



**ATLAS SKILLTECH UNIVERSITY
SCHOOL OF MANAGEMENT & ENTREPRENEURSHIP**

Courses Offered

Core Courses, Elective Courses and Ability Enhancement Courses

**Masters in Business Management
2 Year Full Time Program**

(Academic Year 2022-23)

Preamble

The University Grants Commission (UGC) has initiated several measures to bring equity, efficiency and excellence in the Higher Education System of the country. The important measures taken to enhance academic standards and quality in higher education include innovation and improvements in curriculum, teaching learning process, examination and evaluation systems, besides governance and other matters. The UGC has formulated various regulations and guidelines from time to time to improve the higher education system and maintain minimum standards and quality across the Higher Educational Institutions (HEIs) in India. The academic reforms recommended by the UGC in the recent past have led to overall improvement in the higher education system. However, due to lot of diversity in the system of higher education, there are multiple approaches followed by universities towards examination, evaluation and grading system. While the HEIs must have the flexibility and freedom in designing the examination and evaluation methods that best fits the curriculum, syllabi and teaching–learning methods, there is a need to devise a sensible system for awarding the grades based on the performance of students. Presently the performance of the students is reported using the conventional system of marks secured in the examinations or grades or both. The conversion from marks to letter grades and the letter grades used vary widely across the HEIs in the country. This creates difficulty for the academia and the employers to understand and infer the performance of the students graduating from different universities and colleges based on grades. The grading system is considered to be better than the conventional marks system and hence it has been followed in the top institutions in India and abroad. So it is desirable to introduce a uniform grading system. This will facilitate student mobility across institutions within and across countries and also enable potential employers to assess the performance of students. To bring in the desired uniformity, in the grading system and method for computing the cumulative grade point average (CGPA) based on the performance of students in the examinations, the UGC has formulated these guidelines.

CHOICE BASED CREDIT SYSTEM

The CBCS provides an opportunity for the students to choose from the prescribed courses comprising core, elective/minor or skill based courses. The courses can be evaluated following the grading system, which is considered to be better than the conventional marks system. Therefore, it is necessary to introduce uniform grading system in the entire higher education system in India. This will benefit the students to move across institutions within India to begin with and across countries. The uniform grading system will also enable potential employers in assessing performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations, the UGC has formulated the guidelines to be followed.

Outline of Choice Based Credit System

1. Core Course: A course, which should compulsorily be studied by a candidate as a core requirement is termed as a core course. The structure of course is defined under following points

1.1. All the UG degree programs shall be of either six semesters or eight semesters duration unless specified otherwise.

1.2. An academic year consists of two semesters: Odd Semester and Even Semester.

1.3. A semester normally extends over a period of 16 weeks (6 day week) with 90 working days.

1.4. Every course offered may have three components: Lecture (L), Tutorial (T) and Practicals (P). Tutorial session consists of participatory discussion / self-study/ desk work/ brief seminar presentations by students and such other novel methods.

1.5. The credit pattern for a course (L:T:P) shall be decided by the respective Board of Studies (BoS).

1.6. Credit means the unit by which the course work is measured. One hour session of Lecture or Tutorial per week for 16 weeks amounts to 1 credit.

1.7. Two hour session of Practicals per week for 16 weeks amounts to 1 credit per semester. The total duration of a semester is 20 weeks inclusive of semester-end examination.

1.8. A course of 3 to 6 credits will be evaluated for 100 marks. A course with less than 3 credits will be evaluated for 50 marks. For any other approved course, the evaluation method shall be decided by the respective BoS.

2. Elective Course:

Elective Course is a course which can be chosen from a pool of courses. It may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the student's proficiency/skill.

2.1. Discipline Specific Elective (DSE) is a course offered under the main discipline/subject of study or a Project/Dissertation.

2.2. Project/Dissertation is an elective course designed to acquire special/ advanced knowledge, such as supplement study/ support study to a project work. A student has to study such a course on his/her own with advisory support of a faculty member.

2.3. Generic Elective (GE) is an elective course chosen from an unrelated discipline/subject with an intention to seek exposure beyond discipline/subject.

3. Ability Enhancement Courses (AEC): Ability Enhancement Courses may be of two types: Ability Enhancement Compulsory Courses (AECC) and Skill Enhancement Courses (SEC).

3.1. AECC courses are mandatory courses based upon the content that leads to knowledge enhancement viz., Environmental Science, Indian Constitution and English/ Modern Indian Languages (MIL) / Communication skills.

3.2. SEC courses are aimed at providing hands-on-training, competencies, skills, etc.

Program Educational Objectives (PEOs) :

PEO1: (Leadership and Management) exhibit leadership qualities and the ability to manage teams and projects, with an emphasis on ethical decision-making, communication skills, and adaptability.

PEO2: (Entrepreneurship and Innovation) be equipped with the knowledge and skills to create, develop, and manage innovative business initiatives and entrepreneurship opportunities.

PEO3: (Ethical and Social Responsibility) embrace ethical values and social responsibility to make responsible business decisions that benefit both organizations and society.

PEO4: (Global Perspective) will understand the global business environment, its cross-cultural challenges, and opportunities, and develop competencies to operate in an international context.

Program Outcomes (PO)

PO1 - Apply critical thinking and problem-solving skills to complex business challenges.

PO2 - Analyse business data and information to identify trends and opportunities

PO3 - Demonstrate leadership and interpersonal skills in organizational settings.

PO4 - Assess the ethical and social implications of business decisions.

PO5- Adapt to new technologies and practices in the field of business management.

PO6 - Identify, define, analyze and solve critical business issues and interpret results for driving optimum solutions.

PO7 - Communicate proficiently in oral and written, presentation

PO8 - Understand global issues from different perspectives, be able to learn from and respect different cultures, and be able to apply different forms of communication in different cultural settings.

PO9 - Use appropriate research methods, tools, and techniques for seizing available opportunities for business growth and managing change in the organization.

PO10 - Apply and evaluate alternative strategies through assessment and evaluation of business environment for efficiency, effectiveness and sustainability using techniques of data analytics and predictive modelling

PO11 - Acquire leadership qualities, apply and demonstrate entrepreneurial skills, strategize, mobilize people and resources, create value and convert innovative ideas into business ventures

PO12 - Develop competency for knowledge acquisition for lifelong learning and demonstrate effort to continuously innovate and create breakthrough management practices.

Program Specific Outcomes (PSO's)

PSO1 (FIN)

Demonstrate application of fundamental finance concepts, theories, and models to real world business

PSO2 (MKT)

Demonstrate application of marketing theories and frameworks to real-world business.

PSO3 (BA)

Analyse, Interpret and communicate data-driven findings to support business decision-making.

PSO3 (Entre)

Analyse, Interpret and Evaluate complex business problems to provide innovative business solutions

MBA: Two-Year (6-Trimester) CBCS

Course Code	Course	Course Type	Periods			Evaluation Scheme				Credits
			L	T	P	MT	ET	A	Total	
Trimester 1										
MBA MGT 101	Interpersonal Communication	Core	3	-	-	50%	40%	10%	100%	3
MBA MGT 103	Legal Literacy for Business	Core	3	-	-	50%	40%	10%	100%	3
MBA MGT 105	Macroeconomics	Core	3	-	-	50%	40%	10%	100%	3
MBA FIN 101	Financial Statements -Accounting & Analysis	Core	3	-	-	50%	40%	10%	100%	3
MBA MKT 101	Marketing Management	Core	3	-	-	50%	40%	10%	100%	3
MBA ENT 101	Entrepreneurial Research Methods	Core	3	-	-	50%	40%	10%	100%	3
MBA BA 101	Programming Lab I	Elective	1	-	4	50%	40%	10%	100%	3
MBA MKT	Introduction to Advertising	Elective	3	-	-					

105										
	TOTAL									21
Trimester 2										
MBA MGT 102	International Business	Core	3	-	-	50%	40%	10%	100%	3
MBA MKT 104	Digital Marketing	Core	2	-	2	50%	40%	10%	100%	3
MBA BA 103	Business Statistics	Core	3	-	-	50%	40%	10%	100%	3
MBA FIN 102	Cost and Management Accounting	Core	3	-	-	50%	40%	10%	100%	3
MBA MGT 108	Design Thinking & Innovation	Core	3	-	-	50%	40%	10%	100%	3
MBA MGT 106	Ethics & Corporate Governance	Core	3	-	-	50%	40%	10%	100%	3
MBA MGT 109	Organizational Behavior	Core	3	-	-	50%	40%	10%	100%	3
	TOTAL									21
Trimester 3										
MBA	Financial Management	Speciali	3	-	-	50%	40%	10%	100%	3

FIN 103		sation								
MBA MKT 107	Advanced Principles for Marketing and Advertising	Speciali sation	3	-	-	50%	40%	10%	100%	
MBA MKT 103	Integrated Marketing Communication	Speciali sation	3	-	-	50%	40%	10%	100%	3
MBA MGT 107	Corporate Strategy	Core	3	-	--	50%	40%	10%	100%	3
MBA ENT 102	Social Entrepreneurship	Speciali sation	3	-	-	50%	40%	10%	100%	3
MBA MGT 111	Total Supply Chain	Core	3	-	-	50%	40%	10%	100%	3
MBA MGT 104	Managerial Economics	Core	3	-	-	50%	40%	10%	100%	
MBA RES 102	Research Methodology	Core	2	-	-	50%	40%	10%	100%	2
MBA BA 105	Data Visualization	Speciali sation	-	-	2	50%	40%	10%	100%	1
	TOTAL									21
Trimester 4										
MBA MGT 206	Business Story Telling	Core	2	-	-	50%	40%	10%	100%	2

MBA RES 202	Capstone Methodology I	Core	-	-	-						1
MBA FIN 201	Banking, Insurance & NBFC	Specialization	2	-	-	50%	40%	10%	100%		2
MBA FIN 214	Financial Analytics with Python & R programming	Specialization	1	-	2	50%	40%	10%	100%		2
MBA FIN 216	Enhancing Expertise in Finance	Specialization	2	-	-	50%	40%	10%	100%		2
MBA MKT 214	Enhancing Expertise in Marketing	Specialization	2	-	-	50%	40%	10%	100%		2
MBA MKT 216	Product & Brand Management	Specialization	2	-	-	50%	40%	10%	100%		2
MBA MKT 206	Marketing Analytics	Specialization	1	-	2	50%	40%	10%	100%		2
MBA ENT 214	Enhancing Expertise in Family Managed Businesses	Specialization	2	-	-	50%	40%	10%	100%		2
MBA ENT 216	E-Commerce	Specialization	1	-	2	50%	40%	10%	100%		2
MBA ENT 218	Intellectual Property Rights for Entrepreneurs	Specialization	2	-	-	50%	40%	10%	100%		2
MBA BA 214	Enhancing Expertise in Analytics	Specialization	1	-	2	50%	40%	10%	100%		2

MBA BA 216	Business Analytics with Python	Specialisation	1	-	2	50%	40%	10%	100%	2
MBA BA 218	Impact of AI, ML & Analytics on Industry	Specialisation	1	-	2	50%	40%	10%	100%	2
MBA DMA 202	Enhancing Expertise in Digital Marketing & Advertising	Specialisation	2	-	-	50%	40%	10%	100%	2
MBA DMA 204	Essential Designing Toolkits	Specialisation	2	-	-	50%	40%	10%	100%	2
MBA DMA 206	Basics of Digital Marketing Tools	Specialisation	2	-	-	50%	40%	10%	100%	2
	TOTAL									15

Trimester 5

MBA MGT 204	Negotiation and Decision Making	Core	2	-	-	50%	40%	10%	100%	2
MBA RES 203	Capstone Methodology 2	Core	-	-	-					1
MBA FIN 207	Private Equity & Venture Capital	Specialisation	2	-	-	50%	40%	10%	100%	2
MBA FIN 205	Investment Banking, Merger Acquisitions & Corporate Restructuring	Specialisation	2	-	-	50%	40%	10%	100%	2
MBA	Financial Modelling	Speciali	2	-	-	50%	40%	10%	100%	2

FIN 203		sation									
MBA DMA 203	Advertising and PR Planning	Speciali sation	2	-	-	50%	40%	10%	100%	2	
MBA DMA 205	SEO and SEM Strategy	Speciali sation	1	-	2	50%	40%	10%	100%	2	
MBA DMA 207	Social Marketing Media	Speciali sation	1	-	2	50%	40%	10%	100%	2	
MBA ENT 207	Entrepreneurial Leadership	Speciali sation	2	-	-	50%	40%	10%	100%	2	
MBA ENT 209	Building your MVP	Speciali sation	2	-	-	50%	40%	10%	100%	2	
MBA ENT 211	Fund Raising & Investor Relations for Startups	Speciali sation	2	-	-	50%	40%	10%	100%	2	
MBA BA 207	Data Mining & Warehousing using Machine Learning	Speciali sation	1	-	2	50%	40%	10%	100%	2	
MBA BA 209	Big Data Analytics for Managers	Speciali sation	1	-	2	50%	40%	10%	100%	2	
MBA BA 211	Modern Age AI Tools	Speciali sation	1	-	2	50%	40%	10%	100%	2	
MBA MKT 201	Sales & Distribution Management	Speciali sation	2	-	-	50%	40%	10%	100%	2	
MBA	Media Management	Speciali sation	2	-	-	50%	40%	10%	100%	2	

MKT 207	(Advertising & PR)	sation								
MBA MKT 204	Services Marketing	Speciali sation	2	-	-	50%	40%	10%	100%	2
	TOTAL									21
Trimester 6										
MBA RES 204	Capstone Dissertation	Core	1	-	-					1
MBA ENT 203	Logistics & Supply Chain Management	Core	2	-	-	50%	40%	10%	100%	2
MBA FIN 208	Global Finance	Speciali sation	2	-	-	50%	40%	10%	100%	2
MGT FIN 212	Behavioral Finance	Speciali sation	2	-	-	50%	40%	10%	100%	2
MGT FIN 210	Financial Engineering & Risk Management	Speciali sation	2	-	-	50%	40%	10%	100%	2
MBA DMA 208	Ethics in Digital Media & Advertising	Speciali sation	2	-	-	50%	40%	10%	100%	2
MBA DMA 210	Marketing for Digital Commerce	Speciali sation	2	-	-	50%	40%	10%	100%	2
MBA DMA 212	Public Relations & Corporate Communications	Speciali sation	2	-	-	50%	40%	10%	100%	2

MBA 1st Year
Trimester 1
Interpersonal Communication (MBA MGT 101)

L	T	P
3	-	-

Course Name: Interpersonal Communication
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: MBA MGT 101

Course Objectives:

- The primary aim of this course is to provide students with a clear understanding of different models and frameworks which they can use to make their communication effective and impactful.
- The course is designed to provide students with a detailed understanding of underlying principles of effective communication in various modes i.e. verbal, nonverbal digital.

Course Description: Interpersonal Communication course explores some of the fundamental theories, models, and concepts from the domain of intrapersonal, interpersonal, and mass communication. The course focuses on exploring ways and methods to help students learn an effective form of communication in verbal and non-verbal format.

Course Contents:

Unit Modules

- 1 Fundamentals of Communication
Understanding the key principles & variables that influence communication:
 - 1.1 Clarity
 - 1.2 Self Confidence
 - 1.3 Contextual understanding
 - 1.4 Self-Awareness
- 2 Models and Framework for Effective Communication
 - 2.1 Golden Circle by Simon Sinek
 - 2.2 SUCCESS Framework (Simple, Unexpected, Credible, Concrete, Emotional, Story).
 - 2.3 The Hero's Journey of Story Telling
 - 2.4 Storytelling models – The Mountain, The False Start, Nested Loop
- 3 Digital Communication
 - 3.1 Writing effective emails
 - 3.2 LinkedIn and Twitter content creation
 - 3.3 Content creation for personal branding
 - 3.4 Writing an effective blog
- 4 Visual Communication
 - 4.1 Creating effective presentation decks
 - 4.2 Effective use of Canva
 - 4.3 Data storytelling
 - 4.4 Infographics

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand the key drivers and principles fuelling effective communication.
2. Learn models and frameworks necessary for creating an impact while communicating.
3. Learn various content creation strategies necessary for personal branding in the digital space.
4. Learn to use various tools and software for content creation and personal branding.

References

- Heath C, (2007)., Made to Stick, Random House Publications

- Dicks M. (2014). Story worthy: Engage, Teach, Persuade, and Change Your Life Through the Power of Storytelling. New World Library Publications

MBA 1st Year
Trimester 1
Legal Literacy for Business (MBA MGT 103)

L	T	P
3	-	-

Course Name: Legal Literacy for Business
Course Credit Hours: 3

Course Contact Hours: 3
Course code: MBA MGT 103

Course Objectives:

1. Demonstrate an understanding of the legal environment of business
2. Demonstrate recognition of the requirements of a contract agreement
3. Demonstrate recognition of transactions involving the Negotiable Instruments
4. Demonstrate understanding of the Partnership Act, Intellectual Property Rights and The Companies Act and apply their provisions thereof in real life business situations.

Course Description:

This course provides the student with foundational information about the legal system and its impact on business. Upon completion, the student should be able to identify legal and ethical issues that arise in business decisions and the laws that apply to them.

Course Contents:

Unit Modules

- 1 The Indian Contract Act
 - 1.1 Agreement, Contract, Offer, Acceptance, Consideration, Void agreements, Voidable agreement.
 - 1.2 Essentials of a contract.
 - 1.3 Kinds of contracts: Valid, Void, Voidable, Contingent and Quasi Contract and E-contract.
 - 1.4 Communication, Acceptance and Revocation of contract (Sec3-5)
 - 1.5 Capacity to Contract (Sec10-12)
 - 1.6 Consideration
 - 1.7 Free Consent
 - 1.8 Legality of Objects and Void Agreements
 - 1.9 Contracts of Indemnity & Guarantee, Bailment and Pledge.
- 2 Sales of Goods Act
 - 2.1 Conditions & Warranty
 - 2.2 Unpaid seller
- 3 Law of Partnership

- 3.1 Introduction and Nature of Partnerships,
- 3.2 Registration of Firms
- 3.3 Drafting a Partnership Deed
- 3.4 Relations of Partners to One Another, Relations of Partners to Third Parties
- 3.5 Changes in a Firm & Dissolution
- 4 Negotiable Instruments Act & Insurance Laws
 - 4.1 Negotiable Instrument, Essentials: (Sec.13)
 - 4.2 Promissory Notes and Bills of Exchange (Secs 4,5,108-116)
 - 4.3 Cheques and Penalties in case of dishonor of certain cheques (Secs: 6,123-131A,138-147)
- 5 The Companies Act & Corporate Law
 - 5.1 Company & its Formation
 - 5.2 Concept of Corporate Personality, Corporate Veil, Limited Liability and Citizenship
 - 5.3 Types of Companies.
 - 5.4 Membership of a company.
 - 5.5 Memorandum of Association and Articles of Association.
- 6 Intellectual Property Law
 - 6.1 Patent Law
 - 6.2 Trademark Laws
 - 6.3 Copyright Laws: What works are protected, rights, who owns the rights and duration.
 - 6.4 Design, Geographical indicators, Plant varieties & Trade Secrets

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Apply legal knowledge to business transactions.
2. Communicate effectively using standard business & legal terminology.
3. Improve problem solving and ethical decision making skills
4. Conduct basic legal research by referring to case laws, legislation and scholarly journal articles
5. Work in teams to analyse cases, with knowledge of the methods that can be used to apply and distinguish cases.
6. Comprehend and create Contracts. Apply for Patents, Trademarks & Copyrights for Business.

References

- Gulshan S. S., Mercantile Law, Excel Books - 4th Edition
- Kapoor N.D., Business Law, Sultan & Chand

MBA 1st Year
Trimester 1
Macroeconomics (MBA MGT 105)

L	T	P
3	-	-

Course Name: Macroeconomics
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: MBA MGT 105

Course Objectives:

1. Overview of macroeconomic issues: the determination of output, employment, unemployment, interest rates, and inflation, monetary and fiscal policies.
2. While trying to discern among good, better, and best choices for improving and maintaining a nation's standard of living and level of economic and societal well-being.
3. Understand key stakeholders of an economy including households, consumers, savers, firm owners, investors, government officials, and global trading partners.
4. Important policy debates such as, the sub-prime crisis, social security, the public debt, and international economic issues are critically explored

Course Description: Macro-economic theory and public awareness has attracted immense attention in the last few decades which is very well evidenced by the level of content and discussion about both the global and domestic economy across the globe.

Course Contents:

Unit Modules

- 1 Classical Theory: The Economy in the Long Run
 - 1.1 National Income: Where It Comes from and Where It Goes.
 - 1.2 Money and Inflation
 - 1.3 The Open Economy
 - 1.4 Unemployment
- 2 Growth Theory: The Economy in the very Long Run
 - 2.1 Economic Growth I: Capital Accumulation and Population Growth
 - 2.2 Economic Growth II: Technology, Empirics, and Policy
- 3 Business Cycle Theory: The Economy in the Short Run
 - 3.1 Introduction to Economic Fluctuations
 - 3.2 Aggregate Demand I: Building the IS–LM Model
 - 3.3 Aggregate Demand II: Applying the IS–LM Model
 - 3.4 Aggregate Supply and the Short-Run Tradeoff Between Inflation and

- Unemployment
- 3.5 A Dynamic Model of Aggregate Demand and Aggregate Supply
- 4 Macroeconomics Policy Debates
 - 4.1 Stabilization Policy
 - 4.2 Government Debt and Budget Deficits
 - 4.3 Consumption and Investment
 - 4.4 Money Supply, Money Demand, and the Banking System

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand the basic theories underpinning modern Macroeconomics.
2. Critically analyse applied Macroeconomic theories.
3. Apply Macroeconomic theories in a real world setting.
4. Have the ability to define and analyse problems based on modelling frameworks and an understanding of relevant data and institutional detail.
5. Identify key contemporary macroeconomic problems, both domestic and international, and discuss possible solutions and potential innovations towards improving current policies and practices.

References

- Mankiw, N.G. (2013), Macroeconomics, 8th edition, Worth Publishers
- Jones, C.I. and Vollrath, D. (2013), Introduction to Economic Growth, third edition, Norton
- Romer, D. (2012), Advanced macroeconomics, fourth edition, McGraw Hill
- Other readings (including, for instance, relevant journal articles) will be informed or perhaps made available prior to each lecture should the need arise.

MBA 1st Year
Trimester 1
Financial Statements - Accounting & Analysis (MBA FIN 101)

L	T	P
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Course Name: Financial Statements- Accounting & Analysis
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: MBA FIN 101

Course Objectives:

1. The course is aimed at acquainting the students with accounting mechanics, processes and systems.
2. It will emphasize building knowledge of financial accounting concepts and their managerial implications.
3. The course will also develop the skills of the learners in interpreting financial statements.

Course Description: As accounting is the language of any business, it is important to familiarise management students with financial statements and the principles underlying them. This develops their skills in reading and analysing annual reports of various listed companies.

Course Contents:

Unit Modules

- 1 Introduction to Accounting and Accounting Concepts
 - 1.1 Types of Accounting
 - 1.2 Introduction to Financial Accounting
 - 1.3 Discussion on Generally Accepted Accounting Principles
 - 1.4 Methods of Depreciation and Inventory Valuation
- 2 Accounting Mechanics and Preparation of Financial Statements
 - 2.1 Process of Accounting
 - 2.2 Preparation of Profit and Loss Statement
 - 2.3 Preparation of Balance Sheet
 - 2.4 Preparation of Cash Flow Statement
- 3 Accounting Standards
 - 3.1 Discussion on AS, IND AS and IFRS
 - 3.2 IND AS
 - 3.3 IND AS 1, 2, 16, 8, 38, 115, 109, 116, 40
- 4 Financial Tool for Analysis
 - 4.1 Cash flow Statement Analysis
 - 4.2 Common-size Financial Statements

4.3 Financial Ratios

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Comprehend the components of financial statements, methods of depreciation and inventory valuation
2. Record financial transactions based on dual aspect and other accounting principles
3. Systematically prepare corporate financial statements based on the processes of recognition, measurement and disclosure of accounting information
4. Work individually and in a group to synthesize information related to Indian Accounting Standards (IND AS)
5. Apply financial tools to analyse a firm's past performance to provide information that is useful for estimating its future performance.

References

- Narayanaswamy R., 2017, Financial Accounting a Managerial Perspective, 6th Edition, PHI Learning Private Limited.
- Rankine G., 2014, Identify the Industry-Analysis of Financial Statement Data, Harvard Business School Publishing
- Narayanan V. Srinivasan S., 2017, Financial Accounting Reading: Analyzing Financial Statements, Harvard Business School Publishing
- Wiley CFA Program Exam Review Study Guide for 2020 Level I CFA Exam (Volume 3: Financial Reporting and Analysis).
- Financial Reporting & Analysis, Charles H. Gibson.
- Journal of Financial Reporting and Accounting, Emerald Insight Publishing.
- Online Resource: <https://www.ifrs.org>

MBA 1st Year
Trimester 1
Marketing Management (MBA MKT 101)

L	T	P
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Course Name: Marketing Management
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: MBA MKT 101

Course Objectives:

1. The primary aim of this course is to provide students with a clear understanding of marketing theory and its application in a real-world context.
2. This course is an introduction of marketing and the marketing process in business with real world use cases.
3. Identify the major trends and forces that are changing the marketing landscape.
4. Locate, interpret, and evaluate marketing information for decision making.
5. Evaluate the obstacles and challenges in building and managing brands.
6. To carry out STP analysis (Segmentation, targeting, and positioning) and develop an understanding of operational marketing through application of Marketing Mix.
7. Analyse the changes in marketing strategies during the product's life cycle.
8. Evaluate the internal and external forces that influence an organisation's marketing strategy
9. To understand the role of brands in influencing customer choice.

Course Description: Understanding of Marketing from a Management perspective, issues related to the marketing process, major trends and forces that are changing the marketing landscape, marketing information, building and managing brands, marketing strategy and roles of ethics in marketing.

Course Contents:

Unit Modules

- 1 Introduction to Marketing
 - 1.1 Scope of marketing and its relevance
 - 1.2 Why is marketing important?
 - 1.3 Does marketing create or satisfy needs?
 - 1.4 How does marketing affect customer value?
 - 1.5 Fundamental marketing concepts
 - 1.6 7Ps
- 2 Marketing Analysis and Marketing Insights

- 2.1 Market Analysis
- 2.2 The components of a modern marketing information system
- 2.3 What constitutes good marketing research?
3. Costs of marketing
4. Marketing, Branding, and their Relationship
 - 4.1 The relationship between Brand and Marketing
5. Segmentation, Targeting, and Positioning
6. The Marketing Plan and Strategies
 - 6.1 Sustainable Marketing and Ethics in Marketing
 - 6.2 Green Marketing
 - 6.3 Social Marketing
 - 6.4 Cause Related Marketing
 - 6.5 Ethics

Course Outcomes (COs): After completing the course, the student shall be able to:

1. To gain deeper insights for the student to understand the practical applications of marketing in the real world
2. To develop skills and techniques required for understanding the basics of marketing.
3. To analyse how brands operate in the marketplace.
4. To make the student understand the STP and its importance in marketing.
5. To develop skills for the student to understand the types of markets and also the how products, services, brands and people operate in the marketplace.
6. Evaluate the roles of ethics in marketing activities.
7. Apply the tools and concepts learned in the course to develop a customer-driven marketing strategy and mix.

References

- Kotler P., Keller K., Chernev A., Sheth J., Shainesh G., 2022, *Marketing Management*, Indian Edition, Pearson Education.
- Positioning: The Battle for Your Mind by Al Ries and Jack Trout.
- Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant by W. Chan Kim and Renée Mauborgne
- The 22 Immutable Laws of Marketing: Violate Them at Your Own Risk! by Al Ries & Jack Trout
- The new rules of green marketing by Jacquelyn Ottman
- Sustainable Marketing: How to Drive Profits with Purpose Hardcover by Michelle Carvill, Gemma Butler, and Geraint Evans

MBA 1st Year
Trimester 1
Entrepreneurial Research Methods (MBA ENT 101)

L	T	P
3	-	-

Course Name: Entrepreneurial Research Methods
Course Credit Hours: 3

Course Contact Hours: 3
Course code: MBA ENT 101

Course Objectives:

1. The primary aim of this course is to provide students with in-depth understanding of research fundamentals not just to launch their venture but also brand and scale it in the Total Addressable Market (TAM).
2. This course encourages learner's/budding entrepreneurs to comprehend the dynamics of innovative practices, Go-To-Market Strategy, conducting competition research to map out the progress of their ventures.

Course Description: The ecosystem of entrepreneurship in India is at the growth stage requiring budding entrepreneurs to develop, test and research about the idea as well as to transform research results into action.

Course Contents:

Unit Modules

- 1 Opportunity Research for E&I
 - 1.1 Source for entrepreneurial opportunities
 - 1.2 Start – Scale
 - 1.3 Exploration of Technology Landscape, Regulatory Framework
 - 1.4 Mapping Value Chains and Issue Trees for problem solving
 - 1.5 Geometry of Innovation
- 2 Insights via Observation
 - 2.1 Feedback Mechanism
 - 2.2 Behaviour Observation
- 3 Competition Research for E&I
 - 3.1 Mapping of Direct & Indirect Competition
 - 3.2 Competitive Matrix
 - 3.3 Total Addressable Market
 - 3.4 Go-To-Market Strategy
- 4 Metrics & Pivots
 - 4.1 Growth Mapping
 - 4.2 Application of Pivot

4.3 Use of Metrics

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Ideate for new ventures through collection of primary and secondary data.
2. Map value chains and issue tree to define the problem areas
3. Conduct competitor landscaping
4. Test TRLs for the entrepreneurial venture
5. Carry out growth measurement of the venture

References

- Jake Knapp, 2016, *Sprint: How to solve big problems and test new ideas in just five days*, First Edition, Google Ventures, San Francisco.
- Peter Thiel with Blake Masters, 2014, *Zero to One: Notes on Startups, or how to build the future*, First Edition, Crown Publishing Group, New York.
- Simon Sinek, 2011, *Start with Why: How great leaders inspire everyone to take action*, First Edition, Penguin Books Ltd. New York.
- Dan Health, 2020, *Upstream: How to solve problems before they happen*, First Edition, Transworld Digital, New York.

MBA 1st Year
Trimester 1
Programming Lab I (MBA BA 101)

L	T	P
1	-	4

Course Name: Programming Lab I
Course Credit Hours: 5

Course Contact Hours: 3
Course code: MBA BA 101

Course Objectives:

1. The primary aim of this course is to provide students with a clear understanding of the basic data structures like Built-in Data types, User defined Data type.
2. This course makes students familiar with understanding of creating, implementing functions using Python and Object-Oriented Programming concepts.
3. The primary aim of this course is to provide students with a clear understanding of the latest computing technologies and its application in descriptive and inferential data analytics. This course makes students familiar with understanding of basic, advanced functions like lookup functions, pivot, tables and charts.
4. The main theme of the course modules focuses on How to apply functions to analyze real time data sets. To project the insights using excel visualization techniques

Course Description: Knowledge of Excel is very essential for the professionals today. Excel can improve the quality of work that professional produce by creating beautiful dashboards, reports, interfaces, charts and nicely formatted data. It is not a programming language but an understanding of commands to ease the work and to handle and present data efficiently. There is no prerequisite required for the subject. Compatible version of excel is available for all type of operating system (Mac OS/Linux OS/Windows).

Python programming is an interface which supports the Machine Learning process to Data Analytics. It is an Object-Oriented Programming platform to develop any application in an interpreter way. This course supports the students to learn basics of programming concepts like control structure, looping structure, functions, objects in a Python way.

Course Contents:

Unit Modules

- 1 Basics of Programming
 - 1.1 Introduction to Programming, Variables, Constants, Data Types, I/O statement, Assignment statement, Conditional statements.
 - 1.2 While statement, Continue Statements, Except statement, Raise statement, With: statement, Writing a context Manager, Using the with: statement, del, Case statement

- 2 Functions
 - 2.1 The def statement, Returning values, Parameters, Arguments, Local Variables, Global variables, Strings, Character, Operators on string
 - 2.2 Organizing python codes using functions
 - 2.3 Organizing python projects into modules
 - 2.4 Importing own module as well as external modules
- 3 Object Oriented Concepts
 - 3.1 A simple class, The constructor, Member variables, Calling methods, Adding inheritance, Class variables, Class methods and static methods,
 - 3.2 Properties, Concept of class, object and instances
 - 3.3 Constructor, class attributes and destructors
 - 3.4 Real time use of class in live projects
 - 3.5 Inheritance
- 4 Advanced Excel Concepts
 - 4.1 Introduction to basic excel functions and concepts
 - 4.2 Conditional (Logical) Functions IF, IFS, OR, AND, NOT, XOR
 - 4.3 Lookup Functions Vlookup, Hlookup, Match and Index
 - 4.4 Text Functions Join Strings, Left, Right, Mid, Len, Find and Substitute, Separate Strings, Number of Instances, Number of Words, Text to Columns,
 - 4.5 Lower/Upper Case, Remove Spaces, and Compare Text, find vs Search, Text Substitute Vs Replace, Concatenate Strings, Substring
- 5 Data Visualisation and Charts
 - 5.1 Charts Create a Chart, Change Chart Type, Switch Row/Column, Legend Position, Data Labels,
 - 5.2 Column Chart, Line Chart, Pie Chart, Bar Chart, Area Chart, Scatter Chart, Bullet chart, Pareto
 - 5.3 Diagram, Histogram, Gantt Chart
 - 5.4 Use of Data Analytics Toolpack
- 6 Data Handling
 - 6.1 Pivot Tables Insert a Pivot Table, Drag fields, Sort & Filter, Change Summary Calculation,
 - 6.2 Two-dimensional Pivot Table, Group Pivot Table Items, Multi-level Pivot Table, Frequency Distribution, Pivot Chart, Slicers Update Pivot Table, Calculated Field/Item, Get Pivot Data, Creating Dashboards.
 - 6.3 Macros

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand a basic Python program using lists, functions and built-in data types.
2. Implement user defined functions using
3. Implement the Object-Oriented Programming concepts to develop an application in Python.
4. Apply basic, and logical functions of excel to the given dataset.
5. Apply advanced functions (lookup functions) of excel to the given dataset.
6. Understand the insights from data using different visualization graphs, charts etc.

References:

- Gowrishankar S, Veena A, (2019), Introduction to Python Programming, Taylor and Franics Group, CRC Press.
- Alexander, M., & Kusleika, D, (2019) Excel 2019 Power Programming with VBA, John Wiley & Sons, Inc.
- Martin C. Brown, (March 2018) Python: The Complete Reference, Tata Mc. Graw Hill Publisher.
- Dave Kuhlman, A Python Book: Beginning Python, Advanced Python, and Python Exercises, https://www.davekuhlman.org/python_book_01.pdf
- Joe Webinar, (2022) Excel 2022 Three Books-In-One: A to Z Mastery Guide On Excel Basic Operations, Excel Formulas, Functions, Pivot Tables & Dashboards, Copyright © 2022 Joe Webinar
- M., Kusleika, R., & Walkenbach, J. (2018) Excel 2019 bible, John Wiley & Sons.
- Bill Lubanovic, (2017 edition), Introducing Python: Modern Computing in Simple Packages, O'REILLEY' Series

MBA 1st Year
Trimester 2
International Business (MBA MGT 102)

L	T	P
3	-	-

Course Name: International Business
Course Credit Hours: 3

Course Contact Hours: 3
Course code: MBA MGT 102

Course Objectives:

1. Understand procedures to support the movement of products and services across international borders.
2. Gain an overview of how governments influence international business activities
3. Assess different international markets for investment & growth opportunities
4. Embrace cultural diversity, corporate sustainability and social responsibility in international business.
5. Understand the role of social and economic aid organizations such as the GATT, WTO and IMF, etc.

Course Description: This is a cross-functional core course offered to students across all specializations. In this course Students learn various aspects of International Business in terms of concepts, operations, opportunities and challenges.

Course Contents:

Unit Modules

- 1 Introduction to International Business
 - 1.1 Globalization and the need for international business
 - 1.2 Nature of international business
 - 1.3 Drivers of cross-border business
 - 1.4 Routes of global business and active players in multinational business
 - 1.5 Concept of Internationalization
 - 1.6 Mode of Entry- Export & Import, Contracting strategies, Foreign Direct Investment, Strategic Alliance and Network collaboration
 - 1.7 International Business strategy
 - 1.8 Industry Analysis, Intra-Industry Trade Porter's five forces model,
 - 1.9 Three Generic Strategies: Cost leadership, Differentiation and Focus
- 2 International Business Environment and International Institutions in International Business

- 2.1 International business environment – Political, Economic, Legal, Technological and Cultural factors
- 2.2 International Institutions in International Business: WTO and Regional Economic Integration (European Trade Union, Asian Trade Agreements Like APEC, ASEAN, African Trade Agreements, Western hemisphere trade agreements like NAFTA, CAFTA, MERCOSUR, Andean Community)
- 3 International Trade Theories
 - 3.1 Theories of Global Trade and Investment- Mercantilism
 - 3.2 Theory of Absolute Advantage
 - 3.3 Theory of Comparative Advantage
 - 3.4 Factor Endowment Theory
 - 3.5 Product Life Cycle Theory
 - 3.6 Strategic Trade Theory
 - 3.7 Porter’s National Competitive Advantage
- 4 International Trade Policies
 - 4.1 Free Trade Agreements- Trade Diversion Vs Trade Creation.
 - 4.2 Introduction to Trade Policy
 - 4.3 Tools for trade policy – Tariffs, Non-Tariff trade Barriers
 - 4.4 Quotas
 - 4.5 Purpose of protectionism
 - 4.6 EXIM Policy
- 5 Managing Business Functions
 - 5.1 Marketing – benefits of international markets
 - 5.2 Major activities in international marketing
 - 5.3 Operations management – strategic issues in operations management
 - 5.4 International financial management – financing foreign trade
 - 5.5 International human resource management
 - 5.6 Social responsibility and ethical issues in international business – national differences in ethics and social responsibility
 - 5.7 Codes of conduct for MNC’s
 - 5.8 International Business and Sustainability, profits: with special focus on south Asia

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Identify the internationalization process of firms in a globalised era.
2. Demonstrate the motives in the formation of international Institutions and agreements
3. Interpret the relevant theories and concepts to various practices of global business.
4. Assess the impact of the current EXIM policy on international business.
5. Examine the reasons for the success or/and failure of international business strategies

References

1. Collinson, S., Narula, R., Qamar, A., & Rugman, A. M. (2020). International Business. Pearson Education Limited.
2. Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2022). International Business. Pearson.

3. Aswathappa, K. (2012). International Business. Tata McGraw Hill Education.
4. Charles W.L. Hill, Arun K Jain (2012). 10th Edition, International Business, Tata-McGraw-Hill Publications.
5. Czinkota M.R., Ronkanen, I.A. & Moffett M.H (2011). 8th Edition, International Business. New Delhi: Wiley.
6. John D. Deniels and Lee H Daniels &Radebaugh, (2010). 13th Edition, International Business, Pearson Education Publications.
7. Andrew Harrison, et al, (2000). International Business, Oxford University Press.
8. John B. Cullen, K. Praveen Parboteeah (2011). 5th Edition, Multinational Management: a strategic approach, South-Western Cengage Learning.
9. <https://www.journalpressindia.com/focus-journal-of-international-business>
10. <http://www.palgrave.com/gp/journal/41267>
11. <https://www.emerald.com/insight/publication/issn/1742-2043>

MBA 1st Year
Trimester 2
Digital Marketing (MBA MKT 104)

L	T	P
2	-	2

Course Name: Digital Marketing
Course Credit Hours: 4

Course Contact Hours: 3
Course code: MBA MKT 104

Course Objectives:

1. Understanding Fundamentals of google analytics
2. Using the google adwords and google webmaster tools
3. How does display ads and google SEO function
4. How to increase website or app traffic

Course Description: The world of 21st century has got transcend drastically and got majorly inclined towards digital adaptation. From the likes of Google, Facebook & YouTube every brand and business wants to have a digital presence. And this course makes you walk into a door of opportunity to learn all about google while at the same time it puts your mental and analytical approach to certain situations to a test.

Course Contents:

Unit Modules

- 1 Fundamentals and Functionalities of Google analytics
 - 1.1 Reading and analyzing website data fetched by google
- 2 Data analytics on Website data
 - 2.1 Problem solving of complex website data
- 3 Fundamentals of Google SEO I
 - 3.1 Learning the basics of google SEO and its working
- 4 Functionalities of Google SEO II
 - 4.1 How to rank a website along with content strategy
- 5 Introduction to Google adwords
 - 5.1 Building a google adword panel and brand strategies to run SEM ads

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand the industry abbreviations and fundamentals of google analytics
2. Formulate google SEO strategies
3. Solve large problem data generated by real time business.

4. Content writing and SEO blogging
5. Understand the google ad structures and strategies.

References

- Google analytics panel
- Google adwords panel
- Gmail account

MBA 1st Year
Trimester 2
Business Statistics (MBA BA 103)

L	T	P
3	-	-

Course Name: Business Statistics
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: MBA BA 103

Course Objectives:

The concepts and models studied in this course have numerous applications in economics, entrepreneurship, data sciences, finance, marketing, management and related domains. Topics covered will include multiple regression models, business analytics, decision making, dummy variables, simple dynamic models and co-integration models. Practical problems using advanced excel and other statistical tools will be solved.

Course Description: This course is for students with basic knowledge of statistics and its application in business. It is an introductory course on business statistics. It reviews and builds on basic statistical concepts, covered in statistics & mathematics.

Course Contents:

Unit Modules

1. Introduction and Key Statistical Concepts
 - 1.1 The growth of statistics and Business Analytics
 - 1.2 Introduction and data collection
 - 1.3 Types of variables
 - 1.4 Measures of central tendency, variation and shape
 - 1.5 Numerical descriptive measures for a population
2. Probability Concepts & Discrete Distributions
 - 2.1 Probability distribution for a discrete random variable
 - 2.2 Covariance and its application
3. Normal Distribution and Sampling Distribution
 - 3.1 Continuous probability distributions
 - 3.2 The normal distribution
 - 3.3 The uniform distribution
 - 3.4 The exponential distribution
 - 3.5 Sampling distributions
 - 3.6 Sampling distribution of the mean
 - 3.7 Estimation using Confidence Intervals
4. Hypothesis Testing: One-Sample Tests & Two-Sample Tests

- 4.1 Hypothesis-testing methodology
- 4.2 Z test of hypothesis for the mean (σ known)
- 4.3 One-tail tests
- 4.4 T- test of hypothesis for the mean (σ unknown)
- 4.5 Z test of hypothesis for the proportion
- 4.6 Comparing the means of two related populations
- 4.7 F test for the difference between two variances

Course Outcomes (COs): After completion of the course, you should be able to:

1. Make statistical inference of business data relevant to the industry.
2. Identify business problems using business data.
3. Solve complex business problems using the key concepts in statistics like probability.
4. Derive decision scenarios, conclusions and inferences from data.
5. Make use of statistical techniques in business and economics.

References:

Required Resources

- Berenson, M., Levine, D., Szabat, K. A., & Krehbiel, T. C. (2012). *Basic business statistics: Concepts and applications*. Pearson higher education AU.

Recommended Resources:

- Factfulness, Hans Rosling, Ola Rosling, Anna Rosling Rönnlund

MBA 1st Year
Trimester 2
Cost and Management Accounting (MBA FIN 102)

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Course Name: Cost and Management Accounting
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: MBA FIN 102

Course Objectives:

1. The course is intended to develop an understanding of the elements of costs and their classification, cost-volume-profit analysis, activity-based costing and variance analysis amongst other techniques.
2. It is expected to explain how these techniques are useful in the process of strategic decision-making in today's dynamic business world. To expose the learners to the latest methodology, the course will use financial models.

Course Description: Organizations have to manage revenues and costs to maximize their profits. The amount of revenue generated is largely market-determined and hence, it is very vital for organizations to understand how to control costs. This course aims to provide the learners with an understanding of cost and management accounting concepts related to functions of planning, controlling, and decision-making. To achieve this, it introduces an application of cost and management accounting fundamentals and tools.

Course Contents:

Unit Modules

- 1 Introduction to Accounting and Cost concepts
 - 1.1 Types of Accounting
 - 1.2 Introduction to Cost and Management Accounting
 - 1.3 Cost Terms, Concepts and Classification
 - 1.4 Elements of Cost in Manufacturing and Service Organizations
- 2 Marginal Accounting Techniques and Decision-making
 - 2.1 Marginal Cost and Marginal Costing
 - 2.2 Break-even Point (BEP) Analysis
 - 2.3 Cost-volume-profit (CVP) Analysis (single-product and multi-product)
 - 2.4 Margin of Safety
 - 2.5 Relevant Costs and Revenues for Decision-making
- 3 Traditional and Contemporary Cost Accounting Approaches
 - 3.1 Process Costing

- 3.2 Traditional overhead allocation
- 3.3 Cost Drivers
- 3.4 Activity-based Costing (ABC)
- 3.5 Comparison of Traditional and ABC Systems
- 4 Planning, control, and performance management
 - 4.1 Budgeting Process
 - 4.2 Standard Costing
 - 4.3 Variance Analysis
 - 4.4 Transfer Pricing
 - 4.5 Strategic Cost Management
 - 4.6 Target Costing and Value Engineering

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Explain and compare traditional and contemporary cost accounting approaches for decision-making.
2. Apply standard costing and budgetary control for planning and controlling.
3. Implement various cost accounting methods and managerial accounting techniques to a range of businesses.
4. Articulate and analyze information for making strategic, managerial decisions such as fixing selling price, profit planning, make or buy etc.

References

- Book Colin Drury, 2018, Cost and Management Accounting, 9th Edition, Cengage Learning.
- Book Ravi M. Kishore, 2021, Cost and Management Accounting, 6th Edition, Taxmann Publishing
- Case Study Tenalpina Tools: The Entrepreneur's Dilemma, BAB276, May 2015, Babson College, Harvard Business School Publishing
- Case Study Tenalpina Tools: Product Line Expansion, BAB278, May 2015, Babson College, Harvard Business School Publishing
- Charles T. Horngren, Srikant M. Datar, Madhav V. Rajan, 2015, Cost Accounting: A Managerial Emphasis, 15th Edition, Pearson.
- Charles T. Horngren, Gary L. Sundem, Dave Burgstahler, Jeff O. Schatzberg, 2014, Introduction to Management Accounting, 16th Edition. US: Pearson Education.
- Arora, M.N., 2016, Cost Accounting: Theory, Problems and Solutions, 3rd Edition, Himalaya Publishing House.
- Online Journal: <http://icmai-rnj.in/>
- Online Publication: <https://www.cgma.org/learn/publications.html>

MBA 1st Year
Trimester 2
Design Thinking & Innovation (MBA MGT 108)

L	T	P
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Course Name: Design thinking & Innovation
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: MBA MGT 108

Course Objectives:

The course is intended to develop an understanding of the fundamentals of design, its use and relevance in solving business problems and to further create an appreciation for the intangible beauty and elegance of well-designed and financially viable entities.

Course Description: Numerous industries and service providers utilize design principles and values to develop better products and services and consequently perform better in the market. This course aims to make management students fluent in these ideas so that they can both use these ideas in their own workflows and also be able to translate these ideas in cross-disciplinary teams that they manage.

Course Contents:

Unit Modules

- 1 Design and Research
 - 1.1 What is good design
 - 1.2 What is innovation
 - 1.2 Design research
- 2 Research expression
 - 2.1 Creativity and Ideation
 - 2.2 Creativity
 - 2.3 Concept Generation
 - 2.4 Concept Selection
3. Business
 - 3.1 Business plan
 - 3.2 Marketing
 - 3.3 Delivery planning
 - 3.4 Product Management

Course Outcomes (COs):

At the end of the course, the students will be able to:

1. Have a sense of what good design is, what it looks like and what it feels like from both an intellectual and intuitive sense.
2. Delve into design research, learn to ask the right questions and read between the lines.
3. Exercise their creativity and learn how to organize and channelize it.
4. Understand the relationship between design and business in the larger context of society.
5. Learn to elegantly and competently express their work to clients/managers.

References

- Product Design and Development, 6th Edition, Steven Eppinger

MBA 1st Year
Trimester 2
Ethics & Corporate Governance (MBA MGT 106)

L	T	P
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Course Name: Ethics & Corporate Governance
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: MBA MGT 106

Course Objectives:

- 1 Identify ethical issues in business and view issues from more than one point of view
- 2 Adopt a well-reasoned process by which they can arrive at ethically-defensible decisions
- 3 Adopt unbiased research approach to identify business challenges and opportunities
- 4 Develop research aptitude which will enable them to solve business challenges.

Course Description: This course provides the student with foundational information about ethics and its impact on business. Upon completion, the student should be able to identify ethical issues that arise in business decisions and the principles that apply to them.

Course Contents:

Unit Modules

- 1 Ethics and Moral Reasoning
 - Introduction to Ethics, History, Evolution & Theories
 - Jeremy Bentham's Theory of Utilitarianism
 - Immanuel Kant's Theory of Deontology and Virtue Ethics
 - Relationship between Morality, Ethics, Law & philosophical underpinnings
 - Moral Reasoning & Cost Benefit Analysis
- 1.1 Science of Framing Unbiased Questions
 - Key lessons from the book: The MOM Test
- 1.2 Understanding the impact human biases on Research
 - Key human biases and fallacies and way to reduce their impact
- 2 Ethical Decision Making
 - Leader's Decision Making Dilemma: Short Term Gains Vs Long Term Impact
 - Models & Frameworks for Ethical Decision Making
 - Whistle blowing & ways to promote it in an organization
- 2.1 Fundamentals of Business Research
 - Types of research methodologies
 - Types of research papers
 - Identifying right areas for research

- Use of thinking models to understand research gaps.
- 3 The Ethical Organization
 - Cultivating & Embracing the culture of Ethical Behaviour in the organization. (Programs & Approaches adopted)
 - Triple Bottom Line
- 3.1 Thematic Research Paper writing
 - Scope
 - Methodology
 - Structure
 - Key sections
- 4 Research Paper review
 - Thesis including review of literature, research methodology, findings, conclusions, cite sources.

Course Outcomes (COs): After completing the course, the student shall be able to:

- 1 Identify various ethical issues and demonstrate the ability to use various models and frameworks to undertake an ethical decision.
- 2 Appreciate the role of a leader in creating an ethical culture.
- 3 Understand research application to various business goals.
- 4 Be able to use systematic research process to enable business functions.

References:

Required Resources:

- AC Fernando. Business Ethics and Corporate Governance. Pearson Publication.
- William G. Zikmund. Business Research Methods. Cengage India Private Limited

Recommended Resources:

- Khankha SS. Business Ethics and Corporate Governance (Principles & Practice). S Chand & Company.
- Larry B Christensen. Research Methods, Design, and Analysis. Pearson Publication.

MBA 1st Year
Trimester 2
Organizational Behaviour (MBA MGT 109)

L	T	P
3	-	-

Course Name: Organizational Behaviour
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: MBA MGT 109

Course Objectives:

1. To enable students to demonstrate a thorough knowledge and understanding of organisational behaviour
2. To help students to apply the theories, concepts and models taught in the course relevant to contemporary to navigate efficiently across organizational issues
3. To build a capacity in students for self-reflection and a willingness to engage in self-appraisal & appraisal of others

Course Description: Organizational Behaviour course focuses on enabling students with a deeper understanding of the underlying principles and concepts that govern human behavior thus empowering them to build enduring organizations.

Course Contents:

Unit Modules

- 1 Managing Oneself
 - 1.1 Introduction to Organizational Behaviour
 - 1.2 Interdisciplinary Nature of Organizational Behaviour
 - 1.3 Fundamental Concepts of Organizational Behaviour
 - 1.4 Understanding the Irrational Behaviours of the Mind
 - 1.5 Leading Research in the domain of “Managing oneself & one’s mind”
- 2 Managing Interpersonal Relations
 - 2.1 Role of Emotions & Learnings from Cognitive Behavioural Therapy
 - 2.2 Managing interpersonal relationships (personal & professional)
 - 2.3 Theories of Communication and the Hidden Forces of Communication
 - 2.4 Understanding the Science of Motivation
 - 2.5 Theories of Motivation – Clayton Alderfer’s ERG Theory, Adam’s Equity Theory, Vroom’s Expectancy Theory
- 3 Managing a Team
 - 3.1 Fundamentals of Effective Leadership
 - 3.2 Three Principles of Leadership, Leadership from an International Organizational Behaviour Perspective, Leadership Challenges and Opportunities

- 3.3 Understanding the 5 Dysfunctions of a Team.
- 3.4 Teamwork – Team Design, Team Composition, Team Processes, Teams over Time
- 3.6 How to Fuel Execution at Work
- 4. Managing Work
 - 4.1 Restructuring work infrastructure for Scaling Up
 - 4.2 Virtual Work and the Hybrid Team Canvas
 - 4.3 Managing uncertainty at work
 - 4.4 Group and Group Dynamics
 - 4.5 Acquisitive Career Vs Contributive Career

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.
2. Identify personal dimensions of personality, job satisfaction, motivation and learning.
3. Be adept at working in groups, understand group dynamics, examine group types and team working techniques.
4. Evaluate the developments of basic conflict resolutions, discuss the main problems about stress, power and politics and ethics.

References

Required Resources

- Organizational Behavior Paperback – 19 December 2016 by Stephen P. Robbins (Author), Timothy A. Judge (Author), Neharika Vohra (Author)

Recommended Resources:

- Start with Why: That Will Help You Find Your Purpose, Penguin UK; Latest Edition (6 October 2011)
- Good to Great Why Some Companies Make the Leap...And Others Don't Hardcover – 4 October 2001 by Jim Collins, RHUK; Latest edition

MBA 1st Year
Trimester 3
Financial Management (MBA FIN 103)

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Course Name: Financial Management
Course Credit Hours: 3

Course Contact Hours: 3
Course code: MBA FIN 103

Course Objectives:

1. The course is intended to explain the role of corporate finance in an organization.
2. It will also discuss the techniques and terminologies used in financial decision-making related to financial planning, investments, working capital management and capital purchases amongst others.

Course Description: In a commercial setup, corporate managers are required to understand and communicate using financial information. As a fundamental prerequisite, they have to make inbound and outbound financial decisions that have a huge impact on the organization's business value. For this purpose, this course aims to enable the learners with a thorough understanding of the basics of corporate finance.

Course Contents:

Unit Modules

- 1 Corporate Finance and Time Value of Money
 - 1.1 Introduction to-
 - 1.2 Corporate Finance
 - 1.3 Present Value of a Single Cashflow
 - 1.4 Present Value of an Annuity
 - 1.5 Future Value of a Single Cashflow
 - 1.6 Future Value of an Annuity
 - 1.7 Present Value of an Infinite Annuity
 - 1.8 Present Value of a Growing, Infinite Annuity
 - 1.9 Valuation of Bonds and Shares
- 2 Capital Budgeting Techniques and Decision-making
 - 2.1 Net Present Value
 - 2.2 Benefit-cost Ratio
 - 2.3 Internal Rate of Return
 - 2.4 Modified Internal Rate of Return

- 2.5 Discounted Payback Period
- 2.6 Payback Period
- 2.7 Accounting Rate of Return
- 2.8 Estimation of Cash flows
- 3 Weighted average and cost of capital
 - 3.1 Cost of equity
 - 3.2 Cost of debt
 - 3.3 Cost of preferred capital
- 4 Working Capital Management
 - 4.1 Working Capital Policy and Management
 - 4.2 Credit Management
 - 4.3 Cash Management
 - 4.4 Inventory Management

Course Outcome:

At the end of the course, the students will be able to:

1. Understand the major financial decisions of an organization and the role of time value of money in these decisions.
2. Apply investment appraisal techniques for evaluating financial viability and securing funding to start and grow the business.
3. Calculate the relevant cash flows of a project and evaluate its feasibility using the weighted average cost of capital.

References:

- Khan, M. Y. 2018, *Financial Management: Text Problems and Cases*, 8th Edition, Tata McGraw-Hill Publishing Company Limited.
- Pandey, I. M. 2016, *Financial Management*, 11th Edition, Vikas Publishing House Pvt. Ltd.
- Chandra P. 2019, *Financial Management: Theory and Practice*, 10th Edition, McGraw-Hill Education (India) Private Limited.
- Brigham, E. F. & Houston J. F. 2021, *Fundamentals of Financial Management*, 14th Edition, Cengage Learning India Private Limited.
- Online Journal: <https://onlinelibrary.wiley.com/journal/1755053x>
- Online Publication: <https://www.fm-magazine.com/>

MBA 1st Year
Trimester 3
Advanced Principles for Marketing and Advertising (MBA MKT 107)

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Course Name: Advanced Principles of Marketing and Advertising
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: MBA MKT 107

Course Objectives:

The primary aim of this course is to provide students with a clear understanding of marketing principles along with specific application scenarios in real life. The application aspect shall touch upon the aspects of larger marketing strategy including advertising or communications strategy. The course will also deal with short cases for helping students with real world challenges and application. Major objectives of the course are:

1. To discuss the advanced principles of marketing with application context
2. To understand the consumer buying behavior and consumer classification
3. To evaluate marketing and advertising decisions basis the marketing mix for each of the mix element.
4. To understand the scenarios for which competitive strategies are employed

Course Description: Understanding the advanced principles marketing is crucial as they play an important role in building marketing including the advertising strategy for an organization. In the ladder course structure, this course will help students build understanding around marketing principles which will help them in appreciating the finer aspects of building and executing marketing strategies including the communication strategy through advertising efforts. The course would touch upon a range of marketing principles ranging from consumer perception to marketing mix, and from consumer buying behavior to competitive strategies, and how these influence the marketing and advertising strategy decisions.

Course Contents:

Unit Modules

- 1 Customer Classification for Marketing
 - 1.1 Role of Customer Classification in Marketing & Communication
 - Why customer classification?
 - How to do customer classification?
 - 1.2 Customer Classification and Positioning
 - Role of customer classification in positioning decisions

- Perceptual Mapping with customer classification
- 2 Marketing Mix Decisions
 - 2.1 SAVE framework
 - 4Ps to SAVE
 - Application of SAVE Framework
 - 2.2 Marketing Mix in Real World
 - New Product Development
 - Pricing Strategy
 - Channel Strategy
 - Promotion Mix
 - Sales Promotion Management
 - 2.3 Advertising decisions related to Marketing Mix
 - 2.4 Marketing Mix Modelling
 3. Consumer Buying Behaviour
 - 3.1 Role of CBB on Marketing and Advertising Strategy
 - 3.2 Customer Communication based on Affinity Analysis, RFM and CLV
 4. Competitive Strategies
 - 4.1 Competitive Strategies
 - 4.2 Role of communication in competitive strategies
 5. Niche Strategies and Communication
 - 5.1 Niche Advertising
 - Digital Marketing Trends
 - Viral Advertising
 - 5.2 Honest Marketing

Course Outcome:

At the end of the course, the students will be able to:

1. Analyze and evaluate consumer buying behavior critical for communication strategy
2. Create consumer classification based on classification criterion
3. Recommend marketing and advertising decisions basis the marketing mix
4. Evaluate scenarios for deployment of competitive strategies
5. Recommend niche communication strategies for specific marketing goals

References:

Required Resources

- Kotler P., Keller K., Chernev A., Sheth J., Shainesh G., 2022, *Marketing Management*, Indian Edition, Pearson Education.
- Advertising Management by Rajeev Batra, John Myers, and David Aaker
- Marketing Warfare by Al Ries and Jack Trout McGraw-Hill Education; New edition
- Sales Promotion, 4/E Paperback by Roddy Mullin & Julian Cummins Kogan Page Special Priced Titles

- Honest Marketing: A Coherent Approach to Conscientious Business Operation by Tom Fagerhaug & Bjørn Andersen

Recommended Resources:

- SEC Classification by <https://mruc.net/uploads/posts/b17695616c422ec8d9dadafc1c3eec26.pdf>
- Positioning: The Battle for Your Mind by Al Ries and Jack Trout.
- Marketing Mix Modelling resources by Aryma Labs <https://www.arymalabs.com/resources/>

MBA 1st Year
Trimester 3
Integrated Marketing Communication (MBA MKT 103)

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Course Name: Integrated Marketing Communication
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: MBA MKT 103

Course Objectives:

At the end of the course, the students will be able to:

1. Help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers
2. Provide a managerial framework for integrated marketing communications planning.
3. Equip students with frameworks to critically assess marketing communications' campaigns.
4. Evaluate different media options available and plan media.
5. Appreciate the ethical and social issues in advertising.

Course Description: As per Philip Kotler, Integrated Marketing Communications (IMC) “is a way of looking at the whole marketing process from the viewpoint of the customer.” Marketers have realized that it’s not enough to simply reach the customer but it is important to occupy the mindscape of the customer. In today’s world, organizations are adopting various ways and means including using technology, in addition to traditional methods to accomplish this objective. The objective of the course is to acquaint the students with essential concepts and techniques for the development and designing of an effective Integrated Marketing Communication programme. It provides the learning about various communication tools and its effectiveness, in such a way that fosters the creative ideas from the learners for development of effective marketing communication programme.

Course Contents:

Unit Modules

- 1 Introduction
 - 1.1 Introduction to Integrated Marketing Communication evolution, contemporary perspective, role of IMC in branding
 - 1.2 Branding lessons – Brand architecture, hierarchy, brand elements, guidelines and study
 - 1.3 Promotional mix – tools of IMC, advertising, direct marketing, interactive/internet marketing, sales promotion, publicity/public relations, personal selling
 - 1.4 Role of IMC in marketing process
- 2 IMC Program and Situation Analysis

- 2.1 Organizing for advertising and promotion – role of advertising agencies and other marketing communication organizations
- 2.2 Perspectives on consumer behaviour
- 2.3 The communication process – nature, basic model of communication
- 2.4 Source, message and channel factors
- 2.5 Objectives and budgeting for integrated marketing communications programs
- 2.6 DAGMAR approach
- 3 Developing IMC Programs
 - 3.1 Creative Strategy – planning and development, creative process, advertising campaigns, creative briefs
 - 3.2 Media Planning – designing media plans, media objectives, developing and implementing media strategies
 - 3.3 Evaluation of Media – television, radio, print
 - 3.4 Support Media – outdoor advertising, out-of-home media, in-store media, other miscellaneous outdoor media
 - 3.5 Direct Marketing, internet and interactive media
 - 3.6 Sales Promotions – consumer oriented, trade oriented
 - 3.7 Personal Selling Public Relations, Publicity, and Corporate Advertising
- 4 The Broader Environment
 - 4.1 Monitoring and control – measuring the effectiveness of the promotional program, conducting research, testing process
 - 4.2 Social, ethical and economic aspects of advertising and promotion – social and ethical criticism of advertising, economic effects of advertising, effect on consumer choice, competition and product costs and prices

Course Outcomes: At the end of the course, the students will be able to:

1. Understand the role of IMC and its applications
2. Apply IMC principles and practices to develop a comprehensive IMC plan for a brand
3. Analyse public relations/social media plan, and describe the value of media in IMC
4. Evaluate the methods marketers can use to assess the effectiveness of an IMC campaign.

References:

- Kotler, P. (2016). Marketing Management, 13th Edition. Pearson.
- Moriarty, S., Mitchell, N., & Wells, W. (2016). Advertising and IMC, 10th Edition. Pearson.
- Belch, G., & Belch, M. (2018). Advertising and Promotion: An Integrated Marketing Communications Perspective, 11th Edition. Tata-McGraw Hill.

BBA 1st Year
Trimester 3
Corporate Strategy (MBA MGT 107)

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Course Name: Corporate Strategy
Course Credit Hours: 3

Course Contact Hours: 30
Course Code: MBA MGT 107

Course Objectives:

1. The course describes the practical and integrative model of Strategic management process that defines basic activities in strategic management.
2. In addition, it endeavours to demonstrate knowledge and ability in formulating strategies and strategic plans.
3. The entire gamut of analysing the competitive situation and the strategic dilemma in dealing with the dynamic global business environment in terms of the rapidly changing market trends and technological advancement is explored.
4. At the same time there is a conscious effort made to help evaluate the challenges faced by managers in implementing and evaluating strategies based on the nature of business industry and the cultural differences is exhibited.

Course Description: Organizations need to strategize in order to achieve the optimum from the resources at their disposal. The course will introduce the students to models, frameworks and an institutionalized approach to understanding what is critical for the continuous evolution of the business in the current context. The Course deals with the organizational and leadership challenges/choices facing multi-business firms. The course provides students with a unique perspective on how corporations formulate a vision and develop strategies to allocate resources and create synergies across their portfolio of businesses.

Course Contents:

Unit Modules

- 1 Nature of Strategic Management
 - 1.1 CLV and Customer Equity
 - 1.2 Strategic Planning Process
 - 1.3 What is our business, Vision and Mission, Goals, SWOT
 - 1.4 Environment Analysis – Macro and Microenvironments, PEST
 - 1.5 Industry Analysis- Porters 5 forces, BCG

- 2 Core competency, competitive advantage and hyper competition model
 - 2.1 Strategy Implementation – Porters Generic Model – Focus v/s Differentiation
 - 2.2 Product, Market Segmentation and Positioning
 - 2.3 Strategy Implementation – Diversification
- 3 Strategies
 - 3.1 Integration Strategies -Horizontal and Vertical Integration
 - 3.2 Red v/s Blue Ocean Strategy
 - 3.3 Offensive Strategies – Improving Market Position and building competitive advantages
- 4 Defensive Strategies
 - 4.1 Strategy Review, Evaluation, & Control
- 5 Balanced Scorecard
 - 5.1 Strategy Maps
 - 5.2 Social Responsibility and Triple Bottom line

Course Outcomes

At the end of the course, the students will be able to:

1. Understand the nature of strategic-management process. & be able to define of key terms in strategic management.
2. Learn Strategy Formulation – Who are we? Vision, Mission, Internal and External Analysis & Strategies in Action – Types of Strategies, Porters Models. Balanced Scorecard, Mckinsey Model
3. Be able to undertake strategy formulation in for profit and not for profit organisations & Implementing Strategies
4. Understand Pitfalls in Strategy implementation. Why some companies fail in strategizing?
5. Understand how a firm may achieve sustained competitive advantage.

References

1. Thompson, A. A., & Strickland, A. J. (Year). *Crafting and Executing Strategy – Quest for Competitive Advantage, 16th Edition*. McGraw Hill.
2. David, F. R. (Year). *Strategic Management – Concept and Cases, 13th Edition*. Pearson.
3. Kotler, P., & Armstrong, G. (Year). *Principles of Marketing, 17th Edition*. Pearson.

MBA 1st Year
Trimester 3
Social Entrepreneurship (MBA ENT 102)

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Course Name: Social Entrepreneurship
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: MBA ENT 102

Course Objectives:

The main goal of this course is to educate students on the impactful role that business can play in addressing societal issues, while still generating financial returns. Through this course, you will gain access to tools and frameworks that will empower you to apply your business education to solving problems in society.

Course Description: The overall objective of the course is to help students understand the important role that business can play in bringing about social impact, while earning monetary rewards. The core aim is to help students with tools and frame works that will enable them to use business education to solve societal problems.

Course Contents:

Unit Modules

1. Introduction to Social Entrepreneurship
The first module focuses on the difference in approach while running a social enterprise vis-à-vis for a profit enterprise or a non-profit. Students would be exposed to different social enterprises spread across various sectors and would be asked to reflect on societal problems that bother them as individuals and possible business solutions to them
2. Key tools & frameworks to enable social enterprise growth.
This module goes beyond the idea exploration to key tools and techniques that can be used to create solutions, deploy them and measure impact. The students will be exposed to different enterprises and would use the above-mentioned tool, to evaluate the impact created by these enterprises.
3. Key Business Functions Vis-à-vis Social Enterprise
This module focuses on different formats in which an enterprise could be structured and create social and financial impact. This module will also focus on different segments that a social entrepreneur could cater to and various ways in which s/he would market the solutions.
4. Scaling social enterprise.

The modules focus on two key components of any business, i.e. scale and sustainability. In this module students will learn different approaches and models they could use to plan for scale and sustainability.

Course Outcomes:

At the end of the course, the students will be able to:

1. To understand the concept of social entrepreneurship and be inspired to find new ways to tackle the world's greatest challenges
2. Appreciate that social entrepreneurship is a mind-set to tackle problems across different sectors (public, private, non-profit)
3. Discover a pathway for how one can make a change whether this is founding an enterprise, serving as an employee, or supporting social entrepreneurs in other creative ways
4. Develop skills in identifying and analyzing social and environmental issues, as well as creating and implementing sustainable solutions
5. Gain an understanding of the various models and strategies used in social entrepreneurship and learn how to apply them in real-world scenarios.

References:

Recommended Resources:

- Bornstein, D., & Davis, S. (Year). Social Entrepreneurship: What Everyone Needs to Know.
- Bansal, R. (Year). I Have a Dream.
- Novogratz, J. (Year). The Blue Sweater.
- Ellis, T. (Year). The New Pioneers.
- Galinsky, L., & Nuxoll, K. (Year). Work on Purpose.
- Elkington, J., Hartigan, P., & Schwab, K. (Year). The Power of Unreasonable People.

MBA 1st Year
Trimester 3
Total Supply Chain (MBA MGT 111)

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Course Name: Total Supply Chain
Course Credit Hours: 3

Course Contact Hours: 30
Course code: MBA MGT 111

Course Objectives:

1. The course is intended to develop an understanding of the elements of supply chain and distribution network.
2. It is expected to explain how these techniques are useful in the process of strategic decision-making in today's dynamic business world.
3. To expose the learners to the latest methodology, the course will use supply chain models

Course Description: Understanding entire supply chain from manufacturer to end user. Understanding the logistics and Distribution patterns.

Course Contents:

Unit Modules

- 1 Introduction to Total Supply Chain
 - 1.1 Supply chain and logistics
 - 1.2 Types of Logistics
 - 1.3 Types of Supply chain
 - 1.4 International Logistics
- 2 Factory Processes
 - 2.1 In bound and out bound
 - 2.2 Case studies
 - 2.3 Labour laws
- 3 Distribution Network
 - 3.1 Distribution modes
 - 3.2 Channels of distribution
 - 3.3 Warehouse vs super stockiest
 - 3.4 Export and Import
- 4 Manufacturing Resource Planning
 - 4.1 MRP1 and MRP2
 - 4.2 Role of MRP2 in Supply chain

4.3 Coding and out bound logistics

Course Outcomes:

At the end of the course, the students will be able to:

1. Explain and compare traditional and contemporary supply chain techniques
2. Apply various distribution models
3. Understanding entire supply chain network

References:

In class teaching notes and case studies

MBA 1st Year
Trimester 3
Managerial Economics (MBA MGT 104)

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Course Name: Managerial Economics
Course Credit Hours: 3

Course Contact Hours: 30
Course Code: MBA MGT 104

Course Objectives:

1. Micro-economic theory and public awareness.
2. Content and discussion about both the global and domestic economy.
3. Provide students with a clear understanding of microeconomic theory.
4. Application in a real-world context.
5. This course will help you apply the skills and tools learned from theory to current world events.

Course Description: This course is an introduction of microeconomic theory in business with real world examples. The main theme of the course modules focuses on How households, firms, and governments make decisions of what goods and services to produce, how to produce the goods and for whom to produce them.

Course Contents:

Unit Modules

- 1 Introduction to business and microeconomics
 - 1.1 Economics and the world of business
 - 1.2 Business organizations
 - 1.3 Business and Markets
- 2 Demand and Supply – Theory and Practice
 - 2.1 Demand and the consumer
 - 2.2 Demand and the firm
 - 2.3 Products, marketing and advertising
 - 2.4 Costs of production
 - 2.5 Revenue and profit
- 3 Revenue and profit in competitive market
 - 3.1 Profit maximisation under perfect competition and monopoly
 - 3.2 Supply: Alternative strategies
 - 3.3 An introduction to business strategy – Game Theory

- 3.4 Alternative theories of the firm
- 3.5 Growth strategy
- 3.6 Pricing strategy
- 4 Game Theory
 - 4.1 Game Theory: Scope and Depth
 - 4.2 Strategic Form Games
 - 4.3 Nash Equilibrium
 - 4.4 Cooperation and Conflict

Course Outcomes:

At the end of the course, the students will be able to:

- 1 Professional Competency and Identity with applied research
- 2 Understand Economics and how it is related to the world of business.
- 3 Understand extreme markets, i.e, competitiveness and monopoly, and the markets in between, oligopoly, duopoly (betrand/cournot), and the stackelberg model.
- 4 Understand firm relation in labour market and in capital market
- 5 Understand uncertainty, risk, and asymmetric information.

References

Required Resources

- Sloman, J., Garratt, D., Guest, J., & Jones, E. (2016). *Economics for business*. Pearson Education.

Recommended Resources

- Game Theory: Interactive Strategies in Economics and Management, 1st edition Cambridge University Press 2012
- Mankiw, N. G. (2014). Principles of economics. Cengage Learning.

MBA 1st Year
Trimester 3
Research Methodology (MBA RES 102)

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Course Name: Research Methodology
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: MBA RES 102

Course Objectives:

1. To identify management problems and convert them into research problems.
2. To choose appropriate research methods based on the research problem.
3. To identify suitable measures and sources of information for literature review and data collection.
4. To construct research instruments for collecting the required data.
5. To recommend suitable courses of action, based on statistical analysis of the data.

Course Description: The course aims to develop a research orientation among students and thereby making their managerial decision-making process scientific. The course covers all elements of business research process including problem discovery, literature review, research design, data collection, and data analysis using software applications, interpretation and reporting of results. It provides a knowledge base on steps in a research process needed to conceptualize, define, design and execute a business research project.

Course Contents:

Unit Modules

1 Introduction to Research Methodology

- 1.1 Meaning of Research
- 1.2 Objectives of Research
- 1.3 Research Methods Versus Methodology
- 1.4 Research Approaches
- 1.5 Importance of Knowing How to Conduct Research
- 1.6 Significance of Research
- 1.7 Research Process
- 1.8 Research Problem
- 1.9 Research Design
- 1.10 Concepts of Research Design
- 1.11 Types of Research Design

2 Sampling and Data Collection

- 2.1 Sample Survey and steps in Sampling Design

- 2.2 Different Types of Sample Designs
- 2.3 Sampling and Sampling Errors
- 2.4 Methods of Collecting Primary Data
- 2.5 Secondary Data
- 2.6 Questionnaire
- 2.7 Experiments
- 2.8 Observation
- 3 Statistical Analysis and Applications**
 - 3.1 Probability
 - 3.2 Hypothesis
 - 3.3 Testing of Hypothesis
 - 3.4 Simple Correlation
 - 3.5 Rank Correlation
 - 3.6 Regression
 - 3.7 ANOVA
 - 3.8 Factor Analysis
- 4 Structure and Components of Research Reports**
 - 4.1 Purpose of a Report
 - 4.2 Structure of a Report
 - 4.3 Types of Reports
 - 4.4 Research Report

Course Outcomes

At the end of the course, the students will be able to:

- 1 Understand and Develop a research problem.
- 2 Apply different methods of research based on the selected research problem.
- 3 Identify suitable measures and sources of information for data collection.
- 4 Construct research instruments for collecting the required data.
- 5 Determine fact-based decisions, based on statistical analysis of the data.

References

Required Resources

- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2003). Business research methods 7th ed. Thomson/South-Western: Appendices.

Recommended Resources

- Saunders, M., Lewis, P., & Thornhill, A. (2019). Research methods for business students. Pearson education. Harlow
- Cooper, D., & Schindler, P. (2009). Business research methods (4thed.). New Delhi: Tata McGraw Hill Publications.
- Bell, E., Bryman, A., & Harley, B. (2018). Business research methods. Oxford university press.

MBA 1st Year
Trimester 3
Data Visualization (MBA BA 105)

L	T	P
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Course Name: Data Visualization
Course Credit Hours: 2

Course Contact Hours: 1
Course Code: MBA BA 105

Course Objectives:

1. This program gives the participants an overview and an introduction to Business Intelligence & Visualization techniques using Tableau (free to download & use with student license) as a business data discovery tool.
2. The participants learn how to create an application that can tell story effectively using data modeling techniques along with best practices in business intelligence &. data visualization.

Course Description: This is an introductory program for Data Visualization & Business Intelligence where basic concepts will be covered prior to use of Data Visualization tolls & its techniques.

Course Contents

Unit Modules

- 1 Data Visualisation Concepts
 - 1.1 Introduction To Data Visualization
 - 1.2 Principles of Visual Perception
 - 1.3 Visualization Good Practices
 - 1.4 What Charts To Use When
- 2 Working with tables
 - 2.1 Connecting Tableau to Data Source
 - 2.2 Navigating Tableau
 - 2.3 Simple Table
 - 2.4 Pivots
 - 2.5 Calculated Fields
 - 2.6 Aggregation, Sub Total
 - 2.7 Filters
 - 2.8 Table Calculations
- 3 Working with charts
 - 3.1 Bar Charts & Its Variants
 - 3.2 Line Charts & Its Variants

- 3.3 Pie Charts Its Variants
- 3.4 Dual Axis Chart
- 3.5 Scatter Plot
- 3.6 Tree Map
- 3.7 Geo Point / Geo Area Maps
- 3.8 Heat maps & Histograms
- 4 Important Visualization Activities
 - 4.1 Parameters
 - 4.2 Interactive Charts
 - 4.3 Dashboard

Course Outcomes: At the end of the course, the students will be able to:

1. Understand the basic principles of visualization
2. Understand the correct chart type to use with the given data
3. Use Tableau to Analyze and Visualize Data
4. Connect Tableau to Datasets
5. Analyze data and perform calculations
6. Visualize Data in the Form of Various Charts, Plots, and Maps
7. Create meaningful Dashboards

References:

Required Resources

- <https://www.tableau.com/learn/training/20224>

Recommended Resources

- Mastering Tableau 2021, by Marleen Meier (Author), David Baldwin (Author)

MBA 2nd Year
Trimester 4
Business Story Telling (MBA MGT 206)

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Course Name: Business Story Telling
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: MBA MGT 206

Course Objectives:

1. Becoming a powerful storytelling leader
2. Enhance Your business with Powerful Stories
3. Crisis management through storytelling
4. Produce a favourable social impact through storytelling
5. Develop the necessary skills needed to produce and present captivating stories.

Course Description: This course takes students on an immersive journey that teaches them the transforming skill of telling great stories in a professional setting. Participants will learn how to engage, inspire, and convince a wide range of audiences via interactive seminars, hands-on activities, and case studies from real-world situations. This course covers a wide range of storytelling strategies, from understanding the traditional framework to utilizing data visualization, emotions, and technology-driven narratives. In addition to studying storytelling's function in organizational learning, crisis communication, and change management, students will also explore applications in marketing, leadership, sales, and branding. Participants will be able to truly communicate and make a lasting impression in the cutthroat corporate world by developing into true "Story Masters", with the final project.

Course Contents

Unit Modules

- 1 Evolution and Elements of Story Telling
 - 1.1 Aristotle's theory of persuasion
 - 1.2 Arthur Page principles of communication through Story telling
 - 1.3 Story structure and Shape of Stories
 - 1.4 Pillars of Story telling
- 2 Business Story Telling
 - 2.1 Purpose-driven Story telling

- 2.2 Eight classic Story telling Techniques
- 2.3 Personality Style Assessment
- 2.4 Presentation through Story telling
- 2.5 Crises Management through Stories
- 3 Impact of story- telling on business
 - 3.1 Navigating the Narrative: Understanding the Marketing Funnel through Storytelling
 - 3.2 Crafting a Unique Tale: Positioning & Differentiation Strategies in Business Narratives
 - 3.3 The Power of a Name: Effective Brand Naming Strategies and Their Impact
 - 3.4 Stories at Every Step: Tailored Content Creation for Each Funnel Stage
- 4. Personal Branding Journey
 - 4.1 Numbers Tell Tales Too: Mastering the Art of Storytelling with Data and Metrics
 - 4.2 The Hero's Journey: Building and Elevating Your Personal Brand through Stories
 - 4.3 Blueprints of a Bestseller: Exploring Proven Storytelling Frameworks for Business
 - 4.4 Future speak: Leveraging AI for Innovative Content Creation and Storytelling

Course Outcomes: At the end of the course, the students will be able to:

1. Develop your narrative abilities to captivate, move, and persuade a variety of audiences.
2. Convey complicated business ideas and concepts via storytelling.
3. Use storytelling strategies in marketing, leadership, and brand communication, among other business situations.

References:

Required Resources

- The Anatomy of Story by John Truby.

Recommended Resources

- TED TALKS Storytelling Techniques. Master the One Thing All Great TED Talks have in common, Akash Karia.
- The Story Teller's Secret by Carmine Gallo.

MBA 2nd Year
Trimester 4
Banking, Insurance & NBFC (MBA FIN 201)

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Course Name: Banking, Insurance & NBFC
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: MBA FIN 201

Course Objectives:

The course is intended to develop an understanding of the key elements or nuances (as applicable) of the three key sectors of the Indian financial system i.e. Banks/ NBFC and Insurance.

- 1 In addition, the students would be able to understand the role of the BFSI sector in the economy
- 2 Overview of the important products and services will be highlighted and its use in business will be covered
- 3 Important policy and regulatory changes from time to time and their impact on the BFSI sector will be evaluated and discussed

Course Description: This course aims to provide the learners with an understanding of Banking, role of the regulator in BFSI, key functions of the banks, how do banks work etc. In addition, it also aims to cover basics of insurance including types of insurance and also an introduction to the Non-Banking Financial Services (NBFC) sector. The subject also covers how has the BFSI industry changed in current times with break neck innovations in the BFSI domain. To achieve this, the course content is split into four parts and then concludes with how the current digital universe has changed the Banking and Insurance sector specifically.

Course Contents:

Unit Modules

- 1 **Banking Business**
 - 1.1 Indian Economy- A snapshot of what's happening today?
 - 1.2 Banking ecosystem – Introduction to the Indian Financial System
 - 1.3 Role of the Regulator (RBI)
 - 1.4 Tools of Monetary Control (CRR, SLR, OMO, SCC, LAF, MSF)
 - 1.5 Functions of a Bank
 - 1.6 Organizational Structure in a bank (Typical structure)
 - 1.7 Popular products (corporate banking/retail banking) & new age CBDC demo
 - 1.8 Introduction to a few regulatory guidelines used by banks

- 1.9 Introduction to extant guidelines on Capital adequacy
- 1.10 Basics of ALM models (Introduction to ALM and importance of ALM to Banks)
- 1.11 Banks role in capital markets (Depository, DP, ASBA)
- 2 Introduction to NBFCs**
 - 2.1 NBFCs: Business models, risk and regulations
 - 2.2 NBFC Sector Update- Performance measure of NBFC's
 - 2.3 Key issues faced by NBFCs
 - 2.4 Digital adoption trends in NBFCs
- 3 Insurance Business**
 - 3.1 History and concepts of insurance
 - 3.2 Life Insurance (Term life vs other types- How do you choose?)
 - 3.3 Non-Life Insurance (major products i.e. Health and Motor)
 - 3.4 Meaning of Risk in Insurance
 - 3.5 Principles of Insurance with use cases and examples
 - 3.6 Bancassurance
 - 3.7 Reinsurance and Retrocession- Meaning and need
- 3 Digital adoption in Banks/ NBFC and Insurance**
 - 4.1 Banks and Fintechs- Introduction and Use cases
 - 4.2 Insure Techs- Introduction and Use cases
 - 4.3 Adoption of digital technologies for lending by NBFCs or Banks

5 Presentations

From among the above hours, approx. 3 to 4 hours will be carved out for presentations to assess their understanding of the BFSI sector and to test them work on emerging trends in the sector with special focus on Banks/NBFCs and Insurance companies /industry.

Course Outcomes (COs): After completing the course, the student shall be able to:

- 1 Understand Key Banking concepts, functions of bank and its regulator, adherence to regulatory norms, comprehend the key product offerings by Banks including a banks role in capital markets.
- 2 Comprehend the offerings of Insurance co.'s and understand the nuances of an insurance company/industry.
- 3 Identify the problems faced by Banks/Insurance companies and offer solutions posing as future leaders, through presentations.
- 4 Understand the current digital trends in the BFSI sector for the sector to stay relevant.

References:

Required Resources

- Banking Principles and Operations- M.N. Gopinath
- Banking (Theory and Practice) : KC Shekhar and Lakshmi Shekhar
- Non-Banking Financial Companies by Indian Institute of Banking & Finance.
- Principles of Insurance/ Practice of Life Insurance and Practice of General Insurance: (e-books for all these three topics are available at Insurance Institute of India)

Web Based References:

- <http://www.allbankingsolutions.com/>
- https://www.niti.gov.in/sites/default/files/2022-07/DigitalBanking07202022_compressed.pdf

Recommended Resources:

- Other Online Publications as will be discussed in class. Also topical articles and white papers on relevant themes will be discussed to better appreciate the challenges in this sector

MBA 2nd Year
Trimester 4
Financial Analytics with Python & R programming (MBA FIN 214)

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Course Name: Financial Analytics with Python & R programming **Course Contact Hours: 2**
Course Credit Hours: 3 **Course Code: MBA FIN 214**

Course Objectives:

Financial Analytics as a skill set has been considerably growing in significance. Industry is in search of experts who can not only understand Finance but also who can leverage technologies for applications to analytical applications. Thus, Financial Analytics is here to stay and is expected to remain in the forefront from the perspective of industry demand. Candidates with this skill would find it easy to fit themselves into various roles in the analytics teams which companies have to offer.

This course covers key topics that are used frequently in the financial industry. Candidates will be equipped with the core knowledge to work in the domain of quantitative/financial analytics in the industry.

Course Description: The Financial sector has always been on the forefront to adopt new technologies and provide innovative solutions for complex business problems. In this current era of big data revolution, Financial Analytics is a must have skill for students

Course Contents:

Unit Modules

- 1 Fixed Income analytics
 - 1.1 Recap of Capital Markets concepts
 - 1.2 Review of Fixed Income Products
 - 1.3 Understanding concepts of yields and spreads
 - 1.4 Bootstrapping spot rates; forward rates
 - 1.5 Pricing bonds with standard coupons and non-standard coupons
 - 1.6 Risk Measures for Bonds
 - 1.7 Foundations of the concept of securitization
- 2 Options
 - 2.1 Understanding options, types, payoffs etc.
 - 2.2 Interpret Put-call parity and no arbitrage pricing of options
 - 2.3 Binomial model for pricing options
 - 2.4 Monte Carlo pricing of options
 - 2.5 Options Trading Strategies

- 3 Building blocks of Risk Management
 - 3.1 Meaning Of Risk
 - 3.2 Understanding Risk Process
 - 3.3 Meaning of Value at Risk
 - 3.4 Various Models for VaR
 - 3.5 Idea of Interest Rate swaps
 - 3.6 Concepts of Credit Risk management
 - 3.7 Introduction to Credit Default Swaps
- 4 Introduction to Python for Analytics
 - 4.1 Python and its relevance to financial analytics
 - 4.2 Overview of building blocks of Python - data types, looping, conditional statements etc.
 - 4.3 Introduction to popular libraries in Python
 - 4.4 A few hands-on activities using Python

Course Outcomes (COs): After completing the course, the student shall be able to:

- 1 Understand key concepts in finance including - financial products, popular trading strategies,
- 2 Learn the approach for pricing of financial products, risk management strategies etc.
- 3 Learn implementation of these concepts using various tools (Python/Excel).
- 4 Learn the building blocks of quantitative finance which will be the base for learning other advanced concepts in the future
- 5 Relate the concepts studied in this course to the gamut of big data analytics used by Banks/FIs

References:

Required Resources:

- John C Hull, 2012-2018, “Options, Futures & Other Derivatives”, either 8th / 9th Edition, Pearson publication, Toronto

Recommended Resources:

- Paul Wilmott, 2012, “Paul Wilmott on Quantitative Finance”, 2nd Edition, Wiley Publication, England
- Wes McKinney, 2013, “Python for Data Analysis”, 1st Edition, O’Reilly Publication, USA

MBA 2nd Year
Trimester 4
Enhancing Expertise in Finance (MBA FIN 216)

L	T	P
2	-	-

Course Name: Enhancing Expertise in Finance
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: MBA FIN 216

Course Objectives:

1. Provide an overview of roles, sectors, and key concepts in finance.
2. Develop analytical skills for financial statement analysis and risk assessment.
3. Enhance communication skills for finance-related interviews and discussions.
4. Analyze economic parameters and their impact on financial decisions.
5. Explore contemporary trends in finance and technological advancements.

Course Description: Explore the core principles of finance in this comprehensive course. Analyze financial statements, manage risk, value assets, and grasp key trends shaping the financial landscape. Gain practical skills in valuation, portfolio management, and financial modeling, preparing you for success in diverse finance roles.

Course Contents:

Unit Modules

1. Roles and Sector Clarity -Finance
2. Financial Statement Analysis
3. Risk Management
4. Valuations/M&A
5. Derivatives
6. Security Analysis and Portfolio Management
7. Financial Modeling
8. Industry Analysis
9. Key Trends in Finance -Overview
10. Interview Preparation -Finance Perspective
11. Economy - Key Parameters/Analysis
12. Putting It All Together-Company Analysis

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Analyze Financial Statements for Assessment

2. Apply Risk Management Techniques
3. Conduct Valuation and Analyze Mergers and Acquisitions
4. Comprehend Derivative and Their Risk Migration Role
5. Perform Security Analysis and Portfolio Management

References:

Required Resources:

- Brealey, R. A., Myers, S. C., & Allen, F. (2017). Principles of Corporate Finance. McGraw-Hill Education.

Recommended Resources:

- Ross, S. A., Wester field, R. W., & Jordan, B. D. (2018). Essentials of Corporate Finance. McGraw-Hill Education.
- Bodie, Z., Kane, A., & Marcus, A. J. (2019). Investments. McGraw-Hill Education.

MBA 2nd Year
Trimester 4
Enhancing Expertise in Marketing (MBA MKT 214)

L	T	P
2	-	-

Course Name: Enhancing Expertise in Marketing
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: MBA MKT 214

Course Objectives:

1. Explain fundamental concepts and strategies of marketing including segmentation, targeting, positioning, marketing mix, and buyer behavior.
2. Analyze customer insights, market trends, competitor offerings, and industry contexts to identify opportunities and challenges.
3. Develop integrated marketing strategies and plans aligned to business goals and target audience needs.
4. Create comprehensive marketing campaigns across appropriate media platforms and channels.
5. Evaluate and optimize marketing efforts using consumer feedback, market response, and performance data.
6. Apply marketing knowledge and skills to real-world business scenarios through case analysis and projects.
7. Demonstrate strong written and oral communication abilities to present marketing plans and insights.
8. Work collaboratively in teams to produce marketing solutions focused on customer value creation.
9. Discover diverse career options in marketing and build essential skills to succeed in those roles.
10. Recognize legal, ethical, social and sustainability considerations in responsible marketing practices.

Course Description: This introductory course provides a comprehensive overview of core marketing concepts, strategies, and real-world applications. Through a blend of theoretical and practical learning, students will gain a strong foundation in marketing fundamentals, consumer behavior, market research, branding, communications, digital marketing, and more.

The curriculum covers essential marketing principles including the marketing mix, segmentation, targeting, positioning, buyer behavior models, and integrated marketing communications. Students will analyze consumer insights, develop creative strategies, and craft marketing plans tailored to diverse audiences

Course Contents

Unit Modules

1. Evolution and Elements of Story Telling
2. Overview of Marketing
3. Introduction to Different Roles in Marketing
4. Scoping an Opportunity - Explanation of Framework
5. Understanding Elements of a Business Case
6. What is a Consumer Insight
7. Core Objectives of Marketing
8. Go-to-Market Strategy in Detail with Case Study
9. Insight into IMC - Writing a Brief
10. Concept Development & Development of Ad
11. Introduction to Media

Course Outcome: At the end of the course, students should be able to:

1. Understand fundamental marketing concepts and principles
2. Identify and explain different roles in the field of marketing
3. Apply a framework to scope opportunities for marketing initiatives
4. Analyze elements of a business case for marketing strategies
5. Define the concept of consumer insights and their significance

References:

Required Resources

- Smith, J. (2023), Fundamentals of Marketing, Pearson

Recommended Resources

- Brown, T. (2023), Integrated Marketing Communications, Wiley
- Johnson, R. (2023), Consumer Insights and Marketing Strategies, McGraw-Hill
- Additional articles and online resources will be provided throughout the course.

MBA 2nd Year
Trimester 4
Product & Brand Management (MBA MKT 216)

L	T	P
2	-	-

Course Name: Product & Brand Management
Course Credit Hours: 2

Course Contact Hours: 2
Course code: MBA MKT 216

Course Objectives:

The primary aim of this course is to provide students with a clear understanding of the functions of product management and brand management. Major objectives of the course are:

- *To sensitize students with the role of product management function*
- To understand the importance of undertaking competitor and customer analysis
- To expose students with the idea of brand and brand management
- To make students aware of various brand strategies that businesses adopt

Course Description: The Product and Brand Management course is designed to provide students pursuing their Master of Business Administration (MBA) degree with comprehensive knowledge and practical skills related to effectively managing products and building strong brands in today's competitive business environment. The course explores various aspects of product management from the tech product point of view, while the brand management is discussed from the traditional CPG point of view.

Course Contents

Unit Modules

- 1 Product Management
 - 1.1 Introduction to Product Management
 - History of Products
 - What is Product Management
- 2 Product Planning Decisions
 - 2.1 Product Planning
 - 2.2 Product-Market Fit
 - 2.3 Marketing Plan
- 4 Competitor and Customer Analysis
 - 3.1 Competitor Analysis for Product Management
 - 3.2 Customer Analysis for Product Management

- 4 Brand and Brand Management
 - 4.1 Introduction to Branding
 - 4.2 What is Branded?
 - 4.3 Brand Elements
- 5 Brand Architecture and Brand Strategies
 - 5.1 Brand Architecture and Brand Strategies

Course Outcome: At the end of the course, students should be able to:

1. Understand the role and importance of Product Management
2. Undertake exhaustive competitor and customer analysis w.r.t. a product/brand
3. Examine and assess Brand Architecture for a given brand
4. Recommend brand strategies for an existing as well as new brands

References:

Required Resources

- Product Management by Donald Lehmann 4th Edition (Available in Library)
- The Lean Start-up by Eric Ries (Available in Library)
- Strategic Brand Management Keller, Parameswaran, and Jacob (Available in Library)

Recommended Resources

Books

- Inspired: How to Create Tech Products Customers Love by Marty Cagan (PDF version will be shared with the student, will be made available in library)
- The Product Manager's Toolkit®_ Methodologies, Processes, and Tasks in Technology Product Management (PDF version will be shared with the student, will be made available in library)
- Positioning: The Battle for Your Mind by Al Reiss & Jack Trout (Available in Library)
- Building Strong Brands by David Aaker (Available in Library)

Podcasts

- The Product Podcast - Spotify Podcast by Product School
- This is Product Management - Spotify Podcast by Feedback Loop
- Lessons in Product Management - Spotify Podcast by Path2Product
- Let's talk Branding - Spotify Podcast by Stef Hamerlinck
- Rory Sutherland's on Brand - Spotify Podcast by Ultimate Sound & Vision

MBA 2nd Year
Trimester 4
Marketing Analytics (MBA MKT 206)

L	T	P
1	-	2

Course Name: Marketing Analytics
Course Credit Hours: 3

Course Contact Hours: 2
Course Code: MBA MKT 206

Course Objectives:

1. In the pre digital era, Marketing had gained notoriety for being a cost center. Marketers used to spend a lot of money on promotional activities, which were practically not trackable.
2. Marketing Analytics and tools will just give the right thrust to the marketers to be in knowledge of how they can track every activity and its outcome.
3. The primary aim of this course is to provide students with a clear understanding of how to track the efficacy of your Marketing campaigns by tracking the Analytics of the performance of these campaigns, tracking every source, and tracking ROI through these Analytics.

Course Description: Marketing Analytics is the detailed study of Analytics generated through Marketing activities across various channels and improvising on those activities.

Course Contents:

Unit Modules

- 1 Fundamentals of Marketing Analytics
 - 1.1 Marketing Analytics Definition
 - 1.2 Attribution Models
 - 1.3 Single Touch Models
 - 1.4 Multitouch Models
- 2 Detailed Concepts of Marketing Analytics – Theory and Practicals
 - 2.1 Analytics Platforms on Google
 - 2.2 SEO & Social Analytics
 - 2.3 TVC, Print & Billboards Analytics
 - 2.4 Mobile Analytics
- 3 Dimension Measurement and Metrics
 - 3.1 Hands-on Practicals
 - 3.2 Different Metrics to track ROI
 - 3.3 Conversion Rate Optimization
 - 3.4 Visual Behavior Analysis of Consumers
 - 3.5 Different Analytical Terminologies

- 4 Pricing Analytics – Case studies and Analytics
 - 4.1 Basics of Pricing Analytics
 - 4.2 Pricing Analytics Practicals
 - 4.3 Case Study & Theories.
 - 4.4 Price Determination

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand the role played by Marketing Analytics in the overall Marketing spectrum
2. Discuss the importance of Attribution models and their application in real life
3. Compare various media Analytics techniques and tools involved
4. Apply Pricing Analytics framework and models to understand pricing trends

References

- Chua, J. H., Chrisman, J. J., & Sharma, P. (1999). Defining the Family Business by Behavior. *Entrepreneurship Theory and Practice*, 23(3), 27-43.
- Habbershon, T. G., & Williams, M. L. (1999). A resource-based framework for assessing the strategic advantage of family firms. *Family Business Review*, 12(3), 199-211.
- De Massis, A., Frattini, F., & Lichtenthaler, U. (2013). Research on technological innovation in family firms: Present debates and future directions. *Family Business Review*, 26(1), 10-31.

MBA 2nd Year
Trimester 4

Enhancing Expertise in Family Managed Businesses (MBA ENT 214)

L	T	P
2	-	-

Course Name: Enhancing Expertise in Family Managed Businesses **Course Contact Hours: 20**
Course Credit Hours: 2 **Course Code: MBA ENT 214**

Course Objectives:

1. Recognise the distinctive qualities of family-run businesses and how they affect innovation.
2. Determine the obstacles to innovation in family businesses and the opportunities that exist.
3. Create plans for integrating innovation into the family business model.
4. Analyse how entrepreneurial talent affects the family business's ability to innovate.
5. Apply creative thinking and problem-solving techniques to family-run businesses current challenges.

Course Description: The course "Innovation in Family-Managed Business" seeks to examine the dynamic interaction between innovation and family enterprises. Students will study the challenges and chances that family-run businesses have in promoting innovation. This course will emphasize on the value of striking a balance between tradition and innovation, of spotting and supporting entrepreneurial talent within the family, and of fostering an atmosphere that supports ongoing learning and adaptation. Students will learn how successful family businesses embrace innovation to remain competitive and sustainable in today's quickly changing business landscape through case studies and real-world examples.

Course Contents:

Unit Modules

- 1 Understanding the characteristics of family managed business
 - 1.1 Understanding what is family managed business.
 - 1.2 Types of family managed business.
 - 1.3 Pros and cons.
- 2 The role of innovation in sustaining family business.
 - 2.1 Understanding the importance of innovation.
 - 2.2 Developing an innovation strategy.
 - 2.3 The relationship between managing innovation and preserving family values.
- 3 Understanding innovations in developing innovative products and services.
 - 3.1 Leveraging innovative marketing strategies.

- 3.2 Role of customer feedback in product innovation.
- 3.3 Comprehend branding innovations.
- 4 Managing disruption in family business.
 - 4.1 The role of technology disruption in family business.
 - 4.2 Techniques for fostering innovations.
- 5 Innovation in family business leadership and business sustainability.
 - 5.1 Understanding the role of business leadership in driving innovation.
 - 5.2 Innovation in CSR

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Demonstrate proficiency in the distinctive features of family-run business organisations.
2. Examine how family businesses and innovation relate.
3. Assess the opportunities and challenges associated with innovation in the context of family business enterprises.
4. Create cutting-edge business plans for family-run companies.
5. Apply entrepreneurial skills to a family business environment to encourage creativity.

References

- Chua, J. H., Chrisman, J. J., & Sharma, P. (1999). Defining the Family Business by Behavior. *Entrepreneurship Theory and Practice*, 23(3), 27-43.
- Habbershon, T. G., & Williams, M. L. (1999). A resource-based framework for assessing the strategic advantage of family firms. *Family Business Review*, 12(3), 199-211.
- De Massis, A., Frattini, F., & Lichtenthaler, U. (2013). Research on technological innovation in family firms: Present debates and future directions. *Family Business Review*, 26(1), 10-31.

MBA 2nd Year
Trimester 4
E-commerce (MBA ENT 216)

L	T	P
1	-	2

Course Name: Ecommerce
Course Credit Hours: 3

Course Contact Hours: 2
Course Code: MBA ENT 216

Course Objectives:

1. Provide an overview of macroeconomic issues related to the ecommerce industry.
2. Equip students with practical skills to effectively sell products on Indian ecommerce portals.

Course Description: This course introduces students to the key aspects of selling products on Indian Ecommerce sites. It covers various topics such as listing, pricing, advertisement, payment reconciliation, packaging, and warehouse management. The course aims to prepare students for careers in the ecommerce industry and equips them with the necessary skills to launch products on Indian ecommerce platforms.

Course Contents:

Unit Modules

1. Introduction to Ecommerce
2. Market Research
3. Listing & Pricing
4. Advertisement & Promotion
5. Payment Reconciliation
6. Packaging & Shipping
7. Warehouse Management
8. Policy and Regulations
9. Case Studies & Discussions
10. Project Presentations

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand the key concepts and theories relevant to the ecommerce industry.
2. Analyse and apply macroeconomic theories to real-world ecommerce scenarios.
3. Demonstrate the ability to list, price, advertise, and manage payments for products on ecommerce platforms.
4. Develop an understanding of packaging and warehouse management in the context of ecommerce.
5. Identify and critically evaluate policy debates and challenges within the ecommerce sector.

References

- Gupta, R. (2023), Ecommerce Dynamics: Strategies and Practices, Indian Publishers
- Recommended Resources:
- Bansal, N. (2023), Digital Marketing for Ecommerce Success, TechPress
- Singh, A. (2023), E-Warehousing and Supply Chain Management, Commerce Books

MBA 2nd Year
Trimester 4
Intellectual Property Rights for Entrepreneurs (MBA ENT 218)

L	T	P
2	-	-

Course Name: Intellectual Property Rights for Entrepreneurs
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: MBA ENT 218

Course Objectives:

1. Apply Intellectual Property Knowledge in Business Context
2. Evaluate Ethical Implications of Intellectual Property Management
3. Analyze Global and Legal Aspects of Intellectual Property
4. Develop Strategic Intellectual Property Plans
5. Learn to formulate IP Strategies for businesses

Course Description: This course provides MBA students with a comprehensive understanding of Intellectual Property Rights (IPR) and their significance in the entrepreneurial landscape. Students will explore various types of intellectual property, including patents, trademarks, copyrights, and trade secrets, and their role in fostering innovation, protecting innovations, and creating competitive advantages. The course will emphasize the application of IPR knowledge to real-world business scenarios, encouraging critical thinking and ethical decision-making.

Course Contents:

Unit Modules

- 1 Fundamentals of Intellectual Property Rights
 - 1.1 Overview of Intellectual Property
 - 1.2 Types of Intellectual Property
 - 1.3 IPR Laws and International Treaties
 - 1.4 IPR in the Digital Age
- 2 Strategic Management of Intellectual Property
 - 2.1 IPR Strategy Development
 - 2.2 IPR Valuation and Monetization
- 3 Ethical and Global Dimensions of IPR
 - 3.1 Ethical Considerations in IPR
 - 3.2 IPR and International Business
 - 3.3 IPR in open innovation

- 3.4 IPR Compliance and Risk Mitigation
- 4 Practical Applications and Case Studies
 - 4.1 Start-ups and IPR Strategies
 - 4.2 IPR Due Diligence in Business Transactions
 - 4.3 IPR Case Studies and Analysis
 - 4.4 Emerging trends in IPR

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Identify and Classify: Recognize various types of intellectual property rights and classify their applications in business contexts.
2. Analyze Ethical Dilemmas: Analyze ethical dilemmas arising from intellectual property management and propose responsible solutions.
3. Evaluate Legal Implications: Evaluate the legal implications of intellectual property protection and enforcement on a global scale.
4. Strategize for Value: Develop strategic plans to leverage intellectual property for creating business value, competitive advantage, and innovation.
5. Communicate Impact: Communicate the impact of intellectual property decisions on business practices, global markets, and ethical considerations.

References

Required Resources

- Smith, G. V., & Parr, R. L. (2017). Intellectual Property: Valuation, Exploitation, and Infringement Damages. *Wiley*.

Recommended Resources

- WIPO distance learning courses and course material available online (<https://wcl.wipo.int/atp/aipf?lang=en>)
- Other readings (including, for instance, relevant journal articles) will be informed or perhaps made available prior to each lecture should the need arise.

MBA 2nd Year
Trimester 4
Enhancing Expertise in Analytics (MBA BA 214)

L	T	P
1	-	2

Course Name: Enhancing Expertise in Analytics
Course Credit Hours: 3

Course Contact Hours: 2
Course Code: MBA BA 214

Course Objectives:

1. Understand the fundamentals of data analytics and its role in business decision-making.
2. Develop proficiency in Python programming for data manipulation and analysis.
3. Learn SQL for querying and managing relational databases.

Course Description: This course provides a comprehensive introduction to data analytics, equipping students with skills in Python programming, SQL, data manipulation, and exploratory data analysis.

Course Contents:

Unit Modules

- 1 Introduction to Data Analytics
 - 1.1 Understanding Data Analytics
 - 1.2 Data Analytics in Business Decision-making
 - 1.3 Role of Python and SQL in Data Analytics
- 2 Python Programming for Data Analytics
 - 2.1 Introduction to Python and Anaconda
 - 2.2 Jupyter Notebook for Data Analysis
 - 2.3 Python Data Types and Variables
 - 2.4 Python Data Structures: Lists, Tuples, Sets, Dictionaries
 - 2.5 Operators and Type Casting
 - 2.6 Functions and Loops in Python
- 3 Data Manipulation with Python
 - 3.1 File Handling and Directories in Python
 - 3.2 Numerical Python (NumPy) Library
 - 3.3 Introduction to Pandas Library
 - 3.4 Data Manipulation with Pandas
 - 3.5 Python Data Visualization with Matplotlib
- 4 Introduction to SQL and Relational Databases

- 4.1 Basics of Databases and SQL
- 4.2 MySQL Installation and Basics
- 4.3 SQL Data Types and Operators
- 4.4 Creating Databases and Tables
- 4.5 SQL Constraints and Indexes
- 4.6 SQL Functions and Grouping
- 5 Data Analysis
 - 5.1 Exploratory Data Analysis (EDA) with Python

Course Outcomes (COs): After completing the course, the student shall be able to:

- 1 Explain the importance of data analytics in business contexts.
- 2 Apply Python programming concepts to perform data manipulation and analysis
- 3 Utilize SQL for querying and managing relational databases.

References:

Required Resources:

- Johnson, R. (2021), Data Analytics Essentials, Pearson

Recommended Resources:

- Smith, M. (2022), Python for Data Analysis, O'Reilly
- Brown, T. (2021), SQL Fundamentals, Wiley
- Additional articles and online resources will be provided throughout the course.

MBA 2nd Year
Trimester 4
Business Analytics with Python (MBA BA 216)

L	T	P
1	-	2

Course Name: Business Analytics with Python
Course Credit Hours: 3

Course Contact Hours: 2
Course Code: MBA BA 216

Course Objectives:

Explore the Basics of a High Level Programming Language Python Emphasize on how to think algorithmically and solve problems related to business using programing. During class, students learn by working in teams to solve mini business problems using Python on their own computer under the guidance of the instructor

Course Description: This course equips motivated students with little or no prior programming experience with an introductory knowledge of the thinking behind programming, as well as the Python programming language and the Pandas data analysis package. By the completion of the course, students will be able to write simple programs on their own and to interface with software engineers. These skills are beneficial for every manager in today’s data-rich economy, and can also serve as a starting point for learning more advanced programming skills

Course Contents:

Unit Modules

- 1 Introduction to Python, Jupyter Notebook, Google Colab and their Functionalities. Introduction to Business Analytics Python as a tool for Business Analytics Python as a Calculator
- 2 Basic Data Types: Numerical, Boolean, Strings, Date and Time, None Operations defined on various Classes of Basic Data Types Complex Data Structures: List, Tuple, Set and Dictionary Operations Defined on Different Classes of Complex Data Structures Logical Operators and Different Logical Combinations
- 3 Logical Arguments: if, while and for loops, break and continue statements Functions: writing and calling a Function
- 4 Writing and Reading Files using Python Series and Data Frame Reading a Dataset and exploring different properties of the Data Basic Sketches of Exploratory Data Analysis
- 5 An overview of Data Visualization Different Modes of Representations and their Contextual Insights Rudiments of Data Visualization using Python Matplotlib

Course Outcomes (COs): After completing the course, the student shall be able to:

- 1 Understanding of the overall functionalities of the High Level Programming Language, Python
- 2 Evaluation of the outcome of a given piece of Python code
- 3 Application of the knowledge to code in Python to automate a given task or to analyze a dataset
- 4 Visualize a given Data and create rudimentary insights

References:

Required Resources:

- None. The Class Lectures and the i-Python Notebooks shown in the class are adequate and substantial.

Recommended Resources:

- “Python for Everybody” by Charles R. Severance, available at <https://www.py4e.com/book.php> (Both the PDF and HTML versions are free.)

MBA 2nd Year
Trimester 4
Impact of AI, ML & Analytics on Industry (MBA BA 218)

L	T	P
1	-	2

Course Name: Impact of AI, ML & Analytics on Industry
Course Credit Hours: 3

Course Contact Hours: 2
Course Code: MBA BA 218

Course Objectives:

The objective of this course is to excite the student about the potential of Analytics through a gentle non-mathematical introduction. The course is case study oriented and hence provides real world relationships effectively.

Course Description: This course is for all management students, and it helps gain an understanding of how the new-age technologies like Analytics are transforming various industry practices.

Course Contents:

Unit Modules

- 1 Introduction to Disruptive Business Technologies
 - 1.1 What are Disruptive Business Technologies
 - 1.2 Examples and discussion on DBT
- 2 Analytics
 - 2.1 Evolution of Analytics from Statistics to AI
 - 2.2 How do you classify business problems
 - 2.3 What are the roles of analytics in each type of problem
- 3 Data and types
 - 3.1 Structured data (Numeric, Categorical and Ordinal)
 - 3.2 Unstructured data
 - 3.3 Hybrid data and Data Sets
- 4 Introduction to Azure
 - 4.1 Exposure to Azure UI
 - 4.2 How to Build AI applications using Azure
 - 4.3 Understanding Azure outputs & Practical: Azure ML demo
- 5 Case Studies

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand Analytics and types of data.
2. Evaluate different analytic techniques.
3. Apply analytics techniques to solve problems.
4. Solve business problems using Azure ML

References:

Required Resources

- A lot of class notes and data will be provided.

Recommended Resources:

- "Analytics at Work: Smarter Decisions, Better Results" by Thomas H. Davenport, Jeanne G. Harris, and Robert Morison
- "Data-Driven: Creating a Data Culture" by Hilary Mason and DJ Patil
- Pre-Read: "Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking" by Foster Provost and Tom Fawcett: First 2 chapters

MBA 2nd Year
Trimester 4

Enhancing Expertise in Digital Marketing & Advertising (MBA DMA 202)

L	T	P
1	-	2

Course Name: Enhancing Expertise in Digital Marketing & Advertising **Course Contact Hours: 2**
Course Credit Hours: 3 **Course Code: MBA DMA 202**

Course Objectives:

1. Develop a solid understanding of digital marketing fundamentals.
3. Gain practical skills in using various digital marketing tools and techniques.
4. Apply digital marketing strategies to real-world business scenarios.

Course Description: This course provides an in-depth understanding of digital marketing strategies and techniques, covering various aspects from consumer behavior to online advertising, social media marketing, search engine optimization, and web analytics.

Course Contents:

Unit Modules

- 1 Fundamentals of Digital Marketing
 - 1.1 Introduction to Digital Marketing
 - 1.2 Overview of Digital Marketing Tools
 - 1.3 Industry Expectations from Digital Marketing Role
 - 1.4 Marketing Concepts - 5 P's, STP
 - 1.5 Digital Marketing Jobs
 - 1.6 A Career in Digital Marketing
- 2 Consumer Behavior
 - 2.1 Introduction to Consumer Behavior: Changes and Challenges
 - 2.2 Personality and Consumer Behaviour
 - 2.3 Market Segmentation and Strategic Targeting
 - 2.4 Communication and Consumer Behaviours
 - 2.5 Consumer Decision Making and Beyond
 - 2.6 Marketing Ethics and Social Responsibility
- 3 Social Media Marketing
 - 3.1 Leveraging Networks
 - 3.2 Creating Engaging Content
 - 3.3 Social Media Listening

- 3.4 Management of Multiple Social Networks
- 3.5 Online Reputation Management
- 3.6 Assessing Social Media ROI (Metrics and KPIs)
- 4 Paid Advertising
 - 4.1 Introduction to Paid Advertising and its Types
 - 4.2 Facebook Advertising
 - 4.3 Types of Campaigns and Facebook Ads Process
 - 4.4 Creating Ad Creatives and Copies
 - 4.5 Audience Targeting and Remarketing
 - 4.6 Facebook Pixels and Metrics Analysis
- 5 Search Engine Optimization (SEO)
 - 5.1 Introduction to Search Engine Optimization (SEO)
 - 5.2 Search Engine Basics and Planning
 - 5.3 How Search Engines See the Web
 - 5.4 Choosing Keywords and Organic Vs Paid Search
 - 5.5 On-Page SEO vs Off-Page SEO
 - 5.6 Google Search Console and Link Building
 - 5.7 Setting Realistic SEO Goals
 - 5.8 Making Web Pages Search Friendly
 - 5.9 Cross Borders with SEO
- 6 Search Engine Marketing (SEM)
 - 6.1 What is SEM?
 - 6.2 What and Why Google AdWords?
 - 6.3 Where do Google Ads Show (Networks, Devices)?
 - 6.4 AdWords Terminologies and SEM Auction
 - 6.5 Campaign Types and Creation of Search Network Campaign
 - 6.6 Landing Page Creation and Google Display Network
 - 6.7 Introduction to Shopping Campaigns and YouTube Marketing
- 7 Web Analytics
 - 7.1 Introduction to Web Analytics
 - 7.2 Analysis vs Intuition
 - 7.3 Google Analytics (AdWords, AdSense) and Digital Analytics
 - 7.4 Content Performance Analysis and Traffic Sources
 - 7.5 Google Analytics (Direct, Referring, and Search Traffic)
 - 7.6 The Main Sections of Google Analytics Reports
 - 7.7 Accounts, Profiles, and Users
 - 7.8 Social Media and Visitor Analytics

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Introduction to Digital Marketing
2. Consumer Behavior and Segmentation
3. Social Media Marketing
4. Paid Advertising
5. Search Engine Optimization (SEO)

6. Search Engine Marketing (SEM)

7. Web Analytics

References:

Recommended Resources:

- Online Resource: "Google Analytics Academy"
- Additional articles and online resources will be provided throughout the course.

MBA 2nd Year
Trimester 4
Essential Designing Toolkits (MBA DMA 204)

L	T	P
1	-	2

Course Name: Essential Designing Toolkits
Course Credit Hours: 3

Course Contact Hours: 2
Course Code: MBA DMA 204

Course Objectives:

1. Develop students into effective communicators, both visually & professionally
2. Ensure students develop problem solving skills in academic & professional practice.
3. Make research a core skill through the ability to identify information, cite examples, past iterations, creators, manufacturers, techniques, processes, & histories to develop knowledge, innovation & original designs.
4. Create lifelong learners with the desire to constantly upskill by taking on new imaging challenges, tools & processes
5. Ensure that students become fluent in adapting across platforms, typologies, briefs, & processes to efficiently complete tasks & meet industry standards.

Course Description: Digital imaging is a key skill & core competency that all individuals are required to have. This course teaches students how to use the industry standard software, applications, tools & processes alongside the principles and elements of design that form the foundation of their professional careers across all disciplines. It provides the student with a set of practical skills that are instantly transferable to industry work & projects.

Course Contents:

Unit Modules

- 1 Vector Imaging & Graphic Design: Adobe Illustrator**
 - 1.1 ILLUSTRATOR - Interface, Working in Vector, Layers
 - 1.2 ILLUSTRATOR - Making assets, compositions & exports
 - 1.3 ILLUSTRATOR - Blends, Brushes, Textures & Effects
 - 1.4 EXPLORING ILLUSTRATOR - Mini Project 3
- 2 Image Editing & Manipulation: Adobe Photoshop**
 - 2.1 PHOTOSHOP - Interface, Recap, Exploration
 - 2.2 PHOTOSHOP - Blending & Healing
 - 2.3 PHOTOSHOP - Using Layers, Masking & Text

2.4 THE PHOTOSHOP FINALE – Mini Project 1

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Show **STRENGTH** in knowledge of design elements and principles.
2. **UNDERSTANDING** the role, functionality & areas of application of software.
3. **COMPETENCY** in using digital design tools through a design thinking process across software typologies within 2D & 3D processes.
4. **DEMONSTRATE** the ability to understand a brief and design an appropriate solution
5. **FLUENCY** in digital imaging nomenclature, process and cross platform working

References:

Required Resources

- <https://visme.co/blog/elements-principles-good-design/>

Recommended Resources:

- Graphic Design and Print Production Fundamentals
by Wayne Collins, et al. - <https://opentextbc.ca/graphicdesign/>
- Abstract: The Art of Design, Netflix
- <http://lthscomputerart2.weebly.com/the-elements--principles-of-graphic-design.html>
- <https://youtu.be/BpHtWOQINoo>
- www.youtube.com/bringyourownlaptop

Software Resources:

- <https://www.adobe.com/in/creativecloud/buy/students.html>
- <https://inkscape.org/>

MBA 2nd Year
Trimester 4
Basics of Digital Marketing Tools (MBA DMA 206)

L	T	P
1	-	2

Course Name: Basics of Digital Marketing Tools
Course Credit Hours: 3

Course Contact Hours: 2
Course Code: MBA DMA 206

Course Objectives:

1. Overview of Digital Marketing Tools
2. Campaign analysis basis tools

Course Description: The course "Digital Marketing Tools" offers a comprehensive overview of essential tools and techniques used in modern digital marketing. Students will explore a range of platforms for social media management, SEO, email marketing, content creation, analytics, and more. Emphasis is placed on practical application, enabling learners to develop strategies for optimizing online presence and engagement. The course covers tools like Google Analytics, Hootsuite, MailChimp, and Canva, providing hands-on experience through real-world projects. Ideal for marketing professionals and entrepreneurs, this course equips participants with the skills needed to leverage digital tools for successful marketing campaigns.

Course Contents:

Unit	Modules
1	Introduction to Digital Marketing Tools
	1.1 Website Analysis
	1.2 SMM Analysis
	1.3 Email Marketing
2	SEO
	2.1 Off Page
	2.2 On Page
3	Content & Email Marketing
	3.1 Platforms
	3.2 Distribution & amplification
	3.3 SMM Scheduling
	3.4 Set Up
4	PPC Tools
	4.1 Keyword Selection

- 4.2 Budgeting & Bidding
- 4.3 Custom Audience Creation
- 4.4 Ad Formats usage

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand the basic concepts on usage of Digital Marketing tools.
2. Develop basic campaigns using tools

References:

- "Digital Marketing for Dummies" by Ryan Deiss and Russ Henneberry

MBA 2nd Year
Trimester 5
Negotiation and Decision Making (MBA MGT 204)

L	T	P
2	-	-

Course Name: Negotiation and Decision Making
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: MBA MGT 204

Course Objectives:

1. Comprehend the fundamental principles of negotiations and decision-making, emphasizing their significance in the realms of business and leadership.
2. Identify diverse negotiation styles, strategies, and tactics utilized by both individuals and organizations.
3. Cultivate proficient negotiation abilities encompassing active listening, communication proficiency, and conflict resolution expertise.
4. Apply analytical approaches and decision-making models to address intricate business dilemmas and make decisions grounded in data.
5. Assess ethical dimensions and cross-cultural factors influencing negotiations and decision-making processes.

Course Description: This course on Negotiations and Decision-Making is designed to provide students with the essential knowledge and practical skills needed to excel in various negotiation scenarios and make informed, strategic decisions. The course will cover the fundamentals of negotiation theory, explore various negotiation styles and strategies, and delve into the decision-making processes to enhance students' abilities in real-world business settings.

Course Contents:

Unit Modules

1 Introduction to Negotiation

- 1.1 Concept and Nature of Negotiation: Characteristics, Types of Relationships, Types of Interdependence, Steps of the Negotiation Process
- 1.2 Strategies and Tactics of Distributive Bargaining - Concepts of Target Point, Resistance Point, Reservation Price, ZOPA + Hardball Tactics
- 1.3 Strategies and Tactics of Integrative Negotiation - Meaning, Managing the Context, Key steps
- 1.4 Value Claiming and Value Creation, Investigative Negotiation, Psychology of Negotiation

2 Negotiation Management

- 2.1 Perception, Cognition and Emotion, Communication during Negotiation

- 2.1 Planning Process of Negotiation - 3 Types of Negotiation, 10 Step Process of Negotiation
- 2.2 Finding and Using Negotiation Power - How do relationships change negotiation dynamics; Key elements in managing negotiations within relationships
- 3 Ethics and Conflicts in Negotiation and Decision-Making**
 - 3.1 Ethics in Negotiation - Meaning, Detecting deception and its tactics
 - 3.2 Conflict - Effective Conflict Management - Dual Concerns Model
 - 3.3 Concept of Decision Making, Steps of Decision Making Process, Factors affecting Decision Making, Models of Decision Making
 - 3.4 Understanding the strategies of good Decision Making, Biases in Decision Making, Creative Decision Making, Problems in Decision Making
- 4 Managing Multiparty and Cross-Cultural Negotiations**
 - 4.1 Managing multi-party negotiation - Differences between two-party vs. multiparty negotiations, what dynamics make a multi-party negotiation effective, 3 stages of managing multi-party negotiations
 - 4.2 Conceptualizing Culture and Negotiation - What makes international negotiations different? Influence of culture on negotiations
 - 4.3 Best Practices in Negotiation

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand the foundational concepts of negotiations, decision-making, and their relevance in business and leadership.
2. Identify different negotiation styles, strategies, and tactics employed by individuals and organizations.
3. Develop effective negotiation skills, including active listening, communication, and conflict resolution.
4. Analyze and apply decision-making models to resolve complex business challenges and make data-driven choices.
5. Evaluate ethical and cross-cultural considerations in negotiations and decision-making.

References:

Required Text Reading

- Lewicki, Roy J., et al. *Essentials of Negotiation*. 3rd ed. Mc Graw-Hill, 2003. ISBN: 9780072545821.
- A specially curated, course specific handbook will be made available to the students with the weekly break-up of articles to be read prior and post each class. This book should be carried by the students at all times.

Recommended References

- Fisher, Roger, William Ury, and Bruce Patton. *Getting to Yes: Negotiating Agreement Without Giving In*. Penguin Books, 1991. ISBN: 9780140065343.
- Fisher, Roger, and Daniel Shapiro. *Beyond Reason: Using Emotions as You Negotiate*. Penguin Books, 2006. ISBN: 9780143037781.
- Thompson, Leigh L. *The Mind and Heart of the Negotiator*. 4th ed. Prentice Hall, 2008. ISBN: 9780131742277.

MBA 2nd Year
Trimester 5
Private Equity & Venture Capital (MBA FIN 207)

L	T	P
2	-	-

Course Name: Private Equity & Venture Capital
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: MBA FIN 207

Course Objectives:

1. To develop general understanding of the venture capital and private equity industry globally and the various players involved.
2. Provide an understanding of the private equity investment process starting from fund raising to exiting.
3. Develop analytical valuation and deal structuring techniques used in venture capital and buyouts.
4. To make students understand the deal structuring process and how to manage the multiple requirements from the investee company as well as the liquidity providers.

Course Description: This course aims to provide the learners with an understanding of the venture capital and private equity industry globally and the various players involved. Provide an understanding of the private equity investment process starting from fund raising to exiting. In addition, the students will be exposed and encouraged to develop an analytical valuation and deal structuring techniques used in venture capital and buyouts.

Course Contents:

Unit Modules

- 1 Introduction & Overview of the PEVC industry as well as the process of PEVC financing
 - 1.1 Overview and history of venture capital industry, evolution of private equity industry and venture capital industry
 - 1.2 How to choose and approach a venture capitalist
 - 1.3 Venture capital cycle and private equity process
- 2 Structuring of Term Sheets
 - 2.1 Environmental factors surrounding term sheets
 - 2.2 Selected critical elements in venture term sheets
- 3 Exit strategies for multiple stakeholders
 - 3.1 Consider liquidity events such as IPO
 - 3.2 Mergers, later stage financing, including mezzanine financing and buy-outs

- 4 Private Equity & corporate governances with specific emphasis on importance of ethics - the Indian conundrum
 - 4.1 Board member's duty to shareholders, composition and roles of the Board of Directors in private companies
 - 4.2 Minority versus control ownership challenges in the Indian context

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand Key concepts, functions of this source of liquidity and its importance in the business environment
2. Comprehend the offerings of the Private Equity Venture Capital (PEVC) world in terms of deal structures across different industry classifications
3. Identify the problems faced by potential investee companies when sourcing this form of financing
4. Understand the current trends in the PEVC world in the country in order for businesses looking at this form of financing / investors to stay relevant.
5. Analyze the nuances in the Indian context in the PEVC industry which makes it different from the rest of the world

References:

Required Resources

- Bartlett, Joseph W (1999), Fundamentals of Venture Capital, 1st edition, Madison Books

Recommended Resources

- Finkel, Robert and Greising, David (2010), The Masters of Private Equity & Venture Capital, 1st edition, McGraw Hill

Web based references

- <https://www.vccircle.com/>

MBA 2nd Year
Trimester 5
Investment Banking, Merger Acquisitions &
Corporate Restructuring (MBA FIN 205)

L	T	P
2	-	-

Course Name: Investment Banking, Merger Acquisitions & Corporate Restructuring

Course Contact Hours: 2

Course Code: MBA FIN 205

Course Credit Hours: 2

Course Objectives:

1. Insight into Investment Banking
2. To provide students with a broad understanding of Corporate Restructuring and understanding the process of Mergers and Acquisition, Take Overs, Amalgamation
3. To introduce students to M&A and creating value creation
4. To equip students with the skills necessary to design and manage Restructuring transaction context.
5. To introduce students to competition law, funding requirements, environmental concerns.
6. To provide students with an understanding of funding the M&A and its financial implications.
7. To introduce students to Topical cases involving contemporary actual transactions

Course Description: This course is designed to provide students with an in-depth understanding of investment management, with a particular emphasis on corporate structure and financial and non-financial restructuring which leads to the value of a firm emerge.

Course Contents:

Unit Modules

- 1** Basics of Corporate Re-structuring, Mergers and Acquisitions
 - 1.1 Understanding the Universe of Investment Banking
 - 1.2 The Merger and Acquisition Process, Theories of Merger,
 - 1.3 Success and failure of Merger & Acquisition. De-merger, spin offs, split ups, split offs, Reverse Merger.
- 2** Negotiation, Deal Structuring, Methods of Payment in Mergers and Acquisition and Law, Introduction to Acts and policies
 - 2.1 Introduction, structuring of transactions, regulatory approval, deal making in India, methods of payment in M&A.
 - 2.2 Distinction between stock and cash transactions, types of exchange of shares.

- 2.3 Amalgamation as per AS-14 and IFRS. Merger Aspects under Competition Law, Competition Bill 2002.
- 2.4 SEBI regulations on Takeovers in India (Takeover Code), Role of Merchant Bankers in Mergers & Acquisition.
- 3** Valuation of Target Companies
 - 3.1 DCF Model
 - 3.2 Comparable Company
 - 3.3 Book Value, Adjusted Book Value, Enterprise Value
 - 3.4 Three Stage growth model, Swap Ratio
 - 3.5 Valuation Practices in India, LBO, MBO.
- 4** Taxation Aspects in M&A
 - 4.1 Tax Concession to amalgamated company
 - 4.2 Tax concession to amalgamating company in case of Merger & Acquisition and Tax aspects related to demergers
- 5** Mergers and Acquisitions: Applications and Cases
 - 5.1 Suzlon-Repower, Tata Motors- Jaguar Land Rover
 - 5.2 FlipKart- Wal-Mart, Facebook and Whatsapp, Nokia and Microsoft

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand the Investment Banking process.
2. Implement Investment Banking concepts, objectives and constraints
3. The students will learn to examine the reasons to acquire, choice of target and recognition of the anticipated challenges, risks and pitfalls of the approach of expansion, diversification and exist strategies
4. Understand the Laws and Regulations which are surrounding the M&A culture.
5. Decide on the tools available for Investment Banking Valuation Concepts

References:

MBA 2nd Year
Trimester 5
Financial Modelling (MBA FIN 203)

L	T	P
2	-	-

Course Name: Financial Modelling
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: MBA FIN 203

Course Objectives:

1. Equip students with practical skills in utilizing spreadsheets for constructing financial models that address contemporary decision-making challenges encountered by financial managers and professionals.
2. Foster proficiency in employing computer-based models to analyze and solve diverse financial scenarios, enhancing students' ability to make informed decisions.
3. Develop students' management acumen by integrating spreadsheet expertise, enabling them to craft robust financial models crucial for addressing multifaceted challenges encountered in modern financial settings.
4. Enable students to apply hands-on techniques in financial modeling, empowering them to navigate and resolve intricate decision problems confronted by today's financial professionals through adept spreadsheet utilization and strategic modelling approaches.

Course Description: In today's era, financial modelling is the core skill required for many job profiles in the finance arena. The course will cover a variety of models on Microsoft Excel, such as credit risk model and sensitivity and scenario analysis for valuation using discounted cashflow model.

Course Contents:

Unit Modules

- 1 Overview of financial statements and modelling
 - 1.1 Understanding the components of financial statements and their inter-relationship
 - 1.2 Comprehend financial analysis and financial modelling
 - 1.3 Planning and preparation required before building a model
- 2 Forecast Financial Statements and Working Capital Requirements
 - 2.1 Forecasting operating revenues, expenses and operating profit
 - 2.2 Forecasting non-current components
 - 2.3 Forecasting working capital components

- 2.4 Forecasting cashflows
- 3 Discounted Cashflow Valuation
 - 3.1 Scenario Analysis
 - 3.2 Sensitivity Analysis
- 4 Credit Risk Modelling
 - 4.1 Concept of Credit Rating, Rating Scales and Types of Risk
 - 4.2 Quantitative techniques of credit risk appraisal
 - 4.3 Rating Methodology and Preparing Rationale

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Demonstrate proficiency in employing a structured methodology for financial modeling, ensuring systematic and organized approaches in creating complex models.
2. Apply advanced techniques to accurately forecast financial statements and establish interconnections between them, demonstrating a comprehensive understanding of financial data analysis.
3. Skillfully forecast and evaluate working capital needs, utilizing modeling techniques to anticipate and manage liquidity requirements effectively.
4. Construct comprehensive credit risk assessment models and discounted cash flow (DCF) valuation models, showcasing the ability to develop intricate financial models vital for risk analysis and valuation purposes.
5. Integrate scenario analysis and sensitivity testing within financial models, demonstrating the ability to assess and interpret various outcomes under different conditions, thereby enhancing decision-making capabilities in uncertain financial environments.

References:

Required Resources

- Danielle Stein Fairhurst, 2017, Financial Modeling in Excel, Wiley

Recommended Resources:

- Principles of Financial Modelling: Model Design and Best Practices Using Excel and VBA

MBA 2nd Year
Trimester 5
Advertising and PR Planning (MBA DMA 203)

L	T	P
2	-	-

Course Name: Advertising and PR Planning
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: MBA DMA 203

Course Objectives:

1. Explore informative, comparative, and emotional advertising methods.
2. Apply pull and push strategies like contests, sweepstakes, sales promotions, and discounts.
3. Examine social ads, Amazon advertising, native advertising, and influencer marketing.
4. Implement integrated advertising and digital marketing strategies.
5. Apply crisis communication, brand reputation recovery, and social media crisis management.

Course Description: This course offers a comprehensive exploration of diverse advertising approaches and digital marketing techniques. Students will delve into informative, comparative, and emotional advertising methods, understanding how to effectively communicate brand messages. The curriculum covers pull and push advertising strategies, including contests, sweepstakes, sales promotions, discounts, email marketing, point-of-sale advertising, trade show promotions, and packaging. The digital advertising component encompasses social ads, Amazon advertising, native advertising, and influencer marketing, providing insight into contemporary online promotional avenues. Additionally, the course addresses crisis management and PR strategies, including crisis communication advertising, brand reputation recovery, social media crisis management, and PR crisis planning, ensuring students are equipped to navigate and mitigate challenges in the ever-evolving business landscape. Students are expected to actively engage in class discussion and complete Ad assignments.

Course Contents:

Unit Modules

- 1 Content Based Advertising
 - 1.1 Informative advertising
 - 1.2 Comparative advertising
 - 1.3 Emotional advertising
- 2 Pull Advertising and Push Advertising
 - 2.1 Contests and Sweepstakes
 - 2.2 Sales promotions and discounts

- 2.3 Email marketing
- 2.4 Point of Sale (POS) Advertising
- 2.5 Trade show promotions
- 2.6 Packaging
- 3 Digital Advertising Strategies
 - 3.1 Social Ads
 - 3.2 Amazon Advertising
 - 3.3 Native Advertising
 - 3.4 Influencer Marketing
- 4 Crisis Management and PR
 - 4.1 Crisis Communication Advertising
 - 4.2 Brand Reputation Recovery
 - 4.3 Social Media Crisis Management
 - 4.4 PR Crisis Planning

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Describe the key principles and elements of informative, comparative, and emotional advertising strategies.
2. Apply pull and push advertising strategies in simulated scenarios, designing contests, sweepstakes, sales promotions, and other techniques to achieve marketing objectives.
3. Analyze the advantages and disadvantages of various digital advertising strategies, including social ads, Amazon advertising, native advertising, and influencer marketing. (CO4) Design a channel strategy for a business based on channel requirement.
4. Implement integrated advertising and digital marketing strategies in practical contexts, incorporating both traditional and digital approaches to create cohesive campaigns.
5. Apply crisis communication advertising, brand reputation recovery, social media crisis management, and PR crisis planning in hypothetical crisis scenarios.

References:

Required Resources

- Self-Content (Reference PPTs) – with own personal experience.

Books

- "Advertising and Promotion: An Integrated Marketing Communications Perspective" by George E. Belch and Michael A. Belch –
- This book offers comprehensive coverage of advertising strategy and integrated marketing communications.
- "The Advertising Concept Book" by Pete Barry
- A practical guide to understanding and developing advertising concepts and strategies.
- "Ogilvy on Advertising" by David Ogilvy
- A classic book on advertising by one of the industry's legends, offering timeless insights and principles.
- "Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads" by Luke Sullivan

- An engaging book that provides practical advice and creative insights into advertising.
- The Art and Craft of PR - Sandra Sthal- Good books
- PR in India – New tasks and responsibilities J V Vilanilam - Amazon

Podcasts

- "Call Me Candid" - This podcast features discussions on creativity and advertising strategy, with industry professionals sharing their insights.
- "Marketing Over Coffee" - While not exclusively about advertising, this podcast covers various marketing topics, including advertising strategy.
- "The Adlandia Podcast" - A podcast that delves into the world of advertising, exploring trends, strategies, and insights from experts.
- "Sweathead" - A podcast that explores the world of advertising, creativity, and strategy, often featuring in-depth discussions with industry leaders.

Recommended Resources

- We are like that only by Rama Bijapurkar (Available in library)
- Contagious: Why Things Catch On by Daniel Gilbert (Available in library)
- Buyology: Truth and Lies About Why We Buy by Martin Lindstorm (Available in library)
- The 22 Immutable Laws of Marketing - by Al Ries & Jack Trout (Available in library)
- Ogilvy on Advertising by David Ogilvy (Available in library)
- Positioning: The Battle for Your Mind by Jack Trout and Al Ries (Available in library)

MBA 2nd Year
Trimester 5
SEO and SEM Strategy (MBA DMA 205)

L	T	P
1	-	2

Course Name: SEO and SEM Strategy
Course Credit Hours: 3

Course Contact Hours: 2
Course Code: MBA DMA 205

Course Objectives:

1. The course seeks to teach students the fundamentals of Search Engine Optimization
2. The course also aims at building understating regarding the Search Engine Marketing and its elements
3. The course is expected to make students ready for building campaigns and achieve marketing objectives
4. Students shall learn digital strategies around SEO and SEM

Course Description: The objective of this course is to provide second-year MBA students with a comprehensive understanding of the fundamentals and key concepts of SEO & SEM. Students will develop the necessary skills and knowledge to navigate the ever-evolving digital landscape and effectively utilize these marketing channels and strategies.

Course Contents:
Unit Modules

- 1 Introduction to Digital Marketing Fundamentals
 - 1.1 Evolution and significance of digital marketing in the world today
 - 1.2 SEO Strategies: the good and the bad
- 2 Website Development Basics
 - 2.1 Develop a website: to further learn the concepts on a live website.
 - 2.2 Importance of website optimization
- 3 Keyword Research and Competitive Analysis
 - 3.1 Competitor analysis and keyword targeting
 - 3.2 Tools for keyword research and analysis
- 4 Search Engine Optimization (SEO)
 - 4.1 On-page SEO techniques and optimization
 - 4.2 Off-page SEO strategies and optimization
- 5 Content Marketing: Optimization & strategy and SEO Copywriting
 - 5.1 SEO-friendly formatting and structure

- 5.2 Incorporating keywords and metadata
- 6 Website audit and its analysis
 - 6.1 Conducting a comprehensive website audit
 - 6.2 Analysing SEO performance metrics
- 7 Pay-Per-Click (PPC) Advertising
 - 7.1 Introduction to PPC platforms (e.g., Google Ads)
 - 7.2 Creating effective PPC campaigns
- 8 Display Advertising and Remarketing
 - 8.1 Display advertising strategies
 - 8.2 Remarketing techniques

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Gain a comprehensive understanding of the fundamentals and key concepts of SEO, content marketing, PPC, digital analysis, website development, and social media management.
2. Develop practical skills and knowledge to effectively optimize websites, create compelling content, run successful PPC campaigns, analyze digital marketing performance, and manage a content management system.
3. Learn strategies, best practices, and industry-standard techniques to implement SEO, content marketing, and PPC effectively.
4. Gain insights into conversion rate optimization techniques and learn how to optimize landing pages and user experiences to improve customer conversions.
5. Learn strategies, best practices, and industry-standard techniques to implement SEO, content marketing, and PPC effectively.

References:

Required Text Reading

- Deiss, R., & Henneberry, R. (2020). *Digital Marketing for Dummies*. Wiley

Recommended References:

- Web Resources

MBA 2nd Year
Trimester 5
Social Media Marketing (MBA DMA 207)

L	T	P
1	-	2

Course Name: Social Media Marketing
Course Credit Hours: 3

Course Contact Hours: 2
Course Code: MBA DMA 207

Course Objectives:

1. The course seeks to acquaint students to the landscape of digital and social media marketing from viewpoint of a business and a consumer.
2. Students will be taught about the major social media platforms, how they function, and what role they play in marketing
3. An important object is to teach students how to use the apt social media platforms for executing social media campaigns
4. Participants will be taken through the process of planning and executing social media campaign and keeping track of the performance by the key performance indicators set previously.

Course Description: Social Media has become an inseparable part of our lives and we have our aligned our behavior, habits and activities around Social Media. There is hardly any individual or brand that does not have a social media presence. Many platforms exist where brands connect with customers directly and engage with them constantly and regularly by churning out relevant content.

The main objective of this course is to arm students with the key skill of social media marketing with its various facets. The students will learn key concepts of social media marketing like social media calendar planning, copywriting, delivering content as per the platform. Students will know the working of the power of social media marketing that comes from the strength of social media in three core marketing areas: connection, interaction, and customer data. Students will be taught to influence online consumer behaviour on the ubiquitous social media platforms.

Course Contents:

Unit Modules

- 1 Introduction to Social Media**
 - 1.1 Introduction to Social Media and the Netizen
 - 1.2 Social Media Marketing and Management
 - 1.3 Market Research and understanding the social media User
- 2 Creative Properties**

- 2.1 Goal Setting & Creative Properties
- 2.2 Copywriting for Social Media
- 3 Psychology of Social Media**
 - 3.1 Sales Psychology
 - 3.2 Emotional Intelligence for SM
 - 3.3 Persuasion and Influence
- 4 Facebook**
 - 4.1 Facebook Ads
 - 4.2 Facebook Marketing
- 5 Youtube**
 - 5.1 Youtube ads
 - 5.2 Youtube Marketing
- 6 Instagram**
 - 6.1 Instagram ads
 - 6.2 Instagram Marketing
- 7 Twitter/X & LinkedIn**
 - 7.1 X ads and marketing
 - 7.2 LinkedIn ads and marketing
- 8 Pinterest and Quora**
 - 8.1 Pinterest ads and marketing
 - 8.2 Quora ads and marketing
- 9 Social Media KPI**
 - 9.1 Social Media KPI (impressions, reach, followers, engagement rate etc).
- 10 Closing Session – Workshop**
 - A hands on practical workshop on creating a social media campaign

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Students will better comprehend users' social media behaviour, evaluate the information and plan communications.
2. Students will be able to create social media marketing plans for brands/individual and execute them in alignment with the client's expectations.
3. One will be able to apply their learnings of the workings of different social media platforms like Instagram, Twitter/X etc.
4. The learners will be able to analyse client briefs, understand their requirements and shape platform-specific communications for the social media campaigns.
5. Students will be able to track, analyse and evaluate the performance of their created social media campaigns.

References:

Required Text Reading

- Deiss, R., & Henneberry, R. (2020). *Digital Marketing for Dummies*. Wiley.

- Krasniak, M., Zimmerman, J., & Ng, D. (2021). *Social Media Marketing All-in-One For Dummies, 5th edition*. For Dummies.

Recommended References

Web Resources: N/A

MBA 2nd Year
Trimester 5
Entrepreneurial Leadership (MBA ENT 207)

L	T	P
2	-	-

Course Name: Entrepreneurial Leadership
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: MBA ENT 207

Course Objectives:

1. Define and differentiate entrepreneurial leadership in the business environment.
2. Develop strategic thinking and decision-making abilities for business success.
3. Apply effective communication and team leadership skills in a variety of settings.
4. Navigate the challenges and risks that come with starting a business.
5. Encourage an innovative and adaptable culture within the entrepreneurial environment.

Course Description: This dynamic and informative course focuses at the nexus of entrepreneurship and leadership. Students will learn about the principles, characteristics, and competencies that distinguish successful entrepreneurs. They will gain insights into the strategic thinking, decision-making, and inventive techniques required for effective leadership in entrepreneurial endeavors through case studies, interactive discussions, and real-world examples.

Course Contents:
Unit Modules

- 1 Foundations of Entrepreneurial Leadership
 - 1.1 Defining Entrepreneurial Leadership
 - 1.2 Characteristics of Entrepreneurial Leaders
 - 1.3 The Entrepreneurial Mindset
 - 1.4 Case Studies and Discussions
- 2 Strategic Thinking and Decision-Making
 - 2.1 Decision-Making Models
 - 2.2 Tools for Strategic Analysis
- 3 Communication and Team Leadership
 - 3.1 Emotional Intelligence in Leadership
 - 3.2 Case Study: Infosys and Leadership Communication
 - 3.3 Cross-Cultural Communication
 - 3.4 Team-Building Exercises
- 4 Challenges and Risks in Entrepreneurship

- 4.1 SWOT Analysis for Entrepreneurs
- 4.2 Case Study: OYO Rooms and Challenges Faced
- 4.3 Risk Mitigation Strategies
- 4.4 Case Study: BYJU's and Innovation

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Articulate the key principles and characteristics of entrepreneurial leadership.
2. Apply strategic thinking and decision-making skills in the context of entrepreneurial ventures.
3. Demonstrate effective communication and team leadership in diverse business settings.
4. Analyze and address challenges and risks inherent in entrepreneurial ventures.
5. Foster innovation and adaptability within the entrepreneurial ecosystem.

References:

Required Resources

- Book – "Entrepreneurial Leadership: Concepts and Practices"
- Cases on successful startups, corporate turnarounds, and industry disruptions.
- Discussions on TED Talks and videos featuring successful entrepreneurs and thought leaders discussing aspects of entrepreneurial leadership.

Recommended Resources

- Book Title: "Leading Change and Innovation in Entrepreneurial Ventures"
- Industry reports and market analyses specific to the business environment. This can help students understand current trends and challenges.
- Articles from HBR that delve into entrepreneurial leadership, decision-making, and organizational innovation.

MBA 2nd Year
Trimester 5
Building your MVP (MBA ENT 209)

L	T	P
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Course Name: Building your MVP

Course Credit Hours: 2

Course Contact Hours: 2

Course Code: MBA ENT 209

Course Objectives:

The course objective is to empower students with the methodology and practical tools necessary to develop, manage, and bring a Minimum Viable Product (MVP) to market efficiently.

Course Description: In the contemporary business landscape, the ability to swiftly bring a product to market can determine the success of an entrepreneurial venture. This course, MVP Management for Entrepreneurs, focuses on equipping MBA students with the skills and knowledge required to navigate the process of developing a Minimum Viable Product (MVP). The curriculum is designed to guide students through the essential stages of identifying market needs, conceptualizing a product, and executing the development of an MVP with a lean and strategic approach. By the end of the course, students will have a comprehensive understanding of MVP development cycles, from ideation to feedback integration, preparing them to lead successful product launches in fast-paced environments. This course is a journey through the heart of the startup process, fostering an entrepreneurial mindset that aligns with the demands of modern scenario.

Course Contents:

Unit Modules

- 1 Introduction to MVP Concepts
 - 1.1 What is an MVP?
 - 1.2 History and context of MVP in startups
 - 1.3 Lean startup methodology
- 2 Market Research and Need Analysis
 - 2.1 Identifying customer needs
 - 2.2 Market segmentation
 - 2.3 Competitive analysis
- 3 Design Thinking and MVP Design
 - 3.1 Principles of design thinking
 - 3.2 MVP feature prioritization
 - 3.3 Prototyping techniques

- 4 Building the MVP
 - 4.1 Agile development methodologies
 - 4.2 MVP development tools
 - 4.3 Managing development timelines
- 5 User Testing and Feedback
 - 5.1 Creating effective user tests
 - 5.2 Gathering and interpreting feedback
 - 5.2 Iterating on the MVP
- 6 Business Modeling and Planning
 - 6.1 Business model canvas for MVPs
 - 6.2 Financial forecasting
 - 6.3 Risk assessment and mitigation
- 7 MVP Launch Strategies
 - 7.1 Go-to-market strategies
 - 7.2 Marketing and branding
 - 7.3 Sales and distribution channels
- 8 Legal and Ethical Considerations
 - 8.1 Intellectual property concerns
 - 8.2 Regulatory compliance
 - 8.3 Ethical considerations in MVP development
- 9 Scaling and Evolution Post-MVP
 - 9.1 Scaling strategies
 - 9.2 Product evolution
 - 9.3 Post-launch analytics
- 10 Capstone Project: MVP Proposal
 - 10.1 Comprehensive project development
 - 10.2 Presentation of MVP proposal
 - 10.3 Peer and instructor evaluation

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Demonstrate the ability to ideate and conceptualize an MVP in alignment with market needs and business objectives.
2. Develop an MVP using lean startup methodologies and validate it through customer feedback and iterative design.
3. Employ effective project management and resource allocation strategies to oversee the MVP development process.
4. Analyze and interpret user data to make informed decisions about product features and market fit.
5. Construct a comprehensive business proposal that includes a go-to-market strategy for the MVP, considering potential risks and mitigation strategies.

References:

Required Resources

- "The Lean Startup" by Eric Ries
- Harvard Business Review: Articles on MVP and Lean Methodologies
- "Sprint" by Jake Knapp
- Online resources and case studies on successful MVPs

Recommended Resources

- Online Publications as will be discussed in class and circulated to class

MBA 2nd Year
Trimester 5
Fund Raising & Investor Relations for Startups (MBA ENT 211)

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2	-	-

Course Name: Fund Raising & Investor Relations for Startups
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: MBA ENT 211

Course Objectives:

The course is intended to develop an understanding of the key elements or nuances (as applicable) of Fund raising and investor relations. It further intends to:

1. Understand the fundamentals of successful fundraising, including selection of a placement agent, setting fund targets by identifying different funding mechanisms and diversifying investor base.
2. The investor relations (IR) function in today's world is an extremely multifaceted one with IR professionals often having to act as figurehead, fundraiser, relationship manager, negotiator, communicator and analyst all at the same time. The objective of the course is to teach students the ability to attract investors, effectively engage stakeholders and meet the needs of and retain investors.

Course Description: This course aims to impart the fundamentals of successful fundraising, including selection of a placement agent, setting fund targets by identifying different funding mechanisms and diversifying investor base. Further, the investor relations (IR) function in today's world is an extremely multifaceted one with IR professionals often having to act as figurehead, fundraiser, relationship manager, negotiator, communicator and analyst all at the same time. The objective of the course is to teach students the ability to attract investors, effectively engage stakeholders and meet the needs of and retain investors.

Course Contents:

Unit Modules

- 1 Fund Raising
 - 1.1 Context Setting- What does it take an Idea to convert into a Business oppn.
 - 1.2 Introduction to fund raising/fund raising cycle including Fund raising Glossary
 - 1.3 Who are these investors to a startup- Angel Investors to PE/VCs etc. How do Funds work- raise money from LPs
 - 1.4 Designing an effective capital stack
 - 1.5 Stages in startup funding- Investment stages

- 2 Investor Relations
 - 2.1 Investor relations goals and challenges (Private document: KPMG survey findings)
 - 2.2 Investor outreach programs (ways to engage with investor community)
 - 2.3 Measuring impact of Investor relations
 - 2.4 The changing face of investor relations
 - 2.5 Disclosure and reporting practices
- 3 Others
 - 3.1 Networking and building relationships
 - 3.2 Presentation tips for pitching to investors.
 - 3.3 Important aspects/Negotiations on term sheets
 - 3.4 Fund raising for say for eg : non-profit or Fintech venture- an example.
- 4 Presentations

Course Outcomes (COs): After completing the course, the student shall be able to:

1. How to raise funding for your startup venture/venture
2. Understand the types of startup funding sources.
3. How to interact, engage and achieve results with the funding ecosystem
4. Understand nuances in investor relations (IR) and how should IR effectively engage the stakeholder's/ investor community
5. Develop soft and hard skills needed for fund raising and investor relations.

References:

Required Resources

- Starting Up and Fund raising- Prajakt Raut
- fund raising ideas and strategies – Alex Genadinik
- Best practices in Investor relations- MS Anand
- Running an effective investor relations department- Stevan M Bragg.

Recommended Resources

- Online Publications as will be discussed in class and circulated to class as well which will describe some of the below

MBA 2nd Year
Trimester 5

Data Mining & Warehousing using Machine Learning (MBA BA 207)

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Course Name: Data Mining & Warehousing using Machine Learning **Course Contact Hours: 2**
Course Credit Hours: 3 **Course Code: MBA BA 207**

Course Objectives:

1. Understanding the Foundations of Business Intelligence and Data Warehousing.
2. Developing Proficiency in BI using Data Warehousing:
3. Mastering Data Mining Techniques and Machine Learning Algorithms.
4. Enhancing Data Visualization Skills

Course Description: It will enable students to acquire a comprehensive understanding of data warehouses and data mining techniques and methodologies integral to any business. It will equip them with an exploration and understanding of data manipulation, data cube technology and OLAP operations. Students will be exposed to a variety of data mining methodologies which are used pervasively in the current-day industry and make them cognizant of its challenges.

Course Contents:

Unit Modules

- 1 Overview & Concepts of BI, DWM, DM and ML
 - 1.1 Introduction and overview of BI-Effective and timely decisions, Data Information and knowledge
 - 1.2 BI Applications- Balanced score card, Fraud detection, Telecommunication Industry, Banking and finance, Market segmentation.
 - 1.3 BI Architecture, Ethics and BI. Concepts of DWH, DM, DV.
- 2 BI using Data warehousing
 - 2.1 Introduction to Database, Importance of Database, Need of Database, DWH Architecture, evolution to DW 2.0 environment, business impact of the data warehouse
 - 2.2 Lifecycle of data warehouse, ETL Process, Top-down and bottom-up approaches, characteristics and benefits of data mart, Difference between OLAP and OLTP.ROLAP and MOLAP.
 - 2.3 Introduction to Databases and SQL Querying
- 3 Data Mining and Processing using Machine Learning
 - 3.1 Basics of data mining, related concepts, Data mining techniques, Data Collection, Data

- Cleaning, Data Reduction, Data Discovery and Profiling, Data Structuring, Data Transformation, Data Validation, Installation of WEKA
- 3.2 Classification Algorithms: What is Classification? Supervised learning, Classifier Accuracy, Precision, recall, Decision Tree and Naïve Bayes Classifier
- 3.3 Clustering: What is Clustering? Types of Data, Partitioning Methods (K-Means, K-Medoids)
- 3.4 Association rules: Motivation for Association Rule mining, Market Basket Analysis
- Analysis
 - 3.5 Web Mining in Business
- 4 Data Visualization
 - 4.1 Definition of Data Visualization, Importance of Data Visualization, Types of Data Visualization, 4 Pillars of Data Visualization
 - 4.2 Interactive Dashboard Creation
- 5 Case Studies
 - 5.1 Targeted Marketing, Heart Disease Prediction, Product Pricing, Vaccine Prediction, Property Value Prediction, Climate Change Analysis

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Demonstrate and understand a practical understanding of Business Intelligence concepts and their application in real-world scenarios.
2. Apply knowledge of database fundamentals and Data Warehousing architecture.
3. Evaluate and select appropriate algorithms for specific tasks, such as Classification, Clustering, and Association Rule Mining.
4. Develop interactive dashboards to communicate complex data-driven insights to diverse stakeholders.
5. Analyse and solve real-world problems using the concepts and techniques learned in the course.

References:

Text Books

- Jiawei Han, Micheline Kamber & Jian Pei, 3rd Edition, M. K. Publishers.
- Paulraj Ponniah, "Data Warehousing Fundamentals, A Comprehensive Guide for IT Professionals", by Wiley Press.

Reference Books

- Sam Anahory, Dennis Murray, "Data Warehousing in the real world", low price edition, Pearson Education, Paperback, Jan 2002.
- Gordon S. Linoff and Michael J. Berry, "Data Mining Techniques: For Marketing, Sales, and Customer Relationship Management", 3rd Edition, (Jan 2012).
- Richard Roiger and Michael Geatz, "Data Mining: A Tutorial Based Primer", (Dec 2016)

MBA 2nd Year
Trimester 5
Big Data Analytics for Managers (MBA BA 209)

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Course Name: Big Data Analytics for Managers
Course Credit Hours: 3

Course Contact Hours: 2
Course Code: MBA BA 209

Course Objectives:

1. Fundamental Analytics Skills: Introduce participants to key data analytics techniques through lectures, case studies, and hands-on experiences.
2. Practical Business Application: Demonstrate how to apply analytics in a business context to enhance organizational performance.
3. Case Study Illustration: Explore diverse business cases demonstrating the use of data sources, including "big data," and various analytical techniques for performance improvement.
4. Hands-On Proficiency: Provide hands-on experience using a web-based graphical environment to apply and practice analytics tools.
5. Data Science Possibilities: Develop an understanding of diverse data science applications in business, fostering a holistic perspective.

Course Description: This course introduces data analytics techniques and their practical business applications through lectures, case studies, and interactive learning. Participants explore how companies use diverse data, including "big data," and apply various analytical methods for performance enhancement. The course includes hands-on learning with a user-friendly web-based environment, allowing participants to apply discussed tools. It's designed for managers acknowledging the potential of data analytics in business but lacking the skills to engage actively in analytics.

Course Contents:

Unit Modules

- 1 Introduction
 - 1.1 Overview of Big Data
 - 1.2 Big Data Characteristics, Storage; Challenges & issues
 - 1.3 Using Big Data in Businesses; Big data in marketing, analytics, retail, hospitality, consumer good, defense etc.
 - 1.4 Recent Trends in Big Data Analytics; Technologies for Handling Big Data
- 2 Big Data Technologies
 - 2.1 Hadoop Ecosystem. Core Hadoop Components
 - 2.2 Loading data into Hadoop, Handling files in Hadoop, Getting data from Hadoop
 - 2.3 Handling files in Hadoop, Getting data from Hadoop Ecosystem

- 2.4 Hadoop components: MapReduce/Pig/Hive/HBase, Hadoop limitations
- 3 NoSQL Data Management
 - 3.1 NoSQL including document databases
 - 3.2 Relationships, graph databases
 - 3.3 Schema less databases, CAP Theorem etc.
- 4 Big Data & Machine learning
 - 4.1 Quick into to Machine learning
 - 4.2 Big Data & Machine Learning Machine learning tool
 - 4.3 Spark & SparkML , H2O, Azure ML
- 5 Big Data Visualizations Security & Vendors
 - 5.1 Tools for big data visualization : Tableau, Qlikview and Zeppelin
 - 5.2 Big data security, Big Data Technology Foundations
 - 5.3 Big data stack i.e. data source layer, ingestion layer, source layer, security layer, visualization layer, visualization approaches etc.
- 6 Big Data Vendors
 - 6.1 Cloudera Snowflake: A Cloud Data Warehouse

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Foundational Analytics Competence: Attain proficiency in fundamental data analytics techniques applicable in a business setting.
2. Applied Skills: Develop the ability to apply analytics in real-world business scenarios, demonstrated through case study analyses.
3. Practical Competence: Gain hands-on competence by practicing with data analytics tools in a web-based environment.
4. Informed Decision-Making: Acquire knowledge to make informed decisions on utilizing data sources and analytical techniques for performance improvement.
5. Business Data Science Awareness: Foster awareness of diverse data science applications in business for recognizing implementation opportunities.

References:

Textbooks

- Radha Shankarmani and M Vijayalakshmi —Big Data Analytics, Wiley
- Alex Holmes —Hadoop in Practice, Manning Press, Dreamtech Press.
- Dan McCreary and Ann Kelly —Making Sense of NoSQL – A guide for managers and the rest of us, Manning Press.

Reference Books

- Bill Franks, —Taming The Big Data Tidal Wave: Finding Opportunities in Huge Data Streams with
- Advanced Analytics, Wiley
- Chuck Lam, —Hadoop in Action, Dreamtech Press

Recommended Resources

E-Resources

- <https://www.analyticsvidhya.com/blog/2014/05/hadoop-simplified>
- <https://www.analyticsvidhya.com/blog/2014/05/introduction-mapreduce/>

- <https://www.pdfdrive.com/big-data-analytics-a-hands-on-approach-e158549112.html>
- <https://www.pdfdrive.com/data-science-and-big-data-analytics-e58447171.html>

MBA 2nd Year
Trimester 5
Modern Age AI Tools (MBA BA 211)

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Course Name: Modern Age AI Tools
Course Credit Hours: 3

Course Contact Hours: 2
Course Code: MBA BA 211

Course Objectives:

1. Help students understand modern AI tools and get an overview of the current state of AI technology.
2. Assess the functionality and applications of ChatGPT as an AI tool, exploring its capabilities and potential uses in different contexts.
3. Examine the features and applications of BARD as an AI tool, elucidating its capabilities and potential impact in relevant domains.
4. Help understand DALL-E, Midjourney, and Adobe Firefly by exploring their features and uses in AI.
5. Help everyone understand how to protect data, follow the law, and use AI tools ethically.

Course Description: Explore the cutting-edge realm of AI with our Modern Age AI Tools course. From understanding the evolution of AI to hands-on integration of tools like ChatGPT, BARD, and DALL-E, delve into real-world applications across industries. Address ethical considerations, legal frameworks, and prepare for the future of AI tool adoption in this dynamic and practical learning experience.

Course Contents:

Unit Modules

- 1 Introduction to Modern AI Tools
 - 1.1 Overview of AI in the Modern Age
 - 1.2 The Role of AI Tools in Business
 - 1.3 Historical Perspective and Evolution of AI Tools Unemployment
- 2 Introduction to ChatGPT
 - 2.1 NLP
 - 2.2 Prompt engineering: Components of a Prompt, Customizing Prompts
 - 2.3 Responsibility in Prompt Design
 - 2.4 Hands-on Practice
- 3 Introduction to BARD
 - 3.1 Background and development of Bard

- 3.2 Key features of Bard
- 3.3 Ethical Considerations
- 4 Overview of DALL-E /adobe firefly
- 5 AI Tool Integration
 - 5.1 Combining AI Tools
 - 5.2 Building Custom Solutions for Business
 - 5.3 Group Project: Integrating AI Tools for a Specific Business Case
- 6 Ethical and Legal Considerations
 - 6.1 AI Bias and Fairness
 - 6.2 Data Privacy and Security
 - 6.3 Legal Frameworks
 - 6.4 Ethical Guidelines for AI Tool Usage
- 7 Future Trends and Innovations
 - 7.1 Emerging AI Tools and Technologies
 - 7.2 AI in Marketing, Healthcare, and Education
 - 7.3 Preparing for Future AI Tool Adoption
- 8 Final Project Development and Presentation
 - 8.1 Students work on their final projects with guidance and support.

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Provide a concise overview of modern AI tools, their historical evolution, and their pivotal role in contemporary business settings.
2. Assess the functionality and applications of ChatGPT as an AI tool, exploring its capabilities and potential uses in different contexts.
3. Evaluate the advanced capabilities of BARD as an AI tool, examining its applications, features, and potential contributions in various domains.
4. Provide an understanding of DALL-E, Midjourney, and Adobe Firefly, offering insights into their features and applications in the field of AI.
5. Ensure a clear understanding of data privacy and security, legal frameworks, and ethical guidelines for the usage of AI tools.

References:

Required Resources

Recommended Resources

- "Artificial Intelligence: A Modern Approach" by Stuart Russell and Peter Norvig (Book)
- "The Ethics of Artificial Intelligence" (Stanford Encyclopedia of Philosophy)
- Other readings (including, for instance, relevant journal articles) will be informed or perhaps made available prior to each lecture should the need arise.
- <https://www.pdfdrive.com/data-science-and-big-data-analytics-e58447171.html>

MBA 2nd Year
Trimester 5
Sales & Distribution Management (MBA MKT 201)

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Course Name: Sales & Distribution Management

Contact Hours: 2

Course Credit Hours: 2

Course Code: MBA MKT 201

Course Objectives:

The primary aim of this course is to provide students with a clear understanding of distribution management and objectives of the course are:

- 1 To understand distribution and Supply Chain Fundamentals: Develop a comprehensive understanding of the fundamental concepts and principles that support supply chain and distribution management, including the flow of materials, information, and finances.
- 2 To Analyze Supply Chain Strategies: Examine various supply chain strategies and their alignment with different business goals, evaluating the impact of strategic decisions on supply chain performance.
- 3 To understand Inventory Management: Gain expertise in inventory control, demand forecasting, safety stock, and order management, and understand how these elements impact costs and customer service.
- 4 To Evaluate Supply Chain Risks: Identify potential risks within the supply chain, such as disruptions, demand variability, and geopolitical factors, and develop risk mitigation strategies.

Course Description: This course on Sales and Distribution Management equips students with the advanced knowledge and skills required to excel in the complex world of modern logistics and supply chain operations. In an increasingly globalized and interconnected business environment, the efficient movement of goods, information, and capital has become critical for organizational success. This course explores the strategic, operational, and analytical aspects of distribution and supply chain management, preparing students to become adept problem-solvers and decision-makers in the field.

Course Contents:

Unit Modules

- 1 Supply Chain Strategy and Design
 - 1.1 Supply chain network, Importance of Distribution and Supply chain operations management
 - 1.2 Aligning supply chain operations with Business objectives
- 2 Demand Forecasting and Inventory management

- 2.1 Demand Forecast types
- 2.2 Forecasting in supply chain planning
- 2.3 Challenges in Forecasting
- 2.4 Inventory control models and inventory management techniques
- 3 Logistics and transportation management
 - 3.1 Logistics role in supply chain efficiency
 - 3.2 Route optimization and network design
 - 3.3 Emerging trends in transportation management
- 4 Supplier relationship management
 - 4.1 Strategic sourcing and Procurement strategy
 - 4.2 Supplier collaboration, communication channels
 - 4.3 Supplier risk management
- 5 Supply chain risk management
 - 5.1 Risk assessment mapping
 - 5.2 Risk mitigation techniques
 - 5.3 Building supply chain resilience

Course Outcomes (COs): After completing the course, the student shall be able to:

- 1 Optimize the key supply chain operational aspects which include warehousing, inventory, transportation.
- 2 Make informed and strategic decisions in supply chain management, considering factors such as network design, outsourcing, and sustainability, and aligning these decisions with overall business objectives.
- 3 Understand the impact of efficient inventory control and management on performance and cost parameters.
- 4 Identify, assess, and mitigate risks within the supply chain, create and implement risk management strategies that enhance the resilience of the supply chain against disruptions and uncertainties
- 5 Understand the role of channel management and factors that influence channel members

References:

Learning Resources

- "Supply Chain Science" by Wallace J. Hopp and Mark L. Spearman
- "Supply Chain Management: Strategy, Planning, and Operation" by Sunil Chopra and Peter Meindl (3rd Edition E- Book available)

Recommended Resources

Books

- "Logistics & Supply Chain Management" by Martin Christopher. (4th edition E-book Available)

MBA 2nd Year
Trimester 5
Media Management (Advertising & PR) (MBA MKT 207)

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Course Name: Media Management (Advertising & PR)
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: MBA MKT 207

Course Objectives:

1. To give a thorough understanding of marketing and media landscape, including different avenues, platforms and integral role of media in business.
2. To familiarize students with various media research sources and their application.
3. To provide students with insights into the media planning and buying process.
4. To introduce different budgeting techniques and factors influencing budget decisions in media planning.
5. To emphasize on the importance of digital media evaluation and its role in modern media planning
6. To identify and address the challenges of media planning within legal and ethical boundaries.

Course Description: This course provides a comprehensive overview of marketing strategies and media planning covering various aspects of media platforms and the role they play in business communication. The curriculum includes an exploration into media planning elements, media mix, impact of media on consumer buying decisions, media research, media planning process, reach and frequency considerations and media scheduling strategies. Additionally, the course delves into media budgeting and buying, media measurement and evaluation covering essential metrics. the course equips students with an understanding of media planning, enabling them to navigate the dynamic landscape of media marketing strategies.

Course Contents:

Unit Modules

- 1 Introduction to Media and Media Planning
 - 1.1 Marketing and media avenues, media and medium platforms and its scope
 - 1.2 Role of communication mix in media
 - 1.3 Factors influencing media planning decisions, role and importance of media in consumer buying decision
 - 1.4 Regulatory framework and legal aspects in media planning
- 2 Media research
 - 2.1 Media research

- 3 Media Planning Process
 - 3.1 Steps in media planning
 - 3.2 Reach and frequency – optimal vs ideal reach, media frequency mapping, GRP calculation, effective reach
 - 3.3 Media scheduling
 - 3.4 Media calendar
- 4 Media Mix Strategy
 - 4.1 Media Mix: Meaning, need for Media Mix, Identifying Audience for Mass Media, Factors Affecting Media Mix Decision
 - 4.2 Media Choices: Traditional & Contemporary
 - 4.3 Media Strategy
- 5 Media Budget and Buying
 - 5.1 Types of budgeting techniques
 - 5.2 Media Buying objectives, roles and responsibilities
 - 5.3 Media Brief, Criteria in Media Buying

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand the media fundamentals, elucidating the roles and characteristics of diverse platforms within the marketing landscape.
2. Apply media planning strategies in real-world scenarios, considering various factors influencing decision-making.
3. Exhibit proficiency in budget allocation for media plans, employing various budgeting techniques
4. Evaluate media mix demonstrating a deep understanding of market prioritization, media weights, and media mix optimization.
5. Formulate innovative and context-specific media strategies, to achieve impactful and resonant communication.

References:

Required Text Reading

- Media Planning and Buying: Principles and Practice in the Indian Context (Arpita Menon)
- The Media Handbook (Helen Katz)
- The Indian Media Business, Vanita Kohli, Khandekar 2010
- Media Planning: A Practical Guide by Jim Surmanek
- Media planning workbook by William Goodrich and Jack Scissors

Recommended References

- Advanced media planning by John R Rossitier, Peter J Danaher
- Advertising Media planning by Jack Scissors and Roger Baron Integrated Advertising, Promotion and Marketing Communications, Kenneth E. Clow and Donald Baack, Second Edition, Prentice Hall of India.
- Marketing Communications Management, Concepts & Theories, Cases and practices, Paul Copley, Elsevier

Web Resources

- MOOC/Online/
- <https://www.marketingevolution.com/marketing-essentials/media-buying>
- <https://blog.hubspot.com/marketing/media-buying>

MBA 2nd Year
Trimester 5
Services Marketing (MBA MKT 204)

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Course Name: Services Marketing

Contact Hours: 2

Course Credit Hours: 2

Course Code: MBA MKT 204

Course Objectives:

The primary aim of this course is to provide students with a clear understanding of the services and their marketing Major objectives of the course are:

1. To sensitize students with the importance of service sector in an economy
2. To discuss the differences in marketing a service compared to products
3. To understand various frameworks which help in designing services
4. To discuss the role of quality measurement in services
5. To understand the differences between the new age services and traditional services

Course Description: The Services Marketing course is designed to equip students with the fundamentals of Services Marketing. It covers various Service Marketing frameworks/Models that will help marketing practitioners to assess and design services which create customer satisfaction. The course also covers aspects related to the service quality and its underlying parameters. The reasons for service failure and developing of strategies for service recovery in case of failures will also be discussed in the course. Finally, the course also covers service performance of various new-age internet-based services and compare them against the traditional services.

Course Contents:

Unit Modules

- 1 Introduction to Services Marketing
 - 1.1 Sectors of Economy
 - 1.2 Marketing of Services
- 2 Service Experience and Consumer Behaviour for Services
 - 2.1 Service Experience
 - 2.2 Consumer Behaviour for Services
- 3 Service Expectation and Service Perception
 - 3.1 Gap Model
 - 3.2 Service Expectations
 - 3.3 Service Perception

4. Service Quality Measurement
 - 4.1 Market Research Based on Service Gaps
 - 4.2 SERVQUAL Model
5. Service Marketing Mix
 - 5.1 Extended Marketing Mix
 - 5.2 7Ps and analysis of Services
6. Service Blueprinting and Architecture
 - 6.1 Service Blueprinting
 - 6.2 Service Architecture
7. Service Failure and Recovery
 - 7.1 Managing Service Encounters
 - 7.2 Service Recovery

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand the fundamentals of Services Marketing
2. Analyse services based on various Service Marketing frameworks/Models like Service Marketing Mix and Service Gap Model
3. Analyse service quality parameters and Evaluate service quality measures using SERVQUAL and House of Quality
4. Assess the reasons for service failure and develop strategies for service recovery
5. Compare service performance of various new-age internet based services

References:

Required Resources

- Services Marketing 6e- Valerie Zeithaml, Mary Bitner, Dwayne Gremler, and Ajay Pandit (Available in Library)
- Services Marketing – People, Technology, and Strategy 7e - Christopher Lovelock, Jochen Wirtz, and Jayanta Chatterjee (Available in Library)

MBA 2nd Year
Trimester 6
Logistics & Supply Chain Management (MBA ENT 203)

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Course Name: Logistics & Supply Chain Management
Course Credit Hours: 2

Contact Hours: 2
Course Code: MBA ENT 203

Course Objectives:

1. Understand Operations Management: Gain a deep understanding of the key components of Operations management, including production planning, inventory management, and logistics, distribution, and their roles in achieving operational excellence.
2. Analyze Logistics Systems: Learn to analyze and assess the effectiveness of logistics systems and processes, identifying areas for improvement and implementing strategies to enhance efficiency and reduce costs.
3. Master Inventory Control: Develop proficiency in inventory control techniques, such as ABC analysis, economic order quantity (EOQ), and just-in-time (JIT) inventory management, to optimize stock levels while minimizing carrying costs.
4. Improve capacity planning Strategies: Explore various types of capacity planning, and scheduling techniques, enabling the development of efficient and cost-effective plans within the shop floor.
5. Quality Management: Understand the principles of quality management, including Total Quality Management (TQM) and Six Sigma, to enhance product and service quality, reduce defects, and improve overall customer satisfaction.
6. Demand Forecasting and Planning: Acquire skills in demand forecasting techniques and production planning to ensure adequate inventory levels and meet customer demand while avoiding overstocking or stockouts.

Course Description: his course typically covers a wide range of topics, including Operations management, inventory control, distribution, quality management, and demand forecasting. Students learn how to optimize processes, reduce costs, enhance efficiency, and ensure the timely delivery of products or services to customers. Through case studies, and real-world examples, students gain practical insights into the complexities of logistics and operations management, equipping them with the skills and knowledge needed to excel in this critical field and contribute to the success of businesses and organizations.

Course Contents:

Unit Modules

- 1 Logistics and Operations Management Strategy and Design
 - 1.1 Importance of Operations Management
 - 1.2 Aligning logistics and Supply chain management with business objectives
- 2 Demand forecasting and inventory management
 - 2.1 Significance of Production planning, and control
 - 2.2 Demand forecasting techniques
 - 2.3 Facility location, and Layout planning decisions
 - 2.4 Optimization using Linear programming techniques using Excel solver
- 3 Inventory Management and Control
 - 3.1 Inventory control models and inventory management techniques
 - 3.2 ABC Classification
 - 3.3 Implication of Inventory costs on cost of production
- 4 Supply chain Strategy and Network Design
 - 4.1 Importance of distribution network design and various types including omnichannel distribution
 - 4.2 Logistics role in improving supply chain efficiency
 - 4.3 Route Optimization
 - 4.4 Green logistics and Emerging trends in transportation management

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Apply Supply Chain Principles to design, analyze, and optimize supply chain
2. Evaluate Logistics Systems identifying inefficiencies and proposing solutions to improve the flow of goods and services throughout the supply chain.
3. Implement Inventory Strategies including ABC analysis, EOQ, and JIT, to maintain optimal inventory levels, reduce carrying costs, and enhance supply chain performance.
4. Optimize Capacity Plans and students will be capable of designing and optimizing capacity plans by selecting appropriate sequencing techniques leading to cost-effective and timely product delivery.
5. Enhance Quality Management and students will understand quality management principles and methodologies, enabling them to implement quality improvement initiatives
6. Forecast Demand and Plan Production: Graduates will have the capability to forecast demand accurately and develop production plans

References:

Required Text Reading

- Operations management – Theory & Practice by B. Mahadevan- Third Edition Operations Management by William J. Stevenson, (2021), 13th Edition

Recommended References

- "Supply Chain Management: Strategy, Planning, and Operation" by Sunil Chopra and Peter Meindl – E-book Available

MBA 2nd Year
Trimester 6
Global Finance (MBA FIN 208)

L	T	P
2	-	-

Course Name: Global Finance
Course Credit Hours: 2

Contact Hours: 2
Course Code: MBA FIN 208

Course Objectives:

Globalization changes the way nations, businesses and people interact. It leads to market expansion that enables businesses to make proper use of their resources. The course aims to expose students to the implications of international financial management in the financial decision-making process. It will enable them to apply the above knowledge to managing finances of an international business

Course Description: Effective corporate decision making requires a deep understanding of the global financial markets; in particular, this course will cover foreign exchange markets and world capital markets.

Course Contents:

Unit Modules

- 1 Introduction to International Finance
 - 1.1 International Financial Transactions
 - 1.2 International Monetary System
 - 1.3 International Banking
 - 1.4 Balance of Payments
 - 1.5 Exchange Rates
- 2 International Theories and International Financial Management
 - 2.1 Interest Rate Parity Theorem
 - 2.2 Purchasing Power Parity Theorem
 - 2.3 Foreign Exchange Risk Management
 - 2.4 International Capital Budgeting
- 3 International Sources of Funds
 - 3.1 Equity Market
 - 3.2 Debt Market
 - 3.3 Depository Receipts

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand the complexities of the global business environment.
2. Evaluate and get a working understanding on the international monetary system, international banking, exchange rates and related quotes.
3. Apply the theories of international finance.
4. Comprehend the international sources of finance and international capital budgeting.
5. Understand and apply the foreign exchange management risk.

References:

Required Resources

- Vij M., 2010, International Financial Management, 3rd Edition, Wiley

Recommended Resources:

- Srivastava R., 2014, International Finance, Oxford University Press Sharan V., 2012, International Financial Management, 6th Edition, PHI

MBA 2nd Year
Trimester 6
Behavioral Finance (MBA FIN 212)

L	T	P
2	-	-

Course Name: Behavioral Finance

Contact Hours: 2

Course Credit Hours: 2

Course Code: MBA FIN 212

Course Objectives:

1. Examine how the insights of behavioural finance theories shed light on the behaviour of individual investors and finance professionals in investment decision-making and corporate financial decision-making.
2. Explore the possibility to improve investment performance and corporate performance by recognising the cognitive biases and applying appropriate 'debiasing' techniques.
3. Investigate the implications of behavioural finance for the construction of good corporate governance mechanisms.

Course Description: Behavioral finance proposes that psychological influences and biases affect the financial behaviors of investors and financial practitioners. Moreover, influences and biases can be the source for the explanation of all types of market anomalies and specifically market anomalies in the stock market, such as severe rises or falls in stock price. This has made behavioral finance is such an integral part of investing

Course Contents:

Unit Modules

- 1 Overview of behavioral finance and disposition effect
 - 1.1 Overconfidence and individual investors
 - 1.2 Overconfidence and professional investors
 - 1.3 Loss Aversion
 - 1.4 Risk Perception
- 2 Decision Frames
 - 2.1 Mental accounting
 - 2.2 Familiarity and representativeness
- 3 Behavioral portfolio management
 - 3.1 Herding
 - 3.2 Social interaction
 - 3.3 CAPM Theory

- 4 Emotions and investment decisions
 - 4.1 Behavioral biases and corporate decision-making
 - 4.2 Behavioral finance and the financial crisis- The 1930's stock market correction
Global Financial Crisis -2008
 - 4.3 Efficient Market Hypothesis

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Be able to provide an overview of this aspect, and gain an understanding that investment decision-making and investor behaviour are not necessarily driven by 'rational' considerations but by aspects of personal and market psychology.
2. Recognise that our abilities to make complex financial decisions are limited due to the biases and errors of judgement to which all of us are prone.
3. Understand the impact of cognitive biases on the financial decision making. Articulate and analyse information for making strategic, managerial decisions such as fixing selling price, profit planning, make or buy etc.

References:

Required Resources

- Book M. M. Sulphey, 2014, Behavioural Finance, Eastern Economy Edition, Prentice Hall India.
- Case Study: Overconfidence in Decision Making: Fishchhoff, Slovic, and Lichtenstein experiment, 1977
- Case Study Institutional Investors versus Individual Investors: Wen-I Chuang and Rauli Susmel, October 2008

Recommended Resources:

- Daniel Crosby, 2019, The Behavioral Investor, 1st Edition, Jaico Publishing.

MBA 2nd Year
Trimester 6
Financial Engineering & Risk Management (MBA FIN 210)

L	T	P
2	-	-

Course Name: Financial Engineering & Risk Management
Course Credit Hours: 2

Contact Hours: 2
Course Code: MBA FIN 210

Course Objectives:

The course is intended to develop building blocks of math finance and risk management. Understanding the key components of quantitative models, their relation with regulatory guidelines and also have insights into how to develop pricing, stress testing or risk measurement models that are frequently used in the industry.

Course Description: Financial Engineering (FE) and Risk Management (RM) are important areas that have a lot of applications in the domain for finance/banking. These two skill sets have been around for a while now, and they will continue to be in demand from the industry. Further, many concepts covered under FE integrate well with ideas in data analytics too. Therefore, candidates with expertise around FE, RM along with hands on skills will be able to work in good roles in the areas of quantitative analytics/ risk / pricing in banks/financial institutions. There is an increasing overlap between the areas of data sciences and quantitative finance.

Course Contents:

Unit Modules

- 1 Forward contracts and Forward rate agreements (FRA)
 - 1.1 Concept of forward contracts
 - 1.2 No-arbitrage framework- cash and carry and reverse cash and carry
 - 1.3 Valuation of equity, fixed income and FX forwards
 - 1.4 Applications of forward contracts
 - 1.5 Recap of spot rates and forward rates
 - 1.6 Concept, Valuation and application of FRA
- 2 Introduction to Futures for risk management purposes
 - 2.1 Meaning of Futures contracts
 - 2.2 Margins, types of orders
 - 2.3 Short hedges, long hedges
 - 2.4 Basis risk in futures
 - 2.5 Using equity futures for portfolio management
- 3 Foundations of quantitative finance

- 3.1 Randomness in Assets
- 3.2 Concept of Ito's Lemma
- 3.2 Weiner Processes & GBM
- 3.4 Idea of stochastic differential equation
- 4 Binomial model and Black Scholes Model
 - 4.1 Difference between discrete time and continuous time models
 - 4.2 Delta hedging, no-arbitrage and risk neutrality via binomial model
 - 4.3 Understand the BSM partial differential equation
 - 4.4 Applications of option pricing models
- 5 Value at Risk (VaR) and regulatory capital framework
 - 5.1 Meaning of value at risk
 - 5.2 Models for calculating VaR
 - 5.3 Basics of back testing and stress testing
- 6 Foundations of regulatory capital framework
 - 6.1 Foundation of credit risk management
 - 6.2 Counterparty credit exposure
 - 6.3 Basics of credit risk modelling
 - 6.4 Central Counterparties

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand forward contracts and forward rate agreements (FRA)
2. Introduction to Futures for risk management purposes
3. Learn basic concepts in quantitative finance including GBM, Ito's, basics of stochastic differential equations etc.
4. Learn the math behind models like the binomial model, Black Scholes Merton and their application to equity and foreign exchange options
5. Understand the relevance of Value at Risk (VaR) and various approaches to calculate the same and linking it with its relevance to the risk framework
6. Introduce regulatory capital requirements for banks
7. Overview of credit risk analytics

References:

Required Resources

- John C Hull, 2012-2018, "Options, Futures & Other Derivatives", either 8th / 9th Edition, Pearson publication, Toronto
- Paul Wilmott, 2012, "Paul Wilmott on Quantitative Finance", 2nd Edition, Wiley Publication, England

Recommended Resources:

- Wes McKinney, 2013, "Python for Data Analysis", 1st Edition, O'Reilly Publication, USA

MBA 2nd Year
Trimester 6
Ethics in Digital Media & Advertising (MBA DMA 208)

L	T	P
2	-	-

Course Name: Ethics in Digital Media & Advertising

Contact Hours: 2

Course Credit Hours: 2

Course Code: MBA DMA 208

Course Objectives:

The primary aim of this course is to provide students with the basics of Ethics in Digital Media & Advertising with the help of foundational concepts around Marketing. Major objectives of the course are:

1. Understand the fundamental concepts of ethics and their relevance to digital media and advertising.
2. Examine the ethical implications of data collection, targeting, and personalization in digital advertising.
3. Develop critical thinking skills to assess the ethical dimensions of emerging technologies and trends in digital advertising.

Course Description: In an era characterized by rapid technological advancements and the pervasive influence of digital media, the ethical considerations surrounding advertising have become increasingly complex and significant. This course delves into the ethical frameworks, principles, and dilemmas inherent in the realm of digital media and advertising. It examines how advertising practices intersect with issues such as privacy, truthfulness, transparency, diversity, manipulation, and societal impact in the digital landscape.

Course Contents:

Unit Modules

- 1 Basics Of Ethical Marketing
 - 1.1 Introduction to Ethical Marketing
 - 1.2 Addressing Unethical Practices in Marketing
- 2 Media Ethics in Digital Marketing
 - 2.1 Digital Wellness & Social Dilemma
 - 2.2 Controversial SEO Strategies
 - 2.3 Permission Based E -Mail Marketing
 - 2.4 Ethical Digital Advertising
- 3 Ethics & Content Creation
 - 3.1 Understanding Digital rights & Creative Common
 - 3.2 Ethical responsibilities of Content Creators

- 3.3 Ethical consideration in AI generated Content
- 4 ASCI
 - 4.1 Role & Functionality of ASCI
 - 4.2 ASCI Codes
 - 4.3 Guidelines Laid Down By ASCI

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Demonstrate comprehension of ethical theories and frameworks and their application to digital media and advertising practices.
2. Analyze and evaluate the ethical considerations surrounding data collection, targeting, and personalization techniques employed in digital advertising campaigns.
3. Apply critical thinking skills to identify and assess the ethical implications of emerging technologies, such as AI and AR, in digital advertising.
4. Articulate informed perspectives on the ethical responsibilities of advertisers, platforms, and regulatory bodies in the digital advertising ecosystem.
5. Construct ethical decision-making frameworks to navigate complex dilemmas inherent in digital media and advertising contexts.
6. Synthesize knowledge and ethical principles to propose strategies for promoting transparency, accountability, and social responsibility in digital advertising practices.

References:

Required Text Reading

- Study Material Provided

MBA 2nd Year
Trimester 6
Marketing for Digital Commerce (MBA DMA 210)

L	T	P
2	-	-

Course Name: Marketing for Digital Commerce
Course Credit Hours: 2

Contact Hours: 2
Course Code: MBA DMA 210

Course Objectives:

1. E-commerce Strategy and Market Analysis
2. Grasp the fundamentals and advanced concepts of e-commerce strategy.
3. Analyze market trends, consumer behavior, and competitive landscapes.
4. Digital Marketing and SEO
5. Master digital marketing techniques, including SEO, content marketing, and social media strategies.
6. Operational Excellence in E-commerce
7. Understand e-commerce operations, logistics, and technological infrastructure.
8. Customer Experience and Engagement
9. Design and implement strategies for enhancing customer experience and engagement online.
10. E-commerce Entrepreneurship and Innovation
11. Develop entrepreneurial skills specific to launching and managing successful e-commerce ventures.

Course Description: This course provides a detailed examination of E-commerce within the marketing domain, focusing on the strategic development and operational management of online businesses. Participants will explore the fundamentals of E-commerce, including digital marketing strategies, customer engagement techniques, and the technological infrastructure required to build and sustain an online marketplace.

The curriculum is designed to equip students with the knowledge and skills necessary to navigate the complexities of the digital economy. It will cover topics such as search engine optimization (SEO), social media marketing, online consumer behavior, and data analytics to optimize e-commerce operations. Students will also learn about the legal and ethical considerations of conducting business online, ensuring they can manage e-commerce platforms responsibly and effectively.

Additionally, the course emphasizes the importance of creating a seamless online shopping experience, from website design and functionality to customer service and logistics management. By the end of the course, participants will have a comprehensive understanding of how to successfully launch and grow an e-commerce business, making it an indispensable resource for aspiring entrepreneurs, marketing professionals, and anyone interested in the field of e-commerce.

Course Contents:

Unit Modules

- 1 Foundations of E-commerce Marketing
 - 1.1 Understanding E-commerce Fundamentals: Grasping the basics of e-commerce operations and strategies.
 - 1.2 Digital Consumer Behavior: Analyzing how consumers interact with online brands and what drives their purchasing decisions.
 - 1.3 E-commerce Technologies: Overview of the essential technologies that power e-commerce websites and platforms.
 - 1.4 SEO and Content Marketing for E-commerce: Strategies to improve online visibility and attract customers through search engines and compelling content.
- 2 E-commerce Branding and Customer Engagement
 - 2.1 Building a Strong E-commerce Brand: Strategies for creating a memorable and trusted e-commerce brand.
 - 2.2 Social Media Marketing for E-commerce: Using social media platforms to engage with customers and promote products.
 - 2.3 Email Marketing Strategies for E-commerce: Crafting effective email campaigns to nurture leads and boost sales.
 - 2.4 Customer Service Excellence: Delivering outstanding customer service to enhance loyalty and retention.
- 3 Enhancing E-commerce Operations
 - 3.1 Inventory and Supply Chain Management for E-commerce: Optimizing inventory levels and supply chain operations for efficiency and reliability.
 - 3.2 E-commerce Website Optimization: Techniques for improving the user experience and conversion rates of e-commerce sites.
 - 3.3 Data Analytics in E-commerce: Leveraging data analytics to make informed decisions and personalize customer experiences.
 - 3.4 Payment Systems and Security: Implementing secure and user- friendly payment systems to protect customer information.
- 3 Advanced E-commerce Strategies
 - 4.1 Mobile Commerce and App Marketing: Optimizing for mobile users and marketing e-commerce apps to drive downloads and engagement.
 - 4.2 Influencer and Affiliate Marketing: Collaborating with influencers and affiliates to expand reach and drive sales.
 - 4.3 International E-commerce Expansion: Strategies for taking your e-commerce business global and managing cross-border challenges.
 - 4.4 Emerging Trends in E-commerce: Staying ahead of the curve with the latest e-commerce innovations and consumer trends.

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Master E-commerce Marketing Strategies: Develop expertise in creating and implementing comprehensive digital marketing strategies that enhance online visibility, drive traffic, and increase sales, ensuring your e-commerce brand stands out in a crowded marketplace.

2. Optimize Online Consumer Engagement: Gain the ability to design and execute engagement strategies that captivate and retain a diverse online audience,
3. Use Data Analytics for engagement: Leveraging analytics to tailor experiences and foster loyal customer relationships.
4. Navigate E-commerce Challenges with Agility: Acquire the skills to identify and address the unique challenges of e-commerce, from managing supply chain disruptions to adapting to changing consumer behaviors, ensuring your business remains competitive and resilient.
5. Excel in Multichannel Digital Marketing: Master the art of multichannel marketing, from social media to email campaigns, ensuring your e-commerce brand communicates effectively across all platforms and touches points, enhancing reach and customer engagement.

References:

Required Text Reading

- Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing. Pearson

Recommended Resources:

- Ryan, D. (2020). Understanding Digital Marketing
- Sweeney, S. (2018). 101 Ways to Promote Your Online Store
- Patel, N., & Moltz, B. (2016). E-commerce Marketing

MBA 2nd Year
Trimester 6
Public Relations & Corporate Communications (MBA DMA 212)

L	T	P
2	-	-

Course Name: Public Relations & Corporate Communications
Course Credit Hours: 2

Contact Hours: 2
Course Code: MBA DMA 212

Course Objectives:

1. To understand the definition and key principles that underpin the field of Public Relations.
2. To apply relevant theoretical frameworks to analyze and enhance Public Relations strategies.
3. To acquire skills in crafting and implementing strategic communication plans that align with
4. organizational goals and engage target audiences.
5. To understanding of the key concepts, principles, and models that form the foundation of corporate communication.
6. To gain insights into the interplay between media and PR and establish effective media relations.
7. To explore the integration of digital and social media in corporate communication

Course Description: The Public Relations and Corporate Communication course is designed to provide a comprehensive understanding of strategic communication within the corporate landscape. Students explore the principles of effective public relations, crisis management, and stakeholder engagement. The curriculum delves into corporate branding, reputation management, and the integration of communication strategies with organizational goals. Emphasis is placed on honing skills in media relations, writing compelling press releases, and utilizing various communication channels. Practical components, such as case studies and real-world simulations, enable students to apply theoretical knowledge to practical scenarios. By the end of the course, graduates are equipped to navigate the intricate dynamics of corporate communication, fostering positive relationships between organizations and their stakeholders.

Course Contents:

Unit Modules

- 1 Introduction to Public Relations
 - 1.1 Defining Public Relations
 - 1.2 Propaganda, Publicity, Advertising, Lobbying,
 - 1.3 Public Information
 - 1.4 Basic principles of PR
 - 1.5 Identification of Publics
- 2 Strategic Public Relations

- 2.1 7 Cs of effective communication
- 2.2 Audience analysis and segmentation
- 2.3 Four stages of PR Process: RPCE Model
- 2.4 Public relations department and PR Agencies
- 3 Corporate Communications
 - 3.1 Corporate PR vs Corporate Communications
 - 3.2 Corporate Identity
 - 3.3 Corporate Image
 - 3.4 Crisis communication & reputation management
 - 3.5 Internal communication
- 4 Media Strategies and Tactics
 - 4.1 PR campaigns
 - 4.2 Electronic PR
 - 4.3 Press conference & press releases
 - 4.4 Media relations

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand the definition and key principles of Public Relations.
2. Apply relevant theoretical frameworks to analyze and enhance Public Relations strategies, showcasing the ability to critically assess and improve communication approaches in various contexts.
3. Develop and implement strategic communication plans
4. Understand the key concepts, principles, and models of corporate communication and comprehend the significance of corporate identity and image.
5. Appraise the interplay between media and PR, to leverage media strategies effectively and establish positive relations with media outlets
6. Examine the integration of digital and social media in corporate communication, to use these platforms strategically to enhance organizational communication and engagement.

References:

Required Text Reading

- Reddi, C.V.N (2019). Effective Public Relations and Media Strategies, 3e, PHI Learning Pvt. Ltd.

Recommended Resources

- Rath, P., Shalini, K. & Ray, D. (2018). Corporate Communication, Cengage India Pvt. Ltd.
- Smudde, P.M (2023). Managing Public Relations, 2e, Routledge Taylor & Francis Group
- HBR reading: Reputation Warfare by Leslie Gaines-Ross
- HBR reading: How to keep complaints from spreading

MBA 2nd Year
Trimester 6
Founder Led Sales (MBA ENT 220)

L	T	P
2	-	-

Course Name: Founder Led Sales

Contact Hours: 2

Course Credit Hours: 2

Course Code: MBA ENT 220

Course Objectives:

To equip founders with the knowledge and practical skills necessary to lead sales efforts effectively, build meaningful customer relationships, and drive their startup's growth through strategic sales initiatives.

Course Description: This course focuses on empowering founders with the essential skills and strategies for direct sales efforts in the early stages of their startup. It covers the fundamentals of sales processes, relationship building, customer discovery, and strategies tailored for founders to effectively sell their vision, product, or service. The course combines theoretical knowledge with practical applications, including role-playing, case studies, and real-world sales pitch exercises.

Course Contents:

Unit Modules

- 1 Introduction to Founder-Led Sales
 - 1.1 The Role of the Founder in Sales - Understanding the Sales Cycle
 - 1.2 Crafting Your Sales Strategy
- 2 Developing Your Sales Toolkit
 - 2.1 Creating Effective Sales Pitches
 - 2.2 Utilizing Sales Enablement Tools
 - 2.3 Handling Objections and Rejections
- 3 Building Customer Relationships
 - 3.1 Principles of Relationship Selling
 - 3.2 Networking and Building a Customer Base - Leveraging Customer Feedback
- 4 Scaling Your Sales Efforts
 - 4.1 Transitioning from Founder-Led to Team-Led Sales
 - 4.2 Measuring and Analyzing Sales Performance
 - 4.3 Creating a Culture of Continuous Improvement in Sales

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand the fundamentals of the sales process tailored to startups.
2. Develop effective sales strategies that align with the startup's value proposition.
3. Master communication and negotiation skills for successful founder-led sales.
4. Learn to build and maintain customer relationships that support long-term growth.
5. Apply practical sales tactics through simulations, role-plays, and real-world scenarios.

References:

Required Resources

- "The Sales Acceleration Formula: Using Data, Technology, and Inbound Selling to go from \$0 to \$100 Million" by Mark Roberge.
- "To Sell is Human: The Surprising Truth About Moving Others" by Daniel H. Pink.
- "SPIN Selling" by Neil Rackham.

Recommended Resources:

- Online Publications as will be discussed in class and circulated to class

- 3.1 Decision-making under pressure
- 3.2 Strategies for managing crises in business
- 3.3 Effective communication during times of crisis
- 3.4 Layoffs / Downsizing - An effective method to wade through a crisis?
- 4 Building Resilience in Entrepreneurship
 - 4.1 Understanding resilience as a skill
 - 4.2 Techniques for cultivating resilience in oneself and others
 - 4.3 Building a resilient organizational culture
- 5 Coping Strategies and Mental Health in Entrepreneurship, Maintaining Motivation and Optimism
 - 5.1 Recognizing and managing stress and burnout
 - 5.2 Coping strategies for entrepreneurs
 - 5.3 Importance of mental health in entrepreneurial success
 - 5.4 Techniques for staying motivated during challenging times
 - 5.5 Cultivating a positive mindset
 - 5.6 Role of optimism in overcoming obstacles

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Identify and describe the primary factors contributing to business failure
2. Analyse and evaluate various case studies of failed businesses to discern the critical factors that led to their downfall, and demonstrate the ability to apply these insights to real-world scenarios
3. Develop a comprehensive understanding of risk management techniques and mitigation strategies
4. Demonstrate proficiency in crisis management
5. Cultivate resilience and adaptive coping strategies to overcome setbacks in entrepreneurial endeavours.

References:

Required Resources

- A specially curated, course specific handbook will be made available to the students with the weekly break-up of articles to be read prior and post each class. This book should be carried by the students at all times.

MBA 2nd Year
Trimester 6
Scaling Family Managed Business (MBA ENT 224)

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2	-	-

Course Name: Scaling Family Managed Business

Contact Hours: 2

Course Credit Hours: 2

Course Code: MBA ENT 224

Course Objectives:

1. Analyse the challenges and opportunities associated with scaling a family-managed business.
2. Evaluate different strategies and approaches for scaling a family-managed business.
3. Develop effective scaling plans tailored to specific family business contexts.
4. Apply scaling frameworks and tools to real-world family business scenarios.

Course Description: This course offers a comprehensive exploration of the challenges and opportunities involved in scaling family-managed businesses. By the end of the course, students will be equipped with actionable insights and strategies to lead family businesses through successful growth trajectories, fostering sustainability, profitability, and continuity across generations.

Course Contents:

Unit Modules

- 1 Strategies for Scaling Family Businesses
 - 1.1 Growth strategies – Organic vs Inorganic
 - 1.2 Market expansion and diversification
 - 1.3 Strategic partnership and alliances
 - 1.4 Leveraging technology for growth
- 2 Innovation and Internationalization
 - 2.1 International expansion
 - 2.2 Strategic Alliances and Partnerships
- 3 Risk Management and Resilience
 - 3.1 Risk Assessment and Analysis
 - 3.2 Crisis Communication
 - 3.3 Operational Resilience
 - 3.4 Learning from past failures and setbacks
- 4 Social Impact and Sustainability
 - 4.1 Social Responsibility in Business
 - 4.2 Inclusive Growth and Diversity
 - 4.3 Philanthropy and Giving Back

4.4 Corporate social responsibility (CSR) initiatives

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Develop strategic plans for scaling family-managed businesses, considering internal capabilities, external market dynamics, and long-term sustainability.
2. Acquire leadership skills necessary for guiding family businesses through growth phases, fostering teamwork, resolving conflicts, and nurturing talent within the organization.
3. Develop analytical capabilities to assess complex business situations, evaluate various options, and make informed decisions related to scaling family businesses.
4. Cultivate adaptability and innovative thinking to respond effectively to changing market conditions, technological advancements, and evolving customer preferences in scaling family-managed businesses.
5. Understand the ethical implications of business decisions and demonstrate a commitment to social responsibility in the context of scaling family businesses, considering the impact on stakeholders and the community.

References:

Required Resources

- Book: "Family Business Succession: Your Roadmap to Continuity" by Otte, A., & Pohl, J.
- Research Paper: "Succession in Family Businesses: Exploring the Influence of Culture and Gender" by Sharma, P., & Irving, P.
- Discussions on TED Talks and videos featuring successful entrepreneurs and thought leaders on how they scaled family businesses.

Recommended Resources

- "Success Factors in Scaling Up Family Firms: Insights from Spanish Companies" by Cruz, C., Nordqvist, M., & Habbershon, T.
- "Scaling up the Family Business: Learning from Indian Entrepreneurs" by Bhatti, Y., De Massis, A., & Kotlar, J.
- The Family Business section of the Harvard Business Review features articles, case studies, and expert insights on managing and scaling family businesses.
- Case Study: "Mahindra & Mahindra: Leading with Purpose"
- "Family Business Succession in India: Challenges and Strategies" by Ramachandran, K., & Jain, T.

MBA 2nd Year
Trimester 6
Management application of BlockChain Technology (MBA BA 220)

L	T	P
1	-	2

Course Name: Management application of BlockChain Technology
Course Credit Hours: 3

Contact Hours: 2
Course Code: MBA BA 220

Course Objectives:

1. To understand blockchain & crypto-economy landscape
2. To understand origins & need for crypto-economy
3. To understand technologies driving blockchain & crypto-economy
4. To understand future of industries via blockchain & cryptonomics

Course Description: Understanding frameworks of web 3.0 and its applications to business model innovation.

Course Contents:

Unit Modules

1. Block Chain Technology Workshop 1
2. Block Chain Technology Workshop 2
3. Block Chain for Supply Chain 1
4. Block Chain for Supply Chain 2.
5. Block Chain for Real Estate 1
6. Block Chain for Real Estate 2
7. Tokenization 1
8. Tokenization 2
9. Crypto White Paper 1
10. Crypto White Paper 2

Course Outcomes (COs): After completing the course, the student shall be able to:

1. How to identify a use case for your crypto venture?
2. How to read & understand crypto whitepapers?
3. How to design & structure an ICO?
4. How to choose technology base for crypto-economy?

References:

- Blockchain Revolution by Dan Tapscott

MBA 2nd Year
Trimester 6
Recommendation System (MBA BA 210)

L	T	P
-	-	4

Course Name: Recommendation System
Course Credit Hours: 4

Contact Hours: 2
Course Code: MBA BA 210

Course Objectives:

This program gives the participants an overview and an introduction to Recommender System techniques using Python. The participants start with basic text analysis, sentiment analysis and then learn how to create a system of recommendation engine based on historical data.

Course Description: This is an introductory program for Recommender systems where basic concepts of Text Analytics will be covered prior to concept of Recommender System

Course Contents:

Unit Modules

- 1 Text Analytics
 - 1.1 EDA / VDA
 - 1.2 Bag Of Words Analysis
 - 1.3 Sentiment Analysis
- 2 Recommendation Engine – Rating Based
 - 2.1 Cleaning Ratings Based Dataset
 - 2.2 Extracting Rating to Review
 - 2.3 Calculate Weighted Average Ratings
 - 2.4 Extracting Category Based Ratings
 - 2.5 Calculate Category Based Weighted Average Ratings
 - 2.6 Extracting Recommendation Based On Ratings or Category Ratings
 - 2.7 Creating Recommendation Engine
- 3 Recommendation Engine – Text Based
 - 3.1 Cleaning Text Based Dataset
 - 3.2 Extracting Text to Review
 - 3.3 Calculate Similarity Score
 - 3.4 Extracting Recommendation Based on Similarity Score
 - 3.5 Calculate TF-IDF Score
 - 3.6 Extracting Recommendation Based on TF-IDF Score
 - 3.7 Creating Recommendation Engine

- 4 Recommendation Engine – Keyword Based
 - 4.1 Cleaning Keywords Based Dataset
 - 4.2 Understanding Stringified Dictionary
 - 4.3 Extracting Text to Review
 - 4.4 Calculate Similarity Score
 - 4.5 Extracting Recommendation Based on Similarity Score
 - 4.6 Calculate TF-IDF Score
 - 4.7 Extracting Recommendation Based on TF-IDF Score
 - 4.8 Creating Recommendation Engine
- 5 Recommendation Engine – Hybrid Model
 - 5.1 Understanding Data
 - 5.2 Deciding Hybrid Model
 - 5.3 Creating Recommendation Engine

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand the basic principles of text and sentiment analysis.
2. Understand the basic principles of recommendation engine.
3. To create a ratings-based recommendation engine
4. To create a text-based recommendation engine
5. To create a keyword-based recommendation engine

References:

Required Resources

- <https://towardsdatascience.com/recommender-systems-a-complete-guide-to-machine-learning-models-96d3f94ea748>
- <https://www.analyticsvidhya.com/blog/2018/06/comprehensive-guide-recommendation-engine-python/>

Recommended Resources

- Recommender Systems: The Textbook, by Charu C. Aggarwal

MBA 2nd Year
Trimester 6
Legal aspects of Data Security (MBA BA 222)

L	T	P
1	-	2

Course Name: Legal aspects of Data Security

Contact Hours: 2

Course Credit Hours: 3

Course Code: MBA BA 222

Course Objectives:

1. Overview of data privacy issues: Personal Information, Sensitive Personal Data/ Information, Collection of Information, Disclosure of Information, Transfer of Information, Reasonable Security Practices and Procedures.
2. Important rights like right to be informed, right of access, right to rectify, right to be forgotten, right to restrict processing, right to data portability, right to object.
3. Important data protection principles such as lawfulness principle, data minimization principle, accuracy principle and integrity and confidentiality principle.
4. Regulations concerning data protection as applicable in India, European Union, USA and UK

Course Description: Data privacy has assumed tremendous significance in the present world. The course details the legal and regulatory landscape of data protection in India and other major jurisdictions. This course details the major aspects of data privacy and data protection. All major Rules and Regulations which deal with data privacy in India, European Union, USA and UK are included. Also, compliance strategies and various checklists form a part of the course content.

Course Contents:

Unit Modules

- 1 Privacy and its facets
 - 1.1 Privacy Jurisprudence
 - 1.2 Case studies on privacy in India
 - 1.3 Case studies on privacy in UK
 - 1.4 Case studies on privacy in USA
- 2 Data Privacy in India
 - 2.1 Definition of Data and its types
 - 2.2 Digital Personal Data Protection Act, 2023
 - 2.3 Relevant Provisions of Information Technology Act, 2000
 - 2.4 Information Technology Privacy Rules, 2011
 - 2.5 Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021

- 2.6 Computer Emergency Response Team and Manner of performing functions and Duties Rules, 2013(CERT-In Rules)
- 3 Data privacy in foreign jurisdictions
 - 3.1 Introduction to European Union GDPR
 - 3.2 Facets of GDPR
 - 3.3 Data Privacy in UK
 - 3.4 Data Protection in USA
- 4 Compliance
 - 4.1 Introduction to compliance strategies
 - 4.2 Readiness Checklist

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand the basic theories underpinning data privacy.
2. Critically analyse data privacy and data protection aspects.
3. Apply data privacy laws and regulations in a real world setting.
4. Identify key contemporary data privacy problems, both domestic and international, and discuss possible solutions and potential innovations towards improving current policies and practices.

References:

Required Resources

- Text of Digital Personal Data Protection Act, 2023 (India)
- Text of European Union GDPR
- Information Technology Act, 2000 (India)
- Information Technology Privacy Rules, 2011
- Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021
- Computer Emergency Response Team and Manner of performing functions and Duties Rules, 2013(CERT-In Rules)

Recommended Resources

- Text of California Consumer Privacy Act (CCPA)
- Health Insurance Portability and Accountability Act (HIPAA)
- New York SHIELD Act
- Virginia Consumer Data Protection Act (VCDPA)
- Utah Consumer Privacy Act (UCPA)
- Colorado Privacy Act (CPA)
- Connecticut Data Privacy Act (CTDPA)

MBA 2nd Year
Trimester 6
E-Commerce Management (MBA MKT 218)

L	T	P
1	-	2

Course Name: E-Commerce Management
Course Credit Hours: 3

Contact Hours: 2
Course Code: MBA MKT 218

Course Objectives:

1. E-commerce Strategy and Market Analysis
2. Grasp the fundamentals and advanced concepts of e-commerce strategy.
3. Analyze market trends, consumer behavior, and competitive landscapes.
4. Digital Marketing and SEO
5. Master digital marketing techniques, including SEO, content marketing, and social media strategies.
6. Operational Excellence in E-commerce
7. Understand e-commerce operations, logistics, and technological infrastructure.
8. Customer Experience and Engagement
9. Design and implement strategies for enhancing customer experience and engagement online.
10. E-commerce Entrepreneurship and Innovation
11. Develop entrepreneurial skills specific to launching and managing successful e-commerce ventures.

Course Description: This course provides a detailed examination of E-commerce within the marketing domain, focusing on the strategic development and operational management of online businesses. Participants will explore the fundamentals of E-commerce, including digital marketing strategies, customer engagement techniques, and the technological infrastructure required to build and sustain an online marketplace.

The curriculum is designed to equip students with the knowledge and skills necessary to navigate the complexities of the digital economy. It will cover topics such as search engine optimization (SEO), social media marketing, online consumer behavior, and data analytics to optimize e-commerce operations. Students will also learn about the legal and ethical considerations of conducting business online, ensuring they can manage e-commerce platforms responsibly and effectively.

Additionally, the course emphasizes the importance of creating a seamless online shopping experience, from website design and functionality to customer service and logistics management. By the end of the course, participants will have a comprehensive understanding of how to successfully launch and grow an e-commerce business, making it an indispensable resource for aspiring entrepreneurs, marketing professionals, and anyone interested in the field of e-commerce.

Course Contents:

Unit Modules

- 1 Foundations of E-commerce Marketing
 - 1.1 Understanding E-commerce Fundamentals: Grasping the basics of e-commerce operations and strategies.
 - 1.2 Digital Consumer Behavior: Analyzing how consumers interact with online brands and what drives their purchasing decisions.
 - 1.3 E-commerce Technologies: Overview of the essential technologies that power e-commerce websites and platforms.
 - 1.4 SEO and Content Marketing for E-commerce: Strategies to improve online visibility and attract customers through search engines and compelling content.
- 2 E-commerce Branding and Customer Engagement
 - 2.1 Building a Strong E-commerce Brand: Strategies for creating a memorable and trusted e-commerce brand.
 - 2.2 Social Media Marketing for E-commerce: Using social media platforms to engage with customers and promote products.
 - 2.3 Email Marketing Strategies for E-commerce: Crafting effective email campaigns to nurture leads and boost sales.
 - 2.4 Customer Service Excellence: Delivering outstanding customer service to enhance loyalty and retention.
- 3 Enhancing E-commerce Operations
 - 3.1 Inventory and Supply Chain Management for E-commerce: Optimizing inventory levels and supply chain operations for efficiency and reliability.
 - 3.2 E-commerce Website Optimization: Techniques for improving the user experience and conversion rates of e-commerce sites.
 - 3.3 Data Analytics in E-commerce: Leveraging data analytics to make informed decisions and personalize customer experiences.
 - 3.4 Payment Systems and Security: Implementing secure and user- friendly payment systems to protect customer information.
- 4 Advanced E-commerce Strategies
 - 4.1 Mobile Commerce and App Marketing: Optimizing for mobile users and marketing e-commerce apps to drive downloads and engagement.
 - 4.2 Influencer and Affiliate Marketing: Collaborating with influencers and affiliates to expand reach and drive sales.
 - 4.3 International E-commerce Expansion: Strategies for taking your e-commerce business global and managing cross-border challenges.
 - 4.4 Emerging Trends in E-commerce: Staying ahead of the curve with the latest e-commerce innovations and consumer trends.

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Master E-commerce Marketing Strategies: Develop expertise in creating and implementing comprehensive digital marketing strategies that enhance online visibility, drive traffic, and increase sales, ensuring your e-commerce brand stands out in a crowded marketplace.

2. Optimize Online Consumer Engagement: Gain the ability to design and execute engagement strategies that captivate and retain a diverse online audience,
3. Use Data Analytics for engagement: Leveraging analytics to tailor experiences and foster loyal customer relationships.
4. Navigate E-commerce Challenges with Agility: Acquire the skills to identify and address the unique challenges of e-commerce, from managing supply chain disruptions to adapting to changing consumer behaviors, ensuring your business remains competitive and resilient.
5. Excel in Multichannel Digital Marketing: Master the art of multichannel marketing, from social media to email campaigns, ensuring your e-commerce brand communicates effectively across all platforms and touches points, enhancing reach and customer engagement.

References:

Required Text Reading

- Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing. Pearson

Recommended Resources:

- Ryan, D. (2020). Understanding Digital Marketing
- Sweeney, S. (2018). 101 Ways to Promote Your Online Store
- Patel, N., & Moltz, B. (2016). E-commerce Marketing

MBA 2nd Year
Trimester 6
Marketing in Practice (MBA MKT 220)

L	T	P
2	-	-

Course Name: Marketing in Practice

Course Credit Hours: 2

Contact Hours: 2

Course Code: MBA MKT 220

Course Objectives:

1. Analyze the dynamics of customer value creation, communication, and delivery within the context of India's evolving e-commerce landscape.
2. Evaluate the strategies and tactics employed by marketers to foster customer loyalty, emphasizing the pivotal role of trust, commitment, and continuous innovation.
3. Examine the multifaceted nature of consumer behavior, exploring emerging trends, cultural influences, and the impact of advertising on purchasing decisions.
4. Assess the strategic initiatives undertaken by corporate giants like ZICOM and Kellogg's to leverage brand trust and market penetration in both B2B and consumer markets.
5. Investigate the transformative power of digital marketing in building strong brands, utilizing case studies such as Wonder Cement and Unilever to understand effective engagement strategies across various stakeholders and market segments.

Course Description:

Course Focus: This course delves into contemporary Marketing Applications & Practices with a focus on understanding customer value, loyalty, consumer behavior, and brand management. It explores real-world case studies and industry trends to provide a comprehensive understanding of modern marketing strategies.

Practical Application: Students will learn practical skills essential for marketing success, including analyzing market trends, designing effective loyalty programs, leveraging digital marketing tools, and managing brand perception. Case studies and discussions will enable students to apply theoretical concepts to real-world marketing scenarios.

Industry Perspective: The course offers insights into the dynamic landscape of various industries, including e-commerce, FMCG, and B2B markets. Through case studies and discussions on renowned companies like Flipkart, Kellogg's, and Unilever, students gain a deep understanding of industry-specific challenges and opportunities.

Understanding Consumer Psychology: Students will explore the intricacies of consumer behavior, including the influence of culture, advertising, and emerging trends on purchase decisions. By examining consumer psychology, students develop a nuanced understanding of how to effectively engage and connect with diverse consumer segments.

Analytical Skills Development: Through analyzing market data, evaluating the effectiveness of marketing strategies, and critically assessing case studies, students hone their analytical skills. They learn to make data-driven decisions, identify market opportunities, and develop innovative marketing solutions to meet consumer needs effectively.

Course Contents:

Unit Modules

- 1 Customer Value – Explored, Created, Communicated & Delivered
 - 1.1 India’s E-Commerce Space
 - 1.2 The growth story of Flipkart and e-commerce in India
 - 1.3 Into the new age of AI
 - 1.4 Discussion Questions
- 2 Customer Loyalty – The ultimate objective of every marketer
 - 2.1 Repurchase most commonly linked to loyalty
 - 2.2 Customer Acquisition and loyalty
 - 2.3 Critical factors for the success of loyalty programs
 - 2.4 Discussion Questions
- 3 Consumer Behaviour – Its wide facets and deep implications
 - 3.1 New parameters in the consumer purchase decision Journey
 - 3.2 Roots of culture and its influence
 - 3.3 Future trends
 - 3.4 Discussion Questions
- 4 ZICOM – Leveraging corporate trust and technical strength in the B2B Market
 - 4.1 Introduction and background
 - 4.2 Company Profile
 - 4.3 Product / services offering
 - 4.4 Discussion Questions
- 5 Kellogg’s cornflakes in India : Finding a platform that connects
 - 5.1 Breakfast Market in India
 - 5.2 Kellogg’s Entry in India
 - 5.3 Repositioning and product Extensions
 - 5.4 Discussion Questions
- 6 NEVEA – Managing the legacy brand
 - 6.1 Background
 - 6.2 The target market
 - 6.3 Brand portfolio and architecture
 - 6.4 Discussion Questions
- 7 Wonder Cement – Building a strong brand through digital Marketing
 - 7.1 Introduction and Background of the industry

- 7.2 Saath 7 Cricket Mahotsav
- 7.3 Tracking digital marketing strategy with sales growth
- 7.4 Discussion Questions
- 8 Unilever : Working Beyond the Horizon
 - 8.1 Pool Women to power of sales
 - 8.2 Offer services to rural customers
 - 8.3 Train managers to adopt rural mindset
 - 8.4 Discussion Questions

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Knowledge: Students will demonstrate an understanding of the key concepts and theories in marketing practices, including customer value creation, loyalty, consumer behavior, and branding strategies.
2. Comprehension: Students will be able to interpret and explain the significance of various Marketing Applications & Practices in the context of real-world scenarios, such as the growth story of Flipkart, the emergence of AI in customer engagement, and the impact of cultural influences on consumer behavior.
3. Application: Students will apply marketing concepts and principles to analyze and solve business problems, such as developing strategies to enhance customer experience, designing effective loyalty programs, and leveraging digital marketing tools to build strong brands.
4. Analysis: Students will critically analyze the effectiveness of different marketing strategies employed by organizations, including evaluating the success factors of loyalty programs, assessing the role of advertising in reflecting societal values, and examining the impact of digital marketing on brand performance.
5. Synthesis: Students will synthesize information from various case studies and examples to propose innovative marketing solutions, such as repositioning products for new market segments, managing legacy brands through brand experience innovations, and leveraging corporate trust in B2B markets.
6. Evaluation: Students will evaluate the ethical implications and sustainability of marketing practices, including assessing the social responsibility initiatives of companies like Unilever, analyzing the impact of marketing on societal perceptions of body image, and critiquing the alignment of digital marketing strategies with organizational goals.

References:

Required Text Reading

- Prachi Gupta, et al, Marketing Management, Indian Cases, Pearson

MBA 2nd Year
Trimester 6
Rural Marketing (MBA MKT 222)

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2	-	-

Course Name: Rural Marketing

Course Credit Hours: 2

Contact Hours: 2

Course Code: MBA MKT 222

Course Objectives:

1. Learners will be able to describe the unique characteristics and challenges of rural markets.
2. Learners will demonstrate an understanding of rural consumer behaviour and purchasing patterns.
3. Learners will be able to adapt marketing strategies to meet the needs and preferences of rural consumers.
4. Learners will develop skills in market segmentation and targeting for rural markets.
5. Learners will understand the role of distribution channels in reaching rural consumers and managing logistics.
6. Learners will be able to leverage digital marketing tools and platforms to engage rural consumers.
7. Learners will be able to develop marketing plans that promote sustainable development and inclusive growth in rural communities.
8. Learners will apply their knowledge and skills to analyze and solve real-world rural marketing challenges through case studies and projects.

Student will be able to:

1. Understand how Rural Marketing Strategies work in these markets.
2. Differentiate how Rural Markets & Urban markets operate.

Course Description:

1. To explore the intricacies of Rural marketing Strategies and Consumer behavior
2. To make the learners understand that unique challenges and opportunities of marketing in Rural context.
3. To make the learners recognize the Rural distribution and logistics option available for reaching rural consumers.
4. To make learners realize the role of digital technologies and online platforms in reaching rural consumers.
5. To make learners aware about the sustainable marketing strategies that promote social responsibility, environmental sustainability, and inclusive growth in rural communities.

Course Contents:**Unit Modules**

- 1 Introduction to Rural Markets
 - 1.1 Introduction to Rural Marketing
 - 1.2 Rural Marketing Definitions, Importance of Rural Markets in India
 - 1.3 Rural Marketing Environment, Government Policies and schemes impacting Rural Marketing
 - 1.4 Why Companies Go Rural?
- 2 Rural Consumer Behavior insights
 - 2.1 Analyzing Rural Consumer behavior and preference
 - 2.2 Determining the potential of Rural Markets by Corporates
 - 2.3 From 4P's to 4 A's – The Changing Landscape in Rural Markets of India
 - 2.4 Master class on the topic – Local Brand which went Rural and Created stir in the Rural market
- 3 Distribution Channels and Digital marketing
 - 3.1 Recognizing distribution channels and logistics options for reaching rural consumers
 - 3.2 Exploring the challenges and solutions in rural distribution management
 - 3.3 Government policies and schemes with respect to Rural marketing and distribution
- 4 Rural Marketing Strategies
 - 4.1 Understanding the Agricultural & Rural Distribution Strategies
 - 4.2 Video Based Lecture on HUL's Project Shakti (Rural Distribution) & ITC's E-Choupal Model (Agricultural Distribution)
 - 4.3 Adapting product strategies and pricing consideration for rural areas
 - 4.4 Analyzing promotional tactics to enhance rural market penetration

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand the Concept of Rural Marketing & How it is different from Urban Marketing
2. Classify Different Types of Rural Markets
3. Apply the Rural Marketing Mix and Entry Strategies
4. Design & Develop Rural Marketing Strategies
5. Identify Rural Distribution and Communication Strategies and Digital Technology

References:

Required Text Reading

- The Rural Marketing Book (Text and Practice) by Pradeep Kashyap and Siddhartha Raut
- Rural Marketing: An Introduction by V.K. Bishnoi Recommended References
- Rural Marketing in India: Texts and Cases by Debarun Chakraborty Web Resources
- MOOC