

**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. No.	Subject Codes	Subject	Types of Subjects	Periods		Evaluation Schemes					End Semester		Total	Credit
				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.

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Master of Business Administration

(Marketing & Finance)

Evaluation Scheme

SEMESTER-II


Sl. No.	Subject Codes	Subject	Types of Subjects	Periods		Evaluation Schemes					End Semester		Total	Credit
				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	II
2	CMBMF0212	Tax Planning & Management	Elective-I	Finance	MBA M&F	II

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Course Code: CMBMF0101		Course Name: Business Statistics & Quantitative Techniques for Managers				L	T	P	C
Course Offered in: MBA(M&F)						2	1	0	3
Pre-requisite: Basic knowledge of statistics									
Course Objectives: Learn the fundamental concepts of business statistics, including data collection, analysis, and interpretation. Apply statistical methods to address business challenges and make informed decisions based on statistical insights.									
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
CO1	Apply the basic concepts of descriptive analytics in business statistics problems.					K3			
CO2	Apply Correlation and Regression analysis into business problems and their implication on Business performance.					K3			
CO3	Apply the basic concepts of probability and probability distributions in business problems.					K3			
CO4	Apply the Operations Research principles and methodologies, including linear programming problem in better decision-making.					K3			
CO5	Apply the concept of transportation and assignment problems to find optimum solution for decision-making.					K3			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO-PO Mapping	PO1	PO2	PO3	PO4	PO5				
CO1	3	3	1	2	-				
CO2	3	3	1	2	-				
CO3	3	3	1	2	-				
CO4	3	3	1	2	-				
CO5	3	3	1	2	-				
Course Contents / Syllabus									
Module 1		Descriptive Analytics				8 hours			
Introduction of statistics, Measures of Central tendency – Mean, Median, Mode, Quartiles, Measures of Dispersion – Range, Inter quartile range, Mean deviation, Standard deviation, Variance, Coefficient of Variation, Moments, Skewness and Kurtosis.									
Module 2		Predictive Analytics				8 hours			
Correlation Analysis: Rank correlation coefficient & Karl Pearson's Coefficient of Correlation and Properties of Correlation. Regression Analysis: Fitting of a Regression Line and Interpretation of Results, Properties of Regression Coefficients and Relationship between Regression and Correlation.									
Module 3		Probability Theory				8 hours			
Theory of Probability, Addition and Multiplication Law, Bayes Theorem, Random Variables, Discrete and Continuous Random Variables, Probability Mass functions, Probability Density functions									
Module 4		Operations Research: Introduction & Linear Programming Problem				8 hours			
Nature Definition and characteristics of Operations Research, Phases of OR problem approach, Models of OR, Scope and applications of Operations Research, Mathematical formulations of LP Models for product-mix problems; graphical and simplex method of solving LP problems, Duality.									
Module 5		Transportation Problem & Assignment Problem				8 hours			
Transportation problem: Various methods of finding Initial basic feasible solution-North West Corner Method, Least Cost Method & VAM Method and MODI Method. Assignment Problem: Hungarian Algorithm and its applications.									
Total Lecture Hours						40 hours			
Textbook:									
S.No	Book Title:			Author					
1	Statistical Methods, Sultan Chand & Sons.			S. P. Gupta					
2	Business Statistics, Pearson Education, New Delhi.			J.K. Sharma.					
3	“Operations Research”			S. Kalavathy					

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4	Operations Research (PHI, 2nd Edition)	R. Panneerselvam
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Reference Books:

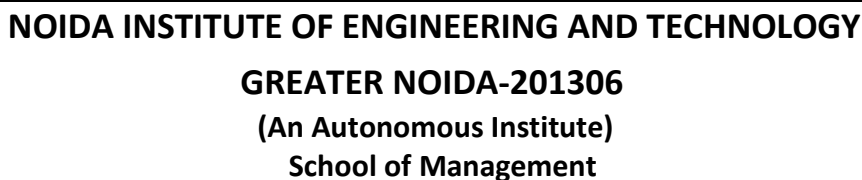
S.No.	Book Title:	Author
1.	“Business Statistics” TATA McGraw Hill. 3rd ed,	G C Beri
2.	“Statistics for Managers” PHI Learning. 1st edition	Chandrasekaran & Umaparvathi
3.	“Business Statistics using Excel” Oxford.	Davis, Pecar
4.	“Business Statistics” Wiley India. 5th ed	Ken Black

NPTEL/ Youtube/ Faculty Video Link:

Module 1	https://youtu.be/XaHFNhHfXwQ?si=OJKYu_BVt4n88ONp https://youtu.be/BsVtMnp3vks?si=orRM338vLgBE-hQS
Module 2	https://youtu.be/TWd42yUBZkk?si=PA4D8KQ-HgF65ebs https://www.youtube.com/watch?v=OQV8WmUdeIo&list=PLbMVogVj5nJSpj5sl-8tdKARg1lw2wEa-&index=1&pp=iAQB
Module 3	https://www.youtube.com/watch?v=r1sLCDA-kNY&list=PL8AE5D5CCA85AE91D&index=1&pp=iAQB https://www.youtube.com/watch?v=bpKarwfDRIk&list=PL8AE5D5CCA85AE91D&index=4&pp=iAQB https://youtu.be/cp7_ZF2kNi4?si=AgRIQVjIZkRg4nbZ https://www.youtube.com/watch?v=p1Y4yJ1XnKY&list=PLbMVogVj5nJQWowhOG0-K-yI-bwRRmm3C&index=5&pp=iAQB
Module 4	NPTEL – Optimization Techniques by Prof. S. S. Rao (https://nptel.ac.in) https://youtu.be/4U3B5lr-MqM
Module 5	https://youtu.be/oE2nJTXC8OM https://youtu.be/oE2nJTXC8OM https://youtu.be/BUGlhEecipE https://youtu.be/82s6vjg-vhg https://youtu.be/j58TUy0d9R4 https://www.youtube.com/watch?v=Bt9IG9TTXZI https://www.youtube.com/watch?v=zN4AE1YjE2I https://www.youtube.com/watch?v=KarLMGILAjc

Mode of Evaluation

CIE						ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	Attendance 10		
30			20			100	150



Course Code: CMBMF0102		Course Name: Communication for Managers			L	T	P	C
Course Offered in: MBA(M&F)					3	0	0	3
Pre-requisite: A basic understanding of communication principles and interpersonal skills. Familiarity with standard business practices and workplace etiquette is also beneficial.								
Course Objectives: The objective of this course is to make students understand the techniques and principles of business communication for effective communication; develop and exhibit an understanding and practice of modes of oral and written expression and develop effective listening and comprehension skills. Students will be able to present well in group communication and interviews								
Course Outcome: After completion of the course, the student will be able to					Bloom's Knowledge Level (KL)			
CO1	Understand the fundamental concepts of business communication and identify common communication barriers to enhance clarity and effectiveness in professional interactions.				(K2)			
CO2	Create and develop proficiency in oral and written communication to convey ideas clearly, confidently, and appropriately in academic and professional contexts.				(K6)			
CO3	Develop effective non-verbal communication and soft skills to enhance interpersonal interactions, professional presence, and workplace collaboration.				(K6)			
CO4	Understand the skills to communicate effectively in organizational settings, with an emphasis on cross-cultural sensitivity and professionalism in diverse business environment.				(K2)			
CO5	Demonstrate understanding of technology adoption trends and assess how digital transformation is shaping business models, communication, and decision-making.				(K2)			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO \ PO		PO1	PO2	PO3	PO4	PO5		
CO1		2	2	2	2	2		
CO2		2	3	3	2	3		
CO3		2	2	3	2	3		
CO4		2	2	2	3	3		
CO5		3	2	1	3	2		
Course Contents / Syllabus								
Module 1		Introduction to Business Communication					8 hours	
Meaning, Process and role of Business Communication, Applications and scope of business communication, types of Business Communication, Barriers of Business Communication-Factors effecting barriers, Types of barriers, strategies to overcome barriers,								
Module 2		Oral & written communication					8 hours	
Public Speaking, presentation skills, Effective Listening and Feedback Mechanisms, Conducting and Participating in Meetings, Interviews and Group discussions. Conversation Control-Meaning and applications of conversation control in business. Essentials of Effective Written Communication (7 Cs of Communication) Business Letters: Enquiry, Complaint, Sales, Recovery, Adjustment Memo, Circulars, Notices, and Emails, Report Writing: Structure, Types, and Presentation, Resume and Cover Letter Writing.								
Module 3		Non-verbal communication & soft skills					8 hours	
Meaning, Types and applications of non- verbal Communication, Importance of Nonverbal Communication in business, Body Language, Facial Expressions, Eye Contact, and Paralanguage Meaning of soft skills, Types: Leadership, Adaptability, Stress and time management, Emotional Intelligence.								
Module 4		Business Communication					8 hours	
Communication in Teams and Virtual Environments, Conflict Resolution and Negotiation Skills, Crisis Communication and Reputation Management Cross-Cultural Communication: Sensitivity, Ethics, and Etiquette Communication Challenges in Global Business Environment								
Module 5		Technological aspects and Emerging trends					8 hours	
Use of Technology in Business Communication: Email, Social Media, Video Conferencing, Business Communication Trends: AI Tools, Automation, and Digital Etiquette								
Total Lecture Hours							40 hours	

Textbook:

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

Reference Books:


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

NPTEL/ Youtube/ Faculty Video Link:

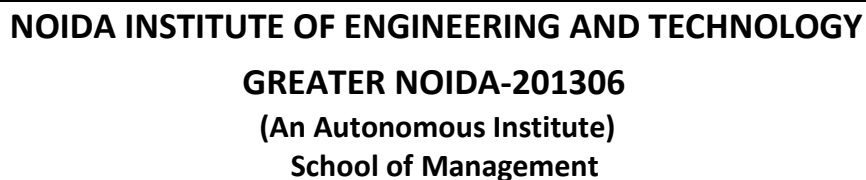
Module 1	https://youtu.be/ZB_StskQtac
Module 2	https://youtu.be/BpP_tOZAPjg
Module 3	https://youtu.be/TwZ7LgrPwR0
Module 4	https://youtu.be/860LtRxP3rw
Module 5	https://youtu.be/eHZdnldGuls

Mode of Evaluation


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

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Course Code: CMBMF0103		Course Name: Design Thinking & Entrepreneurship				L	T	P	C
Course Offered in: MBA(M&F)						3	0	0	3
Pre-requisite:									
Course Objectives: The objective of this course is to familiarize students with design thinking process as a tool for breakthrough innovation. It aims to equip students with design thinking skills and ignite the minds to create innovative ideas, develop solutions for real-time problems									
Course Outcome: After completion of the course, the student will be able to						Bloom’s Knowledge Level (KL)			
CO1	Develop a strong understanding of the design process and apply it in a variety of business settings					(K2)			
CO2	Formulate specific problem statements of real time issues.					(K6)			
CO3	Creating viable ideas leads to reliable solution to the defined problems.					(K6)			
CO4	Creating the viable prototypes and testing them under given user conditions.					(K6)			
CO5	Understand the essence of entrepreneurship along with role of entrepreneurship fostering agencies in India.					(K2)			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO-PO mapping		PO1	PO2	PO3	PO4	PO5			
CO1		3	2	2	2	2			
CO2		2	3	2	2	2			
CO3		2	3	2	2	3			
CO4		2	3	2	2	3			
CO5		2	1	3	3	2			
Course Contents / Syllabus									
Module 1		Design Thinking: An introduction					8 hours		
Introduction to design thinking, traditional problem solving versus design thinking, history of design thinking, wicked problems, Design mindset. Introduction to elements and principles of design, 13 Musical Notes for Design Mindset, Examples of Great Design Ethical behaviour: effects on self, society, understanding core values and feelings, negative sentiments and how to overcome them, Understanding stakeholders, techniques to empathize, identify key user problems. Empathy tools- Interviews, empathy maps, classifying insights after Observations									
Module 2		Problem Definition					8 hours		
Defining the problem statement, creating personas, Point of View (POV) statements. Research identifying drivers, information gathering, target groups, samples, and feedback. Need for correct problem statement, Defining the problem using Ice-Cream Sticks, Activity based on creating problem statement based on given scenarios.									
Module 3		Ideation					8 hours		
Idea Generation basic design directions, Themes of Thinking, inspirations and references, brainstorming, inclusion, sketching and presenting ideas, idea evaluation, double diamond approach, a Four W’s, 5 why’s, “How Might We”, Defining the problem using Ice-Cream Sticks, Metaphor & Random Association Technique, Mind-Map, ideation activity games - six thinking hats, million-dollar idea, introduction to visual collaboration and brainstorming tools - Mural, Jam Board.									
Module 4		Prototyping & Testing					8 hours		
Prototyping (Convergence): Prototyping mindset, tools for prototyping – Sketching, paper models, pseudo-codes, physical mockups, Interaction flows, storyboards, acting/role-playing etc, Minimum Viable Prototype, Connecting Prototype with 3 Laws, A/B Testing, Learning Launch. Testing of design with people, conducting usability test, testing as hypothesis, testing as empathy, observation and shadowing methods, Guerrilla Interviews									
Module 5		Entrepreneurship					8 hours		
Entrepreneurship: Types of entrepreneurs, Theories, Forms of Business Ownership, Appraisal of Business Idea Entrepreneurial Mindset, Value Proposition, Regulatory Compliance for starting and managing business, Schemes & Agencies fostering Entrepreneurship									
						Total Lecture Hours		40 hours	
Textbook:									
S.No	Book Title			Author					
1	UnMukt : Science & Art of Design Thinking’			Jain A. (2021)					



2	Solving Problems with Design Thinking – Ten Stories of What Works’	Liedta J, (2022)						
Reference Books:								
S.No.	Book Title	Author						
1.	Change by design: How design thinking transforms organizations and inspires innovation. Harper Business	Brown, T. (2009)						
NPTEL/ Youtube/ Faculty Video Link:								
1.	https://youtu.be/rUUuhnLkJ2s?si=_XCHnDbt_U1z0FrX							
2.	https://www.youtube.com/watch?v=ldYzbV0NDp8							
3.	https://www.youtube.com/watch?v=0Fi83BHQsMA							
4.	https://www.udemy.com/course/design-thinking-for-beginners/							
5.	https://www.interaction-design.org/literature/article/personas-why-and-how-you-should-use-them							
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
30			20				100	150

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Course Code: CMBMF0104		Course Name: Managerial Economics				L	T	P	C
Course Offered in: MBA(M&F)						3	0	0	3
Pre-requisite: Basic understanding of management principles									
Course Objectives: The purpose of this course is to apply micro economic concepts and techniques in evaluating business decisions taken by firms, explaining how tools of standard price theory can be employed to formulate a decision problem and evaluate alternative courses of action and finally choose among alternatives.									
Course Outcome: After completion of the course, the student will be able to						Bloom’s Knowledge Level (KL)			
CO1	Understand the concepts of Managerial Economics to make effective business decisions.					(K2)			
CO2	Understand the laws of demand & supply & its elasticity.					(K2)			
CO3	Analyze production concepts, cost concepts and their impact on business decisions.					(K4)			
CO4	Analyze pricing decisions under the different market structures.					(K4)			
CO5	Evaluate various theories of the firm and how they affect the business decisions.					(K5)			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO -PO mapping		PO1	PO2	PO3	PO4	PO5			
CO1		3	2	1	1	1			
CO2		3	2	1	1	1			
CO3		3	3	1	1	2			
CO4		3	3	1	1	2			
CO5		3	3	2	2	2			
Course Contents / Syllabus									
Module 1		Basic Concepts and Principles						8 hours	
Definition, Nature and Scope of Economics-Microeconomics and Macro Economics, Managerial Economics and its relevance in business decisions. Fundamental Principles of Managerial Economics - Incremental Principle, Marginal Principle, Opportunity Cost Principle, Discounting Principle, Concept of Time Perspective, Equi-Marginal Principle, Utility Analysis & its types.									
Module 2		Demand and Supply Analysis						8 hours	
Theory of Demand, Types of Demand. Determinants of demand, Demand Function, Demand Schedule, Demand curve, Law of Demand, Exceptions to the law of Demand, Shifts in demand curve, Elasticity of Demand and its types. Uses of Elasticity of Demand for managerial decision making, Demand forecasting- meaning, significance and methods. Supply Analysis; Law of Supply, Elasticity of supply; Analysis and its uses for managerial decision making.									
Module 3		Production and cost Analysis						8 hours	
Production concepts & analysis; Production function, Types of production function, Law of variable proportion, Law of increasing, constant & diminishing returns, Laws of return to scale, Iso-quant curve. Cost concept and analysis: Cost, Types of costs, cost output relationship in the short run. Cost output relationship in the long run. Estimation of revenue. Average Revenue, Marginal Revenue.									
Module 4		Market structures						8 hours	
Perfect and Imperfect Market Structures, Perfect Competition, features, determination of price under perfect competition. Monopoly: Feature, pricing under monopoly, Price Discrimination. Monopolistic: Features, pricing under monopolistic competition, product differentiation. Oligopoly: Features, kinked demand curve, cartels, price leadership.									
Module 5		Economic Theory						8 hours	
The Firm in Theory and Practice - Economic Theory of the Firm – The Behavioral Theory of the Firm - Managerial Theories of the Firm. Profit concepts & analysis – Game Theory and Asymmetric Information.									
						Total Lecture Hours		40 hours	
Textbook:									
S.No	Book Title			Author					
1	Microeconomics (7e)			Pindyck, Rubinfeld, Mehta (2021)					
2	Managerial Economics: Principle and Worldwide Applications			Salvatore, D. (2022),					
Reference Books:									
S.No.	Book Title			Author					


1.	Managerial Economics and Business Strategy	Baye, M., & Prince, J.
2.	Managerial Economics (7e)	Dwivedi, D.N (2021)

NPTEL/ Youtube/ Faculty Video Link:


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

Mode of Evaluation

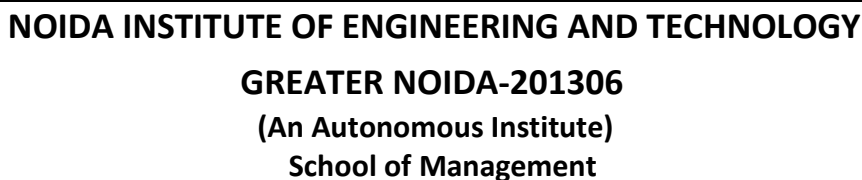
CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
30			20				100	150

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Course Code: CMBMF0105			Course Name: Financial Accounting & Cost Management			L	T	P	C
Course Offered in: MBA(M&F)						4	0	0	4
Pre-requisite: Basic knowledge of accounting, terminologies of accounting									
Course Objectives: The course aims to equip students with a comprehensive understanding of financial accounting principles, cost accounting methodologies, and management accounting tools. It emphasizes both theoretical concepts and practical applications to develop skills in analyzing financial information for decision-making and control.									
Course Outcome: After completion of the course, the student will be able to							Bloom’s Knowledge Level (KL)		
CO1	Develop the ability to prepare financial statements in accordance with accounting principles and standards.					K3			
CO2	Analysis of Financial Statement of the organization					K5			
CO3	Acquire proficiency in applying cost accounting techniques to determine costs and improve operational efficiency.					K3			
CO4	Employ management accounting tools such as budgeting, standard costing, and marginal costing for effective decision-making.					K4			
CO5	Interpret and analyze financial, cost, and management accounting data to support strategic planning and problem-solving and decision-making					K5			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5			
CO1		3	2	1	2	1			
CO2		3	3	1	3	2			
CO3		3	2	1	3	2			
CO4		2	3	1	3	3			
CO5		3	2	1	3	2			
Course Contents / Syllabus									
Module 1		Basics of Accounting						8 hours	
Basics of Accounting, Accounting Principles & Standards (GAAP & Ind AS), Accounting Process, Double entry system of accounting, Journalizing the transactions									
Module 2		Financial Statements Preparation						8 hours	
Preparation of Ledger, sales book, purchase book, cash book, Preparation of Income Statement, Balance Sheet as per Companies Act, 2013									
Module 3		Cost Concepts & Elements						8 hours	
Objectives and Scope of Cost Accounting - Elements of Cost: Material, Labor, Overheads, Cost Sheet Preparation									
Module 4		Budgeting & Variance Analysis						8 hours	
Budgetary Control: Types of Budgets (Cash Budget, Flexible budget), Standard Costing and Variance Analysis (Material and Labour variance Analysis)									
Module 5		Marginal Costing & Decision-making						8 hours	
Marginal Costing Concepts, Break-even Analysis and Applications, Make or Buy, Product Mix, Pricing Decisions									
Total Lecture Hours								40 hours	
Textbook:									
S.No	Book Title				Author				
1	Accounting for management (5th ed.). Vikas Publishing House.				Maheshwari, S. N., & Maheshwari, S. K. (2022)				
2	Double entry bookkeeping: Financial accounting. Sultan Chand & Sons Private Limited.				Grewal, T. S. (2019)				

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Reference Books:							
S.No	Book Title					Author	
1	Cost and management accounting (10th ed.). Vikas Publishing House.					Arora, M. N. (2012)	
2	Cost and Management Accounting					Agarwal, M. L., & Gupta, K. L. (2021)	
NPTEL/ Youtube/ Faculty Video Link:							
Module 1	https://youtu.be/lGhlkrpXcgl?si=zhtEyCibEEYFLS8m						
Module 2	https://youtu.be/Q3-k7GS1x4o						
Module 3	https://youtu.be/0VfQA6NJx3o						
Module 4	https://youtu.be/ppINgGElnfk?si=jX87v11ca5LMQ3kO						
Module 5	https://youtu.be/dzOQk80HFTk?si=QHXTThYrSUwnRoWlq						
Mode of Evaluation							
CIE						ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5		
30			20			100	150



Course Code: CMBMF0106		Course Name: Management Concepts and Organization Behaviour			L	T	P	C
Course Offered in: MBA(M&F)					3	0	0	3
Pre-requisite: Basic understanding of Human behaviour and social sciences								
Course Objectives: The objective of this course is to understand the human behaviour, characteristics of group dynamics and aspects of organizational development.								
Course Outcome: After completion of the course, the student will be able to					Bloom’s Knowledge Level (KL)			
CO1	Demonstrate a comprehensive understanding of the fundamental concepts of management and critically evaluate the evolution of management thought through classical and behavioral theories.				(K5)			
CO2	Develop a sound understanding of individual behavior and personality and use tools like the Johari Window and Transactional Analysis to improve self-awareness				(K3)			
CO3	Apply conceptual knowledge of theory and processes relevant to motivation, perception and learning in organizations.				(K3)			
CO4	Demonstrate the ability to effectively work in teams by applying conflict resolution strategies and Leadership skills.				(K3)			
CO5	Evaluate the impact of organizational change on culture and climate, and develop strategies to manage change effectively				(K5)			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO – PO mapping		PO1	PO2	PO3	PO4	PO5		
CO1		3	2	1	1	1		
CO2		2	2	3	1	2		
CO3		3	2	2	1	2		
CO4		2	2	3	1	3		
CO5		3	3	2	2	2		
Course Contents / Syllabus								
Module 1		Management Concepts					8 hours	
Definition, nature, and scope of management, Levels and types of managers, Roles and skills of managers (Mintzberg’s roles), Management as a Science and Art Scientific Management, Administrative Management, Human relations approach								
Module 2		Fundamentals of Individual and Interpersonal behaviour					8 hours	
Fundamentals of Individual Behavior, Personality, Determinants of Personality, Types of Personality, Big 5 Personality model, Attitude, Transactional Analysis, Johari window								
Module 3		Understanding Organizational Behaviour					8 hours	
Process, Types and Theories, Concept of learning, conditioning, shaping and reinforcement Meaning & Definition, Perceptual process, Errors of Perception, Importance of Perception in OB								
Module 4		Group dynamics and Leadership					8 hours	
Types of Groups and teams, Team building, Tuckman model of team development, Group decision making, Organizational conflict and resolution techniques Leadership styles, Leadership theories (Trait theory, Managerial grid, Leadership Situational model)								
Module 5		Organization Culture, Climate & Change					8 hours	
Approaches to manage organizational change, Change Agents, Kurt Lewin model of change. Elements of Organization culture, Culture- person Compatibility, Dimensions of Organization climate, Developing favorable organization culture and climate								
							Total Lecture Hours	40 hours
Textbook:								
S.No	Book Title			Author				
1	Principles of Management (5th ed.).			Bauer, T., Erdogan, B., & Short, J. (2021)				
2	Organizational behavior (18th ed.).			Robbins, S. P., Judge, T. A., & Vohra, N. (2020)				
Reference Books:								

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

NPTEL/ Youtube/ Faculty Video Link:


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

Mode of Evaluation

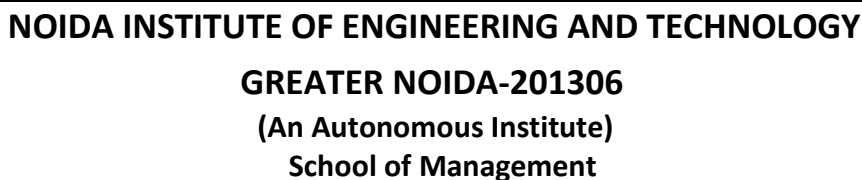
CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
30			20				100	150

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Course Code: CMBMF0107		Course Name: Marketing Management				L	T	P	C
Course Offered in: MBA(M&F)						3	0	0	3
Pre-requisite: Basic knowledge of management and markets									
Course Objectives: The objective of this course is to provide students with a comprehensive understanding of the fundamentals of marketing management and its key concepts									
Course Outcome: After completion of the course, the student will be able to						Bloom’s Knowledge Level (KL)			
CO1	Understand basic marketing concepts and terminologies.					(K2)			
CO2	Analyze consumer behavior in order to offer suitable products.					(K4)			
CO3	Develop effective marketing strategies and plans.					(K6)			
CO4	Analyze the marketing mix strategies for taking informed marketing decisions.					(K4)			
CO5	Understand current trends in the field of marketing					(K2)			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5			
CO1		3	2	1	3	2			
CO2		2	3	1	3	2			
CO3		3	3	2	3	3			
CO4		3	3	2	3	3			
CO5		2	2	1	3	2			
Course Contents / Syllabus									
Module 1		Introduction to Marketing Management						8 hours	
Introduction, objectives, scope and importance of marketing. Core Concepts of Marketing, Functions of Marketing, Marketing Orientations, Introduction to Marketing Environment, Marketing Planning and Implementation, Concept of Market Segmentation, Requisites of Effective Market Segmentation, The Process of Market Segmentation, Bases for Segmenting Consumer Markets. Targeting- Meaning, Target market strategies, Market Positioning-Meaning, Positioning Strategies, Differentiation Strategies									
Module 2		Understanding of Buying Behaviour						8. hours	
Introduction, Characteristics, Factors affecting Consumer Behavior, Consumer Buying Decision Process, Buyer Behaviour Models, Business Buyer Behavior: Introduction, Characteristics of Business Markets, Differences between Consumer and Business Buyer Behavior									
Module 3		Product & Price Mix						8 hours	
Introduction, Product Mix Strategies, New Product Development Process, Adoption Process, Product Life Cycle (PLC). Introduction, Factors Affecting Price Decisions, Pricing Process, Pricing Strategies.									
Module 4		Place & Promotion Mix						8 hours	
Introduction, Types of channels, Introduction to Logistics Management, Multi-Channel Marketing, Introduction: Promotion Mix, Advertising (Definition and types), Personal selling (Concept, Process, AIDA Model), Sales promotion (Concept and Techniques), PR and Publicity (Concept and difference)									
Module 5		Recent Trends in Marketing						8 hours	
Recent Trends in Marketing- Rural Marketing, Digital and Mobile Marketing, Customer Relationship Management, Marketing Information System (MKIS)									
								Total Lecture Hours	
40 hours									
Textbook:									
S.No	Book Title				Author				
1	Marketing management (17th ed.). Pearson				Kotler, P., Keller, K. L., & Chernev, A. (2025)				
2	Marketing management (4th ed.). McGraw Hill				Marshall, G. W., & Johnston, M. W. (2024)				

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Reference Books:								
S.No	Book Title						Author	
1	Marketing (2025 ed.). Cengage Learning						Pride, W. M., & Ferrell, O. C. (2025)	
2	The 30 days MBA in marketing (3rd ed.). Kogan Page						Barrow, C. (2023).	
NPTEL/ Youtube/ Faculty Video Link:								
Module 1	https://youtu.be/4GO357Ab1s4							
Module 2	https://youtu.be/ctMpHpJouoU							
Module 3	https://youtu.be/1etIvZXr0nM?si=QvZfzkkzW21ZhFWr							
Module 4	https://youtu.be/4GO357Ab1s4							
Module 5	https://youtu.be/OBqYU0opS3g?si=-v3gHcRTNDi2D6vI							
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
30			20				100	150



Course Code: CMBMF0108		Course Name: Legal Aspects of Business		L	T	P	C
Course Offered in: MBA(M&F)				3	0	0	3
Pre-requisite: Knowledge of foundational business concepts and legal fundamentals							
Course Objectives: To equip students with a foundational understanding of business laws, regulations, and ethical frameworks. Develop practical skills to analyze legal risks, ensure compliance, and navigate corporate legal challenges.							
Course Outcome: After completion of the course, the student will be able to					Bloom's Knowledge Level (KL)		
CO1	Understand the essentials of valid contracts and applying legal principles governing the sale & transfer				(K2)		
CO2	Understand the partnership business & applying corporate compliance requirements in business operations				(K2)		
CO3	Apply enhanced legal provisions to safeguard financial transactions & evaluate consumer rights and legal protections				(K3)		
CO4	Apply legal frameworks to ensure cybersecurity, digital governance, and responsible data protection in business and technology environments				(K3)		
CO5	Promote fair competition, prevent anti-competitive practices, and safeguard consumer interests				(K3)		

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

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


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

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

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.		
Reference Books:								
S.No	Book Title					Author		
1	Legal aspects of business					Pathak, A.		
NPTEL/ Youtube/ Faculty Video Link:								
Module 1	https://youtu.be/DbN9ZT34AMg?si=7-sLrEJX5PIA5FIN https://youtu.be/u-OikPQBVEs?si=1iKF_PIWui4ml6cN							
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-kY76--j							
Module 4	https://youtu.be/d2kSE3Vdkx0?si=GZDY_hBZNFKxFR_C https://www.youtube.com/live/nIeTS0YFN0M?si=2yfvjYGrtxiFNBP4							
Module 5	https://youtu.be/wu_KBvWW1Hs?si=fSQ0AA2bXZjc-5p0 https://youtu.be/X9Kc4WdlMkk?si=l8Cgy2UdNwyNYoCA							
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
30			20				100	150


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Course Code: CMBMF0151		Course Name: MS Excel for Managerial Decisions			L	T	P	C
Course Offered in: MBA(M&F)					3	0	0	3
Pre-requisite of Subject: Basic computer literacy. Students should be comfortable using a computer, including operating a keyboard and mouse, launching applications, and performing basic file management tasks (such as saving, opening, and organising files).								
Course Objective: Confidently navigate the Excel interface, including the Ribbon, worksheets, cells, and Backstage View. Create, save, and manage Excel workbooks and effectively work with multiple worksheets. Differentiate between and correctly use relative, absolute, and mixed cell references in formulas. Apply basic data management techniques, including sorting and filtering, to organise lists of data.								
Course Outcome: After completion of the course, the student will be able to						Bloom’s Knowledge Level (KL)		
CO1	Identify and use the main components of the Excel interface to navigate and manage workbooks and worksheets.					K2		
CO2	Apply appropriate formatting techniques to data and cells to create well-organised and professional-looking spreadsheets.					K3		
CO3	Construct formulas and use basic built-in functions (e.g., SUM, AVERAGE, COUNT) to perform calculations accurately.					K3		
CO4	Use sorting and filtering tools to organise data lists according to specified criteria.					K3		
CO5	Create and format basic charts (e.g., column, line, pie) to visually represent data from a worksheet.					K6		
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO-PO mapping		PO1	PO2	PO3	PO4	PO5		
CO1		3	2	1	1	1		
CO2		3	2	1	1	1		
CO3		3	3	1	1	1		
CO4		2	3	1	1	2		
CO5		2	2	1	1	2		
Course Contents / Syllabus								
Module 1		Basics of MS-Excel					8 hours	
Excel Interface (Ribbon, Panes), Navigation, Selection, Data Entry & Editing, AutoFill, Basic Workbook & Sheet Management (Save, Open, Rename).								
Font Formatting, Cell Alignment, Number Formatting (Currency, %, Decimal), Borders & Fill Colour, Format Painter, Cell Merging.								
Module 2		Basic formulas & formatting with data organisation					8 hours	
Writing Formulas (+,-,*,/), Order of Operations, Cell References (Relative, Absolute, Mixed), AutoSum, SUM, AVERAGE, COUNT, MIN, MAX.								
Freezing Panes for navigation, Sorting data (single/multi-level), and Filtering data using AutoFilter.								
Module 3		Basic Charting & Printing					8 hours	
Creating basic charts (Column, Line, Pie), Chart Elements (Titles, Labels), Simple Formatting, Page Layout (Margins, Orientation), and Print Preview								
Module 4		Data Management & Core Formulas					8 hours	
Spreadsheet design, Excel Tables, Adv. Sort/Filter, Data Validation, Logical (IFs), Text Functions, Error Handling.								
Module 5		Advanced Formulas & Functions					8 hours	
Lookup (VLOOKUP, INDEX-MATCH, XLOOKUP), Date/Time Functions, Creating/Modifying PivotTables, Grouping, Calculated Fields/Items, Slicers, Timelines, PivotCharts.								
Total Lecture Hours							40 hours	
Textbook:								
S.No	Book Title			Author				
1	Excel 2019 All-In-One: Master the new features of Excel 2019 / Office 365			Lokesh Lalwani				

2	Microsoft Excel Formulas and Functions (Office 2021 and Microsoft 365)	Paul McFedries						
Reference Books:								
S.No.	Book Title	Author						
1.	Mastering Microsoft Excel Functions and Formulas	WebTech Sol						
NPTEL/ Youtube/ Faculty Video Link:								
6.	https://www.youtube.com/watch?v=DyG6Gc8nOAE							
7.	https://www.youtube.com/watch?v=8rW56QgZArg							
8.	https://www.youtube.com/watch?v=PNFVvKAIDImE							
9.	https://archive.nptel.ac.in/courses/110/107/110107157/							
10.	https://www.youtube.com/watch?v=9I9DtFOVPIg							
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
30			20				100	150

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Course Code: CMBMF0201		Course Name: Business Research Methods				L	T	P	C
Course Offered in: MBA(M&F)						3	0	0	3
Pre-requisite of Subject: Basic knowledge of statistics, business concepts, and familiarity with MS Excel									
Course Objective: To equip students with the knowledge and skills to systematically conduct business research, including formulating research problems, reviewing literature, designing research, applying sampling methods, collecting and analysing data using statistical tools, and preparing professional research reports.									
Course Outcome: After completion of the course, the student will be able to						Bloom’s Knowledge Level (KL)			
CO1	Understand research fundamentals and problem formulation.					(K2)			
CO2	Conduct a thorough review of literature and identify research gaps.					(K4)			
CO3	Design sampling methods and develop appropriate data collection instruments.					(K6)			
CO4	Apply statistical analysis and hypothesis testing to research data.					(K3)			
CO5	Prepare and present comprehensive research reports with ethical considerations.					(K6)			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO-PO mapping		PO1	PO2	PO3	PO4	PO5			
CO1		2	2	1	1	1			
CO2		2	3	1	2	1			
CO3		3	3	1	1	1			
CO4		3	3	1	1	1			
CO5		2	2	2	3	2			
Course Contents / Syllabus									
Module 1		Research: An overview						8 hours	
Meaning, Objectives, Importance of Research; Types of Research; Characteristics of Good Research; Research Process, Application of Research in Business									
Purpose and Process of Literature Review; Sources of Literature; Organizing Literature; Writing the Review; Identifying Research Gaps									
Module 2		Research proposal						8 hours	
Defining and Refining Research Problems; Research Objectives and Questions; Research Proposal Preparation									
Types of Research Design (Exploratory, Descriptive, Causal); Identification of Variables; Conceptual and Theoretical Frameworks									
Module 3		Data Preparation						8 hours	
Probability and Non-Probability Sampling; Sampling Error; Sample Size Determination									
Primary and Secondary Data; Data Collection Methods (Survey, Interview, Observation); Instrument Design; Scaling and Measurement Techniques									
Module 4		Data analysis & Interpretation						8 hours	
Formulation of Hypotheses; Null and Alternative Hypotheses; Type I and II Errors;									
One-tailed and Two-tailed Tests, t-test, z-test; Interpretation of Results;									
Data Preparation (Editing, Coding, Tabulation); Descriptive Statistics; Correlation and Regression; ANOVA; Chi-Square Tests.									
Module 5		Research report writing						8 hours	
Structure and Components of a Report; Writing Style; Citations and References; Guidelines for presenting tabular data, Annexures									
Ethical Issues in Research, COPE guidelines, plagiarism issues									
Total Lecture Hours								40 hours	
Textbook:									
S.No	Book Title			Author					

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1.	<i>Research methodology: Methods and techniques</i> (5th ed.).	Kothari, C. R., & Garg, G. (2024)
2.	<i>Business research methods</i> (13th ed.).	Cooper, D. R., & Schindler, P. S. (2018).

Reference Books:


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

NPTEL/ Youtube/ 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=JNhPUik2agIAHfJx
Module 4	https://youtu.be/XPh7TjVTCso?si=JNhPUik2agIAHfJx
Module 5	https://youtu.be/25SIYhVCA-M?si=1W5qV9F8prNbyxBV

Mode of Evaluation

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

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Course Code: CMBMF0202		Course Name: Corporate Finance				L	T	P	C
Course Offered in: MBA(M&F)						3	0	0	3
Pre-requisite: Analytical skills and fundamental knowledge of finance.									
Course Objectives: The subject aims at developing analytical skills through correlating capital project evaluation tools and procedures. It aids in developing abilities in interpreting company information and applying financial theory to financial decisions.									
Course Outcome: After completion of the course, the student will be able to						Bloom’s Knowledge Level (KL)			
CO1	Understand the basic theory, concepts, and practice of Corporate Finance.					(K2)			
CO2	Examine the risk-return trade-off and its implications in the context of investment strategies.					(K4)			
CO3	Enable students to analyze the Financial Sources & their cost of capital.					(K4)			
CO4	Evaluate financial forecasts to estimate long-term financing needs and projects.					(K5)			
CO5	Analyse the concept of dividends and its theories.					(K4)			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO \ PO		PO1	PO2	PO3	PO4	PO5			
CO1		3	2			1			
CO2		2	3			2			
CO3		3	3			1			
CO4		3	3	1		2			
CO5		2	2		1	1			
Course Contents / Syllabus									
Module 1		Introduction to financial management & Time value of money						8 hours	
Financial Management – Introduction to finance, objectives of financial management – Firm Value and equity value– profit maximization and wealth maximization - Changing role of finance managers									
Present and future value of single payments, annuities, annuities due, and perpetuities, Growth in annuities and perpetuities, amortization									
Module 2		Risk & Return						8 hours	
Concept of risk: uncertainty, variability in returns, Systematic and Non-systematic risk - Risk & return of single asset, Sensitivity analysis, Risk-return trade-off in capital budgeting									
Module 3		Financing Decision & Capital Structure						8 hours	
Sources of long-term funds; Cost of capital: Meaning & Significance, debenture capital, preferential capital, equity capital (Dividend discounting and CAPM model), retained earnings; Weighted average cost of capital (WACC).									
Approaches of Capital Structure: Net Income (NI), Net Operating Income (NOI), Traditional and M.M. hypothesis - without taxes and with taxes, determination of the optimal capital structure EBIT and EPS analysis									
Module 4		Investment Decisions						8 hours	
Capital Budgeting techniques: discounted and non-discounted techniques (NPV, IRR, PI, payback period, ARR) and their limitations									
Module 5		Dividend Policy & models						8 hours	
Factors affecting Dividend Policy, Forms of Dividend, Types of Dividend Policies, Walter and Gordon Model, Miller- Modigliani (MM) Hypothesis.									
Total Lecture Hours								40 hours	
Textbook:									
S.No	Book Title			Author					
1.	Financial management: Theory and practice (10th ed.). Tata McGraw-Hill Education			Chandra, P. (2022)					
2.	Financial management (11th ed.). Vikas Publishing House			Pandey, I. M. (2021)					
Reference Books:									
S.No.	Book Title			Author					
1.	Corporate finance: Theory and practice (2nd ed.). John Wiley & Sons.			Damodaran, A. (2010).					




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NPTEL/ Youtube/ Faculty Video Link:


Module 1	https://youtu.be/_N5IFEnRO4g
Module 2	https://youtu.be/fGrS8fRilS4?si=LMEotl8HHaSqoX4m
Module 3	https://youtu.be/_LePYVXT-hY
Module 4	https://youtu.be/kWvhFa6Q5S4?si=dzRRtLMNRg9-QSPW
Module 5	https://youtu.be/zaiCxAixUMM

Mode of Evaluation

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

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Course Code: CMBMF0203			Course Name: Foundation of Fintech				L	T	P	C
Course Offered in: MBA(M&F)							0	0	4	2
Pre-requisite: Basic Analytical skill										
Course Objectives: The objective of this course is to equip the students with the knowledge of Fintech ecosystem and provide basic knowledge of starting a Fintech firm										
Course Outcome: After completion of the course, the student will be able to							Bloom’s Knowledge Level (KL)			
CO1	Understand the origin and history of FinTech and the building blocks.						(K2)			
CO2	Approach and solve business problems analytically.						(K3)			
CO3	Understand block chain / DLT concepts and know about designs of dApps, smart contracts.						(K2)			
CO4	Acquire the knowledge to create a fintech firm with various aspects of FinTech product development and management, business plan and entrepreneurial finance						(K6)			
CO5	Understand & apply how quantitative and qualitative information can be used to make credit and trading decisions.						(K3)			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)										
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5				
CO1		3	3	1	2	2				
CO2		2	3	2	3	3				
CO3		2	3	1	3	2				
CO4		3	3	2	3	3				
CO5		3	3	2	3	3				
Course Contents / Syllabus										
Module 1		Introduction to Fintech						6 hours		
Concept of Fintech, Evolution of Fintech, Overview of Fintech Ecosystem, Fintech and Society, Technology as enabler of regulation-Reg Tech										
Module 2		Data Driven Analysis in Fintech						8 hours		
Examining Relationships among Variables, Understanding Characteristics of Statistical Data used in Finance, Data Modeling using Statistical Distributions for FinTech applications Deterministic versus Probabilistic Decision Making, Forecasting using Regression Techniques and Time Series Modeling in Fintech										
Module 3		Financial Blockchain						10 hours		
Blockchain, hashing and mining, mining reward, gas fee, Decentralized apps (d Apps), smart contract, DAO, Distributed ledger technology (DLT) & decentralized finance (DeFi), Cryptography, public/private key, digital signature, PKI, Public/private blockchain, permissioned/permission less ledger Use cases of Bitcoin, Ethereum, Hyperledger, Corda, Ripple, Application of blockchain and smart contract in trade finance, & Security management										
Module 4		Digital Product Development & Mindset						8 hours		
Fostering an entrepreneurial mindset, emphasizing adaptability, resilience Develop a concrete fintech startup plan, Product development strategies, funding approaches and scaling considerations, setting the stage for future success in entrepreneurship, Creating and refining a comprehensive business model as a strategic blueprint for fintech startup.										
Module 5		Advanced FinTech Analytics						8 hours		
Readability and Sentiment Analysis of Textual Content related to FinTech, Portfolio Management, Using Sentiment Score in Decision Making. Credit Risk Modelling and Alternate Approaches										
Total Lecture Hours								40 hours		
Textbook:										
S.No	Book Title			Author						

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1	<i>The future of finance: The impact of FinTech, AI, and crypto on financial services.</i> Springer Nature Switzerland AG	Arslanian, H., & Fischer, F. (2019).
2	<i>FINTECH FUTURE: The Digital DNA of Finance</i> (1st ed.). Atlantic Press	Acharya, V. V. (2025).

Reference Books:

S.No	Book Title	Author
1	<i>The financial services guide to fintech: Driving banking innovation through effective partnerships.</i>	Mohan, D. (2020).
2		


NPTEL/ Youtube/ Faculty Video Link:

Module 1	https://www.youtube.com/watch?v=AeOWJZjPYN0&list=PLqMl6r3x6BUTG9VqVohMvS4aLc53uC_GC
Module 2	https://www.youtube.com/watch?v=TmfejLH09zs&list=PLqMl6r3x6BUTG9VqVohMvS4aLc53uC_GC&index=2
Module 3	https://elearn.nptel.ac.in/shop/nptel/cost-accounting/?v=c86ee0d9d7ed
Module 4	https://www.youtube.com/watch?v=XSyH7jNikK8&list=PLqMl6r3x6BUTG9VqVohMvS4aLc53uC_GC&index=4
Module 5	https://www.youtube.com/watch?v=XSyH7jNikK8&list=PLqMl6r3x6BUTG9VqVohMvS4aLc53uC_GC&index=4


Mode of Evaluation

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

Course Code: CMBMF0204	Course Name: Human Resource Management	L	T	P	C
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Course Offered in: MBA			3	0	0	3
Pre-requisite of Subject: Basic understanding of business management, organizational behavior, and communication skills.						
Course Objective: To equip students with the knowledge and skills to effectively manage human resources and enhance organizational performance.						
Course Outcome: After completion of the course, the student will be able to					Bloom’s Knowledge Level (KL)	
CO1	Understand the concept of human resource management in a global context.					(K2)
CO2	Analyze and forecast the need for Human Resource Planning					(K4)
CO3	Develop and implement effective recruitment and selection processes and training programs.					(K3)
CO4	Design and implement performance management systems and compensation.					(K6)
CO5	Analyze key aspects of industrial relations, modern HR practices					(K4)
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)						
CO-PO mapping		PO1	PO2	PO3	PO4	PO5
CO1		3	2	2	3	1
CO2		3	3	2	2	2
CO3		3	3	2	2	3
CO4		3	3	3	2	3
CO5		3	3	2	3	2
Course Contents / Syllabus						
Module 1		An Introduction to HRM				8 hours
Meaning, definition, importance, scope, and objectives of HRM, Major functions and principles of HRM, Evolution of HRM, Personnel Management, Human Resource Development, Human Capital Management						
Definition, Nature, and Objectives, HRM as a strategic partner, HRM vs. Strategic HRM, Introduction to IHRM, HR Audit, HRIS,						
Module 2		HR Planning				8 hours
Meaning and process of job analysis, Methods of job analysis, Job description and specification, Job design approaches and techniques						
Workforce planning and forecasting, Meaning and Importance of HRP, Objectives and process of HRP, Factors affecting HRP, Techniques of HRP, HR Planning as a strategic process						
Module 3		HR Procurement & its development				8 hours
Definition and objectives of recruitment, Sources and methods of recruitment, challenges in recruitment, new approaches to recruitment, Definition and process of selection, Selection tools and techniques, Interviewing methods and skills, Placement, induction processes and socialization						
Concept, importance, Training needs assessment, Training Methods (On the job training, Off job training) and Evaluation, Difference between training and development, Management development, Career Development and Succession planning						
Module 4		Performance management & Compensation				8 hours
Performance appraisal meaning, objectives, need and Importance, Appraisal process, Methods of performance appraisal methods for evaluating performance, problems & challenges in appraisal, Current trends in performance management.						
Job Evaluation: concept and methods, Concepts and components of compensation, Wage and salary administration, Incentives and benefits, Legal aspects of compensation						
Module 5		Emerging Trends in HRM				8 hours
Industrial relations- Concept, Meaning and importance of industrial relations, trade unions, collective bargaining and workers’ participation in management, Industrial disputes, Grievance handling and Discipline						
HR Analytics and metrics, Green HRM, Diversity and inclusion, Work from home and hybrid work modules, HRM in global context, Ethical issues in HRM, Employee branding						
					Total Lecture Hours	40 hours
Textbook:						
S.No	Book Title			Author		
1	Human resource management			Bratton, J., Gold, J., Bratton, A., & Steele, L. (2021)		

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2	Human capital management standards A complete guide					Wong, W., Anderson, V., & Bond, H. (2019)		
Reference Books:								
S.No.	Book Title					Author		
1.	Human resource management					Stone, R. J., Cox, A., & Gavin, M.		
2.	The Basic of Human Resource Management					Widarni, E. L., &Bawono, S.		
NPTEL/ Youtube/ Faculty Video Link:								
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							
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
30			20				100	150

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


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Pre-requisite of Subject: Knowledge of basic excel.						
Course Objective: The objective of this course is to teach students about various applications of business analytics so that they would be able to formulate and solve business problems.						
Course Outcome: After completion of the course, the student will be able to					Bloom’s Knowledge Level (KL)	
CO1	Understand the basic concepts of Business Analytics.					(K2)
CO2	Applying techniques of data cleaning for analysis and visualization.					(K3)
CO3	Analyzing data using various descriptive analytics methods.					(K4)
CO4	Apply advanced data analytics methods for business decision-making.					(K3)
CO5	Analyzing time series data for forecasting.					(K4)
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)						
CO-PO mapping		PO1	PO2	PO3	PO4	PO5
CO1		3	2	1	2	1
CO2		3	3	1	2	2
CO3		3	3	1	2	2
CO4		3	3	2	2	2
CO5		3	3	1	2	1
Course Contents / Syllabus						
Module 1		Introduction to Business Analytics				8 hours
Business Analytics-Terminologies, Process, Importance, Relationship with Organizational Decision Making, Applications of Business Analytics.						
Descriptive, Predictive, and Prescriptive Modeling , Introduction to various tools such as R, Python, SPSS etc. and their salient features.						
Module 2		Preparation and Visualization				8 hours
Getting data into Excel, editing data, data cleaning in Excel, functions, conditional formatting, pivot tables						
Charts types and uses in Excel, Data dashboards, Heat maps						
Module 3		Descriptive Analytics				8 hours
Concept of measures of location – mean, median, mode. Measures of variability – Range, Variance, Standard deviation, and Coefficient of variation,						
Ascertaining mean, median, mode, variance, standard deviation, correlation coefficient, etc. using Excel.						
Module 4		Predictive and prescriptive analytics				8 hours
Simple linear regression model, least squares method, assessing the fit of the simple linear regression model						
Data mining techniques, the concept of supervised and unsupervised learning						
Module 5						8 hours
Basic concepts of trends, seasonality and cyclicity, identifying trends, seasonality and cyclicity using graphs.						
Concept of auto-regression and auto- correlations, concept of AR, MA and ARIMA models.						
					Total Lecture Hours	40 hours
Textbook:						
S.No	Book Title			Author		
1	Business Analytics: Communicating with numbers			Kelly Alison, 2023		
2	Business analytics			Kumar, U Dinesh		
Reference Books:						
S.No.	Book Title			Author		
1.	Business analytics: Data analysis & decision making, Cengage learning			Winston W L, 2019		
NPTEL/ Youtube/ Faculty Video Link:						
Module 1	https://youtu.be/diaZdX1s5L4?si=11YRzkVRCqeF7Efw					
Module 2	https://youtu.be/f9DzS6NdgwU?si=Uty-N2HJjt31jvUs					
Module 3	https://youtu.be/A3fowDMo8mM?si=cgkY8-JuNDY-7thk					
Module 4	https://youtu.be/diaZdX1s5L4?si=11YRzkVRCqeF7Efw					
Module 5	https://youtu.be/f9DzS6NdgwU?si=Uty-N2HJjt31jvUs					
Mode of Evaluation						



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

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Course Code: CMBMF0206		Course Name: Management of Technology, Innovation and Change				L	T	P	C
Course Offered in: MBA						3	0	0	3
Pre-requisite: Basic understanding of management principles, strategic planning, and business environment analysis.									
Course Objectives: The course aims to equip students with a comprehensive understanding of innovation and technology as strategic tools for organizational growth. It focuses on managing innovation processes, evaluating technology strategies, fostering creative thinking, and understanding the role of R&D, public policy, and intellectual property in a dynamic global business environment.									
Course Outcome: After completion of the course, the student will be able to						Bloom’s Knowledge Level (KL)			
CO1	Understand the fundamentals of innovation, its types, drivers, and its relationship with creativity, research, and technology development.					K2			
CO2	Analyze frameworks and strategies for effective innovation management across public and private sector organizations					K4			
CO3	Evaluate strategic and critical aspects of managing technology and innovation, including technology portfolio decisions in the Indian context.					K5			
CO4	Examine open innovation practices, technology transfer processes, and adoption/adaptation in different operational environments.					K4			
CO5	Assess the strategic role of R&D, public policy issues, IPR concerns, and global influences like WTO in shaping national technology strategies.					K5			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO-PO mapping		PO1	PO2	PO3	PO4	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 Contents / Syllabus									
Module 1		Foundations of Innovation and Creativity						8 hours	
Introduction, Understanding innovation, Levels and types of innovation, Key drivers of innovation, Sources of innovation, and the relationship between innovation and research and technology development. Understanding creativity as a building block to innovation.									
Module 2		Innovation Management and Organizational Effectiveness						8 hours	
Innovation Management, Framework for the management of innovation, public sector services innovation, Diffusion of Innovation Creating Organizational innovative effectiveness									
Module 3		Strategic Management of Technology						8 hours	
Strategic aspects of technology, Critical factors in managing technology innovations, Critical issues/factors in choice of technology and Processes; Indian context, Technology Portfolio									
Module 4		Open Innovation and Technology Transfer						8 hours	
Open Innovation, New technology transfer- Channels, Modes, levels and various concerns involved, Absorption, Adaption and adoption of Technology, Technology considerations in Lean environment									
Module 5		R&D Strategy, Policy, and Intellectual Property						8 hours	
Strategic Role of R&D, New R&D approaches, Strategic evaluation of technology investments Public policy issues; role, rationale and requisites of a National Technology Policy, IPR and licensing issues; Role of WTO in new age technology									
Total Lecture Hours								40 hours	
Textbook:									
S.No	Book Title			Author					
1	Innovation Management and New Product Development			Paul Trott					
2	Managing Innovation: Integrating Technological, Market and Organizational Change			Joe Tidd and John Bessant					

Reference Books:


S.No.	Book Title	Author
1.	Managing Technology and Innovation for Competitive Advantage	V. K. Narayanan
2.	Technology Management: Activities and Tools	Dilek Cetindamar, Rob Phaal, David Probert

NPTEL/ Youtube/ Faculty Video Link:


Module 1	https://youtu.be/K1KxMA3uqiU
Module 2	https://youtu.be/kSqAlIpBR_4
Module 3	https://youtu.be/15DCeacHq5M
Module 4	https://youtu.be/kSqAlIpBR_4
Module 5	https://youtu.be/0Bb8MAF9EPg

Mode of Evaluation

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


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Course Code: CMBMF0251		Course Name: Spreadsheet Modelling			L	T	P	C
Course Offered in: MBA(M&F)					3	0	0	3
Pre-requisite: Basic computer literacy. Solid foundational understanding of Microsoft Excel: Ability to navigate the interface, enter and format data, create and use basic to intermediate formulas (e.g., SUM, AVERAGE, IF, basic arithmetic), understand relative and absolute cell referencing, and manage worksheets and workbooks—familiarity with fundamental business concepts and quantitative reasoning								
Course Objectives: Students will design and structure spreadsheet models that are clear, robust, flexible, and well-documented for various business applications. Build models for operational decisions, resource allocation, and fundamental optimisation problems								
Course Outcome: After completion of the course, the student will be able to					Bloom’s Knowledge Level (KL)			
CO1	Design and build well-structured spreadsheet models that adhere to the principles of clarity, flexibility, and robustness.				K3			
CO2	Apply advanced logical, lookup, and financial formulas to create dynamic and interconnected model components.				K3			
CO3	Analyze datasets using PivotTables and other summary tools to derive key inputs and assumptions for models.				K4			
CO4	Create charts and visuals that are both appropriate and effective for communicating model results, assumptions, and sensitivities.				K6			
CO5	Utilize built-in spreadsheet tools to conduct sensitivity, scenario, and what-if analysis on business models.				K4			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO \ PO		PO1	PO2	PO3	PO4	PO5		
CO1		3	2			2		
CO2		3	3			2		
CO3		2	3		1	1		
CO4		2	2		2	2		
CO5		2	3		1	2		
Course Contents / Syllabus								
Module 1		Introduction to Spreadsheet					8 hours	
Objectives & Spreadsheet history, Principles of good model design (clarity, flexibility, robustness), Getting Started with Excel, Data Entry, Data Editing, and Number, structuring data with Excel Tables, Named Ranges for clarity, Data Validation for inputs.								
Module 2		Spreadsheet Formulas					8 hours	
Logical (IF, AND, OR), Lookup (VLOOKUP, INDEX/MATCH, XLOOKUP), Financial (PV, NPV, PMT, IRR), Statistical (SUMIF, COUNTIF), Error Handling (IFERROR).								
Module 3		Data Analysis Overview					8 hours	
Named Ranges in Excel, Data Validation in Excel, Data Sorting and Filtering in Excel, Using Conditional Formatting in Excel, Advanced Sorting & Filtering, summarizing data with PivotTables, grouping data, using Slicers for interactivity, creating Pivot Charts for quick analysis.								
Module 4		Spreadsheet Charts					8 hours	
Creating Charts, Different types of charts, Formatting Chart Objects, Changing the Chart Type, Showing and Hiding the Legend, Showing and Hiding the Data Table, Choosing the right chart type, creating Combo charts (Column + Line), dynamic charts, Conditional Formatting for visual cues, and using Sparklines for trends								
Module 5		Spreadsheet Tools					8 hours	
What-If Analysis: Goal Seek, Scenario Manager, Data Tables (one and two-variable). Introduction to Solver for optimization. Worksheet & Model Protection.								
Total Lecture Hours							40 hours	
Textbook:								
S.No	Book Title			Author				
1.	Spreadsheet Modelling & Decision Analysis: A Practical Introduction to Business Analytics (8th ed.). Cengage Learning.			Ragsdale, C. T. (2017).				

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2.	Mastering Advanced Excel. BPB Publications.	Arora, R. (2023)						
Reference Books:								
S.No.	Book Title	Author						
1.	Mastering the data paradox: Key to winning in the AI age. Penguin Random House India.	Seth, N. (2024).						
2.	Data analysis with Excel. BPB Publications	Nigam, M. (2019)						
NPTEL/ Youtube/ Faculty Video Link:								
Module 1	https://www.youtube.com/watch?v=g_4mJ65uaGE&list=PLLy_2iUCG87CUBbhq5BEAiC--ff6lEOe1							
Module 2	https://www.youtube.com/watch?v=W0x3jrZQZpM&list=PL7DQfrnqhRASKxsd75vyePem1bqIq9eO							
Module 3	https://youtu.be/sAxu10_VgeU?si=f9phJEWw8wd--1IJ							
Module 4	https://youtu.be/g_4mJ65uaGE							
Module 5	https://youtu.be/VqIYJyVTes8?si=3j3wNfEmvJaY3xYh							
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
30			20				100	150

Course Code: CMBMF0211	Course Name: Consumer Behaviour	L	T	P	C
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Course Offered in: MBA(M&F)					3	0	0	3
Pre-requisite of Subject: Basic understanding of Marketing Management.								
Course Objective: Understand consumer behaviour and its applications in marketing. Also to understand the consumer decision making process and the factors affecting it. Understand the models of consumer behaviour, global consumer behaviour, buying habits.								
Course Outcome: After completion of the course, the student will be able to					Bloom’s Knowledge Level (KL)			
CO1	Explain the fundamentals of consumer behavior and demonstrate the application of segmentation, targeting, and positioning strategies in contemporary marketing.				(K2)			
CO2	Evaluate the influence of social factors like reference groups, family, gender, age, social class, and culture on consumer behavior.				(K5)			
CO3	Explain various models of consumer buying behaviour and critically examine the four views of the consumer.				(K4)			
CO4	Examine the stages of consumer decision-making and interpret the role of attribution theory, diffusion of innovation, and the adoption process in consumer behaviour.				(K3)			
CO5	Understand global and online consumer buying habits and identify key factors influencing both individual and organizational buying decisions.				(K2)			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO-PO mapping		PO1	PO2	PO3	PO4	PO5		
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 Contents / Syllabus								
Module 1		Introduction to consumer behavior					8 hours	
Introduction to Consumer Behaviour; Applications of consumer behavior knowledge in marketing. Consumers and Customer, Consumer Behavior in the Contemporary Environment. The Consumer Research Process. Market Segmentation and Strategic Targeting and Positioning, Consumer Motivation.								
Module 2		Consumer perception and Factors affecting consumer behavior					8 hours	
Consumers as individuals and in the social context: Consumer Perception, Consumer Attitude Formation & Change, Behavioral Learning Theories and cognitive learning theories to consumer behavior. Reference Groups, Family, Gender & Age Influences, Social Class & Consumer Behavior, and Cultural Influences on Consumer Behavior.								
Module 3		Models and Views of the consumer					8 hours	
Reference Groups, Family, Gender & Age Influences, Social Class & Consumer Behavior, and Cultural Influences on Consumer Behavior. Models of Consumer buying behavior; Nicosia Model, Howard - Sheth Model, Black Box Model.								
Module 4		Predictive and prescriptive analytics					8 hours	
Introduction, Problem Recognition, Information Search, Evaluation of Alternatives, Post-Purchase Behaviour. Attribution theory and Diffusion of Innovation. Diffusion process. The adoption process.								
Module 5		The Global Buying behavior					8 hours	
The Global Consumer Behaviour and Online buying behaviour - Consumer buying habits, factors affecting and perceptions of emerging non-store choices. Nature of Organizational Buying, Influences on Organizational Buying Behaviour, Organizational Buying Decision.								
							Total Lecture Hours	40 hours
Textbook:								
S.No	Book Title			Author				
1	Consumer Behaviour			Yoesoep Edhie Rachmad (2024),				
2	Consumer Behaviour			Zubin.S and Blythe Jim (2024)				
Reference Books:								
S.No.	Book Title			Author				
1.	Consumer behaviour. Upper Saddle River, N.J.			Schiffman, Leon G. (2018).				

2.	Consumer behaviour: buying, having, and being					Solomon, Michael R. (2020),		
NPTEL/ Youtube/ Faculty Video Link:								
Module 1		https://youtu.be/Pq6cDX8iKL0						
Module 2		https://youtu.be/DP3q-Vp-gE8						
Module 3		https://youtu.be/q08faAdkKB4						
Module 4		https://youtu.be/RSuIynfc7Rg						
Module 5		https://youtu.be/vfFRGZ4ztpU						
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
30			20				100	150

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Course Offered in: MBA(M&F)					3	0	0	3
Pre-requisite: Basic Accounting Principles, Fundamentals of Income Tax								
Course Objectives: The present course aims at familiarizing the participants with the principles, problems and structure of different types of business taxes in Indian and relevance of these taxes in business decisions.								
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)		
CO1	Describe the fundamental concepts of taxation and explain the significance of residential status in determining the scope of total income and tax liability under the Income Tax Act.						(K4)	
CO2	Compute total taxable income and tax liability of individuals by applying provisions under different heads of income and relevant deductions under the Income Tax Act.						(K3)	
CO3	Identify eligible incomes for exemption and permissible deductions under the Income Tax Act and apply them in tax computation for effective tax planning.						(K2)	
CO4	Explain the fundamental structure, objectives, and legal framework of the Goods and Services Tax (GST) and its role in indirect tax reform in India.						(K3)	
CO5	Describe and interpret the main provisions of the GST law, including supply, time and value of supply, reverse charge mechanism, and input tax credit.						(K4)	
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO \ PO		PO1	PO2	PO3	PO4	PO5		
CO1		3	2		3			
CO2		3	3		2			
CO3		2	3		3			
CO4		2	2		3			
CO5		2	2		3	1		
Course Contents / Syllabus								
Module 1		Basics of Tax Planning and Management					8 hours	
Concept, Nature, Advantages and limitations of Tax Planning; Nature, Objectives, process of Tax Management; Tax Planning vs Tax Management, Tax Avoidance & Tax Evasion, Assessment Year, Previous Year								
Determining residential status, Scope of income based on status and Incidence of Tax								
Module 2		Tax on Individual Income & companies					8 hours	
Salary components and their tax implications. -allowances, perquisites, and deductions, Income from House property, income from capital gain, Income from business and Profession and Other sources (An overview)								
Special Provisions in Computation of Profits from Business, Deductions from Gross Total Income, Minimum Alternate Tax on Companies.								
Module 3		Exemptions, Deductions & Tax Administration					8 hours	
Common Exemptions under Section 10, Income Tax Deductions (Sections 80C to 80U)								
Carry Forward and Set-off Losses, Filing of Returns and Assessments, Penalties and Prosecutions, Appeals and Revisions, Advance Tax, TDS, Advance Rulings, Double Taxation Avoidance Agreements.								
Module 4		Basic Provisions & types of GST					8 hours	
Introduction-Meaning-Features-Historical backdrop of Goods and Service Tax-Major Indirect Taxes merged into Goods and Service Tax-Benefits of GST-Economy, Industry and trade, taxpayers, CGST, IGST, SGST, UTGST								
Module 5		GST Provisions & Exemption limit					8 hours	
Provisions compensation (GST)Law-Definitions of important terms-Levy of Tax-Collection-elating to Place, Time and Value of Supply-Different meaning of supply Composite Supply Mixed supply- Scope of Supply- Taxable Supply- E-Commerce-Supply Chain Tax Invoice-Credit and Debit Notes-Valuation Rules-Computation Tax Input Tax Credit (ITC)-Registration Procedures-Deemed Registration-Cancellation of Registration								
Total Lecture Hours							40 hours	
Textbook:								
S.No	Book Title			Author				
1.	Income tax law & practice (Professional ed.), Taxmann			Singhania, K. K. (2024–2025)				

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	Publications							
2.	Income tax law & practice (65th ed.). Sahitya Bhawan Publications	Mehrotra, H. C., & Goyal, S. P. (2024–2025)						
Reference Books:								
S.No.	Book Title	Author						
1.	Corporate taxation in a dynamic world. Springer.	Panteghini, P. M. (2010)						
NPTEL/ Youtube/ Faculty Video Link:								
Module 1	https://youtu.be/jFhOQ8ZJ5qk							
Module 2	https://youtu.be/HX8_UdIwy58							
Module 3	https://youtu.be/7-CdvqQ8e04?si=RwqcywwHsnaiY0Mw							
Module 4	https://youtu.be/zkJJeFJv1p9Y?si=kaFGYMSTCTe1hx1R							
Module 5	https://youtu.be/zkJJeFJv1p9Y							
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
30			20				100	150