# 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

**Master of Business Administration** 

(Marketing & Finance)

First Year

(Effective from the Session: 2025-26)

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

#### **Master of Business Administration**

(Marketing & Finance)

# **Evaluation Scheme SEMESTER-I**

Sl.	Subject	Subject	Types of Periods Evaluation Schemes			End Semester		Total	Credit					
No.	Codes	Subject	Subjects	L	T	P	CT	TA	TOTAL	PS	TE	PE		
1	CMBMF0101	Business Statistics and Quantitative techniques for Managers	Mandatory	3	1	0	30	20	50	0	100	0	150	4
2	CMBMF0102	Communication for Managers	Mandatory	3	0	0	30	20	50	0	100	0	150	3
3	CMBMF0103	Design Thinking and Entrepreneurship	Mandatory	3	0	0	30	20	50	0	100	0	150	3
4	CMBMF0104	Managerial Economics	Mandatory	3	0	0	30	20	50	0	100	0	150	3
5	CMBMF0105	Financial Accounting and Cost Management	Mandatory	4	0	0	30	20	50	0	100	0	150	4
6	CMBMF0106	Management Concepts and Organization Behavior	Mandatory	3	0	0	30	20	50	0	100	0	150	3
7	CMBMF0107	Marketing Management	Mandatory	3	0	0	30	20	50	0	100	0	150	3
8	CMBMF0108	Legal Aspects of Business	Mandatory	3	0	0	30	20	50	0	100	0	150	3
9	CMBMF0151	MS Excel for Managerial Decisions	Mandatory	0	0	4	0	0	50	50	0	50	100	2
		TOTAL											1300	28

#### **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, MOOCs: Massive Open Online Courses.

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

#### **Master of Business Administration**

(Marketing & Finance)

# Evaluation Scheme SEMESTER-II

Sl.	Subject	Subject	VIIDIOCE						Total	Credit				
No.	Codes	-	Subjects	L	T	P	CT	TA	TOTAL	PS	TE	PE		
1	CMBMF0201	Business Research Methods	Mandatory	4	0	0	30	20	50	0	100	0	150	4
2	CMBMF0202	Corporate Finance	Mandatory	3	0	0	30	20	50	0	100	0	150	3
3	CMBMF0203	Foundation of Fintech	Mandatory	3	0	0	30	20	50	0	100	0	150	3
4	CMBMF0204	Human Resource Management	Mandatory	3	0	0	30	20	50	0	100	0	150	3
5	CMBMF0205	Introduction to Business Analytics	Mandatory	3	0	0	30	20	50	0	100	0	150	3
6	CMBMF0206	Management of Technology, Innovation and Change	Mandatory	3	0	0	30	20	50	0	100	0	150	3
7		Specialization Group-1 Elective -1	Elective	3	0	0	30	20	50	0	100	0	150	3
8		Specialization Group 2 Elective -1	Elective	3	0	0	30	20	50	0	100	0	150	3
9	CMBMF0251	Spreadsheet Modelling	Mandatory	0	0	4	0	0	50	50	0	50	100	2
		TOTAL											1300	27

#### **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, MOOCs: Massive Open Online Courses.

# **List of Departmental Elective Subjects**

Sl. No.	Subject Codes	Subject Name	Types of Subjects	Bucket Name	Branch	Semester
1	CMBMF0211	Consumer Behaviour	Elective-I	Marketing	MBA M&F	П
2	CMBMF0212	Tax Planning & Management	Elective-I	Finance	MBA M&F	П



#### **GREATER NOIDA-201306**

<b>Course Code</b>	: CMB	MF0101		Course Name: Bus Techniques for Ma	siness Statistics & Qu	antitative	L	T	ľ	P	С
Course Offer	ed in: N	IBA(M&	ά <b>F</b> )	reciniques for the	magers		2	1	十	0	3
Pre-requisite:											
					tatistics, including data	a collection, analysis, a	nd inte	ernr	eta	tion.	
				=	=	ased on statistical insig		J.P.			
				ourse, the student will		sou on sumstrum marg	Blog	om'	S		
		r								e Lev	vel
							(KL		U		
CO1	Apply	the basic	concepts of o	lescriptive analytics in	business statistics pro	blems.			K	3	
CO2			_	ession analysis into b	ousiness problems and	their implication on			K.	3	
		ss perfor									
CO3					ility distributions in bu				K.	3	
CO4			rations Resea er decision-m		ethodologies, including	g linear programming			K.	3	
CO5	decisio	n-makin	g.		ent problems to find	optimum solution for			K.	3	
CO-PO Mapp	oing (Sc	ale 1: Lo	ow, 2: Mediu	m, 3: High)			1				
CO-PO Map	ping	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			-		
<b>Course Conte</b>	nts / Sy	llabus	1								
Module 1					scriptive Analytics					urs	
						les, Measures of Dispe				ge, Iı	nter
Module 2	Mean d	eviation,	Standard dev		tricient of Variation, Nation, Nation of Variation, Nation	Ioments, Skewness and	d Kurt			urs	
	nolvaia	Donle o	orrolation as		•	Correlation and Prop	artics				otion
	nalysis: l	Fitting of	a Regression			s of Regression Coeffic					
Module 3	cssion a	ilu Corre	iation.	P	robability Theory			8	hor	urs	
	bability	. Additio	on and Multi		<u> </u>	ariables, Discrete and	Cont				ıdom
				bility Density function		, _ 1501010 4110	_ 0.116				
Module 4			Opera	tions Research: Intro	oduction & Linear Pr	ogramming Problem		81	hoı	urs	
						roach, Models of OR,					
				natical formulations of	f LP Models for produ	ct-mix problems; grap	hical a	nd s	sim	ıplex	
method of solv	/ing LP	problems	s, Duality.	Tuonanantatias	Duoblom 0- Accience	nt Duahlam		0	ha:	ırc.	
Module 5		** .	., .		Problem & Assignmen		<b>T</b>			urs	1.0
•	-			_	easible solution-North in Algorithm and its ap	West Corner Method, oplications.	Least	Cos	st N	∕Ieth	od &
						Total Lecture H	ours	40	) ho	ours	
Textbook:	T = -	m.,			T						
S.No	_	Title:		G! 10 G	Author						
1				Chand & Sons.	S. P. Gupta						
2				Education, New Delh							
3	"Ope	rations R	esearch"		S. Kalavathy						



### NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY

#### **GREATER NOIDA-201306**

(An Autonomous Institute)
School of Management

4	Operations Research (PHI	,2ndEdition)	R. I	Panneerselvam		
Reference B	ooks:					
S.No.	Book Title:		Aut	thor		
1.	"Business Statistics" TATA	A McGraw Hill. 3rd	d ed, G C	C Beri		
2.	"Statistics for Managers"	PHI Learning.1st e	edition Cha	andrasekaran & U	Jmaparvathi	
3.	"Business Statistics using	Excel" Oxford.	Dav	vis, Pecar		
4.	"Business Statistics" Wile	y India. 5th ed	Ker	n Black		
NPTEL/ You	tube/ Faculty Video Link:		l .			
Module 1	https://youtu.be/XaHFNhhQS	ıHfXwQ?si=OJKY	Yu_BVt4n88ON	p https://youtu.b	pe/BsVtMnp3vks?si=	orRM338vLgBE-
Module 2	https://youtu.be/TWd42; https://www.youtube.cor &index=1&pp=iAQB				JSpj5sl-8tdKARg1lv	w2wEa-
Module 3	https://www.youtube.cor https://www.youtube.cor https://youtu.be/cp7_ZF2 https://www.youtube.cor bwRRmm3C&index=5&	n/watch?v=bpKarv kNi4?si=AgRIQV n/watch?v=p1Y4y	wfDRIk&list=PI 7jIZkRg4nbZ	L8AE5D5CCA85	5AE91D&index=4&	
Module 4	NPTEL – Optimization Thttps://youtu.be/4U3B5lr	Techniques by Prof	f. S. S. Rao (http	os://nptel.ac.in )		
Module 5  Mode of Eva	https://youtu.be/oE2nJT? https://youtu.be/oE2nJT? https://youtu.be/BUGIhE https://youtu.be/82s6vjg- https://youtu.be/j58TUy0 https://www.youtube.cor https://www.youtube.cor https://www.youtube.cor	CC8OM CC8OM JecipE vhg Jd9R4 n/watch?v=Bt9IG9 n/watch?v=zN4AE	E1YjE2I			
		CIE		<u> </u>	ESE	Total
ST1	ST2 ST3	TA1	TA2	Attendance	ESE	Total



#### **GREATER NOIDA-201306**

(An Autonomous Institute)
School of Management

**Total Lecture Hours** 40 hours

			S	chool of Manage	ement				
0 0 1	CMDME010A			4° C 34			/m	- n	-
	e: CMBMF0102	Course	vame: Communica	<mark>ition for Managers</mark>		1 L	T 0	P 0	<u>C</u>
	ered in: MBA(M&F)	::::::::		1 -1-:11- F-			Ü	v	3
	e: A basic understand		n principles and inte	erpersonai skiiis. Fa	miliarity with sta	naara	busin	iess	
	l workplace etiquette i		. 1 . 1 .	1 . 1 .1 .	1 ' 1		1	C 1	•
	jectives: The objecti								
	ion for effective com								
_	nd develop effective li	stening and comprehe	ension skills. Studer	its will be able to pr	esent well in grou	ıp con	ımun	icatio	n anc
interviews	A 6: 1	6.1 .1	. 1 . '111 11			DI	, ,	7	
Course Out	come: After completion	on of the course, the s	tudent will be able	to				(now	ledge
			0.1.			Leve	el (KI		
CO1		indamental concepts					(K	.2)	
CO2		riers to enhance clari					<u>(T</u> /	76)	
COZ					y ideas clearly,		(1)	(6)	
CO3	confidently, and appropriately in academic and professional contexts.  Develop effective non-verbal communication and soft skills to enhance interpersonal interactions, professional presence, and workplace collaboration.  Understand the skills to communicate effectively in organizational settings, with an emphasis on cross-cultural sensitivity and professionalism in diverse business environment.							6)	
CO3	interactions, professional presence, and workplace collaboration.							0)	
CO4	Understand the ski	lls to communicate et	ffectively in organi	zational settings w	ith an emphasis		(K	(2)	
20.							(11		
CO5							(K	(2)	
							`		
CO-PO Ma	pping (Scale 1: Low,	2: Medium, 3: High	)						
	CO\PO	PO1	PO2	PO3	PO4		P	O5	
	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 Con	tents / Syllabus								
Module 1		Introduction to Busi						8 hou	
	rocess and role of Bu	isiness Communication	on, Applications a	nd scope of busine	ess communication	on, typ	pes o	f Bus	iness
Communicat	· · · · · · · · · · · · · · · · · · ·								
Barriers of B	Business Communicati	on-Factors effecting b	parriers, Types of ba	arriers, strategies to	overcome barrie	rs,			
Module 2		Oral & written comi	nunication				Τ,	8 hou	rc
	aking, presentation			hack Machanisms	Conducting	and I		patin	
_	terviews and Group d		-		_				
_	f Effective Written Co								
	Memo, Circulars, No								
Writing.	memo, enculars, 100	ices, and Emails, ice	port writing. But	etare, Types, and T	resentation, rest	1111C U	iiu Co	,,,,,	201101
willing.									
Module 3	]	Non-verbal commun	ication & soft skill	ls			1	8 hou	rs
Meaning, T	ypes and applications	of non- verbal Con	mmunication, Impo	rtance of Nonverb	al Communication	on in	busin	iess,	Body
	acial Expressions, Eye								
	soft skills, Types: Lea			nagement, Emotior	al Intelligence.		-		
Module 4		Business Communic						8 hou	
	tion in Teams and V	irtual Environments	, Conflict Resolut	ion and Negotiation	on Skills, Crisis	Com	munio	cation	and
Reputation N	•								
	ral Communication: So		-						
	tion Challenges in Glo						1		
Module 5		Fechnological aspect						8 hou	
	nology in Business C		il, Social Media, V	ideo Conferencing,	Business Comm	nunica	tion 7	Γrend	s: AI
Tools, Autor	mation, and Digital Et	quette							
					TC-4-1 T4	. TT		40.1	



#### **GREATER NOIDA-201306**

Textbook:										
S.No	Book Title					Author				
1	Business Com	munication				Locker, I	K., Mackiewicz, J.,	Aune J.E., and		
						Kienzler	D. (2023)			
2	Effective Busin	ness Commun	ication			Jain, N.,	Jain, N., Mukherji S. (2020)			
Referen	ce Books:					•	-			
S.No.	Book Title					Author				
1.	Essentials of b	ousiness comm	unication	Guffey, I	M. E., & Loewy, D.	(2022).				
NPTEL/ You	utube/ Faculty Vio	leo Link:								
Module 1	https://youtu.b	e/ZB_StskQta	ıc							
Module 2	https://youtu.b									
Module 3	https://youtu.b									
Module 4	https://youtu.b									
Module 5	https://youtu.b	e/eHZdnldGu	ls							
Mode of Eva	aluation									
			CIE				ESE	Total		
ST1	ST2	ST3	TA1	TA2	TA3	Attendance				
			5	5	5	5				
	30			2	20		100	150		



#### **GREATER NOIDA-201306**

~ ~ .		l ~ .				-	_		~
	de: CMBMF0103	Course N	Name: Design Thir	n <mark>king &amp; Entrepren</mark>	eurship	L	T	P	<u>C</u>
	ered in: MBA(M&F)					3	0	0	3
Pre-requisit									
	<b>jectives:</b> The objective								
	It aims to equip student	s with design thinkir	ng skills and ignite	the minds to create i	nnovative ideas,	develo	p sol	lution	for
real-time pro									
Course Out	tcome: After completion	n of the course, the s	student will be able	to		Bloo Leve		Knowl L)	edge
CO1	Develop a strong u settings	inderstanding of the	design process an	d apply it in a vario	ety of business		(K	(2)	
CO2	Formulate specific	problem statements of	of real time issues.				(k	(6)	
CO3	Creating viable idea	s leads to reliable so	lution to the define	d problems.			(K	(6)	
CO4		prototypes and testin					(k	(6)	
CO5	Understand the ess agencies in India.	sence of entreprener	urship along with	role of entrepreneu	rship fostering		(k	(2)	
CO-PO Ma	opping (Scale 1: Low, 2	2: Medium, 3: High	)						
	O-PO mapping	PO1	PO2	PO3	PO4		P	O5	
	CO1	3	2	2	2			2	
	CO2	2	3	2	2	$\dashv$		2	
	CO3	2	3	2	2	$\dashv$		3	
	CO4	2	3	2	2			3	
	CO5	2	1	3	3			2	
~	003		1	3	3				
Course Con	ntents / Syllabus								
	ntents / Syllabus	Design Thinking: An	introduction				5	8 hou	re
Module 1 Introduction Design mind	To design thinking, tr dset. Introduction to ele	ments and principles	olving versus designs of design, 13 Mus	ical Notes for Desig	n Mindset, Exam	ples o	cked f Gre	at Des	ems, sign
Module 1 Introduction Design mind Ethical beha Understandi classifying i	It to design thinking, tredset. Introduction to eleaviour: effects on self, sing stakeholders, techninsights after Observations	aditional problem so ments and principles ociety, understandin niques to empathize ons	olving versus designs of design, 13 Mus g core values and f	ical Notes for Designeelings, negative sen	n Mindset, Exam timents and how	ples o	cked f Greatercom empa	probl at Des ne the athy r	ems, sign m, naps,
Module 1 Introduction Design mino Ethical beha Understandi classifying it Module 2	n to design thinking, tr dset. Introduction to ele aviour: effects on self, s ing stakeholders, techn insights after Observation	aditional problem soments and principles ociety, understandin iques to empathize ons	olving versus designs of design, 13 Mus g core values and f g, identify key use	ical Notes for Desig eelings, negative sen er problems. Empat	n Mindset, Exam ttiments and how hy tools- Interv	ples o to ove iews,	cked f Greatercom empa	problat Desire the athy results of the athy re	ems, sign m, naps,
Module 1 Introduction Design mind Ethical beha Understandi classifying in Module 2 Defining the gathering, ta Need for cor	n to design thinking, tr dset. Introduction to ele aviour: effects on self, s ing stakeholders, techn insights after Observation Per problem statement, a arget groups, samples, a rrect problem statement	aditional problem soments and principles ociety, understanding iques to empathize ons roblem Definition creating personas, Fund feedback.	olving versus designs of design, 13 Must go core values and for identify key use Point of View (PC)	ical Notes for Designeelings, negative senter problems. Empater problems. Empater V) statements. Reserved.	n Mindset, Exam atiments and how hy tools- Interv earch identifying	ples of to over iews,	cked f Greatercom empa empa ers, ir	probl at Des ne the athy r 8 hou	ems, sign m, naps, rs
Module 1 Introduction Design mino Ethical beha Understandi classifying in Module 2 Defining the gathering, ta Need for cor on given see	n to design thinking, tr dset. Introduction to ele aviour: effects on self, s ing stakeholders, techn insights after Observation Pute problem statement, a arget groups, samples, a rrect problem statement enarios.	aditional problem soments and principles ociety, understanding iques to empathize ons Problem Definition oreating personas, Fund feedback.  Defining the proble	olving versus designs of design, 13 Must go core values and for identify key use Point of View (PC)	ical Notes for Designeelings, negative senter problems. Empater problems. Empater V) statements. Reserved.	n Mindset, Exam atiments and how hy tools- Interv earch identifying	ples of to over iews,	cked f Greatercom empa empa ers, in	probl at Des ne the nthy r 8 hou nform	ems, sign m, naps, rs ation
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Introduction Design mino Ethical beha Understandi classifying it Module 2 Defining the gathering, ta Need for cor on given sce Module 3 Idea Genera presenting ic Four W's, 5 Mind-Map, i	n to design thinking, tr dset. Introduction to ele aviour: effects on self, s ing stakeholders, techr insights after Observation  Enter problem statement, arget groups, samples, a rrect problem statement enarios.  In a station basic design direct deas, idea evaluation, d S why's, "How Might V ideation activity games	aditional problem soments and principles ociety, understanding iques to empathize ons Problem Definition creating personas, Fond feedback.  Defining the problem deation Citions, Themes of Thouble diamond approve", Defining the problem outling the problem of the	plving versus designs of design, 13 Must go core values and for identify key used or version of View (PC) of the work of the w	ical Notes for Designeelings, negative sender problems. Empater problems. Empater problems. Research Sticks, Activity based as and references, but the problems of the problems are sendered by the problems are problems.	n Mindset, Exam ntiments and how hy tools- Interv earch identifying ed on creating pro rainstorming, inc	to over items, g drive oblem	cked f Greater compared to the state of the	problem the state of the state	ems, sign m, naps, ation based rs and ique,
Module 1 Introduction Design mino Ethical beha Understandi classifying in Module 2 Defining the gathering, ta Need for cor on given sce Module 3 Idea Genera presenting ic Four W's, 5 Mind-Map, i - Mural, Jam	n to design thinking, tredset. Introduction to eleaviour: effects on self, sing stakeholders, techninsights after Observation Problem statement, arget groups, samples, arrect problem statement enarios.  It ation basic design direct deas, idea evaluation, downy's, "How Might Videation activity games in Board.	aditional problem soments and principles ociety, understanding inques to empathize ons  Problem Definition creating personas, Fund feedback.  Defining the proble deation crions, Themes of Thouble diamond approve", Defining the prosince is six thinking hats, in	plving versus design of design, 13 Mus grore values and from the control of the c	ical Notes for Designeelings, negative sender problems. Empater problems. Empater problems. Research Sticks, Activity based as and references, but the problems of the problems are sendered by the problems are problems.	n Mindset, Exam ntiments and how hy tools- Interv earch identifying ed on creating pro rainstorming, inc	to over items, g drive oblem	cked f Greater comempa  ters, in stater  tion instor	problem the	ems, ign m, naps, rs ation assed rs and ique,
Module 1 Introduction Design mino Ethical beha Understandi classifying ir Module 2 Defining the gathering, ta Need for cor on given see Module 3 Idea Genera presenting ic Four W's, 5 Mind-Map, i - Mural, Jam Module 4	n to design thinking, tredset. Introduction to eleaviour: effects on self, sing stakeholders, techninsights after Observation	aditional problem soments and principles ociety, understanding iques to empathize ons problem Definition creating personas, Fund feedback.  Defining the problem deation creations, Themes of The couble diamond approvers, Defining the problem or six thinking hats, in the prototyping & Testing prototyping & Testing prototyping & Testing processing processing the prototyping & Testing prototyping & Testing prototyping & Testing processing prototyping & Testing p	polving versus designs of design, 13 Must go core values and for the control of t	ical Notes for Designeelings, negative senter problems. Empative senter problems. Empative senter problems. Empative senter problems. Research Sticks, Activity based as and references, but the senter sticks, Metaphintroduction to visual	n Mindset, Exam ntiments and how hy tools- Interv earch identifying ed on creating pro rainstorming, inc nor & Random A nd collaboration an	ples o to ove iews, g drive oblem	cked f Greater comments error empa errs, in stater  g tion f instor	problem the	ems. iign m, naps. rs ation assed
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#### **GREATER NOIDA-201306**

2	_	ems with Desi	gn Thinking –	Ten Storie	s of Wha	t Liedta J, (	2022)	
	Works'							
Referen	ce Books:							
S.No.	<b>Book Title</b>					Author		
1.	Change by des	ign: How des	ign thinking tra	ansforms o	rganizati	ons Brown, T.	(2009)	
	and inspires in	novation. Ha	per Business					
NPTEL/ You	utube/ Faculty Vi	deo Link:						
1.	https://youtu.b	e/rUUuhnLkJ	2s?si=XCHn	Dbt_U1z0	Frx			
2.	https://www.ye	outube.com/w	atch?v=ldYzb	V0NDp8				
3.	https://www.y	outube.com/w	atch?v=0Fi831	BHQsMA				
4.	https://www.u	demy.com/co	urse/design-thi	nking-for-	beginners	/		
5.							u-should-use-them	
Mode of Ev			8 8					
			CIE				ESE	Total
ST1	ST2	ST3	TA1	TA2	TA3	Attendance		
			5	5	5	5		
	30				20		100	150



#### **GREATER NOIDA-201306**

		l							
Course Code	e: CMBMF0104	Course N	Name: Managerial	Economics		L	T	P	С
Course Offe	red in: MBA(M&F)	<u> </u>				3	0	0	3
Pre-requisit	e: Basic understanding	of management prin	nciples						
Course Obje	ectives: The purpose of	this course is to ap	ply micro economic	concepts and techn	iques in evaluati	ng bus	iness	decis	ions
•	ns, explaining how tool	-	•	yed to formulate a c	lecision problem	and ev	aluat	e	
	ourses of action and fin								
Course Outo	come: After completion	n of the course, the s	student will be able	to					ledge
	ı					Leve	l (KL		
CO1	Understand the cond			effective business	decisions.		_ \	(2)	
CO2	Understand the laws			. 1 . 1			_ \	(2)	
CO3	Analyze production				ons.		_ \	(4)	
CO5	Analyze pricing dec Evaluate various the				,		(K	(4) (5)	
	pping (Scale 1: Low, 2			e business decisions	S		(N	.3)	
	-PO mapping	PO1	PO2	PO3	PO4		p	O5	
	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 Con	tents / Syllabus								
Module 1		asic Concepts and						3 hou	
	Nature and Scope of E	conomics-Microeco	onomics and Macro	Economics, Mana	gerial Economic	s and	its re	levan	ce in
business deci									
	Principles of Manager					Princip	ole, D	iscou	nting
	oncept of Time Perspec			malysis & its types.			- 1	0 1	
Module 2	Demand, Types of Den	emand and Supply	•	and Function Dome	and Cohodulo D	aman d		3 hou	
	ceptions to the law of I								
	al decision making, De				its types. Oses of	Liasti	city (	n Dei	mana
	ysis; Law of Supply, El				ision making.				
Module 3		roduction and cost					8	3 hou	rs
Production c	oncepts & analysis; Pr	oduction function	Evnes of production	function I aw of y	variable proportion	n Lav	v of i	ncrea	sing
	iminishing returns, Lav			r function, Law or v	ariable proportion	m, La	w OI I	increa	sing,
	t and analysis: Cost, T			in the short run. Co	ost output relatio	nship	in the	long	g run.
	f revenue. Average Rev				1	•			,
Module 4	ν	Iarket structures					1	3 hou	rs
	mperfect Market Struct		etition features de	termination of price	under perfect co	mnetiti		7 1104	
	Feature, pricing under r	•		-	-	-		mpet	ition.
	rentiation. Oligopoly: 1				areang under mor	ороно		mper	,
Module 5		conomic Theory		FF			1	3 hou	rs
	Theory and Practice - 1	•	f the Firm _ The R	ehavioral Theory of	the Firm - Man	agerial			
	concepts & analysis – (	•			the Fifth - Man	agciiai	THE	nies (	n uic
T IIIII. T TOTIC	concepts & analysis – C	Jame Theory and A	symmetric mrorma	tion.	TD 4 1 T 4	**		40.1	
/D /1 1					Total Lectur	e Hou	rs 4	40 ho	urs
Textbook:	Dools TM.			A 41					
S.No	Book Title	`		Author	D 11C 11.35 1	(2021	`		
1	Microeconomics (7e		71.1		Rubinfeld, Mehta	ı (2021	)		
2 Defense	Managerial Econom ce Books:	ics: Principle and W	oriawiae Applicati	ons Salvatore,	D. (2022),				
Keteren	CE RUUKS.								
S.No.	Book Title			Author					



#### **GREATER NOIDA-201306**

(An Autonomous Institute)
School of Management

1.	Managerial Economics and Business Strategy	Baye, M., & Prince, J.
2.	Managerial Economics (7e)	Dwivedi, D.N (2021)
NPTEL/ Yo	utube/ Faculty Video Link:	
Module 1	http://nptel.ac.in/courses/110101005/1(Introduction to M	anagerial 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 Ev	valuation	

#### **Mode of Evaluation**

ST1         ST2         ST3         TA1         TA2         TA3         Attendance           5         5         5         5         5		CIE				ESE	Total
5 5 5 5		TA1	TA2	TA3	Attendance		
		5	5	5	5		
30 20 100 150	30		2	20		100	150



#### **GREATER NOIDA-201306**

Course (	Code: CMBMF0105	Course Na	ame: Financial Acc	counting & Cos	t Management	L	T	P	C
	Offered in: MBA(M&F)					4	0	0	4
Pre-requ	uisite: Basic knowledge o	f accounting, terminolo	ogies of accounting						
	Objectives: The course ai								
	ng methodologies, and ma				concepts and pract	tical ap	plica	tions	to
	skills in analyzing financi								
Course (	Outcome: After completion	on of the course, the st	udent will be able to	)		Bloo			edge
	T					Level	l (KL	)	
GO1	Develop the ability to	prepare financial state	ments in accordanc	e with accounting	ng principles and		17		
CO1 CO2	standards.  Analysis of Financial St.	etement of the ergenize	ntion				K K		
CO2	Acquire proficiency in	<u> </u>		o determine co	sts and improve		К		
CO3	operational efficiency.	apprying cost accor	inting teeninques t	o determine co	sts and improve		K	3	
	Employ management ac	counting tools such as	budgeting, standard	l costing, and ma	rginal costing for				
CO4	effective decision-makir	ng.					K	4	
	Interpret and analyze fin		gement accounting	data to support s	strategic planning				
CO5	and problem-solving and						K	.5	
CO-PO	Mapping (Scale 1: Low,	2: Medium, 3: High)	T	1					
CO-PO	Mapping Mapping	PO1	PO2	PO3	PO4	P	05		
	, mapping		102	103	104	• `	05		
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								
	•							) 1	
Module	1	Basics of Accounting						hou	
Module Basics of	1 Accounting, Accounting		G(GAAP & Ind AS)	, Accounting Pro	cess, Double entry	systen			
Module Basics of	1		GAAP & Ind AS)	, Accounting Pro	ocess, Double entry	systen			
Module Basics of Journaliz	f Accounting, Accounting zing the transactions	Principles & Standards		, Accounting Pro	ocess, Double entry	system	n of a	ccoun	ting,
Module Basics of Journaliz Module	f Accounting, Accounting zing the transactions	Principles & Standards Financial Statements	Preparation				n of a	ccoun	ting,
Module Basics of Journaliz Module	f Accounting, Accounting zing the transactions	Principles & Standards Financial Statements	Preparation				n of a	ccoun	ting,
Module Basics of Journaliz Module Preparati 2013	f Accounting, Accounting zing the transactions  2 ion of Ledger, sales book,	Principles & Standards  Financial Statements  purchase book, cash b	Preparation ook, Preparation of				n of a	B hour	rs Act,
Module Basics of Journaliz Module Preparati 2013 Module	f Accounting, Accounting zing the transactions  2 join of Ledger, sales book,	Principles & Standards  Financial Statements  purchase book, cash b  Cost Concepts & Eler	Preparation ook, Preparation of nents	Income Stateme	nt, Balance Sheet a	as per (	n of a	ccoun	rs Act,
Module Basics of Journaliz Module Preparati 2013 Module Objective	f Accounting, Accounting zing the transactions  2	Principles & Standards  Financial Statements purchase book, cash b  Cost Concepts & Elerounting - Elements of the standards	Preparation ook, Preparation of nents Cost: Material, Labo	Income Stateme	nt, Balance Sheet a	as per (	n of a	hour anies	rs Act,
Module : Basics of Journaliz  Module : Preparati 2013  Module : Objective Module :	f Accounting, Accounting zing the transactions  2 ion of Ledger, sales book,  3 es and Scope of Cost Acce 4	Principles & Standards Financial Statements purchase book, cash b Cost Concepts & Elerounting - Elements of Budgeting & Variance	Preparation ook, Preparation of nents Cost: Material, Labo e Analysis	Income Stateme	nt, Balance Sheet a	on	to of a comp	B hour anies	rs Act,
Module and a substitution of the substitution	f Accounting, Accounting zing the transactions  2	Principles & Standards Financial Statements purchase book, cash b Cost Concepts & Elerounting - Elements of Budgeting & Variance	Preparation ook, Preparation of nents Cost: Material, Labo e Analysis	Income Stateme	nt, Balance Sheet a	on	to of a comp	B hour anies	rs Act,
Module Basics of Journaliz Module Preparati 2013 Module Objective Module Budgetar variance	f Accounting, Accounting zing the transactions  2	Principles & Standards  Financial Statements purchase book, cash b  Cost Concepts & Elerounting - Elements of G  Budgeting & Variance gets (Cash Budget, Flex	Preparation ook, Preparation of nents Cost: Material, Labo e Analysis cible budget), Stand	Income Stateme	nt, Balance Sheet a	on	8 Somp	B hours B hours B hours B hours B hours I hours B hours B hours B hours	Act,
Module Basics of Journaliz  Module Preparati 2013  Module Objective Module Budgetar variance Module	f Accounting, Accounting zing the transactions  2	Principles & Standards  Financial Statements purchase book, cash b  Cost Concepts & Elerounting - Elements of G  Budgeting & Variance gets (Cash Budget, Flex  Marginal Costing & I	Preparation ook, Preparation of nents Cost: Material, Labe e Analysis cible budget), Stand	Income Stateme	nt, Balance Sheet a ost Sheet Preparati Variance Analysis	on (Mate	8 Somp	B hour anies	Act,
Module Basics of Journaliz  Module Preparati 2013  Module Objective Module Budgetar variance Module	f Accounting, Accounting zing the transactions  2	Principles & Standards  Financial Statements purchase book, cash b  Cost Concepts & Elerounting - Elements of G  Budgeting & Variance gets (Cash Budget, Flex  Marginal Costing & I	Preparation ook, Preparation of nents Cost: Material, Labe e Analysis cible budget), Stand	Income Stateme	nt, Balance Sheet a ost Sheet Preparati Variance Analysis Iix, Pricing Decision	on (Mate	8 Erial a	hour hour hour hand La	rs Act,
Module Basics of Journaliz Module Preparati 2013  Module Objective Module Budgetar variance Module Marginal	f Accounting, Accounting zing the transactions  2	Principles & Standards Financial Statements purchase book, cash b  Cost Concepts & Elerounting - Elements of G  Budgeting & Variance gets (Cash Budget, Flex  Marginal Costing & I	Preparation ook, Preparation of nents Cost: Material, Labe e Analysis cible budget), Stand	Income Stateme	nt, Balance Sheet a ost Sheet Preparati Variance Analysis	on (Mate	8 Erial a	B hours B hours B hours B hours B hours I hours B hours B hours B hours	rs Act,
Module Basics of Journaliz Module Preparati 2013  Module Objective Module Budgetar variance Module Marginal	f Accounting, Accounting zing the transactions  2	Principles & Standards Financial Statements purchase book, cash b  Cost Concepts & Elerounting - Elements of G  Budgeting & Variance gets (Cash Budget, Flex  Marginal Costing & I	Preparation ook, Preparation of nents Cost: Material, Labe e Analysis cible budget), Stand	Income Stateme or, Overheads, C lard Costing and r Buy, Product M	nt, Balance Sheet a ost Sheet Preparati Variance Analysis Iix, Pricing Decisio Total Lectur	on (Mate	8 Erial a	hour hour hour hand La	rs Act,
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#### **GREATER NOIDA-201306**

Refer	ence Books:							
S.No	Book Title					A	uthor	
1	Cost and manager	nent accountii	<i>ig</i> (10th ed.).	Vikas Publ	ishing Ho	ouse. A	ora, M. N. (2012)	
2	Cost and Manager	ment Accounti	ng			A	garwal, M. L., & Gupt	ta, K. L. (2021)
NPTEL/ Y	outube/ Faculty Vio	deo Link:				•		
Module 1	https://youtu.b	e/lGhlkrpXcg	I?si=zhtEyCIb	EEYFLS8	m			
Module 2	https://youtu.b	e/Q3-k7GSlx4	ю					
Module 3	https://youtu.b	e/0VfQA6NJx	:30					
Module 4	https://youtu.b	e/ppINgGElnf	k?si=jX87v11	ca5LMQ3	kO			
Module 5	https://youtu.b	e/dzOQk80HI	Tk?si=QHXT	hYrSUwn	RoWlq			
Mode of I	Evaluation							
			CIE	1			ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
	30				20		100	150



#### **GREATER NOIDA-201306**

Course Code	e: CMBMF0106	Course N Behaviou	Name: Managemen	t Concepts and Or	ganization	L	Т	P	C
Course Offer	red in: MBA(M&F)	Benavior				3	0	0	3
	e: Basic understanding	of Human behaviou	ir and social science	es				_	
	ectives: The objective				teristics of group	dynai	nics a	and	
-	ganizational developm					•			
	come: After completion		student will be able	to		Bloo	m's I	Know	ledge
						Leve	el (KI	ر)	
CO1	Demonstrate a comportically evaluate theories.						(K	(5)	
CO2	Develop a sound un Johari Window and				e tools like the		(k	(3)	
CO3	Apply conceptual k learning in organiza	tions.	-		-		(k	(3)	
Demonstrate the ability to effectively work in teams by applying conflict resolution strategies and Leadership skills.							(k	(3)	
Evaluate the impact of organizational change on culture and climate, and develop strategies to manage change effectively							( <b>k</b>	(5)	
	pping (Scale 1: Low, 2	: Medium, 3: High	)						
CO-	- PO mapping	PO1	PO2	PO3	PO4		P	<u>PO5</u>	
	CO1	3	2	1	1			1	
	CO2 CO3	2	2	3 2	l			2	
	CO4	3 2	2 2	3	1	-		3	
	CO5	3	3	2	2			2	
Course Cont	tents / Syllabus	] 3	] 3	2					
Module 1		Ianagement Conce	pts					8 hou	rs
Management	ature, and scope of ma as a Science and Art anagement, Administra	nagement, Levels an	d types of managers		f managers (Min	tzberg	's rol	es),	
Module 2		undamentals of Inc						8 hou	rs
Fundamentals	s of Individual Behav nsactional Analysis, Jo	vior, Personality, De				5 Per			
Module 3		nderstanding Orga	nizational Behavio	our				8 hou	rs
	es and Theories, Conce								
	Definition, Perceptual p				В				
Module 4	G	roup dynamics and	d Leadership					8 hou	rs
and resolution	oups and teams, Team n techniques yles, Leadership theor	-				Organi	zatior	nal co	nflict
Module 5	•	rganization Cultur						8 hou	rs
	o manage organization		*						
Elements of	Organization culture culture and climate		-	_	zation climate,	Devel	oping	favo	rable
Textbook:					Total Lectur	e Hou	rs	40 ho	urs
S.No	Book Title			Author					
1	Principles of Manag	ement (5th ed.)			Erdogan, B., & S	Short	J. (20	)21)	
2	Organizational beha				S. P., Judge, T. A				2020)
	ce Books:	(2001 001)1		1000110, 1	,	, & 1	<i>51114</i> ,	, (2	-3-3/



#### **GREATER NOIDA-201306**

S.No	Book Title					Author		
1.	Organizational	Behaviour				Steven L. Himanshu	McShane, Mary A Rai	nn Von Glinow,
NPTEL/ Yo	 utube/ Faculty Vi	leo Link:						
Module 1	https://onlineco	ourses.nptel.a	c.in/noc22_mg	78/previev	v			
Module 2	https://www.ye	outube.com/w	vatch?v=QJAv6	6674_Sw				
Module 3	https://youtu.b	e/-sLHfYnxh	8s?si=2SMBO	8Rt12HB2	Xkn			
Module 4	https://youtu.b	e/zZCkiXpIK	nk?si=fOumJ\	/bRX9Jlsk	yl			
Module 5	https://youtu.b	e/HBMG03F	3sDY?si=UTW	/vmZyDZ	5xWK8s7	Γ		
Mode of Ev	aluation							
			CIE				ESE	Total
ST1	ST2	ST3	TA1	TA2 5	TA3	Attendance 5		
	30		5		20	<u> </u>	100	150



#### **GREATER NOIDA-201306**

Course Code: CMBMF0107	Course Na	me: Marketing M	<b>lanagement</b>		L	T	P	C
Course Offered in: MBA(M&F	)				3	0	0	3
Pre-requisite: Basic knowledge	of management and mark	cets			•			
Course Objectives: The objective	ve of this course is to p	rovide students w	ith a comprehen	sive understanding	g of th	he		
fundamentals of marketing mana	gement and its key conc	epts	-					
Course Outcome: After complet	ion of the course, the stu	dent will be able to	0		Bloc	m's	Know	ledge
•	,				Leve			Ü
CO1 Understand basic marke	eting concepts and termin	nologies.				,	K2)	
	avior in order to offer sui					_ \	<del>(4)</del>	
· ·	eting strategies and plans					(1	K6)	
	mix strategies for taking		ng decisions.			(1	K4)	
	ds in the field of marketi					(1	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	
CO3	3	3	2	3			3	
CO4	3	3	2	3			3	
CO5 2 2 1 3							2	
Course Contents / Syllabus								
Course Contents / Syllabus  Module 1  Introduction, objectives, scope a Orientations, Introduction to Market Segmentation	keting Environment, Main, Requisites of Effective	teting. Core Conc rketing Planning a re Market Segmen	nd Implementation tation, The Proc	on, ess of Market Seg	gment	ting,	, Bas	ceting es for
Course Contents / Syllabus  Module 1  Introduction, objectives, scope a Orientations, Introduction to Mark Concept of Market Segmentation Segmenting Consumer Markets. Differentiation Strategies	and importance of mark keting Environment, Ma n, Requisites of Effectiv Targeting- Meaning, Tar	reting. Core Conc rketing Planning a re Market Segmen rget market strateg	nd Implementation tation, The Proc	on, ess of Market Seg	gment	eting, ation oning	Marl , Base Strat	es for egies,
Course Contents / Syllabus  Module 1  Introduction, objectives, scope a Orientations, Introduction to Mar Concept of Market Segmentation Segmenting Consumer Markets. Differentiation Strategies  Module 2	nnd importance of mark keting Environment, Man n, Requisites of Effectiv Targeting- Meaning, Tar Understanding of Buying	reting. Core Conc rketing Planning a re Market Segmen rget market strateg	nd Implementation tation, The Procing Market Position	on, ess of Market Seg tioning-Meaning,	gment Positio	ation oning	Marl , Base Strat	es for egies,
Course Contents / Syllabus  Module 1  Introduction, objectives, scope a Orientations, Introduction to Mar Concept of Market Segmentation Segmenting Consumer Markets. Differentiation Strategies  Module 2	nd importance of mark keting Environment, Mann, Requisites of Effective Targeting- Meaning, Tar Understanding of Buying tors affecting Consumer	ceting. Core Conc rketing Planning a re Market Segmen rget market strateg g Behaviour Behavior, Consum	nd Implementation tation, The Processes, Market Position are Buying Decision.	on, ess of Market Seg- cioning-Meaning, ion Process, Buyer	gment Positio	ation oning	Marl , Base Strat 8. ho	es for egies, urs
Course Contents / Syllabus  Module 1  Introduction, objectives, scope a Orientations, Introduction to Mark Concept of Market Segmentation Segmenting Consumer Markets. Differentiation Strategies  Module 2  Introduction, Characteristics, Fact Business Buyer Behavior: Introduction	and importance of mark keting Environment, Man n, Requisites of Effective Targeting- Meaning, Tar Understanding of Buying tors affecting Consumer function, Characteristics of	ceting. Core Conc rketing Planning a re Market Segmen rget market strateg g Behaviour Behavior, Consum	nd Implementation tation, The Processes, Market Position are Buying Decision.	on, ess of Market Seg- cioning-Meaning, ion Process, Buyer	gment Positio	ation oning vious Busi	Marl , Base Strate 8. ho Modeness	es for egies, urs lels, Buyer
Course Contents / Syllabus  Module 1  Introduction, objectives, scope a Orientations, Introduction to Mark Concept of Market Segmentation Segmenting Consumer Markets. Differentiation Strategies  Module 2  Introduction, Characteristics, Fac Business Buyer Behavior: Introduction Behavior  Module 3	and importance of mark keting Environment, Marn, Requisites of Effective Targeting- Meaning, Tare Understanding of Buying tors affecting Consumer function, Characteristics of Product & Price Mix	reting. Core Conc rketing Planning a re Market Segmen rget market strateg g Behaviour Behavior, Consum of Business Marke	nd Implementation tation, The Proc ties, Market Position. The Buying Decision of the Processing Pro	on, ess of Market Seg tioning-Meaning, tion Process, Buyer between Consume	gment Position: Beharr and	ation oning vious Busi	Marl , Base Strat 8. ho	es for egies, urs lels, Buyer
Course Contents / Syllabus  Module 1  Introduction, objectives, scope a Orientations, Introduction to Mar Concept of Market Segmentation Segmenting Consumer Markets. Differentiation Strategies  Module 2  Introduction, Characteristics, Fac Business Buyer Behavior: Introd Behavior  Module 3  Introduction, Product Mix Strateg	And importance of mark keting Environment, Marn, Requisites of Effective Targeting- Meaning, Targeting- Meaning of Buying tors affecting Consumer fluction, Characteristics of Product & Price Mixesses, New Product Development	geting. Core Concerteting. Core Concerteting. Core Concerted and Planning a see Market Segment get market strateger get market get market get market get market get market get get get get get get get get get g	nd Implementation tation, The Process, Market Positions, Market Positions and Process, Differences by the doption Process,	on, ess of Market Seg tioning-Meaning, tion Process, Buyer between Consume	gment Position: Beharr and	ation oning vious Busi	Marl , Base Strate 8. ho Modeness	es for egies, urs lels, Buyer
Course Contents / Syllabus  Module 1  Introduction, objectives, scope a Orientations, Introduction to Mar Concept of Market Segmentation Segmenting Consumer Markets. Differentiation Strategies  Module 2  Introduction, Characteristics, Fac Business Buyer Behavior: Introduction Behavior  Module 3  Introduction, Product Mix Strateg Introduction, Factors Affecting Production	und importance of mark keting Environment, Marn, Requisites of Effective Targeting- Meaning, Targeting- Meaning of Buying tors affecting Consumer function, Characteristics of Product & Price Mixelies, New Product Developice Decisions, Pricing Product of Price Mixelies, New Product Developice Decisions, Pricing Price Mixelies (Product Developing Pricing Price Mixelies)	geting. Core Conc rketing Planning a re Market Segmen rget market strateg g Behaviour Behavior, Consum of Business Market opment Process, A rocess, Pricing Str	nd Implementation tation, The Process, Market Positions, Market Positions and Process, Differences by the doption Process,	on, ess of Market Seg tioning-Meaning, tion Process, Buyer between Consume	gment Position: Beharr and	ation oning vious Busin	Marl , Base Strat 8. ho r Mod ness 1	es for egies,  urs lels, Buyer
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Course Contents / Syllabus  Module 1  Introduction, objectives, scope a Orientations, Introduction to Mark Concept of Market Segmentation Segmenting Consumer Markets. Differentiation Strategies  Module 2  Introduction, Characteristics, Fact Business Buyer Behavior: Introduction Strategies  Module 3  Introduction, Product Mix Strategintroduction, Factors Affecting Producted Module 4  Introduction, Types of channels, Introducti	And importance of mark keting Environment, Marn, Requisites of Effective Targeting- Meaning, Targeting- Meaning of Buying tors affecting Consumer fluction, Characteristics of Product & Price Mixegies, New Product Developing Place & Promotion Mixegies (Introduction to Logistics)	geting. Core Concerketing Planning a re Market Segment reget market strateg get Behaviour Behavior, Consum of Business Market process, Pricing Strategory Management, Mu	nd Implementation tation, The Proceedies, Market Positions, Market Positions and Process, Differences to doption Process, ategies.	ess of Market Sestioning-Meaning, Identification Process, Buyer between Consume Product Life Cycleting,	Behar and	ting, ation oning vious Busi	Marl , Base Strat 8. ho Mode ness 1	es for egies, urs lels, Buyer
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Course Contents / Syllabus  Module 1  Introduction, objectives, scope a Orientations, Introduction to Market Segmentation Segmenting Consumer Markets. Differentiation Strategies  Module 2  Introduction, Characteristics, Fac Business Buyer Behavior: Introductions Behavior  Module 3  Introduction, Product Mix Strateg Introduction, Factors Affecting Production, Types of channels, Introduction, Types of channels, Introduction: Promotion Mix, Ad (Concept and Techniques), PR an Module 5  Recent Trends in Marketing-Rur	Ind importance of mark keting Environment, Marn, Requisites of Effective Targeting- Meaning, Targeting- Meaning of Buying tors affecting Consumer fluction, Characteristics of Product & Price Mixelies, New Product Development Development (Introduction to Logistics vertising (Definition and d Publicity (Concept and Recent Trends in Marketal Marketing, Digital and	geting. Core Concerketing. Core Concerketing Planning as the Market Segment of Market Strategore Behaviour. Behavior, Consumpt Behavior, Consumpt Business Market Segment Process, Arocess, Pricing Strategore Management, Mutypes), Personal statisfier of Management Strategore Benavior	nd Implementation tatation, The Process, Market Positions, Market Positions, Market Positions, Market Positions, Market Positions, Market Positions, Differences by Market Positions, Differences by Market Positions, Market Positi	ess of Market Segioning-Meaning, Identification Process, Buyer between Consume Product Life Cycleting, Process, AIDA Moderation Process, AIDA Mode	Behar and	ation, ation pning vious Busing C).	Marl , Base Strat  8. ho moderness  8 hou  8 hou prom	es for egies, urs lels, Buyer urs
Course Contents / Syllabus  Module 1  Introduction, objectives, scope a Orientations, Introduction to Mar Concept of Market Segmentation Segmenting Consumer Markets. Differentiation Strategies  Module 2  Introduction, Characteristics, Face Business Buyer Behavior: Introduction Behavior  Module 3  Introduction, Product Mix Strateg Introduction, Factors Affecting Production, Factors Affecting Produle 4  Introduction, Types of channels, Introduction: Promotion Mix, Ad (Concept and Techniques), PR and Module 5  Recent Trends in Marketing-Rur Customer Relationship  Textbook:	Ind importance of mark keting Environment, Marn, Requisites of Effective Targeting- Meaning, Targeting- Meaning of Buying tors affecting Consumer fluction, Characteristics of Product & Price Mixelies, New Product Development Development (Introduction to Logistics vertising (Definition and d Publicity (Concept and Recent Trends in Marketal Marketing, Digital and	g Behaviour Behavior, Consumof Business Market Opment Process, Arocess, Pricing Str Management, Mutypes), Personal sel difference ting Mobile Marketin	nd Implementation tatation, The Process, Market Positioner Buying Decisioner Buying	ess of Market Segioning-Meaning, Incompress, Buyer between Consume Product Life Cycleting, Process, AIDA Moreover, AIDA Moreov	Behar and	ation, ation pning vious Busing C).	Marl , Base Strate 8. ho  Mode mess 1 8 hou prom 8 hou	es for egies, urs lels, Buyer urs
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Course Contents / Syllabus  Module 1  Introduction, objectives, scope a Orientations, Introduction to Mar Concept of Market Segmentation Segmenting Consumer Markets. Differentiation Strategies  Module 2  Introduction, Characteristics, Face Business Buyer Behavior: Introduction Behavior  Module 3  Introduction, Product Mix Strateg Introduction, Factors Affecting Production, Factors Affecting Produle 4  Introduction, Types of channels, Introduction: Promotion Mix, Ad (Concept and Techniques), PR and Module 5  Recent Trends in Marketing-Rur Customer Relationship  Textbook:	und importance of mark keting Environment, Man, Requisites of Effective Targeting- Meaning, Tar Understanding of Buying tors affecting Consumer fluction, Characteristics of Product & Price Mix gies, New Product Development Development of Place & Promotion Mix (Introduction to Logistics wertising (Definition and d Publicity (Concept and Recent Trends in Marketal Marketing, Digital and Management, Mar	g Behaviour Behavior, Consumof Business Market Opment Process, Arocess, Pricing Str Management, Mutypes), Personal sel difference ting Mobile Marketin	nd Implementation tatation, The Process, Market Positioner Buying Decisioner Buying	ess of Market Segioning-Meaning, in Process, Buyer between Consume Product Life Cycleting, Process, AIDA Mortal Lecturathor otler, P., Keller, K.	Behar and e (PLO	ting, ation printing with the state of the s	Marl , Base Strate 8. ho r Mode ness 1 8 hou 8 hou 40 ho	es for egies, urs lels, Buyer urs ours
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#### **GREATER NOIDA-201306**

Refer	ence Books:									
S.No	Book Title					A	uthor			
1	Marketing (2025	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/ Y	outube/ Faculty Vi	deo Link:				•				
Module 1	https://youtu.b	e/4GO357Ab	1s4							
Module 2	https://youtu.b	e/ctMpHpJou	oU							
Module 3	https://youtu.b	e/1etIvZXr0n	M?si=QvZfzkl	kzW21ZhF	FWr					
Module 4	https://youtu.b	e/4GO357Ab	1s4							
Module 5	https://youtu.b	e/OBqYU0op	S3g?si=-v3gH	cRTNDi2	D6vI					
Mode of I	Evaluation									
	CIE ESE Total									
ST1	ST1         ST2         ST3         TA1         TA2         TA3         Attendance           5         5         5         5         5									
	30	<u> </u>	<u> </u>	5	20	<u> </u>	100	150		



#### **GREATER NOIDA-201306**

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Course	e Code: CMBMF0108		L	T	P	C			
Course	e Offered in: MBA(M&F)		3	0	0	3			
Pre-re	quisite: Knowledge of found	lational business	concepts and leg	al fundamentals					
Course	e Objectives: To equip stude	nts with a found	lational understan	ding of business laws	s, regulations, and eth	ical fr	amew	orks.	
Develo	p practical skills to analyze l	egal risks, ensu	re compliance, and	d navigate corporate	legal challenges.				
Course	e Outcome: After completion	n of the course,	the student will be	e able to		Bloo	m's I	Know	ledge
						Leve	el (KI	ر)	
CO1	Understand the essential transfer	s of valid contr	acts and applyin	g legal principles go	overning the sale &		( <b>k</b>	(2)	
CO2	Understand the partnersh operations	ip business &	applying corpora	te compliance requi	rements in business		(I	K2)	
CO3	Apply enhanced legal prolegal protections	visions to safeg	uard financial trai	nsactions & evaluate	consumer rights and		( <b>k</b>	(3)	
CO4	Apply legal frameworks t in business and technolog	•		vernance, and respon	sible data protection		(1	<b>K</b> 3)	
CO5	Promote fair competition.	prevent anti-co	mpetitive practice	es, and safeguard con	sumer interests		(I	<b>X3</b> )	
CO-PC	Mapping (Scale 1: Low, 2	: Medium, 3: I	ligh)		·				
СО-Р	CO-PO Mapping PO1 PO2 PO3 PO4								

Course Contents / Syllabus

CO<sub>1</sub>

CO<sub>2</sub>

**CO3** 

**CO4** 

**CO5** 

Module 1 The Contract Act, 1872 & Sale of Goods Act, 1930 8 hours

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The Contract Act, 1872: Offer and Acceptance, essential elements of contract; Consideration, Capacity to Contract, Free Consent, Legality of Object, Performance of Contract, Breach of Contract and Remedies, Quasi-Contracts

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3

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2

Sale of Goods Act, 1930: Formation of Contract of Sale: Sale vs. Agreement to Sell, Conditions and Warranties, Transfer of Ownership, Performance of Contract, Rights and Duties of Buyer and Seller: Unpaid Seller's Rights, Buyer's Rights Against Seller, Remedies for Breach of Contract

Module 2 The Indian Partnership Act, 1932 & The Companies Act, 2013 8 hours

**The Indian Partnership Act, 1932:** Nature of Partnership: Definition and Essentials, Types of Partnerships, Partnership Deed, Relations of Partners: Rights and Duties of Partners, Liability of Partners, Modes of Dissolution, Rights of Outgoing Partners

The Companies Act, 2013: Company Formation and Structure: Types of Companies, Incorporation Process, Memorandum and Articles of Association, Board of Directors and their Duties, Shareholders' Rights, Meetings and Resolutions, Winding Up of company

Module 3	Negotiable Instruments (Amendment) Act, 2015 & Consumer Protection Act,	8 hours
	2019	

**Negotiable Instruments (Amendment) Act, 2015:** Meaning of Negotiable Instruments, Types of NI: Promissory Notes, Bills of Exchange, Cheques, Key Amendments: Electronic Cheques and Digital Signatures, Jurisdiction for Filing Cases (Section 142A), Expedited Proceedings for Dishonoured Cheques (Section 138), Transfer of Pending Cases, Legal Provisions and Penalties: Liability of Drawer, Compensation and Punishment for Dishonoured Cheques

Consumer Protection Act, 2019: Consumer Rights and Protection: Right to Safety, Information, Choice, and Redressal, Consumer Awareness and Education, Consumer Dispute Redressal Mechanism: District, State, and National Consumer Disputes Redressal Commissions, E-Filing of Complaints and Online Hearings



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Module 4 Information Technology Act,2000 & Digital Personal Data Protection Act, 2023 8 hours

**Information Technology Act,2000:** Legal Recognition of Electronic Records: Digital Signatures and Electronic Contracts, Authentication of Electronic Documents, Cyber Laws and Regulations, Cyber Crimes and Offenses: Hacking and Identity Theft, Cyber Terrorism and Data Breach, Punishments for Cyber Offenses, Liabilities and Penalties: Compensation for Data Breach, Penalties for Unauthorized Access, Adjudication Process for Cyber Disputes

**Digital Personal Data Protection Act, 2023:** Rights of Data Principals: Right to Access and Correction, Right to Erasure and Portability, Right to Object to Processing, Obligations of Data Fiduciaries: Purpose Limitation and Data Minimization, Security Measures for Data Protection, Accountability and Compliance

Module 5

Competition Act, 2002 & Competition Amendment Act, 2023

8 hours

**Competition Act,2002:** Prohibition of Anti-Competitive Agreements: Cartels and Price Fixing, Abuse of Dominant Position, Regulation of Mergers and Acquisitions, Penalties for Anti-Competitive Practices, Consumer Protection and Market Regulation: Fair Trade Practices, Prevention of Monopolies, Advocacy for Competitive Markets

Competition Amendment Act, 2023: Legal Framework and Amendments: Competition Amendment Act, 2023 (key changes)

		Total Lecture Hours   40	hours
Textbook	:		
S.No	Book Title	Author	
1	Business law	Kuchhal, M. C., & Kuchhal, V.	
Refer	ence Books:		
S.No	Book Title	Author	
1	Legal aspects of business	Pathak, A.	
NPTEL/ Y	Outube/ Faculty Video Link:	1	
Module 1	https://youtu.be/DbN9ZT34AMg?si=7-sLrEJX5PlA5FlN https://youtu.be/u-OikPQBVEs?si=1iKF_PlWui4ml6cN		
Module 2	https://youtu.be/2RX-L7T6Lr8?si=DrYIpnatVN2m1H_W https://youtu.be/UEQDdlSsKrA?si=ae3nTKyhhJ1E1K2x		
Module 3	https://youtu.be/H2F_2-62pe8?si=JznHn4aQ14oKzyC6 https://youtu.be/1gz9LedZ5EY?si=M5NgN8O7-kY76j		
Module 4	https://youtu.be/d2kSE3Vdkx0?si=GZDY_hBZNFKxFR_C https://www.youtube.com/live/nIeTS0YFN0M?si=2yfvjYGrtxiFNBP4		
	https://youtu.be/wu_KBvWW1Hs?si=fSQ0AA2bXZjc-5p0		

#### **Mode of Evaluation**

			CIE				ESE	Total
ST1	ST2	Attendance						
			5	5	5	5		
	30 20							150



#### **GREATER NOIDA-201306**

Course Code	: CMBMF0151	Course N	Name: MS Excel for	r Mana	gerial Deci	isions	L	Т	P	С
	red in: MBA(M&F)				8		3	0	0	3
	of Subject: Basic com	nouter literacy. Stud	lents should be comf	fortable	using a co	mputer, including	opera	ating a	a kevh	
_	unching applications, a				_		-	_	-	
	ctive: Confidently navi									te.
	nage Excel workbooks	-	_				_			
	mixed cell references i		•					-		
lists of data.					1,					
	ome: After completion	of the course, the s	tudent will be able to	0			Bloc	m's I	Knowl	edge
	· · · · · · · · · · · · · · · · · · ·							el (KL		0
CO1	Identify and use the n	nain components of	the Excel interface t	o navig	ate and mar	nage workbooks			<u>′</u> ′2	
	and worksheets.									
CO2	Apply appropriate f professional-looking		ies to data and ce	lls to o	create well	-organised and		K	ζ3	
CO3	Construct formulas a perform calculations		t-in functions (e.g.,	SUM,	AVERAG	E, COUNT) to		K	Κ3	
CO4	Use sorting and filter		e data lists according	g to sne	cified crite	ria		k	Κ3	
CO5	Create and format b								<u>K5</u>	
CO3	worksheet.	rusic charts (e.g., v	corumn, mie, pie, t	o visuu	шу тергеве	in data from a		1	10	
CO-PO Map	ping (Scale 1: Low, 2:	Medium, 3: High	)							
	PO mapping	PO1	PO2	]	PO3	PO4		P	PO5	
	CO1	3	2		1	1			1	
	CO2	3	2		1	1			1	
	CO3	3	3		1	1			1	
	CO4	2	3		1	1			2	
	CO5	2	2		1	1			2	
	ents / Syllabus									
Module 1		sics of MS-Excel							8 hou	
Open, Renam			·	-						
	ng, Cell Alignment, Nu					Colour, Format l	Painte	r, Cel	l Mer	ging.
Module 2			rmatting with data						8 hou	
_	ulas (+,-,*,/), Order of	Operations, Cell Re	ferences (Relative, A	Absolute	e, Mixed), A	AutoSum, SUM,	AVEF	RAGE	, COI	JNT,
MIN, MAX.										
Freezing Pane	es for navigation, Sortin	ng data (single/mult	i-level), and Filterin	ıg data ı	using Autol	Filter.				
Module 3		sic Charting & Prin	•						8 hou	
Creating basic and Print Prev	e charts (Column, Line view	, Pie), Chart Eleme	ents (Titles, Labels),	Simple	Formattin	g, Page Layout (I	Margi	ns, Oı	rientat	ion),
Module 4	Da	nta Management &	Core Formulas						8 hou	rs
Spreadsheet d	lesign, Excel Tables, A	dv. Sort/Filter, Data	Validation, Logica	1 (IFs),	Text Functi	ions, Error Handl	ing.			
Module 5	Ad	lvanced Formulas &	& Functions						8 hou	rs
Lookup (VLC	OKUP, INDEX-MAT	CH, XLOOKUP), I	Date/Time Function	s, Creat	ing/Modify	ving PivotTables,	Grou	ping,	Calcu	lated
-	Slicers, Timelines, Pive				- •		·			
						Total Lectur	e Hou	rs 4	40 ho	urs
Textbook:	Ta									
S.No	Book Title			10:	Author					
1	Excel 2019 All-In-On	ne: Master the new	teatures of Excel 20	19 /	Lokesh La	alwani				
	Office 365									



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2	Microsoft Exc	el Formulas a	nd Functions (	Office 202	Paul McFed	lries		
	Microsoft 365	)						
Referei	nce Books:							
S.No.	Book Title					Author		
1.	Mastering Mic	crosoft Excel I	Functions and l	Formulas		WebTech S	ol	
NPTEL/ Yo	utube/ Faculty Vi	deo Link:						
6.	https://www.y	outube.com/w	atch?v=DyG6	Gc8nOAE				
7.	https://www.y	outube.com/w	atch?v=8rW56	6QgZArg				
8.	https://www.y	outube.com/w	atch?v=PNFV	kAIDImE				
9.	https://archive	.nptel.ac.in/co	urses/110/107/	/11010715	7/			
10.	https://www.y	outube.com/w	atch?v=9I9Dtl	FOVPIg				
Mode of Ev	aluation							
			CIE				ESE	Total
ST1	ST2	ST3	TA1	TA2	TA3	Attendance		
			5	5	5	5		
	30			100	150			



#### **GREATER NOIDA-201306**

Course O	Code: CMBMF0201	Course N	Name: Business Re	esearch Methods		L	T	P	$\mathbf{C}$
	Offered in: MBA(M&F)	)				3	0	0	3
Pre-requi	isite of Subject: Basic	knowledge of statistic	s, business concept	ts, and familiarity w	ith MS Excel				
Course O	<b>Objective</b> : To equip stud	lents with the knowled	lge and skills to sys	stematically conduct	business researc	h, incl	uding		
	ng research problems, re			pplying sampling me	thods, collecting	and a	nalysii	ng da	ta
	istical tools, and prepari	<u> </u>							
Course O	Outcome: After complete	ion of the course, the s	student will be able	to			m's K		edge
						Leve	1 (KL)		
CO1		ch fundamentals and p					(K		
CO2	Conduct a thoroug	th review of literature	and identify researce	ch gaps.			(K		
CO3	Design sampling r	nethods and develop a	ppropriate data col	lection instruments.			(K	6)	
CO4									
CO5		nt comprehensive rese		thical considerations	•		(K	(6)	
	Mapping (Scale 1: Low			1					
.	CO-PO mapping	PO1	PO2	PO3	PO4		P	05	
	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	2	
' [									
Course C	Contents / Syllabus								
Module 1	1	Research: An overvi		eteristics of Good Re	esearch; Research	n Proce		hour	
Module 1 Meaning, of Research	<del>`</del>	of Research; Types o	f Research; Charac				ess, A	<b>hour</b>	ation
Module 1 Meaning, of Research Purpose a Gaps	Objectives, Importance ch in Business and Process of Literature	of Research; Types of e Review; Sources of	f Research; Charac				ess, A	hour pplica Rese	ation arch
Module 1 Meaning, of Researce Purpose a Gaps  Module 2	Objectives, Importance ch in Business and Process of Literature	of Research; Types of e Review; Sources of Research proposal	f Research; Charac Literature; Organiz	zing Literature; Wri	ting the Review;		ess, A	<b>hour</b>	ation arch
Module 1 Meaning, of Researce Purpose a Gaps  Module 2 Defining a	Objectives, Importance ch in Business and Process of Literature	of Research; Types of Review; Sources of Research proposal Problems; Research Ol	f Research; Charac Literature; Organiz Djectives and Quest	zing Literature; Wri	osal Preparation	Ident	ess, A	hour pplica Rese	arch
Module 1 Meaning, of Researce Purpose a Gaps  Module 2 Defining a	Objectives, Importance ch in Business and Process of Literature and Refining Research I Research Design (Explo	of Research; Types of Review; Sources of Research proposal Problems; Research Ol	f Research; Charac Literature; Organiz Djectives and Quest	zing Literature; Wri	osal Preparation	Ident	ess, A	hour pplica Rese	ation arch
Module 1 Meaning, of Research Purpose a Gaps  Module 2 Defining a Types of 1  Module 3 Probabilit Primary a	Objectives, Importance ch in Business and Process of Literature and Refining Research I Research Design (Explosional Secondary Data;	of Research; Types of Review; Sources of Research proposal Problems; Research Ol ratory, Descriptive, Canada Preparation Sampling; Sampling E.	f Research; Charac Literature; Organiz Djectives and Quest ausal); Identificatio	zing Literature; Wri	ting the Review; osal Preparation ceptual and Theo	Ident	ess, A ifying 8	hour pplica	arch ss ks
Module 1 Meaning, of Research Purpose a Gaps  Module 2 Defining a Types of I  Module 3 Probabilit Primary a Measurem	Objectives, Importance ch in Business and Process of Literature and Refining Research I Research Design (Explosity and Non-Probability Stand Secondary Data; nent Techniques	of Research; Types of Review; Sources of Research proposal Problems; Research Oldratory, Descriptive, Canapling; Sampling Education Metal	f Research; Charac Literature; Organiz Djectives and Quest ausal); Identificatio error; Sample Size D chods (Survey, Int	zing Literature; Wri	ting the Review; osal Preparation ceptual and Theo	Ident	Fram 8 1; Sca	hour pplica Reserved hour hour aling	rs ks
Module 1 Meaning, of Research Purpose a Gaps  Module 2 Defining a Types of I  Module 3 Probability Primary a Measurem Module 4	Objectives, Importance ch in Business and Process of Literature and Refining Research In Research Design (Explosity and Non-Probability Stand Secondary Data; nent Techniques	of Research; Types of Review; Sources of Research proposal Problems; Research Oldratory, Descriptive, Canada Preparation Sampling; Sampling Eduta Collection Met Data analysis & Interest Proposal Collection Met Data Propo	F Research; Characteristics of Research; Char	zing Literature; Wri	ting the Review; osal Preparation ceptual and Theo	Ident	Fram 8 1; Sca	hour pplica	rs ks and
Module 1 Meaning, of Research Purpose a Gaps  Module 2 Defining a Types of I  Module 3 Probabilit Primary a Measurem Module 4 Formulati	Objectives, Importance ch in Business and Process of Literature and Refining Research I Research Design (Explosity and Non-Probability Stand Secondary Data; nent Techniques	of Research; Types of Review; Sources of Research proposal Problems; Research Oldratory, Descriptive, Caratory, Descriptive, Caratory, Sampling; Sampling Eduta Collection Meta analysis & Integrand Alternative Hypotes	Expression of Research; Characteristics of Re	zing Literature; Wri	ting the Review; osal Preparation ceptual and Theo	Ident	Fram 8 1; Sca	hour pplica Reserved hour hour aling	rs ks and
Module 1 Meaning, of Research Purpose a Gaps  Module 2 Defining a Types of 1  Module 3 Probabilit Primary a Measurem Module 4 Formulati One-tailed	Objectives, Importance ch in Business and Process of Literature.  and Refining Research In Research Design (Explosity and Non-Probability Stand Secondary Data; ment Techniques Interest of Hypotheses; Null	of Research; Types of Research proposal Problems; Research Ol Pratory, Descriptive, Caratory, Descriptive, Caratory, Sampling Education Met Data analysis & Integral Alternative Hypotetest, z-test; Interpreta	Expretation theses; Type I and Intion of Results;	zing Literature; Wri	osal Preparation ceptual and Theo	Ident pretical Design	ess, A ifying 8 Fram 8 1; Sca 8	hour pplical Reservation hour aling hour	rs ks and
Module 1 Meaning, of Research Purpose a Gaps  Module 2 Defining a Types of 1  Module 3 Probabilit Primary a Measurem Module 4 Formulati One-tailed	Objectives, Importance ch in Business and Process of Literature.  and Refining Research I Research Design (Explosity and Non-Probability Stand Secondary Data; nent Techniques ion of Hypotheses; Null dand Two-tailed Tests, paration (Editing, Coding	of Research; Types of Research proposal Problems; Research Ol Pratory, Descriptive, Caratory, Descriptive, Caratory, Sampling Education Met Data analysis & Integral Alternative Hypotetest, z-test; Interpreta	Expretation Theses; Type I and I ation of Results; otive Statistics; Corrections of the Stati	zing Literature; Wri	osal Preparation ceptual and Theo	Ident pretical Design	Fram  8  13  14  15  16  17  18  18  18  18  18  18  18  18  18	hour pplical Reservation hour aling hour	es and
Module 1 Meaning, of Research Purpose at Gaps Module 2 Defining at Types of I Module 3 Probabilit Primary at Measurem Module 4 Formulati One-tailed Data Prep Module 5 Structure	Objectives, Importance ch in Business and Process of Literature.  and Refining Research In Research Design (Explosity and Non-Probability Stand Secondary Data; nent Techniques  ion of Hypotheses; Null dand Two-tailed Tests, paration (Editing, Coding Stand Components of a Research Design (Explosity Stand Secondary Data; nent Techniques)	Research proposal Problems; Research Oleratory, Descriptive, Caratory, Descriptive, Caratory, Descriptive, Caratory, Sampling Education Meteratory and Alternative Hypotetest, z-test; Interpretag, Tabulation); Descriptive, Tabulation); Descriptive, Caratory and Alternative Hypotetest, z-test; Interpretag, Tabulation); Descriptive, Tabulation (Control of the Control	Literature; Organize Dispectives and Quest ausal); Identification Tror; Sample Size Echods (Survey, Interpretation Theses; Type I and Intion of Results; Detive Statistics; Conting Citations and Reference	zing Literature; Wri	osal Preparation ceptual and Theo on); Instrument	dent retical Design	Fram  8  11  12  13  14  15  16  17  18  18  18  18  18  18  18  18  18	hour pplical Research hour aling hour ests.	arch ss ss and ss
Module 1 Meaning, of Research Purpose at Gaps  Module 2 Defining at Types of I  Module 3 Probability Primary at Measurem Module 4 Formulation One-tailed Data Prep Module 5 Structure	Objectives, Importance ch in Business and Process of Literature.  2 and Refining Research I Research Design (Explosing and Non-Probability Stand Secondary Data; nent Techniques ion of Hypotheses; Null dand Two-tailed Tests, paration (Editing, Coding 5	Research proposal Problems; Research Oleratory, Descriptive, Caratory, Descriptive, Caratory, Descriptive, Caratory, Sampling Education Meteratory and Alternative Hypotetest, z-test; Interpretag, Tabulation); Descriptive, Tabulation); Descriptive, Caratory and Alternative Hypotetest, z-test; Interpretag, Tabulation); Descriptive, Tabulation (Control of the Control	Literature; Organize Dispectives and Quest ausal); Identification Tror; Sample Size Echods (Survey, Interpretation Theses; Type I and Intion of Results; Detive Statistics; Conting Citations and Reference	zing Literature; Wri	osal Preparation ceptual and Theo on); Instrument	Design	Fram  8  Scalare T  8  An, Anr	hour pplical Research hour aling hour ests.	arch arch ss and ss
Module 1 Meaning, of Research Purpose at Gaps Module 2 Defining at Types of I Module 3 Probabilit Primary at Measurem Module 4 Formulati One-tailed Data Prep Module 5 Structure	Objectives, Importance ch in Business and Process of Literature 2 and Refining Research I Research Design (Explosive and Secondary Data; nent Techniques 1 ion of Hypotheses; Null d and Two-tailed Tests, paration (Editing, Coding and Components of a Resues in Research, COPE	Research proposal Problems; Research Oleratory, Descriptive, Caratory, Descriptive, Caratory, Descriptive, Caratory, Sampling Education Meteratory and Alternative Hypotetest, z-test; Interpretag, Tabulation); Descriptive, Tabulation); Descriptive, Caratory and Alternative Hypotetest, z-test; Interpretag, Tabulation); Descriptive, Tabulation (Control of the Control	Literature; Organize Dispectives and Quest ausal); Identification Tror; Sample Size Echods (Survey, Interpretation Theses; Type I and Intion of Results; Detive Statistics; Conting Citations and Reference	zing Literature; Wri	osal Preparation ceptual and Theo n); Instrument sion; ANOVA; C	Design	Fram  8  Scalare T  8  An, Anr	hour pplica Reserved hour aling hour ests.	arch arch ss and ss



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School of Management

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	ce 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/ You	tube/ Faculty Video Link:	
Module 1	https://youtu.be/pkdRzGTTY_s?si=KeV7Bi8h33mHHe_T	
Module 2	https://youtu.be/iaGpj8ViH1w?si=f4g0ssAFLLwlhHsa	
Module 3	https://youtu.be/XPh7TjVTCso?si=JNhPUik2aglAHfJx	
Module 4	https://youtu.be/XPh7TjVTCso?si=JNhPUik2aglAHfJx	
Module 5	https://youtu.be/25SIYhVCA-M?si=1W5qV9F8prNbyxBV	
3.6 1 6.73	T	

#### **Mode of Evaluation**

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



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<b>Course Code</b>	: CMBMF0202	Course N	Name: Corporate Fi	nance		L	Т	P	С	
	ed in: MBA(M&F)		•			3	0	0	3	
Pre-requisite	: Analytical skills and	fundamental know	ledge of finance.						ı	
	ctives: The subject aim		•	correlating capita	al project evaluati	on too	ls an	d		
procedures. It	aids in developing abi	lities in interpreting	g company information	on and applying fi	nancial theory to	financ	ial de	cisio	ns.	
Course Outco	ome: After completion	of the course, the	student will be able to	)		Bloo	m's l	Know	ledge	
						Level (KL)				
CO1	Understand the basic						(F	(2)		
CO2	Examine the risk-ret		*		ment strategies.		,	(4)		
CO3	Enable students to an	nalyze the Financial	Sources & their cost	of capital.			(F	(4)		
CO4	Evaluate financial fo	recasts to estimate	long-term financing r	needs and projects	•		(ŀ	(5)		
CO5	Analyse the concept						(ŀ	(4)		
	ping (Scale 1: Low, 2:									
	CO\PO	PO1	PO2	PO3	PO4		P	PO5		
	CO1	3	2					1		
	CO2	2	3					2		
	CO3 CO4	3 3	3 3	1				2		
	CO5	2	2	1	1			2		
Course Conte	ents / Syllabus	2	2		1			1		
Module 1	•	troduction to fina	ncial management &	7 Time value of r	nonev			8 hou	rc	
	nagement – Introduct									
Module 2		sk & Return						8 hou		
-	sk: uncertainty, variab	•	stematic and Non-sys	stematic risk - Ri	sk & return of si	ngle a	sset,	Sensi	tivity	
analysis, Risk	-return trade-off in cap	oital budgeting								
Module 3	Fi	nancing Decision	& Capital Structure					8 hou	rs	
discounting an Approaches o	ng-term funds; Cost of and CAPM model), reta f Capital Structure: Ne termination of the opti	ined earnings; Weight Income (NI), Net	ghted average cost of Operating Income (N	capital (WACC). OI), Traditional a		•	-			
Module 4		vestment Decision		19313				8 hou	rc	
	eting techniques: disco			PV IRR PI navl	pack period ARR	) and				
Module 5		vidend Policy & n	1 ,	- + , 1144, 11, puj	outin period, raide	, 4114		8 hou		
	ing Dividend Policy, l			Policies, Walter	and Gordon Mode	el, Mi				
(MM) Hypoth	•		, -,,			,			6	
					Total Lecture	e Hou	rs	40 ho	urs	
Textbook:	r =			T						
S.No	Book Title			Author						
1.	Financial management: Theory and practice (10th ed.). Tata McGraw-Hill Education				P. (2022)					
2.	Financial manageme	Pandey, I	. M. (2021)							
Referenc			6	1	` '					
S.No.	Book Title			Author						
1.	Corporate finance: T	Theory and practice	(2nd ed.). John Wile		an, A. (2010).					
	Bons.									



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NPTEL/ Yout	NPTEL/ Youtube/ Faculty Video Link:					
Module 1	https://youtu.be/_N51FEnRO4g					
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         TA2         TA3         Attendance           5         5         5         5					
	30			20			100	150



#### **GREATER NOIDA-201306**

Module Blockel technol permiss Use cas manage Module Fosterin Develo stage fo startup. Module Readab	chain, hashing and mining logy (DLT) & decentralized sioned/permission less led sees of Bitcoin, Ethereum, lettereum, lettereum and et al. and an entrepreneurial min op a concrete fintech start for future success in entreport future	ed finance (DeFi), Crypleger Hyperledger, Corda, R  Digital Product Developer, emphasizing adaptive plan, Product developereneurship, Creating a  Advanced FinTech was of Textual Content.	related to FinTech.	rivate key, digital soft blockchain and soft set  funding approache the ensive business  Portfolio Manage	es and scaling cons	ic/privile fina	ions, print	& Sec 8 hou settin for fi	rs  g the ntech
Module Blockel technol permiss Use cas manage Module Fosterin Develo stage fo startup. Module Readab	chain, hashing and mining logy (DLT) & decentralized sioned/permission less led ses of Bitcoin, Ethereum, lement le 4 legal man entrepreneurial min para concrete fintech start for future success in entrep le 5 lility and Sentiment Analy	ed finance (DeFi), Crypleger Hyperledger, Corda, R  Digital Product Developer, emphasizing adaptive plan, Product developereneurship, Creating a  Advanced FinTech was of Textual Content.	related to FinTech.	rivate key, digital soft blockchain and some set funding approache rehensive business	es and scaling cons model as a strategic	ic/privile fina	ions, print	& Sec 8 hou settin for fi 8 hou n Dec	rs  g the ntech
Module Blockel technol permiss Use cas manage Module Fosterin Develo stage fo startup. Module Readab	chain, hashing and mining logy (DLT) & decentralized sioned/permission less led ses of Bitcoin, Ethereum, lement le 4 legal man entrepreneurial min para concrete fintech starte for future success in entrep le 5 lility and Sentiment Analy	ed finance (DeFi), Crypleger Hyperledger, Corda, R  Digital Product Developer, emphasizing adaptive plan, Product developereneurship, Creating a  Advanced FinTech was of Textual Content.	related to FinTech.	rivate key, digital soft blockchain and some set funding approache rehensive business	es and scaling cons	ic/privile fina	ions,	& Sec 8 hou settin for fi	rs  g the ntech
Module Blockel technol permiss Use cas manage Module Fosterin Develop stage for startup.	chain, hashing and mining logy (DLT) & decentralized sioned/permission less led ses of Bitcoin, Ethereum, lement le 4 legal man entrepreneurial minimp a concrete fintech start for future success in entrep le 5	ed finance (DeFi), Crypleger Hyperledger, Corda, R  Digital Product Development of the product develop	ptography, public/p ipple, Application of relopment & Mind ptability, resilience lopment strategies, and refining a composi-	rivate key, digital soft blockchain and some set funding approache rehensive business	es and scaling cons	ic/privile fina	ions,	& Sec 8 hou settin for fi	rs  g the ntech
Module Blockel technol permiss Use cas manage Module Fosterin Develop stage for startup.	chain, hashing and mining logy (DLT) & decentralized sioned/permission less led ses of Bitcoin, Ethereum, lement le 4 led and an entrepreneurial min op a concrete fintech starte or future success in entrep.	ed finance (DeFi), Cryplger Hyperledger, Corda, R  Digital Product Devidset, emphasizing adapup plan, Product developmeneurship, Creating a	ptography, public/p ipple, Application of relopment & Mind ptability, resilience lopment strategies, and refining a compa	rivate key, digital soft blockchain and soft set	signature, PKI, Publ mart contract in trace es and scaling cons	ic/privile fina	ions,	& Sec 8 hou settin	chain curity  rs  g the ntech
Modulo Blockel technol permiss Use cas manage Modulo Fosterin Develo stage fo	chain, hashing and mining logy (DLT) & decentralized sioned/permission less led ses of Bitcoin, Ethereum, lement le 4  Ing an entrepreneurial min para concrete fintech start for future success in entrep	ed finance (DeFi), Crypleger Hyperledger, Corda, R  Digital Product Develoset, emphasizing adaptop plan, Product developed	ptography, public/p ipple, Application of relopment & Mind ptability, resilience lopment strategies,	rivate key, digital soft blockchain and soft set	signature, PKI, Publ mart contract in trace es and scaling cons	ic/privile fina	vate bance,	locko  & Sec  8 hou	chain curity rs
Modulo Blockel technol permiss Use cas manage Modulo Fosterii Develo	chain, hashing and mining logy (DLT) & decentralized sioned/permission less led ses of Bitcoin, Ethereum, lement le 4 mg an entrepreneurial min pp a concrete fintech starts	ed finance (DeFi), Crypleger Hyperledger, Corda, R  Digital Product Develoset, emphasizing adaptop plan, Product developed	ptography, public/p ipple, Application of relopment & Mind ptability, resilience lopment strategies,	rivate key, digital soft blockchain and soft set	signature, PKI, Publ mart contract in trace es and scaling cons	ic/privile fina	vate bance,	locko  & Sec  8 hou	chain curity rs
Modulo Blockel technol permiss Use cas manage Modulo Fosterii	thain, hashing and mining logy (DLT) & decentralized sioned/permission less led ses of Bitcoin, Ethereum, lement  e 4  ng an entrepreneurial min	ed finance (DeFi), Cryplger Hyperledger, Corda, R  Digital Product Dev dset, emphasizing adap	ptography, public/p ipple, Application of relopment & Mind ptability, resilience	rivate key, digital soft blockchain and soft	signature, PKI, Publ	ic/priv	nnce,	locko & Sec	chain curity rs
Module Blockel technol permiss Use cas manage	hain, hashing and mining logy (DLT) & decentralized sioned/permission less led ses of Bitcoin, Ethereum, lement	ed finance (DeFi), Cryplger Hyperledger, Corda, R Digital Product Dev	ptography, public/p ipple, Application of relopment & Mind	rivate key, digital s	signature, PKI, Publ	ic/pri	vate b ince,	olocko & Sec	chain
Module Blockel technol permiss Use cas manage	thain, hashing and mining logy (DLT) & decentralize sioned/permission less led ses of Bitcoin, Ethereum, l ement	ed finance (DeFi), Cryp lger Hyperledger, Corda, R	ptography, public/p	rivate key, digital s	signature, PKI, Publ	ic/pri	vate b ince,	olocko & Sec	chair
Module Blockel technol permiss Use cas	hain, hashing and mining logy (DLT) & decentralize sioned/permission less led ses of Bitcoin, Ethereum, l	ed finance (DeFi), Cry <sub>l</sub> lger	ptography, public/p	rivate key, digital	signature, PKI, Publ	ic/pri	vate b	locko	chair
Determ Module Blockel technol	hain, hashing and mining logy (DLT) & decentralize	ed finance (DeFi), Cryp							
Determ  Module  Blockel	hain, hashing and mining								
Determ	le 3			apps (d Apps), s	smart contract, DA	O. Di			
	2	Financial Blockchai	in					10 ho	urs
	ninistic versus Probabilisti		orecasting using Re	gression Techniqu	es and Time Series	Mode	ling i	n Fin	tech
Statistic	cal Distributions for FinTe	ech applications	anis characteristic	5 of Statistical Da	a asea in i manee,	Data .	111041	mig	401115
Module	ning Relationships among	Data Driven Analys		s of Statistical Da	ta used in Financa	Data		8 hou	
Modul	0.2	Data Drivon Analys	is in Fintach				Τ,	2 hou	<b>10</b> C
Reg Te		Timeen, overview or	Timeen Leosystem	, i inteen and boer	ety, recimology as	CHabk	CI OI	reguit	tion
	ot of Fintech, Evolution of			Fintech and Soci	ety Technology as	enahl		6 hou	
Course Modul	e Contents / Syllabus	Introduction to Fint	too <b>h</b>				1.	6 har-	<b></b>
CO5	<u> </u>	3	3	2	3			3	
CO4		3	3	2	3			3	
CO3		2	3	1	3			2	
CO2		2	3	2	3			3	
CO1		3	3	1	2			2	
CO-P	O Mapping	PO1	PO2	PO3	PO4	P	<b>O</b> 5		
CO-1 C	o mapping (scale 1. Lov	7, 2. Medium, 3. High							-
CO-PC	trading decisions.  D Mapping (Scale 1: Low	v 2: Medium 3: High	<u>, , , , , , , , , , , , , , , , , , , </u>						
CO5	Understand & apply h	ow quantitative and q	ualitative informat	ion can be used to	make credit and		(I	<b>(3)</b>	
	and management, busi	ness plan and entrepre	neurial finance		-		`		
CO4	Acquire the knowledge	•					,	(6)	
CO2 CO3	Approach and solve bu Understand block chai			s of dAnns smart	contracts			(3) (2)	
CO1	Understand the origin			locks.				(2)	
	T					Leve	l (KI		
Course	e Outcome: After comple	tion of the course, the	student will be able	to				Cnow	ledg
	edge of starting a Fintech t			· ·	,		1		
Course	e <b>Objectives:</b> The objectives		equip the students w	ith the knowledge	of Fintech ecosyste	em and	d pro	vide b	asic
	quisite: Basic Analytical	<u> </u>				U	0	4	2
Pre-rec	e Code: CMBMF0203 e Offered in: MBA(M&I		Name: Foundation	of Fintech		L 0			<u>C</u>
Pre-rec	e Code: CMBMF0203		Name: Foundation	of Fintech		L	T	P	_
Course Pre-rec									



#### **GREATER NOIDA-201306**

1	The future of finant services. Springer	-	*	AI, and cr	ypto on fi	nancial	Arslanian, H., & Fiscl	ner, F. (2019).
2	FINTECH FUTU			ance (1st e	d.). Atlan	tic Press	Acharya, V. V. (2025	).
Refer	ence Books:		-			_		
S.No	<b>Book Title</b>						Author	
1	The financial serv		fintech: Drivin	ng banking	innovatio	on through	Mohan, D. (2020).	
2		•						
NPTEL/ Y	Youtube/ Faculty Vi	deo Link:						
Module 1	https://www.y	outube.com/w	vatch?v=AeOV	WJZjPYN0	&list=PL	qMl6r3x6BU	TG9VqVohMvS4aLc	53uC_GC
Module 2	https://www.y	outube.com/w	vatch?v=Tmfej	jLH09zs&l	ist=PLqN	116r3x6BUT0	G9VqVohMvS4aLc53	uC_GC&index=2
Module 3	https://elearn.r	nptel.ac.in/sho	p/nptel/cost-ac	ccounting/	v=c86ee	0d9d7ed		
Module 4	https://www.y	outube.com/w	vatch?v=XSyH	I7jNIkK8&	list=PLq	Ml6r3x6BUT	G9VqVohMvS4aLc5	3uC_GC&index=4
Module 5	https://www.y	outube.com/w	vatch?v=XSyH	I7jNIkK8&	list=PLq	Ml6r3x6BUT	G9VqVohMvS4aLc5	3uC_GC&index=4
Mode of 1	Evaluation							
			CIE				ESE	Total
ST1	ST2	ST3	TA1 5	TA2	TA3 5	Attendanc 5	e	
	30	I			20	<u>.                                      </u>	100	150



#### **GREATER NOIDA-201306**

		I						
Course Offer	ed in: MRA						3 0	0 3
	of Subject: Basic und	erstanding of busine	ess management of	rganizatio	nal behavio	or and commun		
	ctive: To equip student	<u>*</u>						
organizational		s with the kilowica,	se and skins to erre	cuvery in	anage nam	an resources and	. CHITCHICC	
	ome: After completion	of the course, the s	tudent will be able	to			Bloom's	Knowledge
	· · · · · · · · · · · · · · · · · · ·						Level (K	_
CO1	Understand the conce	ept of human resour	ce management in a	a global c	ontext.			(K2)
CO2	Analyze and forecast							(K4)
CO3	Develop and implement	ent effective recruit	ment and selection	processes	and training	ng programs.	(	(K3)
CO4	Design and implemen	nt performance man	agement systems a	nd compe	nsation.		(	(K6)
CO5	Analyze key aspects	of industrial relation	ns, modern HR prac	ctices			(	(K4)
CO-PO Map	ping (Scale 1: Low, 2:	Medium, 3: High)	)					
CO-	PO mapping	PO1	PO2	P	03	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	2	3		2
	ents / Syllabus							
Module 1	Ar nition, importance, sco	Introduction to H						8 hours
Module 2	nture, and Objectives, H	R Planning						8 hours
-	anning and forecasting FHRP, HR Planning as		portance of HRP,	Objective	s and prod	cess of HRP, F	actors aff	ecting HRP,
Module 3		R Procurement & i						8 hours
recruitment, D processes and Concept, imp	d objectives of recru Definition and process of socialization ortance, Training needing and development, M	of selection, Selections assessment, Training	on tools and techniq	ues, Intervie ne job trair	viewing me	ethods and skills b training) and l	, Placemen	nt, induction
Module 4		rformance manag		_	and Succes	ssion planning		8 hours
	appraisal meaning, obje				Mothodo	of performance	approise1	
evaluating per Job Evaluation	formance, problems & on: concept and method aspects of compensat	challenges in apprads, Concepts and co	aisal, Current trends	s in perfor	mance man	nagement.		
Module 5	Er	nerging Trends in	HRM					8 hours
Industrial rela	ntions- Concept, Mear			ations, tra	de unions	, collective bar	gaining a	nd workers'
HR Analytics	n management, Industr and metrics, Green Hl in HRM, Employee br	RM, Diversity and is	-	-	nd hybrid v			
						Total Lectur	e Hours	40 hours
Textbook:				1	A 17			
S.No	Book Title				Author			
1	Human resource man	agement			Bratton, J., (2021)	Gold, J., Bratto	n, A., & S	teele, L.



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School of Management

2	Human capital management standards A complete guide	Wong, W., Anderson, V., & Bond, H. (2019)
Referen	ce 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/ You	utube/ Faculty Video Link:	
Module 1	https://youtu.be/zAy6xT8Rvag?si=-QBMK-srblNLgjFG	
Module 2	https://youtu.be/bI9RZjF-538?si=1LvBX6_RQFftbpP-	
Module 3	https://youtu.be/c8_avX9miag?si=JezfTQLo2b1cSJzc	
Module 4	https://youtu.be/IGgOO2ZGpf0?si=R4xUWknVnuLb0wUn	
Module 5	https://youtu.be/mhMorNa1uB8?si=OdKVwov04euIzFLj	
Mada of E-		

#### **Mode of Evaluation**

ST1         ST2         ST3         TA1         TA2         TA3         Attendance           5         5         5         5         5           30         20         100         150			CIE				ESE	Total
30 20 100 150				TA2 5	TA3 5	Attendance 5		
20 200	30			20				150

Course Code: CMBMF0205	Course Name: Introduction to Business Analytics	L	T	P	С
Course Offered in: MBA (M&F)		3	0	0	3



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Pre-requisit						
Course Ohi	V	ledge of basic excel. e of this course is to teac	h students about w	prious applications	of business analys	tion so that that
		olve business problems.	iii students about va	arious applications	or business anary	ics so that they
		tion of the course, the st	udent will be able t	.0		Bloom's Knowledg
Course Out	come. After complet	non of the course, the st	udent win be able t	.0		Level (KL)
CO1	Understand the ha	asic concepts of Busines	es Analytics			(K2)
CO2		ues of data cleaning for		ization		(K2)
CO3		sing various descriptive		ization.		(K4)
CO4		lata analytics methods f		n makina		(K4) (K3)
CO5		eries data for forecasting		ii-making.		(K4)
		, 2: Medium, 3: High)	<u> </u>			(14)
	-PO mapping	PO1	PO2	PO3	PO4	PO5
	CO1	3	2	1 1	2	103
	CO2	3	3	1	2	2
	CO3	3	3	1	2	2
	CO4	3	3	2	2	2
	CO5	3	3		2	1
Course Con	tents / Syllabus	J	3	1	2	1
Module 1	tents / Synabus	Introduction to Busin	acc Analytics			8 hours
Analytics.		es, Process, Importance,	•			
Module 2	r redictive, and r resc			oois sucii as K, r yu	ion, Sr SS etc. and	
	· . E 1 11.1 1	Preparation and Visuata, data cleaning in Exc		1 1.6	11	8 hours
Charts types	and uses in Excel, D	ata dashboards, Heat m		, , , , , , , , , , , , , , , , , , ,	F	
Module 3		<b>Descriptive Analytics</b>	aps		•	8 hours
Module 3 Concept of m			aps		•	
Module 3 Concept of mof variation,	neasures of location –	Descriptive Analytics - mean, median, mode. M	aps  Measures of variabil	lity – Range, Variar	nce, Standard devi	
Module 3 Concept of mof variation, Ascertaining	neasures of location –	Descriptive Analytics - mean, median, mode. Me, variance, standard de	aps  Measures of variabil  viation, correlation	lity – Range, Variar	nce, Standard devi	ation, and Coefficie
Module 3 Concept of mof variation, Ascertaining Module 4	neasures of location – mean, median, mod	Descriptive Analytics - mean, median, mode. Me, variance, standard de Predictive and prescr	aps Measures of variabil viation, correlation iptive analytics	lity – Range, Variar coefficient, etc. us	nce, Standard devi	
Module 3 Concept of mof variation, Ascertaining Module 4 Simple linear	mean, median, moder regression model, le	Descriptive Analytics - mean, median, mode. Me, variance, standard de Predictive and prescreast squares method, ass	Measures of variabile viation, correlation riptive analytics sessing the fit of the	lity – Range, Variar coefficient, etc. us e simple linear regr	nce, Standard devi	ation, and Coefficie
Module 3 Concept of mof variation, Ascertaining Module 4 Comple linear Data mining	mean, median, moder regression model, le	Descriptive Analytics - mean, median, mode. Me, variance, standard de Predictive and prescr	Measures of variabile viation, correlation riptive analytics sessing the fit of the	lity – Range, Variar coefficient, etc. us e simple linear regr	nce, Standard devi	ation, and Coefficie  8 hours
Module 3 Concept of most variation, Ascertaining Module 4 Simple linear Data mining Module 5	mean, median, moder regression model, letechniques, the conc	Descriptive Analytics - mean, median, mode. Me, variance, standard de Predictive and prescreast squares method, assept of supervised and un	aps  Measures of variabilities viation, correlation riptive analytics sessing the fit of the insupervised learning approximate the session of	lity – Range, Variar coefficient, etc. us e simple linear regr	nce, Standard devi ing Excel. ression model	ation, and Coefficie
Module 3 Concept of most variation, Ascertaining Module 4 Simple linear Data mining Module 5 Basic concep	mean, median, moder regression model, letechniques, the concepts of trends, seasona	Descriptive Analytics - mean, median, mode. Me, variance, standard de Predictive and prescreast squares method, assept of supervised and undity and cyclicity, identification.	Measures of variabile viation, correlation riptive analytics sessing the fit of the insupervised learning flying trends, seaso	lity – Range, Varian coefficient, etc. us e simple linear regnance	nce, Standard devi ing Excel. ression model	ation, and Coefficie  8 hours
Module 3 Concept of most variation, Ascertaining Module 4 Simple linear Data mining Module 5 Basic concept	mean, median, moder regression model, letechniques, the concepts of trends, seasona	Descriptive Analytics - mean, median, mode. Me, variance, standard de Predictive and prescreast squares method, assept of supervised and un	Measures of variabile viation, correlation riptive analytics sessing the fit of the insupervised learning flying trends, seaso	lity – Range, Varian coefficient, etc. us e simple linear regnance	nce, Standard devi ing Excel. ression model r using graphs.	8 hours 8 hours
Module 3 Concept of most variation, Ascertaining Module 4 Simple linear Data mining Module 5 Basic concept of a	mean, median, moder regression model, letechniques, the concepts of trends, seasona	Descriptive Analytics - mean, median, mode. Me, variance, standard de Predictive and prescreast squares method, assept of supervised and undity and cyclicity, identification.	Measures of variabile viation, correlation riptive analytics sessing the fit of the insupervised learning flying trends, seaso	lity – Range, Varian coefficient, etc. us e simple linear regnance	nce, Standard devi ing Excel. ression model	8 hours 8 hours
Module 3 Concept of module 4 Simple linear Data mining Module 5 Basic concept Concept of a	mean, median, moder regression model, letechniques, the concepts of trends, seasona uto-regression and a	Descriptive Analytics - mean, median, mode. Me, variance, standard de Predictive and prescreast squares method, assept of supervised and undity and cyclicity, identification.	Measures of variabile viation, correlation riptive analytics sessing the fit of the insupervised learning flying trends, seaso	lity – Range, Variar coefficient, etc. us e simple linear regr ng nality and cyclicity ARIMA models.	nce, Standard devi ing Excel. ression model r using graphs.	8 hours 8 hours
Module 3 Concept of mof variation, Ascertaining Module 4 Simple linea Data mining Module 5 Basic concept Concept of a	mean, median, moder regression model, letechniques, the concepts of trends, seasona uto-regression and at Book Title	Descriptive Analytics - mean, median, mode. Me, variance, standard de Predictive and prescreast squares method, assept of supervised and undity and cyclicity, identity of correlations, concerning.	Measures of variabile viation, correlation iptive analytics sessing the fit of the naupervised learning ifying trends, seaso pt of AR, MA and interest and interest and interest are seaso and interest and interest are seaso and interest and interest are seaso are seaso and interest are seaso and interest are seaso	lity – Range, Variar coefficient, etc. us e simple linear regreg nality and cyclicity ARIMA models.  Author	ression model rusing graphs.  Total Lecture	8 hours 8 hours
Module 3 Concept of most variation, Ascertaining Module 4 Simple linea Data mining Module 5 Basic concept Concept of a	mean, median, moder regression model, letechniques, the concepts of trends, seasona uto-regression and a Book Title  Business Analytic	Descriptive Analytics - mean, median, mode. Me, variance, standard de Predictive and prescreast squares method, assept of supervised and understanding and cyclicity, identity and cyclicity, identity correlations, concerts: Communicating with	Measures of variabile viation, correlation iptive analytics sessing the fit of the naupervised learning ifying trends, seaso pt of AR, MA and interest and interest and interest are seaso and interest and interest are seaso and interest and interest are seaso are seaso and interest are seaso and interest are seaso	lity – Range, Varian coefficient, etc. us e simple linear regn ng nality and cyclicity ARIMA models.  Author Kelly Alis	ression model rusing graphs.  Total Lecture	8 hours 8 hours
Module 3 Concept of module 4 Simple linear Data mining Module 5 Basic concept Concept of a	mean, median, moder regression model, letechniques, the concepts of trends, seasona uto-regression and a Book Title  Business Analytics  Business analytics	Descriptive Analytics - mean, median, mode. Me, variance, standard de Predictive and prescreast squares method, assept of supervised and understanding and cyclicity, identity and cyclicity, identity correlations, concerts: Communicating with	Measures of variabile viation, correlation iptive analytics sessing the fit of the naupervised learning ifying trends, seaso pt of AR, MA and interest and interest and interest are seaso and interest and interest are seaso and interest and interest are seaso are seaso and interest are seaso and interest are seaso	lity – Range, Variar coefficient, etc. us e simple linear regreg nality and cyclicity ARIMA models.  Author	ression model rusing graphs.  Total Lecture	8 hours 8 hours
Module 3 Concept of most variation, Ascertaining Module 4 Simple linear Data mining Module 5 Basic concept of a Cextbook: S.No Referen	measures of location – mean, median, model r regression model, letechniques, the concepts of trends, seasona auto-regression and are  Book Title Business Analytics Business analytics ce Books:	Descriptive Analytics - mean, median, mode. Me, variance, standard de Predictive and prescreast squares method, assept of supervised and understanding and cyclicity, identity and cyclicity, identity correlations, concerts: Communicating with	Measures of variabile viation, correlation iptive analytics sessing the fit of the naupervised learning ifying trends, seaso pt of AR, MA and interest and interest and interest are seaso and interest and interest are seaso and interest and interest are seaso are seaso and interest are seaso and interest are seaso	lity – Range, Varian coefficient, etc. us e simple linear regnance nality and cyclicity ARIMA models.  Author Kelly Alis Kumar, U	ression model rusing graphs.  Total Lecture	8 hours 8 hours
Module 3 Concept of m of variation, Ascertaining Module 4 Comple linear Data mining Module 5 Basic concept Concept of a Cextbook: Concept of a	mean, median, model, letechniques, the concepts of trends, seasona auto-regression and a Book Title  Business Analytics Business analytics ce Books:  Book Title	Descriptive Analytics - mean, median, mode. Me, variance, standard de Predictive and prescreast squares method, assept of supervised and understand the correlations, concerts: Communicating with second control of the correlations of the correlati	Measures of variability viation, correlation riptive analytics sessing the fit of the insupervised learning from the fit of AR, MA and an insupervised sessing the fit of the insupervised learning from the insupervised learning from the fit of the insupervised learning from the fit of the insupervised learning from	lity – Range, Variar coefficient, etc. us e simple linear regrag nality and cyclicity ARIMA models.  Author Kelly Alis Kumar, U	ression model rusing graphs.  Total Lecture son, 2023 Dinesh	8 hours 8 hours
Module 3 Concept of m f variation, Ascertaining Module 4 Completed linear Data mining Module 5 Basic concept Concept of a Cextbook: A.No Referen	mean, median, model, letechniques, the concepts of trends, seasona auto-regression and are Book Title Business Analytics ce Books: Book Title Business analytics analytics are Books:	Descriptive Analytics - mean, median, mode. Me, variance, standard de Predictive and prescreast squares method, assept of supervised and understanding and cyclicity, identity and cyclicity, identity correlations, concerts: Communicating with	Measures of variability viation, correlation riptive analytics sessing the fit of the insupervised learning from the fit of AR, MA and an insupervised sessing the manufacture of the insupervised season and the insupervised sea	lity – Range, Variar coefficient, etc. us e simple linear regrag nality and cyclicity ARIMA models.  Author Kelly Alis Kumar, U	ression model rusing graphs.  Total Lecture son, 2023 Dinesh	8 hours 8 hours
Module 3 Concept of n of variation, Ascertaining Module 4 Completed linear Data mining Module 5 Basic concept Concept of a Cextbook:  A.No  Referen S.No.  1.	mean, median, model, letechniques, the concepts of trends, seasona auto-regression and are Book Title Business Analytics ce Books: Book Title Business analytics ce Books: Business analytics ce Books:	Descriptive Analytics - mean, median, mode. Me, variance, standard de Predictive and prescreast squares method, assept of supervised and undity and cyclicity, identity and cyclicity, identity correlations, concerts: Communicating with seconds.	Measures of variability viation, correlation riptive analytics sessing the fit of the insupervised learning from the fit of AR, MA and an insupervised sessing the manufacture of the insupervised season and the insupervised sea	lity – Range, Variar coefficient, etc. us e simple linear regrag nality and cyclicity ARIMA models.  Author Kelly Alis Kumar, U	ression model rusing graphs.  Total Lecture son, 2023 Dinesh	8 hours 8 hours
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Module 3 Concept of mof variation, Ascertaining Module 4 Simple linear Data mining Module 5 Basic concept Concept of a  Textbook:  Referen S.No.  1.  NPTEL/ You Module 1	mean, median, model, letechniques, the concepts of trends, seasona uto-regression and are Book Title  Business Analytica Business analytica Ce Books:  Book Title  Business analytica learning utube/ Faculty Video https://youtu.be/di	Descriptive Analytics - mean, median, mode. Me, variance, standard de Predictive and prescreast squares method, assept of supervised and understand the second control of the se	Measures of variability viation, correlation riptive analytics sessing the fit of the insupervised learning from the first of the insupervised part of AR, MA and insupervised in numbers in the insupervised part of AR, MA and insupervised part of AR, MA	lity – Range, Variar coefficient, etc. us e simple linear regrag nality and cyclicity ARIMA models.  Author Kelly Alis Kumar, U	ression model rusing graphs.  Total Lecture son, 2023 Dinesh	8 hours 8 hours
Module 3 Concept of mof variation, Ascertaining Module 4 Simple linear Data mining Module 5 Basic concept of a Cextbook: S.No Referent S.No. 1. NPTEL/ You Module 1 Module 2	mean, median, model, letechniques, the concepts of trends, seasona uto-regression and are Book Title  Business Analytics  Ce Books:  Book Title  Business analytics  Learning  L	Descriptive Analytics mean, median, mode. Me, variance, standard de Predictive and prescreast squares method, assept of supervised and understand the description of supervised and understand the second s	Measures of variability viation, correlation riptive analytics sessing the fit of the insupervised learning flying trends, seaso pt of AR, MA and innumbers in numbers it in making, Cengal Reverse with the insupervised learning flying trends, seaso pt of AR, MA and in numbers in numbers it is a seaso pt of AR, MA and in num	lity – Range, Variar coefficient, etc. us e simple linear regrag nality and cyclicity ARIMA models.  Author Kelly Alis Kumar, U	ression model rusing graphs.  Total Lecture son, 2023 Dinesh	8 hours 8 hours
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Module 3 Concept of motor variation, Ascertaining Module 4 Simple linear Data mining Module 5 Basic concept Concept of a  Fextbook: S.No  Referen S.No.  1.  NPTEL/ You Module 1 Module 2	mean, median, model, letechniques, the concepts of trends, seasona auto-regression and auto-regression auto-regression and auto-regression and auto-regression auto-regression auto-regression auto-regression auto-regression auto-regression and auto-regression	Descriptive Analytics mean, median, mode. Me, variance, standard de Predictive and prescreast squares method, assept of supervised and understand the description of supervised and understand the second s	Measures of variability viation, correlation riptive analytics sessing the fit of the insupervised learning from the fit of the insupervised learning from the fit of the insupervised learning from the fit of AR, MA and insupervised learning from the fit of the insupervised learning from the i	lity – Range, Variar coefficient, etc. us e simple linear regrag nality and cyclicity ARIMA models.  Author Kelly Alis Kumar, U	ression model rusing graphs.  Total Lecture son, 2023 Dinesh	8 hours 8 hours



#### **GREATER NOIDA-201306**

				ESE	Total			
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
	30			2	0		100	150



#### **GREATER NOIDA-201306**

(An Autonomous Institute)
School of Management

Paul Trott

Joe Tidd and John Bessant

			50	cnool c	or ivianage	ement				
<b>Course Code</b>	: CMBMF0206		<mark>lame: Managemen</mark>	t of Tec	<mark>chnology, I</mark> t	nnovation and	L	T	P	$\mathbf{C}$
		Change								
Course Offer							3	0	0	3
	: Basic understanding									
Course Object	ctives: The course ain	ns to equip students	with a comprehensi	ve under	rstanding of	innovation and t	echno	ology	as	
	for organizational gro									g
creative think	ing, and understanding	g the role of R&D, p	ublic policy, and in	tellectua	al property i	n a dynamic gloł	oal bus	siness		
environment.										
<u> </u>	A.C. 1	6.4 .4	. 1 . '111 11				DI		7	
Course Outco	ome: After completion	n of the course, the s	student will be able	ю					Know!	leage
GO.1	TT 1 . 1 .1 .C	1 . 1 . C !		1.	1 1 1		Leve	el (KI		
CO1	Understand the fur			drivers,	and its rel	ationship with		K	ζ2	
CO2	creativity, research,								<u></u>	
CO2	Analyze framework private sector organi		effective innovation	on mana	igement act	oss public and		r	ζ4	
CO3	Evaluate strategic a		of managing tech	nology	and innova	tion including			ζ5	
CO3	technology portfolio			nology	and mnova	tion, including		г	IJ	
CO4	Examine open innov			cesses	and adoptic	n/adaptation in			ζ4	
	different operational		morogy transfer pro	eesses,	una uaopiro	in acaptation in		•	• •	
CO5	Assess the strategic		policy issues, IPR c	oncerns	, and global	influences like			ζ5	
	WTO in shaping nat				, 8					
CO-PO Map	ping (Scale 1: Low, 2									
	PO mapping	PO1	PO2	]	PO3	PO4		F	PO5	
	CO1	2	2		1	2			1	
	CO2	3	3		2	2			2	
	CO3	3	3		2	2			2	
	CO4	2	3		1	2			2	
	CO5	3	2		1	3			2	
Course Conte	ents / Syllabus									
Module 1	F	oundations of Inno	vation and Creativ	ity					8 hou	rs
Introduction,	Understanding innova	tion, Levels and type	pes of innovation, I	Key driv	ers of inno	vation, Sources of	of inn	ovatic	n, an	d the
relationship be	etween innovation and	research and techno	ology development.	Underst	anding crea	tivity as a buildir	ig bloo	ck to i	nnova	ation.
M - J - 1 - 2	Τ.			4°1 T	7.0043				0 1	
Module 2		novation Managen							8 hou	
	anagement, Framewo		ent of innovation, p	oublic se	ector service	es innovation, D	iffusic	n of	Innov	ation
Creating Orga	nizational innovative	effectiveness								
Module 3	S	trategic Manageme	ent of Technology					- 1	8 hou	rs
	ects of technology, Cr			novatio	ns. Critical	issues/factors in	choic			
	; Indian context, Tech				.,					
Module 4		pen Innovation and	d Technology Tran	sfer				:	8 hou	rs
Open Innovat	ion, New technology t				oncerns invo	olved,			-	
-	daption and adoption									
Module 5	* *	&D Strategy, Polic						- 1	8 hou	rs
	of R&D, New R&D									
_	issues; role, rationale			0.			le of V	WTO	in nev	v age
technology	, , ,			,						5
						Total Lectur	e Hor	ırs	40 ho	nrs
Textbook:								~	110	
S.No	Book Title				Author					
4	T M	117 5 1	. D. 1		D 1 T					

Innovation Management and New Product Development

Organizational Change

Managing Innovation: Integrating Technological, Market and

2



### **NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY**

#### **GREATER NOIDA-201306**

(An Autonomous Institute) **School of Management** 

Referen	ce Books:							
S.No.	<b>Book Title</b>					Author		
1.	Managing Te	chnology and l	Innovation for	Competitiv	e Advan	tage V. K. Na	arayanan	
2.	Technology N	Management: A	Activities and	Γools		Dilek Co	etindamar, Rob Phaa	l, David Probert
NPTEL/ You	tube/Faculty V	ideo Link:						
Module 1	https://youtu.l	be/K1KxMA3ı	uqiU					
Module 2	https://youtu.l	be/kSqAlIpBR	_4					
Module 3	https://youtu.l	be/15DCeacHo	j5M					
Module 4	https://youtu.l	be/kSqAlIpBR	_4					
Module 5	https://youtu.l	be/0Bb8MAF9	EPg					
Mode of Eva	aluation		CIE				ESE	Total
ST1	ST2	ST3	TA1	TA2	TA3	Attendance	ESE	Total



#### **GREATER NOIDA-201306**

Course Co	de: CMBMF0251	Course N	ame: Spreadsheet I	Modelling		L	ТР	С
Course Off	ered in: MBA(M&F					3	0 0	3
Pre-requis	te: Basic computer lit	teracy. Solid foundation	nal understanding of	Microsoft Excel:	Ability to naviga	te the in	erface,	enter
and format	data, create and use ba	asic to intermediate for	mulas (e.g., SUM, A	VERAGE, IF, ba	sic arithmetic), ur	nderstan	l relativ	e and
absolute cel	l referencing, and mar	nage worksheets and w	orkbooks—familiari	ty with fundamer	ital business conc	epts and	quantita	ıtive
reasoning								
	jectives: Students wil	l design and structure s	preadsheet models th	hat are clear, robu	st, flexible, and w	vell-doci	ımented	for
		ild models for operation						
	* *	ion of the course, the s			•		's Know	
	•	,				Level		Ü
CO1	Design and build	well-structured spread	sheet models that ac	dhere to the princ	ciples of clarity,		K3	
	flexibility, and rol			1	1 37			
CO2	Apply advanced l	ogical, lookup, and fin	ancial formulas to cr	eate dynamic and	d interconnected		К3	
	model component	S.		•				
CO3	Analyze datasets	using PivotTables an	nd other summary	tools to derive	key inputs and		K4	
	assumptions for m							
CO4		visuals that are both	appropriate and effe	ective for comm	unicating model		K6	
	results, assumption	ns, and sensitivities.						
CO5		preadsheet tools to co	nduct sensitivity, so	cenario, and wha	t-if analysis on		K4	
CO DO 14	business models.	2 3 7 11 2 TT 1						
CO-PO Ma		, 2: Medium, 3: High)				1		
	CO\PO	PO1	PO2	PO3	PO4		PO5	
	<u>CO1</u>	3	2			-	2	
	CO2	3	3		1		2	
	CO3	2	3		1		1	
	CO4 CO5	2 2	3		2		2 2	
Course Co	ntents / Syllabus	2	3		1			
Module 1		Introduction to Spre	adahaat				8 hou	1100
		, Principles of good m		flovibility robust	enass) Catting Ste	artad ruit		
		structuring data with l						, Dai
Module 2		Spreadsheet Formula	ns				8 hou	ırs
		(VLOOKUP, INDEX/I		P). Financial (PV	NPV. PMT. IRR	2). Statis		
•	, Error Handling (IFE	· ·	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	,, 1 11111111111 (1 )	, 1 (1 ) , 1 1(11 , 11(1	.,, <i>S</i> tates	(5)	
	, 21101 11411011118 (11 2	141011).						
Module 3		Data Analysis Overv	iew				8 hou	ırs
Named Ra	nges in Excel, Data V	Validation in Excel, D	ata Sorting and Filte	ering in Excel, U	sing Conditional	Format	ting in l	Exce
Advanced S	Sorting & Filtering, su	mmarizing data with Pi	votTables, grouping	data, using Slice	s for interactivity	. creatin	Pivot (	Chart
for quick a		<i>8</i>	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	, <b>8</b>		,	9	
Module 4		<b>Spreadsheet Charts</b>					8 hou	ırs
	narts Different types	of charts, Formatting	Chart Objects Chan	oing the Chart T	vne Showing an	d Hidin		
	• -	_			• •		-	_
Creating Cl	nd Hiding the Data T			iting Combo cha	its (Column + L	inc), uy	iiaiiiic C	man ti
Creating Cl Showing a	nd Hiding the Data	_	lines for trends					
Creating Cl Showing a Conditional	•	cues, and using Spark	lines for trends				8 hor	ırc
Creating Cl Showing a Conditional <b>Module 5</b>	Formatting for visual	cues, and using Spark Spreadsheet Tools		two variable). In	traduction to So	lvor for	8 hou	
Creating Cl Showing an Conditional Module 5 What-If Ar	Formatting for visual all palysis: Goal Seek, S	cues, and using Spark		two-variable). In	troduction to So	lver for		
Creating Cl Showing an Conditional Module 5 What-If Ar	Formatting for visual	cues, and using Spark Spreadsheet Tools		two-variable). In			optimiz	atior
Creating Cl Showing at Conditional <b>Module 5</b> What-If Ar Worksheet	Formatting for visual all palysis: Goal Seek, S	cues, and using Spark Spreadsheet Tools		two-variable). In	troduction to So		optimiz	atior
Creating Cl Showing an Conditional Module 5 What-If Ar Worksheet	Formatting for visual allysis: Goal Seek, S & Model Protection.	cues, and using Spark Spreadsheet Tools					optimiz	ation
Creating Cl Showing at Conditional <b>Module 5</b> What-If Ar Worksheet	Formatting for visual allysis: Goal Seek, S & Model Protection.  Book Title	cues, and using Spark Spreadsheet Tools	a Tables (one and	Author			optimiz	atior



#### **GREATER NOIDA-201306**

(An Autonomous Institute) **School of Management** 

2.	Mastering Advanced Excel. BPB Publications.	Arora, R. (2023)
Referer	ice Books:	
S.No.	Book Title	Author
1.	Mastering the data paradox: Key to winning in the AI age.	Seth, N. (2024).
	Penguin Random House India.	
2.	Data analysis with Excel. BPB Publications	Nigam, M. (2019)
NPTEL/ Yo	utube/ Faculty Video Link:	
Module 1	https://www.youtube.com/watch?v=g_4mJ65uaGE&list=PLLy	_2iUCG87CUBbhq5BEAiCfF6lEOe1
Module 2	https://www.youtube.com/watch?v=W0x3jrZQZpM&list=PL7I	OQfrrnqhRASKxsd75vyePem1bqIq9eO
Module 3	https://youtu.be/sAxu10_VgeU?si=f9phJEWw8wd11J	
Module 4	https://youtu.be/g_4mJ65uaGE	
Module 5	https://youtu.be/VqlYJyVTes8?si=3j3wNfEmvJaY3xYh	
Mode of Ev	aluation	

#### Mode of Evaluation

COD1 COD					ESE	Total
ST1 ST	TA1 5	TA2 5	TA3 5	Attendance 5		
30		2	20		100	150

Course Code: CMBMF0211 **Course Name: Consumer Behaviour** L T P C



#### **GREATER NOIDA-201306**

Course Of	fered in: MBA(M&F)					3	0	0	3
	site of Subject: Basic un	nderstanding of Mark	eting Management			3	U	U	3
	<b>jective</b> : Understand co				understand the co	neuma	or doc	icion	
	ocess and the factors aff								
habits.	ecss and the factors arr	cering it. Onderstand	the models of cons	unici ochavioui, gio	oai consumer och	aviou	i, ouy	mg	
	itcome: After completion	on of the course, the s	tudent will be able	to		Bloo	n's K	nowl	edoe
Course ou	reome: The complete	on or the course, the s	tudent win be uble	10		Level			cage
CO1	Explain the fund	amentals of consun	ner hehavior and	demonstrate the	application of	Leve	(K	_	
001	-	eting, and positioning			application of		(11		
CO2		nce of social factors l			ge, social class.		(K	5)	
	and culture on cons		me reference group	95, 141111, 8011401, 46	50, 500141 01455,		(	,	
CO3		dels of consumer buy	ing behaviour and	critically examine th	e four views of		(K	4)	
	the consumer.	,	C	,			`		
CO4		s of consumer decision	on-making and inte	erpret the role of attr	ribution theory,		(K	(3)	
		tion, and the adoption			•		`		
CO5		and online consumer			nfluencing both		(K	2)	
		nizational buying dec		•			,	,	
СО-РО М	apping (Scale 1: Low,	2: Medium, 3: High	)						
	O-PO mapping	PO1	PO2	PO3	PO4		P	O5	
	CO1	3	2	1	2			2	
	CO2	2	3	2	3			2	
	CO3	3	3	1	2			2	
	CO4	3	3	1	2			2	
	CO5	2	2	1	3			2	
Course Co	ontents / Syllabus								
Module 1									
1110uule I		Introduction to cons	umer behavior				8	hou	`S
	n to Consumer Behav			ior knowledge in n	narketing. Consu	mers			
Introduction		iour; Applications of	f consumer behav		narketing. Consu	mers			
Introduction Consumer	n to Consumer Behav	iour; Applications of porary Environment.	f consumer behave The Consumer Re	esearch Process.	narketing. Consu	mers			
Introduction Consumer Market Seg	n to Consumer Behav Behavior in the Contem gmentation and Strategio	iour; Applications of porary Environment. c Targeting and Positi	f consumer behave The Consumer Resioning, Consumer	esearch Process. Motivation.		mers	and	Custo	mer
Introductio Consumer I Market Seg <b>Module 2</b>	n to Consumer Behav Behavior in the Contem gmentation and Strategic	iour; Applications of porary Environment. Targeting and Positions Consumer perception	f consumer behave The Consumer Resioning, Consumer I	esearch Process.  Motivation.  ecting consumer bel	havior		and 8	Custo B hou	mer s
Introduction Consumer I Market Seg  Module 2 Consumers	n to Consumer Behav Behavior in the Contem gmentation and Strategic as as individuals and in	iour; Applications of porary Environment. Targeting and Position Consumer perception the social context: Of the social context: Of the social context of the social context of the social context.	f consumer behave The Consumer Resioning, Consumer I  n and Factors affectors affector	esearch Process.  Motivation.  ecting consumer bel	havior		and 8	Custo B hou	mer s
Introductio Consumer I Market Seg Module 2 Consumers Learning T	n to Consumer Behav Behavior in the Contem gmentation and Strategic as as individuals and in theories and cognitive le	iour; Applications of aporary Environment. or Targeting and Position Consumer perception the social context: Coarning theories to context to context.	f consumer behave The Consumer Resonants, Consumer Resonants and Factors afformand Factors afformations and Factors afformations behavior.	esearch Process.  Motivation.  ecting consumer belon, Consumer Attitution	havior ude Formation &	Char	and 8	Custo B hou Behav	mer s iora
Introduction Consumer I Market Seg  Module 2 Consumers Learning T Reference	n to Consumer Behav Behavior in the Contem gmentation and Strategic as as individuals and in	iour; Applications of aporary Environment. or Targeting and Position Consumer perception the social context: Coarning theories to context to context.	f consumer behave The Consumer Resonants, Consumer Resonants and Factors afformand Factors afformations and Factors afformations behavior.	esearch Process.  Motivation.  ecting consumer belon, Consumer Attitution	havior ude Formation &	Char	and 8	Custo B hou Behav	mer s iora
Introduction Consumer Introduction Market Seg  Module 2 Consumers Learning T Reference	n to Consumer Behav Behavior in the Contem gmentation and Strategic as as individuals and in theories and cognitive le	iour; Applications of aporary Environment. or Targeting and Position Consumer perception the social context: Coarning theories to context to context to context.	f consumer behave The Consumer Resonants, Consumer Resonants and Factors afformand Factors afformations and Factors afformations behavior.	esearch Process.  Motivation.  ecting consumer belon, Consumer Attitution	havior ude Formation &	Char	and 8	Custo B hou Behav	mer s iora
Introduction Consumer I Market Seg  Module 2 Consumers Learning T Reference I Behavior.	n to Consumer Behav Behavior in the Contem gmentation and Strategic as as individuals and in heories and cognitive le Groups, Family, Gende	iour; Applications of aporary Environment. or Targeting and Position Consumer perception the social context: Coarning theories to context to context to context.	f consumer behave The Consumer Resonants, Consumer In and Factors afformations are consumer behavior.  Social Class & Consumer Section 1.	esearch Process.  Motivation.  ecting consumer belon, Consumer Attitution	havior ude Formation &	Char	8 and same same same same same same same same	Custo B hou Behav	mer,
Introduction Consumer In Market Segues Module 2 Consumers Learning To Reference In Behavior. Module 3	n to Consumer Behav Behavior in the Contem gmentation and Strategic as as individuals and in heories and cognitive le Groups, Family, Gende	iour; Applications of aporary Environment. or Targeting and Position Consumer perception the social context: Coarning theories to core & Age Influences,	f consumer behave The Consumer Resoning, Consumer In and Factors affectors affectors affectors and Factors affectors and Factors & Consumer behavior.  Social Class & Consumer	esearch Process. Motivation.  ecting consumer belon, Consumer Attitutionsumer Behavior,	havior ude Formation & and Cultural Infl	Chan uence	8 age, H	Custo S hour Behav Consi	s iora
Introduction Consumer I Market Seg  Module 2 Consumers Learning T Reference I Behavior.  Module 3 Reference I	n to Consumer Behav Behavior in the Contem gmentation and Strategic as as individuals and in heories and cognitive le Groups, Family, Gende	iour; Applications of aporary Environment. or Targeting and Position Consumer perception the social context: Coarning theories to core & Age Influences,	f consumer behave The Consumer Resoning, Consumer In and Factors affectors affectors affectors and Factors affectors and Factors & Consumer behavior.  Social Class & Consumer	esearch Process. Motivation.  ecting consumer belon, Consumer Attitutionsumer Behavior,	havior ude Formation & and Cultural Infl	Chan uence	8 age, H	Custo S hour Behav Consi	s iora
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#### **GREATER NOIDA-201306**

2.	Consumer bel	aviour: buyin	g, having, and	being		Solomon,	Michael R. (2020),	ı
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Module 1	https://youtu.b	e/Pq6cDX8iK						
Module 2	https://youtu.b	e/DP3q-Vp-gl	E8					
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Module 4	https://youtu.b	e/RSuIynfc7R	g					
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#### **GREATER NOIDA-201306**

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	ite: Basic Accounting I	Principles, Fundamen	tals of Income Tax				1		
	jectives: The present c	_		nts with the princ	iples, problems and	structi	ire of	diffe	ent
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CO1	Describe the fundar	mental concepts of ta	xation and explain	the significance o	f residential status	<u> </u>		(4)	
COI		scope of total income					(1)	. 1)	
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CO3		comes for exemption					(K	(2)	
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	Tax (GST) and its i	role in indirect tax ref	form in India.						
CO5	Describe and interp	oret the main provisio	ons of the GST law,	including supply	, time and value of		(F	(4)	
		rge mechanism, and							
CO-PO Ma	apping (Scale 1: Low,	2: Medium, 3: High	l)						
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	CO1	3	2		3				
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#### **GREATER NOIDA-201306**

	Publications							
2.	Income tax la	w & practice (	(65th ed.). Sah	itya Bhaw	an	Mehrotra, l	H. C., & Goyal, S.	P. (2024–2025)
	Publications							
Referen	nce Books:					1		
S.No.	Book Title			Author				
1.	Corporate taxe	ation in a dyna	amic world. Sp	Panteghini,	P. M. (2010)			
		•	-	-			·	
NPTEL/ You	utube/ Faculty Vic	deo Link:				1		
Module 1	https://youtu.b	e/jFhOQ8ZJ5	qk					
Module 2	https://youtu.b	e/HX8_UdIw	y58					
Module 3	https://youtu.b	e/7-CdvqQ8e	04?si=Rwqcyv	vwHsnaiY	0Mw			
Module 4	https://youtu.b	e/zkJeFJv1p9	Y?si=kaFGYN	ASTCTe1h	x1R			
Module 5	https://youtu.b	e/zkJeFJv1p9	Y					
Mode of Ev	aluation	•						
			CIE				ESE	Total
ST1	ST2	ST3	TA1	TA2	TA3	Attendance		
			5	5	5	5		
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