PRESIDENCY UNIVERSITY

Private University Estd. in Karnataka State by Act No. 41 of 2013

Itgalpura, Rajankunte, Yelahanka, Bengaluru – 560064

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]

2024-2026

Regulation No: PU/AC-24.17/SOM16/MMF/2024-26

Resolution No.17 of the 24th Meeting of the Academic Council held on 03rd August 2024, and ratified by the Board of Management in its 24th Meeting held on 05th August, 2024.

(As amended up to the 26th Meeting of the Academic Council held on 25th July 2025. This document supersedes all previous guidelines)

August, 2024.

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PART A – PROGRAM 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 2024-2026.

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 2024-2026 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 2024-2025.

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 program 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 Bachelor of Technology Degree Program Regulations and Curriculum, 2024-2026;*

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 2024-2026 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 2024-2026 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 favour 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 s**

ource 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 p rescribed maximum duration (Sub-Clauses 18.1 and 18.2 of Academic Regulations), shall stand terminated and no Degree shall be awarded.

7. Program 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 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 2nd year (3rd Semester) of the MBA-Marketing and Finance Program of the University

A student who has completed the 1st Year (i.e., passed in all the Courses / Subjects prescribed for the 1st Year) of the MBA-Marketing and Finance Two-Year Degree Program from another recognized University, may be permitted to transfer to the 2nd Year (3rd 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 2nd Year (3rd 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 1st Year of the MBA 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 2nd Year of the MBA-Marketing and Finance Program of the University.

10.1.4 The Program 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 1st 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 1st Year of the MBA-Marketing and Finance Program and obtained a CGPA of not less than 6.00 at the end of the 2nd 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 3rd 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 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 3rd 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 3rd 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.** of Academic Regulations) 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* - 35%				Midterm	End term	Total
Assessment 1	Assessment 2	Assessment 3	Assessment 4	25%	40%	100%

Lab/CA Courses - Weightage - 75: 25					
Continuous Assessment* - 75%				End term	Total
Practice Assessment 1	Practice Assessment 2	Practice Assessment 3	Practice Assessment 4	Assessment & Viva 25%	100%

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 of Academic Regulations 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.** of Academic R egulations) 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 are as stated in the following Sub-Clauses:

13.3.1 A student may complete SWAYAM/NPTEL/other approved MOOCs as mentioned in Clause (as per academic regulations) 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 (as per academic regulations) shall be approved by the concerned Board of Studies and placed.

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, 13.3.2 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 in the academic regulations.

Table 13.3.2: Durations and Credit Equivalence for Transfer of Credits from SWAYAM-NPTEL/ other approved MOOC Courses		
Sl. No.	**Course Duration**	**Credit Equivalence**
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 (2024-2026) totaling 104 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.

	Table 14.1.3: Master of Business Administration (MBA-Marketing and Finance) Program Structure 2024-2026: Summary of Mandatory Courses and Minimum Credit Contribution from various Baskets	
Sl. No.	**Baskets**	**Credit Contribution**
1	Program Core Courses (PCC)	41
2	Discipline Specific Courses (DSEC)	26
3	Entrepreneurial Skills Enhancement Core Course (ESECC)	3
4	Ability Skill Enhancement Courses (ASEC)	12
5	Soft Skill Enhancement Courses (SSEC)	4
6	Open Electives Courses (OEC)	6
7	Industry Collaborative Courses (ICC)	12
8	Value Added Courses (VAC)	0
	Total Credits	**104**

15 Minimum Total Credit Requirements of Award of Degree:

As per the AICTE guidelines, a minimum of 104 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 (not Semester Wise) 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 2024-2026: Program Core Course (PCC)						
S. NO.	**COURSE TYPE**	**COURSE CODE**	**COURSE NAME**	**L**	**T**	**P**	**C**
1	PCC	MBA1022	Economics for Managers	3	0	0	3
2	PCC	MBA1007	Business Statistics	4	0	0	4
3	PCC	MBA2034	Accounting for Managers	4	0	0	4
4	PCC	MBA1023	Organisational Behaviour	3	0	0	3
5	PCC	MBA1020	Marketing Management	3	0	0	3
6	PCC	MBA2043	Technology Foundations for Business	3	0	0	3
7	PCC	MBA2042	Corporate Finance	3	0	0	3
8	PCC	MBA2027	Human Resource Management	3	0	0	3
9	PCC	MBA2033	Business Research Methods	3	0	0	3
10	PCC	MBA2040	Production and Logistics Management	3	0	0	3
11	PCC	MBA3001	Business Law	3	0	0	3
12	PCC	MBA3052	Corporate Strategy	3	0	0	3
13	PCC	MBA2019	Digital Marketing	3	0	0	3

	Table 17.2.4: Master of Business Administration (MBA-Marketing and Finance) Program Structure 2024-2026: Ability Skill Enhancement Courses (ASEC)						
S. NO.	**COURSE TYPE**	**COURSE CODE**	**COURSE NAME**	**L**	**T**	**P**	**C**
1	ASEC	MBA1021	Data Analysis using Spreadsheets	3	0	0	3
2	ASEC	PPS3022	Aptitude Training	2	0	2	3
3	ASEC	MBA2041	Business Analytics for Decision Making	3	0	0	3
4	ASEC	PPS3024	Industry Readiness Program - III	1	0	2	2
5	ASEC	PPS4003	Aptitude Training Advanced	0	0	2	1

	Table 17.3.4: Master of Business Administration (MBA-Marketing and Finance) Program Structure 2024-2026: Entrepreneurial Skills Enhancement Core Course (ESECC)						
S. NO.	**COURSE TYPE**	**COURSE CODE**	**COURSE NAME**	**L**	**T**	**P**	**C**
1	ESECC	MBA3051	Entrepreneurship and Business Ethics	3	0	0	3

Table 17.4.4: Master of Business Administration (MBA-Marketing and Finance) Program Structure 2024-2026: Industry Collaborative Courses (ICC)

S. NO.	COURSE TYPE	COURSE CODE	COURSE NAME	L	T	P	C
1	ICC	MBA3074	Summer Internship Project	-	-	-	6
2	ICC	MBA3145	Dissertation	-	-	-	6

Table 17.5.4: Master of Business Administration (MBA-Marketing and Finance) Program Structure 2024-2026: Soft Skill Enhancement Courses (SSEC)

S. NO.	COURSE TYPE	COURSE CODE	COURSE NAME	L	T	P	C
1	SSEC	ENG5002	Business Communication	3	0	0	3
2	SSEC	PPS1013	Personality Development I	0	0	2	1

Table 17.6.4: Master of Business Administration (MBA-Marketing and Finance) Program Structure 2024-2026: Value Added Courses (VAC)

S. NO.	COURSE TYPE	COURSE CODE	COURSE NAME	L	T	P	C
1	VAC	MBA1034	Data analysis for Managers uisng IBM SPSS	1	0	0	0
2	VAC	MBA1031	How To Analyze Data - Using Microsoft Excel Add Inns	1	0	0	0
3	VAC	MBA1030	Personal and Professional Business Networking Skills	1	0	0	0
4	VAC	MBA1033	Personal Branding: Aligning Values with Career Success	1	0	0	0
5	VAC	MBA1032	Python Programming	1	0	0	0

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 post 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 2nd and 3rd 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 / 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 / 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.

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	Anti requisites	Future Courses in that need this Course as Prerequisite
DISCIPLINE ELECTIVE - **Minimum Credits to be earned from this basket**						**26**					
Marketing and Finance											
1	MBA2030	Consumer Behaviour	3	0	0	3	DSEC	Employ ability			
2	MBA3112	Customer Relationship Management	3	0	0	3	DSEC	Employ ability			
3	MBA3090	Marketing Analytics	3	0	0	3	DSEC	Employ ability			
4	MBA3109	Integrated Marketing Communication	3	0	0	3	DSEC	Employ ability			
5	MBA3110	Sales and Distribution Management	3	0	0	3	DSEC	Employ ability			
6	MBA3077	Product and Brand Management	3	0	0	3	DSEC	Employ ability			
7	MBA3072	Marketing of Financial Services	3	0	0	3	DSEC	Employ ability			
8	MBA3138	Retail Management	2	0	0	2	DSEC	Employ ability			
9	MBA4024	International Marketing	2	0	0	2	DSEC	Employ ability			
10	MBA3138	B2B Marketing	2	0	0	2	DSEC	Employ ability			
11	MBA3123	MarkTech and AdTech	2	0	0	2	DSEC	Employ ability			
12	MBA4087	Influencer Marketing	2	0	0	2	DSEC	Employ ability			

			L	T	P	C					
13	MBA4025	Green Marketing	2	0	0	2	DSE C	Employ ability			

Finance

			L	T	P	C					
1	MBA3006	Financial Markets and Services	3	0	0	3	DSE C	Employ ability			
2	MBA3056	Financial Modelling Using Spreadsheets	3	0	0	3	DSE C	Employ ability			
3	MBA3005	Security Analysis and Investment Management	3	0	0	3	DSE C	Employ ability			
4	MBA3100	International Finance	3	0	0	3	DSE C	Employ ability			
5	MBA3073	Mergers, Acquisitions and Corporate Restructuring	3	0	0	3	DSE C	Employ ability			
6	MBA3075	Insurance and Risk Management	3	0	0	3	DSE C	Employ ability			
7	MBA3097	Derivatives and Risk Management	3	0	0	3	DSE C	Employ ability			
8	MBA3082	FinTech	3	0	0	3	DSE C	Employ ability			
9	MBA3102	Taxation	3	0	0	3	DSE C	Employ ability			
10	MBA3069	Commercial Banking	3	0	0	3	DSE C	Employ ability			
11	MBA3146	Cost and Revenue Management	2	0	0	2	DSE C	Employ ability			
12	MBA3119	Blockchain and Cryptocurrency	2	0	0	2	DSE C	Employ ability			
13	MBA3121	Cyber Security and IT Laws	2	0	0	2	DSE C	Employ ability			
14	MBA3157	Sustainable Finance	2	0	0	2	DSE C	Employ ability			
Dissertation/Field Immersion/ ELECTIVE - Minimum Credits to be earned from this basket Management - Industry Collaborative Courses											
15	MBA3074	Summer Internship Project	0	0	0	6	ICC	EM			
16	MBA3145	Dissertation	0	0	0	6	ICC	EM			

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

Management - Open Electives Courses											
1	MBA3037	Personal Wealth Management	3	0	0	3	ASE C	EM			
2	MBA3039	Market Research	3	0	0	3	ASE C	EM			
3	MBA2023	Design Thinking for Business Innovation	3	0	0	3	ASE C	EM			

4	MBA3046	Game Theory in Business	3	0	0	3	ASEC	EM			
5	MBA3047	Data Story Telling	3	0	0	3	ASEC	EM			
6	MBA3048	Environmental Sustainability and Value Creation	3	0	0	3	ASEC	EM			
7	MBA3049	Industry 4.0	3	0	0	3	ASEC	EM			

20 List of MOOC (NPTEL) Courses:

Sl 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
	Marketing:	
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
	HR:	
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
	Business Analytics:	
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
	Operations:	
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 Weeks

21 Recommended Semester Wise Course Structure / Flow including the Program / Discipline Elective Paths / Option

<table>
<tr><td colspan="8" align="center">Table 17.1 List of MBA Courses</td></tr>
<tr><td colspan="8" align="center">MBA</td></tr>
<tr><td colspan="4" align="center">I SEMESTER</td><td colspan="4" align="center">CREDIT STRUCTURE</td></tr>
<tr><td>S. NO.</td><td>COURSE TYPE</td><td>COURSE CODE</td><td>COURSE NAME</td><td>L</td><td>T</td><td>P</td><td>C</td></tr>
<tr><td>1</td><td>PCC</td><td>MBA1022</td><td>Economics for Managers</td><td>3</td><td>0</td><td>0</td><td>3</td></tr>
<tr><td>2</td><td>PCC</td><td>MBA1007</td><td>Business Statistics</td><td>4</td><td>0</td><td>0</td><td>4</td></tr>
<tr><td>3</td><td>SSEC</td><td>ENG5002</td><td>Business Communication</td><td>3</td><td>0</td><td>0</td><td>3</td></tr>
<tr><td>4</td><td>ASEC</td><td>MBA1021</td><td>Data Analysis using Spreadsheets</td><td>3</td><td>0</td><td>0</td><td>3</td></tr>
<tr><td>5</td><td>SSEC</td><td>PPS1013</td><td>Personality Development I</td><td>0</td><td>0</td><td>2</td><td>1</td></tr>
<tr><td>6</td><td>PCC</td><td>MBA2034</td><td>Accounting for Managers</td><td>4</td><td>0</td><td>0</td><td>4</td></tr>
<tr><td>7</td><td>PCC</td><td>MBA1023</td><td>Organizational Behavior</td><td>3</td><td>0</td><td>0</td><td>3</td></tr>
<tr><td>8</td><td>PCC</td><td>MBA1020</td><td>Marketing Management</td><td>3</td><td>0</td><td>0</td><td>3</td></tr>
<tr><td>9</td><td>VAC</td><td></td><td>Value Added Course</td><td>0</td><td>0</td><td>0</td><td>0</td></tr>
<tr><td></td><td></td><td></td><td>Total Credits (8 Courses)</td><td></td><td></td><td></td><td>24</td></tr>
<tr><td colspan="4" align="center">II SEMESTER</td><td colspan="4" align="center">CREDIT STRUCTURE</td></tr>
<tr><td>S. NO.</td><td>COURSE TYPE</td><td>COURSE CODE</td><td>COURSE NAME</td><td>L</td><td>T</td><td>P</td><td>C</td></tr>
<tr><td>1</td><td>ASEC</td><td>PPS3022</td><td>Aptitude Training</td><td>2</td><td>0</td><td>2</td><td>3</td></tr>
<tr><td>2</td><td>PCC</td><td>MBA2043</td><td>Technology Foundations for Business</td><td>3</td><td>0</td><td>0</td><td>3</td></tr>
<tr><td>3</td><td>PCC</td><td>MBA2042</td><td>Corporate Finance</td><td>3</td><td>0</td><td>0</td><td>3</td></tr>
<tr><td>4</td><td>PCC</td><td>MBA2027</td><td>Human Resource Management</td><td>3</td><td>0</td><td>0</td><td>3</td></tr>
<tr><td>5</td><td>ASEC</td><td>MBA2041</td><td>Business Analytics for Decision Making</td><td>3</td><td>0</td><td>0</td><td>3</td></tr>
<tr><td>6</td><td>PCC</td><td>MBA2019</td><td>Digital Marketing</td><td>3</td><td>0</td><td>0</td><td>3</td></tr>
<tr><td>7</td><td>PCC</td><td>MBA2033</td><td>Business Research Methods</td><td>3</td><td>0</td><td>0</td><td>3</td></tr>
<tr><td>8</td><td>PCC</td><td>MBA2040</td><td>Production and Logistics Management</td><td>3</td><td>0</td><td>0</td><td>3</td></tr>
<tr><td>9</td><td>VAC</td><td></td><td>Value Added Course</td><td>0</td><td>0</td><td>0</td><td>0</td></tr>
<tr><td></td><td></td><td></td><td>Total Credits (8 Courses)</td><td></td><td></td><td></td><td>24</td></tr>
</table>

III SEMESTER				CREDIT STRUCTURE			
S. NO.	COURSE TYPE	COURSE CODE	COURSE NAME	L	T	P	C
1	PCC	MBA3001	Business Law	3	0	0	3
2	ASEC	PPS3008	Personality Development Advanced	1	0	2	2
3	ASEC	PPS3024	Industry Readiness Program - III	0	0	2	1
4	ICC	MBA3074	Summer Internship Project	-	-	-	6
5	PCC	MBA3052	Corporate Strategy	3	0	0	3
6	DSEC	MBAXXXX	E1 Dual 1 Discipline Core	3	0	0	3
7	DSEC	MBAXXXX	E2 Dual 1 Elective	3	0	0	3
8	DSEC	MBAXXXX	E3 Dual 1 Elective	2	0	0	2
9	DSEC	MBAXXXX	E4 Dual 2 Discipline Core	3	0	0	3
10	DSEC	MBAXXXX	E5 Dual 2 Elective	3	0	0	3
11	DSEC	MBAXXXX	E6 Dual 2 Elective	2	0	0	2
			Total Credits (10 Courses)				**31**
IV SEMESTER				CREDIT STRUCTURE			
S. NO.	COURSE TYPE	COURSE CODE	COURSE NAME	L	T	P	C
1	ESECC	MBA3051	Entrepreneurship and Business Ethics	3	0	0	3
2	DSEC	MBAXXXX	E7 Dual 1 Discipline Core	3	0	0	3
3	DSEC	MBAXXXX	E8 Dual 1 Elective	2	0	0	2
4	OEC	MBAXXXX	E9 Open / Specialization MOOC 1/International Certification	3	0	0	3
5	DSEC	MBAXXXX	E10 Dual 2 Discipline Core	3	0	0	3
6	DSEC	MBAXXXX	E11 Dual 2 Elective	2	0	0	2
7	OEC	MBAXXXX	E12 Open/Specialization MOOC 2/International Certification	3	0	0	3
8	ICC	MBA3145	Dissertation	-	-	-	6
			Total Credits (8 Courses)				**25**
Grand Total				**104Credits**			

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 Resour

Course Catalogues of MBA (Marketing and Finance) Program
I SEMESTER

Course Code: MBA1023	Course Title: Organizational Behaviour Type of Course: Specialization Theory Only		L- T-P- C	3	0	0	3
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. 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: Explain the importance and concepts of human behaviour in the organizations. [Comprehension] Demonstrate how and why people behave under different conditions in the organisations. [Application] Evaluate options for the logical and optimal solution to control human behaviour at Works. [Application] Discover the components to maximize people's potential and performance in the organizations. [Application] Construct creative and innovative ideas that could positively shape the organizations. [Application]						
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 Behavior (OB)	Assignment	Class Discussions, presentations (Participative learning)		08 HOURS		
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		09 HOURS		
Topics: Attitudes – Definition, Key elements of attitudes, Attitudes and related concepts (Values, opinion, belief and ideology), Characteristics of attitudes, Attitude formation, Attitude measurement, Changing attitudes.							

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) Case studies (Problem solving Learning)	09 HOURS
Topics: Perception and factors influencing Perception, Common Perception Distortions: Stereotypes, Hallo 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	09 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	15 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:
Fundamental exposure to the qualitative and quantitative surveys techniques in organisational behaviour.
Professionally Used Software: Microsoft excel, SPSS, R software, and qualitative techniques.

Project work/Assignment:

Project/ Assignment:
(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.)

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.)

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, Wlley India Pvt. Ltd.

R2- Sanket Sunand Dash (2021). Organizational Behavior, Thirteenth Edition, Wlley 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/JOCM-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-compresiuniv.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. :

Course Code: MBA1020	Course Title: Marketing Management Type of Course: School Core Theory Only	L- T P- C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	Basic communication skills MS Office Soft Skills - Creativity, Adaptability, Collaboration, Leadership Basic analytical ability Social Media exposure					
Anti-requisites	NIL					

Course Description	Marketing may be defined as the collection of activities undertaken by the firm to generate profits from the markets. Marketing in the modem 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.			
Course Outcomes	On successful completion of this course the students shall be able to: CO 1) Explain the concepts of Marketing (Comprehension) CO 2) Analyze the role of Product & Price in marketing strategies (Analysis) CO 3) Analyze the role of Promotion & Place in marketing strategies (Analysis) CO 4) Demonstrate the personal selling process (Application)			
Course Objective:	The course aims at SKILL DEVELOPMENT with respect to Marketing Strategies with PARTICIPATIVE learning activities.			
Module 1	Concepts of Marketing	Assignment using E Library (Participative Learning)	Radio Mirchi: Case Study on Segmentation and Targeting	15 HOURS

Topics:
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.

Module 2	Product & Price	Assignment (Participative Learning)	Make in India: Analyze the PLC strategies of a product	10 HOURS

Topics:
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.
Pricing – Importance of Pricing, Setting the Price, Pricing Objectives, Steps in Pricing, Types of Pricing, New Product Pricing – Skimming and Penetration pricing Strategies.

Module 3	Place & Promotion	Project (Experiential Learning)	Design promotion strategies for a product	13 HOURS

Topics:
Place - Marketing Channels and their roles, Functions of a channel partner, Types of channels, Levels, Channel Design decisions, Channel Conflict: Reasons and resolution.
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.

Module 4	Sales Management	Assignment (Participative Learning)	Maruti Suzuki India Limited: Case study on Sales strategies	12 HOURS

Topics:
Overview of Sales Management, Nature and Importance of Sales Management, Role & 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.

Targeted Application & Tools that can be used: NA
Project work/Assignment:
Project Work: Collect Advertisements (from Newspapers) pertaining to the various forms of Segmentation, classify them, and make a presentation, with appropriate justification. Assignment 1: Identify 5 products / brands which are in the different Life Cycle Stages of PLC and suggest appropriate Marketing strategies for them. Assignment 2: Identify the Digital and Social Media Marketing strategies adopted by any company of your choice. 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. Demonstration / Role Play: Mock Sales of a given Product / Service
Text Book: T1: Kotler, P., Keller, K.L., Koshy, A., & Jha, M. Marketing Management: A South Asian Perspective. Pearson Education, 2009, 13th ed. T2: Krishna K Havaladar, Vasant M. Cavale, Sales & Distribution Management, Tata McGraw Hill, latest edition.

References
R1: Ramaswamy,V.S., & Namakumari. Marketing Management: Global Perspective Indian Context. Macmillan Publishers India.
R2: Digital Selling: Grant Leboff, How to Use Social Media and the Web to Generate Leads and Sell More, Paperback, Latest Edition
R3: Saxena,R. Marketing Management. TataMcGraw-Hill Education.
R4: Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Sales Management: Decisions, Strategies & Cases, Pearson, latest edition
Online Resources:
https://presiuniv.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-presiuniv.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-presiuniv.knimbus.com/insight/content/doi/10.1108/07363761211275036/full/html
Kumar, N. and Kapoor, S. (2014), "Study of consumers' behavior for non-vegetarian products in emerging market of India", Journal of Agribusiness in Developing and Emerging Economies, Vol. 4 No. 1, pp. 59-77.
https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JADEE-05-2013-0016/full/html
 	
Multimedia (Videos):
Understanding the Marketing Mix
    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:

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

Course Code: MBA2034	Course Title: Accounting for Managers Type of Course: Specialization Core and Theory Only course	L- T-P- C	4	0	0	4
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.					
Course Out Comes	On successful completion of the course the students shall be able to: Describe the Accounting process (Comprehension) Summarize the Corporate Financial Statements (Comprehension) Interpret Financial Statements for business decisions (Application) Prepare cost sheet and budget for cost control (Application) Apply marginal costing for Managerial decisions (Application)					
Course Content						

Module 1	Introduction to Accounting and Accounting process	Experiential Learning	Ability to explain the Accounting Concepts, Conventions and Accounting Cycle	15 HOURS

Module 1 - Introduction to Accounting and Accounting process: 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	15 HOURS

Corporate Financial Statements preparation: 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	14 HOURS

Analysis and interpretation of Financial Statements: 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.	14 HOURS

Cost computation and budgetary control: 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

Marginal costing: 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:
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

Student Group Activity – Analysis and interpretation of Financial Statement of a company – Participative Learning
Individual Project – Preparing cash budget for a social **Program** – Experiential Learning
Assignment – Computing Altman's Z score for a company
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 Atrill, E. J. McLaney, Accounting and Finance for Non-specialists, Pearson, 11th Edition
R3. Maheswari S N, Maheswari,A Text Book of Accounting for Management, 4th Edition, Vikas Publishing House [P] Ltd

Web Links and Case Study Links
https://nptel.ac.in/courses/106105151/
https://nptel.ac.in/courses/106105151/12
https://nptel.ac.in/courses/106105151/15
https://swayam.gov.in/nd1_noc19_me38/preview
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:

Course Code: MBA1007	Course Title: Business Statistics						
	Type of Course: School Core and Theory Only Course		L-T-P-C	4	0	0	4
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 EMPLOYABILITY SKILLS by using Problem Solving techniques.						
Course Out Comes	On successful completion of the course the students shall be able to: 1. Describe the data using descriptive statistics. [Blooms's Level: Comprehension] 2. Solve business related problems involving probabilities [Blooms's Level: Application] 3. Solve business related problems using probability distributions. [Blooms's Level: Application] 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 raison 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 (m2)	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 1.50m2, what is the estimated daily sale of this bread?
     4. If the allocated shelf space was 5.00m2, what is the estimated daily sale of this bread? What   are your comments about this forecast ?

Text Book

Anderson D R, Sweeny D J, Williams T A, Camm J D, Cochran J J (2018), Statistics for Business and Economics,13th edition Cengage learning, New Delhi.

References	
Levine D M, Stephan D F, Szabat K A (2016) Statistics for Managers, 7th 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:

Course Code: MBA1021	Course Title: Data Analysis Using Spreadsheets Type of Course: Theory only	L- T-P- C	3	0	0	3
Version No.	4.0					
Course Pre-requisites	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.					
Anti-requisites	NIL					
Course Description	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.					
Course Outcomes	On successful completion of this course the students shall be able to: Employ spreadsheet formatting techniques for business documents (Apply) Use formulas and functions on data to perform error free operations (Apply) Demonstrate advanced data visualization, management, and analysis techniques (Apply) Apply data analysis skills to real business scenarios (Apply)					
Course objective	This course will enhance SKILL DEVELOPMENT through EXPERIENTIAL LEARNING methods.					
Course Content:						

Module 1	Introduction to Data Analysis and Spreadsheets	Assignment	Business document creation - Invoice	12 HOURS
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				
Module 2	Formulas and Functions	Assignment	EDA and Descriptive statistics	8 HOURS
Topics: 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				
Module 3	Data Visualization, Management and Analysis	Assignment	Data reorganization, summarization and visual display	10 HOURS

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.

Module 4	Applying analytics to achieve Business impact	Assignment	Customer Analytics	15 HOURS

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

Text Book
Michael Alexander, Richard Kusleika, John Walkenbach.; *Microsoft Excel 2019 Bible: The Comprehensive Tutorial Resource*; John Wiley & Sons Inc.

References
Walkenbach J.; *Microsoft Excel 2016 Bible: The Comprehensive Tutorial Resource*; Wiley.
Fischer W.; *Excel: Quick Start Guide from Beginner to Expert (Excel, Microsoft Office)*; CreateSpace Independent Publishing Platform.
Harvey G., *Excel 2016 for Dummies (Excel for Dummies)*; John Wiley & Sons.
Kalmstrom P.; *Excel 2016 from Scratch: Excel course with demos and exercises*; CreateSpace Independent Publishing Platform.
Alexandar M.; *Excel Macros For Dummies*; Wiley.
Walkenbach J.; *Excel Charts*; John Wiley & Sons.

Web pages
https://sites.google.com/view/narayanasrikanthreddy/home/student-home-page/mba-1st-sem
Keyboard shortcuts in Excel - Microsoft Support
Customer Analytics at Bigbasket - Product Recommendations (hbr.org)
Demand Forecasting for Perishable Short Shelf Life Home Made Food at iD Fresh Food (hbr.org)
PU library E –resource
https://www-sciencedirect-com-presiuniv.knimbus.com/journal/journal-of-computational-mathematics-and-data-science

Catalogue prepared by Dr. N Srikanth Reddy

Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: ENG5002	Course Title: Business Communication Type of Course: School Core: Theory	L- T-P- C	3	0	0	3
Version No.	3.0					
Course Pre-requisites	NIL					
Anti-requisites	NIL					
Course Description	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.			
Course Objective	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			
Course Outcomes	On successful completion of this course the students shall be able to: Explain the business communication process and its challenges. Demonstrate competence in oral business communication. Practice formal written communication Apply different communication strategies relevant to social media communication settings. Identify accurately the main points in business reports and articles			
Module 1	Introduction to Business Communication	Project	Business Communication Process	09 HOURS
	Topics: Introduction to Business Communication - the communication process, communication within organizations, context for the emerging significance of Business Communication, objectives of Business Communication 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			
Module 2	Planning Spoken and Written Messages	Presentation	Plan, organize and present	11 HOURS
	Topics: Steps in formulating written and spoken messages Organisational Context and other contextual forces Characteristics of channels and how that impacts choice of channel Planning an effective business presentation			
Module 3	Business Writing and Communicating Electronically	Business Emails	Content Writing and Formatting	07 HOURS
	Topics: Use of Technology in Communication; Electronic Mail Communication, Good news, bad news and persuasive emails Web Page Communication Voice and Wireless Communication			
Module 4	Social Media in Business Communication	Business blog	Writing for social media	12 HOURS
	Topics: Social Media in Business: How Businesses use social media for internal and external communication Tactics for successful social media use, planning and writing social media content, building a social media strategy Business blogging; Common business uses of blogging; Tips for successful blog writing			

Module 5	Reading Business Reports and Articles	Comprehension passages	Reading skills	06 HOURS
	Topics: 5.1 Understanding business reports: Exposure to business related vocabulary, assimilating information and deriving inferences from reports. 5.2 Reading business articles: Ability to read newspaper and magazine articles that discuss developments in the business world.			

Web Resources:
W1:https://presiuniv.knimbus.com/user#/searchresult?searchId=Managerial%20Communication&_t=1655868710491
W2: https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/CCIJ-07-2021-0080/full/html
W3: https://geerthofstede.com/

Project work/Assignment:

Interviewing entrepreneurs for insights into strategies for effective cross-cultural communication
Group Presentations
Writing business emails
Creating a business blog on Word Press Platform
Suitable comprehension passage test

Text Books:
T1: Lehman, DuFrene, Walker, Business Communication (*B.COM) 10e*. Cengage Learning. New Delhi, 2020
T 2: Bovee, John V Thill. *Business Communication Today*. 15thedition, Pearson; New York, 2021.

References:
R1: Bovee, John V Thill, Abha Chatterjee. *Business Communication Today*. 10thedition, Pearson Education, 2011
R2: Geraldine E. Hynes, Managerial Communication: Strategies and applications. 6th edition, Sage Publication, California, 2016

Topics relevant to development of 'EMPLOYABILITY SKILLS': Business Writing Skills, Presentation Skills, Effective Speaking Skills.
Topics relevant to development of 'HUMAN VALUES & PROFESSIONAL ETHICS': Legal and ethical constraints on communication, Communicating Electronically, Voice and Wireless Communication.

Catalogue prepared by		Dr. Sufiya Pathan
Recommended by the Board of Studies on		
Date of Approval by the Academic Council		

Course Code: MBA1022	Course Title: Economics for Managers Type of Course: School Core	L- T-P- C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	NIL. However, students are expected to have a minimum of numerical ability, familiarity with graphs and charts and basic descriptive statistics.					
Anti-requisites	Nil					
Course Description	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.					

Course Objective	This course is designed to improve the learner's EMLOYABILITY SKILLS by using Class Presentation and Case Study Techniques
Course Out Comes	On successful completion of the course the students shall be able to: Explain equations and graphs and illustrate economic behavior at the individual, firm and policy levels, characteristics of market structures and their sustainability. Apply concepts of consumption, investment and savings, Aggregate supply, and Aggregate demand in business. Interpret the effect of fiscal instruments and monetary instruments with respect to fiscal policies in India economy on business. Employ the 'economic way of thinking' for managerial decision making.
Course Content:	

Module 1	Introduction to Microeconomics and Consumption Decision	Assignment	Data collection and application of concept	13 HOURS

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. 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.

Module 2	Theory of Production and Costs	Assignment	Data collection and application of concept	9 HOURS

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.

Module 3	Market Structure	Case Study (Participatory Learning)	Identification of key concept and data analysis	8 HOURS

Topics: Perfect competition-Features - profit maximization - Monopoly, why and how they arise – characteristics Monopolistic competition – Characteristics. Oligopoly –Features.

Module 4	Key Concepts of Macroeconomics and Theory of Output and Employment , Fiscal policy and Monetary policy	Assignment	Diagrammatic illustration of concepts	15 HOURS

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.

Targeted Application & Tools that can be used:

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;
Develop and strengthen the ability to discuss concepts and thoughts in writing.

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course
Assignment (Construction of a demand curve of a consumer who demands particular good at different prices with the help of data) Quiz (30 minutes) Case study: "Booming Business: Indian Hotel Industry". Read it thoroughly and give the answer to the case questions Do you think the hotel industry is competitive? What all features of the industry are suggestive of the same? Comment on differentiation offered by hotels in India.
Text Book   T1 Mc. Eachern, W. A & kaur, S. (2016): Micro ECON A South- Asian Perspective, Cengage. T2: Kaur, S. & Mc. Eachern, W. A: (2018). *Macro ECON A South- Asian Perspective*, Cengage.
References R1: Salvatore, D., & Rastogi, K. R. (2016). *Managerial Economics: Principles and Worldwide Applications*. Oxford Higher Education. R2: Mankiw, N. G. & Taylor, M.P. (2017). *Macro Economics,* Cengage. Web links of E-Library resources in PU https://www-proquest-com-presiuniv.knimbus.com/abiglobal https://www-emerald-com-presiuniv.knimbus.com/insight/ https://prowessiq-cmie-com-presiuniv.knimbus.com/ https://www-indiastat-com-presiuniv.knimbus.com/

Catalogue prepared by	Prof. Bipasha Maity
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: PPS1013	Course Title: Personality Development I	L- T-P- C	0	0	2	1
Version No.	1.1					
Course Pre-requisites	Students are expected to understand Basic English. Students should have desire and enthusiasm to involve, participate and learn. Students should possess fundamental communication and research skills					
Anti-requisites	NIL					
Course Description	This course is designed to enable students of Business management to prepare for corporate & 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.					

Course Objective	The objective of the course is skill development of student by using Participative Learning techniques			
Course Outcome	On successful completion of this course the students shall be able to: Demonstrate confidence and effective communication Prepare professional LinkedIn account and build business networks Recognize problem solving skills Discuss emotional intelligence components			
Course Content:				
Module 1	Self-awareness & EI	Personality training	Group Tasks	10 HOURS
Topics: Johari Window, Emotional intelligence components – Self-awareness, Self-regulation, social skills, empathy and motivation Activity: Classroom group activity				
Module 2	PERSONAL BRANDING	Individual Task	Personal brand building	8 HOURS
Topics: LinkedIn profile building, network building & its significance, Class room activities. Activity: Building LinkedIn account and professional networking				
Module 3	CAMPUS TO CORPORATE	Placement training	Mock HOURS	10 HOURS
Topics: Resume writing, Video resume, GD, PI, Industry expert talks videos. Activity: Write, Practice in groups, Perform				
Module 4	PRESENTATION SKILLS	PPT creation	Survey-based presentation	2 session
Topics: Presentation skills. Ability to organize PPTs effectively, ability to apply their presentation skills and public speaking skills to make their presentations more effective. Activity: Survey a social scenario and present that in class.				
Additional training: Every session 30 min speaking activity for all students. Topics: Current trends, Product pitching, Revision, New job roles and opportunities, Skills required in 2023-2030 etc. Workshop/Boot camp				
Assignments proposed for this course				
LinkedIn Presentation				
Text Book				
Me 2.0: Build a Powerful Brand to Achieve Career Success by Dan Schawbel Jack Canfield, "The Success Principles", 8th Edition, HarperCollins Publishers India, 2015 Shiv Khera, "You Can Win", 3d Edition, Bloomsbury India, 2014 Stephen R Covey, "7 Habits of Highly Effective People", Simon & Schuster, (2018) Resume Writing: Craft a Resume That Will Knock Their Socks Off! By Alexander Burton HBR's 10 Must Reads on Emotional Intelligence (with featured article "What Makes a Leader?" by Daniel Goleman) The presentation secrets of Steve Jobs by Carmine Gallo Talk like Ted by Carmine Gallo Business etiquette made easy- The essential guide to professional success- Myka Meier Leaders eat last- Simon Sinek Ted talk links				

Movie References
The intern
The Pursuit of Happiness
E-Resources:
  The remote access link to e-resources at Presidency university:
  https://presiuniv.knimbus.com/user#/home

Catalogue prepared by	Ms Rajati Mukherjee
Recommended by the Board of Studies on	BOS No.: BOS Date:
Date of Approval by the Academic Council	Academic Council Meeting No.: Date of the meeting:
The DAC meeting number & Date	DAC Dated

II SEMESTER

Course Code: MBA2027	Course Title: Human Resource Management Type of Course: Program Core Theory Only	L- T- P- C	3	0	0	3
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: CO1-Describe the scope, functions and recent trends in Human Resource Management. (Knowledge) CO2-Explain the methods of training and development as well as appraisal systems in the organizational context. (Comprehension) CO3-Illustrate the concepts of compensation, employee retention, welfare and social security in managing human resources. (Application) 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	Introduction to HRM and Procuring Human Capital	Assignment	Class Discussions	15 HOURS

Introduction to HRM- 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.
Procuring Human Capital: 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 Bloom level: Knowledge

Module 2	Training & Development, Performance Appraisal	Assignment	Class Activity	15 HOURS

Training & Development- Types of Training, Training Need Assessment, On-the-job and Off-the -Job training Methods, Executive Development Methods, Job-Crafting.
Performance and Potential Appraisal- Objectives, Methods of Performance Appraisal, Post Appraisal Feedback, Problems with Performance Appraisal. Bloom level: Application

Module 3	Compensation, Employees' Retention and Welfare	Case Study	Experiential learning	10 HOURS

Compensation Administration and Job Evaluation- 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.
Employees' Retention: Calculation of Attrition rate, Retention Strategies.
Employees' Welfare and Social Security- Intramural and Extramural Welfare Activities, Statutory Welfare Provisions of Factory Act 1948, Social Security provisions in India.   Blooms Level: Comprehensive

Module 4	Industrial Relations and Discipline	Case Study	Experiential learning	5 HOURS

Industrial Relations: Objectives of Industrial Relations (IR), Types of Industrial Disputes, Causes of Industrial Disputes, Industrial Disputes Settlement Machinery, Collective Bargaining and its process.
Discipline-Negative and Positive Discipline, Code of Discipline, Disciplinary Action, Types of Punishments Blooms Level: Comprehensive

Targeted Application & Tools that can be used:
Human Resources Information System, employee self-service portal, payroll, workforce management, recruitment and hiring, benefits administration and talent management.

Professionally Used Software: MS Excel, SPSS, Oracle Taleo, Zoho, Peoplesoft, SAP HR

Project work/Assignment: Experiential Learning

Project Assignments:
Assignment: 1] Students should choose any two research articles from the references and write a review report and submit. (PU Online Resources)
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.
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)

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. :

Course Code: MBA2019	Course Title: Digital Marketing Type of Course: Program Core Course Theory Only Course	L-T- P- C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	Marketing Management MS Office Social Media exposure					
Anti-requisites	NIL					
Course Description	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.					
Course Outcomes	On successful completion of this course the students shall be able to: CO 1) Explain the functioning of a Search Engine and the importance of Search Engine Optimization (Comprehension) CO 2) Apply the concept of Search Engine Marketing in creating a digital Ad Campaign (Application) CO 3) Illustrate the use of social media in effective digital marketing campaign (Application) CO 4) Identify the opportunities of email and Mobile Marketing to leverage the power of mobile devices (Application)					
Course Objective:	The course aims at SKILL DEVELOPMENT with respect to Marketing Strategies with PARTICIPATIVE learning activities.					
Module 1	Search Engine Optimization (SEO)	Assignment using E Library (Participative Learning)	Article: Global Marketing for the Digital Age		15 HOURS	

Topics:
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.

Module 2	SEM and DDA	Assignment (Participative Learning)	Case Study - Pepperfry.com: Marketing to Manage Customer Experience	15 HOURS

Topics:
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.

Module 3	Social Media Marketing	Project (Experiential Learning)	Promote a Business Page in Social Media	10 HOURS

Topics:
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.

Module 4	Email & Mobile Marketing	Assignment (Participative Learning)	Case Study - The Vanca: Reworking Digital Marketing Strategy	5 HOURS

Topics:
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.

Targeted Application & Tools that can be used: NA

Project work/Assignment:

Project Work: Create a dummy company of any product / service of your choice and use the various social media marketing platforms to promote it.

Assignment 1: Marketing Innovation Strategies: Interactive Learning along with a live group project.
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 Council	Academic Council Meeting No.

Course Code MBA2042	Course Title: Corporate Finance Type of Course: Theory only	L-T- P- C	3	0	0	3
Version No.						
Course Pre-requisites	Sound knowledge of Financial Statement and Basic mathematics.					
Anti-requisites	NIL					
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:					
Course Objective	Know the fundamentals of Finance Analyze the basics of Time value & Capital budgeting Decisions Apply to basic corporate financing decisions					
Course Content						
Module 1	Investment Decisions/Capital Budgeting	ExperientialLearning	Lecture	15 HOURS		
Time Value of money, Risk & Return, Investment criteria – Accounting Rate of return – Pay Back Period - Net present value –Internal Rate of Return – Profitability Index - Capital rationing - Capital investment process.						
Module 2	Securities Valuation and Cost of Capital	Experiential Learning	Lecture and Discussion	15 HOURS		
Cost of capital – Cost of equity – Cost of Debt –Cost of Preference Shares – Cost of Retained Earnings- Securities Valuation: Equity and Bond Valuation- Discounted Dividend Model Approach-Project risk – valuation by certainty equivalents - weighted average cost of capital – Adjusted present value.						
Module 4	Dividend Decisions and Pay-outs	Experiential Learning	Lecture and Participative Learning	10 HOURS		
Dividend policy and stock value: Factors influencing dividend policy –Dividend policy models: Traditional position-Miller and Modigliani position; Bonus Shares, Stock Splits, Bonus Shares, -Stock Repurchases-Financial Strategy for growth – Financial Distress – Corporate Restructuring.						
Module 5	Management of WorkingCapital	ExperientialLearning	Lecture and Presentation	5 HOURS		
Working Capital- Meaning, Need, Determinants - Working Capital Cycle - Estimation of working capital need – Working capital investment and financing policies – Cash management – Marketable securities management - Accounts Receivables management – Inventory management and financing.						
Books 1. Corporate Finance, by Stephen A. Ross, Randoloh W. Westerfield, Jeffrey Jaffe, Bradford D Jordan, RamKumar Kakani, 11e, The McGraw-Hill Education.						
References Principles of Corporate Finance, Richard A. Brealey, Stewart C. Myers, Franklin Allen & Pitabas Mohanty. Fundamentals of Corporate Finance, Jonathan Berk, Peter Demarzo and Jarrad Harford, Pearson Publications. Damodaran, Aswath, Corporate Finance – Theory and Practice -2nd Edition, Wiley India						
Catalogue prepared by	Dr. Prema Sankaran					

Recommended bythe Board of Studies on	
Date of Approval by the AcademicCouncil	

Course Code: MBA2041	Course Title: Business Analytics for Decision Making Type of Course: School Core and Lab based		L	T	P	C
			3	0	0	3
Version No.	2.0					
Course Pre-requisites	Nil					
Anti-requisites	Nil					
Course Description	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.					
Course Objectives	This course is designed to improve the learners' SKILL DEVELOPMENT by using PROBLEM SOLVING TECHNIQUES like, Mini Projects and Case Study Presentations.					
Course Out Comes	On successful completion of the course the students shall be able to: 1) Define Business Analytics terms and skill sets [Knowledge] 2) Describe latest concepts, tools used in Business Analytics [Comprehension] 3) Apply analytical tools like R (& RStudio) to solve real business problems [Application] 4] Apply basic Machine learning algorithms for Regression, Classification and Forecasting [Application]					
Module 1	Introduction to Business Analytics	Class instructions and demo of core concepts	Assignment and Quiz		15 HOURS	
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.						
Module 2	Introduction to R programming and EDA	R & R Studio fully lab-based tutorials	Refer lab manual. Use of built in and sample datasets in manual.		15 HOURS	
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						

Module 3	Business Analytics basic Tools and Techniques	R & R Studio fully lab-based tutorials. Project.	Refer lab manual. Use of built in and sample datasets in manual.	10 HOURS

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.

Module 4	Data Management tools & techniques	Online SQL editors and datasets	Data collection and data analysis	5 HOURS

Topics:
Types of Databases, entity relation diagrams, Structured Query Language, MySQL, Managing data pipeline. Overview of Big Data tools - Hadoop and Spark (non-technical overview) for business applications.

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
Lectures (30 HOURS), review and bridging (6 HOURS)
3 Quizes
Assignment with Project Presentations
Datasets & code samples provided in the Lab Manual

Text Book
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/UC5zx8Owijmv-bbhAK6Z9apg
R4: KrishNaik https://www.youtube.com/channel/UCNU_lfiiWBdtULKOw6X0Dig
R5: Introduction to R & RStudio: https://www.youtube.com/watch?v=lL0s1coNtRk
R6: R Basic Syntax: https://www.geeksforgeeks.org/introduction-to-r-studio/

Catalogue prepared by	Prof. Krishna Durbha
Recommended by the Board of Studies on	BOS NO: BOS held on:
Date of Approval by the Academic Council	Academic Council Meeting No. , Dated:

Course Code:		L	T	P	C

MBA2043	Course Title: Technology Foundations for Business Type of Course: Discipline Elective Theory Only Course	3	0	0	3
Version No.	1.0				
Course Pre-requisites	NIL				
Anti-requisites	NIL				
Course Description	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,				
Course Outcomes	On completion of this course, the student will be able to: Understand Information Technology concepts [Knowledge] Discuss key IT systems and their role in Organizations [Comprehension] Describe how IT Systems can be used for competitive advantage [Comprehension]				
Course Objective	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.				
Module 1	Basics of Information Technology in business	QUIZ (E-review from library)		15 HOURS	
Topics: Introduction, why IT, business IT interface, SDLC, Agile, business process management, role of IT & CTO					
Module 2	Key IT systems applications in business	Case Analysis & demos	Demonstration of key systems using videos & demos.	15 HOURS	
Topics: Management Information System, Overview of ERP, HRM, CRM, SCM, E-Business systems. How these systems help build and grow organizations.					
Module 3	Emerging Tech and IT for Competitive Advantage	Case Analysis & demos	Demonstration of key systems using online videos & demos.	10 HOURS	
Topics: Covers emerging technologies like database management, blockchain, IoT, AI&ML, ARVR, cloud, cyber security, quantum computing, space & biotechnology.					
Module 4	Managing technological disruptions in key industries	Case Analysis & demos		5 HOURS	
How IT enables business value. How to manage disruption caused by these. Basics of Digital Transformation.					
Targeted Application & Tools that can be used: 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.					

Professionally Used Software: KNimbus library access, Online AI&ML tools, YouTube videos
Project work/Assignment: Lectures (30 HOURS), review and bridging (6 HOURS)   3 Quizes   Hands-on demo on live tools and assignment with project presentations.   Assignment & project presentation
Text Books: Management Information Systems – Managing the Digital Firm, 14e, Kenneth C. Laudon and Jane P. Laudon, Pearson, 2017 (Reprint)
R1: 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   Business Transformation and the CIO Role: 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   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:
Catalogue prepared by	Prof. Krishna Durbha
Recommended by the Board of Studies on	BOS NO: BOS held on:
Date of Approval by the Academic Council	Academic Council Meeting No. , Dated:

Course Code: MBA2033	Course Title: Business Research Methods Type of Course: School Core & Theory only	L-T- P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	Business Statistics (MBA 1007)					

Anti-requisites	NIL			
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: 1. Apply the relevant business research methods for solving business research problems. [Application Level] 2. Use appropriate data collection methods to carry out business research. [Application Level] 3. Employ suitable measurement techniques and sampling designs to elicit data. [Application Level] 4. Analyze the data using appropriate statistical tools. [Analysis Level]			
Course Objectives	Objective of this course is to enhance Skill Development using Experiential Learning methods.			
Course Content:				
Module 1	Introduction to Business Research Methods	Assignment	Review Literature	15 HOURS

Topics:
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	15 HOURS

Topics:
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	10 HOURS

Topics:
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	5 HOURS

Topics:

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.

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

Course Code: MBA2040	Course Title: Production and Logistics Management Type of Course: Program Core, Theory only	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	Business Statistics [MBA1007] 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.			
Course Out Comess	On successful completion of the course the students shall be able to: 1] Explain the relevance of Production and Operations Management. 2] Describe the role of production and operations on managerial decision making. 3] Explain how the production function associates with other firm functions. 4] Solve problems in forecasting related to production processes. 5] Explain the relevance and role of Logistics Management in Business			
Course Objectives	Objective of this course is to enhance Employability Skills using Participative Learning Methods.			
Course Content:				
Module 1	Introduction	Assignment	Data Collection and Classification	15 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	10 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	10 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	5 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	10 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: 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 Operations Management, William J Stevenson, McGraw-Hill, 2009. NinthEdition. Available in library Logistics Management by D.K. Agrawal				

References
Operations Management, Collier/Evans/Ganguly, CENGAGE Learning, 2016, ISBN: 978-81- 315-2809-9.
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: Dr Praveen Mustoor
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: PPS3022	Course Title: Aptitude Training Type of Course: Program Core Theory Only	L-T- P- C	2	0	2	3
Version No.	1.0					
Course Pre-requisites	Basic mathematical operations. Basic English.					
Anti-requisites	NIL					
Course Description	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.					
Course Outcomes	On successful completion of the course the students shall be able to: 1] IDENTIFY the basic concept needed in a question. 2] SOLVE the quantitative and logical ability questions with the appropriate concept. 3] EXAMINE the data given in complex problems. 4] EXAMINE given text sentences and paragraphs for errors and correct them.					
Course Content:						

Module 1	Logical Reasoning	Assignment	Problem solving	**15 Hours**

Topics:
Coding & Decoding, Blood Relations, Linear Arrangement, Circular Arrangement, Directions, Syllogisms

Module 2	Quantitative Ability	Assignment	Problem solving	**15 Hours**

Topics:
Percentages, Ratios & Proportions, Averages, Mixtures & Alligation, Data Interpretation

Module 3	Verbal Ability	Assignment	Comprehension	**15 Hours**

Topics:
Articles, Subject Verb Agreement, Synonyms & Antonyms, Verbal Analogies, Ordering of Words, Parajumbles, Sentence Correction, Cloze Test

Targeted Application & Tools that can be used:

Application area: Placement activities and Competitive examinations.

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

Assignment:
Complete all the questions and solutions covered in the class.

Text Book

1. Aggarwal, R. S. (2018). A Modern Approach to Verbal & Non-Verbal Reasoning. S. Chand Limited.
2. Aggarwal, R. S. (2017). Quantitative Aptitude for Competitive Examinations. S. Chand Limited.
3. Lewis, N. (1979). Word Power Made Easy. Simon and Schuster.

References

1. www.indiabix.com

2. www.youtube.com/TheAptitudeGuy/videos

Catalogue prepared by	Mr. Koustav Nandi
Recommended by the Board of Studies on	BOS No.: BOS Date:
Date of Approval by the Academic Council	Academic Council Meeting No.: Date of the meeting:

III SEMESTER

Course Code: MBA3052	Course Title: Corporate Strategy Type of Course: Program Core only		L- T-P- C	3	0	0	3
Version No.	1.0						
Course Pre-requisites	[1] Management Concepts and Practices(MBA1015) [2] Microeconomics For Managers(MBA1009)						
Anti-requisites	NIL						
Course Description	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. This course includes what is a strategy, corporate direction, environmental scanning, and sources 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	On successful completion of this course the students shall be able to: Define corporate strategy Identify various factors of competitive advantage Explain various generic competitive strategies Prepare a Balanced Scorecard for an organization.						
Course Content:							

Module 1	Introduction to Strategic Management	Case: Strategic Analysis of Starbucks Corporation	Data Analysis: Analysis the different tools used in Neurostrategy based on University SCOPUS database (% analysis).	10 HOURS

Topics:
Module -I Introduction to Strategic Management
What is Strategic Management & Stages of Strategic Management, Integrating Intuition and Analysis, Adapting to Change, Key Terms in Strategic Management, External Opportunities and Threats & Internal Strengths and Weaknesses, Long-Term Objectives, Strategies and Annual Objectives & Policies, The Strategic-Management Model, Benefits of Strategic Management. Corporate Strategy, Directional Strategy, Portfolio Analysis Corporate Parenting. Nero strategy

Module 2	Environmental Scanning and Industry Analysis	Case Study: Southwest Airline	Data Analysis: Identification of factors responsible for BEVUCA Environment through questionnaire or from literature.	15 HOURS

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 & 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)

Module 3	Strategy Formulation	Case study: Class- or Mass(HBR), Idalene F. Kesner and Rockney Walters(2005).	Data Analysis: Application of design thinking in industry, based on themes and sub theme analysis.(Application of spreadsheet with provided database).	10. HOURS

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 & Backward Integration, Horizontal Integration, Intensive Strategies, Market Penetration & Market Development , Product Development, Diversification Strategies, Defensive Strategies A framework for competitor analysis- Michael Porter's Five Generic Strategies

Module 4	Competitive Strategy and corporate advantage	Case study: IKEA (http://aeunike.lecture.ub.ac.id/files/2012/03/Case-Kel.9.pdf)	Simulation: Development and simulation of BSC with the help of spreadsheet.	10 HOURS

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

Project work/Assignment:

1.Quiz: Online quiz in University Edhitch platform(10 marks)
2. Article review
2. 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://highered.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-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	

Course Code: MBA3001	Course Title: Business Law, Type of Course: School Core -Theory only	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	Basic knowledge of functioning of a company Communication skills					
Anti-requisites	NIL					
Course Description	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.					

Course Objectives	This course is designed to improve the learner's EMLOYABILITY SKILLS by using participative learning through Class participation activities.		
Course Outcomes	On successful completion of this course the students shall be able to: CO 1. State the legal formation of contractual relationships in business. CO 2. Infer the concept of contract of sale and about conditions and warranties given by the companies. CO 3. Interpret the procedure for the formation of company, it's functioning, managing and winding up. CO 4. Explain consumer rights and the procedure for settlement of a dispute in a consumer forum.		
Course Content:			
Module 1	The Indian Contract Act, 1872	Assignment (Experiential Learning)	15 HOURS

Topics:
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.
Formation of Contract of Sale, Conditions and Warranties, Transfer of property, Performance of Contract, Rights of an unpaid Seller, "Doctrine of Caveat Emptor".
[12-- HOURS.] [Blooms 'level selected: Comprehension Level - 2 ----]

Module 2	Legal Aspects of E-Payments	Case Law (Participative Learning)	10 HOURS

Topics:
Meaning & 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.
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.
[08 HOURS.] [Blooms 'level selected: Application Level – 3]

Module 3	The Companies Act, 2013	Assignment	15 HOURS

Topics:
 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.
[12 HOURS.] [Blooms 'level selected: Analysis Level 4]

Module 4: The Consumer Protection Act,1986 and Intellectual Property Rights - (Assignment- Practical case laws) 7 HOURS	Assignment	5 HOURS

Topics:
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.

Laws related to Intellectual Property Rights: Patents, Trademarks, copyrights, trade and factory design. Geographical Indication.

[07 HOURS.] [Blooms 'level selected: Synthesis Level 5]

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.

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.

Assignment 2: Companies Act.- The provisions relating to formation of a company should be drafted by every student in the class.

1. Kapoor N D: Elements of Mercantile Law: 38th Edition 2020- Sultan Chand & Sons. Educational Publishers, New Delhi.

References:
  R1. Ravinder Kumar: Legal Aspects of Business 4e: Cengage Learning India Pvt Ltd. Delhi-110092.
  R2. Avatar Singh – Principles of Mercantile Law, Edition 9, 2011, Eastern Book Company, New Delhi 110001
  R3. Gulshan & G.K.Kapoor, Business Law, 2018 Edition New Age Publications, New Delhi.

E-RESOURCES FROM LIBRARY:
Science Direct: https://www-sciencedirect-com-presiuniv.knimbus.com/search?qs=%22Business%20Law%22
Emerald: https://www-emerald-com-presiuniv.knimbus.com/insight/search?q=%22Business+Law%22&showAll=false&p=1
ProQuest: https://www.proquest.com/abiglobal/results/6405E8F429B44F44PQ/1?accountid=177896
Jstor: https://www-jstor-org-presiuniv.knimbus.com/action/doBasicSearch?Query=%22Business+Law%22&so=rel
EBSCO   eBooks: https://web.s.ebscohost.com/ehost/resultsadvanced?vid=2&sid=dbbf2cec-507f-4a8d-a139-be35f74c8182%40redis&bquery=%22Business+Law%22&bdata=JmRiPWUwMDB4d3cmdHlwZT0xJnNlYXJjjaE1vZGU9U3RhbmRhcmQmc2l0ZT1laG9zdC1saXZl
WEBLINKS
Case Laws:
Balfaur v/s Balfaur- https://www.legalserviceindia.com/legal/article-4531-balfour-vs-balfour-case-analysis-1919-2kb-571.html
Mohori Bibi vs Dharmodas Ghose- https://www.legalserviceindia.com/legal/article-232-case-analysis-mohori-bibee-v-s-dharmodas-ghose.html#:~:text=Mohori%20Bibee%20V%2FS%20Dharmodas%20G
Baldry v/s Marshall - https://www.lawctopus.com/academike/sale-goods-domestic-international-domain/
Hadley v/s Baxendale - https://www.casebriefs.com/blog/law/contracts/contracts-keyed-to-farnsworth/remedies-for-breach/hadley-v-baxendale/
Salomon   v/s   Salomon   &   Co.   Ltd.   -   https://www.jusdicere.in/salomon-v-salomon-co-jusdicere/#:~:text=Salomon%20v%20Salomon%20is%20the,the%20insolvency%20of%20the%20company.
Om Prakash v/s Reliance General Insurance 2017- https://indiankanoon.org/doc/122441541

Catalogue prepared by	Dr. Vijay Vardhan
Recommended by the Board of Studies on	BOS NO:
Date of Approval by the Academic Council	Academic Council Meeting No.

Course Code: PPS3008	Course Title: Personality Development Advanced Type of Course: School Core	L-T- P- C	1	0	2	2
Version No.	1.1					
Course Pre-requisites	Students are expected to understand Basic English. Students should have desire and enthusiasm to involve, participate and learn. Students should possess fundamental communication and research skills					
Anti-requisites	NIL					
Course Description	This course is designed to enable students of Business management to prepare for corporate & 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.					
Course Objective	The objective of the course is skill development of student by using Participative Learning techniques					
Course Outcome	On successful completion of this course the students shall be able to: Demonstrate confidence and effective communication Prepare professional LinkedIn account and build business networks Recognize problem solving skills Discuss emotional intelligence components					
Course Content:						

Module 1	Self-awareness & EI	Personality training	Group Tasks	10 HOURS
Topics: Johari Window, Emotional intelligence components – Self-awareness, Self-regulation, social skills, empathy and motivation Activity: Classroom group activity				
Module 2	PERSONAL BRANDING	Individual Task	Personal brand building	5 HOURS
Topics: LinkedIn profile building, network building & its significance, Class room activities. Activity: Building LinkedIn account and professional networking				
Module 3	CAMPUS TO CORPORATE	Placement training	Mock HOURS	10 HOURS
Topics: Resume writing, Video resume, GD, PI, Industry expert talks videos. Activity: Write, Practice in groups, Perform				
Module 4	PRESENTATION SKILLS	PPT creation	Survey-based presentation	05 session

Topics: Presentation skills. Ability to organize PPTs effectively, ability to apply their presentation skills and public speaking skills to make their presentations more effective. Activity: Survey a social scenario and present that in class.	
Additional training: Every session 30 min speaking activity for all students. Topics: Current trends, Product pitching, Revision, New job roles and opportunities, Skills required in 2023- 2030 etc. Workshop/Boot camp	
Assignments proposed for this course	
LinkedIn Presentation	
Text Book	

Me 2.0: Build a Powerful Brand to Achieve Career Success by Dan Schawbel
 Jack Canfield, "The Success Principles", 8th Edition, HarperCollins Publishers India, 2015
 Shiv Khera, "You Can Win", 3d Edition, Bloomsbury India, 2014
 Stephen R Covey, "7 Habits of Highly Effective People", Simon & Schuster, (2018)
 Resume Writing: Craft a Resume That Will Knock Their Socks Off! By Alexander Burton
 HBR's 10 Must Reads on Emotional Intelligence (with featured article "What Makes a Leader?" by Daniel Goleman)
 The presentation secrets of Steve Jobs by Carmine Gallo
 Talk like Ted by Carmine Gallo
 Business etiquette made easy- The essential guide to professional success- Myka Meier
 Leaders eat last- Simon Sinek
 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/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
 	
 Movie References
 The intern
 The Pursuit of Happiness
 	
 E-Resources:
   The remote access link to e-resources at Presidency university:
   https://presiuniv.knimbus.com/user#/home	

Catalogue prepared by	Ms Rajati Mukherjee
Recommended by the Board of Studies on	BOS No.: BOS Date:
Date of Approval by the Academic Council	Academic Council Meeting No.: Date of the meeting:
The DAC meeting number & Date	DAC Dated

IV SEMESTER

Course Code: MBA3051	Course Title: Entrepreneurship and Business Ethics				
	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	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 *entrepreneurial perspective* and a hands-on experience in the development of new business ventures. The students are given the right exposure to Business ethics, corporate governance & 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.
Course Outcomes	On successful completion of the course the students shall be able to: CO 1. Identify the entrepreneurial journey. [Knowledge] CO 2. Develop business plan using business model canvas. [Application] CO 3. Examine the role of technology in business. [Comprehension] CO 4. Understand the social responsibility of corporate towards society. [Comprehension]
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	15 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				
Module 2	Business Model Canvas	Assignment (Experiential Learning)	Application	15 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.				
Module 3	Technology, Innovation and Entrepreneurship	Assignment (Experiential Learning)	Data Collection and Analysis	10 HOURS
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

Module 4	Business Ethics and Social Responsibility	Assignment (Experiential Learning)	Data Analysis	5 HOURS

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 Initiative s to words development of entrepreneurship in India.and learning of various CSR activities by refering Books and articals . (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 –W
ipro, 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. :

DISCPLINE ELECTIVE COURSE

MARKETING

Course Code: MBA2030	Course Title: Consumer Behaviour	L-T-P-C	3-0-0-3
	Type of Course: Discipline Core Theory Only Course		
Version No.	1.0		
Course Pre-requisites	• Fundamentals of Marketing • Fundamentals of Sales		
Anti-requisites	NA		
Course Description	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/designed 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.		
Course Out Comes	On successful completion of the course the students shall be able to: 1] Explain the importance and the inter-disciplinary nature of Consumer Behavior. **(Comprehension)** 2] Apply the concepts of Motivation, Personality and Perception in consumer decision making. **(Application)** 3] Apply the concepts of Learning and Attitude in consumer decision making. **(Application)** 4] Analyze the effect of Sociological influences on Consumer Behavior. **(Analysis)**		
Course Objective	This course is designed to improve the learners' EMPLOYABILITY SKILLS by using PARTICIPATIVE LEARNING techniques.		
Module 1	**Introduction to the study of Consumer Behavior**	Role Play (EXPERIENTIAL LEARNING)	Experiential Learning activity depicting the different types of decision-making process of consumers applying to live products/services	**15 HOURS**
Consumer Behaviour: Definition, Meaning & Importance, Nature & 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				

Module 2	**Psychological Influences on Consumer Behavior**	Assignment and Case study	Primary data collection for Assignment	**15 HOURS**

Motivation: Basics of Motivation, Needs, Goals, Positive & Negative Motivation, Rational Vs Emotional motives, **Personality & Self Concept**: Basics of Personality, understanding consumer diversity, Changing Lifestyles and footprint on Digital era.   **Family:** Family decision making, Family consumption roles, Traditional family life cycle & implications. **Opinion Leadership:** Dynamics of opinion leadership process, Opinion Leadership & Marketing Strategy.

Module 3	**Consumer Learning, Attitude, Memory and Information processing**	Case Study (EXPERIENTIAL LEARNING)	Flip classroom/Experiential Learning through activity and assignment	**10 HOURS**

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

Module 4	**Sociological Influences on Consumer Behaviour and Consumer behavior models**	Term paper/Assignment/Case Study (EXPERIENTIAL LEARNING)	Field research	**5 HOURS**

Social Comparison, Informational Social influence, Conformity & 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

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:

1] Field project(Group): Select a Product/Brand of your choice and complete the following task:
1. Provide a brief introduction to the product/Retailer/Organisation and explain what would attract the consumers to this brand from the category.
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).
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)
4. Analyse the collected primary data by listing/interpreting your findings.
5. Conclude your report with valid suggestions and or recommendations.

(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.)

2] Group Assignment: Imagine you are a consumer who needs to buy any one of the following product:

a) A Sports utility vehicle
b) A luxury farmhouse
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
T1. Loudon, David L. and Bitta, Albert J. Della (1992), Consumer Behavior: Concepts and Applications. 4th Ed. McGraw Hill Education

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

PU 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=iih

- 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=iih

- 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)

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
- Consumer Behaviour Factors, Link: https://youtu.be/UL6imegssbQ

Catalogue prepared by	Dr. Mohamad Imrozuddin

Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: **MBA3112**	Course Title: **Customer Relationship Management** Type of Course: **Discipline Elective and Theory Only** course	**L-T-P- C**	3-0-0-3
Version No.	4.2		
Course Pre-requisites	a) Basic oral and written communication skills b) MS Office c) Soft Skills - Creativity, Adaptability, Collaboration, Leadership d) Basic Knowledge of Marketing Management e) Social Media exposure		
Anti-requisites	NIL		
Course Description	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. 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.		
Course Objective	The course aims at EMPLOYABILITY with respect to Marketing of Services with PARTICIPATIVE learning activities.		
Course Out Comes	On **successful completion of the course the students shall be able to:** **CO1:** Explain Relationship Marketing and its relationship with other business functions. **CO2:** Apply Customer Relationship Marketing, Customer Retention, Customer lifetime Value concepts to study their impact on profitability. **CO3:** Explain the concepts of Artificial Intelligence tools and their use in sales and Marketing **CO4:** Demonstrate CRM Research, Data mining and Data Warehousing		
Course Content			
Module 1	**Introduction to CRM**	Experiential Learning	Ability to explain Business marketing	15 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	**Strategic CRM**	Experiential Learning	Application	15 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	**Technology and CRM (Operational CRM)**	Participative Learning	**Comprehension**	10 HOURS

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	**Customer Data Management (Analytical CRM)**	Participative Learning	**Comprehension**	5 HOURS

The role of data in CRM: From insights to actions- Developing and managing Customer Database, Current trends in Customer Data mining, Data warehousing.

Targeted Application & Tools that can be used:
This course enables the students to take various business marketing strategies and models.

Project 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.

Text Book
- Francis Buttle, S. M. (2019). *Customer Relationship Management: Concepts and Technologies.* Devon, UK: Routledge.

Reference Books
- Paul Greenberg (2010). *CRM at the Speed of Light, Fourth Edition: Social CRM 2.0 Strategies, Tools, and Techniques for Engaging Your Customers*: McGraw Hill foundation.

Web Links and Case Study Links
CMIE Prowess IQ

E-Journal Link: https://www.cpj.edu.in/wp-content/uploads/2018/05/journal-2016-17.pdf

Catalogue prepared by	Dr. Akhila R Udupa
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:	Course Title: Marketing Analytics	L	T	P	C
MBA3090	Type of Course: Discipline Elective (Theory with Embedded Lab)	3	0	0	3

Version No.	2.0
Course Pre-requisites	• Students should have the basic mathematics and statistics knowledge • Students should have a basic algorithm & programming knowledge
Anti-requisites	**Nil**
Course Description	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.
Course Objective	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.
Course Out Comes	On successful completion of the course the students shall be able to: CO1) Identify appropriate tools, techniques for customer preference model **[Comprehension]** CO2) Apply Marketing Analytics tools for decision-making **[Application]** CO3) Apply multiple regression model for sales prediction **[Application]** CO4) Analyse customer segments with Cluster Analysis & Market Basket Analysis **[Analysis]**
Course Content:	

Module 1	Introduction	Assignment (Experiential Learning)	Students are asked to collect the literature related to Business Analytics and its overview	15 HOURS

Topics:

Introduction to Marketing Analytics, Importance, Definition and Types of Analytics, Benefits, framework. Marketing Analytics overview, OLAP, OLTP

Module 2	Customer Preference	Lab & Theory (Problem Solving)	Data Collection/any other such associated activity	15 HOURS

Topics:

- Customer Preference: Identifying Customer Preference using Conjoint Analysis – Products, Attributes, and Levels – Using Evolutionary Solver to Generate Product Profiles.

- Discrete Choice Analysis Using CRM Data: Incorporating Price and Brand Equity into Discrete Choice Analysis -Importing files into Excel

- Identifying Semi-Structured and Unstructured Data (Customer Preference model)

Module 3	Sales Prediction	Lab Experiments	Discussion of Case Study related to Regression Analysis	10 HOURS

Topics:

Sales Prediction: Building Multiple Regression model to Forecast Sales, Validating Model Assumptions with Data Analysis Tool Pak – Sales Prediction with S Curve Model.

Module 4	Customer Segmentation	Mini-Project	Students has been assigned a Business Problem, based on that they should develop a model	5 HOURS

Topics:

Customer Segmentation: Introduction – Identifying the Customer Segmentation – Clustering Method and Market Basket Analysis (MBA)

Targeted Application & Tools that can be used:

Data Analysis using Supportive tools like Advanced Excel

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

- Collecting data for Retail Store information System

- Simple algorithm in machine learning for preparing students information system.

Web Resources:

- https://presiuniv.knimbus.com/user#/home

- https://www.marketingevolution.com/marketing-essentials/marketing-analytics

- https://journals.sagepub.com/doi/abs/10.1509/jm.15.0413

- https://www.sciencedirect.com/science/article/abs/pii/S0167811612000912

Sample Data Set:

https://www.mygreatlearning.com/blog/free-download-datasets/

https://www.kaggle.com/datasets?fileType=csv

Text Book

1. Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques 1ˢᵗ Edition, Wayne.L.Winston, Wiley

References

- Marketing Analytics: A practical guide to real marketing science Paperback – June 28, 2015 by Mike Grigsby (Author)

Catalogue prepared by	Dr.Senthilkumar Ranganathan
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: MBA3109	**Course Title: Integrated Marketing Communication** **Type of Course: Discipline Elective Theory Only**	**L-T-P-C**	**3**	**0**	**0**	**3**
Version No.	1.0					
Course Pre-requisites	Basic Marketing Concepts Promotion Mix Elements Communication Skills Creativity and Critical thinking					
Anti-requisites	NA					
Course Description	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.					

	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. 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. 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.			
Course Outcomes	On successful completion of the course the students shall be able to: CO1) Apply consumer behavior models to develop targeted IMC strategies. (Application) CO2) Design integrated marketing communication campaigns that leverage both traditional and digital media channels. [Create] CO3) Evaluate the effectiveness of IMC campaigns using key performance indicators (kpis) and analytics tools. [Evaluate] CO4) Analyze ethical and legal considerations in IMC practices and develop responsible marketing communication campaigns. [Analyze]			
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	15 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	15 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	5 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=ojhnagkhkf0
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=vgdyswdpfrc

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 preparedby	Dr. Uttam Chakraborty
Recommended by The Board of Studieson	
Date of Approval by the Academic Council	

Course Code: MBA3110	Course Title: Sales & Distribution Management Type of Course: Discipline Elective Course	L-T-P-C	3	0	0	3
Version No.	2.0					
Course Pre-requisites	Marketing Management Digital Marketing					
Anti-requisites	NIL					
Course Description	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.			
Course Outcomes	On successful completion of this course the students shall be able to: 1.Explain nature and importance of sales management, types and skills of sales managers. 2. Discuss sales forecasting methods, allocation of sales budget, management of sales territories and sales quotas. 3. Develop distribution management strategies. 4. Apply SCM principles for distribution management.			
Course Objective:	The course aims at SKILL DEVELOPMENT to apply Marketing Strategies through EMPLOYABILITY facilitating activities.			
Module 1	**Sales and Sales Force Management**	Assignment (experiential learning)	Interviewing a Sales Manager	**10 HOURS**

 [11.5 Hrs.] [Blooms 'level selected 1 & 2: Knowledge, Comprehension]

a.   Introduction to Sales - Definition and meaning, objectives, Sales Management, Personal selling and Salesmanship, setting personal selling objectives, determining sales related marketing policies, Emerging Trends in Sales Management,

b. Salesforce Management - Recruitment and Selection, Sales training, Motivating sales personnel, compensating, managing expenses, sales meetings, sales contests, controlling, evaluating and supervising sales personnel

Module 2	**Sales Planning and Controlling the Sales Effort**	Assignment(experiential learning)	Mock Sales	**15 HOURS**

[10.5 hrs.] [Blooms 'level selected 1, 2,3 & 4: Knowledge, Comprehension, Application, Analysis]

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.

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

Module 3	**Distribution Management**	Assignment (Participative learning)	Project	**10 HOURS**

[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.

Module 4	Market logistics and supply chain management	Assignment (Participative learning)	Project	15 HOURS

[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

Online 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= F2F5BF4E22E36E0716A25
  E32F14F17584EA3E6BC188C88370E9E4902502613DE71E45592F083258AD1BEBF60B225D109&originR
  egion=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=DFE5791B4F7D8703324C96079B
  C3CC1ED0788DDA3664366525CC8E25900D25AA3DBE8E4CC11C9792701999D166CD4C92&originRegion
  =eu-west-1&originCreation=20221219060933

- 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=2IjHjRRzD0M

- 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	

Course Code: MBA 3077	Course Title: Product and Brand Management		L-T-P-C	3	0	0	3
	Type of Course: Discipline Elective Theory only course						
Version No.	1.0						
Course Pre- requisites	Completion of core subject in Marketing Management and basics of Management						
Anti-requisites	NA						
Course Description	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.						
Course Out Comes	On successful completion of the course the students shall be able to CO1: **Summarize** Strategic brand management process CO2: **Apply** brand equity models and frameworks CO3: **Apply** the brand marketing programs **CO4: Analyse** the Brand Performance						
Course Objective	This course is designed to enhance employability skills through participative and experiential learning.						
Module 1	**Introduction to Product & Product Management**	Activity based learning Experiential Learning	Individual Group Assignment			**15 HOURS**	
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							
Module 2	**Product Management to Brand Management**	Case Study, Research Article – Experiential Learning	Experiential Learning activity depicting the different types of brands and understanding brand resonance			**15 HOURS**	
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.							

Module 3	Designing and Implementing Brand Marketing Programs	Assignment and Case study- Participative & Experiential learning		10 HOURS

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.

Module 4	Insights into Brand Performance	Case Study & Research Article	Flip classroom/Experiential Learning through activity.	05 HOURS

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
   4. www.afaqs.com

Catalogue prepared by	Dr. Mohamad Imrozuddin
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: MBA3072	Course Title: Marketing of Financial Services Type of Course: Discipline Elective Theory Only Course	L-T-P-C	3 – 0 – 0 – 3
Version No.	1.1		
Course Pre-requisites	1. Fundamentals of Marketing 2. Fundamentals of Sales		
Anti-requisites	NA		
Course Description	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.

Course Out Comes	**On successful completion of the course the students shall be able to:**
	CO1: Distinguish between concept of marketing of goods and services. (Understand)
	CO2: Identify gaps in customer expectations of services. (Analysis)
	CO3: Correlate the concepts of marketing principle to financial services. (Knowledge)
	CO4: Analyze the right financial services price and promotion dynamics (Analysis)
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	15 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	15 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	**Marketing and financial services linkages**	Case study (Participative Learning)	Housing.com: Marketing a Service Offering	10 HOURS

Topics: 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.

Module 4	**Basics of Price and promotion of financial services**	Assignment (Participative Learning)	Design an integrated service marketing communications for a selected service company	5 HOURS

Topics: 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.

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, 5th, Tata McGraw Hill, International edition.
T2: Marketing of Financial Services -V.A. AVADHANI (2nd ed)

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,3rd Edition, Tata McGraw Hill, International Edition.
R4: Financial Services marketing -CHRI R5. Marketing of Banking services.

(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

1. 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.

2. 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

3. 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:
1. **Deutsche Telekom 2020: Leading the Digital Transformation**, **Robert Burgelman; Margot Sutherland**, Stanford Business School

2. **Be Well Hospitals: Service Excellence in Secondary Healthcare**, **Piyush Kumar; Sonia 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=LfKYPJrIepM
- Service Quality II, https://www.youtube.com/watch?v=AKX8i0R2BKM
- 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

Catalogue prepared by	Dr. Bishnu Prasad Mishra & Dr. Aurobindo Kiriyakere
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

Course Code: MBA3138	Course Title: Retail Management Type of Course: Elective Course	L-T-P-C	2	0	0	2
Version No.	2.0					
Course Pre-requisites	Marketing Management I Marketing Management II Sales and Marketing Management					
Anti-requisites	NIL					

Course Description	Retailing is concerned with how goods and services are actually delivered to consum... so, retailers engage in the production of retail services that affect the utility that consum... from the good and services. This course will examine how retailers participate in this... 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 pre... strategies of manufacturers and the actions of competitors. Innovations play a crucial ro... innovations are not directly with respect to the products they carry but with respect to... services they produce.
Course Outcomes	On successful completion of this course the students shall be able to: 1. Classify types of retailers, types of retail locations, retail growth strategies. 2. Apply Retail Market Strategy, demonstrate store management 3. 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]

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]

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]
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:

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

Text Book:
T1: Levy, L.T., & Weitz, H.A. Retailing Management. Tata McGraw Hill.

References
R1: Barry Berman and Joel Evans, Retail Management – A strategic Approach , Pearson

R2: A J Lamba, The Art of Retailing , Tata Mc Graw Hill

Online 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= F2F5BF4E22E36E0716A25
  E32F14F17584EA3E6BC188C88370E9E4902502613DE71E45592F083258AD1BEBF60B225D109
  &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=DFE5791B4F7D8703324C9607
  9BC3CC1ED0788DDA3664366525CC8E25900D25AA3DBE8E4CC11C9792701999D166CD4C92
  &originRegion=eu-west-1&originCreation=20221219060933

- 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=2IjHjRRzD0M

- 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	

Course Code: MBA3138	Course Title: B2B Marketing Type of Course: Discipline Elective Theory Only Course	L-T- P-C	2	0	0	2
Version No.	1.0					
Course Pre-requisites	f) Marketing Management g) Digital Marketing					
Anti-requisites	NIL					
Course Description	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.					

Course Outcomes	On successful completion of this course the students shall be able to:
	CO 1) Explain the concepts of B2B Marketing (Comprehension)
	CO 2) Analyze the role of Marketing Mix in B2B marketing strategies (Analysis)
	CO 3) Develop sales force strategies for B2B Marketing (Analysis)
Course Objective:	The course aims at EMPLOYABILITY with respect to Marketing Strategies with PARTICIPATIVE learning activities.

Module 1	**Nature of B2B Marketing**	Assignment using E Library (Participative Learning)	Radio Mirchi: Case Study on Segmentation and Targeting	**10 HOURS**

Topics:
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
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.

Module 2	**Formulating B2B Marketing Mix**	Assignment (Participative Learning)	Make in India: Analyze the PLC strategies of a product	**10 HOURS**

Topics:
Developing Product Strategy, Analyzing Industrial Product Life Cycle Developing Strategies, Business Service Marketing: Special Challenges
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.
Pricing Strategies: Price Determinants, Factors that Influence the Pricing Strategies concept of learning curves, Pricing Strategies, Competitive Bidding, Leasing
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.

Module 3	**Management of B2B Sales Force**	Project (Experiential Learning)	Design promotion strategies for a product	**10 HOURS**

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

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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://presiuniv.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-presiuniv.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-presiuniv.knimbus.com/insight/content/doi/10.1108/07363761211275036/full/html

Multimedia (Videos):

- Busines to Business Marketing https://www.youtube.com/watch?v=BKer-uSxjlw&list=PLLy_2iUCG87C3qniP4kidTHN2HW03sfOc

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

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

Course Code: MBA3123	Course Title: MarTech and AdTech Type of Course: Discipline Elective Theory Only Course	L- T-P-C	2	0	0	2
Version No.	1.0					
Course Pre-requisites	h) Marketing Management i) Digital Marketing					
Anti-requisites	NIL					
Course Description	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 overview of the tools that can help leverage technology for maximum benefit of the marketing campaigns.					
Course Outcomes	On successful completion of this course the students shall be able to:					

	CO 1) Explain the concepts of MarTech and AdTech and its applications in Marketing (Comprehension)
	CO 2) Analyze the MarTech tools and their relevance in business context (Analysis)
	CO 3) Analyze the AdTech tools available for promotion of products and brands. (Analysis)

Course Objective:	The course aims at EMPLOYABILITY with respect to Marketing Strategies with PARTICIPATIVE learning activities.			
Module 1	**Importance of Technology in Marketing**	Assignment using E Library (Participative Learning)	Case Study: COMCO Holding AG	**10 HOURS**

Topics:
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.

Module 2	**MarTech**	Assignment (Participative Learning)	Case Study: Insite Marketing Technology	**10 HOURS**

Topics:
Types of Marketing technologies, Analytics & 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.

Module 3	**AdTech**	Project (Experiential Learning)	Case Study: BuzzFeed advertising strategies	**10 HOURS**

Topics:
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 & Cons, Metrics and Measurement, Building a successful data strategy, recent trends in MarTech and AdTech space.

Targeted Application & Tools that can be used: NA

Project work/Assignment:

Assignment 1: Interview any MarTech / AdTech expert and understand the implications on Marketing and summarize your findings.

Project: Identify the MarTech / AdTech tools adopted by any company of your choice, and submit your findings.

Text Book:
T1: 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

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

Course Code: MBA4024	Course Title: International Marketing	L	T	P	C
	Type of Course: Discipline Elective Theory Only	2	0	0	2
Version No.	2.0				
Course Pre-requisites	Principles of Marketing Sales and Marketing Management Consumer Behavior				
Anti-requisites	NIL				
Course Description	The International Marketing course is designed to equip aspiring business leaders with a comprehensive understanding of the complexities and nuances involved in conducting marketing activities on a global scale. Through a strategic and interdisciplinary approach, this course explores the challenges and opportunities presented by diverse international markets, addressing key topics such as cross-cultural consumer behavior, market entry strategies, global branding, and the impact of geopolitical factors on marketing decisions. Students will engage in case studies and collaborative projects to develop critical thinking and decision-making skills essential for steering the dynamic landscape of international business. By the end of the course, students would have gained the knowledge and analytical tools necessary to formulate effective global marketing strategies that align with the ever-evolving demands of the international marketplace.				
Course Outcomes	On successful completion of this course the students shall be able to: CO1) Comprehend the interconnectedness of economies and the importance of adapting marketing strategies in various international contexts. CO2) Interpret the nuances of International Trade & effective Cross-Cultural Marketing. CO3) Demonstrate proficiency in developing strategic market entry plans for global markets. CO4) Analyze Integrated Global Marketing Campaigns				
Course Objective	This course is designed to enhance employability and skill development by using participative and experiential learning methods.				
Module 1	Introduction to International Marketing	Classroom Lecture & Participative Learning	Hands-on Experience + Cases	10 HOURS	

Topics:
Overview of International Marketing, Globalization and International Business, Stages of International Marketing Involvement, Economic Factors in International Marketing, Logistical and Supply Chain Challenges, Competitive Analysis in Global Markets, Types of International Markets, Case studies etc.

Module 2	International Trade & Cross Cultural Marketing	Classroom Lecture & Participative Learning	Hands-on Experience + Cases	10 HOURS

Topics:

Trade Barriers, GATT, WTO, IMF, World Bank Group, Understanding Cultural Differences, Impact of Culture on Consumer Choices, Effective Cross-Cultural Communication, Language and Symbolism in Marketing, Cultural Influences on Brand Perception, Management styles in different regions, Case studies etc.

Module 3	Strategic Market Entry Planning, and Integrated Global Marketing Campaigns	Classroom Lecture & Participative Learning	Hands-on Experience + Cases	10 HOURS

Topics:

Market Entry Modes, International Market Selection, Strategic Planning for Global Expansion, Customizing Products for Global Markets, Adapting to Local Regulations, Cultural Adaptation in Marketing, Post-Entry Evaluation and Adjustment, Case studies etc.

Omni-Channel Strategy Development, Social Media Integration for Global Reach, Big Data-driven Decision Making, Unified Brand Storytelling, Interactive and Immersive Content creation, Real-time Campaign Optimization, Ethical Considerations in Global Marketing, Case studies etc.

Project work/Assignment:

Assignment 1 : Create an International Market Entry Strategy for a hypothetical organization
Assignment 2 : Class Quiz
Assignment 3: Evaluate the Global Marketing Campaigns for organizations / brands such as Apple, Nike, Gucci, Channel etc.

Text Books:

Philip R Cateora, Mary C Gilly, John L Graham-International Marketing: Indian Edition-Mc Graw Hill Education, 2018, 16th ed.

References:

R1: Ram Singh-Export & Import Management: Text & Cases-sage Texts publishers.
R2: Michael R. Czinkota, Ilka A Ronkainen-International Marketing-Cengage Publications.
R3: Masaaki Kotabe, Kristiaan Helsen-International Marketing-Wiley publishers-6th Edition.

Online Resources:
Research Articles in Journals:
Https://presiuniv.knimbus.com/user#/home
Online Resources:
Https://presiuniv.knimbus.com/user#/home

Articles:
1.   Power Markets of Asian Countries in the International Markets Environment
Link: https://ieeexplore.ieee.org/document/1708957
2.   The effects of IMF programs on income inequality: a semi-parametric treatment effects approach
Link- https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IJDI-12-2021-0265/full/html
3. Managing disruptive external forces in international marketing
Link - https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/IMR-12-2021-0381/full/html

Catalogue prepared by	Prof. Umesh Rao
Recommended by the Board of Studies on	BOS NO: BOS held on

Date of Approval by the Academic Council	Academic Council Meeting No., Dated		

Course Code: MBA4087	Course Title: Influencer Marketing Type of Course: Discipline Elective 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: Understand the notion of Influencers in Influencer Marketing [Comprehension] Analyze content briefs and guidelines for influencer partnerships [Application] 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	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	10 HOURS

Topics: Difference between Qualitative and Quantitative tools, Hashtags, Social Blade, Klout Scores, Google Analytics, UTM Parameters, Number of followers, Click to Sales

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 Allen Solly Chinos presents #ShootForSolly - YouTube	
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.:

FINANCE

Course Code: MBA3006	Course Title: Financial Markets and Services Type of Course: Discipline Elective	L- T-P- C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	Students should have successfully completed Financial Management and Financial Accounting courses.					
Anti-requisites	NIL					
Course Description	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.					
Course Outcomes	On successful completion of this course the students shall be able to: CO 1 Discuss current structure and regulations of the Indian financial system with global scenario. (Comprehension) CO2 Summarize the concepts and mechanism of financial markets. (Comprehension) CO3 Explain the financial services and specialized financial services and their role in Indian and Global financial markets. (Comprehension) CO4 Demonstrate analytical skills to address relevant issues relating to specialized and other financial services industry in India and Global (Application).					
Course Objective:	The course aims at SKILL DEVELOPMENT with respect to Financial Services with PARTICIPATIVE learning activities.					
Module 1	Introduction to Financial System	Assignment (Participative Learning)	SEBI Guidelines		15 HOURS	
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 & Primary Market, SEBI & Secondary Market, SEBI & Mutual Funds, SEBI and Takeover Norms, RBI - Role and Functions & Monetary Policy of RBI.				
Module 2	Product & Price	Assignment (Participative Learning)	Financial Markets	15 HOURS
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)		5 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:
Exposure to the Financial Markets and Management of Financial Services
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.)
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.)
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:
• T 1 Clifford Gomez, Financial Markets, Institutions and Financial Services, PHI Learning Private Ltd.
Reference Books:
• R 1 E.Gordon & K Natarajan, Financial Markets and Services. Himalaya Publishing House.
• R 2 Shashi K Gupta and Nisha Aggarwal, Financial Services, 12th Edition, Jan, 2022, Kalyani Publishers.

References
Research Articles in Journals
• Customer demand for Credit card services, Journal of Financial Services Research, Volume 61, Issue 3, June 22, https://link.springer.com/article/10.1007/s10693-022-00381-4.
• Research on Financial Services Innovations- A Quantitative Review and Future Review and Future Research Directions, International Journal of Bank Marketing https://www.researchgate.net/publication/291822155_Research_on_Financial_Services_Innovations_A_Quantitative_Review_and_Future_Research_Directions

Case Studies:
• Inter-organizational relationship and innovation – A case study on the financial services Industry https://www.proquest.com/abiglobal/docview/2633900999/6F16FF5FB92242DFPQ/6?accountid=177896
• 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=-JMLdhbUbzE
- 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 Spreadsheet Type of Course: **Specialization Core and Practical** 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					
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 EMPLOYABILITY SKILLS by using PARTICIPATIVE LEARNING methods including Practical HOURS using Excel.					

Course Out Comes	On successful completion of the course the students shall be able to:
	1. Demonstrate how to apply basic and advanced functions in Excel 2. Forecast the financial statements 3. Use Excel to build models for financial, statistical and investment concepts. 4. Calculate the intrinsic value of stock and bond 5. Implement portfolio optimization models to calculate efficient portfolios and the efficient frontier

Course Content				
Module 1	Financial Statement Analysis	Financial Statement – Experiential Learning	Ability to forecast the financial statement	15 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	15 HOURS

The Time Value of Money- The Cost of Capital - Capital Budgeting

Module 3	Valuation	Assignment	Ability to value stock and bond	10 HOURS

Common Stock Valuation - Bond Valuation

Module 4	Portfolio Risk and Return	Presentation- Experiential Learning	Ability to develop a portfolio	05 HOURS

Portfolio Statistics and Diversification - Advanced Excel Functions

Targeted Application & Tools that can be used:

Targeted Application: Financial Statement Forecasting, Capital Budgeting and Valuation
Tools: Excel

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

1. Assignment 1: Financial Statement Forecasting
2. Assignment 2: Risk Analysis in Capital Budgeting
3. Assignment 3: Fundamental Analysis of stock
4. Project 1: Different methods for projecting company revenues
5. Projects 2: Loan amortization model
6. Project 3: Cash flow modelling & sensitivity analysis

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

Reference Books

R1: Financial Modeling Using Excel and VBA – Chandan Sengupta – John Wiley & Sons

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: **Security Analysis and Investment Management** Type of Course: **Specialization Core and Theory Only** course	L- T- P-C	3 0 0 3
Version No.	2		
Course Pre-requisites	NIL. Students are expected to have a minimum of numerical ability and understanding of basic finance concepts.		
Anti-requisites	NIL		
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 EMPLOYABILITY SKILLS by using PARTICIPATIVE LEARNING methods.		
Course Out Comes	On successful completion of the course the students shall be able to: 1. Demonstrate the ability of selecting appropriate investments based on Investor Objectives and Constraints. 2.Interpret the performance of investments including portfolio's based on Risk and Return. 3. Analyse the value of Bonds and Equity using Intrinsic and Relative Valuation models 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	Investment Expo – Experiential Learning	Ability to explain the salient features	15 HOURS

	Alternatives and Suitability		and return potential of various investment vehicles to the walk-in audience.	

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	15 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 Fundamental and Technical Analysis Reports	5 HOURS

Topics: Fundamental Analysis, it 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).

Targeted Application & Tools that can be used:

This course helps in understanding investment features, performance in terms of return potential and inherent risk, comprehending Fundamental and Technical Analysis Reports.

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

7. Student Group Activity – Investment Expo – Experiential Learning
8. Individual Project – Performance Analysis – Participative Learning
9. Assignment – Valuation Analysis
10. Presentation – Comprehending Reports – Experiential Learning

Text Book
Prasanna Chandra (2021)Investment Analysis and Portfolio Management, 6th edition, McGraw Hill India

Reference Books

R1: Fisher & Jordon, Security Analysis and Portfolio Management, Prentice Hall, EEE

R2: Frank Reiley and Keith Brown, Investment Analysis and Portfolio Management, Thompson

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%2011122018-201812111537167058182.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)

Catalogue prepared by	Dr K Krishna Kumar
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 MBA3100	Course Title: International Finance Type of Course: Theory only	L-T- P-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 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: 1. To create a strong foundation of all major elements of the acquisition process 2. To develop an in-depth understanding of how and when to apply the appropriate tools and skills to successfully complete a transaction 3. To apply what has been learned to solving real world business problems					
Course Objective	1) To provide an introduction to international finance theory 2) To review and synthesize the fundamental themes in international finance research and its scandals 3) To know the practical issues faced by Multinational firms related to international financial management. 4) Identify risk relating to exchange rate fluctuations and develop strategies to deal with them					
Course Content						

Module 1		Experiential Learning	Lecture and Case Study	15 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	10 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	10 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	5 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	5 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

1. Alan C.Shapiro, Multinational Financial Management, John Wiley & Sons
2. Jeff Madura, International Financial Management, Thomson Publications
3. P.G.Apte, International Financial Management, Tata McGraw-Hill, New Delhi

Catalogue prepared by	Dr. Prema Sankaran
Recommended by the Board of Studies on	

Date of Approval by the Academic Council	

Course Code: MBA 3073	Course Title: Mergers, Acquisitions and Corporate Restructuring Type of Course: Discipline Elective Theory Only	L- T- P- C	3 0	0	3
Version No.	1.2				
Course Pre- requisites	Students should have successfully completed course on Financial Management				
Anti-requisites	NIL				
Course Description	The course is aimed at understanding the motives of mergers and acquisitions. It provides the students with insights on the methodology of valuation and the principles of company's integration in the post-merger stage. This course also deals the current scenario of mergers and acquisitions in India, corporate restructuring process, strategies for corporate restructuring and its strategic evaluation. It also covers legal aspects of mergers, due diligence and financing decisions. This enables the students to explore the role of mergers and acquisitions (M&A) within corporate strategy and learn to assess targets realistically, value target companies, evaluate pre and post-merger performances, assess bid tactics and avoid common pitfalls.				
Course Outcomes	On completion of this course, the student will be able to: **CO1** Explain the corporate growth strategy through mergers and acquisitions **[Comprehension]** **CO2** Demonstrate innovative financial decisions in mergers, acquisitions and corporate restructuring. **[Application]** C**O3** Compute business valuation using various methods. **[Application]** **CO4** Interpret the pre and post-merger performances. **[Application]**				
Course Objective:	The course is designed to enhance the **employability skills** of student in financial decision making and corporate growth strategy. The course uses **participative learning techniques**.				
Module 1	**Overview of M & A**	Assignment	Data Collection and Analysis		15 HOURS

Overview of Merger & Acquisition, understanding trends and waves, current scenario, Understanding the Concept & rationale, type of mergers, Merger motives, Understanding Strategic fit, synergy gains, Corporate Growth Strategy, Strategic Investment Choice for Inorganic Growth M & A strategic process.

Module 2	**Corporate restructuring**	Assignment	Group Discussion	15 HOURS

Understanding Corporate restructuring, types of corporate restructuring, Organization restructuring, financial restructuring, portfolio restructuring, Alliances and joint ventures, Divestitures, spin-offs, demerger, and sell-offs.

Module 3	**Business Valuation and Consideration Paid in M&A**	Assignment	Participative Learning	10 HOURS

Apply business valuation concepts, to M & A – DCF, FCF, EVA, Residual income, relative valuation Consideration paid, Fundamental value and acquisition premium. Efficiency gain, synergy gain, opportunity cost, non-operating assets, Intangible asset. M & A Integration - Due diligence, Post-Merger Integration, Factors Affecting Integration, Functional Integration

Module 4	**Share Exchange Ratio**	Assignment	Participative Learning	5 HOURS

 Cost and Benefit analysis of merger, Share exchange ratio- problems on calculation of pre and post-merger performances.

Targeted Application & Tools that can be used:
Exposure to the various mergers and acquisition in past few years in India.
Post-merger integration issues.

Project work/Assignment:

Project/ Assignment:
Assignment:
 1] Refer to recent articles on Mergers and Acquisition surveys and analyse the critical factors responsible for banking management. (*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 successful merger organization and bring out the various strategies involved in M & A business.
(*This assignment has to be done in group. All the members of the group have to contribute and submit the PPT and do presentation.*)
Assignment:
3] Collecting the data of mergers and acquisition in the recent past. Submit the summary report of the discussion (*Experiential Learning*).

Text Book
Textbook(s)

1. Textbook(s) : Mergers and Acquisitions, 2ed: Strategy, Valuation, Leveraged Buyouts and Financing by *Sheeba Kapil*

Reference Book(s)

2. Mergers, Acquisitions & Corporate Restructuring (Strategies & Practices) – Taxmann, Rabi Narayan Kar & Minakshi.

3. Mergers, Acquisitions and Corporate Restructuring by Prasad G Godbole

References:
Research Articles in Journals

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

A New Era of Mergers and Acquisitions: Towards Synergy between Industry 4.0 and Circular Economy

https://www.emerald.com/insight/content/doi/10.1108/S1479-361X20220000021004/full/html

The Effect of Mergers and Acquisitions on Company Financial Performance

https://dl.acm.org/doi/10.1145/3483794.3483809

Listed Company Mergers and Acquisitions, Private Placement and Earnings Management

https://dl.acm.org/doi/10.1145/3452446.3452674

The Dark Side of Executive Compensation Duration: Evidence from Mergers and Acquisitions

https://www.cambridge.org/core/journals/journal-of-financial-and-quantitative-analysis/article/abs/dark-side-of-executive-compensation-duration-evidence-from-mergers-and-acquisitions/DB3776D3C52733A963C991347FC3062C

Impact of Cross-Border Mergers and Acquisitions to Human Resource Management under Corporate Governance - Based on Cross-Border Mergers and Acquisitions in China Enterprises

https://ieeexplore.ieee.org/document/6113624

Evaluating Companies for Mergers and Acquisitions

https://www.emerald.com/insight/content/doi/10.1108/S1876-066X20140000030016/full/html

Advances in Mergers and Acquisitions

https://www.emerald.com/insight/content/doi/10.1108/S1479-361X20160000015014/full/html

Case Study

Managing failure in the merger process: evidence from a case study

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/JBS-10-2019-0187/full/html

Challenges and opportunities in mergers and acquisitions: three international case studies – Deutsche Bank-Bankers Trust; British Petroleum-Amoco; Ford-Volvo

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/03090590310479947/full/html

An Australian Case Study of Stakeholder Relationships in a merger and acquisition process

https://www.emerald.com/insight/content/doi/10.1108/S1479-361X20190000018005/full/html

Videos:

- https://www.youtube.com/watch?v=NsVI4psom1o
- https://www.youtube.com/watch?v=GgefOLddPrI

Catalogue prepared by	Dr.Anitha.S.Yadav
Recommended by the Board of Studies on	BOS NO:
Date of Approval by the Academic Council	

Course Code: **MBA3075**	Course Title: Insurance and Risk Management Type of Course: Discipline elective Theory Only	L-T-P- C	3	0	0	3
Version No.	1.1					
Course Pre-requisites	Completion of core subject in Financial & Wealth Management and basics of Finance & Investment					
Anti-requisites	NIL					
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	On successful completion of the course the students shall be able to: **CO1: Identify** and discuss the main elements of risk and the various strategies that are adopted to deal with risk-**Comprehension** **CO2: Apply** the fundamental legal principles of insurance contract and the major types of insurance -**Application** **CO3: Demonstrate** the critical skills to address relevant issues relating to Insurance Company Operations- **Application**			
Course Objective:	The course is designed to enhance **SKILL DEVELOPMENT** 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 **PARTICIPATIVE LEARNING.**			
Module 1	Risk Management & Assessment	Assignment	Case Study	15 HOURS
Risk – 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	10 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				
Module 4	Health Insurance	Live Experiential Learning Event	Case Study	05 HOURS
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				
Targeted 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)
Text 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%20management&_t=1657791418735 **Case Studies:** Case study1: e- Library PU-Proquest https://www.proquest.com/abiglobal/docview/2352149859/abstract/481A6D55F8E64FDDPQ/10?accountid=177896 Case study 2: e- Library PU-Proquest https://www.proquest.com/abiglobal/docview/2352149859/abstract/3602D4FADF4A4798PQ/14?accountid=177896 Case study 3: e- Library PU-Proquest

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=WWPbPldLfZI
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

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

Course Code: MBA3097	Course Title: Derivatives and Risk Management Type of Course: Discipline Elective Theory Only	L- T-P-C	3	0	0	3
Version No.	1.1					
Course Pre-requisites	Students required to have: 1) Basic Quantitative skills and 2) Basic understanding of Investment and Financial Markets					
Anti-requisites	NIL					
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: 1. Explain the role, nature and importance of Derivative Contracts - [Comprehension] 2. Use Future contracts for Speculation and Hedging [Application]					

		3. Employ Option strategies based on traders' expectations - [Application]		

Course Objective:	The course is designed to enhance SKILL DEVELOPMENT in understanding derivative contracts through PARTCIPATIVE 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.

Module 2	Types of Derivative Contracts	Quiz	MCQ based	15 HOURS

Types of Derivative markets: OTC and Exchange Traded Contracts, Contingent and Commitment contracts. Derivatives trading in India, Growth of Derivatives in India.

Module 3	Future Contracts	Research paper review (participative learning)	Classroom Discussion	10 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 4	Options contract	Project (Experiential learning)	Data Collection and Analysis	5 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.

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: Quiz: 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.)
Text 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

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

Course Code: MBA3082	Course Title: FinTech Type of Course: Specialization 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 2. Understand the basics of Blockchain and Cryptocurrency 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			15 HOURS	

Topics: 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	15 HOURS

Topics: 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, crypto-currencies & alternative finance	Project	Credit Risk Modelling/Credit Card Fraud Detection	10 HOURS

Topics: 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	5 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:
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.ey.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://lumosbusiness.com/business-model-canvas-payments/

Videos

What is fintech?

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-partner-qed-investors/

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. :

Course Code: MBA3102	Course Title: Taxation Type of Course: Discipline elective Theory Only	L-T- P-C	3	0	0	3
Version No.	1.1					
Course Pre-requisites	Students required to have1) Basic computational skills and 2) Basic understanding of accounting and finance					
Anti-requisites	NIL					
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: 4. Compute Personal taxable income and tax payable thereon [Application] 5. Explain different types of return and assessments [Comprehension] 6. Explain types of corporate taxes and tax rates [Application] 7. Explain basic provisions of GST and Customs duty [Comprehension]					

Course Objective:	The objective of this course is to **ENHANCE THE EMPLOYABLITY SKILL** of the students in understanding tax laws and procedures through classroom lectures and **PARTICIPATIVE LEARNING**.			
Module 1	Module 1 - Personal income taxes	Quiz	MCQ based	15 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 income and Assessments	Research paper review	Classroom Discussion	15 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 taxes	Project	Data Collection and Analysis	10 HOURS
Meaning of domestics 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 – Goods and Services tax and Customs duty	Project	Data Collection and Analysis	5 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.)				

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

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

Course Code: MBA3069	Course Title: Commercial Banking Type of Course: Discipline Elective	L- T- P- C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	Knowledge of basic Mathematics. Information Processing and Analytical Thinking.					
Anti-requisites	Nil					

Course Description	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.		
	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.		

Course Outcomes	Students will be able to –		
	1. know the role and nature of services offered by banks and the operational details of commercial bank functioning. (Understand)		
	2. use the tools used in interpreting and evaluating performance, productivity and efficiency of the banking organizations. (Apply)		
	3. dissect the product structure and social imperatives in the Indian banking sector. (Analyze).		
	4. Keep abreast of the regulatory framework for banking system in India. (Analyze)		

Course Objective	The objectives are to familiarize the students with and able to know:		
	• What is a bank and what are its functions.		
	• Regulatory conditions for Bank Operations in India.		
	• The techniques of efficient Management of Banks for long-run sustainability.		

Course Content				
Module 1	Understanding Banks as a financial institution, the Global and Indian Banking systems.	L Case Study	Analysis of banking systems	15 HOURS
Module 2	Decoding Financial statements of Banks operating in India. Assets, Liabilities, Profit &Loss and Key Performance indicators. Banking risk & Capital Adequacy. NPA and it's Management.	L Case Study	Bank performance metrics & measuring efficiency	15 HOURS
Module 3	Deposit & Lending Products. Social banking & Financial Inclusion. The Priority Sector, Rural and Agricultural banking. Banking Product innovations and customer operational flexibilities.	L Case study	Operational details of Banking services across the spectrum	10 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	L Case study	Current regulatory institutions & measures to maintain solvency &	5 HOURS

	by the government and its effect on all stakeholders in the Indian economy.		sustainability of Commercial banks in India	

Books
Principles and Practices of Banking - IIBF, McMillan.

References
1. Modern Commercial Banking -H.R.Machiraju
2. Commercial banking management - Kanhaiya Singh and Vinay Dutta- McGraw Hill Education
3. An Introduction to Commercial Banking – T.S.Kavitha et all
4. Management of Financial Institutions: Meera Sharma- PHI
5. The Oxford handbook of Banking – OXFORD, 2nd edition
- Trends and Progress in Banking- RBI . www.rbi.org.in
- www.bis.org
- http://www.fimmda.org/
- http://www.ccilindia.com/

Catalogue prepared by	Dr. Bishnu Prasad Mishra
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: MBA3146	Course Title: Cost and Revenue Management Type of Course: Theory and numerical	L- T-P-C	2	0	0	2
Version No.	2.0					
Course Pre-requisites	Decision making and problem-solving abilities.					
Anti-requisites	NIL					
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: CO01 Interpret various cost and prepare quotations. CO02 Compute the cost at different stages of production CO03 Interpret Activity based costing for managerial decision making. CO04 Estimate sales and profit variances.					
Course Objective	The course is designed to enhance the **employability skills** through **participative learning** methods.					

Course Content				
Module 1	**Cost Concepts and Management Needs (Bloom's level selected: Application)**	Quiz	Cost Concepts	10 HOURS

Topics:
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	**Process Costing (Bloom's level selected Application)**	Case Study	**Computing cost at various stages of production**	10 HOURS

Topics:
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	**Activity Based Costing and Cost Controls (Bloom's level selected Application)**	Case study	Compare Traditional and Activity based costing	8 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
 Cost control and cost reduction techniques , Differences between cost control and cost reduction, strategies for cost reduction

Module 4	**Joint Management of Revenues and Cost (Bloom's level selected Comprehension)**	Case study		2 HOURS

Topics:
Target costing -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.
Product Pricing Techniques (Cost and Market Based), Current Pricing Practices Based on Demand and Economic Model to Calculate Profit Maximizing price**.**
Revenue and Profit Variance Analysis
Introduction, Sales variances, Profit Variances, Variance Reporting and disposition of Variances.

Targeted Application & Tools that can be used:
  Excel Financial Functions

Project work/Assignment: Revenue and Profit Variance Analysis
https://hbr.org/2004/11/time-driven-activity-based-costing

| Project: –Process Costing |
| Assignment on Module 1,2, 3 & 4 |

| Books |
| T1. M.Y. Khan and P.K. Jain, "Management Accounting & Financial Analysis", 6th Edition, TMH Publications, 2015 |

| References |
| R1 James Jimbavle , Cost Management   Wiley |
| R2. S.P.Jain & K.L.Narang, Cost and Management Accounting Kalyani Publishers |
| 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	

Course Code: MBA3119	Course Title: Blockchain and Cryptocurrency	L	T	P	C
		2	0	0	2
	Type of Course: Discipline Elective (Theory with Embedded Lab)				

Version No.	1.0
Course Pre-requisites	• Should have basic mathematics and statistics knowledge • Should have completed Technology Foundations of Business (MBA1018) Sem2 • Basic familiarity of Finance and Investment Management concepts
Anti-requisites	**Nil**
Course Description	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. ▪ **Industry Relevance:** 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. ▪ **Disruptive Potential:** 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. ▪ **Strategic Advantage:** 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. ▪ **Ethical Considerations:** 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.

Course Out Comes	On successful completion of the course the students shall be able to: CO1) Describe basic structure and components of Blockchain. [COMPREHENSION] CO2) Describe Cryptocurrency ecosystem and manage it as an asset class.[COMPREHENSION] CO3) Illustrate how blockchain is being applied to various BFSI use cases [APPLICATION] CO4) Examine how to transform various industries using Blockchain [ANALYSIS]			
Course Content:				
Module 1	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.	**10 HOURS**

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 & Trust protocol, Types of Blockchains, Industry standards, Disadvantages and risk in Blockchain.

Module 2	Core concepts of blockchain technology	Lectures and demonstrations	Explore the products and services using Blockchain as an underlying technology	**10 HOURS**

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.

Module 3	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.	**8 HOURS**

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.

Module 4	Use cases and application in various industry	Research & project presentations	Students will study how various global industry leaders have used Blockchain technology.	**2 HOURS**

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.

Targeted Application & Tools that can be used: Students do NOT have to gain coding expertise. All demo codes & datasets will be shared for students to understand the logic. Python programming.

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

Text Book:
   1. *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.*
   2. *Blockchain Basics: A Non-Technical Introduction in 25 Steps by Daniel Drescher, 2017*

Reference Books:

3. bitcoin.pdf
4. *The Basics of Bitcoins and Blockchains by Antony Lewis, Mango Media Inc, 2017*
5. *Blockchain Basics: A Beginner's Guide to Building Trust in the Digital Era, by Saurabh Jain, Notion Press*

References
- Using classification tools for loan approvals
- Presentation on how top BFSI Companies are using AI & ML.

WEB RESOURCES:
- https://docs.r3.com/en/platform/corda.html
- [Hyperledger Fabric – Hyperledger Foundation](#)
- www.analyticvidhya.com
- https://in.investing.com/crypto/bitcoin/historical-data historical bitcoin data.
  .

Catalogue prepared by	Professor Krishna Durbha
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code MBA3121	Course Title: **Cyber Security and IT Laws**	L-T- P- C	2	0	0	2
Version No.						
Course Pre-requisites	Basic understanding on Financial system					
Anti-requisites	NIL					
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: To understand the practices of Forensic Science 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 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	7 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 Investigation	Experiential Learning	Lecture and Projects	8 HOURS

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	Lecture and Participative Learning	5 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.

Module 5	Cyber Crimes and Legislative Framework	Experiential Learning	Lecture and Presentation	2 HOURS

Salient features of IT Act, 2000 and latest amendments – offenses and penalties – Amendments to Indian EvidenceAct, 1872 - Amendments to Indian Penal Code, 1860 - Amendments to Bankers Book of Evidence Act, 1891 - Amendments to RBI Act, 1934 - Civil and criminal liability of cyber crime - Challenges of legislative, law enforcement and justice system – Indian and International Initiatives.

Books
1. VermaAmita, Cyber Crimes and Law, Central Law Publications, Allahabad.
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.
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 MBA3157	Course Title: SUSTAINABLE FINANCE 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	NIL					
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: 1. Do investment in Green Finance products 2. Choose the career in the field of Sustainable Finance Methodology:					
Course Objective	1. To provide basic principles for managing Sustainable Finance 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	9 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 Green Assets Management	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. Development Finance Institutions and Blended Finance - Banking and sustainable asset management - Insurance and climate vulnerability – climate risks mitigation through the insurance sector.

Module 3	Green Investment	Experiential Learning	Lecture and Projects	8 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	ESG & International Developments	Experiential Learning	Lecture and Presentation	5 HOURS

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

Books
1. Dirk Schoenmaker, Willem Schramade, "Principles of Sustainable Finance", OUP Oxford publishers 2. Handbook of Environmental and Sustainable Finance, Science Direct
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: MBA3046	Course Title: **Game Theory in Business**	L – T – P - C
	Type of Course: Open Elective Theory Only Course	3 – 0 – 3

Version No.	1.0
Course Pre-requisites	Economics Statistics for Research Quantitative Techniques
Anti-requisites	NIL
Course Description	**Game theory** is the study of **strategic decision-making** used to analyze competitive and cooperative scenarios among individuals or organizations. This course provides students with the tools to **evaluate** and **strategize** interactions involving multiple decision-makers, emphasizing its practical applications in **business contexts** such as **market competition, negotiations, pricing strategies,** and **decision-making under uncertainty.**
Course Outcomes	**On successful completion of this course, students will be able to:** CO1**: Explain** fundamental concepts of game theory and their applications in business (Knowledge Level). CO2: **Analyze** and solve strategic decision-making scenarios using game theory principles (Analysis Level). CO3: **Develop** optimal strategies in complex and uncertain environments using tools such as Nash equilibrium and Bayesian games (Application Level). CO4: **Critically** evaluate cooperative and competitive interactions to improve business outcomes (Evaluation Level).
Course Objective	1. Introduce students to the fundamental concepts and tools of game theory. 2. Enhance students' analytical and strategic thinking abilities to evaluate complex business interactions. 3. Provide experiential learning opportunities through case studies and simulations to apply game theory in real-world business contexts.

Module 1	**Strategic Thinking and Simultaneous Games**	Assignment (Participative Learning)	Hands-on learning	09 Hours

Topics:

 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.

 Case Studies: Analyzing market competition scenarios.

 Delivery: Lecture, Case Study Analysis, Group Activities.

Module 2	Games of Coordination	Assignment (Participative	Hands-on projects	12 Hours

		Learning)		

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.

Module 3	**Randomized Strategies and Mixed Strategies**	Assignment (Participative Learning)	Workshops	**12 Hours**

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.

Module 4	**Dynamic Sequential-Move and Bayesian Games**	**Assignment (Participative Learning)**	Simulation exercises	**12 Hours**

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 × 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 × 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 × 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 × 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 × 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 × 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
- 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

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

Course Code: MBA3047	Course Title: Data Story Telling (with Tableau and PowerBI)	L	P	T	C
	Type of Course: Open Elective (Theory with Embedded Lab)	3	0	0	3
Version No.	1.1				
Course Pre-requisites	• Should have basic mathematics and statistics knowledge • Should have completed Fundamentals of Business Analytics (FBA) Sem2				
Anti-requisites	NIL				
Course Description	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.				

Course Out Comes	On successful completion of the course the students shall be able to: CO1) Identify right business issues & data required to solve these **[Knowledge]** CO2) Describe relevant aspects of business for management action. **[Comprehension]** CO3) Prepare impactful management reports, dashboards using Tableau and PowerBI. **[Apply]** CO4) Evaluate various business solutions using data and recommend action. **[Analyze]**			
Course Content:				
Module 1	**Data Visualization and Charts using PowerBI**	**Report – E review**	**12 Hours**	**Knowledge**
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				
Module 2	**Data cleansing and Dashboard using PowerBI**	**Assignment**	**10 Hours**	**Comprehension**
Data cleaning in power BI, report building using Power BI, DAX expression and Dashboard Creation in PowerBI				
Module 3	**Data Visualization, Charts using Tableau**	**Practical**	**12 Hours**	**Application**
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)				
Module 4	**Building Advance Charts& Dashboard using Tableau**	**Assignment**	**11 Hours**	**Analysis**
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				
List of Laboratory Tasks: 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				
Targeted Application & Tools that can be used: Tableau Desktop, Tableau Public, Tableau online, Tableau and PowerBI. *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.*				

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course
1. Assignment1: Collect data from open source data sites for a typical business event and apply visualization and analytics techniques 2. Assignment2: Prepare Dashboard report on stock profitability for a given stock exchange 3. Analyzing data for Customer Analytics, Pricing Analytics, Churn etc. 4. Presentation on effective dashboards using Tableau and PowerBI.

Text Book

T1. Information Dashboard Design, 2nd 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

Excellent visualization & reports. *https://www.gapminder.org/*

Videos and Podcast

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

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:

Course Code: MBA3048	Course Title: Environmental Sustainability and Value Creation Type of Course: Open Elective & Theory only	L- P- T-C		3	0	0	3
Version No.	1.0						
Course Pre-requisites	**Knowledge of basic concepts of Economics and business management is an advantage.**						
Anti-requisites	**NIL**						
Course Description	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.						
Course Objectives	This course is designed to improve the learners' **ENTREPRENUERSHIP SKILLS** by using **PARTICIPATIVE LEARNING** techniques.						
Course Outcomes	On successful completion of this course the students shall be able to: (1) Discuss important topics associated with Sustainability, Business and Policies for sustainable business 2) Apply the environmental impact assessment on real-time problems 3] Estimate climate-based risk to the business sector and strategize adaptation and resilient measures 4] Summarize the circular economy concept for eco-entrepreneurship						
Course Content:							

Module 1	Sustainability, Business, and Public Policy	Assignment (Participative Learning)	Track your carbon footprint for a week.	**10 Hours**

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

Module 2	Measuring the Environment	Off class room activity (Experiential Learning)	Zero Trash Day and evaluate the value proposition	**10 Hours**

Topics:

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.

Module 3	Managing Climate Risks	QUIZ	Climate adaptation strategy	**13 Hours**

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.

Module 4	The Circular Economy	Mini Project (Experiential Learning)	**Eco-entrepreneurship Business Idea challenge**	**12 Hours**

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 - 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)%20Armstrong%2C%20M.%20(

 Videos:

Unilever : https://www.youtube.com/watch?v=OaIF6p5sLSA

Tesla : https://www.youtube.com/watch?v=GQ_fF6kFQlk

IKEA: https://www.youtube.com/watch?v=FY9H-Jxxn0o

University Library links

The Tragedy of the Commons on JSTOR

Catalogue prepared by	Dr.Akhila R Udupa
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: MBA3049	Course Title: Industry 4.0 Type of Course: Open Elective – Theory Only Course		L-P-T-C	3	0	0	3
Version No.	1.0						
Course Pre-requisites	No prior technical background is required.						
Anti-requisites	NA						
Course Description	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.						
Course Out Comes	On successful completion of the course the students shall be able to: **1.** Understand the drivers and enablers of Industry 4.0 **[Comprehension Level]** **2.** Demonstrate the knowledge on smart manufacturing, smart products, and services, while making complex business decisions **[Application Level]** **3.** Recognise the opportunities, challenges brought about by Industry 4.0 and how organizations and individuals should prepare to reap the benefits **[Comprehension Level]** **4.** Formulate the deep insights on how smartness is being harnessed from data and appreciate what needs to be done to overcome some of the challenges. **[Application Level]**						
Course Objective	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.						
Module 1	**Introduction and pavement to Industry 4.0**	Quiz	Smart Business Transformation, Internet of Things (IoT), Industrial Internet of Things (IIoT)		09 Hours		
1.1 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. **1.2** 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.							

Module 2	Systems and Technologies Enabling Industry 4.0	Articles & Case Study Discussion	Link in the Reference description below	12 Hours

2.1 Concepts of Cyber-Physical Systems (CPS), Internet of Things (IoT) Architecture & Infrastructure, Cloud Computing (Fundamentals), Collaborative Platform and Product Lifecycle Management in Industry 4.0

2.2 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 & Mobile, Industry 4.0 Value Creation & Value Innovation.

Module 3	Role of Data, Information, and Knowledge in Industry 4.O World and Application Domains of Industry 4.O	Assignment	Report Writing on Application Domains of Industry 4.O with reference to any industry as specified below.	12 Hours

3.1 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.

3.2 Application Domains of Industry 4.O: Engineering, Design and Development, Sales, Inventory Management, Quality Control, Plant Safety and Security, Facility Management and Customer Service.

Module 4	Opportunities, Challenges and Strategies in Industry 4.0 and Future Industrial Revolution 5.0	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

4.1 Opportunities and Challenges, Strategies for Competing in an Industry 4.0 World, Skills for Workers in the Industry 4.0

4.2 Concept on Future Industrial Revolution (Industry 5.0), Future of Works and Skills for Workers in the Industry 5.0 era

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
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 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%20analytics.

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).

Videos for Reference:

• What is the Fourth Industrial Revolution? | CNBC Explains

• Industry 4.0 – KPMG

Catalogue prepared by	Dr. Aurobindo K S
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

Course Code: MBA3110	Course Title: Sales and Distribution Management Type of Course: Discipline Elective Course		L-T-P-C	3	0	0	3
Version No.	2.0						
Course Pre-requisites	Marketing Management Digital Marketing						
Anti-requisites	NIL						
Course Description	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.						
Course Outcomes	On successful completion of this course the students shall be able to: 1.Explain nature and importance of sales management, types and skills of sales managers. 2. Discuss sales forecasting methods, allocation of sales budget, management of sales territories and sales quotas. 3. Develop distribution management strategies. 4. Apply SCM principles for distribution management.						
Course Objective:	The course aims at SKILL DEVELOPMENT to apply Marketing Strategies through EMPLOYABILITY facilitating activities.						
Module 1	Sales and Sales Force Management	Assignment (experiential learning)	Interviewing a Sales Manager	12 Hours			
[11.5 Hrs.] [Blooms 'level selected 1 & 2: Knowledge, Comprehension] A. Introduction to Sales - Definition and meaning, objectives, Sales Management, Personal selling and Salesmanship, setting personal selling objectives, determining sales related marketing policies, Emerging Trends in Sales Management, B. Salesforce Management - Recruitment and Selection, Sales training, Motivating sales personnel, compensating, managing expenses, sales meetings, sales contests, controlling, evaluating and supervising sales personnel							
Module 2	Sales Planning and Controlling the Sales Effort	Assignment(experiential learning)	Mock Sales	9 Hours			

[10.5 hrs.] [Blooms 'level selected 1, 2,3 & 4: Knowledge, Comprehension, Application, Analysis]

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.

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

Module 3	Distribution Management	Assignment (Participative learning)	Project	12 Hours

[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.

Module 4	Market logistics and supply chain management	Assignment (Participative learning)	Project	12 Hours

[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

Online 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=F2F5BF4E22E36E0716A25 E32F14F17584EA3E6BC188C88370E9E4902502613DE71E45592F083258AD1BEBF60B225D109&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=DFE5791B4F7D8703324C96079BC3CC1ED0788DDA3 664366525CC8E25900D25AA3DBE8E4CC11C9792701999D166CD4C92&originregion=eu-west-1&origincreation=20221219060933

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=2ijhjrrzd0m

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	

Course Code: MBA3123	Course Title: MarkTech and AdTech Type of Course: Discipline Elective Theory Only	L-T-P-C
		2-0-0-2
Version No.	1.0	
Course Pre-requisites	Marketing Management	
Anti-requisites	NIL	
Course Description	MarkTech (Marketing Technology): MarkTech refers to specific software applications used to build, automate, track, and enhance marketing efforts. It empowers marketers to streamline their work across various channels and gain valuable insights into campaign success. AI&ML has brought in huge disruption especially with the latest GenerativeAI tools. With nearly 10,000 applications across 49 categories, MarTech continues to expand rapidly. Some common MarkTech tools are: • Machine Learning in Marketing, • AI for Content Creation and Management, • Customer segmentation,	

	• Recommendation systems, • Store management • Price optimization, etc. AdTech (Advertising Technology): focuses on technology used in advertising and media. It includes tools for programmatic advertising, data-driven targeting, and ad campaign optimization, media planning, audience measurement, ad operations, new age advertising including Outdoor, events and experiential marketing. AdTech professionals analyze data to create effective ad strategies. Key areas include: • Programmatic Advertising: Automated buying and selling of ad space. • Data Analytics and Targeting: Using data to reach the right audience. • Ad Campaign Optimization: Maximizing ad performance. Both MarTech and AdTech play pivotal roles in modern marketing, making them essential topics for MBA students aiming to excel in the dynamic digital landscape.		
Course Outcomes	On completion of this course, the student will be able to: 1) Describe the Value chain & functions of Marketing & Advertising industry **[Comprehension]** 2) Apply online tools and platforms to solve marketing & advertising use cases **[Application]** 3) Analyse real-life Marketing & Advertising campaigns and recommend actions. **[Analysis]**		
Course Objective	The course aims at **EMPLOYABILITY** with respect to Marketing Strategies with **PARTICIPATIVE** learning activities.		
Module 1	**Marktech use cases and tools**	Hands on use of online tools	Quiz and projects based on online platforms	10 classes

Topics:
Discuss functions and use cases of Marketing technology. Familiarize students with online tools like Google Advertising, Facebook Ad manager, recommendation engines, sentiment analysis, Goolge Analytics etc.

Module 2	**Adtech use cases and tools**	Quiz and demos of online resources	Quiz based on online platforms	10 classes

Topics:
1. Understanding the traditional & digital Advertising Industry value chain
2. Key trends impacting advertising industry
3. Audience measurement in TV & Broadcasting industry
4. Media planning and management
5. Tools for Optimizing advertising spends
6. Technology transforming Outdoor, events etc.

Module 3	**Practical Applications Marktech & Adtech.**	Demos, videos & online platform to demonstrate tools and techniques.	Google Analytics, Google Ads, Facebook Ad Manager, etc.	10 classes

Hands-on experience with Google Analytics, Google Ads, Facebook Ad Manager, generative AI content creation tools. Tools like SCANPRO to optimize ad spend etc. Segmentation, Sentiment Analysis & other tools to enhance marketing effectiveness.

Targeted Application & Tools that can be used:
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.

Professionally Used Software: KNimbus library access, Online AI&ML tools, YouTube videos

Project work/Assignment:
1. Lectures (22 Hours), review and bridging (4 Hours)

2. 2 Quizes
3. Industry free certification in GoogleAds Professional
4. Hands-on demo on live tools and assignment with project presentations.
5. Datasets & coding for segmentation, recommendation engines,

Text Books:
- Marketing 5.0: Technology for Humanity, Philip Kotler (Author), Wiley, 2021

References
- The AdTech Book by Clearcode | The Platforms, Processes, and Players

Journal
- The CMO's Guide to Marketing Technology (Martech) | Gartner
- Adtech Market Research Report 2019 (ICO, Ofcom) - GOV.UK (www.gov.uk)
- Data Analytics in Healthcare: A Tertiary Study | SN Computer Science (springer.com)

Library E-resources:
- https://presiuniv.knimbus.com/

Weblinks :
- https://ai-cases.com/retail/
- The power of AdTech and MarTech in modern marketing (deloitte.com)
- Strategic investments, tech, creativity, sustainability emerge as 4 megatrends: Deloitte marketing trends 2023
- AdTech Market 2024 Size, Growth Analysis Report, Forecast to 2031 (omrglobal.com)

Online Resources:
- https://skillshop.docebosaas.com/pages/16/skillshop-home-page . Students are required to complete at least 1 certification of the 4 ie. Google Ads search, Google Ads display, AI-Powered Performance Ads Certification, and Google Ads – Measurement Certification

Research Articles:
- Joel Mero, Anssi Tarkiainen, Juliana Tobon, Effectual and causal reasoning in the adoption of marketing automation, Industrial Marketing Management, Volume 86, 2020, Pages 212-222, ISSN 0019-8501. https://doi.org/10.1016/j.indmarman.2019.12.008
- Silva, S.C., Corbo, L., Vlačić, B. and Fernandes, M. (2023), "Marketing accountability and marketing automation: evidence from Portugal", EuroMed Journal of Business, Vol. 18 No. 1, pp. 145-164. https://doi.org/10.1108/EMJB-11-2020-0117
- Guercini, S. (2023), "Marketing automation and the scope of marketers' heuristics", Management Decision, Vol. 61 No. 13, pp. 295-320. https://doi.org/10.1108/MD-07-2022-0909

Multimedia (Videos):
- https://www.youtube.com/watch?v=zuf4NnRym0Q
- https://www.youtube.com/watch?v=oELlw_z3wQc
- https://www.youtube.com/watch?v=oELlw_z3wQc
- https://newdelhi.ad-tech.com/

Case Studies:
- https://www.linkedin.com/pulse/case-studies-how-companies-have-used-martech/
- https://www.hansacequity.com/news-knowledge/people-set/

Catalogue prepared by	Prof. Krishna Durbha
Recommended by the Board of Studies on	BOS NO: BOS held on:
Date of Approval by	Academic Council Meeting No. , Dated:

| the Academic Council | |

Course Code: MBA4025	Course Title: Green Marketing Type of Course: Discipline Elective & Theory only	L- T-P- C	2	0	0	2
Version No.	2.0					
Course Pre-requisites	Sales and Marketing Management 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: CO1: Describe the concept and landscape of Green Marketing CO2: Examine green marketing mix for its effectiveness 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:
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 learning)	Identifying Green Marketing Strategies employed by firms	10 Hours

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

Topics:
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 & Legal Aspects of Green Marketing
Targeted Application & Tools that can be used: Application in developing Green Marketing Strategies and campaigns for Companies of all sizes and has wide application across industries.
Project work/Assignment:
Project Work: 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. Assignment 1: Case Study Assignments on Green companies With reference to this company doing well in green marketing, Identify the strategies and analyze them. With reference to a company not so successful in marketing its green products, analyze and reasons and recommend solutions to overcome its ineffectiveness Journal Article: Polonsky, M. J., & Rosenberger III, P. J. (2001). Reevaluating green marketing: a strategic approach. Business horizons, 44(5), 21-21. Dangelico, R. M., & Vocalelli, D. (2017). "Green Marketing": An analysis of definitions, strategy steps, and tools through a systematic review of the literature. Journal of Cleaner production, 165, 1263-1279. Nimoo, F. J., Okrah, A., Baa-Naa, S. K., & Fuseini, J. (2024). The Impact of Environmental Awareness Campaigns on Consumer Behaviour: A Comparative Analysis of Green Product Adoption. International Journal of Research and Innovation in Applied Science, 9(3), 199-210. Ayoub, D., & Awad, R. (2024). The Effect of Greenwashing on Consumers' Green Purchase Intentions.
Text Book: Dahlstrom R, (2017), Green Marketing Management, Edition 1, Cengage Publishers
References Esty, D. C., & Winston, A.S. (2006). Green to gold: How smart companies use environmental strategy to innovate, create value, and build competitive advantage. New Haven: Yale University Press Ottman, J. A. (1998). Green marketing: Opportunity for innovation, 2nd edition, Booksurge. M Meera, P Ravi, Green Marketing, Concepts, Literatures and Examples, Edition 1, Evincepub Publishing Green Marketing – Dr.K. Karunakaran, 2023, Himalaya Publishing House Online Links: Https:// www.greenbiz.com/ greenbiz – Green Business News Https://www.greenmarketing.com/Green Marketing Pioneer Jacquelyn Ottman's website Http://makower.typepad.com/ Joel Makower's blog New York Times "Business of Green" section and Green Inc. Blog Http://nytimes.com/business/businessspecial2/ Sustainable Life Media Www.sustainablelifemedia.com Http://online.wsj.com/public/page/0_0_WZ_0_0224.html?Mod=djemspecial
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 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	

Course Code: MBA3056	Course Title: Financial Modelling Using Spreadsheets Type of Course: Specialization Core and Practical 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					
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 EMLOYABILITY SKILLS by using PARTICIPATIVE LEARNING methods including Practical Hours using Excel.					
Course Out Comes	On successful completion of the course the students shall be able to: 6. Demonstrate how to apply basic and advanced functions in Excel 7. Forecast the financial statements 8. Use Excel to build models for financial, statistical and investment concepts. 9. Calculate the intrinsic value of stock and bond 10. Implement portfolio optimization models to calculate efficient portfolios and the efficient frontier					
Course Content						

Module 1	Financial Statement Analysis	Financial Statement – Experiential Learning	Ability to forecast the financial statement	12 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	12 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	09 Hours
Portfolio Statistics and Diversification - Advanced Excel Functions				

Targeted Application & Tools that can be used:
Targeted Application: Financial Statement Forecasting, Capital Budgeting and Valuation
Tools: Excel

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course
11. Assignment 1: Financial Statement Forecasting
12. Assignment 2: Risk Analysis in Capital Budgeting
13. Assignment 3: Fundamental Analysis of stock
14. Project 1: Different methods for projecting company revenues
15. Projects 2: Loan amortization model
16. Project 3: Cash flow modelling & sensitivity analysis.

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

Reference Books
R1: Financial Modeling Using Excel and VBA – Chandan Sengupta – John Wiley & Sons
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: MBA3039	Course Title: Market Research Type of Course: Open Electives	L	T	P	C
		3	0	0	3
Version No.	2.0				
Course Pre-requisites	**Nil**				
Anti-requisites	**Nil**				
Course Description	This course introduces the concepts and techniques of market research used in business decision-making. It covers problem definition, research design, data collection methods, analysis, and interpretation. Students will learn how to gather consumer and market insights, apply qualitative and quantitative tools, and present findings effectively. Emphasis is on practical applications through projects and case studies to develop skills for real-world marketing and management decisions.				
Course Objective	This course is designed to improve the learners' **SKILL DEVELOPMENT** by using **PARTICIPATIVE LEARNING** techniques.				

Course Out Comes	On successful completion of the course the students shall be able to:
	• **Identify** market research problems and **explain** appropriate research designs for different business contexts. *(Remembering / Understanding)*
	• **Apply** qualitative and quantitative research methods to **collect and organize** relevant data. *(Applying)*
	• **Analyze** consumer behavior and market trends using statistical tools to **interpret** findings. *(Analyzing)*
	• **Evaluate** research results and **create** actionable insights to support marketing decisions. *(Evaluating / Creating)*

Course Content:				
Module 1	Introduction to Market Research	Assignment using E Library (Participative Learning)	Assessment 1 - Quiz	11 Sessions

This unit introduces the nature, scope, and importance of market research in business decision-making. It covers the research process, problem definition, objectives formulation, and the role of research in identifying opportunities, reducing risk, and supporting strategic planning.

Module 2	Research Design and Data Collection	Assignment (Participative Learning)	Assessment 2 – Assignment	12 Sessions

This unit focuses on research design types—exploratory, descriptive, and causal—and their applications. It explores data collection methods including surveys, interviews, focus groups, observation, and experiments. Sampling techniques, questionnaire design, and scaling methods are emphasized to ensure accuracy and reliability.

Module 3	Data Analysis and Interpretation	Case study (Participative Learning)	Assessment 3 – Case Analysis	11 Sessions

This unit introduces the use of statistical tools and software for analyzing collected data. Topics include coding, tabulation, descriptive statistics, hypothesis testing, correlation, regression, and multivariate analysis. The focus is on interpreting data to derive meaningful insights into consumer behavior and market trends.

Module 4	Reporting and Applications of Market Research	Assignment (Participative Learning)	Assessment 4 – Mini Project	11 Sessions

This unit emphasizes the preparation and presentation of research reports. It covers effective communication of findings, visualization of data, and use of insights for decision-making in marketing areas such as product development, branding, pricing, distribution, and advertising. Case studies and projects are used to link research outcomes with real-world business applications.

Targeted Application & Tools that can be used:
Digital & AI Tools for Marketing

• **Data Collection Tools**: Google Forms, SurveyMonkey, Qualtrics

• **Social Media & Listening Tools**: Hootsuite, Brandwatch, Sprinklr

• **Web & Digital Analytics**: Google Analytics, SimilarWeb, SEMrush

Project work/Assignment:
Consumer Behavior Study

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Conduct a survey using tools like Google Forms or SurveyMonkey to understand consumer preferences for a chosen product/service. Analyze results with Excel/SPSS and prepare insights.

Social Media Listening Project

Use tools such as Hootsuite or Brandwatch to track customer sentiment about a brand over a week. Prepare a report highlighting trends, sentiment analysis, and recommendations.

Text Book T1: **Malhotra, N.K. & Dash, S.** – *Marketing Research: An Applied Orientation* (Pearson, Latest Edition) *Widely used reference with detailed coverage of research methods, case studies, and Indian examples.* T2: **Burns, A.C., Bush, R.F. & Veeck, A.** – *Marketing Research* (Pearson, Latest Edition) *Focuses on both qualitative and quantitative approaches with practical applications.*
References R1: Kumar, V. – 101 Design Methods: A Structured Approach for Driving Innovation in Your Organization (Wiley) Useful for understanding research-driven innovation and design thinking approaches. R2: Zikmund, W.G., Babin, B.J., Carr, J.C. & Griffin, M. – Business Research Methods (Cengage Learning, Latest Edition)

Catalogue prepared by	Dr. Uma P Jaidev
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

Course Code: MBA3037	Course Title: Personal Wealth Management Type of Course: Open Electives	L	T	P	C
		3	0	0	3
Version No.	2.0				
Course Pre-requisites	**Nil**				
Anti-requisites	**Nil**				
Course Description	This course equips students with the knowledge and skills required to effectively manage personal finances and build long-term wealth. It covers fundamental concepts of financial planning, saving, budgeting, investment strategies, risk management, insurance, taxation, and retirement planning. Students will explore various financial instruments such as equities, bonds, mutual funds, real estate, and alternative investments, while learning how to evaluate risk-return trade-offs and align financial decisions with life goals.				
Course Objective	This course is designed to improve the learners' **SKILL DEVELOPMENT** by using **PARTICIPATIVE LEARNING** techniques.				
Course Out Comes	**On successful completion of the course the students shall be able to:** 1. **Explain** the principles of personal financial planning, including budgeting, saving, investment, insurance, and retirement. *(Understanding)* 2. **Analyze** various investment avenues (equities, bonds, mutual funds, real estate, etc.) to **assess** their risk-return characteristics. *(Analyzing)*				

		3. **Apply** financial tools and techniques to **design** a personalized wealth management plan aligned with life goals. *(Applying / Creating)* 4. **Evaluate** tax implications, risk management strategies, and portfolio performance to **recommend** effective wealth-building approaches. *(Evaluating)*		
Course Content:				
Module 1	Fundamentals of Personal Financial Planning	Assignment using E Library (Participative Learning)	Assessment 1 - Quiz	11 Sessions
Basics of personal finance, including goal setting, budgeting, saving, and understanding cash flow. Students learn how to evaluate their financial situation, prioritize objectives, and lay the foundation for wealth accumulation.				
Module 2	Investment Planning and Portfolio Management	Assignment (Participative Learning)	Assessment 2 – Assignment	12 Sessions
Various investment instruments such as equities, bonds, mutual funds, real estate, and alternative investments. Topics include risk-return analysis, asset allocation, diversification, and portfolio optimization strategies.				
Module 3	Risk Management and Insurance Planning	Case study (Participative Learning)	Assessment 3 – Case Analysis	11 Sessions
Risk assessment and management techniques, including life, health, and property insurance. Students learn to select appropriate insurance products and integrate risk mitigation into overall financial planning.				
Module 4	Tax Planning, Retirement, and Wealth Preservation	Assignment (Participative Learning)	Assessment 4 – Mini Project	11 Sessions
Emphasizes tax-efficient strategies, retirement planning, estate planning, and long-term wealth preservation. Students learn to design comprehensive financial plans, monitor portfolio performance, and make adjustments aligned with life stages and goals.				

Targeted Application & Tools that can be used:
Digital & AI Tools
- **Budgeting & Expense Tracking**: Mint, YNAB (You Need A Budget), Walnut
- **Investment & Portfolio Management**: Zerodha Coin, Groww, Upstox, ET Money
- **Financial Planning & Advisory Tools**: Personal Capital, SmartAsset, Wealthfront
- **AI-Powered Tools for Insights**: ChatGPT for scenario analysis, robo-advisors (Kuvera, Scripbox)
- **Analytics & Visualization**: Excel, Tableau, Power BI for portfolio analysis and risk assessment
- **Tax & Retirement Planning**: ClearTax, H&R Block, retirement calculators

Project work/Assignment:
1. **Personal Financial Plan Development:** Students prepare a comprehensive financial plan for a hypothetical individual or family, including budgeting, savings, investment, insurance, and retirement strategies.
2. **Investment Portfolio Analysis:** Construct a simulated investment portfolio using equities, bonds, mutual funds, and other instruments. Analyze risk-return, diversification, and portfolio performance over a selected period.
3. **Risk and Insurance Assessment:** Evaluate the insurance needs (life, health, property) for a case study client. Recommend an optimal insurance strategy aligned with financial goals and risk profile.
4. **Tax Planning Simulation:** Analyze a client's income, investments, and expenses to propose tax-efficient strategies, including deductions, exemptions, and long-term tax-saving investments.

Text Book
T1: **Kapoor, J.R., Dlabay, L.R., Hughes, R.J.** – *Personal Finance* (McGraw-Hill, Latest Edition) *Covers financial planning, budgeting, investments, insurance, retirement, and tax planning with practical examples.*

T2: **Gitman, L.J., Joehnk, M.D.** – *Personal Financial Planning* (Cengage Learning, Latest Edition) *Focuses on integrating personal finance concepts with wealth management strategies.*	

References
R1: Bodie, Z., Kane, A., Marcus, A.J. – *Investments* (McGraw-Hill, Latest Edition) *Provides in-depth coverage of investment instruments, portfolio theory, and risk-return analysis.*
R2: **Reilly, F.K., Brown, K.C.** – *Investment Analysis & Portfolio Management* (Cengage, Latest Edition) *Detailed approach to investment decisions, portfolio management, and asset allocation.*

Catalogue prepared by	Dr. Sunil M Rashinkar
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

Course Code: MBA2023	Course Title: DESIGN THINKING FOR BUSINESS INNOVATION Type of Course: Discipline Elective	L	T	P	C
		3	0	0	3
Version No.	1.0				
Course Pre-requisites	Decision making and problem-solving abilities.				
Anti-requisites	NIL				
Course Description	Innovation is the mantra of many fast moving and successful companies, especially in this world of high-speed interconnectivity. The question organizations face to stay relevant in today's environment is how to establish a culture of innovation and creative problem solving. Design thinking, an approach to both innovation and creative problem solving is becoming the go to approach for forward thinking organizations. What is design thinking? Design thinking is an iterative approach to solving problems with cross-functional teams led by facilitators. This course presents an introduction to the design thinking approach and mindset using highly interactive exercises that give the participants a flavor for some of the techniques and methods of design thinking that waken the innovative and problem-solving abilities. Throughout the course students will work on three different challenges; one focused on product design, one focused on service design and one focused on systems or business design. By starting with a very tangible challenge around product design, students will be able to hone their skills in the process before moving into more complex challenges around business and systems level design. All challenges will be addressed in partnership with a local business that poses a problem they are currently facing. In pilot programs for this class, businesses have implemented a number of ideas developed by students. The course will be teamwork-oriented, but students will also complete readings and independent activities that support the group work and ensure individual depth of knowledge.				
Course Objective	To improve employability skills with experiential learning by immersing students into the world of innovation as a systematic process of tackling relevant business and/or social problems and provide a social and thinking space for the recognition of innovation challenges and the design of creative solutions through experiential and participative learning that develops employability and entrepreneurial skills.				
Course Out Comes	On successful completion of the course the students shall be able to: C.O.1 Understand the concepts of design thinking approaches [Knowledge Level] C.O.2 Create physical prototypes / a visual representation of an idea [Comprehension] C.O.3 Apply critical thinking and design thinking in parallel to solve problems [Application Level] C.O.4 Apply some design thinking concepts to their daily work [Analysis Level]				
Course Content:					

Module 1	Design Thinking Overview and General Approaches to Design Thinking	Quiz	Design Thinking Skills, Design Thinking Mindset, Principles and Steps of Design Thinking	12 Hours
Topics: Introduction to Design thinking, Introduction to Design Research Strategies, Design Thinking in the Workplace, Design Thinking Skills, Design Thinking Mindset, Principles of Design Thinking and case-based exercise				
Module 2	Design Thinking Approaches and Stages	Articles & Case Study Discussion	Application of Concept with (Article Link are mention below)	12 Hours
Topics: The Basis for Design Thinking, Design Thinking Frameworks, Building a Design Thinking Framework, Design Thinking Team, Design Thinking Workshops and Meetings, Characteristics, Types of Workshops. Introduction to Synthesis, empathize with the Customers and/or Users, Define the Problem, Ideate, Prototype Alternate Solutions, Test the Solutions, Ideation and Prototyping Strategies, User Testing, and case-based exercises				

Module 3	Design Thinking Techniques and Practices	Assignment	Report on Prototype, Test Techniques, Visualization, Diagrams, & Story Telling Techniques.	12 Hours

Topics: Listening and Empathizing Techniques, Define and Ideation Techniques, Prototype and Test Techniques, Visualization Techniques and Diagrams, Story Telling Techniques, Pitfalls and Cautions in Design Thinking Workgroups, case-based exercises

Module 4	Business & Systems Design	Participative Learning	Business Simulation games on Product and Service Design, finding the gaps and filling the gaps and concept mapping from ideation to implementation.	9 Hours

Topics: Product and Service Design, finding the gaps and filling the gaps, Design Research - tools for observation and immersion, Business Model Canvas and Design Research, Journey of mapping from ideation to implementation, Developing Final Presentations, case-based exercises

Targeted Application & Tools that can be used:
This course helps in understanding the decision-making mindset of an individual through the application of design thinking knowledge.

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 course handouts)

Text Book
Maurício Vianna and Ysmar Vianna, Design Thinking for Business Innovation, 1st Edition, 2013, MJV Press, ISBN-13: 978-9332511170

A practical guide to design thinking, by Moritz Gekeler, 2nd Edition, 2019 – ISBN-10: 0138018812

Research Articles & Case Study References:
Sources: Presiuniv.knimbus.com, Sage Publications, SCI Elsevier & HBR

Article 1 - B2B Design Thinking: Product Innovation when the User is a Network
https://thisisdesignthinking.net/2021/03/b2b-design-thinking-redesigning-product-innovation-when-the-user-is-a-network/

Article 2 - IBM: Design Thinking Adaptation and Adoption at Scale
https://thisisdesignthinking.net/2019/07/ibm-design-thinking-adaptation-adoption-at-scale/

Article 3 - Building Trust with Prototypes: An IoT solution at Piller
https://thisisdesignthinking.net/2019/07/ibm-design-thinking-adaptation-adoption-at-scale/

Article 4 - Design Thinking as an Entrepreneurs' Mindset.
https://thisisdesignthinking.net/2014/06/design-thinking-as-an-entrepreneurs-mindset/

Case 1 - Taking Risks, Earning Trust and Including Co-Workers: User-Centered Design at Deutsche Bahn Operations
https://thisisdesignthinking.net/2018/07/design-at-deutsche-bahn-operations/

Case 2 - How Design Thinking Turned One Hospital into a Bright and Comforting Place
https://thisisdesignthinking.net/2017/01/rotterdam-eye-hospital/

Case 3 - Reinventing Solar Energy Supply for Rural Africa: A Design Thinking Approach
https://thisisdesignthinking.net/2016/05/reinventing-solar-energy-supply-for-rural-africa/

Case 4 - How Design Thinking Enabled MLP to Speak the Customer's Language
https://thisisdesignthinking.net/2015/09/taking-off-the-tie-how-design-thinking-enabled-mlp-to-speak-the-customers-language/

Videos for Reference:
- Introduction to Design Thinking and Innovation https://www.youtube.com/watch?v=3RemkU4BH8U
- Design Thinking and Innovation At Apple – HBS Case Study https://www.youtube.com/watch?v=ir3E-TEUk48
- Speed up Innovation with Design Thinking, Guido Stompff | TEDxVenlo https://www.youtube.com/watch?v=ZBxZC9I6xyk

- The art of innovation | Guy Kawasaki | TEDxBerkeley https://www.youtube.com/watch?v=Mtjatz9r-Vc

Catalogue prepared by	Dr. S.Fakruddin Ali Ahmed
Recommended by the Board of Studies on	BOS Number:
Date of Approval by the Academic Council	Academic Council Meeting:

Course Code: MBA1034	Course Title: Data Analysis for Managers using IBM SPSS Type of Course: Value Added Course (VAC) VAC – 15 Hours	
Version No.	1.0	
Course Pre-requisites	3. Should know basic descriptive and interferential statistics 4. Should have Laptop with SPSS Installed in it.	
Anti-requisites	NIL	
Course Description	This course is aimed at better understanding the application of statistical concepts in research during data analysis stage which can enable the the budding managers to take data driven marketing decisions. It gives an understanding about the nature of data, its source, types and how to use it by analyzing them using IBM SPSS to take effective managerial decision in different marketing scenarios. The students shall gain a practical exposure on solving real time managerial problem using data.	
Course Outcomes	On successful completion of this course the students shall be able to: CO1. Describe the basics of data analysis for decision making. [Understanding] CO2. Employ suitable measurement techniques to elicit data. [Applying] CO3. Apply quantitative analysis to take appropriate marketing decision backed by data. [Applying]	

Course Content:	The course is designed to learn how to take data driven managerial decision using statistical tools like IBM SPSS. Both descriptive and inferential statistics has been covered in details with special emphasis on testing hypothesis using various statistical techniques.			
Module 1	**Introduction to E-mail Campaigning**	Assignment	Hands-on on E-Mail Campaign	**08 Hours**

Topics:
Introduction to Data Analysis – Role of data analysis in Research – Introduction to SPSS for data analysis – Handling Data with SPSS-Importing & Data entry in SPSS – Handling missing data, outliers, inappropriate codes etc – Descriptive statistics – Data representation- Bar chart, Pie chart, Box plot etc

Module 2	**Creating, Delivering, and Tracking E-mail Campaign**	Assignment	Hands-on on E-Mail Campaign	**08 Hours**

Topics:
Inferential statistics – Introduction to hypothesis- Association techniques – correlation – Regression – Parametric vs Non Parametric test for testing hypothesis –Comparing means – Independent sample t test, Paired Sample t test, ANOVA etc

Module 3	**Introduction to Affiliate Marketing**	Project	Affiliate Marketing	**08 Hours**

Topics:
Data Reduction technique – Factor Analysis- Segmentation Technique- Clustering technique-IP Mapping-Mediation & Moderation technique using SPSS.

Targeted Application & Tools that can be used:
IBM SPSS Microsoft Excel
Project work/Assignment:
Project Work: Mini Project on Data Analysis using SPSS Assignment: : IBM SPSS Certificate course by Udemy
Text Books:
 T 1: Zikmund, W. G., Babin, B, J., Carr, J.C. & Griffin, M. Business Research Methods: A South Asian Perspective. Delhi: Cengage Learning. T2: Malhotra, Naresh K & Das, S. (2015). Marketing Research. 7th Ed. Pearson Education. T3: Chawla, D. (2018). Research Methodology Concepts and Cases. New Delhi: Vikas Publications.

References:

R 1: Kothari, C. R. & Garg, G. Research Methodology, Methods and Techniques. New Age International Publishers.

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

Online Resources:
https://www.youtube.com/watch?v=HtCiN28OlVk&t=6s

https://www.youtube.com/watch?v=Ql7elffRhX0

https://www.youtube.com/watch?v=LBQqGKY2dJ0&t=26s

https://www.udemy.com/course/data-analysis-using-ibm-spss-for-beginners

NPTEL Video Lecture Sessions:
Hypothesis & Statistical Testing:

https://nptel.ac.in/courses/110/107/110107080/

Catalogue prepared by	Dr. Ameer Hussain A
Recommended by the Board of Studies on	BOS NO: BOS held on
Date of Approval by the Academic Council	Academic Council Meeting No., Dated

Course Code: MBA1031	Course Title: How To Analyze Data - Using Microsoft Excel Add Inns Type of Course: VAC	L- T - P- C	1	0	0	0
Version No.	1.0					
Course Pre-requisites	Business Statistics					
Anti-requisites	**NIL**					
Course Description	This course is intended to enhance the data analysis skills using Microsoft Excel. Emphasis will be on the analysis and interpretation of data. Data analysis will be carried out incorporating different add inns in excel for the calculations. Parametric and non-parametric inferential procedures will be discussed.					

Course Objective	This course is designed to improve the learner's EMLOYABILITY SKILLS by using skill development
Course Outcomes	On successful completion of the course the students shall be able to: 01. Interpret data using parametric test procedures 02. Use excel add inns to analyze and interpret data
Course Content:	

Module 1	**Parametric Test for means**	Assignment	Using excel Add-inn	**08 Sessions**

Topics:
Meaning of Statistical hypotheses – Null and alternative hypotheses – Type I and Type II errors– level of significance- testing procedure. Test for single mean (known and unknown variance) – Test for equality of two means (known and unknown variances) – paired t test – one way ANOVA

Module 2	**Test for Variances and proportions**	Assignment	Using excel Add-inn	**07 Sessions**

Topics:
test for single variance – test for equality of two variances. Test for single proportion and test for equality of two proportions. Test for correlation and regression coefficients.

Project work/Assignment:
Solving testing of hypothesis problems

Text Book:
1. Levine David M (2017) Statistics for Managers, Using Microsoft Excel, Eighth Edition, Pearson, New Delhi.

Catalogue prepared by	Dr. Jayakrishna Udupa
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: MBA1030	**Course Title: Personal and Professional Business Networking Skills** **Type of Course: VALUE ADDED COURSE**	**L – T – P – C**	**1 – 0 – 0 – 0**
-Version No.	1.0		

Course Pre-requisites	j) Self-Discipline k) Personal quests to learn and improve themselves l) Basic communication skills m) Marketing Management n) Organizational Behaviour
Anti-requisites	NIL
Course Description	The key to personal and professional success in today's fast-paced, linked world is cultivating strong networks. Opportunities, insights, and support for reaching your goals may all materialize through a strong network. Nevertheless, it takes intentional efforts and careful preparation to construct such a network. In this post, we will go into proven methods for building and growing your network, supported by practical examples to show how they work This value-added course is being conducted as a **Personal Growth Lab Program.** The purpose of this enriching course is to provide students with the tools they need to succeed in their personal and professional lives; it is part of the Personal Growth Lab Program. A person's holistic self-improvement is the focus of Personal Growth Lab. A person can achieve this goal to the best of their abilities when they have self-awareness, know their own strengths and areas for improvement, conquer their fears, adapt to new situations and environments, think creatively and push their limits, cultivate an optimistic outlook, and ultimately become the most esteemed and valued versions of themselves. ▪ In their respective families, ▪ In the Organizations that they intend to work for ▪ In the Society that they live and finally ▪ To Our Country at large. In a lab, students work in a structured environment with dedicated Professor as Faculty and other experimenters who provide constant feedback and assistance. Students should take stock of their personal, interpersonal, professional, and life objectives before jumping headfirst into networking skills, both on the personal and professional fronts whether they are seeking a Job, Career advancement, mentorship, or start their own business. Caselets, presentations, weekend assignments, and a mini-project with lots of learning interaction and personal engagement support the course's overall experiential learning approach.

Course Outcomes	On successful completion of this course the students shall be able to: 1) Learn and develop the art of interacting with Professionals 2) Create a strong network of Professional connections in the sector of your choice 3) Develop relationships that last long 4) Showcase one's abilities, qualities, assess others qualities 5) Develop Strategic networking that will help the student to discover secret employment markets, industry events, and special business prospects. 6) Use networking to investigate other job routes, get mentoring, and get direction that could assist quicken your professional journey.
Course Objective:	The sole objective of the course is on building, improving, developing, sustaining long lasting personal and professional contacts to ameliorate their career and life.

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LIST OF ACTIVITIES / TOPICS : 15 Sessions

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TOPICS/ ACTIVITIES/ LAB THEMES

1. **Introduction to personal and professional business networking** [**1 Session**]
   Test your networking skills - paper and pencil test, ice breaker on how to interact

2. **Your Network is your net worth – Opportunities to Explore** [**1 Session**]
   Activity – **Identify, Approach, Establish Networks** across your personal and peer circles – Individual and Group Network abilities – CA – 20 Marks (1 Week time).

3. **How to develop your INDIVIDUAL NETWORKING SKILLS – [5 Sessions]**
   A. Personal Branding – What's your PBA, Learn to make your IKIGAI? Activity
   B. Networking with confidence
   C. Picking up the right people
   D. Goal Setting
   E. Networking with people who could let you down - Cutting ties with those that do not meet your standards.
   F. Engaging in both proactive and reactive approaches to building your network connections.
   G. Who should typically be in your personal and professional network?
   H. What should be the optimal size of your personal and professional network

4. **How to improve your networking skills [1 Session]**
   - The 3 Ps personal networking - prepare practice and pull yourself together.
   - Approachability, Availability
5. **HOW NETWORKING AND INTERPERSONAL RELATIONS [3 Sessions]**

A. INTERPERSONAL RELATIONS LAB – BASIC LAB - THEME
How to interact with people
B. INTERPERSONAL RELATIONS LAB – THEME LAB
The sensitive art of praising/ appreciating to win over people
C. INTERPERSONAL RELATIONS LAB – THEME LAB
How to take an insult with a smile and learn to move ahead in life towards success

6. **PROFESSIONAL NETWORKING - Business Networking [3 Sessions]**
 Definition, Industry – eco-system, its partnerships and its various stakeholders – key account holders, partners, suppliers, alliances, Draw a net map of your current network, Practice and receive Practise and receive feedback on initiating conversations with people you don't know

7. **NETWORK CONTROL [1 Session]**
 Network challenges, Effective Control and the perfect networker profile **[1 Session]**

Targeted Application & Tools that can be used: NA

Project work/Assignment:

1. **This course has a field assignment based on which the student will be evaluated for 100 marks**
2. **No special social media tools or skills will be imparted in this program**
3. **Non-Serious Students** will be expelled from the course and no attendance will be given to them. They will be declared fail in the VAC and they need to explore if any other Value-Added Course would suit them in developing themselves.
4. **In addition to the above, a note will be sent to their Parents, and higher Authorities on Campus with a special note to the placement department that they are unfit for placements.**
5. **Non-serious students are those as under:**
   ▪ Not coming to the class on time
   ▪ Sleeping in Class
   ▪ Class disturbers
   ▪ Watching mobile while the session is on
   ▪ Absentees without information
   ▪ Not participating in the Activities/ Lab Sessions
   ▪ Not producing the required field-based   Project Work / Assignment

Activity: Assessment Test: Areas to Improve

Assignment 1: Identify, build and develop their first circle of contacts to network

Assignment 2: Presentation: What are the various factors that limit or inhibit them and skills to gain for personal and professional networking

Assignment 3: Oral/ Written Note: Sharing Experiences: Interpersonal Relations

Assignment 4: Develop a strategic plan to leverage networking for securing a desired corporate job, obtaining industry mentorship, and gaining guidance to enhance professional development.

Project Work: The student will identify and explore across his references and contacts and builds his/her personal networking contacts and submits the same as an assignment.

This project work will carry 50 marks
Assignments: 50 Marks

The above assignments will carry 10 marks each totaling 40 marks and another 10 marks for class discipline, learning enthusiasm, interaction and timely submission of assignments.

Text Book:

NO SELECT PRESCRIBED TEXT BOOK IS AVAILABLE N THE CHOSEN VALUE ADDED COURSE

References

1. Tools for Handling Tough Conversations by Patterson, K. Grenny, J. McMillan, R. and Switzler, A.
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3. Scott, Susan. (2002). Fierce conversations – achieving success at work and in life, one
4. conversation at a time. New York: Berkley Publishing. ISBN: 0-425-19337-3
5. Douglas Stone (Author) , Bruce Patton (Author) , Sheila Heen (Author) & 1 more (1999). Difficult Conversations: How to Discuss What Matters
6. New York: Penguin. ISBN: 0 14 02.8852X Penguin Books
7. Brehm, S. S., Miller, R. S., Perlman, D., & Campbell, S. M. (2001). Intimate Relationships (3rd Edition). New York: McGraw-Hill. ISBN: 978-0-07-337018-7
8. Interaction Ritual (Paperback)Author: Erving Goffman
9. Publisher: Knopf Doubleday Publishing Group (1982)
10. Skill with people by Les Giblin ISBN: 0-9616418-0-6
11. Give and take by Adam Grant
12. Giftology by John Ruhlin
13. Super Connector by Scott Gerber and Ryan Paugh
14. Never Eat Alone by Keith Ferrazzi and Tahl Raz
15. The Corporate Culture survival guide by Edgar H Schien, Published by Jossey-Bass, Wiley Imprint
16. **How to Win Friends and Influence People** by Dale Carnegie
17. How to Speak How to Listen by Mortimer J. Adler (Author)
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Articles:
Select articles would be shared to students to enhance their learning to the practice

Case Studies:

Select live scenarios/ examples from the Course Instructors experiences/ SDPs/ MDPs conducted, would be shared with the students in the class session. Students would investigate and engage in class by hearing about the experiences of the instructors.

Catalogue prepared by	Dr Ravi Prakash Kodumagulla, Professor, School of Management, Presidency University
Recommended by the Board of Studies on	BOS NO: held on 28-12-2024
Date of Approval by the Academic Council	Academic Council Meeting No.

Course Code: MBA1033	**Course Title: Personal Branding: Aligning Values with Career Success** **Type of Course:** Value Added Course	**L – T – P - C** 1 – 0 – 0 - 0
Version No.	1.0	
Course Pre-requisites	• Communication and Interpersonal Skills • Career Planning and Development	
Anti-requisites	NIL	
Course Description	This course focuses on the critical role of personal branding in aligning one's values, aspirations, and strengths with career success. It explores the intersection of personal identity and professional branding, emphasizing self-awareness, strategic communication, and effective networking. Students will gain the skills needed to articulate their unique value propositions confidently and authentically to potential employers and professional networks. The course integrates theoretical concepts with practical tools to enable students to develop a coherent, impactful personal brand.	
Course Outcomes	On completion of this course, the student will be able to: **CO1:** Define the concept of personal branding and its relevance to career development. [Remember] **CO2:** Evaluate the role of core values and strengths in shaping a personal brand. [Evaluate] **CO3:** Design a personal brand narrative using strategic communication techniques. [Create] **CO4:** Implement effective networking strategies for career growth. [Apply]	
Course Objective	This course is designed to enhance learners' EMPLOYABILITY SKILLS by using PARTICIPATIVE LEARNING techniques.	

Module 1	Introduction to Personal Branding	Assignment (Participative Learning)	Self-Reflection Report	03 Hours

Topics:
Understanding Personal Branding; The Role of Values, Strengths, and Aspirations; Components of a Personal Brand; Traditional vs. Modern Career Planning; The Importance of Authenticity in Professional Branding.

Module 2	Strategic Communication for Personal Branding	Assignment (Participative Learning)	Personal Brand Narrative Development	03 Hours

Topics:
Crafting Your Story; Leveraging Communication Tools; Tailoring Messages for Different Audiences; Aligning Professional Documents with Branding Goals (Resume, Cover Letters, and Portfolios).

Module 3	Networking Skills and Strategies	Assignment (Experiential Learning)	Networking Strategy Plan	05 Hours

Building a Meaningful Network; Identifying Key Professional Contacts; Using Social Media Platforms Effectively; The Power of Informational Interviews; Creating Opportunities through Networking.

Module 4	Personal Branding in Action	Assignment (Experiential Learning)	LinkedIn Profile Optimization and Mock Interviews	04 Hours

Topics:
Demonstrating Your Brand in Interviews; Enhancing Online Presence; Aligning Personal and Professional Goals; Case Studies of Successful Personal Branding; Overcoming Challenges in the Job Market.

Targeted Application & Tools that can be used:
Students would be encouraged to take up live projects and through experiential learning activities in theclassroom.

Professionally Used Software: LinkedIn and Canva

Project work/Assignment:

- Self-Reflection Report (20 marks): Reflective essay on personal values, strengths, and career goals.
- Personal Brand Narrative Assignment (25 marks): Develop and present a personal brand story.
- Networking Strategy Plan (15 marks): Create and present a networking roadmap.
- Mock Interview (20 marks): Simulate an interview demonstrating personal branding alignment.

- Resume & LinkedIn Profile Optimization (10 marks): Update resume and LinkedIn profile based on personal branding principles.
- Class Participation & Engagement (10 marks): Active involvement in discussions and peer feedback.

Text Books:

T1: You Are The Brand: The 8-Step Blueprint to Showcase Your Unique Expertise and Build a Highly Profitable, Personally Fulfilling Business – Mike Kim, Morgan James Publishing, 2021.

T2: Digital You: Real Personal Branding in the Virtual Age - William Arruda, Association for Talent Development, 2019.

References:

R1: Dare to Lead: Bold Work. Tough Conversations. Whole Hearts. – Brené Brown, Random House, 2018.

R2: The Long Game: How to Be a Long-Term Thinker in a Short-Term World - Dorie Clark, Harvard Business Review Press, 2021.

Online Resources:

- "Introduction to Personal Branding" – Coursera (https://www.coursera.org/learn/personal-branding?utm_source=chatgpt.com)

- **Building a Professional Brand on LinkedIn – (**https://alison.com/course/building-a-professional-brand-on-linkedin)

- How to build a Personal Brand on LinkedIn | Creator Masterclass (https://www.youtube.com/watch?v=h6LF1Anx9kc)

- Building Your Personal Brand on LinkedIn: A Step-by-Step Course (https://taplio.com/blog/linkedin-personal-brand-crash-course)

Catalogue prepared by	Dr. Uttam Chakraborty
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: **MBA1032**	Course Title: **Python Programming** Type of Course: VAC	**L- T-P- C**	1	0	0	0

Version No.	1.1
Course Pre-requisites	NO prerequisites
Anti-requisites	NIL
Course Description	This Python programming course is designed to provide learners with a comprehensive understanding of Python's capabilities, ranging from the basics to advanced applications. The course emphasizes practical learning through hands-on exercises, real-world projects, and industry-relevant use cases. Participants will explore Python's versatility in data analysis, web scraping, automation, and machine learning, making it ideal for aspiring programmers, data analysts.
Course Objective	This course aims to equip learners with a strong foundation in Python programming, covering essential concepts, practical applications, and advanced topics.
Course Outcomes	1. Demonstrate basic programming skills in Python for business analytics. 2. Solve messy data problems across data structures using Pandas and Numpy. **3.** Develop solutions using Python Object Oriented Programming**.** **4.** Solve a business problem using Python
Course Content:	Solve messy data problems across data structures using Pandasand Numpy

Module 1	Develop solutions using Python Object Oriented Programming	Learning to fundamentals	Basic Programming concepts	3 Hours
Topics:.Overview of Python. Installation and Setup. Syntax, Variables, and Data Types Input and Output Operations.				
Module 2		Learning to fundamentals	Basic Programming concepts	4 Hours

Basic Operators (Arithmetic, Relational, Logical, Assignment, Bitwise).Decision-Making Statements (if, elif, else).Loops (for, while, nested loops) Break, Continue, and Pass. Functions (Built-in, User-defined, Lambda, Recursion)

- **Libraries Introduced:**
    - Collections (Counter, defaultdict, OrderedDict, namedtuple, deque)
    - os, shutil, csv

	Data Structures, OOP, and File Handling	Programming	Programming Concepts	4 Hours
Module 3				

- Topics:.Lists, Tuples, Sets, Dictionaries, List and Dictionary Comprehensions, Strings and String Methods, Iterators and Generators, Mutable vs. Immutable Data Structures.
- **Libraries Introduced:**
  - Collections (Counter, defaultdict, OrderedDict, namedtuple, deque)
  - os, shutil, csv

Module 4	Data Structures, OOP, and File Handling	Programming	Programming Concepts	4 Hours

Object-Oriented Programming (Classes, Objects, Inheritance, Polymorphism, Encapsulation),Working with Files (Read, Write, Append, CSV Handling),Exception Handling (Try, Except, Finally, Custom Exceptions)

- **Libraries Introduced:**
  - Collections (Counter, defaultdict, OrderedDict, namedtuple, deque)
  - os, shutil, csv

Project work/Assignment:

Assignment 1:TBD

Text Book

T 1:Core Python Programming
Author: Nageswara Rao R
Focus: Detailed coverage of Python fundamentals, object-oriented programming, exceptions, data structures,

References
Books: Introduction to Python Programming
Authors: S. Gowrishankar and A. Veena
Focus: Beginner-friendly, covering fundamental concepts in Python programming.

Python Programming
Authors: Dr. Jisu Elsa Jacob and Bharath Viswam S
Focus: Comprehensive coverage of data types, control flow, functions, and object-oriented programming.

An Introduction to Python Programming: A Practical Approach
Authors: Dr. Krishna Kumar Mohbey and Dr. Brijesh Bakariya
Focus: Practical approach with examples, covering Python basics to advanced topics.

Python Programming
Author: Rupesh Nasre
Focus: Basics to web application development, suitable for beginners and intermediate learners.

(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
Videos

Corey Schafer

- Comprehensive tutorials on Python, covering beginner to advanced topics.
- Watch here

freeCodeCamp.org

- Extensive Python tutorials, including long-form courses on data analysis, machine learning, and more.
- Watch here

Programming with Mosh

- Engaging Python tutorials focusing on real-world applications, perfect for beginners and professionals.
- Watch here

Tech with Tim

- Project-based tutorials that guide you in building practical Python applications, including games and automation scripts.

Catalogue prepared by	Dr P. A Manoj Kumar & Dr. Varalakshmi Dandu	
Recommended by the Board of Studies on	BOS NO:	
Date of Approval by the Academic Council	Academic Council Meeting No. :	

Course Code: MBA1034	Course Title: Data Analysis for Managers using IBM SPSS Type of Course: Value Added Course (VAC) VAC – 15 Hours			
Version No.	1.0			
Course Pre-requisites	5. Should know basic descriptive and interferential statistics 6. Should have Laptop with SPSS Installed in it.			
Anti-requisites	NIL			
Course Description	This course is aimed at better understanding the application of statistical concepts in research during data analysis stage which can enable the the budding managers to take data driven marketing decisions. It gives an understanding about the nature of data, its source, types and how to use it by analyzing them using IBM SPSS to take effective managerial decision in different marketing scenarios. The students shall gain a practical exposure on solving real time managerial problem using data.			
Course Outcomes	On successful completion of this course the students shall be able to: CO1. Describe the basics of data analysis for decision making. [Understanding] CO2. Employ suitable measurement techniques to elicit data. [Applying] CO3. Apply quantitative analysis to take appropriate marketing decision backed by data. [Applying]			
Course Content:	The course is designed to learn how to take data driven managerial decision using statistical tools like IBM SPSS. Both descriptive and inferential statistics has been covered in details with special emphasis on testing hypothesis using various statistical techniques.			
Module 1	Introduction to E-mail Campaigning	Assignment	Hands-on on E-Mail Campaign	08 Hours
Topics:				

Introduction to Data Analysis – Role of data analysis in Research – Introduction to SPSS for data analysis – Handling Data with SPSS-Importing & Data entry in SPSS – Handling missing data, outliers, inappropriate codes etc – Descriptive statistics – Data representation- Bar chart, Pie chart, Box plot etc

Module 2	**Creating, Delivering, and Tracking E-mail Campaign**	Assignment	Hands-on on E-Mail Campaign	**08 Hours**

Topics:
Inferential statistics – Introduction to hypothesis- Association techniques – correlation – Regression – Parametric vs Non Parametric test for testing hypothesis –Comparing means – Independent sample t test, Paired Sample t test, ANOVA etc

Module 3	**Introduction to Affiliate Marketing**	Project	Affiliate Marketing	**08 Hours**

Topics:
Data Reduction technique – Factor Analysis- Segmentation Technique- Clustering technique-IP Mapping-Mediation & Moderation technique using SPSS.

Targeted Application & Tools that can be used:
IBM SPSS
Microsoft Excel

Project work/Assignment:
Project Work: Mini Project on Data Analysis using SPSS

Assignment: : IBM SPSS Certificate course by Udemy

Text Books:

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

T2: Malhotra, Naresh K & Das, S. (2015). Marketing Research. 7th Ed. Pearson Education.

T3: Chawla, D. (2018). Research Methodology Concepts and Cases. New Delhi: Vikas Publications.

References:
R 1: Kothari, C. R. & Garg, G. Research Methodology, Methods and Techniques. New Age International Publishers.

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

Online Resources:
https://www.youtube.com/watch?v=HtCiN28OlVk&t=6s

NPTEL Video Lecture Sessions:
Hypothesis & Statistical Testing:

https://nptel.ac.in/courses/110/107/110107080/

Catalogue prepared by	Dr. Ameer Hussain A
Recommended by the Board of Studies on	BOS NO: BOS held on
Date of Approval by the Academic Council	Academic Council Meeting No., Dated

Course Code: MBA1031	**Course Title:** How To Analyze Data - Using Microsoft Excel Add Inns **Type of Course:** VAC	**L- T - P- C**	1	0	0	0
Version No.	1.0					
Course Pre-requisites	Business Statistics					
Anti-requisites	**NIL**					
Course Description	This course is intended to enhance the data analysis skills using Microsoft Excel. Emphasis will be on the analysis and interpretation of data. Data analysis will be carried out incorporating different add inns in excel for the calculations. Parametric and non-parametric inferential procedures will be discussed.					
Course Objective	This course is designed to improve the learner's EMLOYABILITY SKILLS by using skill development					

Course Outcomes	On successful completion of the course the students shall be able to:
	    03. Interpret data using parametric test procedures
	
	    04. Use excel add inns to analyze and interpret data					

Course Content:						

Module 1	Parametric Test for means	Assignment	Using excel Add-inn	08 Sessions

Topics:

Meaning of Statistical hypotheses – Null and alternative hypotheses – Type I and Type II errors– level of significance- testing procedure. Test for single mean (known and unknown variance) – Test for equality of two means (known and unknown variances) – paired t test – one way ANOVA

Module 2	Test for Variances and proportions	Assignment	Using excel Add-inn	07 Sessions

Topics:

test for single variance – test for equality of two variances. Test for single proportion and test for equality of two proportions. Test for correlation and regression coefficients.

Project work/Assignment:

Solving testing of hypothesis problems

Text Book:

1. Levine David M (2017) Statistics for Managers, Using Microsoft Excel, Eighth Edition, Pearson, New Delhi.

Catalogue prepared by	Dr. Jayakrishna Udupa
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: MBA1030	Course Title: Personal and Professional Business Networking Skills Type of Course: VALUE ADDED COURSE	L – T – P – C	1 – 0 – 0 – 0
-Version No.	1.0		
Course Pre-requisites	o) Self-Discipline p) Personal quests to learn and improve themselves q) Basic communication skills r) Marketing Management s) Organizational Behaviour		
Anti-requisites	NIL		
Course Description	The key to personal and professional success in today's fast-paced, linked world is cultivating strong networks. Opportunities, insights, and support for		

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reaching your goals may all materialize through a strong network. Nevertheless, it takes intentional efforts and careful preparation to construct such a network. In this post, we will go into proven methods for building and growing your network, supported by practical examples to show how they work

This value-added course is being conducted as a **Personal Growth Lab Program.** The purpose of this enriching course is to provide students with the tools they need to succeed in their personal and professional lives; it is part of the Personal Growth Lab Program.

A person's holistic self-improvement is the focus of Personal Growth Lab. A person can achieve this goal to the best of their abilities when they have self-awareness, know their own strengths and areas for improvement, conquer their fears, adapt to new situations and environments, think creatively and push their limits, cultivate an optimistic outlook, and ultimately become the most esteemed and valued versions of themselves.

- In their respective families,
- In the Organizations that they intend to work for
- In the Society that they live and finally
- To Our Country at large.

In a lab, students work in a structured environment with dedicated Professor as Faculty and other experimenters who provide constant feedback and assistance.

Students should take stock of their personal, interpersonal, professional, and life objectives before jumping headfirst into networking skills, both on the personal and professional fronts whether they are seeking a Job, Career advancement, mentorship, or start their own business.

Caselets, presentations, weekend assignments, and a mini-project with lots of learning interaction and personal engagement support the course's overall experiential learning approach.

Course Outcomes	On successful completion of this course the students shall be able to:
	7) Learn and develop the art of interacting with Professionals
	8) Create a strong network of Professional connections in the sector of your choice
	9) Develop relationships that last long
	10) Showcase one's abilities, qualities, assess others qualities
	11) Develop Strategic networking that will help the student to discover secret employment markets, industry events, and special business prospects.

	12) Use networking to investigate other job routes, get mentoring, and get direction that could assist quicken your professional journey.
Course Objective:	The sole objective of the course is on building, improving, developing, sustaining long lasting personal and professional contacts to ameliorate their career and life.

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LIST OF ACTIVITIES / TOPICS : 15 Sessions

</div>

TOPICS/ ACTIVITIES/ LAB THEMES

8. **Introduction to personal and professional business networking** [**1 Session**]
   Test your networking skills - paper and pencil test, ice breaker on how to interact

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   Activity – Identify, Approach, Establish Networks across your personal and peer circles –
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    J. Networking with confidence
    K. Picking up the right people
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    M. Networking with people who could let you down - Cutting ties with those that do not meet your standards.
    N. Engaging in both proactive and reactive approaches to building your network connections.
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    P. What should be the optimal size of your personal and professional network

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    D. INTERPERSONAL RELATIONS LAB – BASIC LAB - THEME
       How to interact with people
    E. INTERPERSONAL RELATIONS LAB – THEME LAB
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    F. INTERPERSONAL RELATIONS LAB – THEME LAB
       How to take an insult with a smile and learn to move ahead in life towards success

13. **PROFESSIONAL NETWORKING - Business Networking [3 Sessions]**

Definition, Industry – eco-system, its partnerships and its various stakeholders – key account holders, partners, suppliers, alliances, Draw a net map of your current network, Practice and receive Practise and receive feedback on initiating conversations with people you don't know

14. NETWORK CONTROL [1 Session]

Network challenges, Effective Control and the perfect networker profile **[1 Session]**

Targeted Application & Tools that can be used: NA

Project work/Assignment:

6. **This course has a field assignment based on which the student will be evaluated for 100 marks**
7. **No special social media tools or skills will be imparted in this program**
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Text Book:

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26. Interaction Ritual (Paperback)Author: Erving Goffman
27. Publisher: Knopf Doubleday Publishing Group (1982)
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32. Never Eat Alone by Keith Ferrazzi and Tahl Raz
33. The Corporate Culture survival guide by Edgar H Schien, Published by Jossey-Bass, Wiley Imprint
34. **How to Win Friends and Influence People** by Dale Carnegie
35. How to Speak How to Listen by Mortimer J. Adler (Author)
36. **Skill with People** by Les Giblin

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Select live scenarios/ examples from the Course Instructors experiences/ SDPs/ MDPs conducted, would be shared with the students in the class session. Students would investigate and engage in class by hearing about the experiences of the instructors.

Catalogue prepared by	Dr Ravi Prakash Kodumagulla, Professor, School of Management, Presidency University

Recommended by the Board of Studies on	BOS NO: held on 28-12-2024
Date of Approval by the Academic Council	Academic Council Meeting No.

Course Code: MBA1033	Course Title: Personal Branding: Aligning Values with Career Success Type of Course: Value Added Course	L – T – P - C 1 – 0 – 0 - 0
Version No.	1.0	
Course Pre-requisites	• Communication and Interpersonal Skills • Career Planning and Development	
Anti-requisites	NIL	
Course Description	This course focuses on the critical role of personal branding in aligning one's values, aspirations, and strengths with career success. It explores the intersection of personal identity and professional branding, emphasizing self-awareness, strategic communication, and effective networking. Students will gain the skills needed to articulate their unique value propositions confidently and authentically to potential employers and professional networks. The course integrates theoretical concepts with practical tools to enable students to develop a coherent, impactful personal brand.	
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Topics:
Understanding Personal Branding; The Role of Values, Strengths, and Aspirations; Components of a Personal Brand; Traditional vs. Modern Career Planning; The Importance of Authenticity in Professional Branding.

Module 2	**Strategic Communication for Personal Branding**	Assignment (Participative Learning)	Personal Brand Narrative Development	**03 Hours**

Topics:
Crafting Your Story; Leveraging Communication Tools; Tailoring Messages for Different Audiences; Aligning Professional Documents with Branding Goals (Resume, Cover Letters, and Portfolios).

Module 3	**Networking Skills and Strategies**	Assignment (Experiential Learning)	Networking Strategy Plan	**05 Hours**

Building a Meaningful Network; Identifying Key Professional Contacts; Using Social Media Platforms Effectively; The Power of Informational Interviews; Creating Opportunities through Networking.

Module 4	**Personal Branding in Action**	Assignment (Experiential Learning)	LinkedIn Profile Optimization and Mock Interviews	**04 Hours**

Topics:
Demonstrating Your Brand in Interviews; Enhancing Online Presence; Aligning Personal and Professional Goals; Case Studies of Successful Personal Branding; Overcoming Challenges in the Job Market.

Targeted Application & Tools that can be used:

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

Professionally Used Software: LinkedIn and Canva

Project work/Assignment:

- Self-Reflection Report (20 marks): Reflective essay on personal values, strengths, and career goals.
- Personal Brand Narrative Assignment (25 marks): Develop and present a personal brand story.
- Networking Strategy Plan (15 marks): Create and present a networking roadmap.
- Mock Interview (20 marks): Simulate an interview demonstrating personal branding alignment.
- Resume & LinkedIn Profile Optimization (10 marks): Update resume and LinkedIn profile based on personal branding principles.
- Class Participation & Engagement (10 marks): Active involvement in discussions and peer feedback.

Text Books:

T1: You Are The Brand: The 8-Step Blueprint to Showcase Your Unique Expertise and Build a Highly Profitable, Personally Fulfilling Business – Mike Kim, Morgan James Publishing, 2021.
T2: Digital You: Real Personal Branding in the Virtual Age - William Arruda, Association for Talent Development, 2019.

References:

R1: Dare to Lead: Bold Work. Tough Conversations. Whole Hearts. – Brené Brown, Random House, 2018.

R2: The Long Game: How to Be a Long-Term Thinker in a Short-Term World - Dorie Clark, Harvard Business Review Press, 2021.

Online Resources:

- "Introduction to Personal Branding" – Coursera (https://www.coursera.org/learn/personal-branding?utm_source=chatgpt.com)

- **Building a Professional Brand on LinkedIn – (**https://alison.com/course/building-a-professional-brand-on-linkedin)

- How to build a Personal Brand on LinkedIn | Creator Masterclass (https://www.youtube.com/watch?v=h6LF1Anx9kc)

- Building Your Personal Brand on LinkedIn: A Step-by-Step Course (https://taplio.com/blog/linkedin-personal-brand-crash-course)

Catalogue prepared by	Dr. Uttam Chakraborty
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: **MBA1032**	Course Title: **Python Programming** Type of Course: VAC	**L- T-P- C**	1	0	0	0
Version No.	1.1					
Course Pre-requisites	NO prerequisites					
Anti-requisites	NIL					
Course Description	This Python programming course is designed to provide learners with a comprehensive understanding of Python's capabilities, ranging from the basics to advanced applications. The course emphasizes practical learning through hands-on exercises, real-world projects, and industry-relevant use cases. Participants will explore Python's versatility in data analysis, web					

	scraping, automation, and machine learning, making it ideal for aspiring programmers, data analysts.			
Course Objective	This course aims to equip learners with a strong foundation in Python programming, covering essential concepts, practical applications, and advanced topics.			
Course Outcomes	5. Demonstrate basic programming skills in Python for business analytics. 6. Solve messy data problems across data structures using Pandas and Numpy. **7.** Develop solutions using Python Object Oriented Programming**.** **8.** Solve a business problem using Python			
Course Content:	Solve messy data problems across data structures using Pandasand Numpy			
Module 1	Develop solutions using Python Object Oriented Programming	Learning to fundamentals	Basic Programming concepts	3 Hours
Topics:.Overview of Python. Installation and Setup. Syntax, Variables, and Data Types Input and Output Operations.				
Module 2		Learning to fundamentals	Basic Programming concepts	4 Hours

Basic Operators (Arithmetic, Relational, Logical, Assignment, Bitwise).Decision-Making Statements (if, elif, else).Loops (for, while, nested loops) Break, Continue, and Pass. Functions (Built-in, User-defined, Lambda, Recursion)
 	
• **Libraries Introduced:**
  o Collections (Counter, defaultdict, OrderedDict, namedtuple, deque)
  o os, shutil, csv				

Module 3	Data Structures, OOP, and File Handling	Programming	Programming Concepts	4 Hours
• Topics:.Lists, Tuples, Sets, Dictionaries, List and Dictionary Comprehensions, Strings and String Methods, Iterators and Generators, Mutable vs. Immutable Data Structures. • **Libraries Introduced:** o Collections (Counter, defaultdict, OrderedDict, namedtuple, deque)				

	o os, shutil, csv			
Module 4	Data Structures, OOP, and File Handling	Programming	Programming Concepts	4 Hours

Object-Oriented Programming (Classes, Objects, Inheritance, Polymorphism, Encapsulation),Working with Files (Read, Write, Append, CSV Handling),Exception Handling (Try, Except, Finally, Custom Exceptions)

- **Libraries Introduced:**
  - o Collections (Counter, defaultdict, OrderedDict, namedtuple, deque)
  - o os, shutil, csv

Project work/Assignment:

Assignment 1:TBD

Text Book

T 1: Core Python Programming
Author: Nageswara Rao R
Focus: Detailed coverage of Python fundamentals, object-oriented programming, exceptions, data structures,

References
Books: Introduction to Python Programming
Authors: S. Gowrishankar and A. Veena
Focus: Beginner-friendly, covering fundamental concepts in Python programming.

Python Programming
Authors: Dr. Jisu Elsa Jacob and Bharath Viswam S
Focus: Comprehensive coverage of data types, control flow, functions, and object-oriented programming.

An Introduction to Python Programming: A Practical Approach
Authors: Dr. Krishna Kumar Mohbey and Dr. Brijesh Bakariya
Focus: Practical approach with examples, covering Python basics to advanced topics.

Python Programming
Author: Rupesh Nasre
Focus: Basics to web application development, suitable for beginners and intermediate learners.

(**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
Videos

Corey Schafer

- Comprehensive tutorials on Python, covering beginner to advanced topics.
- Watch here

freeCodeCamp.org

- Extensive Python tutorials, including long-form courses on data analysis, machine learning, and more.
- Watch here

Programming with Mosh

- Engaging Python tutorials focusing on real-world applications, perfect for beginners and professionals.
- Watch here

Tech with Tim

- Project-based tutorials that guide you in building practical Python applications, including games and automation scripts.

Catalogue prepared by	Dr P. A Manoj Kumar & Dr. Varalakshmi Dandu
Recommended by the Board of Studies on	BOS NO:
Date of Approval by the Academic Council	Academic Council Meeting No. :