, Career Planning And Development, Performance Management Systems.
- Unit 4: Compensation Management

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- Wage And Salary Administration, Job Evaluation, Incentive Systems, Benefits And Services, Executive Compensation.
- Unit 5: Industrial Relations
- Trade Unions, Collective Bargaining, Worker Participation, Grievance Handling, Discipline Management, Industrial Disputes, Labor Laws.

MBA-203: Financial Management

- Unit 1: Introduction To Financial Management
- Finance Function, Financial Goals, Profit Maximization Vs. Wealth Maximization, Financial Environment, Time Value Of Money.
- Unit 2: Investment Decisions
- Capital Budgeting, Investment Evaluation Techniques (NPV, IRR, Payback, ARR), Risk Analysis In Capital Budgeting, Capital Rationing.
- Unit 3: Financing Decisions
- Sources Of Finance, Cost Of Capital, Capital Structure Theories, Optimal Capital Structure, Leverage Analysis, EBIT-EPS Analysis.
- Unit 4: Dividend Decisions
- Dividend Theories, Dividend Policies, Factors Affecting Dividend Policy, Stock Dividends And Stock Splits, Share Repurchases.
- Unit 5: Working Capital Management
- Working Capital Concepts, Working Capital Cycle, Cash Management, Receivables Management, Inventory Management, Short-Term Financing.

MBA-204: Operations Management

- Unit 1: Introduction To Operations Management
- Operations Function, Historical Development, Manufacturing Vs. Service Operations, Productivity, Competitiveness, Operations Strategy.
- Unit 2: Product And Process Design
- Product Design Process, Service Design, Process Selection, Process Types, Process Flow Analysis, Technology Decisions.
- Unit 3: Capacity And Location Planning
- Capacity Concepts, Capacity Planning, Facility Location Factors, Location Analysis Techniques, Facility Layout, Layout Types.

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Semester II

MBA-204: Operations Management

- Unit 1: Introduction To Operations Management
- Operations Function, Historical Development, Manufacturing Vs. Service Operations, Productivity, Competitiveness, Operations Strategy.
- Unit 2: Product And Process Design
- Product Design Process, Service Design, Process Selection, Process Types, Process Flow Analysis, Technology Decisions.
- Unit 3: Capacity And Location Planning
- Capacity Concepts, Capacity Planning, Facility Location Factors, Location Analysis Techniques, Facility Layout, Layout Types.
- Unit 4: Production Planning And Control
- Aggregate Planning, Master Production Scheduling, Material Requirements Planning (MRP), Enterprise Resource Planning (ERP), Scheduling Techniques.
- Unit 5: Quality Management
- Quality Concepts, Quality Control, Statistical Quality Control, Total Quality Management (TQM), Six Sigma, ISO Standards, Quality Circles.

MBA-205: Business Research Methods

- Unit 1: Introduction To Business Research
- Research Meaning And Types, Scientific Method, Business Research Process, Research Applications In Business Decision Making, Ethical Issues In Research.
- Unit 2: Research Design
- Research Problem Formulation, Research Objectives, Hypothesis Development, Types Of Research Designs (Exploratory, Descriptive, Causal), Variables And Their Measurement.
- Unit 3: Data Collection
- Primary And Secondary Data, Sampling Design, Sampling Methods, Sample Size Determination, Questionnaire Design, Scaling Techniques, Reliability And Validity.

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- Unit 4: Data Analysis
- Data Preparation, Univariate Analysis, Bivariate Analysis, Multivariate Analysis Techniques, Parametric And Non-Parametric Tests, Factor Analysis, Cluster Analysis.
- Unit 5: Research Reporting
- Report Structure, Types Of Reports, Report Writing, Oral Presentation, Research Proposal Preparation, Interpretation Of Results, Limitations And Scope For Future Research.

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Semester III

MBA-301: Strategic Management

- Unit 1: Introduction To Strategic Management
- Strategic Management Process, Levels Of Strategy, Strategic Decision Making, Vision, Mission, Objectives, Strategic Intent.
- Unit 2: Environmental Analysis
- External Environment Analysis, PESTEL Analysis, Industry Analysis, Porter's Five Forces Model, Competitive Analysis, Internal Environment Analysis, Value Chain Analysis.
- Unit 3: Strategy Formulation
- SWOT Analysis, Corporate-Level Strategies, Business-Level Strategies, Functional Strategies, Portfolio Analysis (BCG Matrix, GE Matrix), Strategic Alternatives.
- Unit 4: Strategy Implementation
- Organizational Structure, Resource Allocation, Leadership, Corporate Culture, Balanced Scorecard, McKinsey 7S Framework.
- Unit 5: Strategy Evaluation And Control
- Strategic Control Process, Types Of Strategic Control, Strategic Audit, Strategy Evaluation Techniques, Strategic Information Systems, Strategic Change Management.

MBA-302: Entrepreneurship Development

- Unit 1: Introduction To Entrepreneurship
- Entrepreneurship Concepts, Entrepreneurial Traits, Types Of Entrepreneurs, Entrepreneurship Vs. Management, Entrepreneurial Ecosystem, Role Of Entrepreneurship In Economic Development.
- Unit 2: Business Opportunity Identification
- Idea Generation Techniques, Opportunity Evaluation, Market Assessment, Feasibility Analysis, Business Model Canvas, Value Proposition Design.
- Unit 3: Business Planning
- Business Plan Components, Writing Effective Business Plans, Financial Projections, Marketing Plan, Operational Plan, Risk Assessment, Pitching To Investors.

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Semester III

- Unit 4: Financing New Ventures
- Sources Of Financing, Bootstrapping, Angel Investors, Venture Capital, Crowdfunding, Government Schemes For Entrepreneurs, Financial Management For Startups.
- Unit 5: Managing Growth And Exit Strategies
- Scaling Up, Growth Strategies, Managing Rapid Growth, Franchising, Internationalization, Exit Strategies, IPO, Mergers And Acquisitions, Succession Planning.

MBA-303: Business Ethics And Corporate Governance

- Unit 1: Business Ethics Fundamentals
- Ethics Concepts, Ethical Theories, Ethical Decision-Making Models, Values And Ethics, Ethical Dilemmas In Business, Corporate Social Responsibility.
- Unit 2: Ethical Issues In Business
- Ethics In Marketing, Finance, HRM, IT, International Business Ethics, Environmental Ethics, Intellectual Property Rights, Privacy Issues.
- Unit 3: Corporate Governance
- Corporate Governance Concepts, Theories, Models, Board Of Directors, Role And Responsibilities, Board Committees, Shareholder Rights.
- Unit 4: Corporate Governance Regulations
- Corporate Governance Codes, Sarbanes-Oxley Act, SEBI Guidelines, Companies Act Provisions, Corporate Governance In India, International Corporate Governance Standards.
- Unit 5: Corporate Governance Implementation
- Corporate Governance Mechanisms, Internal Controls, Risk Management, Whistleblowing, Corporate Governance Rating, Corporate Governance Reporting, Case Studies.

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Semester III

MBA-304: International Business

- Unit 1: Introduction To International Business
- Globalization, Theories Of International Trade, Balance Of Payments, International Economic Institutions (WTO, IMF, World Bank), Regional Economic Integration.
- Unit 2: International Business Environment
- Political, Economic, Social, Technological, Legal, And Environmental (PESTLE) Analysis, Cultural Dimensions, Cross-Cultural Management, Country Risk Analysis.
- Unit 3: International Market Entry Strategies
- Exporting, Licensing, Franchising, Joint Ventures, Strategic Alliances, Wholly Owned Subsidiaries, Foreign Direct Investment, International Acquisitions.
- Unit 4: International Marketing And HRM
- International Marketing Mix, Global Branding, Standardization Vs. Adaptation, International Pricing, International Distribution, International HRM, Expatriate Management.
- Unit 5: International Financial Management
- Foreign Exchange Markets, Exchange Rate Determination, Currency Risk Management, International Capital Budgeting, International Taxation, Transfer Pricing, Global Sourcing.

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Semester III

MBA-305: Specialization I (Finance/Marketing/HR/Operations)

- Students Choose One Of The Following Specialization Areas:
- Finance Specialization: Investment Management
- This Course Covers Investment Concepts, Securities Markets, Investment Analysis, Portfolio Theory, Asset Pricing Models, Equity Valuation, Fixed Income Securities, Derivatives, Mutual Funds, And Portfolio Management.
- Marketing Specialization: Consumer Behavior
- This Course Covers Consumer Decision-Making Process, Psychological And Sociological Factors Influencing Consumer Behavior, Cultural Influences, Reference Groups, Consumer Research Methods, And Application Of Consumer Behavior Concepts In Marketing Strategy.
- HR Specialization: Performance Management Systems
- This Course Covers Performance Management Concepts, Performance Planning, Goal Setting, Performance Appraisal Methods, Feedback Techniques, Performance Coaching, Reward Systems, And Performance Improvement Plans.
- Operations Specialization: Supply Chain Management
- This Course Covers Supply Chain Concepts, Supply Chain Design, Procurement, Supplier Relationship Management, Logistics, Inventory Management, Distribution, Supply Chain Integration, And Supply Chain Technologies.

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Semester IV

MBA-401: Specialization II (Finance/Marketing/HR/Operations)

- Students Continue With Their Chosen Specialization Area:
- Finance Specialization: Financial Markets And Institutions
- This Course Covers Financial System, Money Markets, Capital Markets, Banking System, Non-Banking Financial Institutions, Financial Services, Financial Regulations, And Recent Developments In Financial Markets.
- Marketing Specialization: Digital Marketing
- This Course Covers Digital Marketing Strategy, Search Engine Optimization, Search Engine Marketing, Social Media Marketing, Content Marketing, Email Marketing, Mobile Marketing, Web Analytics, And Digital Marketing Metrics.
- HR Specialization: Talent Management
- This Course Covers Talent Acquisition, Talent Development, Succession Planning, Leadership Development, Employee Engagement, Retention Strategies, High-Potential Employee Management, And Talent Analytics.
- Operations Specialization: Project Management
- This Course Covers Project Management Concepts, Project Lifecycle, Project Planning, Scheduling, Resource Allocation, Cost Estimation, Risk Management, Project Monitoring And Control, And Project Management Software.

MBA-402: Specialization III (Finance/Marketing/HR/Operations)

- Students Complete Their Specialization With An Advanced Course:
- Finance Specialization: Strategic Financial Management
- This Course Covers Financial Strategy, Corporate Restructuring, Mergers And Acquisitions, Corporate Valuation, Financial Risk Management, International Financial Management, And Contemporary Issues In Finance.
- Marketing Specialization: Marketing Strategy
- This Course Covers Strategic Marketing Planning, Competitive Strategy, Market Analysis, Customer Value Creation, Brand Management, Marketing Metrics, Marketing Resource Allocation, And Marketing Implementation And Control.
- HR Specialization: Strategic Human Resource Management

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Semester IV

- This Course Covers Strategic HR Planning, HR Metrics, HR Analytics, HR And Business Strategy Alignment, HR Transformation, International HRM, And Contemporary Issues In HRM.
- Operations Specialization: Operations Strategy
- This Course Covers Operations Strategy Formulation, Competitive Priorities, Manufacturing Strategy, Service Operations Strategy, Technology Strategy, Global Operations Strategy, And Sustainable Operations.

MBA-403: Project Work

- The Project Work Is A Comprehensive Application Of The Knowledge Gained Throughout The MBA Program. Students Are Required To Undertake A Research Project Or Business Consulting Assignment Under The Guidance Of A Faculty Member. The Project Includes:
 - Problem Identification And Formulation
 - Literature Review
 - Research Methodology
 - Data Collection And Analysis
 - Findings And Recommendations
 - Implementation Plan
 - Final Project Report And Viva-Voce Examination