NOIDA INSTITUTE OF ENGINEERING & TECHNOLOGY, GREATER NOIDA, GAUTAM BUDDH NAGAR
(AN AUTONOMOUS INSTITUTE)

Affiliated to

DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW

Evaluation Scheme & Syllabus

For

Masters of Business Administration (MBA) Online

First Year

(Effective from the Session: 2025-26)

NOIDA INSTITUTE OF ENGINEERING & TECHNOLOGY, GREATER NOIDA, GAUTAM BUDDH NAGAR
(AN AUTONOMOUS INSTITUTE)

Masters of Business Administration (MBA) Online

Evaluation Scheme

SEMESTER-I

Sl. No.	Subject Codes	Subject	Types of Subjects	Periods		Evaluation Schemes					End Semester		Total	Credit
				L	T	P	CT	TA	PS	Total	TE	PE		
1	COMBA0104	Management Concepts and Organizational Behaviour	Mandatory	4	0	0	30	20	0	50	100	0	150	4
2	COMBA0102	Communication for Managers	Mandatory	4	0	0	30	20	0	50	100	0	150	4
3	COMBA0105	Managerial Economics	Mandatory	4	0	0	30	20	0	50	100	0	150	4
4	COMBA0103	Financial Accounting for Managers	Mandatory	4	0	0	30	20	0	50	100	0	150	4
5	COMBA0101	Business Statistics and Quantitative Techniques for Managers	Mandatory	4	0	0	30	20	0	50	100	0	150	4
6	COMBA0151	Data Visualisation with Excel	Mandatory	0	0	4	0	0	50	50	0	50	100	2
7	COMBA0159	Minor Project	Mandatory	0	0	4	0	0	50	50	0	50	100	2
		TOTAL										**Total**	**950**	**24**

Abbreviation Used:

L: Lecture, T: Tutorial, P: Practical, CT: Class Test, TA: Teacher Assessment, PS: Practical Sessional, TE: Theory End Semester Exam., CE: Core Elective, OE: Open Elective, DE: Departmental Elective, PE: Practical End Semester Exam, CA: Compulsory Audit,

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Masters of Business Administration (MBA) Online

Evaluation Scheme

SEMESTER-II

Sl. No.	Subject Codes	Subject	Types of Subjects	Periods		Evaluation Schemes					End Semester		Total	Credit
				L	T	P	CT	TA	PS	Total	TE	PE		
1	COMBA0204	Introduction to Business Analytics	Mandatory	4	0	0	30	20	0	50	100	0	150	4
2	COMBA0202	Corporate Finance	Mandatory	4	0	0	30	20	0	50	100	0	150	4
3	COMBA0203	Human Resource Management	Mandatory	4	0	0	30	20	0	50	100	0	150	4
4	COMBA0205	Operations and Supply Chain Management	Mandatory	4	0	0	30	20	0	50	100	0	150	4
5	COMBA0201	Business Research Methods	Mandatory	4	0	0	30	20	0	50	100	0	150	4
6	COMBA0206	Marketing Management	Mandatory	4	0	0	30	20	0	50	100	0	150	4
												Total	**900**	**24**

Abbreviation Used:

L: Lecture, T: Tutorial, P: Practical, CT: Class Test, TA: Teacher Assessment, PS: Practical Sessional, TE: Theory End Semester Exam.,
CE: Core Elective, OE: Open Elective, DE: Departmental Elective, PE: Practical End Semester Exam, CA: Compulsory Audit,

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Course Code: COMBA0104	Course Name: Management Concepts and Organization Behaviour	L	T	P	C
Course Offered in: MBA (ONLINE)		**4**	**0**	**0**	**4**

Pre-requisite: Basic understanding of Human behaviour and social sciences

Course Objectives: The objective of this course is to understand the human behaviour, characteristics of group dynamics and aspects of organizational development.

Course Outcome: After completion of the course, the student will be able to		Bloom's Knowledge Level (KL)
CO1	Demonstrate a comprehensive understanding of the fundamental concepts of management and critically evaluate the evolution of management thought through classical and behavioral theories.	(K5)
CO2	Develop a sound understanding of individual behavior and personality and use tools like the Johari Window and Transactional Analysis to improve self-awareness	(K3)
CO3	Apply conceptual knowledge of theory and processes relevant to motivation, perception and learning in organizations.	(K3)
CO4	Demonstrate the ability to effectively work in teams by applying conflict resolution strategies and Leadership skills.	(K3)
CO5	Evaluate the impact of organizational change on culture and climate, and develop strategies to manage change effectively	(K5)

CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)

CO – PO mapping	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	1	1
CO2	2	2	3	1	2
CO3	3	2	2	1	2
CO4	2	2	3	1	3
CO5	3	3	2	2	2

Course Contents / Syllabus

Module 1	**Management Concepts**	**8 hours**

Definition, nature, and scope of management, Levels and types of managers, Roles and skills of managers (Mintzberg's roles), Management as a Science and Art Scientific Management, Administrative Management, Human relations approach

Module 2	**Fundamentals of Individual behaviour**	**8 hours**

Fundamentals of Individual Behavior, Personality, Determinants of Personality, Types of Personality, Big 5 Personality model, Attitude, Transactional Analysis, Johari window		
Module 3	**Concepts of Motivation and Perception**	**8 hours**
Motivation: Process, Types and Theories, Concept of learning, conditioning, shaping and reinforcement Meaning & Definition, Perceptual process, Errors of Perception, Importance of Perception in OB		
Module 4	**Group dynamics and Leadership**	**8 hours**
Types of Groups and teams, Team building, Tuckman model of team development, Group decision making, Organizational conflict and resolution techniques Leadership styles, Leadership theories (Trait theory, Managerial grid, Leadership Situational model)		
Module 5	**Organizational Change, Culture and Climate**	**8 hours**
Approaches to manage organizational change, Change Agents, Kurt Lewin model of change. Elements of Organization culture, Culture- person Compatibility, Dimensions of Organization climate, Developing favorable organization culture and climate		
	Total Lecture Hours	**40 hours**

Textbook:

S.No	Book Title	Author
1	Principles of Management (5th ed.).	Bauer, T., Erdogan, B., & Short, J. (2021)
2	*Organizational behavior* (18th ed.).	Robbins, S. P., Judge, T. A., & Vohra, N. (2020)

Reference Books:

S.No	Book Title	Author
1.	Organizational Behaviour	Steven L. McShane, Mary Ann Von Glinow, Himanshu Rai

NPTEL/ Youtube/ Faculty Video Link:	
Module 1	https://onlinecourses.nptel.ac.in/noc22_mg78/preview
Module 2	https://www.youtube.com/watch?v=QJAv6674_Sw
Module 3	https://youtu.be/-sLHfYnxh8s?si=2SMBO8Rt12HB2Xkn
Module 4	https://youtu.be/zZCkiXpIKnk?si=fOumJYbRX9Jlskyl
Module 5	https://youtu.be/HBMG03F3sDY?si=UTWvmZyDZ5xWK8sT

Mode of Evaluation

CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
30			20				100	150

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Course Code: COMBA0102	Course Name: Communication for Managers	L	T	P	C
Course Offered in: MBA (ONLINE)		**4**	**0**	**0**	**4**

Pre-requisite: A basic understanding of communication principles and interpersonal skills. Familiarity with standard business practices and workplace etiquette is also beneficial.

Course Objectives: The objective of this course is to make students understand the techniques and principles of business communication for effective communication; develop and exhibit an understanding and practice of modes of oral and written expression and develop effective listening and comprehension skills. Students will be able to present well in group communication and interviews

Course Outcome: After completion of the course, the student will be able to		Bloom's Knowledge Level (KL)
CO1	Understand the fundamental concepts of business communication and identify common communication barriers to enhance clarity and effectiveness in professional interactions.	(K2)
CO2	Create and develop proficiency in oral and written communication to convey ideas clearly, confidently, and appropriately in academic and professional contexts.	(K6)
CO3	Develop effective non-verbal communication and soft skills to enhance interpersonal interactions, professional presence, and workplace collaboration.	(K6)
CO4	Understand the skills to communicate effectively in organizational settings, with an emphasis on cross-cultural sensitivity and professionalism in diverse business environment.	(K2)
CO5	Demonstrate understanding of technology adoption trends and assess how digital transformation is shaping business models, communication, and decision-making.	(K2)

CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)

CO \ PO	PO1	PO2	PO3	PO4	PO5
CO1	2	2	2	2	2
CO2	2	3	3	2	3
CO3	2	2	3	2	3
CO4	2	2	2	3	3
CO5	3	2	1	3	2

Course Contents / Syllabus

Module 1	**Introduction to Business Communication**	**8 hours**

Meaning, Process and role of Business Communication, Applications and scope of business communication, types of Business Communication, Barriers of Business Communication- Factors effecting barriers, Types of barriers, strategies to overcome barriers,

Module 2	**Oral & written communication**	**8 hours**

Public Speaking, presentation skills, Effective Listening and Feedback Mechanisms, Conducting and Participating in Meetings, Interviews and Group discussions. Conversation Control- Meaning and applications of conversation control in business. Essentials of Effective Written Communication (7 Cs of Communication) Business Letters: Enquiry, Complaint, Sales, Recovery, Adjustment Memo, Circulars, Notices, and Emails, Report Writing: Structure, Types, and Presentation, Resume and Cover Letter Writing.		
Module 3	**Non-verbal communication & soft skills**	**8 hours**
Meaning, Types and applications of non- verbal Communication, Importance of Nonverbal Communication in business, Body Language, Facial Expressions, Eye Contact, and Paralanguage Meaning of soft skills, Types: Leadership, Adaptability, Stress and time management, Emotional Intelligence.		
Module 4	**Business Communication**	**8 hours**
Communication in Teams and Virtual Environments, Conflict Resolution and Negotiation Skills, Crisis Communication and Reputation Management, Cross-Cultural Communication: Sensitivity, Ethics, and Etiquette, Communication Challenges in Global Business Environment		
Module 5	**Technological aspects and Emerging trends**	**8 hours**
Use of Technology in Business Communication: Email, Social Media, Video Conferencing, Business Communication Trends: AI Tools, Automation, and Digital Etiquette		
	Total Lecture Hours	**40 hours**

Textbook:

S.No	Book Title	Author
1	Business Communication	Locker, K., Mackiewicz, J., Aune J.E., and Kienzler D. (2023)
2	Effective Business Communication	Jain, N., Mukherji S. (2020)

Reference Books:

S.No.	Book Title	Author
1.	*Essentials of business communication*	Guffey, M. E., & Loewy, D. (2022).

NPTEL/ Youtube/ Faculty Video Link:

1.	https://youtu.be/ZB_StskQtac
2.	https://youtu.be/BpP_tOZAPjg
3.	https://youtu.be/TwZ7LgrPwR0
4.	https://youtu.be/860LtRxP3rw
5.	https://youtu.be/eHZdnldGuls

Mode of Evaluation

CIE							ESE	Total
ST1	**ST2**	**ST3**	**TA1** **5**	**TA2** **5**	**TA3** **5**	**Attendance** **5**		
30			**20**				**100**	**150**

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Course Code: COMBA0105	**Course Name: Managerial Economics**	**L**	**T**	**P**	**C**
Course Offered in: MBA (ONLINE)		**4**	**0**	**0**	**4**

Pre-requisite: Basic understanding of management principles

Course Objectives: The purpose of this course is to apply micro economic concepts and techniques in evaluating business decisions taken by firms, explaining how tools of standard price theory can be employed to formulate a decision problem and evaluate alternative courses of action and finally choose among alternatives**.**

Course Outcome: After completion of the course, the student will be able to		Bloom's Knowledge Level (KL)
CO1	Understand the concepts of Managerial Economics to make effective business decisions.	(K2)
CO2	Understand the laws of demand & supply & its elasticity.	(K2)
CO3	Analyze production concepts, cost concepts and their impact on business decisions.	(K4)
CO4	Analyze pricing decisions under the different market structures.	(K4)
CO5	Evaluate various theories of the firm and how they affect the business decisions.	(K5)

CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)

CO -PO mapping	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	1	1
CO2	3	2	1	1	1
CO3	3	3	1	1	2
CO4	3	3	1	1	2
CO5	3	3	2	2	2

Course Contents / Syllabus

Module 1	**Basic Concepts and Principles**	**8 hours**

Definition, Nature and Scope of Economics-Microeconomics and Macro Economics, Managerial Economics and its relevance in business decisions.
Fundamental Principles of Managerial Economics - Incremental Principle, Marginal Principle, Opportunity Cost Principle, Discounting Principle, Concept of Time Perspective, Equi-Marginal Principle, Utility Analysis & its types.

Module 2	**Demand and Supply Analysis**	**8 hours**

Theory of Demand, Types of Demand. Determinants of demand, Demand Function, Demand Schedule, Demand curve, Law of Demand, Exceptions to the law of Demand, Shifts in demand curve, Elasticity of Demand and its types. Uses of Elasticity of Demand for managerial decision making, Demand forecasting- meaning, significance and methods.
Supply Analysis; Law of Supply, Elasticity of supply; Analysis and its uses for managerial decision making.

Module 3	**Production and cost Analysis**	**8 hours**
Production concepts & analysis; Production function, Types of production function, Law of variable proportion, Law of increasing, constant & diminishing returns, Laws of return to scale, Iso-quant curve. Cost concept and analysis: Cost, Types of costs, cost output relationship in the short run. Cost output relationship in the Long run. Estimation of revenue. Average Revenue, Marginal Revenue.		
Module 4	**Market structures**	**8 hours**
Perfect and Imperfect Market Structures, Perfect Competition, features, determination of price under perfect competition. Monopoly: Feature, pricing under monopoly, Price Discrimination. Monopolistic: Features, pricing under monopolistic competition, product differentiation. Oligopoly: Features, kinked demand curve, cartels, price leadership.		
Module 5	**Economic Theory**	**8 hours**
The Firm in Theory and Practice - Economic Theory of the Firm – The Behavioral Theory of the Firm - Managerial Theories of the Firm. Profit concepts & analysis – Game Theory and Asymmetric Information.		
	Total Lecture Hours	**40 hours**

Textbook:

S.No	**Book Title**	**Author**
1	Micro Economics (7e)	Pindyck, Rubinfeld, Mehta (2021)
2	Managerial Economics: Principle and Worldwide Applications	Salvatore, D. (2022),

Reference Books:

S.No.	**Book Title**	**Author**
1.	Managerial Economics and Business Strategy	Baye, M., & Prince, J.
2.	Managerial Economics (7e)	Dwivedi, D.N (2021)

NPTEL/ Youtube/ Faculty Video Link:

Module 1	http://nptel.ac.in/courses/110101005/1(Introduction to Managerial Economics)
Module 2	http://nptel.ac.in/courses/110101005/ (Theory of Demand)
Module 3	http://nptel.ac.in/courses/110101005/38(Product Pricing) https://youtu.be/uKPgPxnb0_4
Module 4	https://youtu.be/6WtYG0hxmew
Module 5	https://youtube.com/playlist?list=PLCRPN3Z81LCLoW2-arKKJjVikDTvok65q&si=W2Xs8blGZT1BuiBo

Mode of Evaluation

CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
30			20				100	150

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Course Code: COMBA0103	**Course Name: Financial Accounting for Managers**	**L**	**T**	**P**	**C**
Course Offered in: MBA (ONLINE)		**4**	**0**	**0**	**4**

Pre-requisite: Basic accounting terminology, arithmetic skills, business fundamentals, and logical thinking

Course Objectives: The course aims to equip students with a comprehensive understanding of financial accounting principles, cost accounting methodologies, and management accounting tools. It emphasizes both theoretical concepts and practical applications to develop skills in analyzing financial information for decision-making and control.

Course Outcome: After completion of the course, the student will be able to		Bloom's Knowledge Level (KL)
CO1	Understand fundamental accounting principles and concepts	K3
CO2	Preparing subsidiary books, ledger and Trial Balance	K5
CO3	Preparing Final Accounts of the company as per companies Act 2013.	K3
CO4	Analyze financial statements using tools like ratios and common-size analysis	K4
CO5	Examine cash flow and fund flow statements for decision-making	K5

CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)

CO-PO Mapping	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	**3**	**2**	**1**	**2**	**1**
CO2	**3**	**3**	**1**	**3**	**2**
CO3	**3**	**2**	**1**	**3**	**2**
CO4	**2**	**3**	**1**	**3**	**3**
CO5	**3**	**2**	**1**	**3**	**2**

Course Contents / Syllabus

Module 1	**Accounting Basics & Process**	**8 hours**
Meaning, scope, objectives, principles, concepts, conventions, Indian Accounting Standards, Accounting equation, rules of debit/credit, journalizing transactions		
Module 2	**Preparation of Subsidiary books, Ledger posting and Trial Balance**	**8 hours**
Preparation of Sales book, Purchase book and cash book (single, double and triple column), Posting of journal entries to ledger, preparation of trial balance		
Module 3	**Final Accounts with Adjustments**	**8 hours**

Preparation of Trading, Profit & Loss Account, Balance Sheet, Format of Balance sheet as per Schedule III of Companies Act (2013), Adjustment of final accounts		
Module 4	**Financial Statement Analysis, Ratio Analysis**	**8 hours**
Comparative analysis, common-size analysis and trend analysis, Liquidity, profitability, solvency, activity ratios, interpretation		
Module 5	**Cash Flow Analysis & Fund Flow Analysis**	**8 hours**
Cash flow from operating activities (Direct method), investing activities and financing activities, Format of Cash flow statement as per Ind AS-7, Fund flow statement, schedule of changes in working capital, interpretation		
	Total Lecture Hours	**40 hours**

Textbook:

S.No	Book Title	Author
1	*Introduction to Financial Accounting*	T. Horngren Charles (Author), L. Sundern Gary (Author), A. Elliott John (Author), R. Philbrick Danna (Author)
2	*Double entry book keeping: Financial accounting*. Sultan Chand & Sons Private Limited.	Grewal, T. S. (2019)

Reference Books:

S.No	Book Title	Author
1	***Financial Reporting and Analysis (2020)***	**Dhamija Sanjay**
2	***Accounting for Management (5th ed.)***	**Lal, J. (2017)**

NPTEL/ Youtube/ Faculty Video Link:

Module 1	https://youtu.be/lGhlkrpXcgI?si=zhtEyCIbEEYFLS8m
Module 2	https://youtu.be/Q3-k7GSlx4o
Module 3	https://youtu.be/0VfQA6NJx3o
Module 4	https://youtu.be/ppINgGElnfk?si=jX87v11ca5LMQ3kO
Module 5	https://youtu.be/dzOQk80HFTk?si=QHXThYrSUwnRoWlq

Mode of Evaluation

CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
30			20				100	150

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Course Code: COMBA0101	**Course Name: Business Statistics & Quantitative Techniques for Managers**	**L**	**T**	**P**	**C**
Course Offered in: MBA		**2**	**1**	**0**	**3**

Pre-requisite: Basic knowledge of statistics

Course Objectives: Learn the fundamental concepts of business statistics, including data collection, analysis, and interpretation. Apply statistical methods to address business challenges and make informed decisions based on statistical insights.

Course Outcome: After completion of the course, the student will be able to		Bloom's Knowledge Level (KL)
CO1	Apply the basic concepts of descriptive analytics in business statistics problems.	K3
CO2	Apply Correlation and Regression analysis into business problems and their implication on Business performance.	K3
CO3	Apply the basic concepts of probability and probability distributions in business problems.	K3
CO4	Apply the Operations Research principles and methodologies, including linear programming problem in better decision-making.	K3
CO5	Apply the concept of transportation and assignment problems to find optimum solution for decision-making.	K3

CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)

CO-PO Mapping	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	**3**	**3**	**1**	**2**	-
CO2	**3**	**3**	**1**	**2**	-
CO3	**3**	**3**	**1**	**2**	-
CO4	**3**	**3**	**1**	**2**	-
CO5	**3**	**3**	**1**	**2**	-

Course Contents / Syllabus

Module 1	**Descriptive Analytics**	**8 hours**

Introduction of statistics, Measures of Central tendency – Mean, Median, Mode, Quartiles, Measures of Dispersion – Range, Inter quartile range, Mean deviation, Standard deviation, Variance, Coefficient of Variation, Moments, Skewness and Kurtosis.

Module 2	**Predictive Analytics**	**8 hours**

Correlation Analysis: Rank correlation coefficient & Karl Pearson's Coefficient of Correlation and Properties of Correlation. Regression Analysis: Fitting of a Regression Line and Interpretation of Results, Properties of Regression Coefficients and Relationship between Regression and Correlation.		
Module 3	**Probability Theory**	**8 hours**
Theory of Probability, Addition and Multiplication Law, Bayes Theorem, Random Variables, Discrete and Continuous Random Variables, Probability Mass functions, Probability Density functions		
Module 4	**Operations Research: Introduction & Linear Programming Problem**	**8 hours**
Nature Definition and characteristics of Operations Research, Phases of OR problem approach, Models of OR, Scope and applications of Operations Research, Mathematical formulations of LP Models for product-mix problems; graphical and simplex method of solving LP problems, Duality.		
Module 5	**Transportation Problem & Assignment Problem**	**8 hours**
Transportation problem: Various methods of finding Initial basic feasible solution-North West Corner Method, Least Cost Method & VAM Method and MODI Method. Assignment Problem: Hungarian Algorithm and its applications.		
	Total Lecture Hours	**40 hours**

Textbook:

S.No 1	**Book Title:** Statistical Methods, Sultan Chand & Sons.	**Author** S. P. Gupta
S.No 2	Business Statistics, Pearson Education, New Delhi.	J.K. Sharma.
S.No 3	"Operations Research"	S. Kalavathy
S.No 4	Operations Research(PHI,2ndEdition)	R. Panneerselvam

Reference Books:

S.No 1	**Book Title:** "Business Statistics" TATA McGraw Hill. 3rd ed,	**Author** G C Beri
S.No 2	"Statistics for Managers" PHI Learning.1st edition	Chandrasekaran & Umaparvathi
S.No 3	"Business Statistics using Excel" Oxford.	Davis, Pecar
S.No 4	"Business Statistics" Wiley India. 5th ed	Ken Black

NPTEL/ Youtube/ Faculty Video Link:

UNIT 1	https://youtu.be/XaHFNhHfXwQ?si=OJKYu_BVt4n88ONp https://youtu.be/BsVtMnp3vks?si=orRM338vLgBE-hQS
UNIT 2	https://youtu.be/TWd42yUBZkk?si=PA4D8KQ-HgF65ebs https://www.youtube.com/watch?v=OQV8WmUdeIo&list=PLbMVogVj5nJSpj5sl-8tdKARg1lw2wEa-&index=1&pp=iAQB
UNIT 3	https://www.youtube.com/watch?v=r1sLCDA-kNY&list=PL8AE5D5CCA85AE91D&index=1&pp=iAQB https://www.youtube.com/watch?v=bpKarwfDRIk&list=PL8AE5D5CCA85AE91D&index=4&pp=iAQB https://youtu.be/cp7_ZF2kNi4?si=AgRIQVjIZkRg4nbZ https://www.youtube.com/watch?v=p1Y4yJ1XnKY&list=PLbMVogVj5nJQWowhOG0-K-yI-bwRRmm3C&index=5&pp=iAQB

UNIT 4	NPTEL – Optimization Techniques by Prof. S. S. Rao (https://nptel.ac.in) https://youtu.be/4U3B5lr-MqM
UNIT 5	https://youtu.be/oE2nJTXC8OM https://youtu.be/oE2nJTXC8OM https://youtu.be/BUGIhEecipE https://youtu.be/82s6vjg-vhg https://youtu.be/j58TUy0d9R4 https://www.youtube.com/watch?v=Bt9IG9TTXZI https://www.youtube.com/watch?v=zN4AE1YjE2I https://www.youtube.com/watch?v=KarLMGILAjc

Mode of Evaluation

CIE							ESE	Total
ST1	**ST2**	**ST3**	**TA1** **5**	**TA2** **5**	**TA3** **5**	**Attendance** **5**		
30			**20**				**100**	**150**

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Course Code: COMBA0151	Course Name: Data Visualization with Excel	L	T	P	C
Course Offered in: MBA (ONLINE)		**0**	**0**	**4**	**4**

Pre-requisite:

Course Objectives: Apply the essentials of the software and utilize all the fundamental usefulness to visualize their information furthermore, associate with various information sources

Course Outcome: After completion of the course, the student will be able to		Bloom's Knowledge Level (KL)
CO1	Apply the fundamentals of the Tableau, use all the basic functionality to visualize their data and connect to various data sources.	(K3)
CO2	Apply a wide range of tools formatting options to slice and dice your data to mine for critical insights.	(K3)
CO3	Build a variety of basic charts to learn and deploy the ethics of visualization.	(K6)
CO4	Design new solutions to produce complex chart types and apply advanced formatting and data visualization best practices.	(K6)
CO5	Apply state of the art insights into a useable dashboard, share and publish visualizations with powerful interactivity.	(K3)

CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)

CO – PO mapping	PO1	PO2	PO3	PO4	PO5
CO1	3	3	1	1	1
CO2	3	3	1	1	1
CO3	3	3	1	1	1
CO4	3	3	1	1	1
CO5	3	3	1	1	1

Course Contents / Syllabus

Module 1	**Tableau Fundamentals**	**8 hours**

Introduction to data, Where to find data, Foundations for building DataVisualizations, Installing Tableau Software, Getting started with Tableau Software, Using Data file formats, Connecting your Data toTableau, Tableau products, Tableau Terminology, Dimension vs Measure, Discrete Versus Continuous, Start Page, Using the Show me panel, Show Me, Connecting to Excel Files, Connecting to Text Files, Connect to Microsoft SQL Server, Connecting to Microsoft Analysis Services, Creating and Removing Hierarchies, Bins, Joining Tables, Data Blending, Creating
basic charts (line, bar charts, Treemaps)

Module 2	**Tableau Basic Reports**	**8 hours**

Parameters, Grouping Example, Edit Groups, Set, Combined Sets, creating a First Report, Data Labels, Create Folders, Sorting Data, Add Totals, Sub Totals and Grand Totals to Report, Tableau Aggregate features, creating custom calculations and fields, applying new data calculations to your visualization, Formatting Visualizations, Formatting Tools and Menus, Formatting specific parts of the view, Editing and Formatting Axes.		
Module 3	**Tableau Charts**	**8 hours**
Area Chart, Bar Chart, Box Plot, Bubble Chart, Bump Chart, Bullet Graph, Circle Views, Dual Combination Chart, Dual Lines Chart, Funnel Chart, Traditional Funnel Charts, Gantt Chart, Grouped Bar or Side by Side Bars Chart, Heatmap, Highlight Table, Histogram, Cumulative Histogram, Line Chart, Lollipop Chart, Pareto Chart, Pie Chart, Scatter Plot, Stacked Bar Chart, Text Label, Tree Map, Word Cloud, Waterfall Chart, Geographic map, Filled map, Crosstab Combines axis, Motion chart, Reference lines.		
Module 4	**Visualization Tools**	**8 hours**
Formatting Tools and Menus, Formatting specific parts of the view, Editing and Formatting Axes. Quick Filters, Filters on Dimensions, Conditional Filters, Top and Bottom Filters, Filters on Measures, Context Filters, Slicing Filters, Data Source Filters, Extract Filters, Using the Detail panel, Using the Size panels, customizing filters, Formatting your data with colors.		
Module 5	**Tableau Dashboards & Stories**	**8 hours**
Creating your first dashboard and Story, Design for different displays, adding interactivity to your Dashboard, Format Dashboard Layout, create a Device Preview of a Dashboard, Create Filters on Dashboard, Distributing & Publishing Your Visualization, Tableau file types, Publishing to Tableau Online, Sharing your visualization, Printing and exporting.		
	Total Lecture Hours	**40 hours**

Textbook:

S.No	Book Title	Author
1	Fundamentals of data visualization: a primer on making informative and compelling figures.	Wilke, C. O. (2019).
2	Visual analytics with Tableau.	Loth, A. (2019).

Reference Books:

S.No	Book Title	Author
1.	"Learning Tableau: Create effective data visualizations, build interactive visual analytics, and improve your data storytelling capabilities	Milligan, J. N., Hutchinson, B., Tossell, M., & Andreoli, R
2.	Milligan, J. N., "Learning Tableau: Tools for Business Intelligence, data prep, and visual analytics" Packt Publishing Ltd. 2019	Milligan, J. N.,

NPTEL/ Youtube/ Faculty Video Link:

1	Dashboard Design Tips: Creative Ways to Use Images | Tableau Conference 2023 - Bing video
2	Tableau KPI Dashboard Design tutorial for Business Step by Step - Bing video

3	How to Install Tableau and Create First Visualization | Tableau Tutorials for Beginners - Bing video
4	Building A Quarterly Sales Forecast Dashboard Using Tableau | Sales Forecast Dashboard Using Tableau - Bing video

Mode of Evaluation

CIE							ESE	Total
ST1	**ST2**	**ST3**	**TA1 5**	**TA2 5**	**TA3 5**	**Attendance 5**		
50							**50**	**100**

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
GREATER NOIDA-201306
(An Autonomous Institute)
School of Management

Course Code: COMBA0159	**Course Name: Minor Project**	**L**	**T**	**P**	**C**
Course Offered in: BBA (online)		**3**	**0**	**0**	**3**

Pre-requisite: Basic knowledge of business problems & management.

Course Objectives: The students will be able to prepare the project based on knowledge gained through survey and analysis.

Course Outcome: After completion of the course, the student will be able to		**Bloom's Knowledge Level (KL)**
CO1	Understand contemporary social and managerial issues through the lens of recent research.	K2
CO2	Apply appropriate research methodologies to investigate identified social or managerial problems.	K3
CO3	Analyse data and information critically to draw meaningful insights and conclusions.	K4
CO4	Develop feasible and relevant solutions to real-world social and managerial challenges.	K6
CO5	Demonstrate effective writing and presentation skills to communicate research findings.	K3

CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)

CO/PO	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	**2**	**2**	**2**	**3**	**1**
CO2	**2**	**3**	**1**	**2**	**1**
CO3	**2**	**3**	**1**	**2**	**1**
CO4	**3**	**3**	**2**	**3**	**2**
CO5	**2**	**2**	**2**	**2**	**3**

Course Contents / Syllabus

Project Guidelines:

1.	The group will work collectively on a particular problem and will present his output through a presentation and viva voice
2.	The team will submit the report to the College/Institute which will form part of the examination
3.	The report should be based on either primary data or secondary data or both. It should reflect in-depth study of a micro problem, ordinarily chosen by them or assigned by the mentor.
4.	Relevant tables and references should support the data. The student should strictly follow the prescribed format for the project.
5.	The report should be in standard font size (12) and double spacing. Two neatly typed (one sided only) and soft bound copies of the report will be submitted to the College/Institute. The report will be typed on A-4 size paper
6.	The Project Report will carry 100 marks that will be divided in two parts i.e. 50 marks for internal project report presentation and 50 marks for external project presentation and viva-voce. It will be evaluated by two examiners (one external and one internal).

Components of Report:

- Cover Page & Certificate
- Acknowledgment
- Abstract / Executive Summary
- Introduction and Objectives
- Literature Review / Background
- Research Methodology / System Design
- Data Collection & Analysis / Implementation Details
- Findings / Results
- Conclusion & Recommendations
- Managerial Implication
- Bibliography / References
- Appendices (if any)

2. Project Duration:

- As prescribed in the academic calendar.

3. Evaluation:

Internal Marks: 50 External Marks: 50

Project Evaluation:

Problem Statement	Research Methodology	Findings and Analysis	Presentation	Report	Total
5	**10**	**20**	**10**	**5**	**50**

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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Course Code: COMBA0204	Course Name: Introduction to Business Analytics	L	T	P	C
Course Offered in: MBA (ONLINE)		**4**	**0**	**0**	**4**

Pre-requisite of Subject: Knowledge of basic excel.

Course Objective: The objective of this course is to teach students about various applications of business analytics so that they would be able to formulate and solve business problems.

Course Outcome: After completion of the course, the student will be able to		Bloom's Knowledge Level (KL)
CO1	Understand the basic concepts of Business Analytics.	(K2)
CO2	Applying techniques of data cleaning for analysis and visualization.	(K3)
CO3	Analyzing data using various descriptive analytics methods.	(K4)
CO4	Apply advanced data analytics methods for business decision-making.	(K3)
CO5	Analyzing time series data for forecasting.	(K4)

CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)

CO-PO mapping	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	2	1
CO2	3	3	1	2	2
CO3	3	3	1	2	2
CO4	3	3	2	2	2
CO5	3	3	1	2	1

Course Contents / Syllabus

Module 1	**Introduction to Business Analytics**	**8 hours**

Business Analytics-Terminologies, Process, Importance, Relationship with Organizational Decision Making, Applications of Business Analytics. Descriptive, Predictive, and Prescriptive Modeling , Introduction to various tools such as R, Python, SPSS etc. and their salient features.

Module 2	**Data Preparation and Visualization**	**8 hours**

Getting data into Excel, editing data, data cleaning in Excel, functions, conditional formatting, pivot tables Charts types and uses in Excel, Data dashboards, Heat maps

Module 3	**Descriptive Analytics**	**8 hours**

Concept of measures of location – mean, median, mode. Measures of variability – Range, Variance, Standard deviation, and Coefficient of variation, Ascertaining mean, median, mode, variance, standard deviation, correlation coefficient, etc. using Excel.

Module 4	**Predictive and prescriptive analytics**	**8 hours**
Simple linear regression model, least squares method, assessing the fit of the simple linear regression model Data mining techniques, the concept of supervised and unsupervised learning		
Module 5	**Time series Forecasting**	**8 hours**
Basic concepts of trends, seasonality and cyclicity, identifying trends, seasonality and cyclicity using graphs. Concept of auto-regression and auto- correlations, concept of AR, MA and ARIMA models.		
	Total Lecture Hours	**40 hours**

Textbook:

S.No	**Book Title**	**Author**
1	Essentials of business analytics	Camm, J. D., Cochran, J. J., Fry, M. J., Ohlmann, J. W., & Anderson, D. R.,
2	Business analytics	Kumar, U Dinesh

Reference Books:

S.No.	**Book Title**	**Author**
1.	Business analytics: Data analysis & decision making, Cengage learning	Winston W L, 2019
2.	Business analytics: The science of data-driven decision making	Kumar, U. D

NPTEL/ Youtube/ Faculty Video Link:

1.	**https://www.youtube.com/watch?v=_Dcmk9mEP9s**
2.	**https://www.youtube.com/watch?v=diaZdX1s5L4**
3.	**https://www.youtube.com/watch?v=XqnJDqXjG48**
4.	**https://online.hbs.edu/blog/post/importance-of-business-analytics**
5.	**https://www.dbta.com/Categories/Business-Intelligence-and-Analytics-327.aspx**

Mode of Evaluation

CIE							**ESE**	**Total**
ST1	**ST2**	**ST3**	**TA1** **5**	**TA2** **5**	**TA3** **5**	**Attendance** **5**		
30			**20**				**100**	**150**

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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Course Code: COMBA0202	**Course Name: Corporate finance**	**L**	**T**	**P**	**C**
Course Offered in: MBA (ONLINE)		**4**	**0**	**0**	**4**

Pre-requisite: Basic Analytical skill and fundamental knowledge of finance

Course Objectives: The subject aims at developing analytical skills through correlating capital project evaluation tools and procedures. It aids in developing abilities in interpreting company information and applying financial theory to financial decisions.

Course Outcome: After completion of the course, the student will be able to		Bloom's Knowledge Level (KL)
CO1	Understand the basic theory, concepts, and practice of Corporate Finance	(K2)
CO2	Enable students to analyse the Financial Sources & their cost of capital	(K4)
CO3	Evaluate financial forecasts to estimate long-term financing needs and projects.	(K5)
CO4	Analyse the concept of dividends and its theories.	(K4)
CO5	Imbibe basic concepts which enable the financial decision making	(K5)

CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)

CO-PO Mapping	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	3	3	1	2	2
CO2	**2**	**3**	**2**	**3**	**3**
CO3	**2**	**3**	**1**	**3**	**2**
CO4	**3**	**3**	**2**	**3**	**3**
CO5	**3**	**3**	**2**	**3**	**3**

Course Contents / Syllabus

Module 1	**Financial Goals of the Firm & Time Value of Money**	**6 hours**

Introduction to corporate finance, objectives of financial management- profit maximization and wealth maximization - Changing role of finance managers - Organization of finance function, Financial Decisions.

Present and future value of single payments, annuities, annuities due, and perpetuities - Growth in annuities and perpetuities - Compound interest and continuous compounding - Annual percentage rates and effective annual rates - Mathematics of loans: Discount, Interest only, Full and partial amortization

Module 2	**Financing Decision & Capital Structure**	**8 hours**

Sources of long-term funds Cost of capital – basic concepts. Cost of debenture capital, cost of preferential capital, cost of term loans, cost of equity capital (Dividend discounting and CAPM model). Cost of retained earnings. Determination of Weighted average cost of capital (WACC) Concept, Determinants, Approaches of Capital Structure: Net Income (NI), Net Operating Income (NOI), Traditional and M.M. hypothesis - without taxes and with taxes, Determination of the optimal capital structure EBIT and EPS analysis. ROI & ROE analysis. Capital structure policy the financing process; internal and external financing - Operational and financial leverage - Business risk and its effect on the use of financial leverage		
Module 3	**Investment Decision and Projects Appraisal**	**10 hours**
Investment Rules: Capital budgeting methods and their limitations - Comparing projects with varying lives with varying cash flows - Capital budgeting decision rules. Budgeting techniques, Corporate Cases		
Module 4	**Dividend Policy and Models**	**8 hours**
Factors affecting Dividend Policy, Forms of Dividends Types of Dividend Policies Walter and Gordon Model, Miller- Modigliani (MM) Hypothesis.		
Module 5	**Risk & Return**	**8 hours**
Concepts of Risk and Return – Diversifiable and Non-Diversifiable risk - Risk & return of single asset, risk and Return of a portfolio, Measurement of market risk for single asset and portfolio		
	Total Lecture Hours	**40 hours**

Textbook:

S.No	Book Title	Author
1	*Financial Management Theory and Practice*	Prasanna Chandra
2	*Financial Management*	I.M. Pandey

Reference Books:

S.No	Book Title	Author
1	*Corporate Finance*	Damodaran

NPTEL/ Youtube/ Faculty Video Link:

Module 1	https://youtu.be/_N5lFEnRO4g
Module 2	https://youtu.be/fGrS8fRilS4?si=LMEotl8HHaSqoX4m
Module 3	https://youtu.be/_LePYVXT-hY
Module 4	https://youtu.be/kWvhFa6Q5S4?si=dzRRtLMNRg9-QSPW
Module 5	https://youtu.be/zaiCxAixUMM

Mode of Evaluation

CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
30			20				100	150

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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Course Code: COMBA0203	**Course Name: Human Resource Management**	**L**	**T**	**P**	**C**
Course Offered in: MBA		**4**	**0**	**0**	**4**

Pre-requisite of Subject: Basic understanding of business management, organizational behavior, and communication skills.

Course Objective: To equip students with the knowledge and skills to effectively manage human resources and enhance organizational performance.

Course Outcome: After completion of the course, the student will be able to		Bloom's Knowledge Level (KL)
CO1	Understand the concept of human resource management in a global context.	(K2)
CO2	Analyze and forecast the need for Human Resource Planning	(K4)
CO3	Develop and implement effective recruitment and selection processes and training programs.	(K3)
CO4	Design and implement performance management systems and compensation.	(K6)
CO5	Analyze key aspects of industrial relations, modern HR practices	(K4)

CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)

CO-PO mapping	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	3	1
CO2	3	3	2	2	2
CO3	3	3	2	2	3
CO4	3	3	3	2	3
CO5	3	3	2	3	2

Course Contents / Syllabus

Module 1	**An Introduction to HRM**	**8 hours**

Meaning, definition, importance, scope, and objectives of HRM, Major functions and principles of HRM, Evolution of HRM, Personnel Management, Human Resource Development, Human Capital Management

Definition, Nature, and Objectives, HRM as a strategic partner, HRM vs. Strategic HRM, Introduction to IHRM, HR Audit, HRIS,

Module 2	**HR Planning**	**8 hours**

Meaning and process of job analysis, Methods of job analysis, Job description and specification, Job design approaches and techniques

Workforce planning and forecasting, Meaning and Importance of HRP, Objectives and process of HRP, Factors affecting HRP, Techniques of HRP, HR Planning as a strategic process

Module 3	**HR Procurement & its development**	**8 hours**
Definition and objectives of recruitment, Sources and methods of recruitment, challenges in recruitment, new approaches to recruitment, Definition and process of selection, Selection tools and techniques, Interviewing methods and skills, Placement, induction processes and socialization Concept, importance, Training needs assessment, Training Methods (On the job training, Off job training) and Evaluation, Difference between training and development, Management development, Career Development and Succession planning		
Module 4	**Performance management & Compensation**	**8 hours**
Performance appraisal meaning, objectives, need and Importance, Appraisal process, Methods of performance appraisal methods for evaluating performance, problems & challenges in appraisal, Current trends in performance management. Job Evaluation: concept and methods, Concepts and components of compensation, Wage and salary administration, Incentives and benefits, Legal aspects of compensation		
Module 5	**Emerging Trends in HRM**	**8 hours**
Industrial relations- Concept, Meaning and importance of industrial relations, trade unions, collective bargaining and workers' participation in management, Industrial disputes, Grievance handling and Discipline HR Analytics and metrics, Green HRM, Diversity and inclusion, Work from home and hybrid work modules, HRM in global context, Ethical issues in HRM, Employee branding		
	Total Lecture Hours	**40 hours**

Textbook:

S.No	**Book Title**	**Author**
1	Human resource management	Bratton, J., Gold, J., Bratton, A., & Steele, L. (2021)
2	Human capital management standards A complete guide	Wong, W., Anderson, V., & Bond, H. (2019)

Reference Books:

S.No.	**Book Title**	**Author**
1.	Human resource management	Stone, R. J., Cox, A., & Gavin, M.
2.	The Basic of Human Resource Management	Widarni, E. L., &Bawono, S.

NPTEL/ Youtube/ Faculty Video Link:

1.	https://youtu.be/zAy6xT8Rvag?si=-QBMK-srblNLgjFG
2.	https://youtu.be/bI9RZjF-538?si=1LvBX6_RQFftbpP-
3.	https://youtu.be/c8_avX9miag?si=JezfTQLo2b1cSJzc
4.	https://youtu.be/IGgOO2ZGpf0?si=R4xUWknVnuLb0wUn
5.	https://youtu.be/mhMorNa1uB8?si=OdKVwov04euIzFLj

Mode of Evaluation

CIE							**ESE**	**Total**
ST1	**ST2**	**ST3**	**TA1** **5**	**TA2** **5**	**TA3** **5**	**Attendance** **5**		
30			**20**				**100**	**150**

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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Course Code: COMBA0205	Course Name: Operations and Supply Chain Management	L	T	P	C
Course Offered in: MBA (ONLINE)		4	0	0	4

Pre-requisite: Logistics and Supply Chain Management, Supply Chain Planning and Forecasting

Course Objective: To understand the fundamental concepts of operations and supply chain management so that students could design solutions for various problems faced by operations managers.

Course Outcome: After completion of the course, the student will be able to		Bloom's Knowledge Level (KL)
CO1	Understand the concepts of operations management and productivity.	(K2)
CO2	Apply the concepts of operations management in service as well as manufacturing firms.	(K3)
CO3	Apply material and inventory management concepts in a manufacturing organization.	(K3)
CO4	Understand and analyze challenges in managing the supply chain	(K4)
CO5	Apply the total quality management concept to produce good quality products and services at competitive prices.	(K3)

CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)

CO-PO Mapping	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	1	1
CO2	3	2	1	1	1
CO3	3	2	1	1	1
CO4	3	2	1	3	1
CO5	3	2	1	1	3

Course Contents / Syllabus

Module 1	Production Concepts	8 hours

Introduction to Operations Management : Introduction, meaning, nature and scope of production and operations management. Difference between production and Operations management

Productivity Measurement : Productivity, factors affecting productivity and productivity measurement. Work study— Method study and work measurement Plant location and types of plant layout.		
Module 2	**Operations Concepts**	**8 hours**
Operations Concepts : Services scenario in India, difference between product and service, characteristics of services, classification of services, product and service design, factors affecting service design **Service Designing :** Service designing process, service blueprinting, service capacity planning. Dimensions of quality in services, understanding service quality gap, measuring service quality using SERVQUAL model. Case Studies		
Module 3	**Material and Inventory management**	**8 hours**
Production Planning and Control : Types of production planning, process of production planning and control (PPC) – routing, scheduling and loading. Master production schedule, aggregate production planning. **Inventory Control Techniques** : Types of inventories, inventory control techniques- EOQ, ABC, VED and HML (Simple numerical problems on Inventory control techniques). Just-intime (JIT) and KANBAN. Case Studies		
Module 4	**Supply Chain Management**	**8 hours**
Supply Chain Drivers : Overview of supply chain management, conceptual model of SCM, supply chain drivers, measuring supply chain performance, core and reverse supply chain, global supply chain, inbound and outbound logistics **Role of Information Technology in Supply Chain Management** : Bullwhip effect in SCM, push and pull systems, lean manufacturing, agile manufacturing, role of IT in SCM. Demand forecasting in supply chain— Simple moving average method, weighted moving average method, linear regression and exponential smoothing method.		
Module 5	**Total Quality Management**	**8 hours**
Introduction to Total Quality Management : Concept of TQM, Deming's 14 principles, Juran's quality triology, PDCA cycle, KAIZEN, quality circles, 7QC tools and its 7 new management tools **International Standard Organization:** ISO 9000-2000 clauses, Six Sigma, Total Productive Maintenance (TPM), 5S. Case Studies		
	Total Lecture Hours	**40 hours**

Textbook:

S.No	Book Title	Author
1	*Operations Management*	William J Stevenson
2	*Operations Management*	Jay Heizer and Barry Render

Reference Books:

S.No	Book Title	Author

1	*Production and Operations Management*	*Chary, S.N*
2	*Total Quality Management*	*Charantimath, P.M*
3	*Production and Operations Management*	*Bedi, Kanishka*

NPTEL/ Youtube/ Faculty Video Link:

Module 1	**https://mitraweb.in/blogs/the-causes-and-solutions-for-low-agricultural-productivity-in-india/**
Module 2	**https://www.ibef.org/industry/services#:~:text=The%20services%20sector%20grew%20at,grow%20at%209.1%25%20in%20FY23.**
Module 3	**https://www.clear.in/s/inventory-control**
Module 4	**https://www.siemens.com/global/en/products/services/digital-enterprise-services/analytics-artificial-intelligence-services/trusted-traceability.html?gclid=CjwKCAjw-vmkBhBMEiwAlrMeF0AyWdTqKx9YkHF0viDxrg9Ok6c59255loZ_-MjNrY10gK_xFbp1ZhoCUwcQAvD_BwE&acz=1**
Module 5	**https://www.researchgate.net/publication/312054032_TOTAL_QUALITY_MANAGEMENT**

Mode of Evaluation

CIE							ESE	Total
ST1	**ST2**	**ST3**	**TA1 5**	**TA2 5**	**TA3 5**	**Attendance 5**		
30			**20**				**100**	**150**

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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Course Code: COMBA0201	**Course Name: Business Research Methods**	**L**	**T**	**P**	**C**
Course Offered in: MBA		**3**	**0**	**0**	**3**

Pre-requisite of Subject: Basic knowledge of statistics, business concepts, and familiarity with MS Excel

Course Objective: To equip students with the knowledge and skills to systematically conduct business research, including formulating research problems, reviewing literature, designing research, applying sampling methods, collecting and analyzing data using statistical tools, and preparing professional research reports.

Course Outcome: After completion of the course, the student will be able to		Bloom's Knowledge Level (KL)
CO1	Understand research fundamentals and problem formulation.	(K2)
CO2	Conduct a thorough review of literature and identify research gaps.	(K4)
CO3	Design sampling methods and develop appropriate data collection instruments.	(K6)
CO4	Apply statistical analysis and hypothesis testing to research data.	(K3)
CO5	Prepare and present comprehensive research reports with ethical considerations.	(K6)

CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)

CO-PO mapping	PO1	PO2	PO3	PO4	PO5
CO1	2	2	1	1	1
CO2	2	3	1	2	1
CO3	3	3	1	1	1
CO4	3	3	1	1	1
CO5	2	2	2	3	2

Course Contents / Syllabus

Module 1	**Research: An overview**	**8 hours**

Meaning, Objectives, Importance of Research; Types of Research; Characteristics of Good Research; Research Process, Application of Research in Business
Purpose and Process of Literature Review; Sources of Literature; Organizing Literature; Writing the Review; Identifying Research Gaps

Module 2	**Research proposal**	**8 hours**

Defining and Refining Research Problems; Research Objectives and Questions; Research Proposal Preparation
Types of Research Design (Exploratory, Descriptive, Causal); Identification of Variables; Conceptual and Theoretical Frameworks

Module 3	**Data Preparation**	**8 hours**

Probability and Non-Probability Sampling; Sampling Error; Sample Size Determination Primary and Secondary Data; Data Collection Methods (Survey, Interview, Observation); Instrument Design; Scaling and Measurement Techniques		
Module 4	**Data analysis & Interpretation**	**8 hours**
Formulation of Hypotheses; Null and Alternative Hypotheses; Type I and II Errors; One-tailed and Two-tailed Tests, t-test, z-test; Interpretation of Results; Data Preparation (Editing, Coding, Tabulation); Descriptive Statistics; Correlation and Regression; ANOVA; Chi-Square Tests.		
Module 5	**Research report writing**	**8 hours**
Structure and Components of a Report; Writing Style; Citations and References; Guidelines for presenting tabular data, Annexures Ethical Issues in Research, COPE guidelines, plagiarism issues		
	Total Lecture Hours	**40 hours**

Textbook:

S.No	Book Title	Author
1	*Research methodology: Methods and techniques* (5th ed.).	Kothari, C. R., & Garg, G. (2024)
2	*Business research methods* (13th ed.).	Cooper, D. R., & Schindler, P. S. (2018).

Reference Books:

S.No.	Book Title	Author
1	Business Research Methods	Sharma, F.C, (2022),
2	*Business research methods* (6th ed.)	Bell, E., Harley, B., & Bryman, A. (2022)

NPTEL/ Youtube/ Faculty Video Link:	
6.	https://youtu.be/pkdRzGTTY_s?si=KeV7Bi8h33mHHe_T
7.	https://youtu.be/iaGpj8ViH1w?si=f4g0ssAFLLwlhHsa
8.	https://youtu.be/XPh7TjVTCso?si=JNhPUik2aglAHfJx
9.	https://youtu.be/XPh7TjVTCso?si=JNhPUik2aglAHfJx
10.	https://youtu.be/25SIYhVCA-M?si=1W5qV9F8prNbyxBV

Mode of Evaluation

CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
30			20				100	150

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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Course Code: COMBA0206	**Course Name: Marketing Management**	**L**	**T**	**P**	**C**
Course Offered in: MBA (ONLINE)		**3**	**0**	**0**	**3**

Pre-requisite: Basic knowledge of management and markets

Course Objectives: The objective of this course is to provide students with a comprehensive understanding of the fundamentals of marketing management and its key concepts

Course Outcome: After completion of the course, the student will be able to		Bloom's Knowledge Level (KL)
CO1	Understand basic marketing concepts and terminologies.	(K2)
CO2	Analyze consumer behavior in order to offer suitable products.	(K4)
CO3	Develop effective marketing strategies and plans.	(K6)
CO4	Analyze the marketing mix strategies for taking informed marketing decisions.	(K4)
CO5	Understand current trends in the field of marketing	(K2)

CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)

CO-PO Mapping	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	**3**	**2**	**1**	**3**	**2**
CO2	**2**	**3**	**1**	**3**	**2**
CO3	**3**	**3**	**2**	**3**	**3**
CO4	**3**	**3**	**2**	**3**	**3**
CO5	**2**	**2**	**1**	**3**	**2**

Course Contents / Syllabus

Module 1	**Introduction to Marketing Management**	**8 hours**

Introduction, objectives, scope and importance of marketing. Core Concepts of Marketing, Functions of Marketing, Marketing Orientations, Introduction to Marketing Environment, Marketing Planning and Implementation,

Concept of Market Segmentation, Requisites of Effective Market Segmentation, The Process of Market Segmentation, Bases for Segmenting Consumer Markets. Targeting- Meaning, Target market strategies, Market Positioning-Meaning, Positioning Strategies, Differentiation Strategies

Module 2	**Understanding of Buying Behaviour**	**8. hours**
Introduction, Characteristics, Factors affecting Consumer Behavior, Consumer Buying Decision Process, Buyer Behaviour Models, Business Buyer Behavior: Introduction, Characteristics of Business Markets, Differences between Consumer and Business Buyer Behavior		
Module 3	**Product & Price Mix**	**8 hours**
Introduction, Product Mix Strategies, New Product Development Process, Adoption Process, Product Life Cycle (PLC). Introduction, Factors Affecting Price Decisions, Pricing Process, Pricing Strategies.		
Module 4	**Place & Promotion Mix**	**8 hours**
Introduction, Types of channels, Introduction to Logistics Management, Multi-Channel Marketing, Introduction: Promotion Mix, Advertising (Definition and types), Personal selling (Concept, Process, AIDA Model), Sales promotion (Concept and Techniques), PR and Publicity (Concept and difference)		
Module 5	**Recent Trends in Marketing**	**8 hours**
Recent Trends in Marketing- Rural Marketing, Digital and Mobile Marketing, Customer Relationship Management, Marketing Information System (MKIS)		
	Total Lecture Hours	**40 hours**

Textbook:

S.No	Book Title	Author
1	*Marketing management* (17th ed.). Pearson	Kotler, P., Keller, K. L., & Chernev, A. (2025)
2	*Marketing management* (4th ed.). McGraw Hill	Marshall, G. W., & Johnston, M. W. (2024)

Reference Books:

S.No	Book Title	Author
1	*Marketing* (2025 ed.). Cengage Learning	Pride, W. M., & Ferrell, O. C. (2025)
2	*The 30 days MBA in marketing* (3rd ed.). Kogan Page	Barrow, C. (2023).

NPTEL/ Youtube/ Faculty Video Link:

Module 1	https://youtu.be/4GO357Ab1s4
Module 2	https://youtu.be/ctMpHpJouoU
Module 3	https://youtu.be/1etIvZXr0nM?si=QvZfzkkzW21ZhFWr
Module 4	https://youtu.be/4GO357Ab1s4
Module 5	https://youtu.be/OBqYU0opS3g?si=-v3gHcRTNDi2D6vI

Mode of Evaluation

CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
30			20				100	150