



**PRESIDENCY  
UNIVERSITY**

# **PROGRAMME REGULATIONS & CURRICULUM**

2023-25

**PRESIDENCY  
SCHOOL OF MANAGEMENT  
MBA - [MARKETING AND FINANCE]**



# PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956  
Approved by AICTE, New Delhi



## **School of Management** **Master of Business Administration (MBA)**

### **CURRICULUM STRUCTURE** **based on Choice Based Credit System (CBCS) and** **Outcome Based Education (OBE)**

## **Master of Business Administration** **MBA - [Marketing and Finance]**

**2023-2025**

**Regulation No: PU/AC-21.17/SOM14/MBA/2023-25**

**Resolution No. 17 of the 21st Meeting of the Academic Council held on 6th September 2023, and ratified by the Board of Management in its 22nd Meeting held on 2nd November 2023**

**September-2023**

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## **PART A – PROGRAMME REGULATIONS AND CURRICULUM**

### **1. Vision & Mission of the University and the School / Department:**

#### **1.1 Vision of the University:**

To be a Value-driven Global University, excelling beyond peers and creating professionals of integrity and character, having concern and care for society.

#### **1.2 Mission of the University:**

- Commit to be an innovative and inclusive institution by seeking excellence in teaching, research and knowledge-transfer.
- Pursue Research and Development and its dissemination to the community, at large.
- Create, sustain and apply learning in an interdisciplinary environment with consideration for ethical, ecological and economic aspects of nation building.
- Provide knowledge-based technological support and services to the industry in its growth and development.
- To impart globally-applicable skill-sets to students through flexible course offerings and support industry's requirement and inculcate a spirit of new-venture creation.

#### **1.3 Vision of the School:**

To inspire and develop responsible leaders who generate meaningful and lasting impact on businesses, communities, and society

#### **1.4 Mission of the School:**

Our mission is to provide students with the knowledge, skills, and ethical foundation needed to lead with integrity and drive sustainable change in business and society

### **2. Preamble to the Program Regulations and Curriculum**

This is the subset of Academic Regulations and it is to be followed as a requirement for the award of Master of Business Administration (MBA-Marketing and Finance) Degree.

The Curriculum is designed to take into the factors listed in the Choice Based Credit System (CBCS) with focus on Social Project Based Learning, Industrial Training, and Internship to enable the students to become eligible and fully equipped for employment in industries, choose higher studies or entrepreneurship.

In exercise of the powers conferred by and in discharge of duties assigned under the relevant provision(s) of the Act, Statutes and Academic Regulations of the University, the Academic Council hereby makes the following Regulations.

### **3. Short Title and Commencement:**

- a. These Regulations shall be called the Master of Business Administration (MBA-Marketing and Finance) Program Regulations and Curriculum 2023-2025.
- b. These Regulations are subject to, and pursuant to the Academic Regulations.

- c. These Regulations shall be applicable to the ongoing Master of Business Administration (MBA-Marketing and Finance) Programs of the 2023-2025 batch, and to all other Master of Business Administration (MBA) Programs which may be introduced in future.
- d. These Regulations shall supersede all the earlier Master of Business Administration (MBA-Marketing and Finance) Program Regulations and Curriculum, along with all the amendments thereto.
- e. These Regulations shall come into force from the Academic Year 2023-2024.

#### **4. Definitions**

In these Regulations, unless the context otherwise requires:

- a. *"Academic Calendar" means the schedule of academic and miscellaneous events as approved by the Vice Chancellor;*
- b. *"Academic Council" means the Academic Council of the University;*
- c. *"Academic Regulations" means the Academic Regulations, of the University;*
- d. *"Academic Term" means a Semester or Summer Term;*
- e. *"Act" means the Presidency University Act, 2013;*
- f. *"AICTE" means All India Council for Technical Education;*
- g. *"Basket" means a group of courses bundled together based on the nature/type of the course;*
- h. *"BOE" means the Board of Examinations of the University;*
- i. *"BOG" means the Board of Governors of the University;*
- j. *"BOM" means the Board of Management of the University;*
- k. *"BOS" means the Board of Studies of a particular Department/Program of Study of the University;*
- l. *"CGPA" means Cumulative Grade Point Average as defined in the Academic Regulations;*
- m. *"Clause" means the duly numbered Clause, with Sub-Clauses included, if any, of these Regulations;*
- n. *"COE" means the Controller of Examinations of the University;*
- o. *"Course In Charge" means the teacher/faculty member responsible for developing and organizing the delivery of the Course;*
- p. *"Course Instructor" means the teacher/faculty member responsible for teaching and evaluation of a Course;*
- q. *"Course" means a specific subject usually identified by its Course-code and Course-title, with specified credits and syllabus/course-description, a set of references, taught by some teacher(s)/course-instructor(s) to a specific class (group of students) during a specific Academic Term;*
- r. *"Curriculum Structure" means the Curriculum governing a specific Degree Program offered by the University, and, includes the set of Baskets of Courses along with minimum credit requirements to be earned under each basket for a degree/degree with specialization/minor/honors in addition to the relevant details of the Courses and Course catalogues (which describes the Course content and other important information about the Course). Any specific requirements for a particular program may*

*be brought into the Curriculum structure of the specific program and relevant approvals should be taken from the BOS and Academic Council at that time.*

- s. *"DAC" means the Departmental Academic Committee of a concerned Department/Program of Study of the University;*
- t. *"Dean" means the Dean / Director of the concerned School;*
- u. *"Degree Program" includes all Degree Programs;*
- v. *"Department" means the Department offering the degree Program(s) / Course(s) / School offering the concerned Degree Programs / other Administrative Offices;*
- w. *"Discipline" means specialization or branch of MBA Degree Program;*
- x. *"HOD" means the Head of the concerned Department;*
- y. *"L-T-P-C" means Lecture-Tutorial-Practical-Credit – refers to the teaching – learning periods and the credit associated;*
- z. *"MOOC" means Massive Open Online Courses;*
- aa. *"MOU" means the Memorandum of Understanding;*
- bb. *"NPTEL" means National Program on Technology Enhanced Learning;*
- cc. *"Parent Department" means the department that offers the Degree Program that a student undergoes;*
- dd. *"Program Head" means the administrative head of a particular Degree Program/s;*
- ee. *"Program Regulations" means the Master of Business Administration Degree Program Regulations and Curriculum 2023-2025;*
- ff. *"Program" means the Master of Business Administration (MBA) Degree Program;*
- gg. *"PSOM" means the Presidency School of Management;*
- hh. *"Registrar" means the Registrar of the University;*
- ii. *"School" means a constituent institution of the University established for monitoring, supervising and guiding, teaching, training and research activities in broadly related fields of studies;*
- jj. *"Section" means the duly numbered Section, with Clauses included in that Section, of these Regulations;*
- kk. *"SGPA" means the Semester Grade Point Average as defined in the Academic Regulations;*
- ll. *"Statutes" means the Statutes of Presidency University;*
- mm. *"Sub-Clause" means the duly numbered Sub-Clause of these Program Regulations;*
- nn. *"Summer Term" means an additional Academic Term conducted during the summer break (typically in June-July) for a duration of about eight (08) calendar weeks, with a minimum of thirty (30) University teaching days;*
- oo. *"SWAYAM" means Study Webs of Active Learning for Young Aspiring Minds.*
- pp. *"UGC" means University Grants Commission;*
- qq. *"University" means Presidency University, Bengaluru; and*
- rr. *"Vice Chancellor" means the Vice Chancellor of the University.*

## **5. Program Description:**

The Master of Business Administration (MBA-Marketing and Finance) Program Regulations

and Curriculum 2023-2025 are subject to, and, pursuant to the Academic Regulations. These Program Regulations shall be applicable to the following ongoing Master of Business Administration (MBA-Marketing and Finance) Programs of 2023-2025 offered by the Presidency School of Management (PSOM):

1. MBA
2. MBA (Business Analytics)
3. MBA (Digital Marketing)
4. MBA (Marketing & Finance)
5. MBA (Banking & Finance Management)

**5.1** These Program Regulations shall be applicable to other similar programs, which may be introduced in future.

**5.2** These Regulations may evolve and get amended or modified or changed through appropriate approvals from the Academic Council, from time to time, and shall be binding on all concerned.

**5.3** The effect of periodic amendments or changes in the Program Regulations, on the students admitted in earlier years, shall be dealt with appropriately and carefully, so as to ensure that those students are not subjected to any unfair situation whatsoever, although they are required to conform to these revised Program Regulations, without any undue favor or considerations:

## **6. Minimum and Maximum Duration:**

6.1 Master of Business Administration (MBA-Marketing and Finance) Degree Program is a Two-Year, Full-Time Semester based program. The minimum duration of the MBA-Marketing and Finance Program is two (02) years and each year comprises of two academic Semesters (Odd and Even Semesters) and hence the duration of the MBA-Marketing and Finance program is four (04) Semesters.

6.2 A student who for whatever reason is not able to complete the Program within the normal period or the minimum duration (number of years) prescribed for the Program, may be allowed a period of two years beyond the normal period to complete the mandatory minimum credits requirement as prescribed by the concerned Program Regulations and Curriculum. In general, the permissible maximum duration (number of years) for completion of Program is 'N' + 2 years, where 'N' stands for the normal or minimum duration (number of years) for completion of the concerned Program as prescribed by the concerned Program Regulations and Curriculum.

6.3 The time taken by the student to improve Grades/CGPA, and in case of temporary withdrawal/re-joining (Refer to Clause **Error! Reference source**



**not found.** of Academic Regulations), shall be counted in the permissible maximum duration for completion of a Program.

6.4 In exceptional circumstances, such as temporary withdrawal for medical exigencies where there is a prolonged hospitalization and/or treatment, as certified through hospital/medical records, women students requiring extended maternity break (certified by registered medical practitioner), and, outstanding sportspersons representing the University/State/India requiring extended time to participate in National/International sports events, a further extension of one (01) year may be granted on the approval of the Academic Council.

6.5 The enrolment of the student who fails to complete the mandatory requirements for the award of the concerned Degree (refer Section 19.**Error! Reference source not found.** of Academic Regulations) in the prescribed maximum duration (Sub-Clauses 18.1 and 18.2 of Academic Regulations), shall stand terminated and no Degree shall be awarded.

## **7. Programme Educational Objectives (PEO)**

After two years of successful completion of the program, the graduates shall be:

**PEO1:** Industry ready graduates having high integrity, social responsibility & leadership capabilities.

**PEO2:** Enhanced with analytical skills and design thinking approach to solve business problems.

**PEO3:** Able to foster entrepreneurial mind set through creativity and innovation.

**PEO4:** Enabled graduates to engage in and benefit from lifelong learning.

## **8. Program Outcomes (PO) and Program Specific Outcomes (PSO)**

### **8.1 Program Outcomes (PO)**

On successful completion of the Program, the students shall be able to:

**PO1:** An ability to lead themselves and others to achieve organizational goals contributing effectively to a team environment.

**PO2:** An ability to integrate functional knowledge and apply managerial skills in changing business environment.

**PO3:** An ability to identify real life problems in different management functions and solve them through strategic planning, critical thinking and innovation.

**PO4:** An ability to identify and evaluate business ideas and opportunities.

**PO5:** An ability to make data driven decisions and effectively communicate to different stakeholders.

**PO6:** An ability to evaluate and integrate ethical and societal considerations when making business decisions.

**PO7:** An ability to demonstrate commitment to continuous learning.

## **8.2 Program Specific Outcomes [PSOs]:**

On successful completion of the Program, the students shall be able to:

On successful completion of the Master of Business Administration (MBA-Marketing and Finance) program from Presidency University, the student shall possess:

**PSO1** Understand the financial implications of marketing decisions and how to measure return on investment (ROI) for marketing campaigns.

**PSO2** Develop and execute integrated marketing and financial strategies that align with overall business objectives.

**PSO3** Develop and execute strategies that align marketing initiatives with financial goals.

**PSO4** Apply principles of pricing strategies and financial planning to optimize product pricing, cost management, and profitability, considering market demand, competition, and cost structures.

**PSO5** Uphold ethical standards in marketing practices and financial management, ensuring compliance with legal and regulatory requirements while maintaining corporate integrity.

## **9. Admission Criteria (as per the concerned Statutory Body)**

The University admissions shall be open to all persons irrespective of caste, class, creed, gender or nation. All admissions shall be made on the basis of merit in the qualifying examinations; provided that forty percent of the admissions in all Programs of the University shall be reserved for the students of Karnataka State and admissions shall be made through a Common Entrance Examination conducted by the State Government or its agency and seats shall be allotted as per the merit and reservation policy of the State Government from time to time. The admission criteria to the MBA-Marketing and Finance Program is listed in the following Sub-Clauses:

**9.1** An applicant must have a graduation degree in any field from a recognized university with a minimum of 50% marks in the qualifying examination for the general category or 45% marks for SC/ST and other reserved categories and must have appeared in any national or state-level entrance examination such as CAT, XAT, MAT, CMAT, ATMA, or KMAT.

**9.2** Reservation for the SC / ST and other backward classes shall be made in accordance with the directives issued by the Government of Karnataka from time to time.

**9.3** Admissions are offered to Foreign Nationals and Indians living abroad in

accordance with the rules applicable for such admission, issued from time to time, by the Government of India.

- 9.4** Candidates must fulfil the medical standards required for admission as prescribed by the University.
- 9.5** If, at any time after admission, it is found that a candidate had not in fact fulfilled all the requirements stipulated in the offer of admission, in any form whatsoever, including possible misinformation and any other falsification, the Registrar shall report the matter to the Board of Management (BOM), recommending revoking the admission of the candidate.
- 9.6** The decision of the BOM regarding the admissions is final and binding.

**10. Transfer of student(s) from another recognized University to the 2<sup>nd</sup> year (3<sup>rd</sup> Semester) of the MBA-Marketing and Finance Program of the University**

A student who has completed the 1<sup>st</sup> Year (i.e., passed in all the Courses / Subjects prescribed for the 1<sup>st</sup> Year) of the MBA-Marketing and Finance Two-Year Degree Program from another recognized University, may be permitted to transfer to the 2<sup>nd</sup> Year (3<sup>rd</sup> Semester) of the MBA-Marketing and Finance Program of the University as per the rules and guidelines prescribed in the following Sub-Clauses:

- 10.1.1** The student shall submit the Application for Transfer along with a non-refundable Application Fee (as prescribed by the University from time to time) to the University no later than July of the concerned year for admission to the 2<sup>nd</sup> Year (3<sup>rd</sup> Semester) MBA-Marketing and Finance Program commencing on August on the year concerned.
- 10.1.2** The student shall submit copies of the respective Marks Cards / Grade Sheets / Certificates along with the Application for Transfer.
- 10.1.3** The transfer may be provided on the condition that the Courses and Credits completed by the concerned student in the 1<sup>st</sup> Year of the MBA-Marketing and Finance Two Degree Program from the concerned University, are declared equivalent and acceptable by the Equivalence Committee constituted by the Vice Chancellor for this purpose. Further, the Equivalence Committee may also prescribe the Courses and Credits the concerned students shall have to mandatorily complete, if admitted to the 2<sup>nd</sup> Year of the MBA-Marketing and Finance Program of the University.
- 10.1.4** The Program / Discipline allotted to the student concerned shall be the decision of the University and binding on the student.

## **11.Change of Program**

A student admitted to a particular Program of the MBA-Marketing and Finance Program will normally continue studying in that Program till the completion of the program. However, the University reserves the right to provide the option for a change of Program, or not to provide the option for a change of Program, at the end of 1<sup>st</sup> Year of the MBA-Marketing and Finance Program to eligible students in accordance with the following rules and guidelines: framed by the University from time to time.

- 11.1** Normally, only those students, who have passed all the Courses prescribed for the 1<sup>st</sup> Year of the MBA-Marketing and Finance Program and obtained a CGPA of not less than 6.00 at the end of the 2<sup>nd</sup> Semester, shall be eligible for consideration for a change of Program.
- 11.2** Change of Program, if provided, shall be made effective from the commencement of the 3<sup>rd</sup> Semester of the MBA-Marketing and Finance Program. There shall be no provision for change of Program thereafter under any circumstances whatsoever.
- 11.3** The student provided with the change of Program shall fully adhere to and comply with the Program Regulations of the concerned Program of the MBA-Marketing and Finance Program, the Fee Policy pertaining to that Program of the MBA-Marketing and Finance Program, and, all other rules pertaining to the changed Program existing at the time.
- 11.4** Change of Program once made shall be final and binding on the student. No student shall be permitted, under any circumstances, to refuse the change of Program offered.
- 11.5** The eligible student may be allowed a change in Program, strictly in order of *inter se* merit, subject to the conditions given below:
- 11.5.1** The actual number of students in the 3<sup>rd</sup> Semester in any particular Program to which the transfer is to be made, should not exceed the intake fixed by the University for the concerned Program;
- 11.5.2** The actual number of students in any Program from which transfer is being sought does not fall below 75% of the total intake fixed by the University for the concerned Program.
- 11.5.3** The process of change of Program shall be completed within the first five days of Registration for the 3<sup>rd</sup> Semester of the MBA-Marketing and Finance Program.

**12. Specific Regulations regarding Assessment and Evaluation – including the Assessment Details of NTCC Courses, Weightages of Continuous Assessment and End Term Examination for various Course Categories**

**12.1** The academic performance evaluation of a student in a Course shall be according to the University Letter Grading System based on the class performance distribution in the Course.

**12.2** Academic performance evaluation of every registered student in every Course registered by the student is carried out through various components of Assessments spread across the Semester. The nature of components of Continuous Assessments and the weightage given to each component of Continuous Assessments (refer Clause 0) shall be clearly defined in the Course Plan for every Course, and approved by the DAC.

**12.3** Format of the End-Term examination shall be specified in the Course Plan.

**12.4** Grading is the process of rewarding the students for their overall performance in each Course. The University follows the system of Relative Grading with statistical approach to classify the students based on the relative performance of the students registered in the concerned Course except in the following cases:

- Non-Teaching Credit Courses (NTCC)
- Courses with a class strength less than 30

Absolute grading method may be adopted, where necessary with prior approval of concerned DAC.

Grading shall be done at the end of the Academic Term by considering the aggregate performance of the student in all components of Assessments prescribed for the Course. Letter Grades (Clause **Error! Reference source not found.**) shall be awarded to a student based on her/his overall performance relative to the class performance distribution in the concerned Course. These Letter Grades not only indicate a qualitative assessment of the student’s performance but also carry a quantitative (numeric) equivalent called the Grade Point.

**12.5 Assessment Components and Weightage**

**Table 12.5.1: Assessment Components and Weightage for different category of Courses**

| Theory Courses - Weightage - 60: 40 |              |              |              |         |          |       |
|-------------------------------------|--------------|--------------|--------------|---------|----------|-------|
| Continuous Assessment* - 25%        |              |              |              | Midterm | End term | Total |
| Assessment 1                        | Assessment 2 | Assessment 3 | Assessment 4 |         |          |       |
|                                     | 2            | 3            |              | 25%     | 50%      | 100%  |

| Lab/CA Courses - Weightage - 75: 25 |                       |                       |                     |  |   |               |
|-------------------------------------|-----------------------|-----------------------|---------------------|--|---|---------------|
| Continuous Assessment* - 100%       |                       |                       |                     |  | 4 | Total<br>100% |
| Practice Assessment 1               | Practice Assessment 2 | Practice Assessment 3 | Practice Assessment |  |   |               |
|                                     |                       |                       |                     |  |   |               |

**\*Minimum 03 assessments.**

**Skill based Courses** like Industry Internship, Capstone project, Research Dissertation, Integrative Studio, Interdisciplinary Project, Summer / Short Internship, Social Engagement / Field Projects, Portfolio, and such similar Non-Teaching Credit Courses, where the pedagogy does not lend itself to a typical L-T-P structure.

Guidelines for the assessment components for the various types of Courses, with recommended weightages, shall be specified in the concerned Program Regulations and Curriculum / Course Plans, as applicable.

The exact weightages of Evaluation Components shall be clearly specified in the concerned PRC and respective Course Plan.

Normally, for Practice/Skill based Courses, without a defined credit structure (L-T-P) [NTCC], but with assigned Credits (as defined in Clause **Error! Reference source not found.** of the Academic Regulations), the method of evaluation shall be based only on Continuous Assessments. The various components of Continuous Assessments, the distribution of weightage among such components, and the method of evaluation/assessment, shall be as decided and indicated in the Course Plan/PRC. The same shall be approved by the respective DAC.

## **12.6 Minimum Performance Criteria:**

### **12.6.1 Theory only Course and Lab/Practice Embedded Theory Course**

A student shall satisfy the following minimum performance criteria to be eligible to earn the credits towards the concerned Course:

- a. A student must obtain a minimum of 30% of the total marks/weightage assigned to the End Term Examinations in the concerned Course.
- b. The student must obtain a minimum of 40% of the AGGREGATE of the marks/weightage of the components of Continuous Assessments, Mid Term Examinations and End Term Examinations in the concerned Course.

### **12.6.2 Lab/Practice only Course and Project Based Courses**

The student must obtain a minimum of 40% of the AGGREGATE of the marks/weightage of all assessment components in the concerned Course.

**12.6.2.1** A student who fails to meet the minimum performance criteria listed above in a Course shall be declared as "Fail" and given "F" Grade in the concerned Course. For theory Courses, the student shall have to re-appear in the "Make-Up Examinations" as scheduled by the University in any subsequent semester, or, re-appear in the End Term Examinations of the same Course when it is scheduled at the end of the following Semester or Summer Term, if offered. The marks obtained in the Continuous Assessments (other than the End Term Examination) shall be carried forward and be included in computing the final grade, if the student secures the minimum requirements (as per Clause 12.6.1, 12.6.2) in the "Make-Up Examinations" of the concerned Course. Further, the student has an option to re-register for the Course and clear the same in the summer term/ subsequent semester if he/she wishes to do so, provided the Course is offered.

### **13 Additional clarifications - Rules and Guidelines for Transfer of Credits from MOOC, etc. – Note: These are covered in Academic Regulations.**

The University allows students to acquire credits from other Indian or foreign institutions and/or Massive Open Online Course (MOOC) platforms, subject to prior approval. These credits may be transferred and counted toward fulfilling the minimum credit requirements for the award of a degree. The process of transfer of credits is governed by the following rules and guidelines:

- 13.1** The transfer of credits shall be examined and recommended by the Equivalence Committee (Refer **Error! Reference source not found.**) and approved by the Dean - Academics.
- 13.2** Students may earn credits from other Indian or foreign Universities/Institutions with which the University has an MOU, and that MOU shall have specific provisions, rules and guidelines for transfer of credits. These transferred credits shall be counted towards the minimum credit requirements for the award of the degree.
- 13.3** Students may earn credits by registering for Online Courses offered by *Study Web of Active Learning by Young and Aspiring Minds (SWAYAM)* and *National Program on Technology Enhanced Learning (NPTEL)*, or other such recognized Bodies/ Universities/Institutions as approved by the concerned BOS and Academic Council from time to time. The concerned School/Parent Department shall publish/include the approved list of Courses and the rules and guidelines governing such transfer

of credits of the concerned Program from time to time. The Rules and Guidelines for the transfer of credits specifically from the Online Courses conducted by SWAYAM/ NPTEL/ other approved MOOCs are as stated in the following Sub-Clauses:

- 13.3.1** A student may complete SWAYAM/NPTEL/other approved MOOCs as mentioned in Clause and transfer equivalent credits to partially or fully complete the mandatory credit requirements of Discipline Elective Courses and/or the mandatory credit requirements of Open Elective Courses as prescribed in the concerned Curriculum Structure. However, it is the sole responsibility of the student to complete the mandatory credit requirements of the Discipline Elective Courses and the Open Elective Courses as prescribed by the Curriculum Structure of the concerned Program.
- 13.3.2** SWAYAM/NPTEL/ other approved MOOCs as mentioned in Clause shall be approved by the concerned Board of Studies and placed (as Annexures) in the concerned PRC.
- 13.3.3** Parent Departments may release a list of SWAYAM/NPTEL/other approved MOOCs for Pre-Registration as per schedule in the Academic Calendar or through University Notification to this effect.
- 13.3.4** Students may Pre-Register for the SWAYAM/NPTEL/other approved MOOCs in the respective Departments and register for the same Courses as per the schedule announced by respective Online Course Offering body/institute/ university.
- 13.3.5** A student shall request for transfer of credits only from such approved Courses as mentioned in Sub-Clause, above.
- 13.3.6** SWAYAM/NPTEL/other approved MOOCs Courses are considered for transfer of credits only if the concerned student has successfully completed the SWAYAM/NPTEL/other approved MOOCs and obtained a certificate of successful/satisfactory completion.
- 13.3.7** A student who has successfully completed the approved SWAYAM/NPTEL/ other approved MOOCs and wants to avail the provision of transfer of equivalent credits, must submit the original Certificate of Completion, or such similar authorized documents to the HOD concerned, with a written request for the transfer of the equivalent credits. On verification of the Certificates/Documents and approval by the HOD concerned, the Course(s) and equivalent Credits shall have forwarded to the COE for processing of results of the concerned Academic Term.



**13.3.8** The credit equivalence of the SWAYAM/NPTEL/other approved MOOCs are based on Course durations and/or as recommended by the Course offering body/institute/university. The Credit Equivalence mapped to SWAYAM/ NPTEL approved Courses based on Course durations for transfer of credits is summarized in Table shown below. The Grade will be calculated from the marks received by the Absolute Grading Table.

| <b>Sl. No.</b> | <b>Course Duration</b> | <b>Credit Equivalence</b> |
|----------------|------------------------|---------------------------|
| 1              | 4 Weeks                | 1 Credit                  |
| 2              | 8 Weeks                | 2 Credits                 |
| 3              | 12 Weeks               | 3 Credits                 |

**13.3.9** The maximum permissible number of credits that a student may request for credit transfer from MOOCs shall not exceed 20% of the mandatory minimum credit requirements specified by the concerned Program Regulations and Curriculum for the award of the concerned Degree.

**13.3.10** The University shall not reimburse any fees/expense; a student may incur for the SWAYAM/NPTEL/other approved MOOCs.

**13.4** The maximum number of credits that can be transferred by a student shall be limited to forty percent (40%) of the mandatory minimum credit requirements specified by the concerned Program Regulations and Curriculum for the award of the concerned Degree. However, the grades obtained in the Courses transferred from other Institutions/MOOCs, as mentioned in this Section, shall not be included in the calculation of the CGPA.

## PART B- PROGRAM STRUCTURE

### 14 Structure/Component with Credit Requirements Course Baskets and Minimum Basket Wise Credit Requirements:

The Master of Business Administration (MBA-Marketing and Finance) Program Structure (2023-2025) totaling 102 credits. Table 14.1.3 summarizes the type of baskets, number of courses under each basket and the associated credits that are mandatorily required for the completion of the Degree.

| <b>Table 14.1.3: Master of Business Administration (MBA-Marketing and Finance) Program Structure 2023-2025: Summary of Mandatory Courses and Minimum Credit Contribution from various Baskets</b> |                      |                            |
|---|----------------------|----------------------------|
| <b>Sl. No.</b>  | <b>Baskets</b>       | <b>Credit Contribution</b> |
| 1   | SCHOOL CORE          | 29                         |
| 2   | PROGRAM CORE         | 33                         |
| 3   | DISCIPLINE ELECTIVE  | 34                         |
| 4   | OPEN ELECTIVE        | 6                          |
|   | <b>Total Credits</b> | <b>102 (Minimum)</b>       |

In the entire Program, the practical and skill based course component contribute to an extent of approximately 57% out of the total credits of 102 for Master of Business Administration (MBA-Marketing and Finance) program of two years' duration.

### 15 Minimum Total Credit Requirements of Award of Degree:

As per the AICTE guidelines, a minimum of 102 credits is required for the award of a Master of Business Administration (MBA-Marketing and Finance) degree.

### 16 Other Specific Requirements for Award of Degree, if any, as prescribed by the Statutory Bodies.

- 16.1 The award of the Degree shall be recommended by the Board of Examinations and approved by the Academic Council and Board of Management of the University.
- 16.2 A student shall be declared to be eligible for the award of the concerned Degree if she/he:
  - a. Fulfilled the Minimum Credit Requirements and the Minimum Credits requirements under various baskets;

- b. Secure a minimum CGPA of 5.00 in the concerned Program at the end of the Semester/Academic Term in which she/he completes all the requirements for the award of the Degree as specified in Sub-Clause a of Academic Regulations;
- c. No dues to the University, Departments, Hostels, Library, and any other such Centers/ Departments of the University; and
- d. No disciplinary action is pending against her/him.

## PART C- CURRICULUM STRUCTURE/LIST

### 17 Curriculum Structure – Basket Wise Course List of Courses Tabled – aligned to the Program Structure (Course Code, Course Name, Credit Structure (LTPC), Contact Hours, Course Basket, Type of Skills etc., as applicable).

**Table 17.1.4: Master of Business Administration (MBA-Marketing and Finance)  
Program Structure 2023-2025: Program Core Course (PCC)**

| S. No. | Course Type  | COURSECODE | COURSE NAME                         | L | T | P | C |
|--------|--------------|------------|-------------------------------------|---|---|---|---|
| 1      | Program Core | MBA2034    | Accounting for Managers             | 4 | 0 | 0 | 4 |
| 2      | Program Core | MBA2036    | Organizational Behaviour            | 4 | 0 | 0 | 4 |
| 3      | Program Core | MBA2035    | Sales and Marketing Management      | 4 | 0 | 0 | 4 |
| 4      | Program Core | MBA2024    | Financial Management                | 4 | 0 | 0 | 4 |
| 5      | Program Core | MBA2027    | Human Resource Management           | 3 | 0 | 0 | 3 |
| 6      | Program Core | MBA2020    | Fundamentals of Business Analytics  | 2 | 0 | 0 | 2 |
| 7      | Program Core | MBA2038    | Digital and Strategic Marketing     | 3 | 0 | 0 | 3 |
| 8      | Program Core | MBA2033    | Business Research Methods           | 3 | 0 | 0 | 3 |
| 9      | Program Core | MBA2040    | Production and Logistics Management | 3 | 0 | 0 | 3 |
| 10     | Program Core | MBA3052    | Corporate Strategy                  | 3 | 0 | 0 | 3 |

**Table 17.1.4: Master of Business Administration (MBA-Marketing and Finance)  
Program Structure 2023-2025: Program Core Course (PCC)**

| S. No. | Course Type | COURSECODE | COURSE NAME                            | L | T | P | C |
|--------|-------------|------------|--|---|---|---|---|
| 1      | School Core | MBA3051    | Entrepreneurship and Business Ethics   | 3 | 0 | 0 | 3 |
| 2      | School Core | MBA1007    | Business Statistics                    | 4 | 0 | 0 | 4 |
| 3      | School Core | ENG2006    | Business Communication                 | 2 | 0 | 0 | 2 |
| 4      | School Core | MBA1012    | Data Analysis using Spread Sheets      | 0 | 0 | 4 | 2 |
| 5      | School Core | PPS1003    | Personality Development - Basics       | 0 | 0 | 2 | 1 |
| 6      | School Core | MBA1015    | Economics for Managers                 | 4 | 0 | 0 | 4 |
| 7      | School Core | PPS4001    | Aptitude Training                      | 0 | 0 | 2 | 1 |
| 8      | School Core | PPS2010    | Personality Development - Intermediate | 0 | 0 | 2 | 1 |
| 9      | School Core | MBA1018    | Technology Foundations for Business    | 2 | 0 | 0 | 2 |
| 10     | School Core | MBA3001    | Business Law                           | 3 | 0 | 0 | 3 |
| 11     | School Core | PPS3008    | Personality Development - Advanced     | 0 | 0 | 2 | 1 |
| 12     | School Core | PPS4003    | Aptitude Training - Advanced           | 0 | 0 | 2 | 1 |
| 13     | School Core | MBA3050    | Current Affairs                        | 1 | 0 | 0 | 1 |
| 14     | School Core | MBA3065    | Summer Internship Project              | - | - | - | 3 |

## **18 Practical/Skill based Courses – Internships/Thesis/Dissertation/Capstone Project Work/Portfolio/Mini project:**

Practical / Skill based Courses like internship, project work, capstone project, research project / dissertation, and such similar courses, where the pedagogy does not lend itself to a typical L-T-P-C Structure as defined in Clause 5.1 of the Academic Regulations, are simply assigned the number of Credits based on the quantum of work / effort required to fulfill the learning objectives and outcomes prescribed for the concerned Courses. Such courses are referred to as Non-Teaching Credit Courses (NTCC). These Courses are designed to provide students with hands-on experience and skills essential for their professional development. These courses aim to equip students with abilities in problem identification, root cause analysis, problem-solving, innovation, and design thinking through industry exposure and project-based learning. The expected outcomes are first level proficiency in problem solving and design thinking skills to better equip MBA graduates for their professional careers. The method of evaluation and grading for the Practical / Skill based Courses shall be prescribed and approved by the concerned Departmental Academic Committee (refer Annexure A of the Academic Regulations). The same shall be prescribed in the Course Handout.

### **18.1 Internship**

A student may undergo an internship for a period of 4-6 weeks in an industry / company or academic / research institution during the Semester Break between 2<sup>nd</sup> and 3<sup>rd</sup> Semesters, subject to the following conditions:

**18.1.1** The Internship shall be in conducted in accordance with the Internship Policy prescribed by the University from time to time.

**18.1.2** The number of Internships available for the concerned Academic Term. Further, the available number of internships shall be awarded to the students by the University on the basis of merit using the CGPA secured by the student. Provided further, the student fulfils the criteria, as applicable, specified by the Industry / Company or academic / research institution providing the Internship, as stated in Sub-Clause 2.6.1.2 above.

**18.1.3** A student may opt for Internship in an Industry / Company or academic / research institution of her / his choice, subject to the condition that the concerned student takes the responsibility to arrange the Internship on her / his own. Provided further, that the Industry / Company or academic / research institution offering such Internship confirms to the University that the Internship shall be conducted in accordance with the Program Regulations and Internship Policy of the University.

**18.1.4** A student selected for an Internship in an industry / company or academic / research institution shall adhere to all the rules and guidelines prescribed in the Internship Policy of the University.

### **18.2 Dissertation**

A student may opt to do a Research Project / Dissertation for a period of 6-8 weeks in an Industry / Company or academic / research institution or the University Department(s) as an equivalence of Capstone Project, subject to the following conditions:

**18.2.1** The Research Project / Dissertation shall be approved by the concerned HOD and be carried out under the guidance of a faculty member.

The student may do the Research Project / Dissertation in an Industry / Company or academic / research institution of her / his choice subject to the above mentioned condition (Sub-Clause 2.6.4.1). Provided further, that the Industry / Company or academic / research institution offering such Research Project / Dissertation confirms to the University that the Research Project / Dissertation work will be conducted in accordance with the Program Regulations and requirements of the University.

### 19 List of Elective Courses under various Specializations/Stream Basket:

| Sl. No.  | Course Code | Course Name                        | L | T | P | C         | Type of Skill/ Focus | Course Caters to | Pre/Co - Requisites | Ant i requis ites | Futu re Cour ses in that need this Cour se as Prere quasi te |
|--|-------------|------------------------------------|---|---|---|-----------|----------------------|------------------|---------------------|-------------------|--|
| <b>DISCIPLINE ELECTIVE - Minimum Credits to be earned from this basket</b> |             |                                    |   |   |   | <b>36</b> |                      |                  |                     |                   |  |
| <b>Marketing and Finance</b>   |             |                                    |   |   |   |           |                      |                  |                     |                   |  |
| 1  | MBA2030     | Consumer Behaviour                 | 3 | 0 | 0 | 3         | DSE C                | Employ ability   |                     |                   |  |
| 2  | MBA3112     | Customer Relationship Management   | 3 | 0 | 0 | 3         | DSE C                | Employ ability   |                     |                   |  |
| 3  | MBA3090     | Marketing Analytics                | 3 | 0 | 0 | 3         | DSE C                | Employ ability   |                     |                   |  |
| 4  | MBA3109     | Integrated Marketing Communication | 3 | 0 | 0 | 3         | DSE C                | Employ ability   |                     |                   |  |
| 5  | MBA3110     | Sales and Distribution Management  | 3 | 0 | 0 | 3         | DSE C                | Employ ability   |                     |                   |  |
| 6  | MBA3077     | Product and Brand Management       | 3 | 0 | 0 | 3         | DSE C                | Employ ability   |                     |                   |  |

|    |         |                                 |   |   |   |   |          |                   |  |  |  |
|----|---------|---------------------------------|---|---|---|---|----------|-------------------|--|--|--|
| 7  | MBA3072 | Marketing of Financial Services | 3 | 0 | 0 | 3 | DSE<br>C | Employ<br>ability |  |  |  |
| 8  | MBA3138 | Retail Management               | 2 | 0 | 0 | 2 | DSE<br>C | Employ<br>ability |  |  |  |
| 9  | MBA4024 | International Marketing         | 2 | 0 | 0 | 2 | DSE<br>C | Employ<br>ability |  |  |  |
| 10 | MBA3138 | B2B Marketing                   | 2 | 0 | 0 | 2 | DSE<br>C | Employ<br>ability |  |  |  |
| 11 | MBA3123 | MarkTech and AdTech             | 2 | 0 | 0 | 2 | DSE<br>C | Employ<br>ability |  |  |  |
| 12 | MBA4087 | Influencer Marketing            | 2 | 0 | 0 | 2 | DSE<br>C | Employ<br>ability |  |  |  |
| 13 | MBA4025 | Green Marketing                 | 2 | 0 | 0 | 2 | DSE<br>C | Employ<br>ability |  |  |  |
| 14 | MBA3076 | Marketing of Services           | 3 | 0 | 0 | 3 | DSE<br>C | Employ<br>ability |  |  |  |
| 15 | MBA3027 | Social Media Marketing          | 3 | 0 | 0 | 3 | DSE<br>C | Employ<br>ability |  |  |  |

Finance

|    |         |   |   |   |   |   |          |                   |  |  |  |
|----|---------|---|---|---|---|---|----------|-------------------|--|--|--|
| 1  | MBA3006 | Financial Markets and Services                    | 3 | 0 | 0 | 3 | DSE<br>C | Employ<br>ability |  |  |  |
| 2  | MBA3056 | Financial Modelling Using Spreadsheets            | 3 | 0 | 0 | 3 | DSE<br>C | Employ<br>ability |  |  |  |
| 3  | MBA3005 | Investment Management                             | 3 | 0 | 0 | 3 | DSE<br>C | Employ<br>ability |  |  |  |
| 4  | MBA3100 | International Finance                             | 3 | 0 | 0 | 3 | DSE<br>C | Employ<br>ability |  |  |  |
| 5  | MBA3073 | Mergers, Acquisitions and Corporate Restructuring | 3 | 0 | 0 | 3 | DSE<br>C | Employ<br>ability |  |  |  |
| 6  | MBA3075 | Insurance and Risk Management                     | 3 | 0 | 0 | 3 | DSE<br>C | Employ<br>ability |  |  |  |
| 7  | MBA3097 | Derivatives and Risk Management                   | 3 | 0 | 0 | 3 | DSE<br>C | Employ<br>ability |  |  |  |
| 8  | MBA3082 | FinTech   | 3 | 0 | 0 | 3 | DSE<br>C | Employ<br>ability |  |  |  |
| 9  | MBA3102 | Taxation  | 3 | 0 | 0 | 3 | DSE<br>C | Employ<br>ability |  |  |  |
| 10 | MBA3069 | Commercial Banking                                | 3 | 0 | 0 | 3 | DSE<br>C | Employ<br>ability |  |  |  |
| 11 | MBA3146 | Cost and Revenue Management                       | 2 | 0 | 0 | 2 | DSE<br>C | Employ<br>ability |  |  |  |
| 12 | MBA3119 | Blockchain and Cryptocurrency                     | 2 | 0 | 0 | 2 | DSE<br>C | Employ<br>ability |  |  |  |
| 13 | MBA3121 | Cyber Security and IT Laws                        | 2 | 0 | 0 | 2 | DSE<br>C | Employ<br>ability |  |  |  |
| 14 | MBA3157 | Sustainable Finance                               | 2 | 0 | 0 | 2 | DSE<br>C | Employ<br>ability |  |  |  |

Dissertation/Field Immersion/ ELECTIVE - Minimum Credits to be earned from this basket Management - Industry Collaborative Courses

|    |         |                           |   |   |   |   |     |    |  |  |  |
|----|---------|---------------------------|---|---|---|---|-----|----|--|--|--|
| 15 | MBA3064 | Summer Internship Project | 0 | 0 | 0 | 4 | ICC | EM |  |  |  |
| 16 | MBA4046 | Dissertation              | 0 | 0 | 0 | 4 | ICC | EM |  |  |  |

**20 List of Open Electives to be offered by the School / Department (Separately for ODD and EVEN Semesters).**

| Management - Open Electives Courses |         |   |   |   |   |   |      |    |  |  |  |
|-------------------------------------|---------|---|---|---|---|---|------|----|--|--|--|
| 17                                  | MBA3042 | Innovation and Business Incubation                  | 3 | 0 | 0 | 3 | ASEC | EM |  |  |  |
| 18                                  | MBA3037 | Personal Wealth Management                          | 3 | 0 | 0 | 3 | ASEC | EM |  |  |  |
| 19                                  | MBA3038 | Team Dynamics                                       | 3 | 0 | 0 | 3 | ASEC | EM |  |  |  |
| 20                                  | MBA3039 | Market Research                                     | 3 | 0 | 0 | 3 | ASEC | EM |  |  |  |
| 21                                  | MBA2023 | Design Thinking for Business Innovation             | 3 | 0 | 0 | 3 | ASEC | EM |  |  |  |
| 22                                  | MBA3046 | Game Theory in Business                             | 3 | 0 | 0 | 3 | ASEC | EM |  |  |  |
| 23                                  | MBA3047 | Data Story Telling                                  | 3 | 0 | 0 | 3 | ASEC | EM |  |  |  |
| 24                                  | MBA3048 | Environmental Sustainability and Value Creation     | 3 | 0 | 0 | 3 | ASEC | EM |  |  |  |
| 25                                  | MBA3049 | Industry 4.0  | 3 | 0 | 0 | 3 | ASEC | EM |  |  |  |
| 26                                  | MBA3170 | Introduction to Artificial Intelligence with Python | 3 | 0 | 0 | 3 | ASEC | EM |  |  |  |

**21 List of MOOC (NPTEL) Courses:**

| SI No. | Finance Area   | Duration    |
|--------|--|-------------|
| 1      | Advanced Trading Algorithms  | 12-15 Weeks |
| 2      | New Venture Finance: Start-up Funding for Entrepreneurs                          | 12-15 Weeks |
| 3      | Interest Rate Models   | 12-15 Weeks |
| 4      | Sustainability: The Role of Non-Financial Reporting                              | 12-15 Weeks |
|        | <b>Marketing:</b>  |             |
| 1      | AI in Marketing by Prof. Rahman, IIT Roorkee                                     | 12-15 Weeks |
| 2      | Innovation in Marketing & Marketing of Innovation by Prof. V Sharma, IIT Roorkee | 12-15 Weeks |
| 3      | Marketing Analytics by Prof. Swagato Chatterjee, IIT Kharagpur                   | 12-15 Weeks |



| <b>HR:</b>                 |  |             |
|----------------------------|--|-------------|
| 1                          | Gender Justice and Workplace Security by Prof. D Dube IIT Kharagpur                    | 12-15 Weeks |
| 2                          | Human Factors Engineering by Prof. Pradip Kumar Ray, Prof. V. K. Tewari, IIT Kharagpur | 12-15 Weeks |
| 3                          | Labour Economics-Theory, Practice by Pattanaik IIT Roorkee                             | 12-15 Weeks |
| <b>Business Analytics:</b> |  |             |
| 1                          | Business Intelligence & Analytics By Prof. Mathew, IIT Madras"                         | 12-15 Weeks |
| 2                          | Business Analytics For Management Decision By Prof. Pradhan , IIT Kharagpur            | 12-15 Weeks |
| 3                          | Prescriptive Analytics By Prof. Murthy , IIMB  | 12-15 Weeks |
| <b>Operations:</b>         |  |             |
| 1                          | Design Thinking - A Primer by Prof. Ashwin Mahalingam, Prof. B Ramadurai, IIT Madras   | 12-15 Weeks |
| 2                          | Fundamentals of Artificial intelligence. Prof. SM. Hazarika, IIT Guwahati              | 12-15 Weeks |
| 3                          | Product Design & Development by Prof. I Singh, IIT Roorkee                             | 12-15 Weeks |
| 4                          | E-Business by Prof. Mamata Jenamani IIT Kharagpur                                      | 12-15 eeks  |

**22. Recommended Semester Wise Course Structure / Flow including the Program/ Discipline Elective Paths / Options.**

| <b>Table 17.1 List of MBA Courses</b> |                    |                    |                                      |                         |          |          |           |
|---------------------------------------|--------------------|--------------------|--------------------------------------|-------------------------|----------|----------|-----------|
| <b>MBA</b>                            |                    |                    |                                      |                         |          |          |           |
| <b>I SEMESTER</b>                     |                    |                    |                                      | <b>CREDIT STRUCTURE</b> |          |          |           |
| <b>S. No.</b>                         | <b>Course Type</b> | <b>COURSE CODE</b> | <b>COURSE NAME</b>                   | <b>L</b>                | <b>T</b> | <b>P</b> | <b>C</b>  |
| 1                                     | School Core        | MBA3051            | Entrepreneurship and Business Ethics | 3                       | 0        | 0        | 3         |
| 2                                     | School Core        | MBA1007            | Business Statistics                  | 4                       | 0        | 0        | 4         |
| 3                                     | School Core        | ENG2006            | Business Communication               | 2                       | 0        | 0        | 2         |
| 4                                     | School Core        | MBA1012            | Data Analysis using Spread Sheets    | 0                       | 0        | 4        | 2         |
| 5                                     | School Core        | PPS1003            | Personality Development - Basics     | 0                       | 0        | 2        | 1         |
| 6                                     | Program Core       | MBA2034            | Accounting for Managers              | 4                       | 0        | 0        | 4         |
| 7                                     | Program Core       | MBA2036            | Organizational Behaviour             | 4                       | 0        | 0        | 4         |
| 8                                     | Program Core       | MBA2035            | Sales and Marketing Management       | 4                       | 0        | 0        | 4         |
| <b>TOTAL</b>                          |                    |                    |                                      |                         |          |          | <b>24</b> |
| <b>II SEMESTER</b>                    |                    |                    |                                      | <b>CREDIT</b>           |          |          |           |

|               |                    |                    |  | <b>STRUCTURE</b> |          |          |           |
|---------------|--------------------|--------------------|--|------------------|----------|----------|-----------|
| <b>S. No.</b> | <b>Course Type</b> | <b>COURSE CODE</b> | <b>COURSE NAME</b>                     | <b>L</b>         | <b>T</b> | <b>P</b> | <b>C</b>  |
| 1             | School Core        | MBA1015            | Economics for Managers                 | 4                | 0        | 0        | 4         |
| 2             | School Core        | PPS4001            | Aptitude Training                      | 0                | 0        | 2        | 1         |
| 3             | School Core        | PPS2010            | Personality Development - Intermediate | 0                | 0        | 2        | 1         |
| 4             | School Core        | MBA1018            | Technology Foundations for Business    | 2                | 0        | 0        | 2         |
| 5             | Program Core       | MBA2024            | Financial Management                   | 4                | 0        | 0        | 4         |
| 6             | Program Core       | MBA2027            | Human Resource Management              | 3                | 0        | 0        | 3         |
| 7             | Program Core       | MBA2020            | Fundamentals of Business Analytics     | 2                | 0        | 0        | 2         |
| 8             | Program Core       | MBA2038            | Digital and Strategic Marketing        | 3                | 0        | 0        | 3         |
| 9             | Program Core       | MBA2033            | Business Research Methods              | 3                | 0        | 0        | 3         |
| 10            | Program Core       | MBA2040            | Production and Logistics Management    | 3                | 0        | 0        | 3         |
| 11            | Open Elective      |                    | Open Elective - 1                      | 3                | 0        | 0        | 3         |
| <b>TOTAL</b>  |                    |                    |  |                  |          |          | <b>29</b> |

### III SEMESTER

|               |                     |                    |  | <b>CREDIT STRUCTURE</b> |          |          |           |
|---------------|---------------------|--------------------|--|-------------------------|----------|----------|-----------|
| <b>S. No.</b> | <b>Course Type</b>  | <b>COURSE CODE</b> | <b>COURSE NAME</b>                         | <b>L</b>                | <b>T</b> | <b>P</b> | <b>C</b>  |
| 1             | School Core         | MBA3001            | Business Law                               | 3                       | 0        | 0        | 3         |
| 2             | School Core         | PPS3008            | Personality Development - Advanced         | 0                       | 0        | 2        | 1         |
|               | School Core         | PPS4003            | Aptitude Training - Advanced               | 0                       | 0        | 2        | 1         |
| 3             | School Core         | MBA3050            | Current Affairs                            | 1                       | 0        | 0        | 1         |
| 4             | School Core         | MBA3065            | Summer Internship Project                  | -                       | -        | -        | <b>3</b>  |
| 5             | Program Core        | MBA3052            | Corporate Strategy                         | 3                       | 0        | 0        | 3         |
| 6             | Discipline Elective | MBAXXXX            | Specialization Basket 1 Elective Course -1 | 3                       | 0        | 0        | 3         |
| 7             | Discipline Elective | MBAXXXX            | Specialization Basket 1 Elective Course -2 | 3                       | 0        | 0        | 3         |
| 8             | Discipline Elective | MBAXXXX            | Specialization Basket 1 Elective Course -3 | 3                       | 0        | 0        | 3         |
| 9             | Discipline Elective | MBAXXXX            | Specialization Basket 2 Elective Course -1 | 3                       | 0        | 0        | 3         |
| 10            | Discipline Elective | MBAXXXX            | Specialization Basket 2 Elective Course -2 | 3                       | 0        | 0        | 3         |
| 11            | Discipline Elective | MBAXXXX            | Specialization Basket 2 Elective Course -3 | 3                       | 0        | 0        | 3         |
| <b>TOTAL</b>  |                     |                    |  |                         |          |          | <b>30</b> |

### IV SEMESTER

|               |                     |                    |   | <b>CREDIT STRUCTURE</b> |          |          |          |
|---------------|---------------------|--------------------|---|-------------------------|----------|----------|----------|
| <b>S. No.</b> | <b>Course Type</b>  | <b>COURSE CODE</b> | <b>COURSE NAME</b>                          | <b>L</b>                | <b>T</b> | <b>P</b> | <b>C</b> |
| 1             | Discipline Elective | MBAXXXX            | Specialization Basket 3 Elective Course - 1 | 3                       | 0        | 0        | 3        |
| 2             | Discipline Elective | MBAXXXX            | Specialization Basket 3 Elective Course -2  | 3                       | 0        | 0        | 3        |
| 3             | Discipline Elective | MBAXXXX            | Specialization Basket 4 Elective Course -1  | 3                       | 0        | 0        | 3        |
| 4             | Discipline          | MBAXXXX            | Specialization Basket 4 Elective Course -2  | 3                       | 0        | 0        | 3        |

|                    |                     |         |                    |   |   |   |           |
|--------------------|---------------------|---------|--------------------|---|---|---|-----------|
|                    | Elective            |         |                    |   |   |   |           |
| 5                  | Discipline Elective | MBA4046 | Dissertation       | 0 | 0 | 0 | 4         |
| 6                  | Open Elective       | MBAXXXX | Open Elective - 2  | 3 | 0 | 0 | 3         |
|                    |                     |         |                    |   |   |   | <b>19</b> |
| <b>Grand Total</b> |                     |         | <b>102 Credits</b> |   |   |   |           |

### 23 Course Catalogue

Course Catalogue of all Courses Listed including the Courses Offered by other School / Department and Discipline / Program Electives – Course Code, Course Name, Prerequisite, Anti-requisite, Course Description, Course Outcome, Course Content (with Blooms Level, CO, No. of Contact Hours), Reference Resource

#### Course Catalogues of MBA (Marketing and Finance) Program

##### I SEMESTER

|                         |  |                                     |                              |          |   |   |
|-------------------------|--|-------------------------------------|------------------------------|----------|---|---|
| Course Code:<br>MBA3051 | Course Title: Entrepreneurship and Business Ethics<br>Type of Course: General paper  | L- T-P- C                           | 3                            | 0        | 0 | 3 |
| Version No.             | 1.1  |                                     |                              |          |   |   |
| Course Pre-requisites   | Completion of General subject in Entrepreneurship and Business Ethics and basics of General Management   |                                     |                              |          |   |   |
| Anti-requisites         | NIL  |                                     |                              |          |   |   |
| Course Description      | <p>The purpose of this course is to explore business creation and growth as a multidimensional phenomenon in both independent and corporate (Entrepreneurship) settings. By linking theory and practice the course aims to provide students an <i>entrepreneurial perspective</i> and a hands-on experience in the development of new business ventures.</p> <p>The students are given the right exposure to Business ethics, corporate governance &amp; social responsibility, which help them understand new concerns and expectations from various stakeholders in the context of large scale industrial change due to globalization. Opportunities for career progression can happen when there is application of ethical values in everything that one does, which means maintaining transparency and being socially responsible.</p> |                                     |                              |          |   |   |
| Course Outcomes         | <p>On successful completion of the course the students shall be able to:</p> <p>CO 1. Identify the entrepreneurial journey. [Knowledge]<br/> CO 2. Develop business plan using business model canvas. [Application]<br/> CO 3. Examine the role of technology in business. [Comprehension]<br/> CO 4. Understand the social responsibility of corporate towards society. [Comprehension]</p>   |                                     |                              |          |   |   |
| Course Objective:       | The course is designed to enhance the skill of entrepreneurship and develop the self-sustainability of students with respect to country s economy,   |                                     |                              |          |   |   |
| Module 1                | Entrepreneurial Journey  | Assignment (Participative Learning) | Data Collection and Analysis | 10 Hours |   |   |

Introduction, The Social and economic perspectives of entrepreneurship, Different types of Entrepreneurs, origin, GOI Initiatives, start-up Journey, Key drivers, Entrepreneurial Trinity, Vision- Strategy- Execution Triad, leadership and government framework, steps in entrepreneurial journey, key entrepreneurial characteristics, understanding entrepreneurial risks and rewards, ideation, Prototyping, testing, validation and commercialization

|          |                       |                                    |             |          |
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| Module 2 | Business Model Canvas | Assignment (Experiential Learning) | Application | 11 Hours |
|----------|-----------------------|------------------------------------|-------------|----------|

Understanding and developing business model canvas developed by ‘Alexander Osterwalder’, Developing and connecting the nine blocks of the canvas, Testing three different companies on the canvas model. Differentiating the nine block conventional canvas with eleven blocks digital canvas.

|          |   |                                    |                              |          |
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| Module 3 | Technology, Innovation and Entrepreneurship | Assignment (Experiential Learning) | Data Collection and Analysis | 12 Hours |
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Topics: Innovation and economic growth, Disruptive technologies, Disruptive Vs sustainable technologies, Startup Idea Generation • The Process of Innovation and Idea Generation • Systems Thinking as a Method for Innovation • Team Formation • Problem Definition and Asset Mapping • Development of Startup Venture Idea • Customer Ethnography as a Method for Idea Validation

|          |   |                                    |               |          |
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| Module 4 | Business Ethics and Social Responsibility | Assignment (Experiential Learning) | Data Analysis | 12 Hours |
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Introduction to Business Ethics, Ethics vs Morals and relationship between morality, ethics and ethical theory, Globalization and ethics, Relevance of Globalization for Business Ethics, Theory and practice, social responsibility of corporate towards society and citizens as a framework of business ethics.

Targeted Application & Tools that can be used:  
Exposure to prepare feasible report and techniques used to prepare business plan.

Project work/Assignment:

Project/ Assignment:

Assignment: 1] Refer to recent articles and do the desk research on entrepreneur surveys and analyse the critical factors responsible for feasible report preparation.. (Experiential Learning). (Kindly note: Student should visit PU library and access the online resources for the same and incorporate the assignment as well as attach the photo of log in and log out in person in the end of the assignment file.)

Assignment: 2] Identify a global organization and bring out the various strategies of new entrepreneurial development and GOI Initiatives to words development of entrepreneurship in India and learning of various CSR activities by referring Books and articles. (PPT and do presentation.) (Experiential Learning)

Text Book

T1 Abhik Kumar Mukherjee and Shaunak Roy (Author) Publisher –Oxford Higher Education.

References

HBR The Questions Every Entrepreneur Must Answer

<https://hbr.org/1996/11/the-questions-every-entrepreneur-must-answer>

HBR Natural Born Entrepreneur- Natural-Born Entrepreneur - Harvard Business Review-<https://hbr.org/2001/09/natural-born-entrepreneur>.

HBR The Global Entrepreneur

HBR What Entrepreneurs Get Wrong? <https://hbr.org/2013/05/what-entrepreneurs-get-wrong>

Case analysis

Case study ENRON Scandal ,World Com, Toshiba, Sat yam, CSR –Wipro, Infosys, BEL and Karnataka Silk Emporium

Videos

V1 : <https://www.youtube.com/watch?v=VO-Z5hxeofE> - An Entrepreneur - Ethics

V2 : <https://youtu.be/yQGaoj9Iwro> - India un-Inc : Management lessons from streets of India

|  |                                |
|--|--------------------------------|
| Prepared by                              | Dr. Lathangi                   |
| Date of Approval by the Academic Council | Academic Council Meeting No. : |

|                                |   |                  |   |          |          |          |
|--------------------------------|---|------------------|---|----------|----------|----------|
| <b>Course Code:</b><br>MBA2036 | <b>Course Title: Organizational Behaviour</b><br><b>Type of Course: School Core Theory Only</b>   | <b>L- T-P- C</b> | <b>4</b>  | <b>0</b> | <b>0</b> | <b>4</b> |
| Version No.                    | 1.0   |                  |   |          |          |          |
| Course Pre-requisites          | The students should have fundamental knowledge of organization structure, Organizational functions, HRM, HRM evolution, HRM functions, Interpersonal skills, Motivation, Personality and Leadership.  |                  |   |          |          |          |
| Anti-requisites                | NIL   |                  |   |          |          |          |
| Course Description             | Organizational Behavior (OB) focuses on how people behave in organizations and how their behavior and a variety of organizational characteristics affect organizational performance and effectiveness.<br>This course is designed to provide students with a foundational understanding of the history and development of Organizational Behavior (OB) theories and concepts. The students will learn the individual Behavior, Group Behavior and Organizational Behavior of working people. The body of knowledge focuses on how the attributes and behaviors of individuals and groups influence the culture, design, ethics, learning and structure of an organization. The applied focus of the course is to facilitate experiential learning of contemporary approaches to Perception, Personality, Learning, leadership, motivation, Group dynamics, Organization Development and Change, Conflict Resolution, Power and Politics in organizations. |                  |   |          |          |          |
| Course Outcomes                | On completion of this course, the student will be able to:<br><ol style="list-style-type: none"> <li>1. Explain the importance and concepts of human behaviour in the organizations. <b>[Comprehension]</b></li> <li>2. Demonstrate how and why people behave under different conditions in the organisations. <b>[Application]</b></li> <li>3. Evaluate options for the logical and optimal solution to control human behaviour at Works. <b>[Application]</b></li> <li>4. Discover the components to maximize people’s potential and performance in the organizations. <b>[Application]</b></li> <li>5. Construct creative and innovative ideas that could positively shape the organizations. <b>[Application]</b></li> </ol>  |                  |   |          |          |          |
| Course Objective:              | This course will enhance the organizational people management skills of the students through participative learning that will be helpful for managing organizations.  |                  |   |          |          |          |
| Module 1                       | Introduction to Organizational  | Assignment       | Class Discussions, presentations (Participative learning) |          |          | 12 Hours |

|  |   |                             |  |          |
|--|---|-----------------------------|--|----------|
|  | Behavior (OB)                                     |                             |  |          |
| Topics: Organization Behavior and its Importance, Historical Development of OB, Management Roles, Management Skills, Discipline that contribute to OB. Challenges and Opportunities of OB: Globalization and Economic Pressures, Managing diverse workforce, Employee Engagement, Employees Wellbeing and Happiness, Employees Ethical Behavior, Challenges of Virtual Workforce etc. [Comprehension]  |   |                             |  |          |
| Module 2   | Attitudes and Emotions at Work                    | Assignment,                 | Participative learning   | 12 Hours |
| Topics:<br>Attitudes – Definition, Key elements of attitudes, Attitudes and related concepts (Values, opinion, belief and ideology), Characteristics of attitudes, Attitude formation, Attitude measurement, Changing attitudes.<br>Job Attitudes: Job Satisfaction, Organizational Commitment, Perceived Organizational Support, Employee Engagement. Understanding of Emotions and Moods: Nature and Types of Emotions, Moods and its nature, Sources and Emotions and Moods, Emotional Intelligence, Emotional Labor. [Application]   |   |                             |  |          |
| Module 3   | Perception, Personality and Learning              | Assignment, Case studies    | Assignment (Participative Learning)<br>Case studies (Problem solving Learning) | 12 Hours |
| Topics: Perception and factors influencing Perception, Common Perception Distortions: Stereotypes, Halo Effect, Selective Perception, Contrast Effect. Attribution Theory. Personality, determinants of Personality, Personality Frameworks: Big Five Model and Myres-Briggs Type Indicator (MBTI).. Defining learning, classical and operant conditioning learning in organizations [Application]   |   |                             |  |          |
| Module 4   | Motivation and its Application, Power, Leadership | Case Study                  | Participative Learning   | 12 Hours |
| Topics: Motivation: Concept, Early and Contemporary theories of Motivation. Application of Motivation: Job Design, Job Rotation, Job Enrichment, Alternative work Arrangement and Employees Involvement. Defining Power, Sources of Power, Organizational politics, Leadership: concept, contingency and contemporary theories of leadership. Leadership Prospective: Charismatic leadership, Transactional and Transformational leadership, Servant Leadership. [Application]   |   |                             |  |          |
| Module 5   | Group and Organization Dynamics                   | Assignment/Group discussion | Participative learning   | 12 Hours |
| Topics: Group development and Models: Tuckman’s Model of Group Development, Punctuated-Equilibrium Model, Overview of Group Properties of roles, norms, status, size, cohesiveness and diversity. Group think and Group Shift. Organization Development and Organization Change. Organization Conflict: Concept, its types, relation with performance and process of conflict. [Application]   |   |                             |  |          |
| Targeted Application & Tools that can be used:<br>Fundamental exposure to the qualitative and quantitative surveys techniques in organisational behaviour.<br>Professionally Used Software: Microsoft excel, SPSS, R software, and qualitative techniques.   |   |                             |  |          |
| Project work/Assignment:   |   |                             |  |          |
| Project/ Assignment:<br>(Participative learning)   |   |                             |  |          |
| Assignment: 1] Submit a report on the issues and challenges of Organisational behaviour before and after Covid 19. (Kindly note: Student should visit PU library and access the online resources for the same and incorporate the assignment as well as attach the photo of log in and log out in person in the end of the assignment file.)<br>Assignment: 2] Compare any two business personalities from industry with their personality traits using MBTI Scale with a detailed analysis. (This assignment has to be done in group. All the members of the group have to contribute and submit report and PPT presentation.)<br>Assignment: 3] Identify any one MNC and bring out the various activities and strategies followed in that organization with reference to Cultural Diversity and submit a report. (Kindly note: Student should visit PU library and access the online resources for the same and incorporate the assignment as well as attach the photo of log in and log out in person in the end of the assignment file.) |   |                             |  |          |

**Text Book**

**T1- Stephen P. Robbins , Timothy A. Judge , Neharika Vohra (2016). Organizational Behavior, Sixteenth Edition, Pearson Publication.**

**References**

R1 – John R. Scsermerhorn, Richard N. Osborn, Mary Uhl-Bien (2018). Organizational Behavior, Twelfth Edition, Wiley India Pvt. Ltd.

R2- Sanket Sunand Dash (2021). Organizational Behavior, Thirteenth Edition, Wiley India Pvt. Ltd.

R3- Udai Pareek, Sushma Khanna (2018), Understanding Organizational Behavior, Oxford University Press.

**Research and Articles:**

- **Impact of e-leadership and team dynamics on virtual team performance in a public organization** <https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJPSM-08-2020-0218/full/html>
- **Changing attitudes, as well as jobs**  
<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/eb002065/full/html>
- **Customer response to employee emotional labor: the structural relationship between emotional labor, job satisfaction, and customer satisfaction**  
<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JSM-07-2013-0161/full/html>
- **The influence of organizational culture and job design on job commitment and human resource performance**  
<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JOEM-07-2017-0286/full/html>
- **Gender role, decision style and leadership style**  
<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/09649429610148737/full/html>
- **Let's change the subject and change our organization: an appreciative inquiry approach to organization change**  
<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/13620439810240746/full/html>
- **Conflict management as an organizational capacity: survey of hospital managers in healthcare organizations**  
<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/MBE-01-2020-0008/full/html>

**Magazine Articles:**

- **How Many Of The Top 10 Most Common Organizational Challenges Plague Your Company**  
<https://www.forbes.com/sites/forbescoachescouncil/2017/02/24/how-many-of-the-top-10-most-common-organizational-challenges-plague-your-company/?sh=26e09e0c1e79>
- **Managing Diversity In The Workplace: Age, Language And Culture**  
<https://www.forbes.com/sites/forbesbusinesscouncil/2021/08/12/managing-diversity-in-the-workplace-age-language-and-culture/?sh=32d35341e954>

**Case Studies:**

- JNET Technologies—Nurturing a Leadership Powered Culture  
<https://journals.sagepub.com/doi/full/10.1177/2277977918757250>
- Molding Conscious Leaders  
<https://journals.sagepub.com/doi/full/10.1177/2277977919860282>

**(Kindly note:** Student should visit PU library and access the online resources for the same and incorporate the assignment as well as attach the photo of log in and log out in person in the end of the assignment file)

|  |                                |
|--|--------------------------------|
| Catalogue prepared by                    | Dr. Nandini Sinha              |
| Recommended by the Board of Studies on   | BOS NO:                        |
| Date of Approval by the Academic Council | Academic Council Meeting No. : |

|  |   |   |  |                 |   |   |
|--|---|---|--|-----------------|---|---|
| <b>Course Code:</b><br>MBA2035   | <b>Course Title: Sales and Marketing Management</b><br><b>Type of Course: School Core Theory Only</b>   | L- T P- C   | 4  | 0               | 0 | 4 |
| <b>Version No.</b>   | 1.0   |   |  |                 |   |   |
| <b>Course Pre-requisites</b>   | a) Basic communication skills<br>b) MS Office<br>c) Soft Skills - Creativity, Adaptability, Collaboration, Leadership<br>d) Basic analytical ability<br>e) Social Media exposure  |   |  |                 |   |   |
| <b>Anti-requisites</b>   | NIL   |   |  |                 |   |   |
| <b>Course Description</b>  | Marketing may be defined as the collection of activities undertaken by the firm to generate profits from the markets. Marketing in the modern context goes beyond its immediate role as a process through which exchange of goods and services takes place and is viewed as an integral part of the total socioeconomic system which provides the framework within which activities take place. This course addresses the management challenge of designing and implementing the best combination of marketing actions to carry out a firm's strategy in its target markets. This course examines the role and importance of marketing activities in the organization and explains the elements of 'Marketing Mix' in detail. This course also helps to understand and appreciate the Sales processes in organizations. The course includes the familiarization of concepts, approaches for personal selling process which is an integral part of marketing functions in a business firm. |   |  |                 |   |   |
| <b>Course Outcomes</b>   | On successful completion of this course the students shall be able to:<br>CO 1) Explain the concepts of Marketing (Comprehension)<br>CO 2) Analyze the role of Product & Price in marketing strategies (Analysis)<br>CO 3) Analyze the role of Promotion & Place in marketing strategies (Analysis)<br>CO 4) Demonstrate the personal selling process (Application)   |   |  |                 |   |   |
| <b>Course Objective:</b>   | The course aims at <b>SKILL DEVELOPMENT</b> with respect to Marketing Strategies with <b>PARTICIPATIVE</b> learning activities.   |   |  |                 |   |   |
| <b>Module 1</b>  | <b>Concepts of Marketing</b>  | Assignment using E Library (Participative Learning) | Radio Mirchi: Case Study on Segmentation and Targeting | <b>12 Hours</b> |   |   |
| Topics:<br>Concept of Marketing, Needs, Wants and Demand, Nature & Importance of Marketing, Marketing Management Philosophies, Marketing Mix, 4Ps of Marketing, Marketing Environment – Macro and Micro Environment, Factors influencing Consumer Behaviour, Consumer Buying Decision Process, Market Segments, Basis of Segmentation, Targeting Strategies, Concept of Positioning.   |   |   |  |                 |   |   |
| <b>Module 2</b>  | <b>Product &amp; Price</b>  | Assignment (Participative Learning)                 | Make in India: Analyze the PLC strategies of a product | <b>12 Hours</b> |   |   |
| Topics:<br>Product – Meaning, New Product Development, Product Mix – Product Line, Length and Depth, Product Line Analysis & Decisions, Product Life Cycle (PLC) – PLC Strategies, Product Brand, Benefits of Branding, Brand Equity, Fifth 'P' - Packaging and Labelling.<br>Pricing – Importance of Pricing, Setting the Price, Pricing Objectives, Steps in Pricing, Types of Pricing, New Product Pricing – Skimming and Penetration pricing Strategies. |   |   |  |                 |   |   |
| <b>Module 3</b>  | <b>Place</b>  | Project (Experiential Learning)                     | Design promotion strategies for a product              | <b>12 Hours</b> |   |   |
| Topics:<br>Place - Marketing Channels and their roles, Functions of a channel partner, Types of channels, Levels, Channel Design decisions, Channel Conflict: Reasons and resolution.  |   |   |  |                 |   |   |
| <b>Module 4</b>  | <b>Promotion</b>  | Project (Experiential Learning)                     | Design promotion strategies for a product              | <b>12 Hours</b> |   |   |



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|  |                         |  |  |                 |
| Promotion Mix Elements and Integrated Marketing Communications (IMC), Pros and Cons of Promotional Mix elements, Steps in Promotional Planning, Role of Advertising, Sales Promotion, Events & Experiences, Direct Marketing and Public Relations & Publicity, Digital Marketing & Social Media Marketing.   |                         |  |  |                 |
| <b>Module 5</b>  | <b>Sales Management</b> | Assignment<br>(Participative Learning) | Maruti Suzuki India Limited:<br>Case study on Sales strategies | <b>12 Hours</b> |
| <p>Topics:</p> <p>Overview of Sales Management, Nature and Importance of Sales Management, Role &amp; Skills of Modern Sales Managers, Sales Knowledge, and Sales Related Marketing Related Practices; Personal Selling Process: Prospecting and qualifying, Pre-approach, approach, presentation, and demonstration, overcoming objections, closing the Sale, Follow-up.</p>  |                         |  |  |                 |
| <b>Targeted Application &amp; Tools that can be used:</b> NA   |                         |  |  |                 |
| <b>Project work/Assignment:</b>  |                         |  |  |                 |
| <p>Project Work: Collect Advertisements (from Newspapers) pertaining to the various forms of Segmentation, classify them, and make a presentation, with appropriate justification.</p> <p>Assignment 1: Identify 5 products / brands which are in the different Life Cycle Stages of PLC and suggest appropriate Marketing strategies for them.</p> <p>Assignment 2: Identify the Digital and Social Media Marketing strategies adopted by any company of your choice.</p> <p>Assignment 3: Interview a Sales Manager having a minimum experience of five years. Interview should focus on why he/she chose a sales career, what the challenges are in sales career, most memorable and depressing moment, what are the qualities a sales person should possess etc.</p> <p>Demonstration / Role Play: Mock Sales of a given Product / Service</p>   |                         |  |  |                 |
| <b>Text Book:</b>  |                         |  |  |                 |
| <p><b>T1:</b> Kotler, P., Keller, K.L., Koshy, A., &amp; Jha, M. Marketing Management: A South Asian Perspective. Pearson Education, 2009, 13<sup>th</sup> ed.</p> <p><b>T2:</b> Krishna K Havaladar, Vasant M. Cavale, Sales &amp; Distribution Management, Tata McGraw Hill, latest edition.</p>   |                         |  |  |                 |
| <b>References</b>  |                         |  |  |                 |
| <p><b>R1:</b> Ramaswamy,V.S., &amp; Namakumari. Marketing Management: Global Perspective Indian Context. Macmillan Publishers India.</p> <p><b>R2:</b> Digital Selling: Grant Leboff, How to Use Social Media and the Web to Generate Leads and Sell More, Paperback, Latest Edition</p> <p><b>R3:</b> Saxena,R. Marketing Management. TataMcGraw-Hill Education.</p> <p><b>R4:</b> Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Sales Management: Decisions, Strategies &amp; Cases, Pearson, latest edition</p>  |                         |  |  |                 |
| <b>Online Resources:</b>   |                         |  |  |                 |
| <a href="https://presiuniv.knimbus.com/user#/home">https://presiuniv.knimbus.com/user#/home</a>  |                         |  |  |                 |
| <b>Articles:</b>   |                         |  |  |                 |
| <ul style="list-style-type: none"> <li>• <u>Telej, E. and Gamble, J.R. (2019), "Yoga wellness tourism: a study of marketing strategies in India", <i>Journal of Consumer Marketing</i>, Vol. 36 No. 6, pp. 794-805.</u><br/><a href="https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JCM-07-2018-2788/full/html">https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JCM-07-2018-2788/full/html</a></li> <li>• <u>Lysonski, S., Durvasula, S. and Madhavi, A.D. (2012), "Evidence of a secular trend in attitudes towards the macro marketing environment in India: pre and post economic liberalization", <i>Journal of Consumer Marketing</i>, Vol. 29 No. 7, pp. 532-544.</u><br/><a href="https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/07363761211275036/full/html">https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/07363761211275036/full/html</a></li> <li>• <u>Kumar, N. and Kapoor, S. (2014), "Study of consumers' behavior for non-vegetarian products in emerging market of India", <i>Journal of Agribusiness in Developing and Emerging Economies</i>, Vol. 4 No. 1, pp. 59-77.</u><br/><a href="https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JADEE-05-2013-0016/full/html">https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JADEE-05-2013-0016/full/html</a></li> </ul> |                         |  |  |                 |
| <b>Multimedia (Videos):</b>  |                         |  |  |                 |
| <ul style="list-style-type: none"> <li>• Understanding the Marketing Mix</li> </ul>  |                         |  |  |                 |

<https://www.youtube.com/watch?v=d0NMSqeKpVs>

- Product Life Cycle

<https://www.youtube.com/watch?v=GjQRON8LF9g>

**Case Studies:**

- Radio Mirchi: Marketing Strategy for the Bangalore Market By: Anand Kumar Jaiswal, IIM-Ahmedabad, Link: <https://hbsp.harvard.edu/download?url=%2Fcatalog%2Fsample%2FA00108-PDF-ENG%2Fcontent&metadata=e30%3D>
- Maruti Suzuki India Limited: Marketing By: Dr. Sanjeev Prashar, Richard Ivey School of Business, Link: <https://hbsp.harvard.edu/download?url=%2Fcatalog%2Fsample%2FW13012-PDF-ENG%2Fcontent&metadata=e30%3D>
- Make in India: The operating and Marketing Challenge By: Ivey Publishing Link: <https://hbsp.harvard.edu/download?url=%2Fcatalog%2Fsample%2FW15259-PDF-ENG%2Fcontent&metadata=e30%3D>
- Nestle' Maggi: Pricing and positioning a recalled product By: Ivey Publishing Link: <https://hbsp.harvard.edu/download?url=%2Fcatalog%2Fsample%2FW16344-PDF-ENG%2Fcontent&metadata=e30%3D>

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|---|------------------------------|
| <b>Catalogue prepared by</b>                    | Dr. Chithambar Gupta V       |
| <b>Recommended by the Board of Studies on</b>   | BOS NO: held on              |
| <b>Date of Approval by the Academic Council</b> | Academic Council Meeting No. |

|                                |   |                  |          |          |          |          |
|--------------------------------|---|------------------|----------|----------|----------|----------|
| <b>Course Code:</b><br>MBA2034 | <b>Course Title: Accounting for Managers</b><br><b>Type of Course: School Core Theory Only</b>  | <b>L- T-P- C</b> | <b>4</b> | <b>0</b> | <b>0</b> | <b>4</b> |
| Version No.                    | 1.1   |                  |          |          |          |          |
| Course Pre-requisites          | Students are expected to have a minimum of numerical ability and understanding of basic accounting terms  |                  |          |          |          |          |
| Anti-requisites                | NIL   |                  |          |          |          |          |
| Course Description             | Accounting is the language of business, because owners/investors, employees, creditors, regulators and others use the result of the accounting process to help their planning, control and decision-making activities related to the achievement of organizational objectives. Financial accounting involves the recording of financial transactions in a systematic way, analysis, and reporting of the financial situation of the firm to the shareholders and other stakeholders, While Management accounting involves providing information to managers for their decision making.  |                  |          |          |          |          |
| Course Objective               | The objective of the course is to train future managers to understand and interpret the financial statements in a better way and thus they learn the functional importance of accounting. This course introduces students who are new to accounting and helps them to understand the basic concepts and the process of accounting. It equips the students with the concepts, principles and techniques to be applied in the Accounting Cycle. The preparation of the financial statements – Profit and Loss Account, the Balance Sheet which culminates in final accounts. Students understand to analyze and interpret financial statements by using different tools and techniques. Additionally, it equips the budding managers by providing tools and techniques of Management accounting for various decision makings. |                  |          |          |          |          |

|  |  |                        |  |          |
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| Course Out Comes   | On successful completion of the course the students shall be able to: <ol style="list-style-type: none"> <li>1. Describe the Accounting process (Comprehension)</li> <li>2. Summarize the Corporate Financial Statements (Comprehension)</li> <li>3. Interpret Financial Statements for business decisions (Application)</li> <li>4. Prepare cost sheet and budget for cost control (Application)</li> <li>5. Apply marginal costing for Managerial decisions (Application)</li> </ol> |                        |  |          |
| Course Content   |  |                        |  |          |
| Module 1   | Introduction to Accounting and Accounting process  | Experiential Learning  | Ability to explain the Accounting Concepts, Conventions and Accounting Cycle     | 12 Hours |
| <b>Module 1 - Introduction to Accounting and Accounting process:</b> Meaning, objectives and branches of accounting, classification of Assets, Liabilities, Income and Expenses, Generally Accepted Accounting Principles, Accounting cycle, Accounting equation, Journal and Ledger, Preparation of Trial Balance, Depreciation – Causes – Methods of Calculating Depreciation – Straight Line Method, Diminishing Balance Method, Comparison of IFRS and IND-AS. |  |                        |  |          |
| Module 2   | Corporate Financial Statements preparation   | Experiential Learning  | Preparation of Corporate Financial Statements with simple adjustments            | 12 Hours |
| <b>Corporate Financial Statements preparation:</b> Financial Statements, its components, Preparation of Corporate Financial Statements (IND-AS-1) - Statement of Profit and Loss - Statement of changes in equity - Balance sheet and Statement of Cash Flow (IND-AS-7) with basic adjustments   |  |                        |  |          |
| Module 3   | Analysis and interpretation of Financial Statements  | Participative Learning | Ability to analyze of Ratios and Preparation of IFRS                             | 12 Hours |
| <b>Analysis and interpretation of Financial Statements:</b> Ratio analysis- Liquidity, Profitability, Solvency, Turnover and Market test ratios, DU-PONT analysis, Horizontal and Vertical Analysis. Economic value added, Forensic accounting and Altman's Z-Score.   |  |                        |  |          |
| Module 4   | Cost computation and budgetary control   | Participative Learning | Ability to compute cost and prepare different types of budgets for cost control. | 12 Hours |
| <b>Cost computation and budgetary control:</b> Cost and its classification (With special emphasis on Managerial decision costs and cost associated with the product) cost reduction, cost control, preparation of cost sheet including Tenders and Quotations, Budgetary control- preparation of Cash budget and Flexible budget.  |  |                        |  |          |
| Module 5   | Marginal costing   | Participative Learning | Ability to apply marginal costing in various decision making                     | 12 Hours |
| <b>Marginal costing:</b> CVP Analysis – Marginal costing-uses and limitations, problems in calculation of Contributions, P/V Ratio, Break- Even Point, Margin of Safety, Uses of Marginal Costing in business Decisions- Determination of Sales Mix, Make or Buy Decisions, Key or Limiting factor.  |  |                        |  |          |
| Targeted Application & Tools that can be used:<br>This course enables the students to take various managerial decisions with the help of accounting equation, depreciation ratio analysis, budgetary control, and marginal costing   |  |                        |  |          |
| Project work/Assignment: Mention the Type of Project /Assignment proposed for this course  |  |                        |  |          |
| <ol style="list-style-type: none"> <li>1. Student Group Activity – Analysis and interpretation of Financial Statement of a company – Participative Learning</li> <li>2. Individual Project – Preparing cash budget for a social programme – Experiential Learning</li> <li>3. Assignment – Computing Altman's Z score for a company</li> </ol>   |  |                        |  |          |

4. Presentation – Analyzing direction and growth of a company through Annual Report – Experiential Learning

Text Book

T1: Accounting Principles Jerry J. Weygandt, Paul D. Kimmel & Donald E. Kieso, Wiley, Twelfth Edition

Reference Books

R1. Dhamija. S. Financial Accounting for Managers. Pearson, Third edition

R2. Peter Attrill, E. J. McLaney, Accounting and Finance for Non-specialists, Pearson, 11<sup>th</sup> Edition

R3. Maheswari S N, Maheswari, A Text Book of Accounting for Management, 4<sup>th</sup> Edition, Vikas Publishing House [P] Ltd

Web Links and Case Study Links

1. <https://nptel.ac.in/courses/106105151/>
2. <https://nptel.ac.in/courses/106105151/12>
3. <https://nptel.ac.in/courses/106105151/15>
4. [https://swayam.gov.in/nd1\\_noc19\\_me38/preview](https://swayam.gov.in/nd1_noc19_me38/preview)
5. <http://iimamritsar.ac.in/faculty/spanda.php>

|  |   |
|--|---|
| Catalogue prepared by                    | Dr Pramod Kumar Pandey  |
| Recommended by the Board of Studies on   | Mention the BOS Number and the Date of BOS                          |
| Date of Approval by the Academic Council | Mention the Academic Council Meeting No. & the date of the meeting: |

|   |  |                              |               |                |          |          |          |          |
|---|--|------------------------------|---------------|----------------|----------|----------|----------|----------|
| <b>Course Code:</b><br><b>MBA1007</b>   | <b>Course Title: Business Statistics</b>   |                              | <b>Theory</b> | <b>L-T-P-C</b> | <b>4</b> | <b>0</b> | <b>0</b> | <b>4</b> |
|   | <b>Type of Course: School Core and Only</b>  |                              |               |                |          |          |          |          |
| Version No.   | 1.0  |                              |               |                |          |          |          |          |
| Course Pre-requisites   | NIL  |                              |               |                |          |          |          |          |
| Anti-requisites   | NIL  |                              |               |                |          |          |          |          |
| Course Description  | Business statistics course helps students to analyze and interpret data which aids them in managerial decision making. The course is analytical in nature and enables the students to apply various statistical tools to solve business problems effectively.  |                              |               |                |          |          |          |          |
| Course Objective  | This course is designed to improve learner's <b>EMPLOYABILITY SKILLS</b> by using <b>Problem Solving</b> techniques.   |                              |               |                |          |          |          |          |
| Course Out Comes  | On successful completion of the course the students shall be able to:<br>1. Describe the data using descriptive statistics. [Blooms's Level: Comprehension]<br>2. Solve business related problems involving probabilities [Blooms's Level: Application]<br>3. Solve business related problems using probability distributions. [Blooms's Level: Application]<br>4. Test hypotheses using relevant testing procedures. [Blooms's Level: Analysis] |                              |               |                |          |          |          |          |
| Course Content:   |  |                              |               |                |          |          |          |          |
| Module 1  | Measures of Location and Variation   | Assignment (Problem Solving) | Data analysis |                |          |          | 15 Hours |          |
| Topics: Measures of Location – mean, median and mode for grouped and ungrouped data, weighted mean and geometric mean for ungrouped data, quartiles and percentiles for grouped and ungrouped data, their relative merits and demerits. Measures of variation – range, interquartile range for grouped and ungrouped data Standard deviation, variance and coefficient of variation (grouped and ungrouped data). |  |                              |               |                |          |          |          |          |

|          |   |              |               |          |
|----------|---|--------------|---------------|----------|
| Module 2 | Correlation, Regression and Probability | Project work | Data analysis | 15 Hours |
|----------|---|--------------|---------------|----------|

Topics Correlation – Scatter plot, Karl Pearson and Spearman’s rank correlation. Simple linear regression. Random experiment, sample space, event, equally likely events, mutually exclusive events and complement of an event. Classical approach to probability, simple probability, joint probability and marginal probability Addition and multiplication rules of probability, independence of events. Conditional probability and Bayes theorem.

|          |   |                               |               |          |
|----------|---|-------------------------------|---------------|----------|
| Module 3 | Random Variable and Probability Distributions | Assignment (Problem Solving ) | Data analysis | 15 Hours |
|----------|---|-------------------------------|---------------|----------|

Topics: Random variable – Discrete and Continuous random variable. Expected value and variance of discrete random variable. Covariance, Portfolio expected return and portfolio risk. Probability distributions – discrete and continuous. Probability mass function and probability density functions. Discrete distributions – Binomial distribution, Poisson distribution – mean, variance and computation of probabilities. Continuous distributions -normal distribution – properties and computation of probabilities. Introduction to uniform and exponential distributions.

|          |                                       |      |                 |          |
|----------|---------------------------------------|------|-----------------|----------|
| Module 4 | Introduction to Testing of Hypothesis | Quiz | Problem solving | 15 Hours |
|----------|---------------------------------------|------|-----------------|----------|

Topics: Concept of population, sample, parameter and statistic. Introduction to sampling distributions. Hypothesis - Null and alternative hypothesis. Type I and Type II errors, level of significance. Test for single mean – known and unknown variance. Test for single proportion.

Targeted Application & Tools that can be used:  
Analyze data using Excel and SPSS software

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course

1. Students who apply to MBA programs must take the Graduate Management Admission Test (GMAT). University admissions committees use the GMAT score as one of the critical indicators of how well a student is likely to perform in the MBA program. However, the GMAT may not be a very strong indicator for all MBA programs. Suppose that an MBA program designed for middle managers who wish to upgrade their skills was launched 3 years ago. To judge how well the GMAT score predicts MBA performance, a sample of 12 graduates was taken. Their grade point averages in the MBA program (values from 0 to 12) and their GMAT score (values range from 200 to 800) are listed here. Compute the coefficient of correlation and Interpret your findings.

GMAT and GPA Scores for 12 MBA Students  
GMAT 599 689 584 631 594 643 656 594 710 611 593 683  
GPA 9.6 8.8 7.4 10.0 7.8 9.2 9.6 8.4 11.2 7.6 8.8 8.0

2 A hypermarket made a test to see if there was a correlation between the shelf space of a special brand of raisin bread and the daily sales. The following is the data that was collected over a 1-month period collected over a 1-month period

| Shelf space (m <sup>2</sup> ) | Daily sales units |
|-------------------------------|-------------------|
| 0.25                          | 12                |
| 0.50                          | 18                |
| 0.75                          | 21                |
| 0.75                          | 23                |
| 1.00                          | 18                |
| 1.00                          | 23                |
| 1.25                          | 25                |
| 1.25                          | 28                |
| 2.00                          | 30                |
| 2.00                          | 34                |
| 2.25                          | 32                |

|   |   |
|---|---|
| 2.25  | 40  |
| Required  |   |
| 1. Illustrate the relationship between the sale of the bread and the allocated shelf space.   |   |
| 2. Develop a linear regression equation for the daily sales and the allocated shelf space. What are your conclusions?   |   |
| 3. If the allocated shelf space was 1.50m <sup>2</sup> , what is the estimated daily sale of this bread?  |   |
| 4. If the allocated shelf space was 5.00m <sup>2</sup> , what is the estimated daily sale of this bread? What are your comments about this forecast ?                           |   |
| Text Book<br>Anderson D R, Sweeny D J, Williams T A, Camm J D, Cochran J J ( 2018), Statistics for Business and Economics,13 <sup>th</sup> edition Cengage learning, New Delhi. |   |
| References<br>Levine D M, Stephan D F, Szabat K A (2016) Statistics for Managers, 7 <sup>th</sup> edition, Pearson ,New Delhi   |   |
| Catalogue prepared by   | Dr. JayakrishnaUdupa H  |
| Recommended by the Board of Studies on  | Mention the BOS Number and the Date of BOS                          |
| Date of Approval by the Academic Council  | Mention the Academic Council Meeting No. & the date of the meeting: |

|  |  |                |                                      |          |          |                |
|--|--|----------------|--------------------------------------|----------|----------|----------------|
| <b>Course Code:</b><br>MBA1012   | <b>Course Title: Data Analysis Using Spreadsheets</b><br><b>Type of Course: Theory only</b>  | <b>L-T-P-C</b> | <b>0</b>                             | <b>0</b> | <b>4</b> | <b>2</b>       |
| <b>Version No.</b>   | 4.0  |                |                                      |          |          |                |
| <b>Course Pre-requisites</b>   | Basic computer handling skills: Prior knowledge of using computers and internet will be helpful. Students who have familiarity of using computers and internet, will find it easier to learn when compared to those who have never used a computer. Students who have never used a computer, are expected to be few and the course will provide special support to such students during lab hours. Knowledge of statistics will help the students in appreciating data analysis.   |                |                                      |          |          |                |
| <b>Anti-requisites</b>   | <b>NIL</b>   |                |                                      |          |          |                |
| <b>Course Description</b>  | Spreadsheet is one of the most powerful data analysis tools that exist, and it's available to almost anyone. Spread sheets softwares are mostly used in workplace to understand and handle data. Spreadsheets are useful to create and build charts, pivot tables, use formulas, identify patterns and trends in data etc. There are numerous ways in which spreadsheets is useful for business operations like forecasting sales, maintain accounts, preparing budgets, keeping track of expenses, planning for a meeting, organizing client sales list etc. The advanced features and tools in Spreadsheets make it as a Decision Support System (DSS). This course also complements the learning in statistics course through lab practice. |                |                                      |          |          |                |
| <b>Course Outcomes</b>   | <b>On successful completion of this course the students shall be able to:</b><br>1. Employ spreadsheet formatting techniques for business documents (Apply)<br>2. Use formulas and functions on data to perform error free operations (Apply)<br>3. Demonstrate advanced data visualization, management, and analysis techniques (Apply)<br>4. Apply data analysis skills to real business scenarios (Apply)   |                |                                      |          |          |                |
| <b>Course objective</b>  | This course will enhance <b>SKILL DEVELOPMENT</b> through <b>EXPERIENTIAL LEARNING</b> methods.  |                |                                      |          |          |                |
| <b>Course Content:</b>   |  |                |                                      |          |          |                |
| <b>Module 1</b>  | <b>Introduction to Data Analysis and Spreadsheets</b>  | Assignment     | Business document creation - Invoice |          |          | <b>8 Hours</b> |
| Topics: Introduction to Data analysis, Introduction to Spreadsheets and excel, Entering and Editing Worksheet Data, Performing Basic Worksheet Operations, Working with Excel Ranges and Tables, Formatting Worksheets |  |                |                                      |          |          |                |

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|--|--|------------|---|----------------|
| <b>Module 2</b>  | <b>Formulas and Functions</b>                        | Assignment | EDA and Descriptive statistics                        | <b>8 Hours</b> |
| Topics:<br>Introducing Formulas and Functions, using formulas for mathematical and text operations, Using formulas for handling dates and time, Using formulas for matching and lookup, Using formulas for statistical analysis, Using formulas for financial analysis, Understanding and Using Array Formulas, Making Your Formulas Error-Free  |  |            |   |                |
| <b>Module 3</b>  | <b>Data Visualization, Management and Analysis</b>   | Assignment | Data reorganization, summarization and visual display | <b>7 Hours</b> |
| Topics: Getting Started with Excel Charts, Creating Sparkline Graphics, Using Advanced Charting Techniques, Dashboarding and Implementing Excel Dashboarding Best Practices, Introducing PivotTables and Pivot charts, Analyzing Data with PivotTables, Analyzing Data Using Goal Seeking and Solver, Analyzing Data with the Analysis ToolPak.  |  |            |   |                |
| <b>Module 4</b>  | <b>Applying analytics to achieve Business impact</b> | Assignment | Customer Analytics                                    | <b>7 Hours</b> |
| Topics: Introduction to powerpivot and powerquery, Business application of Power pivot and query, Automating excel using VBA, Business application of VBA, Business data management applications, Customer Analytics applications, Demand forecasting applications, Capstone project   |  |            |   |                |
| <b>Text Book</b><br>Michael Alexander, Richard Kusleika, John Walkenbach.; <i>Microsoft Excel 2019 Bible: The Comprehensive Tutorial Resource</i> ; John Wiley & Sons Inc.   |  |            |   |                |
| <b>References</b>  |  |            |   |                |
| <ol style="list-style-type: none"> <li>1. Walkenbach J.; <i>Microsoft Excel 2016 Bible: The Comprehensive Tutorial Resource</i>; Wiley.</li> <li>2. Fischer W.; <i>Excel: Quick Start Guide from Beginner to Expert (Excel, Microsoft Office)</i>; CreateSpace Independent Publishing Platform.</li> <li>3. Harvey G., <i>Excel 2016 for Dummies (Excel for Dummies)</i>; John Wiley &amp; Sons.</li> <li>4. Kalmstrom P.; <i>Excel 2016 from Scratch: Excel course with demos and exercises</i>; CreateSpace Independent Publishing Platform.</li> <li>5. Alexandar M.; <i>Excel Macros For Dummies</i>; Wiley.</li> <li>6. Walkenbach J.; <i>Excel Charts</i>; John Wiley &amp; Sons.</li> </ol> |  |            |   |                |
| <b>Web pages</b>   |  |            |   |                |
| <ol style="list-style-type: none"> <li>1. <a href="https://sites.google.com/view/narayanasrikanthreddy/home/student-home-page/mba-1st-sem">https://sites.google.com/view/narayanasrikanthreddy/home/student-home-page/mba-1st-sem</a></li> <li>2. <a href="#">Keyboard shortcuts in Excel - Microsoft Support</a></li> <li>3. <a href="#">Customer Analytics at Bigbasket - Product Recommendations (hbr.org)</a></li> <li>4. <a href="#">Demand Forecasting for Perishable Short Shelf Life Home Made Food at iD Fresh Food (hbr.org)</a></li> </ol>  |  |            |   |                |
| <b>PU library E –resource</b><br><a href="https://www.sciencedirect-com-presiuniv.knimbus.com/journal/journal-of-computational-mathematics-and-data-science">https://www.sciencedirect-com-presiuniv.knimbus.com/journal/journal-of-computational-mathematics-and-data-science</a>   |  |            |   |                |
| <b>Catalogue prepared by</b> Dr. N Srikanth Reddy  |  |            |   |                |
| <b>Recommended by the Board of Studies on</b>  |  |            |   |                |
| <b>Date of Approval by the Academic Council</b>  |  |            |   |                |

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|--|---|-----------------|--------------------------------|-----------------|---|---|
| <b>Course Code:</b><br>ENG2006   | <b>Course Title: Business Communication</b><br><b>Type of Course: School Core Theory Only</b>   | L- T-P- C       | 2                              | 0               | 0 | 2 |
| <b>Version No.</b>   | 3.0   |                 |                                |                 |   |   |
| <b>Course Pre-requisites</b>   | NIL   |                 |                                |                 |   |   |
| <b>Anti-requisites</b>   | NIL   |                 |                                |                 |   |   |
| <b>Course Description</b>  | This course is designed to help students develop skills to communicate effectively and develop sound communication strategies. The skills will enhance their communication with their colleagues, clients and stakeholders. The modules of the course will focus on business communication processes, cross-cultural communication, strategies for effective communication and business writing. The emphasis is placed on understanding and responding to a variety of communication situations with a strong purpose, clear organization, and professional style. |                 |                                |                 |   |   |
| <b>Course Objective</b>  | This course is designed to improve the learners' EMPLOYABILITY SKILLS by using scenario-based and project-based assignments modeled on real life business communication challenges  |                 |                                |                 |   |   |
| <b>Course Outcomes</b>   | <b>On successful completion of this course the students shall be able to:</b> <ol style="list-style-type: none"> <li>1. Explain the business communication process and its challenges.</li> <li>2. Demonstrate competence in oral business communication.</li> <li>3. Practice formal written communication</li> <li>4. Apply different communication strategies relevant to social media communication settings.</li> <li>5. Identify accurately the main points in business reports and articles</li> </ol>   |                 |                                |                 |   |   |
| <b>Module 1</b>  | <b>Introduction to Business Communication</b>   | Project         | Business Communication Process | <b>06 Hours</b> |   |   |
| <b>Topics:</b><br>Introduction to Business Communication - the communication process, communication within organizations, context for the emerging significance of Business Communication, objectives of Business Communication<br>Contextual forces influencing Business Communication – Legal and ethical considerations, Diversity and impediments to cross-cultural Communication, Hofstede’s theory of cultural dimensions, Strategies for smooth cross-cultural communication, Teamwork and effective communication in teams |   |                 |                                |                 |   |   |
| <b>Module 2</b>  | <b>Planning Spoken and Written Messages</b>   | Presentation    | Plan, organize and present     | <b>06 Hours</b> |   |   |
| <b>Topics:</b><br>2.1 Steps in formulating written and spoken messages<br>2.2 Organisational Context and other contextual forces<br>2.3 Characteristics of channels and how that impacts choice of channel<br>2.4 Planning an effective business presentation  |   |                 |                                |                 |   |   |
| <b>Module 3</b>  | <b>Business Writing and Communicating Electronically</b>  | Business Emails | Content Writing and Formatting | <b>06 Hours</b> |   |   |
| <b>Topics:</b><br>3.1 Use of Technology in Communication; Electronic Mail Communication, Good news, bad news and persuasive emails<br>3.2 Web Page Communication<br>3.3 Voice and Wireless Communication   |   |                 |                                |                 |   |   |
| <b>Module 4</b>  | <b>Social Media in Business Communication</b>   | Business blog   | Writing for social media       | <b>06 Hours</b> |   |   |
| <b>Topics:</b><br>4.1 Social Media in Business: How Businesses use social media for internal and external communication<br>4.2 Tactics for successful social media use, planning and writing social media content, building a social media strategy<br>4.3 Business blogging; Common business uses of blogging; Tips for successful blog writing   |   |                 |                                |                 |   |   |



|   |  |                        |                |                 |
|---|--|------------------------|----------------|-----------------|
| <b>Module 5</b>   | <b>Reading Business Reports and Articles</b> | Comprehension passages | Reading skills | <b>06 Hours</b> |
| <p>Topics:</p> <p>5.1 Understanding business reports: Exposure to business related vocabulary, assimilating information and deriving inferences from reports.</p> <p>5.2 Reading business articles: Ability to read newspaper and magazine articles that discuss developments in the business world.</p>  |  |                        |                |                 |
| <p><b>Web Resources:</b></p> <p>W1: <a href="https://presiuniv.knimbus.com/user#/searchresult?searchId=Managerial%20Communication&amp;t=1655868710491">https://presiuniv.knimbus.com/user#/searchresult?searchId=Managerial%20Communication&amp;t=1655868710491</a></p> <p>W2: <a href="https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/CCIJ-07-2021-0080/full/html">https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/CCIJ-07-2021-0080/full/html</a></p> <p>W3: <a href="https://geerthofstede.com/">https://geerthofstede.com/</a></p> |  |                        |                |                 |
| <p><b>Project work/Assignment:</b></p> <ol style="list-style-type: none"> <li>1. Interviewing entrepreneurs for insights into strategies for effective cross-cultural communication</li> <li>2. Group Presentations</li> <li>3. Writing business emails</li> <li>4. Creating a business blog on Word Press Platform</li> <li>5. Suitable comprehension passage test</li> </ol>  |  |                        |                |                 |
| <p>Text Books:</p> <p><b>T1:</b> Lehman, DuFrene, Walker, <i>Business Communication (B.COM) 10e</i>. Cengage Learning. New Delhi, 2020</p> <p><b>T 2:</b> Bovee, John V Thill. <i>Business Communication Today</i>. 15<sup>th</sup>edition, Pearson; New York, 2021.</p>  |  |                        |                |                 |
| <p><b>References:</b></p> <p>R1: Bovee, John V Thill, Abha Chatterjee. <i>Business Communication Today</i>. 10<sup>th</sup>edition, Pearson Education, 2011</p> <p>R2: Geraldine E. Hynes, <i>Managerial Communication: Strategies and applications</i>. 6<sup>th</sup> edition, Sage Publication, California, 2016</p>   |  |                        |                |                 |
| <p><b>Topics relevant to development of 'EMPLOYABILITY SKILLS':</b> Business Writing Skills, Presentation Skills, Effective Speaking Skills.</p> <p><b>Topics relevant to development of 'HUMAN VALUES &amp; PROFESSIONAL ETHICS':</b> Legal and ethical constraints on communication, Communicating Electronically, Voice and Wireless Communication.</p>  |  |                        |                |                 |
| <b>Catalogue prepared by</b>  |  | Dr. Sufiya Pathan      |                |                 |
| <b>Recommended by the Board of Studies on</b>   |  |                        |                |                 |
| <b>Date of Approval by the Academic Council</b>   |  |                        |                |                 |

|  |   |                      |                           |                   |          |          |
|--|---|----------------------|---------------------------|-------------------|----------|----------|
| <b>Course Code:</b><br>PPS1003   | <b>Course Title: Personality Development - Basics</b>   | <b>L- T-P- C</b>     | <b>0</b>                  | <b>0</b>          | <b>2</b> | <b>1</b> |
| <b>Version No.</b>   | 1.1   |                      |                           |                   |          |          |
| <b>Course Pre-requisites</b>   | <ul style="list-style-type: none"> <li>Students are expected to understand Basic English.</li> <li>Students should have desire and enthusiasm to involve, participate and learn.</li> <li>Students should possess fundamental communication and research skills</li> </ul>  |                      |                           |                   |          |          |
| <b>Anti-requisites</b>   | NIL   |                      |                           |                   |          |          |
| <b>Course Description</b>  | <p>This course is designed to enable students of Business management to prepare for corporate &amp; business world. The modules are planned to improve confidence, communication, decision making and networking skills to give the students a competitive advantage and increase chances of success in getting placed. The course will benefit learners in presenting themselves effectively through role play, activities while also learning the importance of self-awareness and team work.</p> |                      |                           |                   |          |          |
| <b>Course Objective</b>  | The objective of the course is skill development of student by using Participative Learning techniques  |                      |                           |                   |          |          |
| <b>Course Outcome</b>  | <p><b>On successful completion of this course the students shall be able to:</b></p> <ol style="list-style-type: none"> <li>Demonstrate confidence and effective communication</li> <li>Prepare professional LinkedIn account and build business networks</li> <li>Recognize problem solving skills</li> <li>Discuss emotional intelligence components</li> </ol>   |                      |                           |                   |          |          |
| <b>Course Content:</b>   |   |                      |                           |                   |          |          |
| <b>Module 1</b>  | Self-awareness and EI   | Personality training | Group Tasks               | <b>03 Hours</b>   |          |          |
| <p><b>Topics:</b> Johari Window, Emotional intelligence components – Self-awareness, Self-regulation, social skills, empathy and motivation</p> <p><b>Activity:</b> Classroom group activity</p>   |   |                      |                           |                   |          |          |
| <b>Module 2</b>  | PERSONAL BRANDING   | Individual Task      | Personal brand building   | <b>03 Hours</b>   |          |          |
| <p><b>Topics:</b> LinkedIn profile building, network building &amp; its significance, Class room activities.</p> <p><b>Activity:</b> Building LinkedIn account and professional networking</p>   |   |                      |                           |                   |          |          |
| <b>Module 3</b>  | CAMPUS TO CORPORATE   | Placement training   | Mock Hours                | <b>06 Hours</b>   |          |          |
| <p><b>Topics:</b> Resume writing, Video resume, GD, PI, Industry expert talks videos.</p> <p><b>Activity:</b> Write, Practice in groups, Perform</p>   |   |                      |                           |                   |          |          |
| <b>Module 4</b>  | PRESENTATION SKILLS   | PPT creation         | Survey-based presentation | <b>03 session</b> |          |          |
| <p><b>Topics:</b> Presentation skills. Ability to organize PPTs effectively, ability to apply their presentation skills and public speaking skills to make their presentations more effective.</p> <p><b>Activity:</b> Survey a social scenario and present that in class.</p> |   |                      |                           |                   |          |          |
| <p><b>Additional training:</b><br/> <b>Every session 30 min speaking activity for all students.</b><br/> Topics: Current trends, Product pitching, Revision, New job roles and opportunities, Skills required in 2023- 2030 etc.</p>   |   |                      |                           |                   |          |          |
| <b>Workshop/Boot camp</b>  |   |                      |                           |                   |          |          |
| <b>Assignments proposed for this course</b>  |   |                      |                           |                   |          |          |

1. LinkedIn
2. Presentation

**Text Book**

1. **Me 2.0: Build a Powerful Brand to Achieve Career Success by Dan Schawbel**
2. Jack Canfield, "The Success Principles", 8th Edition, HarperCollins Publishers India, 2015
3. Shiv Khera, "You Can Win", 3d Edition, Bloomsbury India, 2014
4. Stephen R Covey, "7 Habits of Highly Effective People", Simon & Schuster, (2018)
5. Resume Writing: Craft a Resume That Will Knock Their Socks Off! By Alexander Burton
6. **HBR's 10 Must Reads on Emotional Intelligence (with featured article "What Makes a Leader?" by Daniel Goleman)**
7. The presentation secrets of Steve Jobs by Carmine Gallo
8. Talk like Ted by Carmine Gallo
9. Business etiquette made easy- The essential guide to professional success- Myka Meier
10. Leaders eat last- Simon Sinek
11. Ted talk links
  - [https://www.ted.com/talks/larry\\_smith\\_why\\_you\\_will\\_fail\\_to\\_have\\_a\\_great\\_career?language=en](https://www.ted.com/talks/larry_smith_why_you_will_fail_to_have_a_great_career?language=en)
  - [https://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action?referrer=playlist-the\\_10\\_most\\_popular\\_tedx\\_talks&autoplay=true](https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?referrer=playlist-the_10_most_popular_tedx_talks&autoplay=true)
  - [https://www.ted.com/talks/aimee\\_mullins\\_my\\_12\\_pairs\\_of\\_legs?language=en](https://www.ted.com/talks/aimee_mullins_my_12_pairs_of_legs?language=en)

**Movie References**

1. The intern
2. The Pursuit of Happiness

**E-Resources:**

The remote access link to e-resources at Presidency university:  
<https://presiuniv.knimbus.com/user#/home>

|   |   |
|---|---|
| <b>Catalogue prepared by</b>                    | Ms Rajati Mukherjee                                   |
| <b>Recommended by the Board of Studies on</b>   | BOS No.:<br>BOS Date:                                 |
| <b>Date of Approval by the Academic Council</b> | Academic Council Meeting No.:<br>Date of the meeting: |
| <b>The meeting number &amp; Date</b>            | DAC Dated   |

## II Semester

|   |  |                                     |   |                 |          |          |
|---|--|-------------------------------------|---|-----------------|----------|----------|
| <b>Course Code:</b><br>MBA1015  | <b>Course Title: Economics for Managers</b><br><b>Type of Course: School Core Theory</b>   | <b>L- T-P- C</b>                    | <b>4</b>  | <b>0</b>        | <b>0</b> | <b>4</b> |
| <b>Version No.</b>  | 1.0  |                                     |   |                 |          |          |
| <b>Course Pre-requisites</b>  | NIL. However, students are expected to have a minimum of numerical ability, familiarity with graphs and charts and basic descriptive statistics.   |                                     |   |                 |          |          |
| <b>Anti-requisites</b>  | Nil  |                                     |   |                 |          |          |
| <b>Course Description</b>   | Managerial Economics course provides a framework for understanding the principles of micro and macroeconomics with its different applications bridging the gaps between theory, policy and practice. The intent of this descriptive course is to introduce economic analysis concepts in such a way that students can apply them in the context of business decisions. Objective of this course is to enhance employability.   |                                     |   |                 |          |          |
| <b>Course Objective</b>   | This course is designed to improve the learner's EMLOYABILITY SKILLS by using Class Presentation and Case Study Techniques   |                                     |   |                 |          |          |
| <b>Course Out Comes</b>   | <p>On successful completion of the course the students shall be able to:</p> <ol style="list-style-type: none"> <li>1) Explain equations and graphs and illustrate economic behavior at the individual, firm and policy levels, characteristics of market structures and their sustainability.</li> <li>2) Apply concepts of consumption, investment and savings, Aggregate supply, and Aggregate demand in business.</li> <li>3) Interpret the effect of fiscal instruments and monetary instruments with respect to fiscal policies in India economy on business.</li> <li>4) Employ the 'economic way of thinking' for managerial decision making.</li> </ol> |                                     |   |                 |          |          |
| <b>Course Content:</b>  |  |                                     |   |                 |          |          |
| <b>Module 1</b>   | Introduction to Microeconomics and Consumption Decision  | Assignment                          | Data collection and application of concept      | <b>12 Hours</b> |          |          |
| Topics: Introduction to Economics and definitions - Factors of production - The circular flow of economic activity Choice as an economic problem-Opportunity cost, PPF. Law of demand, price quantity relationship, determinants, exceptions - Demand schedule, equations and diagrams, shift and movement along the demand curve.  |  |                                     |   |                 |          |          |
| <b>Module 2</b>   | Supply and Demand  | Assignment                          | Data collection and application of concept      | <b>12 Hours</b> |          |          |
| Law of supply, determinants, shift and movement, Equilibrium, Elasticity of Demand and supply – Calculating Price Elasticity of Demand, percentage, point, ARC methods. Categories of Price Elasticity of demand, determinants of price elasticity of demand, cross price elasticity, income elasticity.  |  |                                     |   |                 |          |          |
| <b>Module 3</b>   | Theory of Production and Costs   | Assignment                          | Data collection and application of concept      | <b>12 Hours</b> |          |          |
| Topics: Defining production- The production function: short vs long run – Average, marginal and total product, equation, schedule and diagrams – Three stages of production- concept of isoquant. Defining costs and various cost concepts – Fixed and variable costs - Average, marginal and total costs, equation, schedule and diagram – Cost curves and their shapes in short and long runs, numerical problems, Economies and diseconomies of scale at firm level. |  |                                     |   |                 |          |          |
| <b>Module 4</b>   | Market Structure   | Case Study (Participatory Learning) | Identification of key concept and data analysis | <b>12 Hours</b> |          |          |
| Topics: Perfect competition -Features - profit maximization - Monopoly, why and how they arise – characteristics Monopolistic competition – Characteristics. Oligopoly –Features.   |  |                                     |   |                 |          |          |
| <b>Module 5</b>   | Key Concepts of Macroeconomics and   | Assignment                          | Diagrammatic illustration of concepts           | <b>12 Hours</b> |          |          |

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|   | Theory of Output and Employment , Fiscal policy and Monetary policy |  |  |  |
| Topics: Importance, issues of Macroeconomics -Circular flow models of economy-Measurement of National Income. Say's law, Keynesian theory of income determination (MPC, MPS, Investment functions) Aggregate Supply-Aggregate demand-The multiplier. Fiscal policy-Fiscal Instruments. Monetary Policy-instruments of monetary policy, Inflation.   |   |  |  |  |
| <b>Targeted Application &amp; Tools that can be used:</b>   |   |  |  |  |
| Students may use data from RBI and Ministry of Finance and develop some models in the corporate sector / FMCG, analyze and interpret using SPSS, etc. This helps in developing and applying the tools of micro and macroeconomic analysis to critically question, analyze, and discuss economic problems and issues;<br>Develop and strengthen the ability to discuss concepts and thoughts in writing.   |   |  |  |  |
| <b>Project work/Assignment: Mention the Type of Project /Assignment proposed for this course</b>  |   |  |  |  |
| <ol style="list-style-type: none"> <li>1. Assignment (Construction of a demand curve of a consumer who demands particular good at different prices with the help of data)</li> <li>2. Quiz (30 minutes)</li> <li>3. Case study: "Booming Business: Indian Hotel Industry". Read it thoroughly and give the answer to the case questions <ol style="list-style-type: none"> <li>a. Do you think the hotel industry is competitive? What all features of the industry are suggestive of the same?</li> <li>b. Comment on differentiation offered by hotels in India.</li> </ol> </li> </ol> |   |  |  |  |
| <b>Text Book</b>  |   |  |  |  |
| T1 Mc. Eachern, W. A & kaur, S. (2016): Micro ECON A South- Asian Perspective, Cengage.   |   |  |  |  |
| T2: Kaur, S. & Mc. Eachern, W. A: (2018). <i>Macro ECON A South- Asian Perspective</i> , Cengage.   |   |  |  |  |
| <b>References</b>   |   |  |  |  |
| R1: Salvatore, D., & Rastogi, K. R. (2016). <i>Managerial Economics: Principles and Worldwide Applications</i> . Oxford Higher Education.   |   |  |  |  |
| R2: Mankiw, N. G. & Taylor, M.P. (2017). <i>Macro Economics</i> , Cengage.  |   |  |  |  |
| <b>Web links of E-Library resources in PU</b>   |   |  |  |  |
| <a href="https://www-proquest-com-presiuniv.knimbus.com/abiglobal">https://www-proquest-com-presiuniv.knimbus.com/abiglobal</a>   |   |  |  |  |
| <a href="https://www-emerald-com-presiuniv.knimbus.com/insight/">https://www-emerald-com-presiuniv.knimbus.com/insight/</a>   |   |  |  |  |
| <a href="https://prowessiq-cmie-com-presiuniv.knimbus.com/">https://prowessiq-cmie-com-presiuniv.knimbus.com/</a>   |   |  |  |  |
| <a href="https://www-indiastat-com-presiuniv.knimbus.com/">https://www-indiastat-com-presiuniv.knimbus.com/</a>   |   |  |  |  |
| <b>Catalogue prepared by</b>  | Prof. Bipasha Maity   |  |  |  |
| <b>Recommended by the Board of Studies on</b>   | Mention the BOS Number and the Date of BOS                          |  |  |  |
| <b>Date of Approval by the Academic Council</b>   | Mention the Academic Council Meeting No. & the date of the meeting: |  |  |  |

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|--|--|------------------|----------|-----------------------|----------|----------|
| <b>Course Code:</b><br><b>MBA2027</b>  | <b>Course Title: Human Resource Management</b><br><b>Type of Course: Program Core</b><br><b>Theory Only</b>  | <b>L- T- P-C</b> | <b>3</b> | <b>0</b>              | <b>0</b> | <b>3</b> |
| Version No.  | 1.0  |                  |          |                       |          |          |
| Course Pre-requisites  | The students should have basic understanding of management and organizational functions.   |                  |          |                       |          |          |
| Anti-requisites  | NIL  |                  |          |                       |          |          |
| Course Description   | The aim of this course is to enable students to appreciate and apply principles of effective Human Resource Management (HRM). People are the life-blood of any organization and being able to attract, recruit and retain talented staff is at the core of all HRM activity. This course will explore the tools and techniques used in HRM to maximize the employee contribution and how to use HR methods to gain competitive advantage. Students will also consider the growing importance of becoming a flexible organization and flexible manpower and become familiar with latest techniques of job design and concept of modern HRM. |                  |          |                       |          |          |
| Course Outcomes  | On completion of this course, the student will be able to:<br>CO1-Describe the scope, functions and recent trends in Human Resource Management. (Knowledge)<br>CO2-Explain the methods of training and development as well as appraisal systems in the organizational context. (Comprehension)<br>CO3-Illustrate the concepts of compensation, employee retention, welfare and social security in managing human resources. (Application)<br>CO4-Discuss the practices of industrial relations and discipline at workplace. (Comprehension)  |                  |          |                       |          |          |
| Course Objectives  | Objective of this course is to enhance employability skills using experiential learning methods.   |                  |          |                       |          |          |
| Course Content:  | This course will enhance the organizational people management skills of the students through problem solving, participative learning that will be helpful for managing organizations.  |                  |          |                       |          |          |
| Module 1   | <b>Introduction to HRM and Procuring Human Capital</b>   | Assignment       |          | Class Discussions     |          | 12 Hours |
| <b>Introduction to HRM-</b> Definition, Scope and Importance and Functions of Human Resource Management (HRM); Evolution and Trends in HRM –Evolution of HRM, HRM Trends - Workforce Diversity, Hybrid Working, David Ulrich Model of Modern HRM, The role of Social media, Artificial Intelligence, Machine Learning, Metaverse & Robotic Process Automation in HRM.<br><b>Procuring Human Capital:</b> Job Analysis, Importance and Process, Job description, Job Specification; Human Resource Planning, Importance and Process; Recruitment (Attraction)- Sources; Selection- Method, Types of Interviews, Types of Tests and Validity; Orientation & Socialization of employees <b>Bloom level: Knowledge</b> |  |                  |          |                       |          |          |
| Module 2   | <b>Training &amp; Development, Performance Appraisal</b>   | Assignment       |          | Class Activity        |          | 12 Hours |
| <b>Training &amp; Development-</b> Types of Training, Training Need Assessment, On-the-job and Off-the -Job training Methods, Executive Development Methods, Job-Crafting.<br><b>Performance and Potential Appraisal-</b> Objectives, Methods of Performance Appraisal, Post Appraisal Feedback, Problems with Performance Appraisal. <b>Bloom level: Application</b>  |  |                  |          |                       |          |          |
| Module 3   | <b>Compensation, Employees' Retention and Welfare</b>  | Case Study       |          | Experiential learning |          | 11 Hours |
| <b>Compensation Administration and Job Evaluation-</b> Objectives of Compensation Planning, Job Evaluation, Wage and Salary Surveys, Components of Pay Structure in India, Factors Influencing Compensation, Incentives and Fringe Benefits, Payment of Bonus.<br><b>Employees' Retention:</b> Calculation of Attrition rate, Retention Strategies.<br><b>Employees' Welfare and Social Security-</b> Intramural and Extramural Welfare Activities, Statutory Welfare Provisions of Factory Act 1948, Social Security provisions in India. <b>Blooms Level: Comprehensive</b>  |  |                  |          |                       |          |          |

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| Module 4  | <b>Industrial Relations and Discipline</b> | Case Study |  | Experiential learning | 10 Hours |
| <p><b>Industrial Relations:</b> Objectives of Industrial Relations (IR), Types of Industrial Disputes, Causes of Industrial Disputes, Industrial Disputes Settlement Machinery, Collective Bargaining and its process.</p> <p><b>Discipline</b>-Negative and Positive Discipline, Code of Discipline, Disciplinary Action, Types of Punishments <b>Blooms Level: Comprehensive</b></p>  |  |            |  |                       |          |
| <p>Targeted Application &amp; Tools that can be used:<br/>Human Resources Information System, employee self-service portal, payroll, workforce management, recruitment and hiring, benefits administration and talent management.<br/>Professionally Used Software: MS Excel, SPSS, Oracle Taleo, Zoho, Peoplesoft, SAP HR</p>  |  |            |  |                       |          |
| Project work/Assignment: Experiential Learning  |  |            |  |                       |          |
| <p><b>Project Assignments:</b><br/>Assignment: 1] Students should choose any two research articles from the references and write a review report and submit. (PU Online Resources)<br/>Assignment 2] Individual: Students to select any 10 Job profiles of different organizations in one sector and do a detailed analysis on job description as well as skill set and submit.<br/>Assignment 3] Group: Students to submit the case study analysis by selecting any one case out of 5 cases and answer the questions specific to that case and do a poster presentation. (Experiential learning)</p> |  |            |  |                       |          |
| Text Book   |  |            |  |                       |          |
| T1: Dessler, Gary & Varkkey, Biju (2020). Human Resource Management, 16th Edition, Pearson Education, New Delhi.  |  |            |  |                       |          |
| References  |  |            |  |                       |          |
| R1: VSP Rao( 2016). Human Resource Management, 3rd Edition, Excel Books.  |  |            |  |                       |          |
| R2: Durai, Pravin (2020). 'Human Resource Management', 3rd Edition, Pearson Education.  |  |            |  |                       |          |
| R3: Rao, P Subba (2022). Personnel and Human Resource Management, 5th Edition, Himalaya Publishing House.   |  |            |  |                       |          |
| Catalogue prepared by   | Dr. Anni Arnav                             |            |  |                       |          |
| Recommended by the Board of Studies on  | BOS NO:                                    |            |  |                       |          |
| Date of Approval by the Academic Council  | Academic Council Meeting No. :             |            |  |                       |          |

|                                |   |                |          |          |          |          |
|--------------------------------|---|----------------|----------|----------|----------|----------|
| <b>Course Code:</b><br>MBA2038 | <b>Course Title: Digital and Strategic Marketing</b><br><b>Type of Course: School Core</b><br><b>Theory Only Course</b>   | <b>L-T-P-C</b> | <b>3</b> | <b>0</b> | <b>0</b> | <b>3</b> |
| <b>Version No.</b>             | 1.0   |                |          |          |          |          |
| <b>Course Pre-requisites</b>   | Marketing Management<br>MS Office<br>Social Media exposure  |                |          |          |          |          |
| <b>Anti-requisites</b>         | NIL   |                |          |          |          |          |
| <b>Course Description</b>      | Digital media is hip and happening. This course is for students who wish to learn digital marketing in a short time frame. The course will enable digital marketers to prepare digital marketing strategy. It will also provide an opportunity to understand the tools and techniques and hence the 'how' of digital marketing. This course will give a panoramic view of various digital and social media marketing mediums that businesses can use for escalating growth. It will give deep insights into the art and science of search engine optimization, search engine marketing, social media marketing, Email marketing & Mobile marketing. It will enable deep understanding of key social media such as |                |          |          |          |          |

|   |   |   |  |  |
|---|---|---|--|--|
|   | Facebook, Instagram, LinkedIn, YouTube, Google+, Blogs and Twitter. This course will give insights into how to increase engagement, leads and conversions. The highlight of the course is that participants get to run live campaigns in groups and hence learn by doing. The course provides a good blend of strategy as well as execution.  |   |  |  |
| <b>Course Outcomes</b>  | On successful completion of this course the students shall be able to:<br><b>CO 1)</b> Explain the functioning of a Search Engine and the importance of Search Engine Optimization (Comprehension)<br><b>CO 2)</b> Apply the concept of Search Engine Marketing in creating a digital Ad Campaign (Application)<br><b>CO 3)</b> Illustrate the use of social media in effective digital marketing campaign (Application)<br><b>CO 4)</b> Identify the opportunities of email and Mobile Marketing to leverage the power of mobile devices (Application) |   |  |  |
| <b>Course Objective:</b>  | The course aims at <b>SKILL DEVELOPMENT</b> with respect to Marketing Strategies with <b>PARTICIPATIVE</b> learning activities.   |   |  |  |
| <b>Module 1</b>   | <b>Search Engine Optimization (SEO)</b>   | Assignment using E Library (Participative Learning) |  | Article: Global Marketing for the Digital Age<br><b>12 Hours</b>                       |
| Topics:<br>Introduction to Digital Marketing, Importance of Search Engine, How Search Engine works, Web Crawler / Spider, Search Engine Algorithm (Page Rank Algorithm), Understanding the SERP, Organic Search Results and SEO, Keywords - Keyword Theory and Research, Choosing the Right Keywords, Keyword Research Tools, SEO Process, On-Page and Off-Page Optimization.   |   |   |  |  |
| <b>Module 2</b>   | <b>SEM and DDA</b>  | Assignment (Participative Learning)                 |  | Case Study - Pepperfry.com: Marketing to Manage Customer Experience<br><b>12 Hours</b> |
| Topics:<br>Introduction to Search Engine Marketing (SEM), Pay per Click (PPC) – Key Concepts, Benefits, Goals, and Google Ad Words ranking formula, SEO vs. SEM, Google Ad Words Account & Campaign, Keyword match types. Digital Display Advertising (DDA): Platforms, DDA Terminologies, DDA Key Stakeholders and Digital Ad Creation Process, Types of Display Ads, Remarketing.   |   |   |  |  |
| <b>Module 3</b>   | <b>Social Media Marketing</b>   | Project (Experiential Learning)                     |  | Promote a Business Page in Social Media<br><b>11 Hours</b>                             |
| Topics:<br>Social Media Marketing – Introduction, Classification of Social Media Tools, Importance, Media Types and three key players, Social Media Channels (Facebook, LinkedIn, Twitter, YouTube, Google+), Blogs, Social Media goals. Approaches to Social Media Marketing – Implementation – Listening, Pages, Publishing, Events, Groups, Jobs, Advertising.   |   |   |  |  |
| <b>Module 4</b>   | <b>Email &amp; Mobile Marketing</b>   | Assignment (Participative Learning)                 |  | Case Study - The Vanca: Reworking Digital Marketing Strategy<br><b>10 Hours</b>        |
| Topics:<br>Email Marketing – Definition, four stage process, Database & Subscriber Management, Design and Delivery of email, Tools. Mobile Marketing: Opportunities, Challenges, Desktop Websites vs. Mobile Website, Characteristics of effective mobile sites, Advantages of Mobile Sites and Mobile Apps, Advantages of Mobile Apps, SMS Marketing, and SMS Campaign Development Process. Introduction to Affiliate and Content Marketing. |   |   |  |  |
| <b>Targeted Application &amp; Tools that can be used: NA</b>  |   |   |  |  |
| <b>Project work/Assignment:</b>   |   |   |  |  |
| Project Work: Create a dummy company of any product / service of your choice and use the various social media marketing platforms to promote it.<br><br>Assignment 1: Marketing Innovation Strategies: Interactive Learning along with a live group project.<br>Assignment 2: Identify the Digital and Social Media Marketing strategies adopted by any company of your choice.   |   |   |  |  |



**Text Book:****T1:** The Art of Digital Marketing by Ian Dodson of Digital Marketing Institute.**T2:** Puneet Singh Bhatia; Fundamentals of Digital Marketing, Pearson**References****R1:** The Google Story by David A. Vise, Pan**R2:** Social Media Marketing by Tracy Tuten and Michael Solomon, Sage, 2015**Online Resources:**<https://presiuniv.knimbus.com/user#/home>**Articles:**

- Tse, A. (2000), "Strategic Marketing for the Digital Age", Journal of Consumer Marketing, Vol. 17 No. 4, pp. 358-372.  
Link: <https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/jcm.2000.17.4.358.1/full/html>
- Fortin, D.R. (2000), "Global Marketing for the Digital Age", Journal of Consumer Marketing, Vol. 17 No. 4, pp. 358-372.  
Link: <https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/jcm.2000.17.4.358.2/full/html>
- Alsukaini, A.K.M., Sumra, K., Khan, R. and Awan, T.M. (2022), "New trends in digital marketing emergence during pandemic times", International Journal of Innovation Science, Vol. ahead-of-print No. ahead-of-print. Link: <https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJIS-08-2021-0139/full/html>

**Multimedia (Videos):**

- Digital Marketing and You – TED Talk by Ankit Srivastava  
<https://www.youtube.com/embed/cBA-itmpR84>
- Social Media Marketing for Small Business  
<https://www.youtube.com/embed/wtZWt4YzQPU>

**Case Studies:**

- The Vanca: Reworking Digital Marketing Strategy By: Jones Mathew; Banasree Dey, Indisn School of Business (ISB), Link: <https://hbsp.harvard.edu/download?url=%2Fcatalog%2Fsample%2FW17158-PDF-ENG%2Fcontent&metadata=e30%3D>
- GiveIndia: On the Net for a Cause By: Sanjeev Tripathi, Shashank Bhasker, Indian School of Business (ISB), Link: <https://hbsp.harvard.edu/download?url=%2Fcatalog%2Fsample%2FW16048-PDF-ENG%2Fcontent&metadata=e30%3D>
- Pepperfry.com: Marketing to Manage Customer Experience By: Gaganpreet Singh; Sandeep Puri; Sanjit Kumar Roy, Ivey Publishing, Link: <https://hbsp.harvard.edu/download?url=%2Fcatalog%2Fsample%2FW17332-PDF-ENG%2Fcontent&metadata=e30%3D>
- Radio Mirchi: Marketing Strategy for the Bangalore Market By: Anand Kumar Jaiswal, IIM-Ahmedabad, Link: <https://hbsp.harvard.edu/download?url=%2Fcatalog%2Fsample%2FA00108-PDF-ENG%2Fcontent&metadata=e30%3D>
- Maruti Suzuki India Limited: Marketing By: Dr. Sanjeev Prashar, Richard Ivey School of Business, Link: <https://hbsp.harvard.edu/download?url=%2Fcatalog%2Fsample%2FW13012-PDF-ENG%2Fcontent&metadata=e30%3D>

**Catalogue prepared by** Dr. Chithambar Gupta V**Recommended by the Board of Studies on** BOS NO: held on**Date of Approval by the Academic** Academic Council Meeting No.

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|--|--|-------------------------------------|--|----------------|----------|
| <b>Course Code:</b><br>MBA1018   | <b>Course Title:</b> Technology Foundations for Business   | <b>L</b>                            | <b>T</b>   | <b>P</b>       | <b>C</b> |
|  | <b>Type of Course:</b> Professional Core Course  | <b>2</b>                            | <b>0</b>   | <b>0</b>       | <b>2</b> |
| <b>Version No.</b>   | 1.0  |                                     |  |                |          |
| <b>Course Pre-requisites</b>   | NIL  |                                     |  |                |          |
| <b>Anti-requisites</b>   | NIL  |                                     |  |                |          |
| <b>Course Description</b>  | This course introduces students, to modern Information Technology as applicable in organizations today. Starting with basics of Information Technology, definitions, Management Information Systems, Emerging Technology and how managers can use IT to enable success in modern disruptive markets. The course gives an overview of key organizational systems like Customer Relationship Management, Enterprise Resource Planning, Supply Chain Management systems, Digital Marketing, Analytics and eCommerce systems. And it ends with basics of Digital Transformation ie. how to manage changes in organizations using Information Technology, |                                     |  |                |          |
| <b>Course Outcomes</b>   | On completion of this course, the student will be able to:<br>1. Understand Information Technology concepts [ <b>Knowledge</b> ]<br>2. Discuss key IT systems and their role in Organizations [ <b>Comprehension</b> ]<br>3. Describe how IT Systems can be used for competitive advantage [ <b>Comprehension</b> ]  |                                     |  |                |          |
| <b>Course Objective</b>  | This is aimed to familiarize students to IT systems and how to integrate IT into any function or role they will perform as managers. This course will enable students to make or influence decisions related to the selection, design and support of Management of Information Technology. To focus on the Information Technology concepts that a modern manager must understand to ensure a sustained competitive advantage for the Organization.   |                                     |  |                |          |
| <b>Module 1</b>  | <b>Basics of Information Technology in business</b>  | <b>QUIZ</b> (E-review from library) | <b>Classroom Discussion and Online Resources</b>                     | <b>8 Hours</b> |          |
| Topics:<br>Introduction, why IT, business IT interface, SDLC, Agile, business process management, role of IT & CTO   |  |                                     |  |                |          |
| <b>Module 2</b>  | <b>Key IT systems applications in business</b>   | <b>Case Analysis &amp; demos</b>    | <b>Demonstration of key systems using videos &amp; demos.</b>        | <b>8 Hours</b> |          |
| Topics:<br>Management Information System, Overview of ERP, HRM, CRM, SCM, E-Business systems. How these systems help build and grow organizations.   |  |                                     |  |                |          |
| <b>Module 3</b>  | <b>Emerging Tech and IT for Competitive Advantage</b>  | <b>Case Analysis &amp; demos</b>    | <b>Demonstration of key systems using online videos &amp; demos.</b> | <b>7 Hours</b> |          |
| Topics:<br>Covers emerging technologies like database management, blockchain, IoT, AI&ML, ARVR, cloud, cyber security, quantum computing, space & biotechnology.   |  |                                     |  |                |          |
| <b>Module 4</b>  | <b>Managing technological disruptions in key industries</b>  | <b>Case Analysis &amp; demos</b>    | <b>Classroom Discussion and Online Resources</b>                     | <b>7 Hours</b> |          |
| How IT enables business value. How to manage disruption caused by these. Basics of Digital Transformation.   |  |                                     |  |                |          |
| <b>Targeted Application &amp; Tools that can be used:</b><br>Students would be encouraged to take up projects and through experiential learning activities in the class they will imbibe the cognitive approaches to understand and apply factors effective to understand Marktech and Adtech. |  |                                     |  |                |          |
| <b>Professionally Used Software:</b> KNimbus library access, Online AI&ML tools, YouTube videos  |  |                                     |  |                |          |

**Project work/Assignment:**

1. Lectures (30 Hours), review and bridging (6 Hours)
2. 3 Quizes
3. Hands-on demo on live tools and assignment with project presentations.
4. Assignment & project presentation

**Text Books:**

- Management Information Systems – Managing the Digital Firm, 14e, Kenneth C. Laudon and Jane P. Laudon, Pearson, 2017 (Reprint)

Management Information Systems, 10e, James A O'Brien, George M Marakas and Ramesh Behl, McGraw Hill, 2013 (Reprint)

**R2:** IT strategy for Business, Parag Kulkarni, Pradeep Chandle, Oxford University Press, 2008

**Weblinks :**

- A Guide to the Project Management Body of Knowledge  
<https://www.project-management-prepcast.com/pmbok-knowledge-areas-and-pmi-process-groups>
- Changing Role of the CIO.  
[https://www.researchgate.net/publication/220500523\\_The\\_Emerging\\_CIO\\_Role\\_of\\_Business\\_Technology\\_Strategist](https://www.researchgate.net/publication/220500523_The_Emerging_CIO_Role_of_Business_Technology_Strategist)
- Business Transformation and the CIO Role:  
[https://hbr.org/resources/pdfs/comm/red%20hat/hbr\\_red\\_hat\\_report\\_march14.pdf](https://hbr.org/resources/pdfs/comm/red%20hat/hbr_red_hat_report_march14.pdf)
- Salesforce Lightning CRM demo: <https://ap24.lightning.force.com/lightning/page/home>
- Oracle ERP introduction: [https://www.youtube.com/watch?v=c9HfNg4a\\_Og](https://www.youtube.com/watch?v=c9HfNg4a_Og)
- Tally ERP Retail: <https://www.youtube.com/watch?v=VUp1nOli3V4>
- 3D Printing: <https://www.youtube.com/watch?v=EHvO-MlzAIM&t=26s>

**Journal**

- Information Technology & Management, ISBN 1385-951X
- [International Journal of Information Management](#)

**Library E-resources:**

- **Introduction to Management Information Systems (MIS): A Survival Guide:**  
<https://www.edx.org/course/introduction-to-management-information-systems-mis>
- **Industry 4.0 :** <https://presiuniv.knimbus.com/user#/searchresult?searchId=Industry%204.0&t=1680442800030>
- **Information Technology and Sustainability:**

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|---|---|
| <b>Catalogue prepared by</b>                    | Prof. Krishna Durbha                              |
| <b>Recommended by the Board of Studies on</b>   | BOS NO: _____ BOS held on: _____                  |
| <b>Date of Approval by the Academic Council</b> | Academic Council Meeting No. _____ , Dated: _____ |

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|--------------------------------|--|----------------|----------|----------|----------|----------|
| <b>Course Code:</b><br>MBA2033 | <b>Course Title: Business Research Methods</b><br><b>Type of Course: School Core &amp; Theory only</b> | <b>L-T-P-C</b> | <b>3</b> | <b>0</b> | <b>0</b> | <b>3</b> |
| Version No.                    | 1.0  |                |          |          |          |          |
| Course Pre-requisites          | Business Statistics (MBA 1007)   |                |          |          |          |          |
| Anti-requisites                | NIL  |                |          |          |          |          |

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| Course Description   | Business Research Methods provides the theoretical and practical framework to conduct research in Business. It consists of modules, which cover the fundamentals of the Business Research Process. The course enables discussion on different research designs that would be appropriate in different business scenarios. The data analysis sections deals with the relevant statistical tools required to analyze the data which would help in effective decision making. |              |                                   |          |
| Course Outcomes  | On successful completion of the course, the students shall be able to:<br>1. Apply the relevant business research methods for solving business research problems. [Application Level]<br>2. Use appropriate data collection methods to carry out business research. [Application Level]<br>3. Employ suitable measurement techniques and sampling designs to elicit data. [Application Level]<br>4. Analyze the data using appropriate statistical tools. [Analysis Level] |              |                                   |          |
| Course Objectives  | Objective of this course is to enhance <b>Skill Development</b> using <b>Experiential Learning</b> methods.  |              |                                   |          |
| Course Content:  |  |              |                                   |          |
| Module 1   | Introduction to Business Research Methods  | Assignment   | Review Literature                 | 11 Hours |
| Topics:<br>Role of business research – applied and basic business research – managerial value of business research. Theory building – research concepts, constructs, propositions, variables and hypotheses – the scientific method of conducting research. The business research process – types of business research – exploratory, descriptive and causal. Stages in the research process. Review of literature. Problem definition process, research objectives, questions and hypotheses. The research proposal.  |  |              |                                   |          |
| Module 2   | Data Collection Methods and Qualitative Research   | Mini-Project | Data Collection and Data Analysis | 12 Hours |
| Topics:<br>Primary data – survey research – errors in survey research – survey research methods. Personal interviews – telephone interviews – self-administered questionnaires. Observation methods. Secondary data – advantages, disadvantages and sources. Qualitative research – uses, orientations to qualitative research. Techniques in qualitative research – Focus group interview, depth interviews. Conversations, semi-structured interviews  |  |              |                                   |          |
| Module 3   | Measurement Concepts, Questionnaire design and Sampling  | Assignment   | Conceptual Knowledge              | 12 Hours |
| Topics:<br>Introduction – variables – constructs - measurement scales – nominal, ordinal, interval and ratio. Criteria for good measurement – reliability and validity. Attitude measurement – attitude rating scales – Likert scale, semantic differential. Measuring behavioral intention – ranking, sorting. Questionnaire design – Basic considerations – wording questions – guidelines for constructing questions – questionnaire layout – pretesting and revision. Sampling – population, sample, sampling frame, sampling units, sampling and non – sampling errors. Non – probability sampling – convenience, judgment, quota and snowball sampling. Probability sampling – simple random sampling, systematic sampling, stratified sampling. |  |              |                                   |          |
| Module 4   | Data Analysis and report writing   | Mini-project | Data Analysis                     | 10 Hours |
| Topics:<br>Testing of hypothesis – test for two means – known variances and unknown but equal variances, paired t test, test for two   |  |              |                                   |          |

proportions. Chi square test for independence of attributes. Introduction to multivariate data analysis. Report writing – report format – parts of the report.

Targeted Application & Tools that can be used:

Business research methods is applied to different areas of the management. The broad areas of applications are marketing research, financial markets, behavioural economics, human resources, etc. & Professionally Used Software: MS-Excel/SPSS/Minitab/R

Project work/Assignment:

Project/Assignment: Mini-Project on the primary or secondary data collection techniques for the application of suitable statistical models.

Assignment 1: Students are required to write a Literature Review Assignment based on any two to three related literature on their research topic of interest.

Assignment 2: Students are required to construct the Questionnaire in align with the Problem identification/Research questions and Hypothesis formulation on their research topic of interest.

Assignment 3: Written Assignment/Quiz on Research Process or Sampling techniques.

Text Books

1. Zikmund, W. G., Babin, B, J., Carr, J.C. & Griffin, M., Business Research Methods: A South Asian Perspective. Delhi: Cengage Learning, Edition 9, 2012.

References

1. Kothari, C. R. & Garg, G. Research Methodology, Methods and Techniques. New Age International Publishers, Multi-Colour Edition, 2019.

2. Anderson, Sweeney, Williams, Camm and Cochran. Statistics for Business and Economics. Delhi: Cengage Learning., 2016.

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| Catalogue prepared by                    |  | Dr. Jayakrishna Udupa H  |
| Recommended by the Board of Studies on   |  | BOS NO:                  |
| Date of Approval by the Academic Council |  | Academic Council Meeting |

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| <b>Course Code:</b><br>MBA2040 | <b>Course Title: Production and Logistics Management</b><br><b>Type of Course: Program Core, Theory only</b>  | <b>L-T-P-C</b> | <b>3</b> | <b>0</b> | <b>0</b> | <b>3</b> |
| Version No.                    | 1.0   |                |          |          |          |          |
| Course Pre-requisites          | Business Statistics [ MBA1007]<br>Topics : Central tendencies, Deviations and Regression  |                |          |          |          |          |
| Anti-requisites                | NIL   |                |          |          |          |          |
| Course Description             | This descriptive course introduces the students to the theory and practice of Production Management as a functional area in the management of business enterprise. This course discusses the principles, concepts and basic problems affecting the manufacturing and non-manufacturing firms. It also includes the methods, strategies and application of various quantitative tools in problem solving for production and operations. This course introduces students to problem solving and analysis associated to the design, planning, control, and improvement of manufacturing and service operations. This course also gives a brief introduction to Logistics management and its relevance in business. |                |          |          |          |          |

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| Course Out Comes  | On successful completion of the course the students shall be able to:<br>1] Explain the relevance of Production and Operations Management.<br>2] Describe the role of production and operations on managerial decision making.<br>3] Explain how the production function associates with other firm functions.<br>4] Solve problems in forecasting related to production processes.<br>5] Explain the relevance and role of Logistics Management in Business |                                  |  |         |
| Course Objectives   | Objective of this course is to enhance <b>Employability Skills</b> using <b>Participative Learning</b> Methods.  |                                  |  |         |
| Course Content:   |  |                                  |  |         |
| Module 1  | Introduction   | Assignment                       | Data Collection and Classification                   | 9 Hours |
| Topics: Introduction – History of Production Operations Management POM, Factors affecting POM, Difference between Manufacturing and Service Operations, Concepts of productivity, Operations Strategies. Videos/ Case Study.  |  |                                  |  |         |
| Module 2  | Facility Planning  | Term paper/Assignment/Case Study | Data Collection, Classification & Report on Planning | 9 Hours |
| Topics: Facilities Planning Process for Manufacturing and Assembly facility- Product Design, Process Design and Service Design, Facility Location, Facility Management - 4 types of layouts based on Produce and Variety. Videos / Case Study.  |  |                                  |  |         |
| Module 3  | Time Series  | Case Study                       | Data Collection on Time Series & Analysis            | 9 Hours |
| Topics: Concepts of Forecasting, Types of forecasting, Time series methods - Weighted Average, Weighted Moving Average., Qualitative v/s Qualitative methods of Forecasting. Videos / Case Study  |  |                                  |  |         |
| Module 4  | Production Planning  | Assignment & Case Study          | Planning, Scheduling and Report writing              | 9 Hours |
| Topics: Types of Production Planning and Control Systems, Planning and Scheduling, Capacity Planning, Overview of Master Production Schedule (MPS), Materials Requirement Planning (MRP) I and relevance to Supply Chain Management/ Warehousing, Introduction to Inventory Management and Inventory Models Videos / Case study.  |  |                                  |  |         |
| Module 5  | Introduction to Logistics Management   | Assignment                       | Inventory Data Analysis and Interpretation           | 9 Hours |
| Topics: Introduction to Logistics Management, Transportation Management and Planning, Warehouse and Distribution Management, Current trends in Logistics management, 3PL and 4PL logistics  |  |                                  |  |         |
| Targeted Application & Tools that can be used:<br>Above concepts are helpful in understanding the entire system of production, planning, layouts, facility, forecasting and inventory appropriate to any manufacturing unit like Automobile assembly, confectionary factory, process designing for various manufacturing units and service centres. Useful Software or tools are Microsoft Excel. |  |                                  |  |         |
| Project work/Assignment: Mention the Type of Project /Assignment proposed for this course   |  |                                  |  |         |
| Assignment type: Case study on listing out various production processes and designing facilities for given product and service requirements.  |  |                                  |  |         |
| Text Book<br>Operations Management, William J Stevenson, McGraw-Hill, 2009. Ninth Edition. Available in library<br>Logistics Management by D.K. Agrawal   |  |                                  |  |         |
| References<br>i. Operations Management, Collier/Evans/Ganguly, CENGAGE Learning, 2016, ISBN: 978-81- 315-2809-9.<br>ii. Operations Management for Competitive Advantage, Richard B. Chase, F Robert Jacobs, Nicholas J Aquilano, Nitin K Agarwal, McGraw-Hill; 2009. Eleventh Edition.  |  |                                  |  |         |
| Catalogue prepared by   | Name/Names of the Faculty members prepared this catalogue:<br>Dr Praveen Mustoor   |                                  |  |         |
| Recommended by the Board of Studies on  | Mention the BOS Number and the Date of BOS:  |                                  |  |         |
| Date of Approval by the   | Mention the Academic Council Meeting   |                                  |  |         |

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| Academic Council | No. & the date of the meeting: |
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| <b>Course Code:</b><br>PPS4001   | <b>Course Title: Aptitude Training</b><br><b>Type of Course: Program Core</b><br><b>Theory Only</b>   |            | <b>L-T- P- C</b> | <b>0</b>       | <b>0</b> | <b>2</b> | <b>1</b> |
| <b>Version No.</b>   | 1.0   |            |                  |                |          |          |          |
| <b>Course Pre-requisites</b>   | <b>Basic mathematical operations.</b><br><b>Basic English.</b>  |            |                  |                |          |          |          |
| <b>Anti-requisites</b>   | <b>NIL</b>  |            |                  |                |          |          |          |
| <b>Course Description</b>  | The objective of this course is to prepare the trainees to tackle the questions on various topics and various difficulty levels based on Quantitative Ability, Logical Reasoning and Verbal Ability asked during the placement drives. There will be sufficient focus on building the fundamentals of all the topics, as well as on solving the higher order thinking questions. The focus of this course is to teach the students to not only get to the correct answers, but to get there faster than ever before, which will improve their employability factor. |            |                  |                |          |          |          |
| <b>Course Outcomes</b>   | On successful completion of the course the students shall be able to:<br>1] IDENTIFY the basic concept needed in a question.<br>2] SOLVE the quantitative and logical ability questions with the appropriate concept.<br>3] EXAMINE the data given in complex problems.<br>4] EXAMINE given text sentences and paragraphs for errors and correct them.  |            |                  |                |          |          |          |
| <b>Course Content:</b>   |   |            |                  |                |          |          |          |
| <b>Module 1</b>  | Logical Reasoning   | Assignment | Problem solving  | <b>5 Hours</b> |          |          |          |
| Topics:<br>Coding & Decoding, Blood Relations, Linear Arrangement, Circular Arrangement, Directions, Syllogisms  |   |            |                  |                |          |          |          |
| <b>Module 2</b>  | Quantitative Ability  | Assignment | Problem solving  | <b>5 Hours</b> |          |          |          |
| Topics:<br>Percentages, Ratios & Proportions, Averages, Mixtures & Alligation, Data Interpretation   |   |            |                  |                |          |          |          |
| <b>Module 3</b>  | Verbal Ability  | Assignment | Comprehension    | <b>5 Hours</b> |          |          |          |
| Topics:<br>Articles, Subject Verb Agreement, Synonyms & Antonyms, Verbal Analogies, Ordering of Words, Parajumbles, Sentence Correction, Cloze Test  |   |            |                  |                |          |          |          |
| <b>Targeted Application &amp; Tools that can be used:</b><br>Application area: Placement activities and Competitive examinations.  |   |            |                  |                |          |          |          |
| <b>Project work/Assignment: Mention the Type of Project /Assignment proposed for this course</b>   |   |            |                  |                |          |          |          |
| Assignment:<br>Complete all the questions and solutions covered in the class.  |   |            |                  |                |          |          |          |
| <b>Text Book</b><br>1. Aggarwal, R. S. (2018). A Modern Approach to Verbal & Non-Verbal Reasoning. S. Chand Limited.<br>2. Aggarwal, R. S. (2017). Quantitative Aptitude for Competitive Examinations. S. Chand Limited.<br>3. Lewis, N. (1979). Word Power Made Easy. Simon and Schuster. |   |            |                  |                |          |          |          |
| <b>References</b><br>1. <a href="http://www.indiabix.com">www.indiabix.com</a><br>2. <a href="http://www.youtube.com/TheAptitudeGuy/videos">www.youtube.com/TheAptitudeGuy/videos</a>  |   |            |                  |                |          |          |          |
| <b>Catalogue prepared by</b>   | Mr. Koustav Nandi   |            |                  |                |          |          |          |
| <b>Recommended by the</b>  | BOS No.:  |            |                  |                |          |          |          |

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| <b>Board of Studies on</b>                      | BOS Date:   |
| <b>Date of Approval by the Academic Council</b> | Academic Council Meeting No.:<br>Date of the meeting: |

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| <b>Course Code:</b><br>PPS2010   | <b>Course Title: Personality Development - Intermediate</b><br><b>Type of Course: School Core</b>  |                      | <b>L-T- P- C</b>          | <b>0</b>        | <b>0</b> | <b>2</b> | <b>1</b> |
| <b>Version No.</b>   | 1.1  |                      |                           |                 |          |          |          |
| <b>Course Pre-requisites</b>   | <ul style="list-style-type: none"> <li>Students are expected to understand Basic English.</li> <li>Students should have desire and enthusiasm to involve, participate and learn.</li> <li>Students should possess fundamental communication and research skills</li> </ul>   |                      |                           |                 |          |          |          |
| <b>Anti-requisites</b>   | NIL  |                      |                           |                 |          |          |          |
| <b>Course Description</b>  | <p>This course is designed to enable students of Business management to prepare for corporate &amp; business world. The modules are planned to improve confidence, communication, decision making and networking skills to give the students a competitive advantage and increase chances of success in getting placed.</p> <p>The course will benefit learners in presenting themselves effectively through role play, activities while also learning the importance of self-awareness and team work.</p> |                      |                           |                 |          |          |          |
| <b>Course Objective</b>  | The objective of the course is skill development of student by using Participative Learning techniques   |                      |                           |                 |          |          |          |
| <b>Course Outcome</b>  | <p><b>On successful completion of this course the students shall be able to:</b></p> <ul style="list-style-type: none"> <li>Demonstrate confidence and effective communication</li> <li>Prepare professional LinkedIn account and build business networks</li> <li>Recognize problem solving skills</li> <li>Discuss emotional intelligence components</li> </ul>  |                      |                           |                 |          |          |          |
| <b>Course Content:</b>   |  |                      |                           |                 |          |          |          |
| <b>Module 1</b>  | Self-awareness and EI  | Personality training | Group Tasks               | <b>03 Hours</b> |          |          |          |
| <p><b>Topics:</b> Johari Window, Emotional intelligence components – Self-awareness, Self-regulation, social skills, empathy and motivation</p> <p><b>Activity:</b> Classroom group activity</p>   |  |                      |                           |                 |          |          |          |
| <b>Module 2</b>  | PERSONAL BRANDING  | Individual Task      | Personal brand building   | <b>03 Hours</b> |          |          |          |
| <p><b>Topics:</b> LinkedIn profile building, network building &amp; its significance, Class room activities.</p> <p><b>Activity:</b> Building LinkedIn account and professional networking</p>     |  |                      |                           |                 |          |          |          |
| <b>Module 3</b>  | CAMPUS TO CORPORATE  | Placement training   | Mock Hours                | <b>05 Hours</b> |          |          |          |
| <p><b>Topics:</b> Resume writing, Video resume, GD, PI, Industry expert talks videos.</p> <p><b>Activity:</b> Write, Practice in groups, Perform</p>   |  |                      |                           |                 |          |          |          |
| <b>Module 4</b>  | PRESENTATION SKILLS  | PPT creation         | Survey-based presentation | <b>04 Hours</b> |          |          |          |
| <p><b>Topics:</b> Presentation skills. Ability to organize PPTs effectively, ability to apply their presentation skills and public speaking skills to make their presentations more effective.</p> |  |                      |                           |                 |          |          |          |



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| Activity: Survey a social scenario and present that in class.  |   |
| <b>Additional training:</b><br>Every session 30 min speaking activity for all students.<br>Topics: Current trends, Product pitching, Revision, New job roles and opportunities, Skills required in 2023- 2030 etc.   |   |
| <b>Workshop/Boot camp</b>  |   |
| <b>Assignments proposed for this course</b>  |   |
| <ul style="list-style-type: none"> <li>• LinkedIn</li> <li>• Presentation</li> </ul>   |   |
| <b>Text Book</b>   |   |
| <ul style="list-style-type: none"> <li>• <b>Me 2.0: Build a Powerful Brand to Achieve Career Success by Dan Schawbel</b></li> <li>• Jack Canfield, "The Success Principles", 8th Edition, HarperCollins Publishers India, 2015</li> <li>• Shiv Khera, "You Can Win", 3d Edition, Bloomsbury India, 2014</li> <li>• Stephen R Covey, "7 Habits of Highly Effective People", Simon &amp; Schuster, (2018)</li> <li>• Resume Writing: Craft a Resume That Will Knock Their Socks Off! By Alexander Burton</li> <li>• <b>HBR's 10 Must Reads on Emotional Intelligence (with featured article "What Makes a Leader?" by Daniel Goleman)</b></li> <li>• The presentation secrets of Steve Jobs by Carmine Gallo</li> <li>• Talk like Ted by Carmine Gallo</li> <li>• Business etiquette made easy- The essential guide to professional success- Myka Meier</li> <li>• Leaders eat last- Simon Sinek</li> <li>• Ted talk links</li> <li>• <a href="https://www.ted.com/talks/larry_smith_why_you_will_fail_to_have_a_great_career?language=en">https://www.ted.com/talks/larry_smith_why_you_will_fail_to_have_a_great_career?language=en</a></li> <li>• <a href="https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?referrer=playlist-the_10_most_popular_tedx_talks&amp;autoplay=true">https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?referrer=playlist-the_10_most_popular_tedx_talks&amp;autoplay=true</a></li> <li>• <a href="https://www.ted.com/talks/aimée_mullins_my_12_pairs_of_legs?language=en">https://www.ted.com/talks/aimée_mullins_my_12_pairs_of_legs?language=en</a></li> </ul> |   |
| <b>Movie References</b>  |   |
| <ul style="list-style-type: none"> <li>• The intern</li> <li>• The Pursuit of Happiness</li> </ul>   |   |
| <b>E-Resources:</b>  |   |
| The remote access link to e-resources at Presidency university:<br><a href="https://presiuniv.knimbus.com/user#/home">https://presiuniv.knimbus.com/user#/home</a>   |   |
| <b>Catalogue prepared by</b>   | Mr. Dhiraj  |
| <b>Recommended by the Board of Studies on</b>  | BOS No.:<br>BOS Date:                                 |
| <b>Date of Approval by the Academic Council</b>  | Academic Council Meeting No.:<br>Date of the meeting: |
| <b>The DAC meeting number &amp; Date</b>   | DAC Dated   |

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|-------------------------|---|---------|---|---|---|---|
| Course Code:<br>MBA2024 | Course Title: Financial Management<br>Type of Course: Program Core & Theory | L-T-P-C | 4 | 0 | 0 | 4 |
| Version No.             |   |         |   |   |   |   |
| Course Pre-requisites   | Decision making and problem solving abilities.                              |         |   |   |   |   |
| Anti-requisites         |   |         |   |   |   |   |

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| Course Description | The purpose of this course is to enable the students to analyze the cost of capital, return on investment and hence make informed decisions. The students get a fair idea about the concept of time value of money and its implications, to ensure effective use of capital and advice business about project costs, make capital investments, and structure deals to help company's growth. |
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| Course Objective | This course is designed for <b>SKILL DEVELOPMENT</b> by using <b>PARTICIPATIVE LEARNING</b> Techniques. |
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| Course Outcomes | On successful completion of this course the students shall be able to: <ol style="list-style-type: none"> <li>1. Compute the Time Value of Money for financial decision making- <b>Application</b></li> <li>2. Analyse the Weighted Average Cost of Capital of a Business, Capital Structure and implication of Dividend Decisions- <b>Analysis</b></li> <li>3. Employ various Capital Budgeting Evaluation Techniques for project selection- <b>Application</b></li> <li>4. Calculate the Working Capital requirements of a company - <b>Analysis</b></li> </ol> |
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| Course Content: |  |
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| Module 1 | <b>Financial Management and Time Value of Money</b> | Quiz | Understanding of Concepts | 15 Hours |
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Topics: Definition and Scope of Finance, Financial Manager's role, Financial Goal: Profit Maximization Vs Wealth Maximization, Agency Problems: Managers' Vs Shareholders' Goal, Ethics in Finance  
**Time Value of Money:** Future Value of a single cash flow, Present value of a single cash flow, Present value of an annuity due, Present value of a perpetuity, Loan amortization schedule, Problems on each sub topics. Casestudy.

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| Module 2 | <b>Cost of Capital, Capital Structure and Dividend Decisions</b> | Case Study | Application of Concept | 15 Hours |
|----------|--|------------|------------------------|----------|

Topics:  
**Long Term Sources of Funds and Cost of Capital:** Long term sources of finance: Bonds/ Debentures, Preference shares and Equity shares. Cost of Capital – Meaning, Significance, Types, Capital Asset Pricing Model, Weighted Average Cost of Capital (WACC)  
**Capital Structure:** Factors Determining Capital Structure, EBIT-EPS Analysis, Leverages - Operating Leverage,

Financial Leverage, Combined Leverage.

**Dividend Decisions:** Concept and Significance of Dividend Decision, Forms of Dividends: Cash Dividend, Bonus Shares, Share Split, Reverse Split, Buyback of Shares

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| Module 3 | Capital Budgeting | Assignment – Problem Solving Technique | Decision making | 15 Hours |
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Topics:

Meaning and nature, Process of capital budgeting, kinds of capital budgeting decisions, Cash flow for investment analysis, Evaluation Techniques - Pay Back Period, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index, NPV vs IRR, Reinvestment Assumption and Modified Internal Rate of Return (MIRR), NPV vs PI, Mutually Exclusive projects Case study.

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| Module 4 | Working Capital Management | Assignments | Application of Concept | 15 Hours |
|----------|----------------------------|-------------|------------------------|----------|

Topics: Working Capital Management – Concepts, Kinds of working capital, Sources of Financing Commercial paper, Letter of Credit, Bill Discounting, Factoring Factors determining working capital, Operating Cycle. Working capital policies – Conservative, Moderate, Aggressive. Working Capital Estimation

Targeted Application & Tools that can be used:

has wide application in Corporate Business, Banking, Financial Services Industry. It helps businesses to balance risk and profitability.

Basic Excel function

Project work/Assignment:

Project Assignment: –Mini projects on Capital Budgeting & Capital Structure (Problem Solving Technique)

Assignment: 1] Collect the data from the 5 firms and compute the cost of capital.

Assignment 2: Prepare a compressive report on working capital technique issued by various Companies.

1. I M Pandey, Financial Management, Pearson

References

1. Richard A. Brealey, Stewart C. Myers, Franklin Allen, and Pitabas Mohanty, Principles of Corporate Finance, McGraw-Hill Publishing.
2. Eugene F. Brigham and Louis C. Gapenski, Financial Management: Theory and Practice, Dryden Press.
3. Damodaran Aswath, Corporate Finance: Theory and Practice, John Wiley & Sons
4. Chandra P., "Financial Management: Theory and Practice" McGraw Hill Education.

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|-----------------------|-------------------------|
| Catalogue prepared by | Dr. Y. Venkata Rangaiah |
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| Date of Approval by the Academic Council |  |

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|---------------------------------------|---|----------|----------|----------|----------|
| <b>Course Code:</b><br><b>MBA2034</b> | <b>Course Title: Fundamentals of Business Analytics</b><br><b>Type of Course: School Core and Lab based</b> | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
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| <b>Version No.</b> | 2.0 |
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| <b>Course Pre-requisites</b> | Nil |
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| <b>Anti-requisites</b> | Nil |
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| <b>Course Description</b> | This course is an application-driven introduction to Business analytics. Every field of study and area of business has been affected as people increasingly realize the value of the incredible quantities of data being generated. But to extract value from those data, one needs to be trained in the proper data analytics skills. The R programming language has become the de facto entry level programming language for beginners in data analytics. Its flexibility, powerful and expressive, which have made it an invaluable tool for data analyst around the world. This course will introduce students to this rapidly growing field and equip them with some of its basic principles and tools as well as its general mindset. Students will learn concepts, techniques and tools they need to deal with various facets of data analytics practice, including data collection and integration, exploratory data analysis, predictive modeling, descriptive modeling, evaluation, and effective communication. The focus in the treatment of these topics will be on breadth, rather than depth, and emphasis will be placed on integration and synthesis of concepts and their application to solving problems. |
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| <b>Course Objectives</b> | This course is designed to improve the learners' <b>SKILL DEVELOPMENT</b> by using <b>PROBLEM SOLVING TECHNIQUES</b> like, Mini Projects and Case Study Presentations. |
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| <b>Course Out Comes</b> | On successful completion of the course the students shall be able to:<br>1) Define Business Analytics terms and skill sets [Knowledge]<br>2) Describe latest concepts, tools used in Business Analytics [Comprehension]<br>3) Apply analytical tools like R (& RStudio) to solve real business problems [Application] |
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| <b>Module 1</b> | <b>Introduction to Business Analytics</b> | Class instructions and demo of core concepts | Assignment and Quiz | <b>10 Hours</b> |
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Topics:  
Objectives of Analytics, Types of Business Analytics, Steps of Analytics Process. Data Collection, Data Preparation, Detecting, treating outliers and missing values. Model Building, Interpretation, Measurement of Model Accuracy. Big Data basics.

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| <b>Module 2</b> | <b>Introduction to R programming and EDA</b> | R & R Studio fully lab-based tutorials | Refer lab manual. Use of built in and sample datasets in manual. | <b>10 Hours</b> |
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Topics:  
Data: Data Collection, Data Management, Big Data Management, Organization/sources of data, Importance of data quality, Dealing with missing or incomplete data, Data Visualization, Data Classification

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| <b>Module 3</b> | <b>Business Analytics basic Tools and Techniques</b> | R & R Studio fully lab-based tutorials. Project. | Refer lab manual. Use of built in and sample datasets in manual. | <b>10 Hours</b> |
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**Topics:**

Overview and Industry Applications of Artificial Intelligence, Machine Learning, Deep Learning. Summarizing data using descriptive statistics, correlation. Simple Supervised Learning techniques: Linear (Simple and Multiple) Regression, Decision Trees. Unsupervised Learning: Clustering using KMeans. Time Series Forecasting, ARIMA.

**Targeted Application & Tools that can be used:**

Course has wide application across all business functions. Data Analysis Supportive tools like Excel/R Programming/Oracle

**Project work/Assignment: Mention the Type of Project /Assignment proposed for this course**

4. Lectures (30 Hours), review and bridging (6 Hours)
5. 3 Quizes
6. Assignment with Project Presentations

Datasets & code samples provided in the Lab Manual

**Text Book**

1. Business Analytics: The Science of Data Driven Decision Making, U. Dinesh Kumar, Wiley, 2020

Introduction to Data Science – Practical approach with R & Python: B Uma Maheswari & R Sujatha, Wiley, 2021

**Reference books & Links:**

**R1:** Data Analytics using R by Seema Acharya, McGraw Hill, 2018

**R2:** R programming for beginners: Sandip Rakshit, Mc Graw Hill Education, Year,

**R3:** Stanford Andrew Ng: <https://www.youtube.com/channel/UC5zx8Owujmv-bbhAK6Z9apg>

**R4:** KrishNaik <https://www.youtube.com/channel/UCNU>IfiiWBdtULKOW6XODig>

**R5:** Introduction to R & RStudio: <https://www.youtube.com/watch?v=IL0s1coNtRk>

**R6:** R Basic Syntax: <https://www.geeksforgeeks.org/introduction-to-r-studio/>

**Catalogue prepared by****Recommended by the Board of Studies on**

**Date of Approval by the Academic Council**

Prof. Krishna Durbha

**III SEMESTER**

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|--------------------------------|--|------------------|----------|----------|----------|----------|
| <b>Course Code:</b><br>MBA3052 | <b>Course Title: Corporate Strategy</b><br><b>Type of Course: Program Core only</b>  | <b>L- T-P- C</b> | <b>3</b> | <b>0</b> | <b>0</b> | <b>3</b> |
| <b>Version No.</b>             | 1.0  |                  |          |          |          |          |
| <b>Course Pre-requisites</b>   | [1] <b>Management</b> Concepts and Practices (MBA1015)<br>[2] <b>Microeconomics</b> for Managers (MBA1009)   |                  |          |          |          |          |
| <b>Anti-requisites</b>         | NIL  |                  |          |          |          |          |
| <b>Course Description</b>      | Corporate Strategy has become a significant point of the modern corporate world. The changing phases of the competition, the political and social changing faces, the invention of new techniques, and new ideas have compelled the corporate world to embrace the corporate strategy concept and come out with the success. This course (Corporate Strategy) is an integral part of the Strategic Management. Strategic Management is involved in many of the decisions that a leader makes.<br>This course includes what is a strategy, corporate direction, environmental scanning, and sources |                  |          |          |          |          |

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|  | of competitive advantage, BEVUCA, Neurostrategy, strategy formulation, competitive strategies in emerging industries, balanced scorecard, and International Business.   |   |   |                 |
| Course Objective   | This course is designed to improve the EMLOYABILITY SKILLS by using participative learning.   |   |   |                 |
| Course Outcomes  | <b>On successful completion of this course the students shall be able to:</b> <ol style="list-style-type: none"> <li>1) Define corporate strategy</li> <li>2) Identify various factors of competitive advantage</li> <li>3) Explain various generic competitive strategies</li> <li>4) Prepare a Balanced Scorecard for an organization.</li> </ol> |   |   |                 |
| Course Content:  |   |   |   |                 |
| <b>Module 1</b>  | Introduction to Strategic Management  | <b>Case:</b> Strategic Analysis of Starbucks Corporation  | <b>Data Analysis:</b> Analysis the different tools used in Neurostrategy based on University SCOPUS database (% analysis).                                    | <b>11 Hours</b> |
| <p>Topics:</p> <p><b>Module -I Introduction to Strategic Management</b></p> <p>What is Strategic Management &amp; Stages of Strategic Management, Integrating Intuition and Analysis, Adapting to Change, Key Terms in Strategic Management, External Opportunities and Threats &amp; Internal Strengths and Weaknesses, Long-Term Objectives, Strategies and Annual Objectives &amp; Policies, The Strategic-Management Model, Benefits of Strategic Management. Corporate Strategy, Directional Strategy, Portfolio Analysis Corporate Parenting. Nero strategy</p>                                    |   |   |   |                 |
| <b>Module 2</b>  | Environment al Scanning and Industry Analysis   | <b>Case Study:</b> Southwest Airline  | <b>Data Analysis:</b> Identification of factors responsible for BEVUCA Environment through questionnaire or from literature.                                  | <b>12 Hours</b> |
| <p>Capabilities and Competencies, Sources of Competitive Advantage: Position and Capability, Value Chain analysis- primary and secondary activities, Internal and External environmental analysis, SWOT, PESTEL analysis, VUCA &amp; BEVUCA, how strategy shapes structure- structuralist and reconstructionist approach- blue and red ocean strategy, Dubai strategy proposition. The Nature of an Internal Audit, Key Internal Forces, The Resource-Based View (RBV) Integrating Strategy and Culture Industry Analysis: The External Factor Evaluation (EFE) The Competitive Profile Matrix (CPM)</p> |   |   |   |                 |
| <b>Module 3</b>  | <b>Strategy Formulation</b>   | <b>Case study:</b> Class- or Mass(HBR), Idalene F. Kesner and Rockney Walters(2005).  | <b>Data Analysis:</b> Application of design thinking in industry, based on themes and sub theme analysis.(Application of spreadsheet with provided database). | <b>12 Hours</b> |
| <p>Generic Competitive Strategies- Cost leadership, Differentiation and focus, risk of generic strategy, The Balanced Scorecard, Types of Strategies, Levels of Strategies, Integration Strategies, Forward Integration &amp; Backward Integration, Horizontal Integration, Intensive Strategies, Market Penetration &amp; Market Development, Product Development, Diversification Strategies, Defensive Strategies A framework for competitor analysis- Michael Porter's Five Generic Strategies</p>   |   |   |   |                 |
| <b>Module 4</b>  | <b>Competitive Strategy and corporate advantage</b>   | <b>Case study: IKEA</b> ( <a href="http://aeunike.lecture.ub.ac.id/files/2012/03/Case-Kel.9.pdf">http://aeunike.lecture.ub.ac.id/files/2012/03/Case-Kel.9.pdf</a> ) | <b>Simulation:</b> Development and simulation of BSC with the help of spreadsheet.  | <b>10 Hours</b> |

Topics: Competitive Strategy in emerging Industries- the structural environment, early mobility barriers, early mobility barriers, coping with the competitors, which emerging industries to enter. Evolution of global industries, strategic alternatives in global industries, How to Become a Sustainable Company, Balanced Score Card, Digital advantage – SMAC. International Business Strategy- mode of entry in international business, political and country risk in International Business. Implementing Strategies: Management and Operations Issues, Implementing Strategies: Marketing, Finance/Accounting, R&D, and MIS Issues.

**Targeted Application & Tools that can be used:**

1. **Module no 1: Neurostrategy (Analysis of University SCOPUS database with the help of spreadsheet)**
2. **Module no 2: BECUVA (Identification of Factors through SPSS)**
3. **Module no 3: Design Thinking (Themes and sub themes analysis by VOSVIWER)**
4. **Module no 4: Balanced Score Card (Spreadsheet application)**

**Project work/Assignment:**

1. Quiz: Online quiz in University Edhitch platform (10 marks)
2. Article review
3. Identification of value creation process based on VRIO model of any organization of your choice(20 marks)

**Text Book**

Bhandari & Verma : *Strategic Management - A Conceptual Framework*, McGraw Hill Higher Education, New Delhi, India.

[https://higher.ed.mheducation.com/sites/125902640x/information\\_center\\_view0/index.html](https://higher.ed.mheducation.com/sites/125902640x/information_center_view0/index.html)

**References**

R1: Strategic Management CONCEPTS AND CASES, Fred R. David Francis Marion University Florence, South Carolina, 13th ed. Pearson Education, Inc., publishing as Prentice Hall

R2: Michael E. Porter: Competitive Strategy, The Free Press, New York.

<http://www.mim.ac.mw/books/Michael%20E.%20Porter%20-%20Competitive%20Strategy.pdf>

R3: HBR'S 10 Must Reads on Strategy. Harvard University Press, Boston, Massachusetts.

R3: Paul Leinwand; Cesare Mainardi. *Strategy that works*, Harvard University Press, Boston, Massachusetts.

<https://www.scribd.com/document/533966997/Strategy-That-Works-How-Winning-Companies-Close-the-Strategy-To-Execution-Gap-by-Paul-Leinwand-Cesare-R-Mainardi-Z-lib-org>

**Additional reading:** Preparing your business in Post- Pandemic World(HBR)

[https://img1.wsimg.com/blobby/go/a53b688c-293a-4784-a01f-](https://img1.wsimg.com/blobby/go/a53b688c-293a-4784-a01f-75c9461a886a/HBRs%2010%20Must%20Reads%20on%20Managing%20in%20a%20Downturn%2C%20.pdf)

[75c9461a886a/HBRs%2010%20Must%20Reads%20on%20Managing%20in%20a%20Downturn%2C%20.pdf](https://img1.wsimg.com/blobby/go/a53b688c-293a-4784-a01f-75c9461a886a/HBRs%2010%20Must%20Reads%20on%20Managing%20in%20a%20Downturn%2C%20.pdf)

Presidency University Library link: <https://puniversity.informaticsglobal.com:2293/insight/content/doi/10.1108/TQM-12-2016-0109/full/html>

**Catalogue prepared by**

Dr. S.FAKRUDDIN ALI AHMED

**Recommended by the Board of Studies on**

**Date of Approval by the Academic Council**

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|---|---|------------------------------------|----------|----------|----------|----------|
| <b>Course Code:</b><br>MBA3001  | <b>Course Title: Business Law</b><br><b>Type of Course: School Core Theory only</b>   | <b>L-T-P-C</b>                     | <b>3</b> | <b>0</b> | <b>0</b> | <b>3</b> |
| <b>Version No.</b>  | 1.0   |                                    |          |          |          |          |
| <b>Course Pre-requisites</b>  | <ol style="list-style-type: none"> <li>1. <b>Basic knowledge of functioning of a company</b></li> <li>2. <b>Communication skills</b></li> </ol>   |                                    |          |          |          |          |
| <b>Anti-requisites</b>  | <b>NIL</b>  |                                    |          |          |          |          |
| <b>Course Description</b>   | <p>The purpose of the course is to impart knowledge with regard to business laws. The nature of the course is to give right exposure to concerns and expectations of various stakeholders in the context of large-scale industrial change due to globalization. Law is an integral part of business. Every major area of business has a legal dimension- sales and advertisement, price and distribution and operations, finance and investment, personnel and industrial relations, export and import, and setting up and winding up of a business. With the increasing complexities of business, knowledge of law is becoming crucial in business management. For the successful management of an organization, it is important that the managers have a fairly good knowledge of the legal provisions affecting upon the business. The course will equip the students to enable the application of various business laws to the real-world conflicts and management challenges. To develop the legal- management skills and competencies this includes business law knowledge, planning, problem-solving and communication. It provides an understanding of the legal framework of business and the legal implications of their business decisions. The course will further equip the students with ideas, resources and tools for protecting business assets, resolving legal conflicts, and complying with the law. It guides on the best practices and tools for implementing an effective legal management system.</p> |                                    |          |          |          |          |
| <b>Course Objectives</b>  | This course is designed to improve the learner's EMLOYABILITY SKILLS by using participative learning through Class participation activities.  |                                    |          |          |          |          |
| <b>Course Outcomes</b>  | <p>On successful completion of this course the students shall be able to:</p> <p>CO 1. State the legal formation of contractual relationships in business.</p> <p>CO 2. Infer the concept of contract of sale and about conditions and warranties given by the companies.</p> <p>CO 3. Interpret the procedure for the formation of company, it's functioning, managing and winding up.</p> <p>CO 4. Explain consumer rights and the procedure for settlement of a dispute in a consumer forum.</p>   |                                    |          |          |          |          |
| <b>Course Content:</b>  |   |                                    |          |          |          |          |
| <b>Module 1</b>   | <b>The Indian Contract Act, 1872</b>  | Assignment (Experiential Learning) | 12 Hours |          |          |          |
| <p>Topics:<br/>Introduction to the global business and legal environment, Business Law: Meaning, Purpose, sources and classification of Business Law, Essentials of Contract, Classification of Contracts, Offer, acceptance and agreement, Consideration, Capacity to Contract, Free Consent, Legality of Object, Void Agreements, Performance of Contract, Discharge of contract, Remedies for Breach of Contract. Contingent Contract, Special Contracts: Bailment, contract of Indemnity and Guarantee, termination of agency-revocation and partnership Act.<br/>Formation of Contract of Sale, Conditions and Warranties, Transfer of property, Performance of Contract, Rights of an unpaid Seller, "Doctrine of Caveat Emptor". <b>[12-- Hours.] [Blooms 'level selected: Comprehension Level - 2 ----]</b></p> |   |                                    |          |          |          |          |
| <b>Module 2</b>   | <b>Legal Aspects of E-Payments</b>  | Case Law (Participative Learning)  | 12 Hours |          |          |          |
| <p>Topics:<br/>Meaning &amp; Definition, Characteristics of E-payments, Types of e-commerce payment systems in use today, Credit card, Debit card, Smart card, Legal aspects of Net-banking in India, other e- payment gateways.<br/>Sale of goods Act, IT Act provisions, Digital Signature, Electronic records, certifying authorities, Banking regulation Act 1949, FEMA Act 1999 and Fundamental of Income tax Act 1961.</p>  |   |                                    |          |          |          |          |



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| <b>[08 Hours.] [Blooms 'level selected: Application Level – 3]</b>  |  |            |          |
| <b>Module 3</b>   | <b>The Companies Act, 2013</b>           | Assignment | 12 Hours |
| <b>Topics:</b><br>Definition of Company, Characteristics of a Company, Kinds of Companies, Formation of Company, Memorandum of Association, Articles of Association, Prospectus, Share Capital, Shares, Company Management, Meetings and Proceedings, Borrowing Powers, debentures and Charges, Accounts and Auditors, Prevention of Oppression and Mismanagement, Winding up a company.  |  |            |          |
| <b>[12 Hours.] [Blooms 'level selected: Analysis Level 4]</b>   |  |            |          |
| <b>Module 4: The Consumer Protection Act, 1986 and Intellectual Property Rights - case laws)</b>  | <b>(Assignment- Practical case laws)</b> | Assignment | 9 Hours  |
| <b>Topics:</b><br>Objectives of the Act, Definitions, Consumer Protection Councils, Consumer Disputes Redressal Agencies, The filing of a complaint and the procedure of Hearing in a consumer forum.<br>Laws related to Intellectual Property Rights: Patents, Trademarks, copyrights, trade and factory design. Geographical Indication. <b>[07 Hours.] [Blooms 'level selected: Synthesis Level 5]</b>   |  |            |          |
| <b>Project Assignment: Case Law solving assignment- Class of 60 would be divided into 10 groups and each group has to come out with a solution to the case law given, within the time provided.</b><br><b>Assignment: 1] Writing a consumer complaint to consumer forum. – A hypothetical consumer dispute would be given to the student and they have to write a complaint to the respective court to resolve the issue.</b><br><b>Assignment 2: Companies Act.- The provisions relating to formation of a company should be drafted by every student in the class.</b>  |  |            |          |
| 1. Kapoor N D: Elements of Mercantile Law: 38 <sup>th</sup> Edition 2020- Sultan Chand & Sons. Educational Publishers, New Delhi.   |  |            |          |
| <b>References:</b>  |  |            |          |
| <b>R1.</b> Ravinder Kumar: Legal Aspects of Business 4e: Cengage Learning India Pvt Ltd. Delhi-110092.<br><b>R2.</b> Avatar Singh – Principles of Mercantile Law, Edition 9, 2011, Eastern Book Company, New Delhi 110001<br><b>R3.</b> Gulshan & G.K.Kapoor, Business Law, 2018 Edition New Age Publications, New Delhi.   |  |            |          |
| <b>E-RESOURCES FROM LIBRARY:</b>  |  |            |          |
| Science Direct: <a href="https://www-sciencedirect-com-presiuniv.knimbus.com/search?q=%22Business%20Law%22">https://www-sciencedirect-com-presiuniv.knimbus.com/search?q=%22Business%20Law%22</a><br>Emerald: <a href="https://www-emerald-com-presiuniv.knimbus.com/insight/search?q=%22Business+Law%22&amp;showAll=false&amp;p=1">https://www-emerald-com-presiuniv.knimbus.com/insight/search?q=%22Business+Law%22&amp;showAll=false&amp;p=1</a><br>ProQuest: <a href="https://www.proquest.com/abiglobal/results/6405E8F429B44F44PQ/1?accountid=177896">https://www.proquest.com/abiglobal/results/6405E8F429B44F44PQ/1?accountid=177896</a><br>Jstor: <a href="https://www-istor-org-presiuniv.knimbus.com/action/doBasicSearch?Query=%22Business+Law%22&amp;so=rel">https://www-istor-org-presiuniv.knimbus.com/action/doBasicSearch?Query=%22Business+Law%22&amp;so=rel</a><br>EBSCO eBooks: <a href="https://web.s.ebscohost.com/ehost/resultsadvanced?vid=2&amp;sid=dbbf2cec-507f-4a8d-a139-be35f74c8182%40redis&amp;bquery=%22Business+Law%22&amp;bdata=JmRiPWUwMDB4d3cmdHlwZT0xJnNlYXJjaE1vZGU9U3RhbmRhcmQmc2l0ZT1laG9zdC1saXZl">https://web.s.ebscohost.com/ehost/resultsadvanced?vid=2&amp;sid=dbbf2cec-507f-4a8d-a139-be35f74c8182%40redis&amp;bquery=%22Business+Law%22&amp;bdata=JmRiPWUwMDB4d3cmdHlwZT0xJnNlYXJjaE1vZGU9U3RhbmRhcmQmc2l0ZT1laG9zdC1saXZl</a>   |  |            |          |
| <b>WEBLINKS</b>   |  |            |          |
| <b>Case Laws:</b>   |  |            |          |
| 1. <b>Balfour v/s Balfour-</b> <a href="https://www.legalserviceindia.com/legal/article-4531-balfour-vs-balfour-case-analysis-1919-2kb-571.html">https://www.legalserviceindia.com/legal/article-4531-balfour-vs-balfour-case-analysis-1919-2kb-571.html</a><br>2. <b>Mohori Bibi vs Dharmodas Ghose-</b> <a href="https://www.legalserviceindia.com/legal/article-232-case-analysis-mohori-bibee-v-s-dharmodas-ghose.html#:~:text=Mohori%20Bibee%20V%2FS%20Dharmodas%20G">https://www.legalserviceindia.com/legal/article-232-case-analysis-mohori-bibee-v-s-dharmodas-ghose.html#:~:text=Mohori%20Bibee%20V%2FS%20Dharmodas%20G</a><br>3. <b>Baldry v/s Marshall -</b> <a href="https://www.lawctopus.com/academike/sale-goods-domestic-international-domain/">https://www.lawctopus.com/academike/sale-goods-domestic-international-domain/</a><br>4. <b>Hadley v/s Baxendale -</b> <a href="https://www.casebriefs.com/blog/law/contracts/contracts-keyed-to-farnsworth/remedies-for-breach/hadley-v-baxendale/">https://www.casebriefs.com/blog/law/contracts/contracts-keyed-to-farnsworth/remedies-for-breach/hadley-v-baxendale/</a><br>5. <b>Salomon v/s Salomon &amp; Co. Ltd. -</b> <a href="https://www.judicere.in/salomon-v-salomon-co-judicere/#:~:text=Salomon%20v%20Salomon%20is%20the,the%20insolvency%20of%20the%20company.">https://www.judicere.in/salomon-v-salomon-co-judicere/#:~:text=Salomon%20v%20Salomon%20is%20the,the%20insolvency%20of%20the%20company.</a><br>6. <b>Om Prakash v/s Reliance General Insurance 2017-</b> <a href="https://indiankanoon.org/doc/122441541">https://indiankanoon.org/doc/122441541</a> |  |            |          |
| <b>Catalogue prepared by</b>  | Dr. Vijay Vardhan                        |            |          |
| <b>Recommended by</b>   | BOS NO:                                  |            |          |

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| <b>the Board of Studies on</b>                  |                              |
| <b>Date of Approval by the Academic Council</b> | Academic Council Meeting No. |

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|--|--|----------------------|-------------------------|------------------|----------|----------|----------|----------|
| <b>Course Code:</b><br>PPS3008   | <b>Course Title: Personality Development - Advanced</b><br><b>Type of Course: School Core</b>  |                      |                         | <b>L-T- P- C</b> | <b>0</b> | <b>0</b> | <b>2</b> | <b>1</b> |
| <b>Version No.</b>   | 1.1  |                      |                         |                  |          |          |          |          |
| <b>Course Pre-requisites</b>   | <ul style="list-style-type: none"> <li>Students are expected to understand Basic English.</li> <li>Students should have desire and enthusiasm to involve, participate and learn.</li> <li>Students should possess fundamental communication and research skills</li> </ul>   |                      |                         |                  |          |          |          |          |
| <b>Anti-requisites</b>   | <b>NIL</b>   |                      |                         |                  |          |          |          |          |
| <b>Course Description</b>  | <p>This course is designed to enable students of Business management to prepare for corporate &amp; business world. The modules are planned to improve confidence, communication, decision making and networking skills to give the students a competitive advantage and increase chances of success in getting placed.</p> <p>The course will benefit learners in presenting themselves effectively through role play, activities while also learning the importance of self-awareness and team work.</p> |                      |                         |                  |          |          |          |          |
| <b>Course Objective</b>  | The objective of the course is skill development of student by using Participative Learning techniques   |                      |                         |                  |          |          |          |          |
| <b>Course Outcome</b>  | <p><b>On successful completion of this course the students shall be able to:</b></p> <ul style="list-style-type: none"> <li>Demonstrate confidence and effective communication</li> <li>Prepare professional LinkedIn account and build business networks</li> <li>Recognize problem solving skills</li> <li>Discuss emotional intelligence components</li> </ul>  |                      |                         |                  |          |          |          |          |
| <b>Course Content:</b>   |  |                      |                         |                  |          |          |          |          |
| <b>Module 1</b>  | Self-awareness and EI  | Personality training | Group Tasks             | <b>03 Hours</b>  |          |          |          |          |
| <p><b>Topics:</b> Johari Window, Emotional intelligence components – Self-awareness, Self-regulation, social skills, empathy and motivation</p> <p><b>Activity:</b> Classroom group activity</p> |  |                      |                         |                  |          |          |          |          |
| <b>Module 2</b>  | PERSONAL BRANDING  | Individual Task      | Personal brand building | <b>03 Hours</b>  |          |          |          |          |
| <p><b>Topics:</b> LinkedIn profile building, network building &amp; its significance, Class room activities.</p> <p><b>Activity:</b> Building LinkedIn account and professional networking</p>   |  |                      |                         |                  |          |          |          |          |
| <b>Module 3</b>  | CAMPUS TO CORPORATE  | Placement training   | Mock Hours              | <b>06 Hours</b>  |          |          |          |          |
| <b>Topics:</b> Resume writing, Video resume, GD, PI, Industry expert talks videos.   |  |                      |                         |                  |          |          |          |          |

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| <b>Activity:</b> Write, Practice in groups, Perform  |   |              |                           |                 |
| <b>Module 4</b>  | PRESENTATION SKILLS                                   | PPT creation | Survey-based presentation | <b>03 Hours</b> |
| <p><b>Topics:</b> Presentation skills. Ability to organize PPTs effectively, ability to apply their presentation skills and public speaking skills to make their presentations more effective.</p> <p>Activity: Survey a social scenario and present that in class.</p>  |   |              |                           |                 |
| <p><b>Additional training:</b><br/> <b>Every session 30 min speaking activity for all students.</b><br/> Topics: Current trends, Product pitching, Revision, New job roles and opportunities, Skills required in 2023- 2030 etc.</p>   |   |              |                           |                 |
| <b>Workshop/Boot camp</b>  |   |              |                           |                 |
| <b>Assignments proposed for this course</b>  |   |              |                           |                 |
| <ul style="list-style-type: none"> <li>• LinkedIn</li> <li>• Presentation</li> </ul>   |   |              |                           |                 |
| <b>Text Book</b>   |   |              |                           |                 |
| <ul style="list-style-type: none"> <li>• <b>Me 2.0: Build a Powerful Brand to Achieve Career Success by Dan Schawbel</b></li> <li>• Jack Canfield, "The Success Principles", 8th Edition, HarperCollins Publishers India, 2015</li> <li>• Shiv Khera, "You Can Win", 3d Edition, Bloomsbury India, 2014</li> <li>• Stephen R Covey, "7 Habits of Highly Effective People", Simon &amp; Schuster, (2018)</li> <li>• Resume Writing: Craft a Resume That Will Knock Their Socks Off! By Alexander Burton</li> <li>• <b>HBR's 10 Must Reads on Emotional Intelligence (with featured article "What Makes a Leader?" by Daniel Goleman)</b></li> <li>• The presentation secrets of Steve Jobs by Carmine Gallo</li> <li>• Talk like Ted by Carmine Gallo</li> <li>• Business etiquette made easy- The essential guide to professional success- Myka Meier</li> <li>• Leaders eat last- Simon Sinek</li> <li>• Ted talk links</li> <li>• <a href="https://www.ted.com/talks/larry_smith_why_you_will_fail_to_have_a_great_career?language=en">https://www.ted.com/talks/larry_smith_why_you_will_fail_to_have_a_great_career?language=en</a></li> <li>• <a href="https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?referrer=playlist-the_10_most_popular_tedx_talks&amp;autoplay=true">https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?referrer=playlist-the_10_most_popular_tedx_talks&amp;autoplay=true</a></li> <li>• <a href="https://www.ted.com/talks/aimee_mullins_my_12_pairs_of_legs?language=en">https://www.ted.com/talks/aimee_mullins_my_12_pairs_of_legs?language=en</a></li> </ul> |   |              |                           |                 |
| <b>Movie References</b>  |   |              |                           |                 |
| <ul style="list-style-type: none"> <li>• The intern</li> <li>• The Pursuit of Happiness</li> </ul>   |   |              |                           |                 |
| <b>E-Resources:</b>  |   |              |                           |                 |
| The remote access link to e-resources at Presidency university:<br><a href="https://presiuniv.knimbus.com/user#/home">https://presiuniv.knimbus.com/user#/home</a>   |   |              |                           |                 |
| <b>Catalogue prepared by</b>   | Mr. Dhiraj  |              |                           |                 |
| <b>Recommended by the Board of Studies on</b>  | BOS No.:<br>BOS Date:                                 |              |                           |                 |
| <b>Date of Approval by the Academic Council</b>  | Academic Council Meeting No.:<br>Date of the meeting: |              |                           |                 |
| <b>The DAC meeting number &amp; Date</b>   | DAC Dated   |              |                           |                 |

|                                |  |                  |   |    |   |
|--------------------------------|--|------------------|---|----|---|
| <b>Course Code:</b><br>MBA3050 | <b>Course Title: Current Affairs</b><br><b>Type of Course: School Core</b> | <b>L-T- P- C</b> | 1 | 00 | 1 |
|--------------------------------|--|------------------|---|----|---|

**Version No.**

**Course Pre-requisites**  
The students should have a flair & interest for reading & keeping track of news items that are of significance at local, regional, national & global levels.

**Co-requisites**

**Course Description**  
Current Affairs are global or national events that have a substantial influence on business, finance, politics, society, & culture. They may also impact the disciplines of technology, sports, and entertainment. Maintaining awareness of current events is important in order to have a broader understanding of the world and thereby make prudent & well informed decisions. Current Affairs helps students to understand and navigate the complexities of the modern world. It also helps them in striking meaningful conversations, debates & engagement with a large number of stakeholders.

**Course Objective**  
Current Affairs course is designed to be a Skill Development course that shall prepare the students to remain abreast & informed on topics & matters of contemporary relevance & interest. This will also help the students to prepare in advance for Group Discussion & Personal Interview topics.

**Course Outcomes**  
**On successful completion of this course the students shall be able to:**

1. Beware of the opportunities and challenges for MBA students in the contemporary situation
2. Discuss the impact of various events at local, regional, national & global levels (Comprehension)
3. Demonstrate critical points of views on matters of current affairs (Application)

**Course Content:**  
A total of 10 Hours are planned for the course.  
Each Session of 70 mnts duration shall be split into 2 Hours of 35 minutes each (20 sub Hours in all). Three broad buckets shall be analyzed & discussed by the faculty. The buckets shall comprise:

- Student life and career topics (8 Hours)
- Media and Industry (8 Hours)
- Governance and Macro Economics (8 Hours)

In all, a total of 20 different topics shall be discussed in the class.  
Given below are the samples of potential topics comprising the above three buckets.

|  |  |                |
|--|--|----------------|
| <b>Introduction to Student life and career Topics.</b> | Introduction to current affairs, its importance to student's personality & career development, challenges from new technology (students' vulnerability to fintech scams, social media scams and recruitment scams). Knowledge about Job consultancies. Global capability centers. Jobs in GCC. AI and its impact on BPO industry. Government job opportunities to MBA students. Indian Infrastructure development and job opportunities. | <b>6 Hours</b> |
|--|--|----------------|

**Sample Topics:** case studies from news paper can be taken for discussion

|                       |  |
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| <b>Detailed Topic</b> | Discussion on News Papers and sources of |
|-----------------------|--|

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| <b>discussions on media and industry</b> |  | news. news reading and understanding. Truth and false news in the media. Can India become a global semiconductor hub, Tech Industry and Big Tech Regulation etc, Cybersecurity and Digital Diplomacy, Effect of ChatGPT in the education sector, EV Adoption in India, etc. | <b>5 Hours</b> |
|--|--|---|----------------|

**Sample Topics:** students may be asked to read newspaper and prepare for presentation on the above topics along with discussion in the classroom

|  |  |  |                |
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| <b>Basic General Awareness on society governance and macro economics</b> |  | <b>Education Discussion (example):</b> Indian 4-layer democratic system and electoral methods. Voting responsibility. voting rights to graduates. Inflation and Monetary Policy and its impact on economy, RBI currency printing methodology. "Make in India" and "Atmanirbhar Bharat initiatives, Indian recent economic policies and its impact on job creation. | <b>4 Hours</b> |
|--|--|--|----------------|

**Sample Topics:** students may be asked to read newspaper and prepare for presentation on the above topics along with discussion in the classroom

**Pedagogy / Project work /Assignment:**

- PPT based delivery of topics
- Classroom discussions
- Student presentations( both individual & group)
- JAM & GDs.
- **No internal / MT evaluation.**
- **Only End Term MCQs.**

**Teaching aid**

1. Subscriptions to BSmart app of Business Standard.
2. YouTube Videos, news clips etc.
3. Other reference material.

**References**

|   |                           |
|---|---------------------------|
| <b>Catalogue prepared by</b>                    | <b>Dr Virupaksha Goud</b> |
| <b>Recommended by the Board of Studies on</b>   |                           |
| <b>Date of Approval by the Academic Council</b> |                           |

**IV SEMESTER**

**DISCIPLINE ELECTIVE COURSE**

**MARKETING**

|  |  |                              |   |                 |
|--|--|------------------------------|---|-----------------|
| <b>Course Code:</b><br>MBA2030   | <b>Course Title: Consumer Behaviour</b>  |                              | <b>L-T-P-C</b>  | 3-0-0-3         |
| <b>Version No.</b>   | <b>Type of Course: Discipline Core Theory Only Course</b>  |                              |   |                 |
| <b>Course Pre-requisites</b>   | <ul style="list-style-type: none"> <li>• Fundamentals of Marketing</li> <li>• Fundamentals of Sales</li> </ul>   |                              |   |                 |
| <b>Anti-requisites</b>   |  |                              |   |                 |
| <b>Course Description</b>  | <p>Consumer is the centre of all marketing actions. For a brand or a product to be able to appeal to the consumer and gain their loyalty, it is imperative that the it is not only created/created but also marketed taking into serious consideration the interests, aspirations, and preferences of the consumer. Therefore, a clear understanding of Consumer Behaviour is indispensable to successful marketing action. The course provides students with a deep understanding of the concepts of consumer behaviour and to help them use this understanding to make better marketing decisions. The students will learn the key concepts and theories of consumer behavior, identify applications of these concepts and theories to real world consumer behavior problems and show how behavioral evidence can be used to evaluate alternative marketing strategies based on insights that can be used to drive innovation across industries.</p> |                              |   |                 |
| <b>Course Out Comes</b>  | <p>On successful completion of the course the students shall be able to:</p> <ol style="list-style-type: none"> <li>1] Explain the importance and the inter-disciplinary nature of Consumer Behavior. <b>(Comprehension)</b></li> <li>2] Apply the concepts of Motivation, Personality and Perception in consumer decision making. <b>(Application)</b></li> <li>3] Apply the concepts of Learning and Attitude in consumer decision making. <b>(Application)</b></li> <li>4] Analyze the effect of Sociological influences on Consumer Behavior. <b>(Analysis)</b></li> </ol>   |                              |   |                 |
| <b>Course Objective</b>  | <p>This course is designed to improve the learners' EMPLOYABILITY SKILLS by using PARTICIPATIVE LEARNING techniques.</p>   |                              |   |                 |
| <b>Module 1</b>  | <b>Introduction to the study of Consumer Behavior</b>  | Play (EXPERIENTIAL LEARNING) | Experiential Learning activity depicting the different types of decision-making process of consumers applying to live products/services | <b>11 Hours</b> |
| <p>Consumer Behaviour: Definition, Meaning &amp; Importance, Nature &amp; Scope, Theoretical framework of Consumer Behaviour, Traditional vs Digital consumers, Ethnography, Consumer Involvement, Causes, Low and high involvement, Models of Consumer Behaviour, Levels of Consumer Decision Making - Extensive Problem-Solving Model, Limited Problem-Solving Model, Routinized Response Behavior</p> |  |                              |   |                 |
| <b>Module 2</b>  | <b>Psychological Influences on Consumer Behavior</b>   | Assignment and Case study    | Primary data collection for Assignment  | <b>10 Hours</b> |
| <b>Motivation:</b> Basics of Motivation, Needs, Goals, Positive & Negative Motivation, Rational Vs Emotional   |  |                              |   |                 |

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| <p>motives, <b>Personality &amp; Self Concept:</b> Basics of Personality, understanding consumer diversity, Changing Lifestyles and footprint on Digital era. <b>Family:</b> Family decision making, Family consumption roles, Traditional family life cycle &amp; implications. <b>Opinion Leadership:</b> Dynamics of opinion leadership process, Opinion Leadership &amp; Marketing Strategy.</p>   |   |  |   |                 |
| <b>Module 3</b>  | <b>sumer Learning, Attitude, Memory and Information processing</b>                | Case Study (EXPERIENTIAL LEARNING)                       | classroom/Experiential Learning through activity and assignment | <b>12 Hours</b> |
| <p>Elements of Consumer Learning – motives, cues, responses, reinforcement, Reinforcement, Classical conditioning, S-R theory, Observational learning, Information processing – Short term, long term, perception v/s attitude, attitude formation, tri component model of attitude, TRA – Theory of reasoned action, ELM Model - The elaboration likelihood model , cognitive dissonance, Absolute Threshold / Just Noticeable Difference, Applications of Perception, Consumer Profiling, Psychographics</p>   |   |  |   |                 |
| <b>Module 4</b>  | <b>Sociological Influences on Consumer Behaviour and Consumer behavior models</b> | Term paper/Assignment/Case Study (EXPERIENTIAL LEARNING) | Field research  | <b>12 Hours</b> |
| <p>Social Comparison, Informational Social influence, Conformity &amp; Norms, EKB Model, Howard Sheth Model, Family Decision-making Model, Pavlovian Model and Economic Model, Consumerism, Consumer protection Act (CPA-2019) in light of e commerce and digitization, Types of Decisions and Decision Making, Consumer Decision Making Influencers, Role of Culture in Decision Making, Experiential Utility Role of Emotions in Decision Making, Motivation and Emotion, Social Judgement Theory</p>  |   |  |   |                 |
| <p><b>Targeted Application &amp; Tools that can be used:</b> Students would be encouraged to take up live projects and through experiential learning activities in the class they will imbibe the cognitive approaches to understand and apply factors effective to understand consumer minds.</p>   |   |  |   |                 |
| <p><b>Project work/Assignment:</b></p>   |   |  |   |                 |
| <p><b>1] Field project(Group):</b> Select a Product/Brand of your choice and complete the following task:</p> <ol style="list-style-type: none"> <li>1. Provide a brief introduction to the product/Retailer/Organisation and explain what would attract the consumers to this brand from the category.</li> <li>2. Write in brief about any two external /internal factors which would influence the consumer on his purchase decision (keeping in mind the type of buying process involved for the product).</li> <li>3. Collect Primary Data from customers of the selected Product/brand about the factors you have considered important for their purchase and also the level of satisfaction (Post Purchase)</li> <li>4. Analyse the collected primary data by listing/interpreting your findings.</li> <li>5. Conclude your report with valid suggestions and or recommendations.</li> </ol> <p>(Kindly note: Student should visit PU library and access the online resources for the same and incorporate the assignment as well as attach the photo of log in and log out in person in the end of the assignment file.)</p> <p><b>2] Group Assignment:</b> Imagine you are a consumer who needs to buy any one of the following product:</p> <ol style="list-style-type: none"> <li>a) A Sports utility vehicle</li> <li>b) A luxury farmhouse</li> </ol> |   |  |   |                 |

- c) A high-end mobile phone
- d) A motorbike/scooter

While making the purchase decision you have to keep in mind the following and explain your choice based on:

- 1) TRIO of NEEDS
- 2) Motivation Process
- 3) Brand Personality vs SELF IMAGE

Keeping in mind the above factors explain:

- a) The buying process (selecting whether it is EPS, LPS, RPS).
- b) Apply the IPO (Input Process and Output)

In completing the above task don't forget to

Your written report should be backed up with relevant academic literature review as it is an open book term paper and a conclusion. (Kindly note: Student should visit PU library and access the online resources for the same and incorporate the assignment as well as attach the photo of log in and log out in person in the end of the assignment file.)

#### **Text Book**

1. Loudon, David L. and Bitta, Albert J. Della (1992), Consumer Behavior: Concepts and Applications. 4<sup>th</sup> Ed. McGraw Hill Education

#### **References**

##### **Books:**

R1 Consumer Behavior 12 e by Schiffman, J Wisenblit, and S.Ramesh Kumar.

##### **Online Library**

<https://presiuniv.knimbus.com/user#/home>

##### **Articles :**

- Evolution and trends in consumer behavior: Insights from Journal of Consumer Behavior-Web of Science Core Collection (knimbus.com)
- Griskevicius & Kenrick (2013) Fundamental motives: How evolutionary needs influence consumer behaviour (article)

Fundamental motives: How evolutionary needs influence consumer behavior-Web of Science Core Collection (knimbus.com)

- Loureiro, S. M. C., Bilro, R. G., & Japutra, A. (2020). The effect of consumer-generated media stimuli on emotions and consumer brand engagement. *Journal of Product & Brand Management*, 29(3), 387-408.
- Tian, Y., Yoo, J. H., & Zhou, H. (2022). To read or not to read: An extension of the theory of planned behaviour to food label use. *International Journal of Consumer Studies*, 46(3), 984-993.

To read or not to read: An extension of the theory of planned behaviour to food label use-Web of Science Core Collection (knimbus.com)

- Mulyanegara, R. C., Tsarenko, Y., & Anderson, A. (2009). The Big Five and brand personality: Investigating the impact of consumer personality on preferences towards particular brand personality. *Journal of brand management*, 16, 234-247.
- Yan, L., Keh, H. T., & Wang, X. (2021). Powering sustainable consumption: The roles of green consumption values and power distance belief. *Journal of Business Ethics*, 169, 499-516.

#### **Additional Reading**



- Consumer attitudes to utility products: a consumer behaviour perspective  
<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/02634500210450837/full/html>
- Liu D, Darbandi M. (2022). Assessing the impact of cloud-based services on the consumer minds and its impact on consumer behaviour. *Kybernetes*.51(6):2127-2155 Link: <https://web.p.ebscohost.com/ehost/detail/detail?vid=23&sid=954f0526-3312-4742-b34a-1ee127cdcc2f%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=156948690&db=iib>
- Effect of television adverts on children’s purchase behaviour: Evidence from Ghana **Link: <https://www.tandfonline.com/doi/full/10.1080/23311975.2019.1614740>**
- Consumer attitudes to utility products: a consumer behaviour perspective  
Link: <https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/02634500210450837/full/html>
- Liu D, Darbandi M (2022). Assessing the impact of cloud-based services on the consumer minds and its impact on consumer behaviour. *Kybernetes*.51(6):2127-2155 Link: <https://web.p.ebscohost.com/ehost/detail/detail?vid=23&sid=954f0526-3312-4742-b34a-1ee127cdcc2f%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=156948690&db=iib>
- Case Study: **Do women customers love to talk about financial brands? An empirical evidence on the mediated service responsiveness and brand sincerity in creating a positive word of mouth**  
<https://www.tandfonline.com/doi/full/10.1080/23311975.2021.1945426>

**HBR Articles**

Magids, Scott, Zorfas, Allan, and Leemon, Daniel. (2015). The New Science of Emotions. Harvard Business Review.

**Link:** [The New Science of Customer Emotions \(hbr.org\)](https://hbr.org/2015/05/the-new-science-of-customer-emotions)

Weed, Keith (2012). Change Consumer Behavior with These Five Levers. Harvard Business Review.

**Link:** <https://hbr.org/2012/11/change-consumer-behavior-with>

**Videos:**

- Consumer Behavior Models, Link: [https://youtu.be/1dFn\\_HTWlak](https://youtu.be/1dFn_HTWlak)
- Consumer Behaviour Factors, Link: <https://youtu.be/UL6imegssbQ>

|   |                        |
|---|------------------------|
| <b>Catalogue prepared by</b>                  | Dr. Mohamad Imrozuddin |
| <b>Recommended by the Board of Studies on</b> |                        |
| <b>Date of Approval by the Academic</b>       |                        |

|                |  |
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| <b>Council</b> |  |
|----------------|--|

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|--|--|-----------------------|---|
| Course Code:<br><b>MBA3112</b>   | Course Title: <b>Customer Relationship Management</b><br>Type of Course: <b>Discipline Elective and Theory Only</b> course   | <b>L-T-P- C</b>       | <b>3-0-0-3</b>                                    |
| Version No.  |  |                       |   |
| Course Pre-requisites  | <ul style="list-style-type: none"> <li>f) Basic oral and written communication skills</li> <li>g) MS Office</li> <li>h) Soft Skills - Creativity, Adaptability, Collaboration, Leadership</li> <li>i) Basic Knowledge of Marketing Management</li> <li>j) Social Media exposure</li> </ul>   |                       |   |
| Anti-requisites  |  |                       |   |
| Course Description   | <p>This course examines the key principles of relationship marketing including: the shift from a functional to a cross functional orientation; the emphasis on business processes; Concepts related to Customer Retention, Customer Life Time Value, customer experience and its application would be focused in this course. Exposure to Customer Automation also would be given to students enhancing their employability skills. This course also includes enterprise-wide customer-centric approach to maximizing customer value. It is aimed at creating long-lasting and profitable relationships with individual customers - in both B2B and B2C contexts.</p> <p>At the end of the course ,students will be able to review key concepts, examining real-world applications, and analyzing practical examples which will help them to gain valuable insights into relationship management best practices.</p> |                       |   |
| Course Objective   | The course aims at EMPLOYABILITY with respect to Marketing of Services with PARTICIPATIVE learning activities.   |                       |   |
| Course Out Comes   | <p><b>On successful completion of the course the students shall be able to:</b></p> <p><b>CO1:</b> Explain Relationship Marketing and its relationship with other business functions.</p> <p><b>CO2:</b> Apply Customer Relationship Marketing, Customer Retention, Customer lifetime Value concepts to study their impact on profitability.</p> <p><b>CO3:</b> Explain the concepts of Artificial Intelligence tools and their use in sales and Marketing</p> <p><b>CO4:</b> Demonstrate CRM Research, Data mining and Data Warehousing</p>   |                       |   |
| Course Content   |  |                       |   |
| Module 1   | <b>Introduction to CRM</b>   | Experiential Learning | Ability to explain Business marketing<br>12 Hours |
| Concept of Customer Relationship Marketing -significane of CRM- Customer Retention, Customer lifetime Value, Delivering Customer Experienced Value, Ethics in CRM- CRM and and its significance in driving business development- Importance of rapport building in business relationships- Active listening and empathy in relationship management.  |  |                       |   |
| Module 2   | <b>Strategic CRM</b>   | Experiential Learning | Application<br>12 Hours                           |
| CRM Ecosystem – Components and Dynamics - Key principles and strategies for effective relationship management- Impact of Customer Relationship management on Sales & Marketing Strategy, Impact of Customer Retention on Profitability and ROI.- role of sales and commercial agents in building and managing relationships- Techniques for identifying potential clients, stakeholders, and business partners- Proactive networking and relationship-building approaches- Relationship management best practices and success stories. |  |                       |   |
| Module 3   | <b>Technology and CRM</b>  | Participative         | <b>mprehension</b><br>11 Hours                    |

|  |  |                    |                    |          |
|--|--|--------------------|--------------------|----------|
|  | <b>(Operational CRM)</b>                                     | Learning           |                    |          |
| CRM Technology and Data Platforms, Database and Data Management, Introduction to use of Artificial Intelligence in Marketing and Sales- Leveraging digital platforms - social media for relationship cultivation- Crafting customer-centric strategies: Tools and techniques.  |  |                    |                    |          |
| Module 4   | <b>Customer Data Management (Analytical CRM)</b>             | icipative Learning | <b>mprehension</b> | 10 Hours |
| The role of data in CRM: From insights to actions- Developing and managing Customer Database, Current trends in Customer Data mining, Data warehousing.  |  |                    |                    |          |
| eted Application & Tools that can be used:<br>course enables the students to take various business marketing strategies and models.  |  |                    |                    |          |
| ect work/Assignment: Mention the Type of Project /Assignment proposed for this course  |  |                    |                    |          |
| The examinations are considered as part of learning process rather as an assessment tool. The course consists of Reading Materials including Lecture Notes, Case Analysis, Article Presentations, and Business Plan Presentation & Report with Two Closed Book Exams. The assignments are to assess participating students' understanding about the core concepts and practices of the course. The exact date of examinations will be as per University's guidelines and schedule. |  |                    |                    |          |
| Book <ul style="list-style-type: none"> <li>Francis Buttle, S. M. (2019). <i>Customer Relationship Management: Concepts and Technologies</i>. Devon, UK: Routledge.</li> </ul>   |  |                    |                    |          |
| Reference Books <ul style="list-style-type: none"> <li>Paul Greenberg (2010). <i>CRM at the Speed of Light, Fourth Edition: Social CRM 2.0 Strategies, Tools, and Techniques for Engaging Your Customers</i>: McGraw Hill foundation.</li> </ul>   |  |                    |                    |          |
| Web Links and Case Study Links<br><b>CMIE Prowess IQ</b><br><b>E-Journal Link:</b> <a href="https://www.cpj.edu.in/wp-content/uploads/2018/05/journal-2016-17.pdf">https://www.cpj.edu.in/wp-content/uploads/2018/05/journal-2016-17.pdf</a>   |  |                    |                    |          |
| Catalogue prepared by  | Dr. Akhila R Udupa   |                    |                    |          |
| Recommended by the Board of Studies on   | tion the BOS Number and the Date of BOS                      |                    |                    |          |
| Date of Approval by the Academic Council   | tion the Academic Council Meeting & the date of the meeting: |                    |                    |          |

|                                |   |          |          |          |          |
|--------------------------------|---|----------|----------|----------|----------|
| <b>Course Code:</b><br>MBA3090 | <b>Course Title: Marketing Analytics</b><br><b>Type of Course: Discipline Elective (Theory with Embedded Lab)</b>   | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
|                                |   | <b>3</b> | <b>0</b> | <b>0</b> | <b>3</b> |
| <b>Version No.</b>             | 2.0   |          |          |          |          |
| <b>Course Pre-requisites</b>   | <ul style="list-style-type: none"> <li>Students should have the basic mathematics and statistics knowledge</li> <li>Students should have a basic algorithm &amp; programming knowledge</li> </ul> |          |          |          |          |
| <b>Anti-requisites</b>         | Nil   |          |          |          |          |

|   |   |                                    |   |                 |
|---|---|------------------------------------|---|-----------------|
| <b>Course Description</b>   | As big data moves into the mainstream, marketers are seeing the opportunity to make the profession more scientific and numbers-driven than ever before. In addition, with measurement at the Centre of every marketing campaign, marketers have the opportunity to prove the return on investment of their programs with unprecedented accuracy. Yet, this wealth of data can be overwhelming. Every channel has its own metrics, every demographic group's behavior can be mined for targeting information. What are the numbers that matter? And what are they really telling us? How can we best leverage big data and marketing analytics to optimize results? This course explores the growing role of data in marketing. Taking a two-fold approach, the course looks in-depth at the two primary kinds of data available to marketers: internal, or what is called marketing analytics, and external, or big data. Using real-world examples and practical exercises, the course allows students to understand the interactions between both kinds of data, and how best to use both to improve marketing outcomes, demonstrate return on investment, and create increasingly effective marketing campaigns. |                                    |   |                 |
| <b>Course Objective</b>   | The Marketing Analytics course promotes learners' Employability skills through the analytical abilities in various Marketing Analytics Concepts based on laboratory Experiments/Assignments/Exercises/Case Studies involving hands-on experiential learning for solving the related Marketing business problems.  |                                    |   |                 |
| <b>Course Out Comes</b>   | On successful completion of the course the students shall be able to:<br>CO1) Identify appropriate tools, techniques for customer preference model<br><b>[Comprehension]</b><br>CO2) Apply Marketing Analytics tools for decision-making <b>[Application]</b><br>CO3) Apply multiple regression model for sales prediction <b>[Application]</b><br>CO4) Analyse customer segments with Cluster Analysis & Market Basket Analysis<br><b>[Analysis]</b>   |                                    |   |                 |
| <b>Course Content:</b>  |   |                                    |   |                 |
| <b>Module 1</b>   | <b>Introduction</b>   | Assignment (Experiential Learning) | Students are asked to collect the literature related to Business Analytics and its overview | <b>12 Hours</b> |
| Topics:<br>Introduction to Marketing Analytics, Importance, Definition and Types of Analytics, Benefits, framework. Marketing Analytics overview, OLAP, OLTP  |   |                                    |   |                 |
| <b>Module 2</b>   | Customer Preference   | Lab & Theory (Problem Solving)     | Data Collection/any other such associated activity  | <b>12 Hours</b> |
| Topics: <ul style="list-style-type: none"> <li>• Customer Preference: Identifying Customer Preference using Conjoint Analysis – Products, Attributes, and Levels – Using Evolutionary Solver to Generate Product Profiles.</li> <li>• Discrete Choice Analysis Using CRM Data: Incorporating Price and Brand Equity into Discrete Choice Analysis -Importing files into Excel</li> <li>• Identifying Semi-Structured and Unstructured Data (Customer Preference model)</li> </ul> |   |                                    |   |                 |
| <b>Module 3</b>   | <b>Sales Prediction</b>   | Lab Experiments                    | Discussion of Case Study related to Regression Analysis                                     | <b>11 Hours</b> |

|   |                              |              |  |                 |
|---|------------------------------|--------------|--|-----------------|
| <p>Topics:<br/> <b>Sales Prediction:</b> Building Multiple Regression model to Forecast Sales, Validating Model Assumptions with Data Analysis Tool Pak – Sales Prediction with S Curve Model.</p>  |                              |              |  |                 |
| <b>Module 4</b>   | <b>Customer Segmentation</b> | Mini-Project | Students has been assigned a Business Problem, based on that they should develop a model | <b>10 Hours</b> |
| <p>Topics:<br/> <b>Customer Segmentation:</b> Introduction – Identifying the Customer Segmentation – Clustering Method and Market Basket Analysis (MBA)</p>   |                              |              |  |                 |
| <p><b>Targeted Application &amp; Tools that can be used:</b><br/> Data Analysis using Supportive tools like Advanced Excel</p>  |                              |              |  |                 |
| <p><b>Project work/Assignment: Mention the Type of Project /Assignment proposed for this course</b></p>   |                              |              |  |                 |
| <ul style="list-style-type: none"> <li>• Collecting data for Retail Store information System</li> <li>• Simple algorithm in machine learning for preparing students information system.</li> </ul>  |                              |              |  |                 |
| <p><b>Web Resources:</b></p> <ul style="list-style-type: none"> <li>• <a href="https://presiuniv.knimbus.com/user#/home">https://presiuniv.knimbus.com/user#/home</a></li> <li>• <a href="https://www.marketingevolution.com/marketing-essentials/marketing-analytics">https://www.marketingevolution.com/marketing-essentials/marketing-analytics</a></li> <li>• <a href="https://journals.sagepub.com/doi/abs/10.1509/jm.15.0413">https://journals.sagepub.com/doi/abs/10.1509/jm.15.0413</a></li> <li>• <a href="https://www.sciencedirect.com/science/article/abs/pii/S0167811612000912">https://www.sciencedirect.com/science/article/abs/pii/S0167811612000912</a></li> </ul> |                              |              |  |                 |
| <p><b>Sample Data Set:</b><br/> <a href="https://www.mygreatlearning.com/blog/free-download-datasets/">https://www.mygreatlearning.com/blog/free-download-datasets/</a><br/> <a href="https://www.kaggle.com/datasets?fileType=csv">https://www.kaggle.com/datasets?fileType=csv</a></p>  |                              |              |  |                 |
| <p><b>Text Book</b><br/> 1. Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques 1<sup>st</sup> Edition, Wayne.L.Winston, Wiley</p>  |                              |              |  |                 |
| <p><b>References</b></p> <ul style="list-style-type: none"> <li>• Marketing Analytics: A practical guide to real marketing science Paperback – June 28, 2015 by <a href="#">Mike Grigsby</a> (Author)</li> </ul>  |                              |              |  |                 |
| <b>Catalogue prepared by</b>  | Dr.Senthilkumar Ranganathan  |              |  |                 |
| <b>Recommended by the Board of Studies on</b>   |                              |              |  |                 |
| <b>Date of Approval by the Academic Council</b>   |                              |              |  |                 |

|   |   |            |                        |          |          |          |          |
|---|---|------------|------------------------|----------|----------|----------|----------|
| <b>Course Code:<br/>MBA3109</b>   | <b>Course Title: Integrated Marketing Communication</b>   |            | <b>L-T-P-C</b>         | <b>3</b> | <b>0</b> | <b>0</b> | <b>3</b> |
|   | <b>Type of Course: Discipline Elective Theory Only</b>  |            |                        |          |          |          |          |
| Version No.   | 1.0   |            |                        |          |          |          |          |
| Course Pre-requisites   | Basic Marketing Concepts<br>Promotion Mix Elements<br>Communication Skills<br>Creativity and Critical thinking  |            |                        |          |          |          |          |
| Anti-requisites   | NA  |            |                        |          |          |          |          |
| Course Description  | <p>Integrated Marketing Communication (IMC) Essentials is a comprehensive course designed to equip students with the knowledge and skills necessary to develop and implement effective IMC strategies in today's dynamic marketing landscape. This course provides a deep dive into the principles, theories, and practices of IMC, covering key concepts such as brand building, consumer behavior, messaging, channel integration, and campaign measurement.</p> <p>Throughout the course, students will explore the evolution of IMC and its significance in contemporary marketing, gaining insights into the role of IMC in building brand equity, creating consistent brand experiences across channels, and driving business growth. They will learn how to analyze consumer behavior models and leverage consumer insights to develop targeted IMC strategies that resonate with their target audience.</p> <p>Students will also delve into the various components of IMC, including the promotion mix (advertising, sales promotion, direct marketing, public relations, personal selling, and digital marketing), and discover how to integrate traditional and digital media channels effectively in IMC campaigns. The course will provide practical guidance on planning, implementing, and evaluating IMC campaigns, emphasizing the importance of creativity, storytelling, and ethical considerations in marketing communication.</p> <p>By the end of the course, students will have developed a solid understanding of IMC principles and practices, along with the skills needed to create cohesive, impactful, and measurable marketing communication strategies that drive engagement, loyalty, and business results.</p> |            |                        |          |          |          |          |
| Course Outcomes   | <p>On successful completion of the course the students shall be able to:</p> <p>CO1) Apply consumer behavior models to develop targeted IMC strategies. (Application)</p> <p>CO2) Design integrated marketing communication campaigns that leverage both traditional and digital media channels. [Create]</p> <p>CO3) Evaluate the effectiveness of IMC campaigns using key performance indicators (kpis) and analytics tools. [Evaluate]</p> <p>CO4) Analyze ethical and legal considerations in IMC practices and develop responsible marketing communication campaigns. [Analyze]</p>  |            |                        |          |          |          |          |
| Course Objective  | The course aims at Skill Development Using Participative Learning activities.   |            |                        |          |          |          |          |
| Course Content  |   |            |                        |          |          |          |          |
| Module 1  | Foundations of Integrated Marketing Communication   | Case Study | Participative Learning |          |          | 12 Hours |          |
| Introduction to IMC: Definition, Evolution, and Importance, Key Components of IMC- Promotion Mix: Advertising, Sales Promotion, Direct Marketing, Public Relations, Personal Selling, Digital Marketing. Understanding consumer behavior models - The Consumer Decision-Making Process Model, EKB model, The Howard-Sheth Model, The Fishbein Model, The Elaboration Likelihood Model (ELM), The Stimulus-Organism-Response (SOR) Model, The Theory of Planned Behavior (TPB), The AIDA Model, DARMAR, The Diffusion of Innovations Theory and Maslow's Hierarchy of Needs. Impact of consumer behavior on IMC strategies. Targeting and segmenting audiences effectively |   |            |                        |          |          |          |          |
| Module 2  | Building Brand Equity Through IMC   | Casestudy  | Participative Learning |          |          | 12 Hours |          |

Role of IMC in Brand Building Brand Positioning, Messaging, and Consistency Across Channels Leveraging Traditional and Digital Media Channels for Branding.

|          |   |         |                       |          |
|----------|---|---------|-----------------------|----------|
| Module 3 | Developing and Implementing IMC Campaigns | Project | Experiential Learning | 10 Hours |
|----------|---|---------|-----------------------|----------|

Planning and Strategy Development for IMC Campaigns Creative Content Creation and Storytelling Techniques Integrating Traditional and Digital Media Channels in IMC Campaigns.

|          |  |           |                    |          |
|----------|--|-----------|--------------------|----------|
| Module 4 | Measurement, Evaluation, and Ethics in IMC | Casestudy | Designing Campaign | 11 Hours |
|----------|--|-----------|--------------------|----------|

Key Performance Indicators (kpis) for IMC Campaigns Tools and Techniques for Measuring Campaign Effectiveness Analyzing Results, Ethical Considerations, and Regulatory Compliance in IMC.

Targeted Application & Tools that can be used: Students would be encouraged to take up live case study and through experiential learning activities in the class they will imbibe the application of marketing principles in service organisations and view the extended 3 P's of Marketing in service industries.

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course

Class participation and engagement: 15%  
Individual assignments and quizzes: 25%  
Group project (IMC campaign development)

Text Book

T1 Belch, George E. And Michael A. Belch, Advertising and Promotion: An Integrated Marketing Communications Perspective, Irwin mcgraw Hill Inc.

References

- R1. Advertising Management – Rajeev Batra, John G. Myers & David A Aaker-PHI
- R2. Kotler, P., & Keller, K. L. (2017). Marketing management. (15th Ed.). Pearson India
- R3. Ries, A., & Trout, J. (2001). Positioning: The battle for your mind. New York: mcgraw-Hill.

(Kindly note: Student should visit PU library and access the online resources for the same and incorporate the assignment as well as attach the photo of log in and log out in person in the end of the assignment file.)

Research Articles in Journals <https://presiuniv.knimbus.com/user#/home>

Mcarthur, D. N., & Griffin, T. (1997). A marketing management view of integrated marketing communications. Journal of Advertising Research, 37(5), 19-26. Retrieved from <https://www.proquest.com/scholarly-journals/marketing-management-view-integrated/docview/205139278/se>

Kliatchko, J. (2005). Towards a new definition of integrated marketing communications (IMC). International Journal of Advertising, 24(1), 7-34.

Retrieved from <https://www.proquest.com/scholarly-journals/towards-new-definition-integrated-marketing/docview/231107477/se-2>.

Kitchen, P. J., Schultz, D. E., Kim, I., Han, D., & Li, T. (2004). Will agencies ever "get" (or understand) IMC? European Journal of Marketing, 38(11), 1417-1436. Doi: <https://doi.org/10.1108/03090560410560173>

Birchfield, R. (2010). DIGITAL MARKETING: Going digital - marketing's big makeover: Digital marketing has burst onto the commercial scene with almost improper haste and impact. It is threatening traditional media's marriage of convenience with advertisers and demanding new marketing strategies. What should marketers understand about going digital? New Zealand Management, 56.

Retrieved from <https://www.proquest.com/trade-journals/digital-marketing-going-marketings-big-makeover/docview/907107639/se-2>

Case Studies:

Amar Chitra Katha: Changing the Brand with Changing Times, Subhadip by Roy, YLR Moorthi

Source: Richard Ivey School of Business Foundation

Dove and Real Beauty: Building a Brand with Purpose, Kramer, Mark R. Sidibe, Myriam; Veda, Gunjan, Ivey School of Business Foundation

Benetton: The "United Colors" Communications Campaigns. Heskett, James L., Stephen A. Greyser, and Norman Klein. Harvard Business School Case 595-032, September 1994.

British Airways: "Go for It, America!" Promotion (A), Stephen A. Greyser, John L. Teopaco, HBR  
 Airbnb, Etsy, Uber: Acquiring the First Thousand Customers, Thales S. Teixeira and Morgan Brown, HBR  
 Mountain Dew: The Most Racist Soft-drink Commercial in History? Jana Seijts; Paul Bigus, Ivey Publishing  
 Boots: Hair-Care Sales Promotion, Murray Bryant, Pankaj Shandilya, Robert J. Fisher, Ivey Publishing  
 Nike: Developing an Effective PR Strategy, Donna Everette, Ivey League

WEB LINKS:

- <https://www.businesstoday.in/magazine/lbs-case-study/story/gillette-innovated-improved-its-market-share-in-india-47708-2014-04-04>  
<https://www.consuunt.com/dagmar-model/>  
<https://www.youtube.com/watch?v=ojhnagkhkfo>  
[https://www.researchgate.net/publication/336255704\\_Effective\\_communication\\_models\\_in\\_advertising\\_campaigns\\_A\\_strategic\\_analysis\\_in\\_the\\_search\\_for\\_effectiveness](https://www.researchgate.net/publication/336255704_Effective_communication_models_in_advertising_campaigns_A_strategic_analysis_in_the_search_for_effectiveness)  
<https://www.youtube.com/watch?v=lpedbq4h1ee>  
<https://www.youtube.com/watch?v=2eqxmcmzc3o>  
<https://www.youtube.com/watch?v=7sn40jvmgle>  
<https://www.youtube.com/watch?v=qcsrdk6xuy8&t=181s>  
<https://www.youtube.com/watch?v=e1q1kjwii4c>  
<https://www.youtube.com/watch?v=tykpdzciufw>  
<https://www.youtube.com/watch?v=mdfrwf-CNC8>  
<https://www.youtube.com/watch?v=rn0hrbddmz8>  
<https://www.youtube.com/watch?v=x9hmqvmdjka&t=1s>  
<https://www.youtube.com/watch?v=vgdyswdpfrfc>

Certification: IMC by Prof. Vinay Sharma, IIT Roorkee – NPTEL Swayam

Value-Added Course: Social Media Advertising in Digital Marketing courses using Canva, Hootsuite, hubspot, buzzsumo, etc.,

|  |                       |
|--|-----------------------|
| Catalogue prepared by                          | Dr. Uttam chakraborty |
| Recommended by<br>The Board of Studies on      |                       |
| Date of Approval by the<br>Academic<br>Council |                       |

|                                |  |                |   |   |   |   |
|--------------------------------|--|----------------|---|---|---|---|
| <b>Course Code:</b><br>MBA3110 | <b>Course Title: Sales &amp; Distribution Management</b> | <b>L-T-P-C</b> | 3 | 0 | 0 | 3 |
|                                | <b>Type of Course: Discipline Elective Course</b>        |                |   |   |   |   |
| <b>Version No.</b>             |  |                |   |   |   |   |
| <b>Course Pre-requisites</b>   | Marketing Management<br>Digital Marketing                |                |   |   |   |   |
| <b>Anti-requisites</b>         |  |                |   |   |   |   |
| <b>Course Description</b>      |  |                |   |   |   |   |



|  |  |                                     |                              |                 |
|--|--|-------------------------------------|------------------------------|-----------------|
|  | Objective of this course is to develop, understand and appreciate the Sales processes in organizations. The course includes the familiarization of concepts, approaches and the practical aspects of the key decision making variables in sales force management. Since the subject has tremendous application in the practical work life, the emphasis will be on assimilating the learning through application of the theoretical inputs on real life cases and situations. The objective of this course is to help students understand the Sales functions as an integral part of marketing functions in a business firm. This course will make students appreciate the role of sales managers in the context of Indian economy with particular reference to essential consumer and industrial goods and services. A company's sales team and channel partners have a larger role to play in fulfilling organisational objectives. The sales and distribution function of a modern day corporation must not merely sell products; they must also be actively involved in solving customer problems and building a relationship with customers. This course will develop skills for sales force management issues and channel management issues. |                                     |                              |                 |
| <b>Course Outcomes</b>   | On successful completion of this course the students shall be able to:<br><br>1.Explain nature and importance of sales management, types and skills of sales managers.<br><br>2. Discuss sales forecasting methods, allocation of sales budget, management of sales territories and sales quotas.<br><br>3. Develop distribution management strategies.<br><br>4. Apply SCM principles for distribution management.  |                                     |                              |                 |
| <b>Course Objective :</b>  | The course aims at SKILL DEVELOPMENT to apply Marketing Strategies through EMPLOYABILITY facilitating activities.  |                                     |                              |                 |
| <b>Module 1</b>  | <b>Sales and Sales Force Management</b>  | Assignment (experiential learning)  | Interviewing a Sales Manager | <b>12 Hours</b> |
| [11.5 Hrs.] [Blooms 'level selected 1 & 2: Knowledge, Comprehension]<br>a. <b>Introduction to Sales</b> - Definition and meaning, objectives, Sales Management, Personal selling and Salesmanship, setting personal selling objectives, determining sales related marketing policies, Emerging Trends in Sales Management,<br>b. <b>Salesforce Management</b> - Recruitment and Selection, Sales training, Motivating sales personnel, compensating, managing expenses, sales meetings, sales contests, controlling, evaluating and supervising sales personnel                    |  |                                     |                              |                 |
| <b>Module 2</b>  | <b>Sales Planning and Controlling the Sales Effort</b>   | Assignment(experiential learning)   | Mock Sales                   | <b>10 Hours</b> |
| [10.5 hrs.] [Blooms 'level selected 1, 2,3 & 4: Knowledge, Comprehension, Application, Analysis]<br>a. Sales Forecasting, forecasting approaches, Sales Budgets. Personal Selling Process: Prospecting and qualifying, Pre-approach, approach, presentation and demonstration, overcoming objections, closing the Sale, Follow-up.<br>b. Define Sales Territory, Procedure for Designing Sales Territories, Assigning Sales People to Territories, Managing Territorial Coverage, Sales Quotas or Sales Targets, Methods for Setting Sales Quotas. Sales control and Cost analysis |  |                                     |                              |                 |
| <b>Module 3</b>  | <b>Distribution Management</b>   | Assignment (Participative learning) | Project                      | <b>12 Hours</b> |

**[11.5 hrs.] [Blooms 'level selected 1, 2,3 : Knowledge, Comprehension, Application]**

Introduction, need and scope of distribution management, marketing channels strategy, levels of channels, functions of channel partners, channel flows, Channel Intensity, classification of distribution channels, types of channel intermediaries, designing distribution channel strategy, factors affecting the design of marketing channels, Factors affecting selection of channel partners.

|                 |   |                                     |     |                 |
|-----------------|---|-------------------------------------|-----|-----------------|
| <b>Module 4</b> | <b>Market logistics and supply chain management</b> | Assignment (Participative learning) | ect | <b>11 Hours</b> |
|-----------------|---|-------------------------------------|-----|-----------------|

**[11.5 hrs.] [Blooms 'level selected 1, 2,3 : Knowledge, Comprehension, Application]**

Definition & scope of logistics, Components of logistics, inventory & warehouse management, transportation, technology in logistics and SCM, channel information systems, distribution management in international markets.

**Targeted Application & Tools that can be used:**

- **FMI Certification in Retail / Food Retail Leader**
- **A certificate course in Retailing from RASCI**

**Text Book:**

**T1:** Krishna K Havaladar, Vasant M. Cavale, *Sales & Distribution Management*, Tata McGraw Hill, latest edition.  
*Decisions, Strategies & Cases*, Pearson, latest edition

**T2:** Venugopal, P. (2005). *Marketing Channel Management: A Customer-Centric Approach*. New Delhi: Response Books

**References**

**R1:** Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, *Sales Management*

**R2:** Panda, T. K. & Sahadev, S. S. (2005). *Sales and Distribution Management*. New Delhi: Oxford University Press

**R3:** Kapoor, R. (2005). *Fundamentals of Sales Management*. Delhi: Macmillan India

**R4:** Still, R. R., Cundiff, E. W., & Govoni, N. A. P. (1988). *Sales Management: Decisions, Strategies and Cases*. (5th edition). New Delhi: Prentice-Hall of India

**ne Resources:**

<https://presiuniv.knimbus.com/user#/home>

**Articles**

- The effects of customer online reviews on sales performance: The role of Mobile phone's quality characteristics <https://reader.elsevier.com/reader/sd/pii/S1567422322001120?token=F2F5BF4E22E36E0716A25E32F14F17584EA3E6BC188C88370E9E4902502613DE71E45592F083258AD1BEBF60B225D109&originRegion=eu-west-1&originCreation=20221219060247>
- Weitz, B.A., Bradford, K.D. Personal selling and sales management: A relationship marketing perspective. *J. of the Acad. Mark. Sci.* **27**, 241–254 (1999). <https://doi.org/10.1177/0092070399272008>
- Factors affecting repurchase intentions in retail shopping: An empirical study <https://reader.elsevier.com/reader/sd/pii/S2405844022019077?token=DFE5791B4F7D8703324C96079BC3>

[CC1ED0788DDA3664366525CC8E25900D25AA3DBE8E4CC11C9792701999D166CD4C92&originRegion=eu-west-1&originCreation=20221219060933](https://www.emerald.com/insight/content/doi/10.1108/JRIM-06-2014-0035/full/pdf?title=a-review-of-the-interactive-marketing-literature-in-the-context-of-personal-selling-and-sales-management-a-research-agenda)

- A review of the interactive marketing literature in the context of personal selling and sales management <https://www.emerald.com/insight/content/doi/10.1108/JRIM-06-2014-0035/full/pdf?title=a-review-of-the-interactive-marketing-literature-in-the-context-of-personal-selling-and-sales-management-a-research-agenda>
- Bucklin, L. P. (1963). Retail Strategy and the Classification of Consumer Goods. *Journal of Marketing*, 27(1), 50-55. <https://doi.org/10.1177/002224296302700110>
- Law, D., Wong, C. and Yip, J. (2012), "How does visual merchandising affect consumer affective response? An intimate apparel experience", *European Journal of Marketing*, Vol. 46 No. 1/2, pp. 112-133. <https://doi.org/10.1108/03090561211189266>

**Multimedia (Videos):**

- **Personal selling process**  
<https://www.youtube.com/watch?v=2IjHjRRzDOM>
- Retailing function  
<https://www.youtube.com/watch?v=Xf-4rHuBRLI>

**Cases**

**Case Study: How Tommy Hilfiger Created Its Digital Showroom**

**Link -** <https://web-p-ebscobhost-com-presiuniv.knimbus.com/ehost/detail/detail?vid=17&sid=25442542-5811-4604-abcf-725a660dc5cd%40redis&bdata=JnNpdGU9ZWwhvc3QtbGl2ZQ%3d%3d#AN=130680366&db=iih>

**From Selling to Sales management – a development model**

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/eb008105/full/html>

**Megamart – Seasonal demand planning**

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/case.cscmp.2018.000018/full/html>

**D mart an ace in India’s retail space**

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/EEMCS-09-2020-0324/full/html>

|   |                              |
|---|------------------------------|
| <b>Catalogue prepared by</b>                    | Dr. Ravi Prakash Kodumagulla |
| <b>Recommended by the Board of Studies on</b>   |                              |
| <b>Date of Approval by the Academic Council</b> |                              |

|   |  |  |  |   |   |                 |
|---|--|--|--|---|---|-----------------|
| <b>Course Code: MBA 3077</b>  | <b>Course Title: Product and Brand Management</b>  | <b>L-T-P-C</b>                                       | 3  | 0 | 0 | 3               |
|   | <b>Type of Course: Discipline Elective Theory only course</b>  |  |  |   |   |                 |
| <b>Version No.</b>  | 1.0  |  |  |   |   |                 |
| <b>Course Pre-requisites</b>  | Completion of core subject in Marketing Management and basics of Management  |  |  |   |   |                 |
| <b>Anti-requisites</b>  | NA   |  |  |   |   |                 |
| <b>Course Description</b>   | The main objective of the Product and Brand Management course is to give a fundamental understanding of how to understand, build, measure, analyze and manage brands for a company. This course helps the students to understand the difference between products and brands, how a brand matters to its customers and firms. Various frameworks and models are used to understand the concepts associated with branding. Through the frameworks and models this course will help the students to develop and implement winning product and brand strategies in an array of customer contexts and competitive contexts. This course will especially focus on best-in-class branding strategies and practices across a number of firms, in global as well as Indian context. |  |  |   |   |                 |
| <b>Course Out Comes</b>   | On successful completion of the course the students shall be able to<br>CO1: <b>Summarize</b> Strategic brand management process<br>CO2: <b>Apply</b> brand equity models and frameworks<br>CO3: <b>Apply</b> the brand marketing programs<br>CO4: <b>Analyse</b> the Brand Performance  |  |  |   |   |                 |
| <b>Course Objective</b>   | This course is designed to enhance employability skills through participative and experiential learning.   |  |  |   |   |                 |
| <b>Module 1</b>   | <b>Introduction to Product &amp; Product Management</b>  | Activity based learning<br>Experiential Learning     | Individual<br>Group Assignment   |   |   | <b>12 Hours</b> |
| Definition, Roles and players in Product development, conceptualization stage in product development process. Understanding the Customer & Identifying Product Opportunities User research and artefacts, Building target user/customer personas. Product Road mapping and Prioritisation, Prioritising features in roadmaps, Different types of product roadmaps, Designing and Building the Product |  |  |  |   |   |                 |
| <b>Module 2</b>   | <b>Product Management to Brand Management</b>  | Case Study, Research Article – Experiential Learning | Experiential Learning activity depicting the different types of brands and understanding brand resonance |   |   | <b>12 Hours</b> |
| Product vs Brand. Importance of brands to consumers and firms. Introducing and naming new products and brand extensions. What can be branded - physical goods, services, retail outlets, online offerings, persons, organizations, sports, art and entertainment, geographic locations, ideas and causes, etc, Branding   |  |  |  |   |   |                 |

challenges and opportunities, Strategic brand management process. Brand identity & image, Brand Prism, Customer-Based Brand Equity, brand knowledge, sources of brand equity. Identifying and establishing brand positioning, positioning strategies, building a strong brand – CBBE model, Benefit Ladder.

|                 |  |  |  |                 |
|-----------------|--|--|--|-----------------|
| <b>Module 3</b> | <b>Designing and Implementing Brand Marketing Programs</b> | Assignment and Case study- Participative & Experiential learning |  | <b>10 Hours</b> |
|-----------------|--|--|--|-----------------|

Choosing brand elements to build brand equity, designing marketing programs to build brand equity-product strategy, pricing strategy, channel strategy. Integrating marketing communications (IMC) to build brand equity- advertising and promotion, interactive marketing, events and experiences and mobile marketing. Developing IMC programs, Brand Archetypes, Sensory Branding. Designing & Implementing Brand Architecture strategies.

|                 |  |                               |  |                 |
|-----------------|--|-------------------------------|--|-----------------|
| <b>Module 4</b> | <b>Insights into Brand Performance</b> | Case Study & Research Article | Flip classroom/Experiential Learning through activity. | <b>11 Hours</b> |
|-----------------|--|-------------------------------|--|-----------------|

Conducting brand audits- brand inventory, brand exploratory, brand positioning and the supporting marketing program. Designing brand tracking studies. Establishing a brand equity management system-brand charter, brand equity report, brand equity responsibilities. Brand Valuation. Managing Brands over time, Ageing, Decline & Rejuvenation of brands, Managing brands over Geographic Boundaries & Market Segments, Global Branding.

**Targeted Application & Tools that can be used:** Students would be encouraged to take up live projects and through experiential learning activities in the class they will imbibe the cognitive approaches to understand and apply factors effective to understand consumer minds.

**Project work/Assignment: Mention the Type of Project /Assignment proposed for this course**  
**LIVE GROUP PROJECTS, EXPERIENTIAL LEARNING ACTIVITY, CASE STUDY**

**Text Book**

T1: Kevin Lane Keller, Ambi M.G. Parameswaran, Isaac Jacob, Strategic Brand Management, Pearson, Fourth Edition.

**References**

R1: Donald Lehmann. Product Management. Tata Mac Graw Hill. R2: Kapferer, J. N. Strategic Brand Management. Kogan Page.

**Research Articles in Journals**

<https://presiuniv.knimbus.com/user#/home>

1. Asian brands without borders: regional opportunities and challenge Link: <https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/02651330710761017/full/html>
2. The impact of brand experiences on brand resonance in multi-channel fashion retailing Link: <https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JRIM-06-2014-0042/full/html>

3. Brand marketing programs and consumer loyalty – evidence from mobile phone users in an emerging market

Link: <https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JPBM-04-2016-1141/full/html>

4. The Role of Attitude toward the Parent Brand, Brand Extension Evaluation, and Social Proof Message in Consumer's Attitude toward Brand Extension and Purchase Intention of IT Products.

Link: <https://dl.acm.org/doi/10.1145/3317614.3317627>

5. The Impact of Brand Equity on Customer Equity

Link: <https://ieeexplore.ieee.org/document/8720728>

#### Case Studies

1. Social media fostering happiness management: three luxury brands case study on Instagram Link: <https://www.emerald.com/insight/content/doi/10.1108/CG-05-2021-0201/full/html>
2. Brand equity in a tourism destination: a case study of domestic tourists in Hoi An city, Vietnam. Link: <https://www.emerald.com/insight/content/doi/10.1108/TR-08-2017-0130/full/html>

#### ii. Web Page Links

1. <https://brandequity.economictimes.indiatimes.Com>
2. <http://www.adweek.com/brand-marketing/>
3. [www.exchange4media.com](http://www.exchange4media.com)
4. [www.afaqs.com](http://www.afaqs.com)

|   |                        |
|---|------------------------|
| <b>Catalogue prepared by</b>                    | Dr. Mohamad Imrozuddin |
| <b>Recommended by the Board of Studies on</b>   |                        |
| <b>Date of Approval by the Academic Council</b> |                        |

|                                |   |                |                      |
|--------------------------------|---|----------------|----------------------|
| <b>Course Code:</b><br>MBA3072 | <b>Course Title: Marketing of Financial Services</b><br><b>Type of Course: Discipline Elective Theory</b><br><b>Only Course</b> | <b>L-T-P-C</b> | <b>3 – 0 – 0 – 3</b> |
| <b>Version No.</b>             |   |                |                      |

|   |  |                                       |  |          |
|---|--|---------------------------------------|--|----------|
| <b>Course Pre-requisites</b>  | 1. Fundamentals of Marketing<br>2. Fundamentals of Sales   |                                       |  |          |
| <b>Anti-requisites</b>  |  |                                       |  |          |
| <b>Course Description</b>   | In the dynamic landscape of financial services, effective marketing strategies play a crucial role in driving customer engagement, loyalty, and business growth. This course delves into the intricacies of marketing within the financial sector, exploring the unique challenges and opportunities faced by organizations offering banking, insurance, investment, and other financial services. Students will gain a comprehensive understanding of the principles, theories, and best practices of marketing tailored specifically to the financial industry. Through a combination of theoretical frameworks, case studies, and practical applications, students will explore topics such as market segmentation, product positioning, branding, customer relationship management, and digital marketing strategies. Emphasis will be placed on the regulatory environment, ethical considerations, and risk management practices inherent in marketing financial services. |                                       |  |          |
| <b>Course Out Comes</b>   | <b>On successful completion of the course the students shall be able to:</b><br>CO1: Distinguish between concept of marketing of goods and services. (Understand)<br>CO2: Identify gaps in customer expectations of services. (Analysis)<br>CO3: Correlate the concepts of marketing principle to financial services. (Knowledge)<br><br>CO4: Analyze the right financial services price and promotion dynamics (Analysis)   |                                       |  |          |
| <b>Course Objective</b>   | The course aims at EMPLOYABILITY with respect to Marketing of Services with PARTICIPATIVE learning activities.   |                                       |  |          |
| <b>Module 1</b>   | <b>Fundamentals for Services Marketing</b>   | Study (PARTICIPATIVE LEARNING)        | Capgemini Post Ltd.: Recurrent Service Failures                              | 12 Hours |
| <b>Topics:</b> Introduction to services – Concepts - Service Sector and Indian Economy - Characteristics of Services - A different approach for Marketing of Services - The services Marketing Triangle -The Services Marketing mix - The expanded Marketing Mix (People, Process and Physical Evidence) - Services compared to goods                               |  |                                       |  |          |
| <b>Module 2</b>   | <b>Focus on the customer</b>   | study (PARTICIPATIVE LEARNING)        | Well Hospitals: Service Excellence in Secondary Healthcare                   | 12 Hours |
| <b>Topics:</b> Customer expectations of service - Factors that influence customer expectations - Sources of desired service expectations - Sources of adequate service expectations and sources of both desired and predicted expectations. Consumer Choice - Consumer experience - Post experience Evaluation - Zone of tolerance - GAPS Model of Service Quality. |  |                                       |  |          |
| <b>Module 3</b>   | <b>Marketing and financial services linkages</b>   | study (Participative Learning)        | Banking.com: Marketing a Service Offering                                    | 11 Hours |
| <b>Topics:</b> Relevance of marketing to banking, Marketing Mix of a banker, Marketing Plan and objective, marketing segmentation, product mix. Product Management, Non-Fund Based business: Meaning- Importance – Implication – Need–Types. Scope.   |  |                                       |  |          |
| <b>Module 4</b>   | <b>Aspects of Price and promotion of financial services</b>  | segmentation (Participative Learning) | Design an integrated service marketing communications for a selected service | 10 Hours |

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|   |  |  | company |  |
| <p><b>ics:</b> Price Mix: Meaning, Importance, Factors affecting price of a product, pricing objectives Promotion Mix: Meaning, Objectives, Methods, Factors affecting Promotion Mix of a Banker: Personal Promotional Efforts, Direct Marketing Public Relations, Societal Banking, Customers Meets, Customer Service.</p>   |  |  |         |  |
| <p><b>argeted Application &amp; Tools that can be used:</b> Students would be encouraged to take up live case study and through experiential learning activities in the class they will imbibe the application of marketing principles in service organizations and view the extended 3 P's of Marketing in service industries.</p>   |  |  |         |  |
| <p><b>ject work/Assignment: Mention the Type of Project /Assignment proposed for this course</b></p>  |  |  |         |  |
| <p>groups of 5 Choose one Industry in Service Sector and do a detailed analysis of Customer expectations of service-factors that influence customer expectations-sources of desired service expectations-sources of adequate service expectations and sources of both desired and predicted expectations. Consumer Choice-Consumer experience- Post experience Evaluation- Zone of tolerance - GAPS Model of Service Quality.<br/>         Design Service Blue print of a newly Introduced Application for Instant t delivery of Apparels.<br/>         Case study Presentation in Groups on contemporary Topics.<br/>         Explain 7S Framework and Service Triangle with video presentation.</p>   |  |  |         |  |
| <p><b>Book</b><br/> <b>T1: Services Marketing: Integrating Customer Focus Across The Firm</b>, by Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler, Ajay Pandit, 5<sup>th</sup>, Tata McGraw Hill, International edition.<br/> <b>T2: Marketing of Financial Services -V.A. AVADHANI</b> (2nd ed)</p>   |  |  |         |  |
| <p><b>References</b><br/> <b>R1:</b> Services Marketing: The Indian Context, R Srinivasan, 4th Edition, Prentice Hall of India.<br/> <b>R2:</b> Services Marketing: Text &amp; Cases, Harsh V Varma, Pearson Education.<br/> <b>R3:</b> Services Marketing: Text and Cases – Dr. Rajendra Nargundkar, 3<sup>rd</sup> Edition, Tata McGraw Hill, International Edition.<br/> <b>R4:</b> Financial Services marketing -CHRI R5. Marketing of Banking services.</p>  |  |  |         |  |
| <p><b>Importantly note: Student should visit PU library and access the online resources for the same and incorporate the assignment)</b></p>  |  |  |         |  |
| <p><b>Research Articles in Journals</b><br/> <a href="https://presiuniv.knimbus.com/user#/home">https://presiuniv.knimbus.com/user#/home</a></p>  |  |  |         |  |
| <ol style="list-style-type: none"> <li>1. <u>Lipkin, M. and Heinonen, K. (2022), "Customer ecosystems: exploring how ecosystem actors shape customer experience", <i>Journal of Services Marketing</i>, Vol. 36 No. 9, pp. 1-17.</u></li> <li>2. Kankam-Kwarteng, C., Sarpong, A., Amofah, O., &amp; Acheampong, S. (2021). Marketing performance of service firms: Recognizing market sensing capability and customer interaction orientation. <i>Journal of Tourism, Heritage &amp; Services Marketing</i>, 7(2), 38–48. <a href="https://doi.org/10.5281/zenodo.5548486">https://doi.org/10.5281/zenodo.5548486</a></li> <li>3. Park, Y.W., Voss, G.B. &amp; Voss, Z.G. Advancing customer diversity, equity, and inclusion: Measurement, stakeholder influence, and the role of marketing. <i>J. of the Acad. Mark. Sci.</i> (2022). <a href="https://doi.org/10.1007/s11747-022-00883-6">https://doi.org/10.1007/s11747-022-00883-6</a></li> </ol> |  |  |         |  |
| <p><b>Case Studies:</b></p>   |  |  |         |  |
| <ol style="list-style-type: none"> <li>1. <u><b>Deutsche Telekom 2020: Leading the Digital Transformation, Robert Burgelman; Margot Sutherland</b></u>, Stanford Business School</li> <li>2. <u><b>Be Well Hospitals: Service Excellence in Secondary Healthcare, Piyush Kumar; Sonia</b></u></li> </ol>  |  |  |         |  |



**Mehrotra; Geetika Shah**, ISB Hyderabad

3. Are Our Customer Liaisons Helping or Hurting? (HBR Case Study and Commentary), **Sunand Nayak, Jyotsna Bhatnagar, Rana L A Awdish, Ashutosh Raghuvanshi**, HBR
4. Housing.com: Marketing a Service Offering, **Astha S. Gupta, Kirti Sharma**, IVEY League
5. Singapore Post Ltd.: Recurrent Service Failures, **Thompson SH Teo, Jitao Chen, Felicia Li Ping Lim, Yu Zhen Goh, Qian Bing Lim, Pei Yi Lee, Shi Khin Tan, Vanessa Jia Hui Kwa**, IVEY League

**Videos:**

- Service Marketing Mix | The 7P's of Service Marketing (Marketing Video 5), <https://www.youtube.com/watch?v=VKJDhKgDug0>
- Introduction to Service Recovery, <https://www.youtube.com/watch?v=8qG4dxmKKOU>
- Service Marketing Triangle, <https://www.youtube.com/watch?v=mwe5QkWEuA8>
- Service Quality I, <https://www.youtube.com/watch?v=LfKYPJrlepM>
- Service Quality II, <https://www.youtube.com/watch?v=AKX8iOR2BKM>
- Service Complaints and Recovery Strategies  
<https://www.youtube.com/watch?v=QLQszboyCDY>
- GAP model of service quality / GAP model in service marketing / How to do gap analysis?, [https://www.youtube.com/watch?v=Mh\\_ZtS6LB44&t=376s](https://www.youtube.com/watch?v=Mh_ZtS6LB44&t=376s)

|   |   |
|---|---|
| <b>Catalogue prepared by</b>                    | Dr. Bishnu Prasad Mishra & Dr. Aurobindo Kiriyakere |
| <b>Recommended by the Board of Studies on</b>   | NO: xxth. BOS held on dd/mm/yyyy                    |
| <b>Date of Approval by the Academic Council</b> | Academic Council Meeting No. 14, Dated dd/mm/yyyy   |

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|--------------------------------|---|--|
| <b>Course Code:</b><br>MBA3138 | <b>Course Title: Retail Management</b><br><b>Type of Course: Elective Course</b>  | <b>L-T-P-C</b> 2       0       0       2 |
| Version No.                    | 2.0   |  |
| Course Pre-requisites          | Marketing Management I<br>Marketing Management II<br>Sales and Marketing Management   |  |
| Anti-requisites                | NIL   |  |
| Course Description             | Retailing is concerned with how goods and services are actually delivered to consumers. Even so, retailers engage in the production of retail services that affect the utility that consumers derive from the good and services. This course will examine how retailers participate in this and what strategies make sense. As intermediaries they take as given the strategies of Upstream members to be thought of as manufacturers and must then decide how best to Address customer demand. Retail strategies therefore must account for consumer preferences, strategies of manufacturers and the actions of competitors. Innovations play a crucial role but the innovations are not directly with respect to the products they carry but with respect to the retail services they produce. |  |

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| Course Outcomes   | On successful completion of this course the students shall be able to:<br>Classify types of retailers, types of retail locations, retail growth strategies.<br>Apply Retail Market Strategy, demonstrate store management<br>Design store layout and visual merchandising. |                                     |         |          |
| Course Objective:   | The course aims at SKILL DEVELOPMENT to apply Marketing Strategies through EMPLOYABILITY facilitating activities.  |                                     |         |          |
| Module 1  | Retail Strategy  | Assignment (Participative learning) | Project | 10 Hours |
| [10.5 hrs.] [Blooms 'level selected 1, 2,3 & 4: Knowledge, Comprehension, Application, Analysis]<br>Definition and scope of retailing, Introduction to the World of Retailing, Retailing scenario – India, global, Opportunities in Retailing, Types of Retailers, Multichannel retailing, Retail Mix and Retail Strategy, Retail format, The Strategic Retail Planning Process,  |  |                                     |         |          |
| Module 2  | Store Planning   | Assignment (Participative learning) | Project | 10 Hours |
| [11.5 hrs.] [Blooms 'level selected 1, 2,3 : Knowledge, Comprehension, Application]<br>Store Planning – Store design, Store Layout, Store Location - Types of Retail Locations, Retail Site Location, evaluating a Site for Locating a Retail Store, Customer Relationship Management,  |  |                                     |         |          |
| Module 3  | Merchandise Management & Retail Communication Mix  | Assignment (Participative learning) | Project | 10 Hours |
| [11.5 hrs.] [Blooms 'level selected 1, 2,3 : Knowledge, Comprehension, Application]<br>Merchandise Management Process, Buying Merchandise – buying alternatives, national brands and private /store labels, sourcing, negotiating with vendors, Retail Pricing Strategies & Advantages, Managing the Store, Store layout, Design and Visual Merchandising, Customer Service, Indian Retail Scenario. E-tailing, Retail communication mix – Elements of the communication x, methods and planning the retail communication mix program.  |  |                                     |         |          |
| Targeted Application & Tools that can be used:<br>FMI Certification in Retail / Food Retail Leader<br>A certificate course in Retailing from RASCI  |  |                                     |         |          |
| Text Book:<br>T1: Levy, L.T., & Weitz, H.A. Retailing Management. Tata mcgraw Hill.   |  |                                     |         |          |
| References<br>R1: Barry Berman and Joel Evans, Retail Management – A strategic Approach , Pearson<br>R2: A J Lamba, The Art of Retailing , Tata Mc Graw Hill  |  |                                     |         |          |
| Online Resources:<br><a href="https://presiuniv.knimbus.com/user#/home">https://presiuniv.knimbus.com/user#/home</a>  |  |                                     |         |          |
| Articles<br>The effects of customer online reviews on sales performance: The role of Mobile phone's quality characteristics <a href="https://reader.elsevier.com/reader/sd/pii/S1567422322001120?Token=F2F5BF4E22E36E0716A25E32F14F17584EA3E6BC188C88370E9E4902502613DE71E45592F083258AD1BEBF60B225D109&amp;originregion=eu-west-1&amp;origincreation=20221219060247">https://reader.elsevier.com/reader/sd/pii/S1567422322001120?Token=F2F5BF4E22E36E0716A25E32F14F17584EA3E6BC188C88370E9E4902502613DE71E45592F083258AD1BEBF60B225D109&amp;originregion=eu-west-1&amp;origincreation=20221219060247</a> |  |                                     |         |          |
| Weitz, B.A., Bradford, K.D. Personal selling and sales management: A relationship marketing perspective. J. Of the Acad. Mark. Sci. 27, 241–254 (1999). <a href="https://doi.org/10.1177/0092070399272008">https://doi.org/10.1177/0092070399272008</a>   |  |                                     |         |          |
| Factors affecting repurchase intentions in retail shopping: An empirical study <a href="https://reader.elsevier.com/reader/sd/pii/S2405844022019077?Token=DFE5791B4F7D8703324C96079BC3CC1ED0788DDA3664366525CC8E25900D25AA3DBE8E4CC11C9792701999D166CD4C92&amp;originregion=eu-west-1&amp;origincreation=20221219060933">https://reader.elsevier.com/reader/sd/pii/S2405844022019077?Token=DFE5791B4F7D8703324C96079BC3CC1ED0788DDA3664366525CC8E25900D25AA3DBE8E4CC11C9792701999D166CD4C92&amp;originregion=eu-west-1&amp;origincreation=20221219060933</a>  |  |                                     |         |          |

A review of the interactive marketing literature in the context of personal selling and sales management  
<https://www.emerald.com/insight/content/doi/10.1108/JRIM-06-2014-0035/full/pdf?Title=a-review-of-the-interactive-marketing-literature-in-the-context-of-personal-selling-and-sales-management-a-research-agenda>

Bucklin, L. P. (1963). Retail Strategy and the Classification of Consumer Goods. Journal of Marketing, 27(1), 50-55. <https://doi.org/10.1177/002224296302700110>

Law, D., Wong, C. And Yip, J. (2012), "How does visual merchandising affect consumer affective response? An intimate apparel experience", *European Journal of Marketing*, Vol. 46 No. 1/2, pp. 112-133. <https://doi.org/10.1108/03090561211189266>

Multimedia (Videos):

Personal selling process

<https://www.youtube.com/watch?v=2ijhrrzd0m>

Retailing function

<https://www.youtube.com/watch?v=Xf-4rhubrli>

Cases

Case Study: How Tommy Hilfiger Created Its Digital Showroom

Link - <https://web-p-ebSCOhost-com-presiuniv.knimbus.com/ehost/detail/detail?Vid=17&sid=25442542-5811-4604-abcF-725a660dc5cd%40redis&bdata=jnnpdgu9zwhvc3qtbgl2zq%3d%3d#AN=130680366&db=iih>

From Selling to Sales management – a development model

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/eb008105/full/html>

Megamart – Seasonal demand planning

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/case.cscmp.2018.000018/full/html>

D mart an ace in India’s retail space

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/EEMCS-09-2020-0324/full/html>

|  |                              |
|--|------------------------------|
| Catalogue prepared by                    | Dr. Ravi Prakash Kodumagulla |
| Recommended by the Board of Studies on   |                              |
| Date of Approval by the Academic Council |                              |

|                              |   |                  |   |   |   |   |
|------------------------------|---|------------------|---|---|---|---|
| <b>Course Code: MBA3138</b>  | <b>Course Title: B2B Marketing</b>                            | <b>L-T- P- C</b> | 2 | 0 | 0 | 2 |
|                              | <b>Type of Course: Discipline Elective Theory Only Course</b> |                  |   |   |   |   |
| <b>Version No.</b>           |   |                  |   |   |   |   |
| <b>Course Pre-requisites</b> | k) Marketing Management<br>l) Digital Marketing               |                  |   |   |   |   |
| <b>Anti-requisites</b>       |   |                  |   |   |   |   |

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| <b>Course Description</b>  | Business-to-business (B2B) marketing strategies are essential for encouraging innovation, increasing sales revenue, assisting in marketing penetration, and aiding in market entry for any organization. B2B marketing strategies provide a framework for analyzing an organization's strategies, identifying synergies with various stakeholders, and building and leveraging company's core competencies using relationship marketing approach. Given the complex nature of B2B transactions, managers need to understand, learn, and adapt to combat the challenges of the businesses today. In order to do so, managers need to have a comprehensive understanding of various issues such as: understanding organizational needs, segmenting and targeting markets, leveraging marketing channels for competitive advantage, focusing on efficiency and effectiveness, and augmenting sales performance among other things. This course will offer marketing concepts and tools for segmentation, targeting, positioning, market entry, branding and marketing communication in a B2B context. |   |  |                 |
| <b>Course Outcomes</b>   | On successful completion of this course the students shall be able to:<br>CO 1) Explain the concepts of B2B Marketing (Comprehension)<br>CO 2) Analyze the role of Marketing Mix in B2B marketing strategies (Analysis)<br>CO 3) Develop sales force strategies for B2B Marketing (Analysis)   |   |  |                 |
| <b>Course Objective:</b>   | The course aims at <b>EMPLOYABILITY</b> with respect to Marketing Strategies with <b>PARTICIPATIVE</b> learning activities.  |   |  |                 |
| <b>Module 1</b>  | <b>Nature of B2B Marketing</b>   | Assignment using E Library (Participative Learning) | Radio Mirchi: Case Study on Segmentation and Targeting   | <b>10 Hours</b> |
| CS:<br>Marketing, Industrial Marketing vs. Consumer Marketing, Economics of Industrial demand, Types of Industrial Markets, and Classifying Industrial Products, Organizational Procurement Characteristics – The Industrial Marketing Environment<br>Organizational buying Activity, Buying models and buying center concept, Inter Personal Dynamics of Industrial Buying Behavior, Roles of Buying Centre Conflict Resolution in Decision Making Ethics in Purchasing Market Segmentation: Choosing Target Segments, Positioning, Difference between Industrial Market Research and Consumer Market Research.   |  |   |  |                 |
| <b>Module 2</b>  | <b>Formulating B2B Marketing Mix</b>   | Assignment (Participative Learning)                 | Market in India: Analyze the PLC strategies of a product | <b>10 Hours</b> |
| CS:<br>Developing Product Strategy, Analyzing Industrial Product Life Cycle Developing Strategies, Business Service Marketing: Special Challenges<br>Formulating Channel Strategy: Industrial Distributor, Geographical Distribution, Size Characteristics, Participation of other Channel Members in Industrial Distribution- Channel Logistics Relationship of Logistics & Physical Distribution, Total Cost approach customer service, identifying the cost centers.<br>Pricing Strategies: Price Determinants, Factors that Influence the Pricing Strategies concept of learning curves, Pricing Strategies, Competitive Bidding, Leasing<br>The Promotional Strategies: Advertising in Industrial Markets, Use of Sales Promotion in Industrial Markets trade shows and exhibitions, B 2 B Forms of E-Commerce. |  |   |  |                 |
| <b>Module 3</b>  | <b>Management of B2B Sales Force</b>   | Project (Experiential Learning)                     | Design promotion strategies for a product                | <b>10 Hours</b> |

**Topics:**

Managing the Industrial Sales Force Organizing and controlling the industrial sales force activity planning for the sales force Deployment.

Personal Selling Selecting and Recruitment of Industrial sales person, sales training Directing, Motivating, Task Assignment, Compensation Measuring the Effectiveness of Sales Force Relationship Sales and Marketing, Four forms of Seller Roles.

**Targeted Application & Tools that can be used: NA**

**Project work/Assignment:**

Project Work: Collect Advertisements (from Newspapers) pertaining to the various forms of B2B Segmentation, classify them, and make a presentation, with appropriate justification.

Assignment 1: Identify 5 B2B products / brands which are in the different Life Cycle Stages of PLC and suggest appropriate Marketing strategies for them.

Assignment 2: Identify the B2B Marketing strategies adopted by any company of your choice.

Assignment 3: Interview a B2B Sales Manager having a minimum experience of five years. Interview should focus on why he/she chose a sales career, what the challenges are in sales career, most memorable and depressing moment, what are the qualities a sales person should possess etc.

Demonstration / Role Play: Mock B2B Sales of a given Product / Service

**Text Book:**

**T1:** B2B Marketing: Text and Cases, 5th Ed. by Krishna K. Havildar & Shailendra Dasari, McGraw Hill.

**T2:** B2B Marketing: A South-Asian Perspective, 11th Ed by Michael D. Hutt, Dheeraj Sharma, and Thomas W. Speh, Cengage Publication.

**References**

**R1:** Business to Business Marketing, 5th Ed. by Ross Brennan, Louise Canning, and Raymond McDowell, Sage Publication .

**R2:** Business to Business Marketing: Relationships, Networks and Strategies, Asian Edition., by Nick Ellis and Soumya Sarkar, Oxford University Press

**Online Resources:**

<https://presiuiv.knimbus.com/user#/home>

**Articles:**

- Telej, E. and Gamble, J.R. (2019), "Yoga wellness tourism: a study of marketing strategies in India", *Journal of Consumer Marketing*, Vol. 36 No. 6, pp. 794-805.  
<https://www-emerald-com-presiuiv.knimbus.com/insight/content/doi/10.1108/JCM-07-2018-2788/full/html>
- Lysonski, S., Durvasula, S. and Madhavi, A.D. (2012), "Evidence of a secular trend in attitudes towards the macro marketing environment in India: pre and post economic liberalization", *Journal of Consumer Marketing*, Vol. 29 No. 7, pp. 532-544.  
<https://www-emerald-com-presiuiv.knimbus.com/insight/content/doi/10.1108/07363761211275036/full/html>

**Multimedia (Videos):**

- Busines to Business Marketing

[https://www.youtube.com/watch?v=BKer-uSxjIw&list=PLLy\\_2iUCG87C3qniP4kidTHN2HW03sfOc](https://www.youtube.com/watch?v=BKer-uSxjIw&list=PLLy_2iUCG87C3qniP4kidTHN2HW03sfOc)

- B2B Vs B2C Marketing (What are the differences?)

[https://www.youtube.com/watch?v=SKOozKs\\_1QU](https://www.youtube.com/watch?v=SKOozKs_1QU)

**Case Studies:**

- Metro Cash & Carry: Profitability in the Indian Market By: Rakhi Thakur, Ivey Publishing, Link:

<https://hbsp.harvard.edu/product/W20586-PDF-ENG?Ntt=B2B%20marketing%20Business%20Marketing>

- Baobab Clean Technologies: Zeroing In on Business Markets By: Harjot Singh, Ivey Publishing, Link:

<https://hbsp.harvard.edu/product/W27852-PDF-ENG?Ntt=B2B%20marketing%20Business%20Marketing>

- GST Group: Reframing B2B Marketing Strategy By: Harjot Singh, Ivey Publishing Link:

<https://hbsp.harvard.edu/product/W33328-PDF-ENG?Ntt=B2B%20marketing%20Business%20Marketing>

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| <b>Catalogue prepared by</b>                    |                          |
| <b>Recommended by the Board of Studies on</b>   | NO: held on              |
| <b>Date of Approval by the Academic Council</b> | emic Council Meeting No. |

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|--------------------------------|--|------------------|---|---|---|---|
| <b>Course Code:</b><br>MBA3123 | <b>Course Title: MarTech and AdTech</b>  | <b>L- T-P- C</b> | 2 | 0 | 0 | 2 |
|                                | <b>Type of Course: Discipline Elective Theory Only Course</b>  |                  |   |   |   |   |
| <b>Version No.</b>             |  |                  |   |   |   |   |
| <b>Course Pre-requisites</b>   | m) Marketing Management<br>n) Digital Marketing  |                  |   |   |   |   |
| <b>Anti-requisites</b>         |  |                  |   |   |   |   |
| <b>Course Description</b>      | In the era of digital transformation, businesses rely on technology and digital channels to connect with existing and potential consumers. The worlds of marketing and technology have been converging for some time now, it’s become apparent that marketers need to understand technology at a deeper level. MarTech (Marketing Technology) is any technology that helps companies facilitate actions with their marketing campaigns. MarTech helps your business build campaigns, run them, and measure their performance. AdTech (Advertising Technology) is technology your business uses to launch advertisements to customers. This technology does different jobs to help launch ad campaigns, including buying and selling ad space, launching ads, and more. This course will empower you to assess the technology needs of a business against the customer segments and journeys. It will help you understand the current MarTech landscape, its components and terminology, and will give an |                  |   |   |   |   |

|  |   |   |  |                 |
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|  | overview of the tools that can help leverage technology for maximum benefit of the marketing campaigns.   |   |  |                 |
| <b>Course Outcomes</b>   | On successful completion of this course the students shall be able to:<br>CO 1) Explain the concepts of MarTech and AdTech and its applications in Marketing (Comprehension)<br>CO 2) Analyze the MarTech tools and their relevance in business context (Analysis)<br>CO 3) Analyze the AdTech tools available for promotion of products and brands. (Analysis) |   |  |                 |
| <b>Course Objective:</b>   | The course aims at <b>EMPLOYABILITY</b> with respect to Marketing Strategies with <b>PARTICIPATIVE</b> learning activities.   |   |  |                 |
| <b>Module 1</b>  | <b>Importance of Technology in Marketing</b>  | Assignment using E Library (Participative Learning) | Study: COMCO Holding AG                | <b>10 Hours</b> |
| <p>Topics:<br/>Concepts of digital Marketing technologies, Website, Email and Media tools, Metrics, KPIs (Key Performance Indicators), Conversion Events, Goals, and how to reach your Business Objectives, Data driven Marketing – First party data, second party data, third party data – Firmographic data, Technographic data, Psychographic data, Data Warehouse, Acquisition Marketing, Awareness Marketing, Marketing Funnel.</p> |   |   |  |                 |
| <b>Module 2</b>  | <b>MarTech</b>  | Assignment (Participative Learning)                 | Study: Insite Marketing Technology     | <b>10 Hours</b> |
| <p>Topics:<br/>Types of Marketing technologies, Analytics &amp; Reporting, Content Management Systems (CMS), Customer Relationship Management (CRM), Email Campaign Management tools (Mailchimp), Social media management platforms (Hootsuite), Marketing automation platforms (HubSpot), CRM tools (Salesforce / Zoho CRM), MarTech tools for CMS and CRM, Reporting Tools, KPIs, Metrics and Measurement, Attribution.</p>            |   |   |  |                 |
| <b>Module 3</b>  | <b>AdTech</b>   | Project (Experiential Learning)                     | Study: BuzzFeed advertising strategies | <b>10 Hours</b> |
| <p>Topics:<br/>Types of Advertising technologies, Data Management Platform (DMP), Attribution Modeling, DSPs (Demand Side Platform), SSPs (Supply Side Platform), Ad Exchanges, Ad Network, Advertising Technology (AdTech) tools – usage and selection, Pros &amp; Cons, Metrics and Measurement, Building a successful data strategy, recent trends in MarTech and AdTech space.</p>   |   |   |  |                 |
| <b>Targeted Application &amp; Tools that can be used: NA</b>   |   |   |  |                 |
| <b>Project work/Assignment:</b>  |   |   |  |                 |
| <p>Assignment 1: Interview any MarTech / AdTech expert and understand the implications on Marketing and summarize your findings.</p> <p>Project: Identify the MarTech / AdTech tools adopted by any company of your choice, and submit your findings.</p>  |   |   |  |                 |
| <b>Text Book:</b>  |   |   |  |                 |
| <b>T1:</b> Fraser Hay, "MarTech Simplified: How to Make Sense of Marketing Technology & Marketing Automation"  |   |   |  |                 |

**T2:** Piotr Banaszczyk & Tomasz Chmielewski, "The AdTech Book - The platforms, processes, and players that make up the digital advertising industry", Clearcode.

#### References

**R1:** Darrell Alfonso, "The Martech Handbook: Build a Technology Stack to Attract and Retain Customers"

**R2:** Ahmed Salem, "Essential MarTech Framework For Modern Marketer"

**R3:** Martin Kihn, "Customer Data Platforms: Use People Data to Transform the Future of Marketing Engagement"

#### Online Resources:

<https://presiuniv.knimbus.com/user#/home>

#### Articles:

- Getting your Martech right is a business imperative

<https://www.adma.com.au/resources/getting-your-martech-right-business-imperative>

- Marketers lack important data and MarTech skills

<https://www.adma.com.au/resources/marketers-lack-important-data-and-martech-skills>

- 8 Best Customer Data Platform (CDP) Use Cases for Business Growth

<https://www.webfx.com/blog/marketing/cdp-use-cases/>

#### Multimedia (Videos):

- What is the difference between AdTech and MarTech?

<https://www.youtube.com/watch?v=sB02lBrSb48>

- Top MarTech Tools You Need to Know in 2023

<https://www.youtube.com/watch?v=reD9So1GX5c>

- Ad Tech - All you Need to Know

<https://www.youtube.com/watch?v=j-9bunwHZqM>

- Adtech: A No-Nonsense Explanation for Beginners + Advice for Choosing Your Tools

<https://www.youtube.com/watch?v=Wc7A6tHOG48>

#### Case Studies:

- COMCO Holding AG (B): COMCO Martech

By: Rosabeth Moss Kanter, Pamela Yatsko, Harvard Business School

Link: <https://hbsp.harvard.edu/product/393143-PDF-ENG?Ntt=martech>

- InSite Marketing Technology

By: Lynda M. Applegate, Sheila Lirio Marcelo, Genevieve Feraud, Harvard Business School

Link: <https://hbsp.harvard.edu/product/800279-PDF-ENG?Ntt=InSite%20Marketing%20Technology>

- Sizmek Chapter 11: Surviving Walled Gardens in Their Ad Tech Empire

By: Ayelet Israeli, Danilo Tauro, Sarah Gulick, Harvard Business School

Link: <https://hbsp.harvard.edu/product/520087-PDF-ENG?Ntt=adtech>



- BuzzFeed - What Future for Native Advertising and Branded Content?

By: Felix Oberholzer-Gee, Harvard Business School

Link: <https://hbsp.harvard.edu/product/718511-PDF-ENG?Ntt=advertising%20technology>

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| <b>Catalogue prepared by</b>                    |                          |
| <b>Recommended by the Board of Studies on</b>   | NO: held on              |
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|---|--|---------------------|------------------------------|
| Course Code:<br>MBA4087   | Course Title: Influencer Marketing<br>Type of Course: Discipline Elective<br>Theory Only course  | L- T - P- C         | 2 – 0 – 0 – 2                |
| Version No.   | 1.0  |                     |                              |
| Course Pre- requisites  | Marketing Management Course  |                     |                              |
| Anti-requisites   | NIL  |                     |                              |
| Course Description  | This course provides an overview of influencer marketing concept bringing out in detail the difference between an influencer and a popular person. It further elaborates on how to research, evaluate, and employ the right influencers for their markets, and how to integrate them legally and strategically into marketing campaigns that achieve specific goals. Further, it enables the students to create and manage influencer campaigns to generate the right message to achieve goals in terms of the marketer's brand. |                     |                              |
| Course Outcomes   | On completion of this course, the student will be able to:<br><br>Understand the notion of Influencers in Influencer Marketing [Comprehension]<br>Analyze content briefs and guidelines for influencer partnerships [Application]<br>Examine the influencer campaigns to generate the right messages to achieve goals [Application]  |                     |                              |
| Course Objective:   | This course is designed to enhance the EMPLOYABILITY SKILLS using Experiential Learning Methods.   |                     |                              |
| Module 1  | Introduction to Influencer marketing   | Article Review      | Case Study<br>10 Hours       |
| Topics: Meaning and concept of Influencer Marketing. Difference between being an Influencer and being popular, Characteristics of an influencer, The circles of influence, The niches of social networks, Influencer Hunters and Agencies, Legal Policies |  |                     |                              |
| Module 2  | Tools for Analyzing Influence  | Interactive Viewing | Analysis of Data<br>10 Hours |
| Topics: Difference between Qualitative and Quantitative tools, Hashtags, Social Blade, Klout Scores, Google Analytics, UTM Parameters, Number of followers, Click to Sales  |  |                     |                              |

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| Module 3 | Planning and executing for Influencer Campaigns | Assignment | Analysis of research | 10 Hours |
|----------|---|------------|----------------------|----------|

Topics: Selection of Social Media Channel, Prioritizing channels, Selection of Influencer, Negotiations with the Influencer, Influencer Contract, Market Research, Campaign Design, Defining desired follower behavior. Defining Campaign end goals, Integration of campaign in Strategic marketing plan; Using Analytics to improve results, Identify the type of campaign, Content creation, Posting, Tracking methods, Measuring results. AI and privacy, Data protection and ethics.

Targeted Application & Tools that can be used: Research Paper, Case Study, Data Analysis,

Project work/Assignment:

Project/ Assignment:

Assignment: 1] Refer to the research paper assigned from the PU library and analyze the critical factors responsible for the issues mentioned in the paper. (Kindly note: Student should visit PU library and access the online resources for the same and incorporate the assignment as well as attach the photo of log in and log out in person in the end of the assignment file.)

Assignment: 2] Review HBR Article bringing out and analyzing the core principles around which the article revolves. Respond to the questions cited at the end of case study.

Experiential Learning Activity: Demonstrate the effectiveness of influencer campaign by executing a live Influencer marketing campaign.

Text Book

Russell, Amanda *The Influencer Code. How to Unlock the Power of Influencer Marketing* Hatherleigh Press (2020).

ReferenceBooks:

R1: Kristy Sammis, Cat Lincoln, Stefania Pomponi et al. – “Influencer Marketing For Dummies” (2015)

R2: Joel Backaler: “Digital Influence” Unleash the Power of Influencer Marketing to Accelerate Your Global Business. Palgrave McMillan (2018)

PU Library References

**<https://presiuniv.knimbus.com/user#/home>**

Decoding influencer marketing from a community perspective: typologies and marketing management implications

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/APJML-06-2022-0543/full/html>

Sponsored-influencer marketing: effects of the commercial orientation of influencer-created content on followers’ willingness to search for information

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JPBM-10-2021-3681/full/html>

Who to find to endorse? Evaluation of online influencers among young consumers and its implications for effective influencer marketing <https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/YC-10-2020-1226/full/html>

Porter, S. and Hunter, T. (2022), "Boards and social media: the institutionalization of corporate social media policy", *Journal of Communication Management*, Vol. ahead-of-print No. ahead-of-print Link: Boards and social media: the institutionalization of corporate social media policy | Emerald Insight (knimbus.com)

HBS: Does Influencer Marketing Really Pay Off? <https://hbr.org/2022/11/does-influencer-marketing-really-pay-off>

Videos

[https://www.youtube.com/watch?v=GJdEqU6l7pw&feature=emb\\_imp\\_woyt](https://www.youtube.com/watch?v=GJdEqU6l7pw&feature=emb_imp_woyt)  
 Allen Solly Chinos presents #ShootForSolly - YouTube

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| Catalogue prepared by                    | Dr. Aurobindo K S             |
| Recommended by the Board of Studies on   | BOS NO:                       |
| Date of Approval by the Academic Council | Academic Council Meeting No.: |

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|---|--|--|--|----------|---|---|
| <b>Course Code:</b><br>MBA4025  | <b>Course Title: Green Marketing</b><br><b>Type of Course: Discipline Elective &amp; Theory only</b>   | L- T-P- C  | 2                                      | 0        | 0 | 2 |
| Version No.   | 2.0  |  |  |          |   |   |
| Course Pre-requisites   | Sales and Marketing Management<br>Basic concepts of Marketing its representation, Basic knowledge of using social media for the purpose of product promotion.  |  |  |          |   |   |
| Anti-requisites   | NIL  |  |  |          |   |   |
| Course Description  | Modern day governments and societies have become increasingly aware of environmental issues concerned with any business. This has lead to a trend of Green Marketing used by the firms as a strategy to protect the environment on the one side as well as make their business distinct. The word Green Marketing has been used to describe marketing activities which attempt to reduce the negative social and environmental impacts of existing products and production systems which promote less damaging products and services. A shift to Green Marketing requires certain changes in all P's of Marketing which involves redefining the product. In terms of product promotion, it involves communication that aims to inform rather than just impress. It is about focus beyond customer needs. It is a powerful tool for marketers to associate and brand their business in tune with environment needs and devise green product and marketing strategies. |  |  |          |   |   |
| Course Objective  | This course is designed to improve the learners' EMPLOYABILITY SKILLS by using PARTICIPATIVE LEARNING techniques.  |  |  |          |   |   |
| Course Outcomes   | On successful completion of the course the students shall be able to:<br>CO1: Describe the concept and landscape of Green Marketing<br>CO2: Examine green marketing mix for its effectiveness<br>CO3: Prepare sustainability reports related to green business strategies  |  |  |          |   |   |
| Course Content:   |  |  |  |          |   |   |
| Module 1  | Introduction to Green Marketing  | Case Study Assignment using E Library (participative learning) | Hands on Green Marketing Strategies    | 10 Hours |   |   |
| Topics:<br>Meaning & Concept & Evolution of Green Marketing, Types of Green Marketing, Difference in between Marketing & Green Marketing, Green Product - Green Marketing – Importance of Green Marketing - Benefits of Green Marketing-Adoption of Green Marketing- Green Marketing Mix – Strategies to Green Marketing. |  |  |  |          |   |   |
| Module 2  | Green Marketing Strategies   | Class Participation Activity – Debate (participative)          | Identifying Green Marketing Strategies | 10 Hours |   |   |

|   |   |                                 |   |          |
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|   |   | learning)                       | employed by firms                           |          |
| Segmentation of Green Markets-Green Spinning – Green Selling – Green Harvesting – Enviropreneur Marketing - Compliance Marketing – Green Washing – Climate Performance Leadership Index Promotional Channels of Green Marketing. Communicating Value via Integrated Marketing Programs-Producing Value via Innovation-Delivering Value via Sustainable Supply Cycle Strategies-Delivering Value in Retailing  |   |                                 |   |          |
| Module 3  | Green Marketing, ESG and Sustainability Reporting | Project (Experiential learning) | Data Collection & Developing Green Strategy | 10 Hours |
| <p>Topics:</p> <p>What is ESG? ESG Metrics- What is Sustainability reporting- Purposes and benefits of Sustainability Reporting - Overview of sustainability reporting – Reporting human value, economic value, environmental value and social value - Environmental Technological &amp; Legal Aspects of Green Marketing</p> <p>Targeted Application &amp; Tools that can be used:</p> <p>Application in developing Green Marketing Strategies and campaigns for Companies of all sizes and has wide application across industries.</p> <p>Project work/Assignment:</p> <p>Project Work:<br/>Project on developing a marketing plan for a green product – To prepare a marketing plan for a green product with segmentation analysis, targeting, SWOT analysis, marketing objectives and green marketing strategy comprising the elements of green marketing mix.</p> <p>Assignment 1: Case Study Assignments on Green companies<br/>With reference to this company doing well in green marketing, Identify the strategies and analyze them.<br/>With reference to a company not so successful in marketing its green products, analyze and reasons and recommend solutions to overcome its ineffectiveness</p> <p>Journal Article:<br/>Polonsky, M. J., &amp; Rosenberger III, P. J. (2001). Reevaluating green marketing: a strategic approach. <i>Business horizons</i>, 44(5), 21-21.<br/>Dangelico, R. M., &amp; Vocalelli, D. (2017). “Green Marketing”: An analysis of definitions, strategy steps, and tools through a systematic review of the literature. <i>Journal of Cleaner production</i>, 165, 1263-1279.<br/>Nimoo, F. J., Okrah, A., Baa-Naa, S. K., &amp; Fuseini, J. (2024). The Impact of Environmental Awareness Campaigns on Consumer Behaviour: A Comparative Analysis of Green Product Adoption. <i>International Journal of Research and Innovation in Applied Science</i>, 9(3), 199-210.<br/>Ayoub, D., &amp; Awad, R. (2024). The Effect of Greenwashing on Consumers’ Green Purchase Intentions.</p> <p>Text Book:<br/>Dahlstrom R, (2017), <i>Green Marketing Management</i>, Edition 1, Cengage Publishers</p> <p>References<br/>Esty, D. C., &amp; Winston, A.S. (2006). <i>Green to gold: How smart companies use environmental strategy to innovate, create value, and build competitive advantage</i>. New Haven: Yale University Press<br/>Ottman, J. A. (1998). <i>Green marketing: Opportunity for innovation</i>, 2nd edition, Booksurge.<br/>M Meera, P Ravi, <i>Green Marketing, Concepts, Literatures and Examples</i>, Edition 1, Evincepub Publishing<br/><i>Green Marketing – Dr.K. Karunakaran</i>, 2023, Himalaya Publishing House</p> <p>Online Links:<br/><a href="https://www.greenbiz.com/">https:// www.greenbiz.com/</a> greenbiz – Green Business News<br/><a href="https://www.greenmarketing.com/">https://www.greenmarketing.com/</a> Green Marketing Pioneer Jacquelyn Ottman’s website<br/><a href="http://makower.typepad.com/">http://makower.typepad.com/</a> Joel Makower’s blog<br/>New York Times “Business of Green” section and Green Inc. Blog<br/><a href="http://nytimes.com/business/businessspecial2/">http://nytimes.com/business/businessspecial2/</a> Sustainable Life Media<br/><a href="http://www.sustainablelifemedia.com">www.sustainablelifemedia.com</a><br/><a href="http://online.wsj.com/public/page/0_0_WZ_0_0224.html?Mod=djemspecial">http://online.wsj.com/public/page/0_0_WZ_0_0224.html?Mod=djemspecial</a></p> <p>Topics relevant to development of “EMPLOYABILITY”: Creating green marketing mix and campaigns, developing green models, knowledge of judging effective green marketing strategies. It includes Class Participation activities like, Class debate on Green</p> |   |                                 |   |          |

|   |                   |
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| Marketing and Business Ethics, Debate on Green Washing and Case Studies of seven companies which are champions of green Marketing.        |                   |
| Topics relevant to “HUMAN VALUES & PROFESSIONAL ETHICS”: Green Branding, Green Marketing Strategies, Green Washing, Sustainable Marketing |                   |
| Catalogue prepared by   | Dr. Uma P. Jaidev |
| Recommended by the Board of Studies on  |                   |
| Date of Approval by the Academic Council  |                   |

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|---|---|-------------------------------------|---|----------|----------|----------|
| <b>Course Code:</b><br><b>MBA3076</b>   | <b>Course Title: Marketing of Services</b><br><b>Type of Course: Discipline Elective Theory Only Course</b>   | <b>L-T-P-C</b>                      | <b>3</b>  | <b>0</b> | <b>0</b> | <b>3</b> |
| Version No.   | 1.1   |                                     |   |          |          |          |
| Course Pre-requisites   | Fundamentals of Marketing<br>Fundamentals of Sales  |                                     |   |          |          |          |
| Anti-requisites   | NA  |                                     |   |          |          |          |
| Course Description  | Today, we are in a service economy. Services today account for an increasing share of the gross domestic product and the employment base in most developed and developing economies. While the service sector is going through a revolution, marketing and other strategic decisions are still based on antiquated product-centric business models. This course is designed to focus on application of marketing principles in service organizations and view the extended 3Ps of Marketing in service industries. This course also intends to inculcate in students the ability to identify unique marketing and management problems faced by service firms or the service arms of manufacturing firms. Intention of the course is to develop an understanding of the strategic initiatives necessary to build world-class service organizations. Further, this course will enable the students to understand and develop right marketing strategies in service organizations. |                                     |   |          |          |          |
| Course Out Comes  | On successful completion of the course the students shall be able to:<br>CO1: Distinguish between concept of marketing of goods and services<br>CO2: Identify gaps in customer expectations of services<br>CO3: Employ the appropriate people strategies in delivering of services.<br>CO4: Analyze the right service communication and service scape   |                                     |   |          |          |          |
| Course Objective  | The course aims at EMPLOYABILITY with respect to Marketing of Services with PARTICIPATIVE learning activities.  |                                     |   |          |          |          |
| Module 1  | Fundamentals for Services Marketing   | Case Study (PARTICIPATIVE LEARNING) | Singapore Post Ltd.: Recurrent Service Failures               | 12 Hours |          |          |
| Topics: Introduction to services – Concepts - Service Sector and Indian Economy - Characteristics of Services - A different approach for Marketing of Services - The services Marketing Triangle -The Services Marketing mix - The expanded Marketing Mix (People, Process and Physical Evidence) - Services compared to goods. |   |                                     |   |          |          |          |
| Module 2  | Focus on the customer   | Case study (PARTICIPATIVE LEARNING) | Be Well Hospitals: Service Excellence in Secondary Healthcare | 12 Hours |          |          |

Topics: Customer expectations of service - Factors that influence customer expectations - Sources of desired service expectations - Sources of adequate service expectations and sources of both desired and predicted expectations. Consumer Choice - Consumer experience - Post experience Evaluation - Zone of tolerance - GAPS Model of Service Quality.

|          |  |                                     |   |          |
|----------|--|-------------------------------------|---|----------|
| Module 3 | Process & Physical Evidence Elements in Services | Case study (Participative Learning) | Housing.com: Marketing a Service Offering | 11 Hours |
|----------|--|-------------------------------------|---|----------|

Topics : Service Encounters and its types. Employees' Roles in Service Delivery- Strategies for Delivering Service Quality through People- SERVQUAL model- The Critical Role of Service Employees-Boundary-Spanning Roles, Challenges of Service Innovation & Design-Types of service innovation- New Service Development Processes -Service Blueprinting-Service Recovery Strategies and Impact of service failure and recovery.

|          |                           |                                     |  |          |
|----------|---------------------------|-------------------------------------|--|----------|
| Module 4 | Managing Service Promises | Assignment (Participative Learning) | Design an integrated service marketing communications for a selected service company | 10 Hours |
|----------|---------------------------|-------------------------------------|--|----------|

Topics: Integrated Service Marketing Communications. Managing Service Promises, customer expectations, and customer education. Pricing of Services: Approaches to Pricing Services and Pricing Strategies.

Targeted Application & Tools that can be used: Students would be encouraged to take up live case study and through experiential learning activities in the class they will imbibe the application of marketing principles in service organizations and view the extended 3 P's of Marketing in service industries.

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course

1. In groups of 5 Choose one Industry in Service Sector and do a detailed analysis of Customer expectations of service-factors that influence customer expectations-sources of desired service expectations-sources of adequate service expectations and sources of both desired and predicted expectations. Consumer Choice-Consumer experience-Post experience Evaluation- Zone of tolerance - GAPS Model of Service Quality.
2. Design Service Blue print of a newly Introduced Application for Instant t delivery of Apparels.
3. Case study Presentation in Groups on contemporary Topics.
4. Explain 7S Framework and Service Triangle with video presentation.

Text Book

T1: Services Marketing: Integrating Customer Focus Across The Firm, by Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler, Ajay Pandit, 5<sup>th</sup>, Tata mcgraw Hill, International edition.

References

R1: Services Marketing: The Indian Context, R Srinivasan, 4th Edition, Prentice Hall of India.

R2: Services Marketing: Text & Cases, Harsh V Varma, Pearson Education.

R3: Services Marketing: Text and Cases – Dr. Rajendra Nargundkar, 3<sup>rd</sup> Edition, Tata mcgraw Hill, International Edition.

(Kindly note: Student should visit PU library and access the online resources for the same and incorporate the assignment)

Research Articles in Journals

<https://presiuniv.knimbus.com/user#/home>

[Lipkin, M.](#) And [Heinonen, K.](#) (2022), "Customer ecosystems: exploring how ecosystem actors shape customer experience", [Journal of Services Marketing](#), Vol. 36 No. 9, pp. 1-17.

Kankam-Kwarteng, C., Sarpong, A., Amofah, O., & Acheampong, S. (2021). Marketing performance of service firms: Recognizing market sensing capability and customer interaction orientation. *Journal of Tourism, Heritage & Services Marketing*, 7(2), 38–48. <https://doi.org/10.5281/zenodo.5548486>

Park, Y.W., Voss, G.B. & Voss, Z.G. Advancing customer diversity, equity, and inclusion: Measurement, stakeholder influence, and the role of marketing. *J. Of the Acad. Mark. Sci.* (2022). <https://doi.org/10.1007/s11747-022-00883-6>

Case Studies:

[Deutsche Telekom 2020: Leading the Digital Transformation](#), [Robert Burgelman](#); [Margot Sutherland](#), Stanford Business School

[Be Well Hospitals: Service Excellence in Secondary Healthcare](#), [Piyush Kumar](#); [Sonia Mehrotra](#); [Geetika Shah](#), ISB Hyderabad

Are Our Customer Liaisons Helping or Hurting? (HBR Case Study and Commentary), [Sunand Nayak, Jyotsna Bhatnagar, Rana L A Awdish, Ashutosh Raghuvanshi](#), HBR

Housing.com: Marketing a Service Offering, [Astha S. Gupta, Kirti Sharma](#), IVEY League

Singapore Post Ltd.: Recurrent Service Failures, [Thompson SH Teo, Jitao Chen, Felicia Li Ping Lim, Yu Zhen Goh, Qian Bing Lim, Pei Yi Lee, Shi Khin Tan, Vanessa Jia Hui Kwa](#), IVEY League

Videos:

Service Marketing Mix | The 7P's of Service Marketing (Marketing Video 5), <https://www.youtube.com/watch?V=vkjdhkgdug0>

Introduction to Service Recovery, <https://www.youtube.com/watch?V=8qg4dxmkkou>

Service Marketing Triangle, <https://www.youtube.com/watch?V=mwe5qkweua8>

Service Quality I, <https://www.youtube.com/watch?V=lfkypjriepm>

Service Quality II, <https://www.youtube.com/watch?V=AKX8i0R2BKM>

Service Complaints and Recovery Strategies

<https://www.youtube.com/watch?V=qlqszyboyedy>

GAP model of service quality / GAP model in service marketing / How to do gap analysis?, [https://www.youtube.com/watch?V=Mh\\_zts6lb44&t=376s](https://www.youtube.com/watch?V=Mh_zts6lb44&t=376s)

|  |   |
|--|---|
| Catalogue prepared by                    | Dr. Akhila R Udupa                                |
| Recommended by the Board of Studies on   | BOS NO: xxth. BOS held on dd/mm/yyyy              |
| Date of Approval by the Academic Council | Academic Council Meeting No. 14, Dated dd/mm/yyyy |

|                                       |   |                  |          |                         |          |          |
|---------------------------------------|---|------------------|----------|-------------------------|----------|----------|
| <b>Course Code:</b><br><b>MBA3027</b> | <b>Course Title: Social Media Marketing</b><br><b>Type of Course: Discipline Elective &amp; Theory only</b>   | <b>L-T- P- C</b> | <b>3</b> | <b>0</b>                | <b>0</b> | <b>3</b> |
| Version No.                           | 1.1   |                  |          |                         |          |          |
| Course Pre-requisites                 | Fundamentals of Marketing<br>Strategic Marketing Management<br>Fundamentals of Sales  |                  |          |                         |          |          |
| Anti-requisites                       | NIL   |                  |          |                         |          |          |
| Course Description                    | Social Media is a powerful tool for marketers. After the boom in smart phone technology, how to add more digital traffic to your digital marketing by using social media are some questions that are answered by this course. This course is for students who wish to learn the application of social media for measured product promotion results. It will give deep understanding of key social media such as Facebook, linkedin, Instagram and Twitter as mediums of marketing communication and ways of implementing it. The course gives insights into latest trends in the field of Social Media Marketing with an emphasis on the most effective techniques for identifying targeted marketing on the social web. Students will be enabled to select a social media that fits their needs and set their promotion goals accordingly. Further, the course aims at tactics to be adopted by business firms to achieve maximum conversion which includes purchase of a product, subscription to a newsletter, registration to an online community, etc. |                  |          |                         |          |          |
| Course Objective                      | This course is designed to improve the learner's EMPLOYABILITY SKILLS by using EXPERIENTIAL LEARNING PROJECTS and Case Studies.   |                  |          |                         |          |          |
| Course Outcomes                       | On successful completion of this course the students shall be able to:<br>CO 1) Discuss the concept and landscape of Social Media Marketing<br>CO 2) Interpret the major social media platforms and their way of functioning in Digital Marketing<br>CO 3) Choose the right social media platforms for any business<br>CO 4) Develop Social Media Visuals for any Business Using Canva  |                  |          |                         |          |          |
| Course Content:                       |   |                  |          |                         |          |          |
| Module 1                              | Introduction to Social  | Case             | Study    | Hands – on Social Media | 12 Hours |          |

|  |                                     |   |   |          |
|--|-------------------------------------|---|---|----------|
|  | Media Marketing                     | Assignment using E Library (Participative Learning)   | Channels  |          |
| <p>Topics:<br/>Introduction to Social Media Marketing - Facebook, linkedin, Twitter, youtube, Instagram, snapchat, Pinterest, Blogs, how businesses use social media, social media landscape, Social Media goals - ewom, Customer Evangelists, Building content that audience will share, rules of engagement for social media.</p>  |                                     |   |   |          |
| Module 2   | Social Media Platforms              | Class Participation Activity (Participative Learning) | Identifying Social Media Strategies employed by firms | 12 Hours |
| <p>Topics:<br/>Social Media Platforms - Facebook Structure, leveraging Facebook, A Facebook Marketing Plan, LinkedIn Structure, profiles, pages and groups, optimizing LinkedIn profile, Twitter of @ signs and # hashtags, leveraging Instagram, Pinterest and concept of the idea board, You Tube Channel basics and marketing plan.</p>   |                                     |   |   |          |
| Module 3   | Choosing the Social Media Platforms | Project (Experiential Learning)                       | Data Collection                                       | 10 Hours |
| <p>Topics:<br/>Choosing the right platform – defining SMART goals and KPI’s, define target audience and customer journey - Building a marketing campaign – Using Hootsuite-Messaging Services – Whatsapp, Telegram and Signal.</p>   |                                     |   |   |          |
| Module 4   | Creating A Social Media campaign    | Project (Experiential Learning)                       | Data collection & Creation                            | 11 Hours |
| <p>Topics: Introduction to Canva - create social media visuals - prepare them for publishing - six social media visuals (Facebook Cover, Facebook Post, youtube Thumbnail, youtube Channel Art, Instagram Post and Twitter Header) for a business.</p>   |                                     |   |   |          |
| <p>Targeted Application &amp; Tools that can be used:<br/>Application in developing social media campaigns for Companies of all sizes and has wide application across industries.<br/>Professionally Used Software: Canva, Wordpress, Weebly site, Blogger, Hootsuite, Hubspot</p>   |                                     |   |   |          |
| <p>Project work/Assignment:</p>  |                                     |   |   |          |
| <p>Project Work: Create a social media campaign for a company of your choice using Canva. Apply the learnt concepts to promote the campaign using Facebook, LinkedIn, Twitter and Blogger. Add the tags and publish.<br/>Assignment 1: Find a company doing exceedingly well in promotion using social media. Identify those strategies and analyse them.<br/>Assignment 2: Case Study Assignment using E Library content.<br/>Journal Article: Customer Behavior as an Outcome of Social Media Marketing: The Role of Social Media Marketing Activity and Customer Experience Sustainability; Basel Vol. 13, Iss. 1, (2021): 189. DOI:10.3390/su13010189<br/><a href="https://www.proquest.com/docview/2474521395/fulltextpdf/484BD1ED67D045CCPQ/3?Accountid=177896">https://www.proquest.com/docview/2474521395/fulltextpdf/484BD1ED67D045CCPQ/3?Accountid=177896</a></p>  |                                     |   |   |          |
| <p>Text Book:<br/>Melissa Barker, Donald Barker, Nicholas Bormann, Social Media Marketing- A Strategic Approach, Cengage Publishers.</p>   |                                     |   |   |          |
| <p>References<br/>Jason mcdonald, Social Media Marketing Workbook 2017(available on Amazon)<br/>The Google Story by David A. Vise, Pan<br/>Social Media Marketing by Tracy Tuten and Michael Solomon, Sage, 2015<br/>The Art of Digital Marketing by Ian Dodson of Digital Marketing Institute<br/>E Library Resources:<br/>1.Journal Article: Customer Behavior as an Outcome of Social Media Marketing: The Role of Social Media Marketing Activity and Customer Experience Sustainability; Basel Vol. 13, Iss. 1, (2021): 189. DOI:10.3390/su13010189<br/><a href="https://www.proquest.com/docview/2474521395/fulltextpdf/484BD1ED67D045CCPQ/3?Accountid=177896">https://www.proquest.com/docview/2474521395/fulltextpdf/484BD1ED67D045CCPQ/3?Accountid=177896</a><br/>HBR Case Study of LEGO By: Jan W. Rivkin, Stefan Thomke, Daniela Beyersdorfer<br/><a href="https://hbsp.harvard.edu/download?Url=%2Fcatalog%2Fsample%2F613004-PDF-ENG%2Fcontent&amp;metadata=e30%3D">https://hbsp.harvard.edu/download?Url=%2Fcatalog%2Fsample%2F613004-PDF-ENG%2Fcontent&amp;metadata=e30%3D</a></p> |                                     |   |   |          |
| Catalogue prepared by  | Dr. Ameer Hussain A                 |   |   |          |
| Recommended by the Board of  |                                     |   |   |          |



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| Studies on                               |  |
| Date of Approval by the Academic Council |  |

### **FINANCE**

|   |   |  |                          |                 |          |          |
|---|---|--|--------------------------|-----------------|----------|----------|
| <b>Course Code: MBA3006</b>   | <b>Course Title: Financial Markets and Services</b><br><b>Type of Course: Discipline Elective</b>   | <b>L- T-P- C</b>                           | <b>3</b>                 | <b>0</b>        | <b>0</b> | <b>3</b> |
| <b>Version No.</b>  | <b>1.0</b>  |  |                          |                 |          |          |
| <b>Course Pre-requisites</b>  | <b>Students should have successfully completed Financial Management and Financial Accounting courses.</b>   |  |                          |                 |          |          |
| <b>Anti-requisites</b>  | <b>NIL</b>  |  |                          |                 |          |          |
| <b>Course Description</b>   | <b>Financial services sector is one the important sectors contributing towards the GDP of the country. The recent developments in technology has enabled the financial services sector to deliver products in a better and secure way, along with strong regulations as a major contributor towards growth and development of the sector. This course provides an insight of major financial services and the financial institutions through which the services are provided. It makes an evaluation of the regulators, institutions, instruments and participants. The course focuses on various financial services including Merchant banking, Investment Banking, Depositories, Mutual Funds, Financing, Portfolio Management, Venture Capital, Private Equity, Factoring and Depository services. The course helps in deciding major career options in financial markets.</b> |  |                          |                 |          |          |
| <b>Course Outcomes</b>  | <b>On successful completion of this course the students shall be able to:</b><br><b>CO 1 Discuss current structure and regulations of the Indian financial system with global scenario. (Comprehension)</b><br><b>CO2 Summarize the concepts and mechanism of financial markets. (Comprehension)</b><br><b>CO3 Explain the financial services and specialized financial services and their role in Indian and Global financial markets. (Comprehension)</b><br><b>CO4 Demonstrate analytical skills to address relevant issues relating to specialized and other financial services industry in India and Global (Application).</b>   |  |                          |                 |          |          |
| <b>Course Objective :</b>   | <b>The course aims at SKILL DEVELOPMENT with respect to Financial Services with PARTICIPATIVE learning activities.</b>  |  |                          |                 |          |          |
| <b>Module 1</b>   | <b>Introduction to Financial System</b>   | <b>Assignment (Participative Learning)</b> | <b>SEBI Guidelines</b>   | <b>12 Hours</b> |          |          |
| <b>Financial System: Introduction to Indian Financial System and Global Financial System. Structure of Indian Financial System. Characteristics of Indian Financial System. Organization of Indian Financial System. Function, Importance, Purpose of financial market. Global financial market roles and responsibilities. Indian Regulatory Bodies - Security Exchange Board of India (SEBI) – Introduction, Activities of SEBI, SEBI &amp; Primary Market, SEBI &amp; Secondary Market, SEBI &amp; Mutual Funds, SEBI and Takeover Norms, RBI - Role and Functions &amp; Monetary Policy of RBI.</b> |   |  |                          |                 |          |          |
| <b>Module 2</b>   | <b>Product &amp; Price</b>  | <b>Assignment (Participative)</b>          | <b>Financial Markets</b> | <b>12 Hours</b> |          |          |

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|---|--------------------------|-------------------------------------|--|----------|
|   |                          | Learning)                           |  |          |
| Financial Markets: Money Market Products and Applications, Capital Market – IPO, FPO, Trading Settlement, Others: OTC Market, Bond Market, Derivatives Markets, Commodity Markets – Meaning, types, and feature. Forex Markets - Meaning, types, and feature, Crypto currency Markets - Meaning, types, and feature.  |                          |                                     |  |          |
| Module 3  | Place & Promotion        | Project (Experiential Learning)     |  | 10 Hours |
| Nature and Scope of Financial Services - Regulatory Framework for Financial Services - Management of Risk in Financial Services - Pricing of Financial Services - Marketing of Financial Services.  |                          |                                     |  |          |
| Module 4  | Financial Intermediaries | Assignment (Participative Learning) |  | 11 Hours |
| Financial Intermediaries- Mutual Funds - Merchant Banking - Leasing and Hire Purchase - Debt Securitization - Housing Finance - Credit Rating - Strategic Issues in the Management of Financial Intermediaries. Financial Services: Venture Capital - Factoring and forfaiting- Asset Liability Management - Insurance Services, Bancassurance and Reinsurance - Securitization and Asset Reconstruction Companies - Indian and Global Perspective – Managing new challenges - Non -Banking Financial Companies.  |                          |                                     |  |          |
| Targeted Application & Tools that can be used:<br>Exposure to the Financial Markets and Management of Financial Services<br>Professionally Used Software: Quickbooks, Webull, Kissflow Finance, Zoho Finance Plus, Oracle Finance Cloud.  |                          |                                     |  |          |
| Project work/Assignment:  |                          |                                     |  |          |
| Assignment: 1] Refer to recent articles on financial markets and analyse the critical factors in financial markets. (Kindly note: Student should visit PU library and access the online resources for the same and incorporate the assignment as well as attach the photo of log in and log out in person in the end of the assignment file.)<br>Assignment: 2] Review of status of financial services and specialized financial services in India. (This assignment has to be done in group. All the members of the group have to contribute and submit the PPT and do presentation.)<br>Assignment: 3] Schedule an interview with a Financial Service Manager of an organization and infer the information and data about the organizational activities, analyzing the financial performance of that organization. Submit the summary report of the discussion (Experiential Learning). |                          |                                     |  |          |
| Textbook:<br>• T 1 Clifford Gomez, Financial Markets, Institutions and Financial Services, PHI Learning Private Ltd.<br>Reference Books:<br>• R 1 E.Gordon & K Natarajan, Financial Markets and Services. Himalaya Publishing House.<br>• R 2 Shashi K Gupta and Nisha Aggarwal, Financial Services, 12th Edition, Jan, 2022, Kalyani Publishers.   |                          |                                     |  |          |
| References<br>Research Articles in Journals<br>• Customer demand for Credit card services, Journal of Financial Services Research, Volume 61, Issue 3, June 22, <a href="https://link.springer.com/article/10.1007/s10693-022-00381-4">https://link.springer.com/article/10.1007/s10693-022-00381-4</a> .<br>• Research on Financial Services Innovations- A Quantitative Review and Future Review and Future Research Directions, International Journal of Bank Marketing<br><a href="https://www.researchgate.net/publication/291822155_Research_on_Financial_Services_Innovations_A_Quantitative_Review_and_Future_Research_Directions">https://www.researchgate.net/publication/291822155_Research_on_Financial_Services_Innovations_A_Quantitative_Review_and_Future_Research_Directions</a>   |                          |                                     |  |          |
| Case Studies:<br>• Inter-organizational relationship and innovation – A case study on the financial services Industry<br><a href="https://www.proquest.com/abiglobal/docview/2633900999/6F16FF5FB92242DFPQ/6?accountid=177896">https://www.proquest.com/abiglobal/docview/2633900999/6F16FF5FB92242DFPQ/6?accountid=177896</a>  |                          |                                     |  |          |

- Factor influencing Financial Inclusion an Empirical Study  
<https://www.proquest.com/docview/2668445617/B2B6922070BE4ABEPQ/1?accountid=177896>
- Liquidity Risks in Non-Banking Financial Companies: An Analysis  
<https://www.proquest.com/docview/2668445617/B2B6922070BE4ABEPQ/1?accountid=177896>
- LIC IPO: Is India's insurance giant worth \$200 billion?  
<https://www.proquest.com/abiglobal/docview/2619533848/FD9290DFC1994300PQ/2?accountid=177896>
- Kerala Start-Up Springer Gets Tie Angel Funding (for scaling up its crowd funding platform)  
<https://www.proquest.com/docview/1468469359/888AE0FB387243E0PQ/9?accountid=177896>
- Products & Markets: Money Market Funds - Money market funds hamstrung by regulations  
<https://www.proquest.com/docview/1781205637/57FA6DE479434B8BPQ/4?accountid=177896>
- Why Are Financial Regulations So Complex? Financial regulations are often more opaque and complex than necessary,  
<https://www.proquest.com/docview/1566873597/677F2419D2934DAEPQ/3?accountid=177896>

#### Videos

- Introduction to Financial Services – YouTube <https://www.youtube.com/watch?v=xXStP80NwuM>
- Financial Services 101-An Introduction to Financial Industry <https://www.youtube.com/watch?v=-JMLdhhUzbzE>
- Any company can offer Financial Services <https://www.youtube.com/watch?v=DjUMfhT0o64>
- Listen to Upfront-the bold new financial services podcast  
<https://www.youtube.com/watch?v=S2fKiDzxIPY>

#### Podcast:

- Embracing Technology in Financial Services- Accenture <https://www.accenture.com/au-en/insights/financial-services/embracing-technology-financial-services>
- Women in Financial Services Podcast Andrea Smith-Podcast  
<https://www2.deloitte.com/us/en/insights/multimedia/podcasts/within-reach-andrea-smith.html>

|  |                              |
|--|------------------------------|
| Catalogue prepared by                    | Dr. Prema Sankaran           |
| Recommended by the Board of Studies on   | BOS NO: held on              |
| Date of Approval by the Academic Council | Academic Council Meeting No. |

|                       |   |         |   |   |   |   |
|-----------------------|---|---------|---|---|---|---|
| Course Code: MBA3056  | Course Title: Financial Modelling using Spreadsheets<br>Type of Course: <b>Specialization Core and Practical</b> course | L-T-P-C | 3 | 0 | 0 | 3 |
| Version No.           | 1.1   |         |   |   |   |   |
| Course Pre-requisites | NIL. Students are expected to have numerical ability and understanding of Financial Management                          |         |   |   |   |   |
| Anti-requisites       | NIL   |         |   |   |   |   |

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|---|--|---|---|----------|
| Course Description  | This course is intended for graduate students who wish to implement the concepts of finance studied in introductory and other finance courses using Microsoft Excel. The course provides students with the opportunity to develop the skills needed to build financial models. The course primarily focuses on models used for valuation, capital budgeting, cost of capital and portfolio models  |   |   |          |
| Course Objective  | This course is designed to improve the learner's <b>EMPLOYABILITY SKILLS</b> by using <b>PARTICIPATIVE LEARNING</b> methods including Practical Hours using Excel.   |   |   |          |
| Course Out Comes  | On successful completion of the course the students shall be able to: <ol style="list-style-type: none"> <li>1. Demonstrate how to apply basic and advanced functions in Excel</li> <li>2. Forecast the financial statements</li> <li>3. Use Excel to build models for financial, statistical and investment concepts.</li> <li>4. Calculate the intrinsic value of stock and bond</li> <li>5. Implement portfolio optimization models to calculate efficient portfolios and the efficient frontier</li> </ol> |   |   |          |
| Course Content  |  |   |   |          |
| Module 1  | Financial Statement Analysis   | Financial Statement – Experiential Learning | Ability to forecast the financial statement | 10 Hours |
| Introduction to Excel and Basic Financial Calculations - The Basic Financial Statements - Financial Statement Analysis Tools  |  |   |   |          |
| Module 2  | Capital Budgeting  | Assignment – Participative Learning         | Risk analysis in Capital Budgeting          | 11 Hours |
| The Time Value of Money- The Cost of Capital - Capital Budgeting  |  |   |   |          |
| Module 3  | Valuation  | Assignment                                  | Ability to value stock and bond             | 12 Hours |
| Common Stock Valuation - Bond Valuation   |  |   |   |          |
| Module 4  | Portfolio Risk and Return  | Presentation- Experiential Learning         | Ability to develop a portfolio              | 12 Hours |
| Portfolio Statistics and Diversification - Advanced Excel Functions   |  |   |   |          |
| Targeted Application & Tools that can be used:  |  |   |   |          |
| Targeted Application: Financial Statement Forecasting, Capital Budgeting and Valuation<br>Tools: Excel  |  |   |   |          |
| Project work/Assignment: Mention the Type of Project /Assignment proposed for this course   |  |   |   |          |
| <ol style="list-style-type: none"> <li>5. Assignment 1: Financial Statement Forecasting</li> <li>6. Assignment 2: Risk Analysis in Capital Budgeting</li> <li>7. Assignment 3: Fundamental Analysis of stock</li> <li>8. Project 1: Different methods for projecting company revenues</li> <li>9. Projects 2: Loan amortization model</li> <li>10. Project 3: Cash flow modelling &amp; sensitivity analysis</li> </ol> |  |   |   |          |
| Text Book   |  |   |   |          |
| T1: Financial Analysis with Microsoft Excel, 7th edition, Timothy R. Mayes and Todd M. Shank, South-Western Cengage Learning, 2012, ISBN: 978-1-285- 43227-4  |  |   |   |          |

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|---|---|
| Reference Books<br>R1: Financial Modeling Using Excel and VBA – Chandan Sengupta – John Wiley & Sons<br>R2: Corporate Financial Analysis with MS Excel – Francis J Clauss – McGraw-Hill |   |
| Web Links and Case Study Links  |   |
| Catalogue prepared by   | Prof. Prema Sankaran  |
| Recommended by the Board of Studies on  | Mention the BOS Number and the Date of BOS                          |
| Date of Approval by the Academic Council  | Mention the Academic Council Meeting No. & the date of the meeting: |

|                       |  |              |   |    |   |
|-----------------------|--|--------------|---|----|---|
| Course Code: MBA3005  | Course Title: <b>Investment Management</b><br>Type of Course: <b>Specialization Core and Theory Only</b> course  | L- T-P-<br>C | 3 | 00 | 3 |
| Version No.           |  |              |   |    |   |
| Course Pre-requisites | NIL. Students are expected to have a minimum of numerical ability and understanding of basic finance concepts.   |              |   |    |   |
| Anti-requisites       |  |              |   |    |   |
| Course Description    | Investment Management concerns itself with allocation of money into various assets, including financial and real assets, with specific emphasis on returns and risks associated with the asset. It deals with the trade-off between risk and return leading to diversification of risk and stability of returns. The course exposes students to investment markets and various financial instruments and real assets into which investments can be made. They become aware of the determinants of price of investments, evaluation of fair price, and also get a conceptual insight into the valuation of investments. |              |   |    |   |
| Course Objective      | This course is designed to improve the learner's EMLOYABILITY SKILLS by using Participative learning methods.  |              |   |    |   |

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| Course Out Comes   | On successful completion of the course the students shall be able to:<br>1. Demonstrate the ability of selecting appropriate investments based on Investor Objectives and Constraints.<br>2. Interpret the performance of investments including portfolio's based on Risk and Return.<br>3. Analyse the value of Bonds and Equity using Intrinsic and Relative Valuation models<br>4. Comprehend Fundamental / Technical Analysis Reports and commonly used Investment Strategies in Bond and Equity Markets. |   |  |          |
| Course Content   |   |   |  |          |
| Module 1   | Introduction to Investments, Investment Process Alternatives and Suitability  | Investment Expo – Experiential Learning | Ability to explain the salient features and return potential of various investment vehicles to the walk-in audience. | 12 Hours |
| Topics: Investment, overview, Investment vs. Speculation, Investment Process, Risk Appetite, Investment alternatives, their return, risk potential, assessing suitability of investments based on Investor Objectives and Constraints.   |   |   |  |          |
| Module 2   | Computing and Analyzing Returns, Risk, Diversification and Evaluation of Portfolio Performance  | Project – Participative Learning        | Analysing with historical data, the performance of Select Mutual Funds and Ranking them                              | 12 Hours |
| Topics: Return, components of return, factors influencing returns, types of returns, simple average, weighted average, real returns, effective returns, IRR, XIRR(concept), Risk, Types, Measuring Historical and Expected risk of individual investments, Correlation, its importance, Diversification, computing Portfolio return & Risk, Beta, its significance, use, calculation of beta of individual stock and portfolio, $R^2$ , its significance and application, use of CAPM model, determining underpriced and overpriced securities, Portfolio performance evaluation and ranking using Sharpe, Treynor and Jensen Models |   |   |  |          |
| Module 3   | Valuation of Bonds, Equity and Real Estate  | Assignment                              | Ability to analyse the value of assets   | 10 Hours |
| Topics: Bond characteristics, Bond types, Bond Prices, Risks, Yield, Yield to Maturity, Yield to Call, Duration, Modified Duration, Immunization (concept), Bond Portfolio Strategies, Valuation of Equity, Dividend Discount Model with zero, constant and variable growth of dividends, Free Cash Flow to the Firm / Equity valuation model, Relative Valuation models, P/E, P/BV, P/EV, Growth and Value investing, Valuing Real Estate using Intrinsic Model.  |   |   |  |          |
| Module 4   | Fundamental and Technical Analysis  | Presentation- Experiential Learning     | Ability to comprehend and present  | 11 Hours |

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|  |  |  | Fundamental and Technical Analysis Reports |  |
| <p>Topics: Fundamental Analysis, its components, important macroeconomic variables and its impact, important industry growth variables and its impact, important ratios for company investment analysis. Technical Analysis, difference between fundamental and technical, types of Charts, Trends, Support and Resistance levels, widely used Chart Patterns, reading Moving Averages, use of RSI, Bollinger Bands (concept).</p> |  |  |  |  |
| <p>Targeted Application &amp; Tools that can be used:</p> <p>course helps in understanding investment features, performance in terms of return potential and inherent risk, comprehending Fundamental and Technical Analysis Reports.</p>  |  |  |  |  |
| <p>Project work/Assignment: Mention the Type of Project /Assignment proposed for this course</p>   |  |  |  |  |
| <ol style="list-style-type: none"> <li>11. Student Group Activity – Investment Expo – Experiential Learning</li> <li>12. Individual Project – Performance Analysis – Participative Learning</li> <li>13. Assignment – Valuation Analysis</li> <li>14. Presentation – Comprehending Reports – Experiential Learning</li> </ol>  |  |  |  |  |
| <p>Text Book</p> <p>Prasanna Chandra (2021) Investment Analysis and Portfolio Management, 6<sup>th</sup> edition, McGraw Hill India</p>  |  |  |  |  |
| <p>Reference Books</p> <p>R1: Fisher &amp; Jordon, Security Analysis and Portfolio Management, Prentice Hall, EEE</p> <p>R2: Frank Reiley and Keith Brown, Investment Analysis and Portfolio Management, Thompson</p>  |  |  |  |  |

### Web Links and Case Study Links

1. <https://www.indianivesh.in/CmsApp/MediaGalary/docs/Promising%205%20for%20Next%205%20Years-201905221211491118779.pdf>
2. <https://www.indianivesh.in/CmsApp/MediaGalary/docs/Road%20Ahead%20-Value%20Picks%201122018-201812111537167058182.pdf>
3. <https://www.lkpsec.com/research/technical-analysis-research.aspx#:~:text=The%20technical%20analysis%20report%20also,levels%20of%20entry%20and%20exit.>
4. <https://simplehai.axisdirect.in/research/research-reports/trading-reports>
5. <https://www.nseindia.com/>
6. <https://www.bseindia.com/>
7. <https://www.morningstar.in/gold-rated-mutual-fund.aspx>
8. <https://puniversity.informaticsglobal.com:2098/science/article/pii/S1057521915000216>
9. <https://puniversity.informaticsglobal.com:2098/science/article/pii/S0301420719302697>
10. <https://puniversity.informaticsglobal.com:2293/insight/content/doi/10.1108/case.darden.2016.000137/full/html>
11. [CAPITALINE DATABASES \(informaticsglobal.com\)](#)

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|--|--|
| Catalogue prepared by                    | Dr K Krishna Kumar   |
| Recommended by the Board of Studies on   | tion the BOS Number and the Date of BOS                      |
| Date of Approval by the Academic Council | tion the Academic Council Meeting & the date of the meeting: |

|                        |  |              |   |   |   |   |
|------------------------|--|--------------|---|---|---|---|
| Course Code<br>MBA3100 | Course Title: International Finance<br>Type of Course: Theory only   | L-T- P-<br>C | 3 | 0 | 0 | 3 |
| Version No.            |  |              |   |   |   |   |
| Course Pre-requisites  | The course presumes that students have knowledge of finance, accounting, business law, micro and macroeconomics, management, negotiation, new ventures, entrepreneurship, strategic planning, human resource management and risk management  |              |   |   |   |   |
| Anti-requisites        | NIL  |              |   |   |   |   |
| Course Description     | Businesses are operating in an increasingly competitive global environment. Managing businesses either directly or indirectly exposed to international competition requires an understanding of currency risks and international financial markets. This course aims at providing students with an in-depth knowledge of these |              |   |   |   |   |



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|---|---|-----------------------|------------------------------------|---------|
|   | issues. The main areas covered are: currency markets, currency risks, currency derivatives and hedging decisions, cross-border financing decisions, cross-border investment decisions, international financial markets and currency investment strategies.  |                       |                                    |         |
| Course Outcomes   | On successful completion of this course, the students shall be able to: <ol style="list-style-type: none"> <li>1. To create a strong foundation of all major elements of the acquisition process</li> <li>2. To develop an in-depth understanding of how and when to apply the appropriate tools and skills to successfully complete a transaction</li> <li>3. To apply what has been learned to solving real world business problems</li> </ol>              |                       |                                    |         |
| Course Objective  | <ol style="list-style-type: none"> <li>1) To provide an introduction to international finance theory</li> <li>2) To review and synthesize the fundamental themes in international finance research and its scandals</li> <li>3) To know the practical issues faced by Multinational firms related to international financial management.</li> <li>4) Identify risk relating to exchange rate fluctuations and develop strategies to deal with them</li> </ol> |                       |                                    |         |
| Course Content  |   |                       |                                    |         |
| Module 1  | International Monetary System   | Experiential Learning | Lecture and Case Study             | 9 Hours |
| Globalization and Multinational Firm - An overview, Importance, Nature and scope, Recent changes and challenges in IFM and Multinational Corporations. Balance of Payments (BoP) - Fundamentals of BoP, Accounting Components of BoP and BoP Identity – BoPs trends in Major countries.   |   |                       |                                    |         |
| Module 2  | International Monetary System   | Experiential Learning | Lecture and Discussion             | 9 Hours |
| International Monetary System - Evolution, Gold Standard, Bretton Woods system, The Flexible Exchange Rate Regime, The Current Exchange Rate Arrangements, The Economic and Monetary Union and Currency Crisis.   |   |                       |                                    |         |
| Module 3  | Foreign Exchange Market   | Experiential Learning | Lecture and Projects               | 9 Hours |
| The Market of Foreign Exchange – Functions and Structure of the FX market, The Spot Market and The Forward Market. International Parity Relationships and Forecasting Foreign Exchange Rates – Interest Rate Parity, Purchasing Power Parity, Fischer Effects and Forecasting Exchange Rates. Futures and Options on Foreign Exchange – Futures Contract Preliminaries, Currency Futures Markets, Eurodollar Interest Rate Futures Contract, Option Contract Preliminaries, Currency Option Markets, American and European Option Pricing Models. |   |                       |                                    |         |
| Module 4  | Foreign Exchange Exposure And World Financial Markets   | Experiential Learning | Lecture and Participative Learning | 9 Hours |
| Foreign Exchange Exposure and Management – Transition Exposure, Translation Exposure, Economic Exposure and the management of these Exposures International Banking, International Bond Markets, International Equity Markets, Interest Rate and Currency Swap.   |   |                       |                                    |         |
| Module 5  | Financial Management Of The Multinational Firm  | Experiential Learning | Lecture and Presentation           | 9 Hours |
| Introduction- Foreign Direct Investment - Cost of Capital and Capital Structure of a Multinational Firm - ADRs, GDRs, ECBs - Country Risk Analysis - International Taxation - Double Taxation Avoidance Agreements.   |   |                       |                                    |         |
| Books   |   |                       |                                    |         |
| 1. Eun and Resnik, International Financial Management, Tata Mcgraw Hill   |   |                       |                                    |         |

|  |                    |
|--|--------------------|
| References   |                    |
| <ol style="list-style-type: none"> <li>1. Alan C.Shapiro, Multinational Financial Management, John Wiley &amp; Sons</li> <li>2. Jeff Madura, International Financial Management, Thomson Publications</li> <li>3. P.G.Apte, International Financial Management, Tata McGraw-Hill, New Delhi</li> </ol> |                    |
| Catalogue prepared by  | Dr. Prema Sankaran |
| Recommended by the Board of Studies on   |                    |
| Date of Approval by the Academic Council   |                    |

|                                |   |              |            |   |   |          |
|--------------------------------|---|--------------|------------|---|---|----------|
| Course Code:<br><b>MBA3075</b> | Course Title: Insurance and Risk Management<br>Type of Course: Discipline elective Theory Only  | L- T-P-<br>C | 3          | 0 | 0 | 3        |
| Version No.                    |   |              |            |   |   |          |
| Course Pre-requisites          | Completion of core subject in Financial & Wealth Management and basics of Finance & Investment  |              |            |   |   |          |
| Anti-requisites                |   |              |            |   |   |          |
| Course Description             | Risk management is a continuous process that involves a series of steps of identification, evaluation, control, financing and monitoring. Risks can be managed with control techniques or can be financed. The course deals with the basic principles of risk management. It covers important legal principles as they relate to insurance along with exploring government regulations and examine individual insurance contracts pertaining to life and health, personal and commercial policies. The course will familiarize a number of practical concepts relating to insurance policies found in markets today. Further, the program teaches students how to identify, analyze, and manage financial and operational risks that are inherent in both personal and business settings. |              |            |   |   |          |
| Course Outcomes                | <p>On successful completion of the course the students shall be able to:</p> <p><b>CO1: Identify</b> and discuss the main elements of risk and the various strategies that are adopted to deal with risk-<b>Comprehension</b></p> <p><b>CO2: Apply</b> the fundamental legal principles of insurance contract and the major types of insurance -<b>Application</b></p> <p><b>CO3: Demonstrate</b> the critical skills to address relevant issues relating to Insurance Company Operations- <b>Application</b></p>   |              |            |   |   |          |
| Course Objective:              | The course is designed to enhance <b>SKILL DEVELOPMENT</b> with respect to functioning of the Insurance sector and inter –relationship between Insurance and Risk Management as well as leads to the student’s employability skills as a Insurance and Risk analyst professional in the industry through <b>PARTICIPATIVE LEARNING</b> .  |              |            |   |   |          |
| Module 1                       | Management & Assessment   | Assignment   | Case Study |   |   | 15 Hours |

– Definition, Types and elements of risk – Risk management – Objectives of risk management – Risk management process – Identifying and evaluating potential losses – Selecting appropriate technique for treating loss exposure – Risk financing – Implementing and administering risk management program – Personal risk management – Loss forecasting Risk Assessment, Analysis, Evaluation, Risk Control and Treatment - Risk Reduction - Transfer and Sharing of Risk - Elimination and Retention of Risk

|          |                         |            |            |          |
|----------|-------------------------|------------|------------|----------|
| Module 2 | Principles of Insurance | Assignment | Case Study | 15 Hours |
|----------|-------------------------|------------|------------|----------|

Topics: Definition of insurance, characteristics – pooling of losses, payment of fortuitous losses, risk transfer, indemnification, Fundamental & legal principles of insurance - Indemnity, Insurable interest, Subrogation, Utmost good faith, Insurable risk - Characteristics, Risk of fire vs risk of unemployment

|          |                    |                                  |            |          |
|----------|--------------------|----------------------------------|------------|----------|
| Module 3 | Types of Insurance | Live Experiential Learning Event | Case Study | 15 Hours |
|----------|--------------------|----------------------------------|------------|----------|

Topics: Types of insurance– Life and health insurance, property and liability insurance, Types of life Insurance-Term-Ordinary Life-Endowment-Variable Life-Universal Life-Variable universal life Health Insurance-An overview of health insurance policies in India-Medical Expenses-Types of health Insurance-Types of Coverage-Long Term Care insurance Insurance Company Operations – Rating and Rate making, Underwriting, Production, Claims Settlement, and Reinsurance

Recommended Application & Tools that can be used:  
Research Paper, Research Articles, Case Study, Data Analysis

Project work/Assignment:

**Project/ Assignment:**

**Assignment: 1]** Refer to the research paper assigned from the PU library and analyse the critical factors responsible for the issues mentioned in the paper. (Kindly note: Student should visit PU library and access the online resources for the same and incorporate the assignment as well as attach the photo of log in and log out in person in the end of the assignment file.)

**Assignment: 2]** Review PU online Case Study, bringing out and analysing the core principles around which the case study revolves. Respond to the questions cited at the end of case study.

**Experiential Learning Activity:** Demonstrate learning by holding a live event focused on giving experiences to people. Submit the summary report of the discussion (Experiential Learning)

Book  
T1 Rejda and McNamara, Principles of Risk Management and Insurance, Twelfth Edition, Pearson

References

<https://presiuniv.knimbus.com/user#/home>

**Research Articles in Journals**

Insurer interest margin management, default risk, and life insurance policyholder protection

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JM2-12-2017-0140/full/html>

**Key issues and challenges of risk management and insurance in China's construction industry: An empirical study**

<https://www.researchgate.net/publication/220672074>

**Role and Significance of Data Protection in Risk Management Practices in the Insurance Market**

<https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/02635570710734280/full/html>

Simulation for risk management: risk management of a P/C insurance company scenario generation, simulation and optimization

<https://dl.acm.org/doi/10.5555/1030818.1030869>

## Cyber Risk Management with Risk Aware Cyber-Insurance in Block chain Networks

<https://ieeexplore.ieee.org/document/8648141>

## The Future Role of Insurance in Risk Management, Joint Seminar with the Institute of Risk Management, 23 May 1996

<https://presiuniv.knimbus.com/user#/searchresult?searchId=insurance%20and%20risk%20manageme nt& t=1657791418735>

### Case Studies:

Case study 1: e- Library PU-Proquest

<https://www.proquest.com/abiglobal/docview/2352149859/abstract/481A6D55F8E64FDDPQ/10?acco untid=177896>

Case study 2: e- Library PU-Proquest

<https://www.proquest.com/abiglobal/docview/2352149859/abstract/3602D4FADF4A4798PQ/14?acco untid=177896>

Case study 3: e- Library PU-Proquest

<https://www.proquest.com/abiglobal/docview/2019486962/abstract/3602D4FADF4A4798PQ/16?acco untid=177896>

### Videos

<https://www.youtube.com/watch?v=mktNDebfF3o>

<https://www.youtube.com/watch?v=XFTLb9F414k>

<https://www.youtube.com/watch?v=1va8ryAuEdc>

<https://www.youtube.com/watch?v=Zf8o7Itp7TQ>

<https://www.youtube.com/watch?v=WWPbPldfZl>

### Podcast:

<https://www.wtwco.com/en-IN/Insights/2021/01/rethinking-insurance-podcast>

<https://www.wtwco.com/en-GB/Insights/2021/01/rethinking-insurance-podcast>

<https://www.tradefinanceglobal.com/posts/podcast-s1-e18-moving-forward-with-credit-insurance/>

<https://www.jdsupra.com/legalnews/a-legal-podcast-risk-management-and-the-42827/>

<https://www.wtwco.com/en-NZ/Insights/2022/01/rethinking-insurance-podcast-season-2>

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| Catalogue prepared by                    | Dr. Yogesh Kumar Jain          |
| Recommended by the Board of Studies on   | NO:                            |
| Date of Approval by the Academic Council | Academic Council Meeting No. : |

|                         |  |           |   |   |   |   |
|-------------------------|--|-----------|---|---|---|---|
| Course Code:<br>MBA3097 | Course Title: Derivatives and Risk Management<br>Type of Course: Discipline Elective<br>Theory Only                    | L- T-P- C | 3 | 0 | 0 | 3 |
| Version No.             |  |           |   |   |   |   |
| Course Pre-requisites   | Students required to have: 1) Basic Quantitative skills and 2) Basic understanding of Investment and Financial Markets |           |   |   |   |   |
| Anti-requisites         |  |           |   |   |   |   |

|  |   |  |                         |          |
|--|---|--|-------------------------|----------|
| Course Description   | Organizations and individuals speculate on the future price movements in order to earn profits and hedge their risks. Derivative contract such as futures, forwards, swaps and options are extensively used by institutions, businesses as well as investors, to transfer risks and at the same time allow them to speculate on the future price movements. The main aim of this course is to provide a holistic understanding of types of derivative contracts and how the same can be used for both hedging risks and speculating. This course blends with theory, problems and cases to introduce the basic concepts in an engaging manner. The course will enable formulating hedging, arbitrage, and speculative strategies with derivative contracts. |  |                         |          |
| Course Outcomes  | On completion of this course, the student will be able to: <ol style="list-style-type: none"> <li>1. Explain the role, nature and importance of Derivative Contracts - [Comprehension]</li> <li>2. Use Future contracts for Speculation and Hedging [Application]</li> <li>3. Employ Option strategies based on traders' expectations - [Application]</li> </ol>  |  |                         |          |
| Course Objective:  | The course is designed to enhance SKILL DEVELOPMENT in understanding derivative contracts through PARTICIPATIVE methods.  |  |                         |          |
| Module 1   | Introduction to Derivative Contracts  | Quiz   | MCQ based               | 15 Hours |
| Topics: Meaning, Features, Importance, Cash and Derivative Markets, Reasons for trading derivative contracts. Classification of derivative contracts: Forwards, Futures, Options and Swaps. Types of Derivative markets: OTC and Exchange Traded Contracts, Contingent and Commitment contracts. Derivatives trading in India, Growth of Derivatives in India. |   |  |                         |          |
| Module 2   | Future Contracts  | Research paper review (participative learning) | Room Discussion         | 15 Hours |
| Topics: Meaning, types, features, Advantages and Disadvantages of Futures contracts. Determining Profit and Loss, Operation of margin- Initial margin, Maintenance margin, Mark to Market margin. Speculations and hedging and with Stock, Index, Commodity and Foreign exchange Futures. Pricing of Futures.  |   |  |                         |          |
| Module 3   | Options contract  | Project ( Experiential learning)               | Collection and Analysis | 15 Hours |
| Topics: Meaning, Features, Option terminologies, Factors affecting Option prices, Call Options and Put Options. Moneyness of Options contracts: In-the-Money, At-the-Money and Out-of-the-Money. Determining Payoffs of Buyers and Sellers. Strategies in Options for up, down and stable markets. Hedging with Call Options and Put Options.                  |   |  |                         |          |
| <p>Used Application &amp; Tools that can be used:</p> <p>Exposure to the MACRO Excel,</p> <p>Professionally Used Software: NSE/BSE, CMIE Prowess IQ, CAPITALINE</p>  |   |  |                         |          |
| Project work/Assignment:   |   |  |                         |          |
| Project/ Assignment:   |   |  |                         |          |
| : 1] MCQ based quiz will be conducted for 45min through Outlook forms covering Module I and II.  |   |  |                         |          |
| Assignment: 2] Student has to collect options contract data from NSE for 1month, 2months and 3 months. Look at the trend and assess the payoff using different options strategies. From the payoff student has to identify 3 best options trading strategies. (This assignment has to be done in group. All the  |   |  |                         |          |

members of the group have to contribute and submit the PPT and do presentation.) (Kindly note: Student should visit PU library and access the online resources for the same and incorporate the assignment as well as attach the photo of log in and log out in person in the end of the assignment file.)

**Book**

T1. S.L. Gupta, Financial Derivatives: Theory, Concepts and Problems (2015). Prentice Hall India Learning; Fifth Edition.

**References**

<https://presiuniv.knimbus.com/user#/home>

- Xiang, Z., Jian, Z., Ma, L., Zhang, T., & Guo, J. (2021, June). Value Strategies in Trading Derivatives: Theories and Practice in Forwards, Futures and Options. In *2021 5th International Conference on E-Education, E-Business and E-Technology* (pp. 106-119).
- Lee, J. H., & Kwon, S. S. (2008). Futures and Option Prices After the Stock Market Close: Evidence from the Korean Markets. *Journal of Derivatives and Quantitative Studies*.
- Ma, C., Xiao, R., & Mi, X. (2022). Measuring the dynamic lead–lag relationship between the cash market and stock index futures market. *Finance Research Letters*, 47, 102940.

**Magazine**

- <https://www.financederivative.com/magazine/>

**Website**

- <https://www.nseindia.com/market-data/equity-derivatives-watch>
- <https://www.mastertrust.co.in/derivative-market-trading>

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|--|--------------------------------|
| Catalogue prepared by                    | Dr.                            |
| Recommended by the Board of Studies on   | NO:                            |
| Date of Approval by the Academic Council | Academic Council Meeting No. : |

|                         |   |           |   |   |   |   |
|-------------------------|---|-----------|---|---|---|---|
| Course Code:<br>MBA3082 | Course Title: FinTech<br>Type of Course: Specialization<br>Theory Only  | L- T-P- C | 3 | 0 | 0 | 3 |
| Version No.             | 1.1   |           |   |   |   |   |
| Course Pre-requisites   | NIL   |           |   |   |   |   |
| Anti-requisites         | NIL   |           |   |   |   |   |
| Course Description      | This course is for students wishing to explore the ways in which new technologies are disrupting the financial services industry—driving material change in business models, products, applications and customer user interface. Amongst the significant technological trends affecting financial services into the 2020’s, the class will explore AI, deep learning, blockchain technology, and open APIs. |           |   |   |   |   |
| Course Outcomes         | On completion of this course, the student will be able to:  |           |   |   |   |   |
|                         | 1. Have a broader overview of Fintech and the key technologies and interface  |           |   |   |   |   |

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|---|---|---|---|----------|
|   | 2. Understand the basics of Blockchain and Cryptocurrency<br>3. Analyse the potential areas of disruption across payments   |   |   |          |
| Course Objective:   | The aim of this course is to develop employability skills of the students based on the shifting nature of the financial sector and gain a holistic understanding of the technologies set to shape the future of finance and business. |   |   |          |
| Module 1  | Fintech Introduction  | Pre reading based on the topics and thereafter classroom discussion |   | 12 Hours |
| <b>Topics:</b> BFSI Value chain- How FinTech changed BFSI- Modern Banking Landscape- Introduction to BankTech- Introduction to InsureTech. Introduction to the Fintech landscape- FinTech Architecture- FinTech Technologies- Latest Trends and future of FinTech- Applications of FinTech- Use cases of FinTech in banks- Fintech startups- Fintech unicorns and business models. Introduction to Machine Learning - Introduction to Cloud Computing   |   |   |   |          |
| Module 2  | Blockchain for fintech & applications   |   | Case Study  | 12 Hours |
| <b>Topics:</b> Blockchain Foundations- Blocks and Blockchain, the Chain, Nodes and Network- Blockchain in Use, Concepts of Blockchain, Types – Private, Public and Federated blockchain, Cryptography in Block chain - Encryption, Key, Decryption, Cryptography - Application to Blockchain- Hash Functions- Public Key Cryptography and Signing - Use cases and applications. Understand smart contracts - Computational model of Smart contracts- Ethereum and Working with Smart Contracts - Hyperledger Architecture- Hyperledger Blockchain Technology - Use cases of Smart contracts   |   |   |   |          |
| Module 3  | Payments, cryptocurrencies & alternative finance  | Project   | Credit Risk Modelling/Credit Card Fraud Detection | 10 Hours |
| <b>Topics:</b> Cryptocurrencies Introduction- Bitcoin and Applications- Cryptocurrencies and Digital Crypto Wallets- Types of Cryptocurrencies- Cryptocurrencies and Applications- What is an ICO? - Importance of ICO in Alternative Finance- Regulations for Cryptos and tokens, Central Bank Digital Currency (CBCD). Global Payment Ecosystem- Payments Architecture and Setup- Innovation in Consumer and Retail payments- Popular Payments Technology- Blockchain and Cryptocurrencies in Payments- Payment Stacks in India- Innovative Products in Mobile based, Credit Cards, POS based ecosystem. P2P and Marketplace Lending- P2P Infrastructure and technologies- Concept of Crowdfunding. |   |   |   |          |
| Module 4  | Banktech, Insurtech & Regtech   | Project   | Risk based pricing – Algorithm based              | 11 Hours |
| BANKTECH- Regulatory Framework for Product Pricing, loan origination and servicing- Social media-based profiling, comparison tools and aggregators- Dynamic credit rating, Risk management & underwriting- Using Credit Counsellor Robo/Bot for faster approvals & funding- Utilizing data science tools and machine learning for data mining/ cross sale- Hybrid Lending Products. INSURTECH- How does InsurTechwork- Business model disruption- Aggregators- AI/ML in InsurTech- IoT and InsurTech - Risk Modeling- Fraud Detection-Processing claims and Underwriting- REGTECH- Evolution of RegTech- RegTechEcosystem- Smart Regulation   |   |   |   |          |
| Targeted Application & Tools that can be used:<br>Exposure to the payment business models.  |   |   |   |          |
| Project work/Assignment:  |   |   |   |          |
| 1. Credit Risk Modelling/Credit Card Fraud Detection  |   |   |   |          |

2. Crypto currency Trading
3. Risk based pricing using ML

Text Book

T1. Disrupting Finance: FinTech and Strategy in the 21st Century, Edited by Theo Lynn · John G. Mooney, Pierangelo Rosati · Mark Cummins

References

1. Fintech Innovation by Paolo Sironi, Wiley Publications
2. FinTech: The impact and influence of Financial Technology and Banking and the Finance Industry. By Richard Hayen
3. FinTech and Blockchain by Jacob William
4. The FinTech Book: The financial technology handbook for investors, entrepreneurs and visionaries. B Susanne Chishti and JanosBarberis
5. Blockchain: The ultimate guide to understanding Blockchain, Fintech, Bitcoin and other cryptocurrencies by Anthony Tu. Published by Createspace Independent publishing platform.

**Digital Articles:**

<https://assets.kpmg.com/content/dam/kpmg/pdf/2016/06/FinTech-new.pdf>

<https://www.linkedin.com/pulse/fintech-booms-india-factors-driving-growth-disruption-t-nihar-prasad/>

<https://www.tradefinanceglobal.com/posts/5-factors-driving-rise-fintech-financial-services-industry/>

<https://www.leewayhertz.com/blockchain-development-key-concepts/>

<https://www.geeksforgeeks.org/cryptography-in-blockchain/>

<https://strategicmanagementinsight.com/tools/vrio/>

<https://home.kpmg/xx/en/home/insights/2022/01/top-fintech-trends-in-h2-2021.html>

[https://www.ev.com/en\\_in/consulting/seven-key-trends-shaping-the-future-of-fintech-industry](https://www.ev.com/en_in/consulting/seven-key-trends-shaping-the-future-of-fintech-industry)

<https://www.pwc.in/assets/pdfs/consulting/financial-services/fintech/point-of-view/pov-downloads/evolving-business-models-in-the-payments-industry.pdf>

<https://www.adb.org/sites/default/files/publication/885336/adb-brief-245-managing-fintech-risks.pdf>

<https://www2.deloitte.com/us/en/pages/regulatory/articles/fintech-risk-management-regulation.html>

<https://www2.deloitte.com/content/dam/Deloitte/us/Documents/regulatory/us-aers-the-evolving-fintech-regulatory-environment.pdf>

**Case Studies:**

<https://paytm.com/blog/investor-relations/our-business-model-explained/>

<https://lumobusiness.com/business-model-canvas-payments/>

**Videos**

**What is fintech?**

[https://www.youtube.com/watch?v=-EoNrg\\_DR3s](https://www.youtube.com/watch?v=-EoNrg_DR3s)

**How FinTech is Shaping the Future of Banking**

<https://www.youtube.com/watch?v=pPkNtN8G7q8>

**The future with FinTech, Crypto and AI | Ruzbeh Bacha | TEDxAveiro**

<https://www.youtube.com/watch?v=ft75f3Iaa-s>

**Podcast:**

<https://indiafintechdiaries.com/2022/11/42-techfin-in-conversation-with-anup-nayar-ceo-domestic-in-solutions-global/>

<https://indiafintechdiaries.com/2022/09/39-fintech-investments-in-conversation-with-sandeep-patil-partnered-investors/>

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|--|--------------------------------|
| Catalogue prepared by                    | Dr Leena George                |
| Recommended by the Board of Studies on   | BOS NO:                        |
| Date of Approval by the Academic Council | Academic Council Meeting No. : |



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|--|--|-----------------------|-------------------------|----------|---|
| Course Code:<br>MBA3102  | Course Title: Taxation<br>Type of Course: Discipline elective<br>Theory Only   | L-T- P-<br>C          | 3                       | 0 0      | 3 |
| Version No.  |  |                       |                         |          |   |
| Course Pre-requisites  | Students required to have 1) Basic computational skills and 2) Basic understanding of accounting and finance   |                       |                         |          |   |
| Anti-requisites  |  |                       |                         |          |   |
| Course Description   | This course is the window to see the tax law. The Course will cover the direct and indirect taxes both. Under direct tax domain it will include personal income taxes and corporate taxes. Under indirect taxes domain it will include Goods and Services tax and Customs duty. It will equip students to gain a basic understanding of the tax system and procedures. The character and content of taxation knowledge will be explained to the students in a systematic manner. |                       |                         |          |   |
| Course Outcomes  | On completion of this course, the student will be able to:<br><br>4. Compute Personal taxable income and tax payable thereon [Application]<br>5. Explain different types of return and assessments [Comprehension]<br>6. Explain types of corporate taxes and tax rates [Application]<br>7. Explain basic provisions of GST and Customs duty [Comprehension]   |                       |                         |          |   |
| Course Objective:  | The objective of this course is to <b>ENHANCE THE EMPLOYABILITY SKILL</b> of the students in understanding tax laws and procedures through classroom lectures and <b>PARTICIPATIVE LEARNING</b> .  |                       |                         |          |   |
| Module 1   | Module 1 -<br>Personal<br>income<br>taxes  | Quiz                  | MCQ based               | 12 Hours |   |
| Topics: Meaning and types of taxes, Residential status of individuals and incidence of taxes, Agricultural income, Person, Assessee, Assessment year, Previous year, computation of taxable income under five heads of income and total income, Deductions, rebate and relief allowed, tax planning and management regarding personal income taxes.  |  |                       |                         |          |   |
| Module 2   | Module 2 – Return of<br>income and<br>Assessments  | Research paper review | Classroom Discussion    | 12 Hours |   |
| Return of income and its types- original return, revised return and belated return, benefits of filing income tax returns, different forms of income tax returns and documents needed to file income tax returns. Assessments under income tax and its types- Self assessment, Summary assessment, Regular assessment, Scrutiny assessment, Best judgment assessment and income escaping assessment.               |  |                       |                         |          |   |
| Module 3   | Module 3 – Corporate<br>taxes  | Project               | Collection and Analysis | 11 Hours |   |
| Meaning of domestic and foreign company, its residential status, Taxable income and applicable tax rates, Minimum Alternative Tax (MAT) and Book profit, Dividend distribution tax (DDT), Carry-forward and set-off of Depreciation and losses for companies, Tax Planning for Amalgamation  |  |                       |                         |          |   |
| Module 4   | Module 4 –<br>Goods and<br>Services tax and<br>Customs duty  | Project               | Collection and Analysis | 10 Hours |   |
| Introduction to GST and constitutional amendments, Acts passed under GST, tax rates, Taxable event under GST, concept of supply, supply of goods vs. supply of services, Concept of Composite and Mixed supply, time of supply under GST, Input tax credit, TDS, TCS and Reverse charge, Registration and types of returns, Anti-profiteering measures under GST, Introduction of custom duty-features objects and |  |                       |                         |          |   |

types

Targeted Application & Tools that can be used:  
Exposure to the MACRO Excel,

Professionally Used Software: NSE/BSE, CMIE Prowess IQ, CAPITALINE

Project work/Assignment:

Project/ Assignment:

ASSIGNMENT-1] MCQ based quiz will be conducted for 45min through Outlook forms covering Module I and II.  
ASSIGNMENT-2] Research paper Review- Here the students will be given a research paper, they are required to review it

ASSIGNMENT: 3] Student has to collect taxation data from RBI for the last 5-10 years for direct taxes and last 4-5 years for indirect taxes from CBIC web site. The students shall analyze the trends of collection of both direct and indirect taxes and find the ground realities and problems. All the members of the group have to contribute and submit the PPT and do presentation.) (Kindly note: Student should visit PU library and access the online resources for the same and incorporate the assignment as well as attach the photo of log in and log out in person in the end of the assignment file.)

Book

T1. Gupta, R. & Ahuja G. (2023). Practical Approach to Direct & Indirect Taxes. Commercial law publishers (India) Pvt. Ltd.; 44<sup>th</sup> edition

References

<https://presiuniv.knimbus.com/user#/home>

- Olsen, J., Kang, M., & Kirchler, E. (2018). Tax Psychology. In A. Lewis (Ed.), *The Cambridge Handbook of Psychology and Economic Behaviour* (Cambridge Handbooks in Psychology, pp. 405-429). Cambridge: Cambridge University Press. doi:10.1017/9781316676349.014
- J. Mathews, P. Mehta, S. Kuchibhotla, D. Bisht, S. B. Chintapalli and S. V. K. Visweswara Rao, "Regression Analysis towards Estimating Tax Evasion in Goods and Services Tax," 2018 IEEE/WIC/ACM International Conference on Web Intelligence (WI), 2018, pp. 758-761, doi: 10.1109/WI.2018.00011
- Otusanya, O.J., Liu, J. and Lauwo, S.G. (2022), "Influence of tax dodging on tax justice in developing countries: some theory and evidence from Sub-Saharan Africa", *Journal of Financial Crime*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JFC-01-2022-0012>

Magazine

*The Journal of International Accounting, Auditing and Taxation (JIAAT)*

<https://www.sciencedirect-com-presiuniv.knimbus.com/journal/journal-of-international-accounting-auditing-and-taxation>

Website

<https://incometaxindia.gov.in/Pages/default.aspx>

<https://cbic-gst.gov.in/>

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|--|--------------------------------|
| Catalogue prepared by                    | Dr. Pramod Kumar Pandey        |
| Recommended by the Board of Studies on   | NO:                            |
| Date of Approval by the Academic Council | Academic Council Meeting No. : |

|                        |  |              |   |          |   |   |
|------------------------|--|--------------|---|----------|---|---|
| Course Code<br>MBA3069 | Course Title: Commercial Banking<br>Type of Course: Elective & Theory only   | L-T- P-<br>C | 3   | 0        | 0 | 3 |
| Version No.            |  |              |   |          |   |   |
| Course Pre-requisites  | Knowledge of basic Mathematics.<br>Information Processing and Analytical Thinking.   |              |   |          |   |   |
| Anti-requisites        |  |              |   |          |   |   |
| Course Description     | <p>The reform measures implemented during the post- liberalization phases of Indian economy heralded several epoch-making changes in the financial sector. This resulted in the integration of various financial markets and institutions so that financial institutions were made more resilient, competitive and customer friendly. Banking being the wheel of financial system, this sector plays an important role in the growth and progress of the economy. Understanding the nuances of banking, the operational complexity and the long run sustainability is a prerequisite for the finance professionals today.</p> <p>This course is presented from the perspective of both bank management and regulators in order to provide an overview of the interrelated operations of a commercial banking organization.</p> |              |   |          |   |   |
| Course Outcomes        | <p>Students will be able to –</p> <ol style="list-style-type: none"> <li>1. know the role and nature of services offered by banks and the operational details of commercial bank functioning. <b>(Understand)</b></li> <li>2. use the tools used in interpreting and evaluating performance, productivity and efficiency of the banking organizations.</li> </ol> <p><b>(Apply)</b></p> <ol style="list-style-type: none"> <li>3. dissect the product structure and social imperatives in the Indian banking sector. <b>(Analyze).</b></li> <li>4. Keep abreast of the regulatory framework for banking system in India.</li> </ol> <p><b>(Analyze)</b></p>  |              |   |          |   |   |
| Course Objective       | <p>The objectives are to familiarize the students with and able to know:</p> <ul style="list-style-type: none"> <li>• What is a bank and what are its functions.</li> <li>• Regulatory conditions for Bank Operations in India.</li> <li>• The techniques of efficient Management of Banks for long-run sustainability.</li> </ul>   |              |   |          |   |   |
| Course Content         |  |              |   |          |   |   |
| Module 1               | Understanding Banks as a financial institution, the Global and Indian Banking systems.   | Case Study   | Analysis of banking systems                     | 12 Hours |   |   |
| Module 2               | Decoding Financial statements of Banks operating in India. Assets, Liabilities, Profit & Loss and Key Performance indicators. Banking risk & Capital Adequacy.   | Case Study   | Bank performance metrics & measuring efficiency | 12 Hours |   |   |

|   |   |            |   |          |
|---|---|------------|---|----------|
|   | NPA and it's Management.  |            |   |          |
| Module 3  | Deposit & Lending Products. Social banking & Financial Inclusion. The Priority Sector, Rural and Agricultural banking. Banking Product innovations and customer operational flexibilities.  | Case study | Operational details of Banking services across the spectrum   | 11 Hours |
| Module 4  | Banking Laws and Regulation. Legal structure to handle bank vs customers. Corporate Governance in Banks., bank failures & bank mergers in India. Banking sector consolidation by the government and its effect on all stakeholders in the Indian economy. | Case study | Current regulatory institutions & measures to maintain solvency & sustainability of Commercial banks in India | 10 Hours |
| Books   |   |            |   |          |
| 1. Principles and Practices of Banking - IIBF, McMillan.  |   |            |   |          |
| References  |   |            |   |          |
| <ol style="list-style-type: none"> <li>1. Modern Commercial Banking -H.R.Machiraju</li> <li>2. Commercial banking management - Kanhaiya Singh and Vinay Dutta- McGraw Hill Education</li> <li>3. An Introduction to Commercial Banking – T.S.Kavitha et all</li> <li>4. Management of Financial Institutions: Meera Sharma- PHI</li> <li>5. The Oxford handbook of Banking – OXFORD, 2<sup>nd</sup> edition</li> </ol> <ul style="list-style-type: none"> <li>• Trends and Progress in Banking- RBI . <a href="http://www.rbi.org.in">www.rbi.org.in</a></li> <li>• <a href="http://www.bis.org">www.bis.org</a></li> <li>• <a href="http://www.fimmda.org/">http://www.fimmda.org/</a></li> <li>• <a href="http://www.ccilindia.com/">http://www.ccilindia.com/</a></li> </ul> |   |            |   |          |
| Catalogue prepared by   | Dr. Bishnu Prasad Mishra  |            |   |          |
| Recommended by the Board of Studies on  |   |            |   |          |
| Date of Approval by the Academic Council  |   |            |   |          |

|   |   |            |   |         |   |   |
|---|---|------------|---|---------|---|---|
| <b>Course Code:<br/>MBA3146</b>   | Course Title: Cost and Revenue Management<br>Type of Course: Theory and numerical   | L- T-P- C  | 2   | 0       | 0 | 2 |
| Version No.   |   |            |   |         |   |   |
| Course Pre-requisites   | Decision making and problem-solving abilities.  |            |   |         |   |   |
| Anti-requisites   |   |            |   |         |   |   |
| Course Description  | This course attempts to focus on cost analysis for managerial decision making to achieve the objectives of an enterprise. The purpose of this course is to enable the students to analyze the cost, return on investment and hence make informed decisions. The students get a fair idea about the concepts of cost accounting tools and techniques required by a manager for effective planning and control of firm's resources. |            |   |         |   |   |
| Course Outcomes   | On successful completion of this course, the students shall be able to:<br>CO01 Interpret various cost and prepare quotations.<br>CO02 Compute the cost at different stages of production<br>CO03 Interpret Activity based costing for managerial decision making.<br>CO04 Estimate sales and profit variances.   |            |   |         |   |   |
| Course Objective  | The course is designed to enhance the <b>employability skills</b> through <b>participative learning</b> methods.  |            |   |         |   |   |
| Course Content  |   |            |   |         |   |   |
| Module 1  | <b>Cost Concepts and Management Needs (Bloom's level selected: Application)</b>   | Quiz       | Cost Concepts   | 8 Hours |   |   |
| Topics:<br>Introduction, cost concepts relating to Income Measurement, Cost concept relating to Profit Planning, cost concepts for control, cost concepts for Decision Making. Preparation of Cost Sheets, and Quotations.  |   |            |   |         |   |   |
| Module 2  | <b>Process Costing (Bloom's level selected Application)</b>   | Case Study | <b>Computing cost at various stages of production</b> | 8 Hours |   |   |
| Topics:<br>Introduction, Meaning of process costing, Features ,Distinction between job costing and process costing, Accounting Procedure, Treatment of process loss and gains -Normal Loss, Abnormal loss and Abnormal gain. Valuation of Work-in-progress.                                   |   |            |   |         |   |   |
| Module 3  | <b>Activity Based Costing and Cost Controls (Bloom's level selected Application)</b>  | Case study | Compare Traditional and Activity based costing        | 7 Hours |   |   |
| Topics: Introduction. Activity Based costing/ Management cost of resource Capacity, ABC for Marketing, Selling and Distribution Expenses, ABC for service companies, Pros and Cons of control and cost reduction techniques , Differences between cost control and cost reduction, strategies |   |            |   |         |   |   |

|   |   |            |  |         |
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| for cost reduction  |   |            |  |         |
| Module 4  | <b>Joint Management of Revenues and Cost (Bloom's level selected Comprehension)</b> | Case study |  | 7 Hours |
| <p>Topics:</p> <p><b>Target costing</b> -Meaning, need for target costing, Methodology, Methods of establishment of target costs, Kaizen procedure for implementation of Kaizen costing, benefits and reasons for failure. Life Cycle Costing Systems.</p> <p><b>Product Pricing Techniques</b> (Cost and Market Based), Current Pricing Practices Based on Demand and Economic Model to Calculate Profit Maximizing price.</p> <p><b>Revenue and Profit Variance Analysis</b><br/>duction, Sales variances, Profit Variances, Variance Reporting and disposition of Variances.</p> |   |            |  |         |
| Targeted Application & Tools that can be used:<br>Excel Financial Functions   |   |            |  |         |
| Project work/Assignment: Revenue and Profit Variance Analysis<br><a href="https://hbr.org/2004/11/time-driven-activity-based-costing">https://hbr.org/2004/11/time-driven-activity-based-costing</a>  |   |            |  |         |
| Project: –Process Costing<br>Assignment on Module 1,2, 3 & 4  |   |            |  |         |
| Books<br>T1. M.Y. Khan and P.K. Jain, “Management Accounting & Financial Analysis”, 6 <sup>th</sup> Edition, TMH Publications, 2015   |   |            |  |         |
| References<br>R1 James Jimbavle , Cost Management Wiley<br>R2. S.P.Jain & K.L.Narang, Cost and Management Accounting Kalyani Publishers<br>R3. Durry - Cost and Management Accounting Cengage Publications  |   |            |  |         |
| Catalogue prepared by   | Dr. Anitha.S.Yadav  |            |  |         |
| Recommended by the Board of Studies on  |   |            |  |         |
| Date of Approval by the Academic Council  |   |            |  |         |

|                                |   |          |          |          |          |
|--------------------------------|---|----------|----------|----------|----------|
| <b>Course Code:</b><br>MBA3119 | <b>Course Title: Blockchain and Cryptocurrency</b><br><b>Type of Course: Discipline Elective (Theory with Embedded Lab)</b>   | <b>L</b> | <b>T</b> | <b>P</b> | <b>C</b> |
|                                |   | 2        | 0        | 0        | 2        |
| <b>Version No.</b>             | 1.0   |          |          |          |          |
| <b>Course Pre-requisites</b>   | <ul style="list-style-type: none"> <li>Should have basic mathematics and statistics knowledge</li> <li>Should have completed Technology Foundations of Business (MBA1018) Sem2</li> </ul> |          |          |          |          |

|  |  |  |  |                |
|--|--|--|--|----------------|
|  | <ul style="list-style-type: none"> <li>Basic familiarity of Finance and Investment Management concepts</li> </ul>  |  |  |                |
| <b>Anti-requisites</b>   | Nil  |  |  |                |
| <b>Course Description</b>  | <p>Financial Services: Cryptocurrencies are reshaping financial services. MBA students studying crypto gain insights into decentralized finance (DeFi), tokenization, and investment strategies, enhancing their financial acumen. Blockchain and cryptocurrency knowledge equips MBA students with a competitive edge, prepares them for industry shifts, and fosters ethical leadership.</p> <ul style="list-style-type: none"> <li><b>Industry Relevance:</b> As blockchain technology gains traction across various sectors, understanding its implications is crucial. MBA graduates equipped with blockchain knowledge can navigate the changing landscape and contribute to innovative solutions.</li> <li><b>Disruptive Potential:</b> Blockchain has the potential to revolutionize finance, supply chain management, healthcare, and more. MBA students who grasp its fundamentals can identify opportunities for disruption and drive organizational change.</li> <li><b>Strategic Advantage:</b> Organizations increasingly seek leaders who can harness blockchain's benefits. An MBA with blockchain expertise stands out, demonstrating strategic foresight and adaptability in a digital economy.</li> <li><b>Ethical Considerations:</b> Understanding blockchain's impact on privacy, security, and governance is essential. MBA programs covering these aspects empower students to make informed decisions in a rapidly evolving landscape.</li> </ul> |  |  |                |
| <b>Course Out Comes</b>  | <p>On successful completion of the course the students shall be able to:</p> <p>CO1) Describe basic structure and components of Blockchain. [COMPREHENSION]<br/> CO2) Describe Cryptocurrency ecosystem and manage it as an asset class.[COMPREHENSION]<br/> CO3) Illustrate how blockchain is being applied to various BFSI use cases [APPLICATION]<br/> CO4) Examine how to transform various industries using Blockchain [ANALYSIS]</p>   |  |  |                |
| <b>Course Content:</b>   |  |  |  |                |
| <b>Module 1</b>  | Introduction to blockchain   | Lab, Theory & Assignment. Demo and hands-on training on Python basics. | Students are provided with an understanding of Artificial Intelligence and Machine Learning core concepts. | <b>8 Hours</b> |
| <p>Topics: History, Basic Concepts of Blockchain, Blockchain Myths, Features and Components of a Blockchain, How A Transactions takes Place in a Blockchain, What is mining, Consensus &amp; Trust protocol, Types of Blockchains, Industry standards, Disadvantages and risk in Blockchain.</p>       |  |  |  |                |
| <b>Module 2</b>  | Core concepts of blockchain technology   | Lectures and demonstrations  | Explore the products and services using Blockchain as an underlying technology                             | <b>8 Hours</b> |
| <p>Topics: Features of a Blockchain Economy – Blockchain evolution, Blockchain Architecture, Cryptography, Smart Contracts and Blockchain, Non-Fungible Tokens, what is mining, Blockchain Regulatory Environment, Difference between blockchain and cryptocurrency. How to build blockchain apps.</p> |  |  |  |                |

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|--|--|----------------------------------|--|----------------|
| <b>Module 3</b>  | Cryptocurrency ecosystem and tools to manage the ecosystem | Lectures and demonstrations      | Students are assigned a specific company to study and propose detailed AI & ML based solutions and disruptive ideas. This will be in the format of Shark Tank. | <b>7 Hours</b> |
| Topics: What are Cryptocurrencies, understanding risks vs. returns, understanding Bitcoin & Ethereum platforms, deep dive into how are they traded, ICOs, some tools to predict crypto prices, managing overall risks and returns. How to build crypto assets and portfolios.  |  |                                  |  |                |
| <b>Module 4</b>  | Use cases and application in various industry              | Research & project presentations | Students will study how various global industry leaders have used Blockchain technology.   | <b>7 Hours</b> |
| Topics: Study various industries and how have top companies used this technology and its features. Project presentations will need to be made by students based on their research.   |  |                                  |  |                |
| <b>Targeted Application &amp; Tools that can be used:</b> Students do NOT have to gain coding expertise. All demo codes & datasets will be shared for students to understand the logic. Python programming.  |  |                                  |  |                |
| <b>Project work/Assignment: Mention the Type of Project /Assignment proposed for this course</b>   |  |                                  |  |                |
| <b>Text Book:</b>  |  |                                  |  |                |
| <ol style="list-style-type: none"> <li>1. <i>Blockchain From Concept to Execution: BitCoin, Ethereum, Quorum, Ripple, R3 Corda, Hyperledger Fabric/SawTooth/Indy, MultiChain, IOTA, CoCo: From Concept to Execution-New 1st Edition, by Debajani Mohanty, BPB Publications, 2018.</i></li> <li>2. <i>Blockchain Basics: A Non-Technical Introduction in 25 Steps by Daniel Drescher, 2017</i></li> </ol>   |  |                                  |  |                |
| <b>Reference Books:</b>  |  |                                  |  |                |
| <ol style="list-style-type: none"> <li>3. <a href="#">bitcoin.pdf</a></li> <li>4. <i>The Basics of Bitcoins and Blockchains by Antony Lewis, Mango Media Inc, 2017</i></li> <li>5. <i>Blockchain Basics: A Beginner's Guide to Building Trust in the Digital Era, by Saurabh Jain, Notion Press</i></li> </ol>   |  |                                  |  |                |
| <b>References</b>  |  |                                  |  |                |
| <ul style="list-style-type: none"> <li>• Using classification tools for loan approvals</li> <li>• Presentation on how top BFSI Companies are using AI &amp; ML.</li> </ul>   |  |                                  |  |                |
| <b>WEB RESOURCES:</b>  |  |                                  |  |                |
| <ul style="list-style-type: none"> <li>• <a href="https://docs.r3.com/en/platform/corda.html">https://docs.r3.com/en/platform/corda.html</a></li> <li>• <a href="#">Hyperledger Fabric – Hyperledger Foundation</a></li> <li>• <a href="http://www.analyticvidhya.com">www.analyticvidhya.com</a></li> <li>• <a href="https://in.investing.com/crypto/bitcoin/historical-data">https://in.investing.com/crypto/bitcoin/historical-data</a> historical bitcoin data.</li> </ul> |  |                                  |  |                |
| <b>Catalogue prepared by</b>   | Professor Krishna Durbha                                   |                                  |  |                |
| <b>Recommended by the Board of Studies on</b>  |  |                                  |  |                |
| <b>Date of Approval by the Academic Council</b>  |  |                                  |  |                |



|   |  |                       |                        |         |   |   |   |
|---|--|-----------------------|------------------------|---------|---|---|---|
| Course Code<br>MBA3121  | Course Title: <b>Cyber Security and IT Laws</b>  |                       | L-T- P- C              | 2       | 0 | 0 | 2 |
| Version No.   |  |                       |                        |         |   |   |   |
| Course Pre-requisites   | Basic understanding on Financial system  |                       |                        |         |   |   |   |
| Anti-requisites   |  |                       |                        |         |   |   |   |
| Course Description  | This course enables the students to understand the roles and responsibilities of financial managers in connection with investment, financing and dividend decisions. This course focuses on the various metrics of investment analysis, measurement of cost of capital, identifying the optimum capital structure, managing working capital, linkage between long-term and short-term source of finance, dividend distribution, company valuation and merger & acquisition. This course helps the students to understand how efficiently companies should manage their finance to enhance the company value. |                       |                        |         |   |   |   |
| Course Outcomes   | On successful completion of this course, the students shall be able to:<br>1. To understand the practices of Forensic Science<br>2. To acquire required knowledge and demonstrate skills sets required for cyber security in electronic business   |                       |                        |         |   |   |   |
| Course Objective  | 1. To understand the importance of cyber security in banks<br>2. To understand the basics of cyber forensics, investigation, and cyber security  |                       |                        |         |   |   |   |
| Course Content  |  |                       |                        |         |   |   |   |
| Module 1  | Fundamentals of Criminal Behaviour and cyber crime   | Experiential Learning | Lecture and Case Study | 8 Hours |   |   |   |
| Nature and fundamental principles of crime – Theories of Criminal Behaviour - Cyber crimes – definition, scope and growing dimensions – Cyber Criminals and characteristic- Nature and Types of cyber crimes - Cyber Crime Techniques; Computer insecurity and computer attacks; Internet Crimes and Internet Frauds; Computer Hacking and Hackers; Social Engineering; Digital signatures and forgery.   |  |                       |                        |         |   |   |   |
| Module 2  | Emerging Banking Environment and Vulnerability   | Experiential Learning | Lecture and Discussion | 8 Hours |   |   |   |
| Development in Banking Industry and Banking operations – Payment and Settlement; E-commerce, Online Banking and Crimes; Banking Software crimes, Computer Hacking – browsing, password cracking, session hijacking, man in the middle attack, Website hacking, DOS, DDoS, Source code theft - On-line banking crimes and Frauds - Spamming – Phishing - identity theft, cyber money laundering, intercepting electronic communication, Accounting frauds, forgery and counterfeiting; Vulnerability in Banks - Bank Failure and its impact on the system. |  |                       |                        |         |   |   |   |
| Module 3  | Cyber Forensics and  | Experiential Learning | Lecture and Projects   | 7 Hours |   |   |   |

|   |                         |                       |                                |         |
|---|-------------------------|-----------------------|--------------------------------|---------|
|   | Investigation           |                       |                                |         |
| Introduction to Cyber Forensic Investigation, Investigation Tools, e-Discovery, Digital Evidence Collection, Evidence Preservation, E-Mail Investigation, E-Mail Tracking, IP Tracking, E-Mail Recovery, Encryption and Decryption methods, Search and Seizure of Computers, Recovering deleted evidences, Password Cracking.   |                         |                       |                                |         |
| Module 4  | Cyber Security in Banks | Experiential Learning | ure and Participative Learning | 7 Hours |
| Introduction to Cyber Security, Implementing Hardware Based Security, Software Based Firewalls, Security Standards and Best Practices, Assessing Threat Levels, Penetration Testing Security Controls – Preventive, Detective and Corrective controls; Forming an Incident Response Team, Reporting Cyber crime, Operating System Attacks, Application Attacks, Cryptanalytic Attacks; Reverse Engineering & Cracking Techniques - Cryptography- Encryption- Public Key Infrastructure (PKI), Key Management - IS Security and IS Audit - Global initiatives and development. |                         |                       |                                |         |
| Books   |                         |                       |                                |         |
| 1. VermaAmita, Cyber Crimes and Law, Central Law Publications, Allahabad.<br>2. Dasgupta .M. , Cyber Crimes in India – A Comparative Study, Eastern Law House, Kolkata.   |                         |                       |                                |         |
| References  |                         |                       |                                |         |
| 1. Barkha and Mohan Rama.U., Cyber Law and Crimes – IT Act 2000 and Computer Crime Analysis, Asia Law House, Hyderabad.<br>2. Eoghan Casey, Digital Evidence & Computer Crime, Forensic Digital Science, Computers and Internet, Latest Edition.  |                         |                       |                                |         |
| Catalogue prepared by   | Dr. Prema Sankaran      |                       |                                |         |
| Recommended by the Board of Studies on  |                         |                       |                                |         |
| Date of Approval by the Academic Council  |                         |                       |                                |         |

|                        |  |           |   |   |   |   |
|------------------------|--|-----------|---|---|---|---|
| Course Code<br>MBA3157 | Course Title: SUSTAINABLE FINANCE<br>Type of Course: Theory only | L-T- P- C | 2 | 0 | 0 | 2 |
| Version No.            |  |           |   |   |   |   |
| Course Pre-requisites  | Basic understanding on Financial system                          |           |   |   |   |   |
| Anti-requisites        |  |           |   |   |   |   |

|   |  |                       |                                    |         |
|---|--|-----------------------|------------------------------------|---------|
| Course Description  | This course enables the students to understand the roles and responsibilities of financial managers in connection with investment, financing and dividend decisions. This course focuses on the various metrics of investment analysis, measurement of cost of capital, identifying the optimum capital structure, managing working capital, linkage between long-term and short-term source of finance, dividend distribution, company valuation and merger & acquisition. This course helps the students to understand how efficiently companies should manage their finance to enhance the company value. |                       |                                    |         |
| Course Outcomes   | On successful completion of this course, the students shall be able to:<br>1. Do investment in Green Finance products<br>2. Choose the career in the field of Sustainable Finance Methodology:   |                       |                                    |         |
| Course Objective  | 1. To provide basic principles for managing Sustainable Finance<br>2. To create a forum of shared learning for managers to understand both the challenges and opportunities around sustainable finance and gain exposure to this emerging and exciting field.  |                       |                                    |         |
| Course Content  |  |                       |                                    |         |
| Module 1  | Introduction   | Experiential Learning | Lecture and Case Study             | 8 Hours |
| Introduction to Climate Change - Sustainable Development - Sustainability and Finance - Introduction to sustainable finance - Economics of transitioning to a lower carbon future – costs, past trends, emerging opportunities stranded assets - Opportunities and challenges in financing green assets – the role of markets, regulations, and technology - Pricing carbon, using carbon finance and carbon markets - Emerging emissions trading schemes across the world            |  |                       |                                    |         |
| Module 2  | Risk Assessment and ESG & International Developments   | Experiential Learning | Lecture and Discussion             | 8 Hours |
| Risk assessment due to climate change – sub-regionally and sectorally - Climate risk disclosure for mitigation and adaptation - Risk mitigation in financing green projects and companies, including examples of how risks were mitigated. Concept of ESG - International Governance for Climate Change - Climate Finance Opportunity for Financial Institutions (Global) - International developments in UNFCCC negotiations on climate finance and other international developments |  |                       |                                    |         |
| Module 3  | Green Investment   | Experiential Learning | Lecture and Projects               | 7 Hours |
| Green bonds – an introduction and updates on latest developments - The involvement of stock exchanges – how stock exchanges can grow green finance and the development of “green finance hubs” - Understanding Thematic Bonds   |  |                       |                                    |         |
| Module 4  | Green Assets Management  | Experiential Learning | Lecture and Participative Learning | 7 Hours |
| Development Finance Institutions and Blended Finance - Banking and sustainable asset management - Insurance and climate vulnerability – climate risks mitigation through the insurance sector   |  |                       |                                    |         |
| ks<br>1. Dirk Schoenmaker, Willem Schramade, “Principles of Sustainable Finance”, OUP Oxford publishers<br>2. Handbook of Environmental and Sustainable Finance, Science Direct<br>2. Simon Thompson, Green and Sustainable Finance: Principles and Practice, Kogan Page publisher  |  |                       |                                    |         |

|  |                    |
|--|--------------------|
| References   |                    |
| 1. Principles of Corporate Finance, Richard A. Brealey, Stewart C. Myers, Franklin Allen & Pitabas Mohanty.  |                    |
| 2. Fundamentals of Corporate Finance, Jonathan Berk, Peter Demarzo and Jarrad Harford, Pearson Publications. |                    |
| 3. Damodaran, Aswath, Corporate Finance – Theory and Practice -2nd Edition, Wiley India                      |                    |
| Catalogue prepared by  | Dr. Prema Sankaran |
| Recommended by the Board of Studies on   |                    |
| Date of Approval by the Academic Council   |                    |

|                         |   |               |                        |          |   |   |
|-------------------------|---|---------------|------------------------|----------|---|---|
| Course Code:<br>MBA3038 | Course Title: TEAM DYNAMICS   | L- P- T-<br>C | 3                      | 0        | 0 | 3 |
|                         | Type of Course: Open Elective and Theory Only course  |               |                        |          |   |   |
| Version No.             | 1.0   |               |                        |          |   |   |
| Course Pre-requisites   | Basic understanding of organization and organizational functions.   |               |                        |          |   |   |
| Anti-requisites         | NIL   |               |                        |          |   |   |
| Course Description      | Teams, teamwork and collaboration are essential to any modern organization. This course is being packed with information from psychology, sociology and business management helps the students to master the art of being a team member as well as a team leader. The purpose of the course is to impart all the necessary skills in team building, leading and motivating teams, bringing out the best team performance. This course, more specifically explains how to form, lead, motivate and assess teams. We live and work in an interconnected and integrated economies and business thus, it is very much necessary to have an understanding on the characteristics of multicultural and virtual teams. This course offers the same to enable students to work with and manage a highly diversified and geographically dispersed teams. |               |                        |          |   |   |
| Course Out Comes        | <b>On successful completion of the course the students shall be able to:</b><br><br>CO1: Describe the basic concepts of teams and team work. (Understanding)<br>CO2: Examine the process of team building and development. (Applying)<br>CO3: Analyze the challenges of team leadership and team empowerment. (Analyze)<br>CO4: Assess the skills required to assess team performance and manage work behaviors in the diversified teams. (Evaluate)  |               |                        |          |   |   |
| Course Objectives       | Objective of this course is to enhance <b>Employability Skills</b> using <b>Participative Learning</b> Methods.   |               |                        |          |   |   |
| Course Content:         |   |               |                        |          |   |   |
| Module 1                | <b>Introduction to teams</b>  | Assignment    | Participative Learning | 09 Hours |   |   |

|  |  |               |                        |                |
|--|--|---------------|------------------------|----------------|
| Topics: Understanding Teams – Definition, Types of teams, teams vs groups, Components of a team, benefits and problems from teams, What makes teams unique; Understanding team work – Team work, Decision making process, The role and importance of shared identity, trust, collaboration, Ethics and values in teams; Team life cycle. <b>(Bloom’s Level- Understanding)</b>   |  |               |                        |                |
| Module 2   | <b>Team building</b>                       | Assignment    | Class activity         | 12 Hours Hours |
| Topics: Team composition; Team cohesion; Team development theories – The Tuckman team model, Punctuated equilibrium model, Taxonomy of team process; Team building interventions; Multiteam systems and temporal dynamics; Creating shared values, identity, trust and collaboration; individual and collective team behaviour; Creating high-performance, synergy, collaboration, knowledge sharing. <b>(Bloom’s Level- Applying)</b>   |  |               |                        |                |
| Module 3   | <b>Team Leadership</b>                     | Data Analysis | Case study             | 12 Hours Hours |
| Topics: Leadership qualities; Changing landscape of leading teams; Transition and Action phase leadership function; Challenges of team leadership; 3D team leadership – Individual, Team, Subteam; Leading and motivating team members; Individual and team empowerment; Team leadership across culture; Leadership in virtual teams. <b>(Bloom’s Level- Analyze)</b>  |  |               |                        |                |
| Module 4   | <b>Analysing Team performance</b>          | Assignment    | Participative Learning | 12 Hours Hours |
| Topics: - Assessing team performance; Developing & applying effective communication methods & practices; Teams and Organization politics; Role of culture in team development; Benefits of cultural diversity to teams; Nine Belbin team roles; Social Loafing and other counterproductive work behaviors, Reasons for a team failure. <b>(Bloom’s Level- Evaluate)</b>  |  |               |                        |                |
| Targeted Application & Tools that can be used:<br>This course help the students to learn the skills to be a good team player as well as team leader and empower them to work with and manage a highly diversified and geographically dispersed teams.<br>Tools: Resources that employers use to improve team development and collaboration. Employee Engagement Platforms, Brainstorming & Collaboration Team Building, Goal Setting, Virtual Meeting Platforms, Joint Calendars, Paperless Post, Activities, Intentional Encouragement & Google Forms.  |  |               |                        |                |
| Project work/Assignment: Mention the Type of Project /Assignment proposed for this course: Participative Learning  |  |               |                        |                |
| Assignment 1(Individual): Identify any two organizations and compare the team structures with detailed analysis between those organizations and submit a report.<br>Assignment 2: (Group) Prepare a poster presentation on effective team building theme with your group by working on creative ideas and submit. Presentation is mandatory from entire group.<br>Assignment 3: Refer to any one research article from the list in the reference and write a review report on the referred article and submit. (Review of e-resource from Presidency University – Link is mentioned in references section. Mandatory to submit screenshot of accessing digital resource. Otherwise, it will not be evaluated). |  |               |                        |                |
| Text Book<br>T1: Levi, Daniel (2020). Group Dynamics for Teams, Fifth edition, SAGE Publications India Pvt Ltd, New Delhi  |  |               |                        |                |
| References<br>R1: Eduardo Salas (2017). Team Dynamics over time, e-Book, Bingley: Emerald Publishing Limited.<br>R2: Bradley L. Kirkman (2017). 3D Team Leadership, e Book, Stanford, California: Stanford Business Books.   |  |               |                        |                |
| Catalogue prepared by  | Dr.R.Sethumadhavan                         |               |                        |                |
| Recommended by the Board of Studies on   | Mention the BOS Number and the Date of BOS |               |                        |                |

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| Date of Approval by the Academic Council | Mention the Academic Council Meeting No. & the date of the meeting: ∴ PU/AC-21.17/SOM16/MBA/2024-26 |
|--|---|

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|--|---|-------------------------------------|-------------------|---------------------------------------|
| <b>Course Code:</b><br>MBA3046   | <b>Course Title: Game Theory in Business</b><br><b>Type of Course:</b> Open Elective Theory Only Course   |                                     |                   | <b>L – T – P – C</b><br>3 – 0 – 0 – 3 |
| <b>Version No.</b>   | 1.0   |                                     |                   |                                       |
| <b>Course Pre-requisites</b>   | Economics<br>Statistics for Research<br>Quantitative Techniques   |                                     |                   |                                       |
| <b>Anti-requisites</b>   | NIL   |                                     |                   |                                       |
| <b>Course Description</b>  | <p><b>Game theory</b> is the study of <b>strategic decision-making</b> used to analyze competitive and cooperative scenarios among individuals or organizations. This course provides students with the tools to <b>evaluate</b> and <b>strategize</b> interactions involving multiple decision-makers, emphasizing its practical applications in <b>business contexts</b> such as <b>market competition, negotiations, pricing strategies, and decision-making under uncertainty.</b></p>  |                                     |                   |                                       |
| <b>Course Outcomes</b>   | <p><b>On successful completion of this course, students will be able to:</b></p> <p>CO1: <b>Explain</b> fundamental concepts of game theory and their applications in business (Knowledge Level).<br/> CO2: <b>Analyze</b> and solve strategic decision-making scenarios using game theory principles (Analysis Level).<br/> CO3: <b>Develop</b> optimal strategies in complex and uncertain environments using tools such as Nash equilibrium and Bayesian games (Application Level).<br/> CO4: <b>Critically</b> evaluate cooperative and competitive interactions to improve business outcomes (Evaluation Level).</p> |                                     |                   |                                       |
| <b>Course Objective</b>  | 1. Introduce students to the fundamental concepts and tools of game theory.<br>2. Enhance students' analytical and strategic thinking abilities to evaluate complex business interactions.<br>3. Provide experiential learning opportunities through case studies and simulations to apply game theory in real-world business contexts.   |                                     |                   |                                       |
| <b>Module 1</b>  | <b>Strategic Thinking and Simultaneous Games</b>  | Assignment (Participative Learning) | Hands-on learning | <b>09 Hours</b>                       |
| <b>Topics:</b><br>Introduction to strategic thinking, Interdependence in decision-making, Types and elements of games, Simultaneous-move games (Prisoner's Dilemma, Dominated Strategies), Best Responses, and Iterated Elimination.<br>Case Studies: Analyzing market competition scenarios.<br>Delivery: Lecture, Case Study Analysis, Group Activities. |   |                                     |                   |                                       |

|                 |                       |  |                   |                 |
|-----------------|-----------------------|--|-------------------|-----------------|
| <b>Module 2</b> | Games of Coordination | Assignment<br>(Participative Learning) | Hands-on projects | <b>12 Hours</b> |
|-----------------|-----------------------|--|-------------------|-----------------|

**Topics:**  
 Topics: Coordination challenges, Sharing the Pie, Assurance Game, Payoff Dominant Equilibria, Cooperative Games, Chicken Game, Hawk-Dove Game. Application of game theory in pricing strategies and resource sharing.  
 Hands-On Activities: Role-playing games to understand payoff structures.

|                 |   |  |           |                 |
|-----------------|---|--|-----------|-----------------|
| <b>Module 3</b> | <b>Randomized Strategies and Mixed Strategies</b> | Assignment<br>(Participative Learning) | Workshops | <b>12 Hours</b> |
|-----------------|---|--|-----------|-----------------|

Topics: Randomized Strategies in games, Expected Value Calculation, Mixed and Pure Strategy Equilibria, Strategic Randomization, Monitoring Games, War of Attrition. Case Studies: Game-based decision-making under uncertainty.

|                 |   |  |                      |                 |
|-----------------|---|--|----------------------|-----------------|
| <b>Module 4</b> | <b>Dynamic Sequential-Move and Bayesian Games</b> | <b>Assignment (Participative Learning)</b> | Simulation exercises | <b>12 Hours</b> |
|-----------------|---|--|----------------------|-----------------|

Topics: Game Tree Structures, Subgame Perfect Nash Equilibrium, Sequential-Move Games, Bayesian Games, Risk Sharing,  
 Limit Pricing Strategies. Application in business scenarios such as market entry and pricing wars.  
 Activities: Simulation exercises and real-world application projects.

**Targeted Application & Tools that can be used:**

Students would be encouraged to take up live projects and through experiential learning activities in the classroom.

**Professionally Used Software: N/a**

**Delivery Procedure:** This course follows a student-centric pedagogy involving interactive Hours, case-based learning, and experiential projects.

- Methods include:
1. Conceptual Lectures: Introduction to theoretical frameworks.
  2. Case Studies: In-depth analysis of real-world applications.
  3. Group Discussions: Collaborative learning and problem-solving.
  4. Simulation Exercises: Hands-on activities to practice game theory applications.
  5. Project Work: Individual projects focusing on competitive strategies using game theory.

**Project work/Assignment:**

**Assignment 1:**

Ptalk.com conducted;  
 a) Ad campaign of  $180 \times 150$  banner size to its client Whitefield Volkswagen Bangalore and the Cost per 1000 impression is Rs.25 and the impressions to be served is 600000, what will be the actual cost to the advertiser?

- b) Ptalk.com did an Ad campaign having  $728 \times 90$  banner size having served 20000 impressions and has generated 200 clicks, calculate the CTR of that Ad?
- c) Ptalk.com is ready to spend Rs.20000 for Display Ad campaign having  $160 \times 600$  size banner with number of clicks the Ad generated is 200, so what will be the Cost per Click?
- d) If Ptalk.com PPC is worth Rs.10, number of Impressions is 20000, CTR is 6% and CR is 3%. Calculate the CPA to an advertiser?
- e) Ptalk.com spends Rs.10,000 and media buy at Rs.10 CPM, to serve 500000 impressions and CTR on the ad is 0.1% with Landing Page Conversion Rate = 10%, calculate the number of leads and CPL? **Assignment 2:**

Amazon.com conducted a Ad campaign of  $200 \times 180$  banner size to its client Whitefield Volkswagen Bangalore and the Cost per 5000 impression is Rs.15 and the impressions to be served is 900000, what will be the actual cost to the advertiser?

- b) Amazon.com did an Ad campaign having  $900 \times 100$  banner size having served 40000 impressions and has generated 500 clicks, calculate the CTR of that Ad?
- c) Amazon.com is ready to spend Rs.80000 for Display Ad campaign having  $260 \times 900$  size banner with number of clicks the Ad generated is 900, so what will be the Cost per Click?
- d) Amazon.com PPC is worth Rs.40, number of Impressions is 80000, CTR is 8% and CR is 5%. Calculate the CPA to an advertiser?
- e) Amazon.com spends Rs.50,000 and media buy at Rs.50 CPM, to serve 500000 impressions and CTR on the ad is 0.5% with Landing Page Conversion Rate = 50%, calculate the number of leads and CPL?

#### Text Books:

T1: Display Advertising (An Hour a Day) By David Booth and Corey Koberg, John Wiley & Sons, Inc. 2013.

#### References:

- R1. Chadha A. (2016). Game Theory for Managers: Doing Business in a Strategic World. PHI Learning.
- R2. Barron E.N. (2014). Game Theory: An Introduction. Wiley India Pvt Ltd.

#### Online Resources:

<https://presiuniv.knimbus.com/user#/home>

#### Research Articles:

- Abedian, M., Amindoust, A., Maddahi, R. and Jouzdani, J. (2022), "A game theory approach to selecting marketing-mix strategies", Journal of Advances in Management Research, Vol. 19 No. 1, pp. 139-158. <https://puniversity.informaticsglobal.com:2068/10.1108/JAMR-10-2020-0264> Download as .RIS
- <https://puniversity.informaticsglobal.com:2293/insight/content/doi/10.1108/JAMR-10-2020-0264/full/html>
- <https://webpages.math.luc.edu/~enb/gamebook.pdf>
- [https://mathematicalolympiads.files.wordpress.com/2012/08/martin\\_j-osborne-an-introduction-to-game-theory-oxford-university-press-usa2003.pdf](https://mathematicalolympiads.files.wordpress.com/2012/08/martin_j-osborne-an-introduction-to-game-theory-oxford-university-press-usa2003.pdf)
- [http://www.ru.ac.bd/wp-content/uploads/sites/25/2019/03/405\\_01\\_Thie\\_An\\_Introduction\\_to-linear-programming-and-game-theory.pdf](http://www.ru.ac.bd/wp-content/uploads/sites/25/2019/03/405_01_Thie_An_Introduction_to-linear-programming-and-game-theory.pdf)
- <https://www.nature.com/articles/s41598-022-11654-2>



**Case Studies:**

The right Game: Use Game Theory to Shape Strategy (HBR).

<http://thuvien.bkc.vn/Ebook/Ebook-2/Kinh-Te-Quan-Tri/Tieng%20Anh/Harvard%20-%20Business%20-%20Game%20Theory%20-%20Using%20Game%20Theory%20to%20Shape%20Strategy.pdf>.

Ma Making game theory work for Manager (McKinsey & Company,2009).

<http://thuvien.bkc.vn/Ebook/Ebook-2/Kinh-Te-Quan-Tri/Tieng%20Anh/Harvard%20-%20Business%20-%20Game%20Theory%20-%20Using%20Game%20Theory%20to%20Shape%20Strategy.pdf>.

F From Strategy to Business Models and to Tactics (HBR, Working Paper).

<https://www.hbs.edu/ris/Publication%20Files/10-036.pdf>

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|---|-------------------------------------|
| <b>Catalogue prepared by</b>                    | Dr. Rajib Sanyal                    |
| <b>Recommended by the Board of Studies on</b>   | BOS NO: BOS held on 13-01-2024      |
| <b>Date of Approval by the Academic Council</b> | Academic Council Meeting No., Dated |

|                                |   |   |   |   |   |
|--------------------------------|---|---|---|---|---|
| <b>Course Code:</b><br>MBA3047 | <b>Course Title: Data Story Telling (with Tableau and PowerBI)</b><br><b>Type of Course: Open Elective (Theory with Embedded Lab)</b>   | L | P | T | C |
|                                |   | 3 | 0 | 0 | 3 |
| <b>Version No.</b>             | 1.1   |   |   |   |   |
| <b>Course Pre-requisites</b>   | <ul style="list-style-type: none"> <li>Should have basic mathematics and statistics knowledge</li> <li>Should have completed Fundamentals of Business Analytics (FBA) Sem2</li> </ul>   |   |   |   |   |
| <b>Anti-requisites</b>         | NIL   |   |   |   |   |
| <b>Course Description</b>      | One of the key skills of Managers is to be able to collate, analyse and present data to accurately reflect the state of the business, take decisions based on data and finally present highly impactful visualizations of the state of business and its future. The course will aim to provide necessary skills to students of Analytics to be able to collate, clean data, derive insights and present compelling visualizations, dashboards using industry top software like Tableau and PowerBI. These are very valuable skills for any Business Analytics professional today. All participants who successfully complete this course will get a certificate of participation by KPMG. |   |   |   |   |
| <b>Course Out Comes</b>        | On successful completion of the course the students shall be able to:<br>CO1) Identify right business issues & data required to solve these <b>[Knowledge]</b><br>CO2) Describe relevant aspects of business for management action. <b>[Comprehension]</b><br>CO3) Prepare impactful management reports, dashboards using Tableau and PowerBI. <b>[Apply]</b>   |   |   |   |   |

|   |   |                          |                 |                      |
|---|---|--------------------------|-----------------|----------------------|
|   | CO4) Evaluate various business solutions using data and recommend action. [Analyze] |                          |                 |                      |
| <b>Course Content:</b>  |   |                          |                 |                      |
| <b>Module 1</b>   | <b>Data Visualization and Charts using PowerBI</b>                                  | <b>Report – E review</b> | <b>12 Hours</b> | <b>Knowledge</b>     |
| Introduction to PowerBI Interface, Connecting data sources in PowerBI and Key components, filters - visual level, page level and report level, Charts- Line and stacked column chart, Line and clustered column chart, Doughnut chart, Heat map, Histogram, pareto, Box and Whiskers, Scatter plot, bubble chart, Text tables, Scatter chart, Map, Filled Map, Gauge, Card  |   |                          |                 |                      |
| <b>Module 2</b>   | <b>Data cleansing and Dashboard using PowerBI</b>                                   | <b>Assignment</b>        | <b>10 Hours</b> | <b>Comprehension</b> |
| Data cleaning in power BI, report building using Power BI, DAX expression and Dashboard Creation in PowerBI   |   |                          |                 |                      |
| <b>Module 3</b>   | <b>Data Visualization, Charts using Tableau</b>                                     | <b>Practical</b>         | <b>12 Hours</b> | <b>Application</b>   |
| Introduction and Importance of Data Visualization, Introduction to Tableau Interface, creating user profiles and cloud interface, Connecting data sources in Tableau. Types of charts in visualization (Line and stacked column chart, Line chart, Area chart, Histogram)   |   |                          |                 |                      |
| <b>Module 4</b>   | <b>Building Advance Charts&amp; Dashboard using Tableau</b>                         | <b>Assignment</b>        | <b>11 Hours</b> | <b>Analysis</b>      |
| Types of charts in visualization (pareto, Box and Whiskers, Scatter plot, bubble chart, Text tables), Basic and advanced filters in Tableau, Creating calculated fields, Parameters, sets and groups in Tableau, Data joins and Data blending, Dashboard Creation in Tableau (Layout, Designs, Elements, Objects, filters on dashboard) Story cards in Tableau  |   |                          |                 |                      |
| <b>List of Laboratory Tasks:</b>  |   |                          |                 |                      |
| Experiment No 1: Connect to data and edit the connection properties   |   |                          |                 |                      |
| Level 1: with connections to a flat file using live connection and rename the canvas connection   |   |                          |                 |                      |
| Level 2: with connection to a flat file using extract and rename through edit connection  |   |                          |                 |                      |
| Experiment No 2: For the given business data related to sales of cycles across the world  |   |                          |                 |                      |
| Level 1: Create a calculated field on single sheet-based data from within data source   |   |                          |                 |                      |
| Level2: Create a calculated field based on a multiple data source   |   |                          |                 |                      |
| <b>Targeted Application &amp; Tools that can be used:</b> Tableau Desktop, Tableau Public, Tableau online, Tableau and PowerBI. <i>Please note – only free trial versions will be installed in lab computers and not paid versions. IT support and help must be provided to ensure effective delivery of the course using authorized software.</i>  |   |                          |                 |                      |
| <b>Project work/Assignment: Mention the Type of Project /Assignment proposed for this course</b>  |   |                          |                 |                      |
| <ol style="list-style-type: none"> <li>1. Assignment1: Collect data from open source data sites for a typical business event and apply visualization and analytics techniques</li> <li>2. Assignment2: Prepare Dashboard report on stock profitability for a given stock exchange</li> <li>3. Analyzing data for Customer Analytics, Pricing Analytics, Churn etc.</li> <li>4. Presentation on effective dashboards using Tableau and PowerBI.</li> </ol> |   |                          |                 |                      |

**Text Book**

T1. *Information Dashboard Design*, 2<sup>nd</sup> e, Stephen Few, Analytics Press, 2013

T2. *Mastering Tableau* – David Baldwin, November 2016, Packt Publishing, ISBN: 978-1-78439-769-2

**References**

1. *Practical Tableau* - Ryan Sleeper, 2018, O'Reilly Media Inc, ISBN 978-1-491-97731-6
2. *Tableau Your Data* - Danieal G Murray, 2013, John Wiley & Sons, ISBN 978-1-18-61204-0
3. *Introducing Microsoft PowerBI* -Alberto Ferrari and Marco Russo 2016, Microsoft Press, ISBN: 978-1-5093-0228-4

**Online Resources:****Articles****University E Resources**

Jensen, R.W., Limbu, Y.B. and Spong, Y. (2015), "Visual Analytics of Twitter Conversations about Corporate Sponsors of FC Barcelona and Juventus at the 2015 UEFA Final", *International Journal of Sports Marketing and Sponsorship*, Vol. 16 No. 4, pp. 3-9.

<https://presiuniv.knimbus.com/openFullText.html?DP=https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJSMS-16-04-2015-B002/pdfplus/html>.

Carrizosa, E., Guerrero, V. & Romero Morales, D. On mathematical optimization for clustering categories in contingency tables. *Adv Data Anal Classif* (2022)

<https://link.springer.com/article/10.1007/s11634-022-00508-4>

Hoang, T.B.N., Mothe, J. Prediction of brand stories spreading on social networks. *Adv Data Anal Classif* (2021)

<https://link.springer.com/article/10.1007/s11634-021-00450-x>

**Case study link**

<https://www.datasciencecentral.com/how-a-good-data-visualization-could-save-lives/>

**Datasets and Codes for Experiential learning**

<https://www.kaggle.com/datasets/heptapod/titanic>

<https://www.kaggle.com/datasets/pavansubhasht/ibm-hr-analytics-attrition-dataset>

<https://www.kaggle.com/code/mysarahmadbhat/eda-on-netflix/notebook>

<https://www.kaggle.com/code/aayushmishra1512/netflix-data-analysis-and-visualization/notebook>

[https://fraud-detection-handbook.github.io/fraud-detection-handbook/Chapter\\_3\\_GettingStarted/SimulatedDataset.html](https://fraud-detection-handbook.github.io/fraud-detection-handbook/Chapter_3_GettingStarted/SimulatedDataset.html)

Excellent visualization & reports. <https://www.gapminder.org/>

**Videos and Podcast**

<https://www.youtube.com/watch?v=loYuxWSsLNc>

<https://podcasts.google.com/feed/aHR0cHM6Ly9kYXRhdml6dG9kYXkubGlic3luLmNvbS9yc3M>

**Catalogue prepared by**

Dr. Varalakshmi Dandu

**Recommended by the Board of Studies on**

Mention the BOS Number and the Date of BOS

**Date of Approval by the Academic Council**

Mention the Academic Council Meeting No. & the date of the meeting:

|   |  |   |   |   |   |                 |   |
|---|--|---|---|---|---|-----------------|---|
| <b>Course Code:</b><br>MBA3048  | <b>Course Title: Environmental Sustainability and Value Creation</b>   |   | <b>L- P- T- C</b>                                 | 3 | 0 | 0               | 3 |
|   | <b>Type of Course: Open Elective &amp; Theory only</b>   |   |   |   |   |                 |   |
| <b>Version No.</b>  | 1.0  |   |   |   |   |                 |   |
| <b>Course Pre-requisites</b>  | <b>Knowledge of basic concepts of Economics and business management is an advantage.</b>   |   |   |   |   |                 |   |
| <b>Anti-requisites</b>  | <b>NIL</b>   |   |   |   |   |                 |   |
| <b>Course Description</b>   | This course provides an overview of topics related to business sustainability with a focus on how environmentally sustainable approaches can create value for the firm. We will explore trends in corporate practices and consider specific examples to examine the interactions between the firm and the environment. This course has three objectives: to increase students' knowledge of sustainability practices and their impact on firm performance; to teach students to think strategically and act entrepreneurially on environmental issues; to help students design business approaches to improve environmental outcomes, while simultaneously creating value. |   |   |   |   |                 |   |
| <b>Course Objectives</b>  | This course is designed to improve the learners' <b>ENTREPRENEURSHIP SKILLS</b> by using <b>PARTICIPATIVE LEARNING</b> techniques.   |   |   |   |   |                 |   |
| <b>Course Outcomes</b>  | On successful completion of this course the students shall be able to:<br>(1) Discuss important topics associated with Sustainability, Business and Policies for sustainable business<br>2) Apply the environmental impact assessment on real-time problems<br>3] Estimate climate-based risk to the business sector and strategize adaptation and resilient measures<br>4] Summarize the circular economy concept for eco-entrepreneurship  |   |   |   |   |                 |   |
| <b>Course Content:</b>  |  |   |   |   |   |                 |   |
| <b>Module 1</b>   | Sustainability, Business, and Public Policy  | Assignment (Participative Learning)             | Track your carbon footprint for a week.           |   |   | <b>10 Hours</b> |   |
| Topics: Basic concept of Sustainability, Sustainable business, policy initiatives at the international and national level, Definition of sustainability in the business context, Triple Bottom Line (TBL): Economic, Environmental, and Social Sustainability, The global sustainability agenda: UN SDGs and the role of business, Concepts and approaches for accessing the sustainability of Business, Sustainability Metrics, Sustainable competitive advantage: theory and practice, The role of leadership in driving sustainability |  |   |   |   |   |                 |   |
| <b>Module 2</b>   | Measuring the Environment  | Off class room activity (Experiential Learning) | Zero Trash Day and evaluate the value proposition |   |   | <b>10 Hours</b> |   |
| Topics:<br>Understanding the environmental impact of business operations, Concepts in measuring the environment value. Benefit-Cost Analysis, Contingent Valuation Method: Travel Cost Method, Hedonic Price method, Preventive Expenditure method, Surrogate Markets, Property Value method, Wage-differential Approach, and Opportunity Cost Method, Assessing environmental risk and the cost of inaction, Sustainable competitive advantage: theory and practice, Companies successfully using sustainability as a competitive tool.  |  |   |   |   |   |                 |   |
| <b>Module 3</b>   | Managing Climate Risks   | QUIZ  | Climate adaptation strategy                       |   |   | <b>13 Hours</b> |   |

**Topics:**

Climate change preparedness and Business sector, Types of risks, resource depletion, and biodiversity loss Economic risk of climate change, Climate Adaptation and Resilience, Crisis Management and Communication, Managing climate risks, Enterprise risk management, Financial risk management, climate risk mitigation strategies, Adaptation strategies, Policy engagement and advocacy, KPI's for managing climate risks, Tools and frameworks for managing climate risks.

|                 |                      |                                      |   |                 |
|-----------------|----------------------|--------------------------------------|---|-----------------|
| <b>Module 4</b> | The Circular Economy | Mini Project (Experiential Learning) | <b>Eco-entrepreneurship Business Idea challenge</b> | <b>12 Hours</b> |
|-----------------|----------------------|--------------------------------------|---|-----------------|

Topics: Basic Concepts of circular economy and business reality, Linear Vs circular economy model, Value propositions generation and creation, Design Innovation and Eco-entrepreneurship, Challenges of eco-entrepreneurship. Opportunities for eco entrepreneurship, Sustainable Business Model- Product-service systems, cradle-to-cradle, and B Corp models, Sustainable competitive advantage: theory and practice, Value creation through eco-efficiency and innovation, Corporate Social Responsibility (CSR) and its evolution to strategic sustainability.

**Targeted Application & Tools that can be used:**

Application Area is SMEs, Large corporates and Social Entrepreneurship

**Project work/Assignment:**

**Project Assignment:** Track your carbon footprint for a week:[carbonfootprint.com](http://carbonfootprint.com) - Carbon Footprint Calculator

Zero Trash Day and evaluate the value proposition  
Climate Variability and Business -Quiz  
Eco-entrepreneurship Business Idea challenge

Corporate Sustainability: Samuel O. Idowu & Rene´ Schmidpeter, Springer

**References**

- 1) <https://www.goodreads.com/book/show/21913812-this-changes-everything>
  - 2) <https://www.goodreads.com/book/show/56268863-the-book-of-hope>
  - 3) <https://www.goodreads.com/book/show/54870131-the-day-the-world-stops-shopping>
- Towards the Circular Economy: Business Rationale for an Accelerated Transition, Ellen MacArthur Foundation, 2015
- [Sustainability's deepening imprint | McKinsey](#)
- [A Road Map for Natural Capitalism \(hbr.org\)](#)
- [How Do Economists Really Think About the Environment? \(rff.org\)](#)
- [\(66\) How to be a sustainable entrepreneur Part 1 - YouTube](#)
- [\(66\) The Story of EcoPreneurship - YouTube](#)
- [\(66\) Eco preneurship Opportunities & Challenges By Prof Manoj Kumar Pandey - YouTube](#)
- [\(66\) Explaining the Circular Economy and How Society Can Re-think Progress | Animated Video Essay - YouTube](#)
- [THE 17 GOALS | Sustainable Development \(un.org\)](#)

**Case Studies:**

<https://www.patagonia.com/activism/>

<https://www.unilever.com/files/92ui5egz/production/16cb778e4d31b81509dc5937001559f1f5c863ab.pdf>

[https://ijefm.co.in/v5i12/10.php#:~:text=Tesla%20is%20considered%20the%20leading,2\)%20Armsstrong%2C%20M.%20\(](https://ijefm.co.in/v5i12/10.php#:~:text=Tesla%20is%20considered%20the%20leading,2)%20Armsstrong%2C%20M.%20()

**Videos:**Unilever : <https://www.youtube.com/watch?v=OalF6p5LSA>Tesla : [https://www.youtube.com/watch?v=GO\\_ff6kFQlk](https://www.youtube.com/watch?v=GO_ff6kFQlk)IKEA: <https://www.youtube.com/watch?v=FY9H-Jxxn0o>

University Library links

[The Tragedy of the Commons on JSTOR](#)

|   |                   |
|---|-------------------|
| <b>Catalogue prepared by</b>                    | Dr.Akhila R Udupa |
| <b>Recommended by the Board of Studies on</b>   |                   |
| <b>Date of Approval by the Academic Council</b> |                   |

|                                |  |                |   |   |   |   |
|--------------------------------|--|----------------|---|---|---|---|
| <b>Course Code:</b><br>MBA3049 | <b>Course Title: Industry 4.0</b>  | <b>L-P-T-C</b> | 3 | 0 | 0 | 3 |
|                                | <b>Type of Course: Open Elective – Theory Only Course</b>  |                |   |   |   |   |
| <b>Version No.</b>             | 1.0  |                |   |   |   |   |
| <b>Course Pre-requisites</b>   | No prior technical background is required.   |                |   |   |   |   |
| <b>Anti-requisites</b>         | NA   |                |   |   |   |   |
| <b>Course Description</b>      | The world is on the verge of the Fourth Industrial Revolution, which will be fueled by advances in decision-making and process automation. Advances in information and communication technology (ICT) have resulted in significant increases in computational capacity and move towards complete digital transformation, as well as improved capabilities in connecting the dots in an increasingly networked society. Cloud-based digital platforms are ideal for developing new business models and using intelligent algorithms to analyze data and derive information for usage by Cyber-Physical Systems (CPS), Internet of Things (IoT), and Industrial IoT. This course covers the role of data, production systems, various Industry 4.0 technologies, applications, and case studies, among other topics which will enhance and enable the students to understand the need for business analysis and observation in the current industrial revolution 4.0. In particular, to understand the opportunities and challenges brought about by Industry 4.0, as well as how organizations and knowledge workers may better prepare to benefit from this transformative revolution. |                |   |   |   |   |
| <b>Course Out Comes</b>        | On successful completion of the course the students shall be able to:<br><ol style="list-style-type: none"> <li>1. Understand the drivers and enablers of Industry 4.0 [<b>Comprehension Level</b>]</li> <li>2. Demonstrate the knowledge on smart manufacturing, smart products, and services, while making complex business decisions [<b>Application Level</b>]</li> <li>3. Recognise the opportunities, challenges brought about by Industry 4.0 and how organizations and individuals should prepare to reap the benefits [<b>Comprehension Level</b>]</li> <li>4. Formulate the deep insights on how smartness is being harnessed from data and</li> </ol>   |                |   |   |   |   |

|  |   |                                  |   |          |
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|  | appreciate what needs to be done to overcome some of the challenges.<br><b>[Application Level]</b>  |                                  |   |          |
| <b>Course Objective</b>  | The main objective of the course is to develop both employability and entrepreneurial skills through participative learning and experiential learning using case study and article reviews. |                                  |   |          |
| <b>Module 1</b>  | <b>Introduction and pavement to Industry 4.0</b>  | Quiz                             | Smart Business Transformation, Internet of Things (IoT), Industrial Internet of Things (IIoT)   | 09 Hours |
| <p><b>1.1</b> Concepts of Various Industrial Revolutions, Digitalization and the Networked Economy, Drivers, Enablers, Compelling Forces of Industry 4.0, The Journey so far: Developments in India, USA, China, European and other countries.</p> <p><b>1.2</b> Trends on Smart Business Transformation, Internet of Things (IoT), Industrial Internet of Things (IIoT), Internet of Services (IoS), Internet of People (IoP), Internet of Everything (IoE), Smart Manufacturing, Smart Logistics, Smart Devices / Goods and Services, Smart Cities, Smart Cities and Geospatial Technology.</p>  |   |                                  |   |          |
| <b>Module 2</b>  | <b>Systems and Technologies Enabling Industry 4.0</b>   | Articles & Case Study Discussion | Link in the Reference description below   | 12 Hours |
| <p><b>2.1</b> Concepts of Cyber-Physical Systems (CPS), Internet of Things (IoT) Architecture &amp; Infrastructure, Cloud Computing (Fundamentals), Collaborative Platform and Product Lifecycle Management in Industry 4.0</p> <p><b>2.2</b> Digital Technologies - Robotics, Robotic Process Automation, Data Analytics, Artificial Intelligence and Machine Learning, Blockchain, Augmented Reality (AR) and Virtual Reality (VR), 3D Printing, 5G Net, and Cyber Security, Disruptive Inventions supporting Industry 4.0 - Digital and Social Media Services, Internet &amp; Mobile, Industry 4.0 Value Creation &amp; Value Innovation.</p> |   |                                  |   |          |
| <b>Module 3</b>  | <b>Role of Data, Information, and Knowledge in Industry 4.0 World and Application Domains of Industry 4.0</b>   | Assignment                       | Report Writing on Application Domains of Industry 4.0 with reference to any industry as specified below.  | 12 Hours |
| <p><b>3.1</b> Concepts of Resource-Based View of a Firm, Data, and Information as a Resource for Organizations, Harnessing and Sharing Knowledge in Organizations, Linked with Cloud Computing.</p> <p><b>3.2</b> Application Domains of Industry 4.0: Engineering, Design and Development, Sales, Inventory Management, Quality Control, Plant Safety and Security, Facility Management and Customer Service.</p>   |   |                                  |   |          |
| <b>Module 4</b>  | <b>Opportunities, Challenges and Strategies in Industry 4.0 and Future Industrial Revolution 5.0</b>  | Experiential Learning            | Interacting with industry technology experts and submitting report on Strategies for Competing in an Industry 4.0 World, Skills for Workers in the Industry 4.0 & 5.0 | 12 Hours |
| <p><b>4.1</b> Opportunities and Challenges, Strategies for Competing in an Industry 4.0 World, Skills for Workers in the Industry 4.0</p> <p><b>4.2</b> Concept on Future Industrial Revolution (Industry 5.0), Future of Works and Skills for Workers in the Industry 5.0 era</p>   |   |                                  |   |          |

**Targeted Application & Tools that can be used:**

This course helps in understanding contemporary aspects of innovation for business to sustain in the market.

**Project work/Assignment: Mention the Type of Project /Assignment proposed for this course**

Assignment based on self-study topics (Articles & Case Analysis as shown in the course handouts)

**Text Book**

T1: Alp Ustundag and Emre Cevikcan (2018). *Industry 4.0: Managing the Digital Transformation*. Springer Publishers.

**References**

R1: Klaus Schwab (2017). *The Fourth Industrial Revolution*. Portfolio Penguin Publisher

R2: Alasdair Gilchrist (2016). *Industry 4.0: The Industrial Internet of Things*. Apress Publishers,

R3: Sudip Misra, Anandarup Mukherjee and Chandana Roy (2020). *Introduction to Industrial Internet of Things and Industry 4.0*. CRC Press

**(Kindly note: Student should visit PU library and access the online resources for the same and incorporate the assignment)**

**Research Articles in Journals**

<https://presiuniv.knimbus.com/user#/home>

Research Articles & Case Study References

Sources: Presiuniv.knimbus.com, Sage Publications, SCI Elsevier & HBR

1. Moving from Industry 2.0 to 4.0 in India  
<https://www.sciencedirect.com/science/article/pii/S235197891830209>
2. Opportunities of Sustainable Manufacturing in Industry 4.0  
<https://www.sciencedirect.com/science/article/pii/S221282711600144X>
3. Pros & Cons of Implementing Industry 4.0 for the Organizations  
<https://www.tandfonline.com/doi/full/10.1080/21693277.2020.1781705?cookieSet=1>
4. A Complexity View of Industry 4.0  
<https://journals.sagepub.com/doi/full/10.1177/2158244016653987>
5. Industry 4.0: The Future of Productivity & Growth in Manufacturing Industries  
[https://www.bcg.com/publications/2015/engineered\\_products\\_project\\_business\\_industry\\_4\\_future\\_productivity\\_growth\\_manufacturing\\_industries](https://www.bcg.com/publications/2015/engineered_products_project_business_industry_4_future_productivity_growth_manufacturing_industries)
6. Characteristics and Skills of Leadership in the Context of Industry 4.0  
<https://www.sciencedirect.com/science/article/pii/S2351978920307472>
7. Renault - An Industry 4.0 Case Study  
<https://www.thedigitaltransformationpeople.com/channels/the-case-for-digital-transformation/renault-an-industry-4-0-case-study/>
8. Revisiting Industry 4.0 with a Case Study  
<https://ieeexplore.ieee.org/document/8726697>
9. Industry 4.0: Optimize Operations and Shape Future Innovation  
<https://www.ptc.com/en/solutions/digital-manufacturing/industry-4-0#:~:text=Industry%204.0%20is%20the%20application,additive%20manufacturing%2C%20and%20IoT%20a>



[nalytics.](#)

10. Challenges and Driving Forces for Industry 4.0 Implementation  
<https://www.mdpi.com/2071-1050/12/10/4208>
11. How Leaders are Navigating the Fourth Industrial Revolution  
<https://hbr.org/sponsored/2019/03/how-leaders-are-navigating-the-fourth-industrial-revolution>
12. Manufacturing Next  
[https://hbr.org/sponsored/2019/11/manufacturing-next#:~:text=Manufacturing%20is%20in%20the%20midst,internet%20of%20things%20\(IoT\).](https://hbr.org/sponsored/2019/11/manufacturing-next#:~:text=Manufacturing%20is%20in%20the%20midst,internet%20of%20things%20(IoT).)

**Videos for Reference:**

- What is the Fourth Industrial Revolution? | CNBC Explains  
<https://www.youtube.com/watch?v=v9rZOa3CUC>
- Industry 4.0 – KPMG  
<https://www.youtube.com/watch?v=IMmnSZ7U1qM>

|   |   |
|---|---|
| <b>Catalogue prepared by</b>                    | Dr. Aurobindo K S                                 |
| <b>Recommended by the Board of Studies on</b>   | BOS NO: xxth. BOS held on dd/mm/yyyy              |
| <b>Date of Approval by the Academic Council</b> | Academic Council Meeting No. 14, Dated dd/mm/yyyy |

|                                |   |                  |          |          |          |          |
|--------------------------------|---|------------------|----------|----------|----------|----------|
| <b>Course Code:</b><br>MBA3170 | <b>Course Title: Introduction to Artificial Intelligence with Python</b>  | <b>L- P-T- C</b> | <b>3</b> | <b>0</b> | <b>0</b> | <b>3</b> |
|                                | <b>Type of Course: OPEN ELECTIVE (Theory with Embedded Lab)</b>   |                  |          |          |          |          |
| <b>Version No.</b>             | 1.0   |                  |          |          |          |          |
| <b>Course Pre-requisites</b>   | Fundamentals of Business Analytics is inclusive pre-requisite for this Course. In addition, Critical thinking, reasoning, and analytical skills are required.   |                  |          |          |          |          |
| <b>Anti-requisites</b>         | NIL   |                  |          |          |          |          |
| <b>Course Description</b>      | The course "Python" is designed to equip participants with essential Python programming skills tailored for data-driven decision-making. This comprehensive course spans from fundamental programming concepts to advanced analytical techniques, enabling learners to effectively utilize Python in a business analytics context. Participants will gain hands-on experience with Python's data handling and visualization libraries, building a strong foundation in data structures, control statements, functions, and packages. The curriculum includes data wrangling, exploratory data analysis, and visualization techniques, empowering learners to interpret complex datasets and present insights effectively. |                  |          |          |          |          |

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|  | Additionally, the course delves into specialized topics such as web scraping, API integration, sentiment analysis, and time-series trend modeling, preparing participants to tackle real-world challenges in data analytics. Through a blend of theory, practical exercises, and real-world case studies, participants will develop competencies to analyze trends, extract actionable insights, and create impactful visualizations. The course culminates in a capstone project, providing an opportunity to integrate learned concepts and showcase practical skills in a business scenario. |                           |   |                 |
| <b>Course Objectives</b>   | The Python course develops EMPLOYABILITY SKILLS through EXPERIENTIAL LEARNING methods   |                           |   |                 |
| <b>Course Out Comes</b>  | On successful completion of the course the students shall be able to:<br>CO1 Demonstrate basic programming skills in Python for business analytics.<br>CO2 Solve messy data problems across data structures using Pandas and Numpy<br>CO3 Develop Visualization using Python<br>CO4 Solve a business problem using NLP  |                           |   |                 |
| <b>Course Content:</b>   |   |                           |   |                 |
| <b>Module 1</b>  | <b>Introduction to Python</b>   | Quiz                      | <b>Data types and Decision statements</b> | <b>9 Hours</b>  |
| Python and Programming concepts, Exploring IDE , Syntax, semantics and tokens, Data types and operations, Data structures and CRUD, Execution flow control statement, Loop and Loop control statement, Functions, Packages.  |   |                           |   |                 |
| <b>Module 2</b>  | <b>Packages For Data Handling</b>   | Assignment and Case Study | <b>Data Wrangling</b>                     | <b>12 Hours</b> |
| Introduction to Numpy and Pandas, Numpy Fundamentals, Pandas Basics, Data Wrangling with Pandas, Advanced Numpy for Data handling, Exploratory data analysis with pandas<br>Data Wrangling and transformation, Integrating Numpy and Pandas, Real World case studies and projects on sales data  |   |                           |   |                 |
| <b>Module 3</b>  | <b>Packages For Data Visualization</b>  | Experiential Learning     | <b>Modelling Project</b>                  | <b>12 Hours</b> |
| Matplot lib plotting functions, modules and toolkits, plots and charts using matplotlib lib<br>Matplot lib exercises, Pandas plotting functions, modules and extensions, plots and charts using matplotlib lib, Pandas plotting exercises, Introduction to Seaborn, plots and charts using Seaborn, Plotly and other packages.   |   |                           |   |                 |
| <b>Module 4</b>  | <b>Packages For Trends And Sentiments</b>   | Experiential Learning     | <b>Capstone Project</b>                   | <b>12 Hours</b> |
| Data Collection using webscraping, API integration, surveys and feedbacks, Natural Language Processing, Emotion detection, Sentiment Analysis, Time series analysis , understanding trends for predictive modelling, Case study on website traffic trend, Capstone project   |   |                           |   |                 |
| <b>List of Experiments (Embedded Lab - Student's self-study): These experiments can be done using Python - NumPy, Pandas and Matplotlib</b><br>Lab Experiments are to be conducted on the following topics<br>Experiment1: Understanding data types<br>Experiment2:The basics of Numpy Arrays<br>Experiment3:Computation on arrays<br>Experiment4:Introduction to pandas<br>Experiment5:Data indexing and selection<br>Experiment6:Working with Strings, Date and Time<br>Experiment7:Data Wrangling |   |                           |   |                 |

#### Experiment8:Modelling

The Experiments can be reorganized as per requirements. If Project based learning is implemented the above sequence acts as a scope and not actual experiment

#### Targeted Application & Tools that can be used:

Using NumPy, Pandas, Matplotlib, Seaborn, SciPy, Scikit learn or any other relevant Libraries to arrive at a model, students can employ the dataset which shall either be publicly available or primary in nature. The learners can use any algorithm for modelling

#### Project work/Assignment: Mention the Type of Project /Assignment proposed for this course

The MT & ET evaluations will be based on the two Individual Projects on modelling with presentation. The Project and the Presentation will have 70:30 split in the evaluation in this respect.

The Project should be original and should be using any dataset either secondary or primary source. However, the process of analysis and the conclusions should be original. The Project shall foot on either classification or regression problems. Project can include self-learning components depending on the project but should be related to Business and Analytics domain. Students are encouraged to choose topics relevant to their specialization and are not allowed to take up any project that is not related to Business.

#### Text Book

**T1:** Python for Data Science: A Hands-On Introduction, Yuli Vasiliev, 2022, no starch press, ISBN-13: 9781718502208,

#### References:

**R1** Machine Learning with Python Cookbook: Practical Solutions from Preprocessing to Deep Learning- Chris Albon, ISBN 978-1491989388

**R2** Python for Probability, Statistics and Machine Learning (2e), Dr Jose Unpingco, ISBN-978-3030185442, Springer, 2019

#### Online Resources:

##### Articles

##### University E Resources

Yentl Van Tendeloo, Hans Vangheluwe, Romain Franceschini, December 2019 ,WSC '19: Proceedings of the Winter Simulation Conference Pages 1415–1429 , An introduction to modeling and simulation with (Python(P))DEVS

<https://presiuniv.knimbus.com/openFullText.html?DP=http://dl.acm.org/doi/10.5555/3400397.3400511>

Carrizosa, E., Guerrero, V. & Romero Morales, D. On mathematical optimization for clustering categories in contingency tables. Adv Data Anal Classif (2022)

<https://link.springer.com/article/10.1007/s11634-022-00508-4>

Hoang, T.B.N., Mothe, J. Prediction of brand stories spreading on social networks. Adv Data Anal Classif (2021)

<https://link.springer.com/article/10.1007/s11634-021-00450-x>

##### Case study link

<https://www.futurelearn.com/info/courses/data-analytics-python-data-wrangling-and-ingestion/0/steps/186670>

<https://livebook.manning.com/book/think-like-a-data-scientist/chapter-4/17>

<https://www.projectpro.io/article/python-projects-for-data-science/462>

##### Datasets and Codes for Experiential learning

<https://www.kaggle.com/datasets/heptapod/titanic>

<https://www.kaggle.com/datasets/pavansubhasht/ibm-hr-analytics-attrition-dataset>

<https://www.kaggle.com/code/mysarahmadbhat/eda-on-netflix/notebook>

<https://www.kaggle.com/code/aayushmishra1512/netflix-data-analysis-and-visualization/notebook>

[https://fraud-detection-handbook.github.io/fraud-detection-handbook/Chapter\\_3\\_GettingStarted/SimulatedDataset.html](https://fraud-detection-handbook.github.io/fraud-detection-handbook/Chapter_3_GettingStarted/SimulatedDataset.html)

**Videos and Podcast**

<https://www.youtube.com/watch?v=G9NmACvXh8w>

<https://podcasts.google.com/feed/>

[aHR0cHM6Ly9yZWZscHI0aG9uLmNvbS9wb2RjYXN0cy9ycHAvZmVlZA](https://podcasts.google.com/feed/aHR0cHM6Ly9yZWZscHI0aG9uLmNvbS9wb2RjYXN0cy9ycHAvZmVlZA)

|   |                     |
|---|---------------------|
| <b>Catalogue prepared by</b>                    | Dr N Srikanth Reddy |
| <b>Recommended by the Board of Studies on</b>   |                     |
| <b>Date of Approval by the Academic Council</b> |                     |

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