**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

# 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

## 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 | CMBA0101 | Accounting for Managers | Mandatory | 3 | 0 | 0 | 30 | 20 | 50 | 0 | 100 | 0 | 150 | 3 |
| 2 | CMBA0102 | Business Statistics and Quantitative techniques for Managers | Mandatory | 3 | 0 | 0 | 30 | 20 | 50 | 0 | 100 | 0 | 150 | 3 |
| 3 | CMBA0103 | Business Communication | Mandatory | 3 | 0 | 0 | 30 | 20 | 50 | 0 | 100 | 0 | 150 | 3 |
| 4 | CMBA0104 | Legal Aspects of Business | Mandatory | 3 | 0 | 0 | 30 | 20 | 50 | 0 | 100 | 0 | 150 | 3 |
| 5 | CMBA0105 | Management Concepts and Organization Behavior | Mandatory | 3 | 0 | 0 | 30 | 20 | 50 | 0 | 100 | 0 | 150 | 3 |
| 6 | CMBA0106 | Managerial Economics | Mandatory | 3 | 0 | 0 | 30 | 20 | 50 | 0 | 100 | 0 | 150 | 3 |
| 7 | CMBA0107 | Marketing Management | Mandatory | 3 | 0 | 0 | 30 | 20 | 50 | 0 | 100 | 0 | 150 | 3 |
| 8 | CMBA0108 | Design Thinking and Entrepreneurship | Mandatory | 3 | 0 | 0 | 30 | 20 | 50 | 0 | 100 | 0 | 150 | 3 |
| 9 | CMBA0151 | MS Excel for Managerial Decisions | Mandatory | 0 | 0 | 4 | 0 | 0 | 50 | 50 | 0 | 50 | 100 | 2 |
| | | **TOTAL** | | | | | | | | | | | **1300** | **26** |

**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

### 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 | CMBA0201 | Business Research Methods | Mandatory | 3 | 0 | 0 | 30 | 20 | 50 | 0 | 100 | 0 | 150 | 3 |
| 2 | CMBA0202 | Corporate Finance | Mandatory | 3 | 0 | 0 | 30 | 20 | 50 | 0 | 100 | 0 | 150 | 3 |
| 3 | CMBA0203 | Management of Technology, Innovation and Change | Mandatory | 3 | 0 | 0 | 30 | 20 | 50 | 0 | 100 | 0 | 150 | 3 |
| 4 | CMBA0204 | Human Resource Management | Mandatory | 3 | 0 | 0 | 30 | 20 | 50 | 0 | 100 | 0 | 150 | 3 |
| 5 | CMBA0205 | Introduction to Business Analytics | Mandatory | 3 | 0 | 0 | 30 | 20 | 50 | 0 | 100 | 0 | 150 | 3 |
| 6 | CMBA0206 | Operations and Supply Chain Management | 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 | CMBA0251 | Personal Grooming and Business Etiquette | Mandatory | 0 | 0 | 4 | 0 | 0 | 50 | 50 | 0 | 50 | 100 | 2 |
| 10 | CMBA0252 | Spreadsheet Modelling | Mandatory | 0 | 0 | 4 | 0 | 0 | 50 | 50 | 0 | 50 | 100 | 2 |
| | | **TOTAL** | | | | | | | | | | | **1400** | **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.

# List of Departmental Elective Subjects

| Sl. No. | Subject Codes | Subject Name | Types of Subjects | Bucket Name | Branch | Semester |
|---|---|---|---|---|---|---|
| 1 | CMBAFM0211 | Tax Planning & Management | Elective -I | Finance | MBA | II |
| 2 | CMBAMK0211 | Consumer Behaviour | Elective -I | Marketing | MBA | II |
| 3 | CMBAHR0211 | Talent Management | Elective -I | HR | MBA | II |
| 4 | CMBABA0211 | Introduction to Data Science | Elective -I | Business Analytics | MBA | II |
| 5 | CMBASM0211 | Supply Chain Management and Demand Forecasting | Elective -I | Supply Chain Management | MBA | II |

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

| Course Code: CMBA0101 | Course Name: Accounting for Managers | L | T | P | C |
|---|---|---|---|---|---|
| **Course Offered in: MBA** | | **3** | **0** | **0** | **3** |

**Pre-requisite:** Arithmetic skills, business fundamentals, and logical thinking

**Course Objectives:** This course provides students with foundational knowledge of financial accounting, focusing on recording transactions, preparing and analysing financial statements, and use of Tally software to record the same. The course develops financial skills essential for decision-making, reporting, and compliance in corporate and entrepreneurial settings through the analysis of financial statement

| **Course Outcome:** After completion of the course, the student will be able to | | Bloom's Knowledge Level (KL) |
|---|---|---|
| CO1 | Understand fundamental accounting principles and concepts | (K2) |
| CO2 | Preparing Final Accounts of the company as per companies Act 2013. | (K3) |
| CO3 | Analyze financial statements using tools like ratios and common-size analysis | (K4) |
| CO4 | Examine cash flow and fund flow statements for decision-making | (K5) |
| CO5 | Develop skills to use budgeting & marginal costing as a tool for decision-making. | (K5) |

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

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

**Course Contents / Syllabus**

| **Module 1** | Accounting: An Introduction | **8 hours** |
|---|---|---|

Accounting terminologies, Meaning & scope of accounting, objectives, principles, concepts, conventions, Indian Accounting Standards.
Accounting equation, Double-entry system, journalizing transactions, Ledger posting

| **Module 2** | Preparation of Final Accounts with adjustments | **8 hours** |
|---|---|---|

Preparation of Trading, Profit & Loss Account, Balance Sheet, Format of Balance sheet as per Schedule III of Companies Act (2013). Adjustment of final accounts.

| **Module 3** | Financial Statement Analysis - I | **8 hours** |
|---|---|---|

Comparative analysis, common-size analysis and trend analysis, ratio analysis: Liquidity, profitability, solvency, activity ratios, interpretation

| **Module 4** | Financial Statement Analysis - II | **8 hours** |
|---|---|---|

Cash flow from operating activities (Direct method), investing activities and financing activities, Format of Cash flow statement as per Ind AS-7
Fund flow statement, schedule of changes in working capital

| **Module 5** | Accounting & Decision-making | **8 hours** |
|---|---|---|

Budgetary Control: Types of Budgets (Cash Budget, Flexible budget)
Marginal Costing Concepts, Break-even Analysis and Applications

| | **Total Lecture Hours** | **40 hours** |
|---|---|---|

**Textbook:**

| S.No | Book Title | Author |
|---|---|---|
| **1.** | Financial accounting | **Dhamija, S.** (2023). |
| **2.** | Financial accounting for managers (7th ed.). | Tulsian, P. C. (2022). |

**Reference Books:**

| S.No. | Book Title | Author |
|---|---|---|
| **1.** | Financial accounting for managers (7th ed.). | **Gupta, A.** (2022). |

NPTEL/ Youtube/ Faculty Video Link:

| | |
|---|---|
| 1. | https://archive.nptel.ac.in/courses/110/101/110101003/ |
| 2. | https://archive.nptel.ac.in/courses/110/101/110101131/ |
| 3. | https://archive.nptel.ac.in/courses/110/107/110107073/ |
| 4. | https://www.youtube.com/watch?v=LLYTOLPbDCw |
| 5. | https://youtu.be/IFtqzOlYrdg?si=sHfA6E2U2RVEp2Qe |

**Mode of Evaluation**

**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**GREATER NOIDA-201306**

**(An Autonomous Institute)**

**School of Management**

| CIE | | | | | | ESE | Total |
|---|---|---|---|---|---|---|---|
| ST1 | ST2 | ST3 | TA1<br>5 | TA2<br>5 | Attendance<br>10 | | |
| 30 | | | 20 | | | 100 | 150 |

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

| Course Code: CMBA0102 | Course Name: Business Statistics & Quantitative Techniques for Managers | L | T | P | C |
|---|---|---|---|---|---|
| **Course Offered in: MBA** | | 2 | 1 | 0 | 3 |

**Pre-requisite:** Basic knowledge of statistics

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

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

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

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

**Course Contents / Syllabus**

| Module 1 | Descriptive Analytics | 8 hours |
|---|---|---|

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

| Module 2 | Predictive Analytics | 8 hours |
|---|---|---|

Correlation Analysis: Rank correlation coefficient & Karl Pearson's Coefficient of Correlation and Properties of Correlation. Regression Analysis: Fitting of a Regression Line and Interpretation of Results, Properties of Regression Coefficients and Relationship between Regression and Correlation.

| Module 3 | Probability Theory | 8 hours |
|---|---|---|

Theory of Probability, Addition and Multiplication Law, Bayes Theorem, Random Variables, Discrete and Continuous Random Variables, Probability Mass functions, Probability Density functions

| Module 4 | Operations Research: Introduction & Linear Programming Problem | 8 hours |
|---|---|---|

Nature Definition and characteristics of Operations Research, Phases of OR problem approach, Models of OR, Scope and applications of Operations Research, Mathematical formulations of LP Models for product-mix problems; graphical and simplex method of solving LP problems, Duality.

| Module 5 | Transportation Problem & Assignment Problem | 8 hours |
|---|---|---|

Transportation problem: Various methods of finding Initial basic feasible solution-North West Corner Method, Least Cost Method & VAM Method and MODI Method. Assignment Problem: Hungarian Algorithm and its applications.

| | Total Lecture Hours | 40 hours |
|---|---|---|

**Textbook:**

| S.No | 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 |
| 4 | Operations Research(PHI,2ndEdition) | R. Panneerselvam |

**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:

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

**Mode of Evaluation**

| CIE | | | | | | ESE | Total |
|---|---|---|---|---|---|---|---|
| **ST1** | **ST2** | **ST3** | **TA1**<br>**5** | **TA2**<br>**5** | **Attendance**<br>**10** | | |
| **30** | | | **20** | | | **100** | **150** |

# NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY

## GREATER NOIDA-201306

**(An Autonomous Institute)**

**School of Management**

| **Course Code: CMBA0103** | **Course Name: Business Communication** | **L** | **T** | **P** | **C** |
|---|---|---|---|---|---|
| **Course Offered in: MBA** | | **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.** | *Essentials of business communication* | Guffey, M. E., & Loewy, D. (2022). |
| **2.** | | |

NPTEL/ Youtube/ Faculty Video Link:

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

**Mode of Evaluation**

| **CIE** | | | | | | **ESE** | **Total** |
|---|---|---|---|---|---|---|---|
| **ST1** | **ST2** | **ST3** | **TA1**<br>**5** | **TA2**<br>**5** | **Attendance**<br>**10** | | |
| **30** | | | **20** | | | **100** | **150** |

# NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY

## GREATER NOIDA-201306

**(An Autonomous Institute)**

**School of Management**

| **Course Code: CMBA0104** | **Course Name: Legal Aspects of Business** | **L** | **T** | **P** | **C** |
|---|---|---|---|---|---|
| **Course Offered in: MBA** | | **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 (Scale 1: Low, 2: Medium, 3: High)**

| **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** |

**Course Contents / Syllabus**

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

**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

| **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, 2019** | **8 hours** |
|---|---|---|

**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

| **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 detail** | **Author** |
|---|---|---|
| **1.** | *Business law* | *Kuchhal, M. C., & Kuchhal, V.* |

**Reference Books:**

| **S.No** | **Book detail** | **Author** |
|---|---|---|
| **1.** | *Legal aspects of business* | *Pathak, A.* |

NPTEL/ Youtube/ Faculty Video Link:

| | |
|---|---|
| Module 1 | https://youtu.be/DbN9ZT34AMg?si=7-sLrEJX5PlA5FlN<br>https://youtu.be/u-OikPQBVEs?si=1iKF_PlWui4ml6cN |
| Module 2 | https://youtu.be/2RX-L7T6Lr8?si=DrYIpnatVN2m1H_W<br>https://youtu.be/UEQDdlSsKrA?si=ae3nTKyhhJ1E1K2x |
| Module 3 | https://youtu.be/H2F_2-62pe8?si=JznHn4aQ14oKzyC6<br>https://youtu.be/1gz9LedZ5EY?si=M5NgN8O7-kY76--j |
| Module 4 | https://youtu.be/d2kSE3Vdkx0?si=GZDY_hBZNFKxFR_C<br>https://www.youtube.com/live/nIeTS0YFN0M?si=2yfvjYGrtxiFNBP4 |
| Module 5 | https://youtu.be/wu_KBvWW1Hs?si=fSQ0AA2bXZjc-5p0<br>https://youtu.be/X9Kc4WdlMkk?si=l8Cgy2UdNwyNYoCA |

**Mode of Evaluation**

| **CIE** | | | | | | **ESE** | **Total** |
|---|---|---|---|---|---|---|---|
| **ST1** | **ST2** | **ST3** | **TA1**<br>**5** | **TA2**<br>**5** | **Attendance**<br>**10** | | |
| **30** | | | **20** | | | **100** | **150** |

# NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY

## GREATER NOIDA-201306

**(An Autonomous Institute)**

**School of Management**

| Course Code: CMBA0105 | Course Name: Management Concepts and Organization Behaviour | L | T | P | C |
|---|---|---|---|---|---|
| **Course Offered in: MBA** | | **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 and 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:**

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

| | |
|---|---|
| NIET Greater Noida Autonomous Institute | **NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY**<br>**GREATER NOIDA-201306**<br>**(An Autonomous Institute)**<br>**School of Management** |

| NPTEL/ Youtube/ Faculty Video Link: | |
|---|---|
| 1. | https://onlinecourses.nptel.ac.in/noc22_mg78/preview |
| 2. | https://youtu.be/zZCkiXpIKnk?si=fOumJYbRX9Jlskyl |
| 3. | https://youtu.be/HBMG03F3sDY?si=UTWvmZyDZ5xWK8sT |
| 4. | https://onlinecourses.nptel.ac.in/noc22_mg78/preview |
| 5. | https://youtu.be/zZCkiXpIKnk?si=fOumJYbRX9Jlskyl |

**Mode of Evaluation**

| CIE | | | | | | ESE | Total |
|---|---|---|---|---|---|---|---|
| **ST1** | **ST2** | **ST3** | **TA1**<br>**5** | **TA2**<br>**5** | **Attendance**<br>**10** | | |
| **30** | | | **20** | | | **100** | **150** |

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

| Course Code: CMBA0106 | Course Name: Managerial Economics | L | T | P | C |
|---|---|---|---|---|---|
| **Course Offered in: MBA** | | **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 elasticities. | (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-Micro Economics and Macro Economics, Managerial Economics and its relevance in business decisions.
Fundamental Principles of Managerial Economics - Incremental Principle, Marginal Principle, Opportunity Cost Principle, Discounting Principle, Concept of Time Perspective, Equi-Marginal Principle, Utility Analysis & its types.

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

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

| **Module 3** | **Production and cost Analysis** | **8 hours** |
|---|---|---|

Production concepts & analysis; Production function, Types of production function, Law of variable proportion, Law of increasing, constant & diminishing returns, Laws of return to scale, Iso-quant curve.
Cost concept and analysis: Cost, Types of costs, cost output relationship in the short-run. Cost output relationship in the Long-run. Estimation of revenue. Average Revenue, Marginal Revenue.

| **Module 4** | **Market structures** | **8 hours** |
|---|---|---|

Perfect and Imperfect Market Structures, Perfect Competition, features, determination of price under perfect competition.
Monopoly: Feature, pricing under monopoly, Price Discrimination. Monopolistic: Features, pricing under monopolistic competition, product differentiation. Oligopoly: Features, kinked demand curve, cartels, price leadership.

| **Module 5** | **Economic Theory** | **8 hours** |
|---|---|---|

The Firm in Theory and Practice - Economic Theory of the Firm – The Behavioral Theory of the Firm - Managerial Theories of the Firm.
Profit concepts & analysis – Game Theory and Asymmetric Information.

| | **Total Lecture Hours** | **40 hours** |
|---|---|---|

**Textbook:**

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

**Reference Books:**

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

NPTEL/ YouTube/ Faculty Video Link:

| | |
|---|---|
| 1. | http://nptel.ac.in/courses/110101005/1 |

| | |
|---|---|
| 2. | http://nptel.ac.in/courses/110101005/38 |
| 3. | https://youtu.be/uKPgPxnb0_4 |
| 4. | https://youtu.be/6WtYG0hxmew |
| 5. | https://youtube.com/playlist?list=PLCRPN3Z81LCLoW2arKKJjVikDTvok65q&si=W2Xs8blGZT1BuiBo |

**Mode of Evaluation**

| CIE | | | | | | ESE | Total |
|---|---|---|---|---|---|---|---|
| ST1 | ST2 | ST3 | TA1<br>5 | TA2<br>5 | Attendance<br>10 | | |
| 30 | | | 20 | | | 100 | 150 |

**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**GREATER NOIDA-201306**

**(An Autonomous Institute)**

**School of Management**

| **Course Code: CMBA0107** | **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:**

| | | |
|---|---|---|
| **1** | *Marketing management* (17th ed.). Pearson | Kotler, P., Keller, K. L., & Chernev, A. (2025) |
| **2** | *Marketing management* (4th ed.). McGraw Hill | Marshall, G. W., & Johnston, M. W. (2024) |

**Reference Books:**

| | | |
|---|---|---|
| **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** | **Attendance** **10** | | |
| **30** | | | **20** | | | **100** | **150** |

# NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY

## GREATER NOIDA-201306

**(An Autonomous Institute)**

**School of Management**

| **Course Code: CMBA0203** | **Course Name: Design Thinking & Entrepreneurship** | **L** | **T** | **P** | **C** |
|---|---|---|---|---|---|
| **Course Offered in: MBA** | | **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 leading 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 behavior: 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 feedbacks.
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, JamBoard.

| **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 entrepreneurship, 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.** | 'A Foundation Course in Human Values and Professional Ethics' | Gaur R R , Sangal R, Bagaria G P |
| 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**<br>**5** | **TA2**<br>**5** | **Attendance**<br>**10** | | |
| **30** | | | **20** | | | **100** | **150** |

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

| Course Code: CMBA0151 | Course Name: MS-Excel For Managerial Decisions | L | T | P | C |
|---|---|---|---|---|---|
| **Course Offered in: MBA** | | **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** |
|---|---|---|

| | | |
|---|---|---|
| **2.** | **Mastering Microsoft Excel Functions And Formulas** | **WebTech Sol** |
| **3.** | | |
| 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=PNFVkAIDImE | |
| 9. | https://archive.nptel.ac.in/courses/110/107/110107157/ | |
| 10. | https://www.youtube.com/watch?v=9I9DtFOVPIg | |

**Mode of Evaluation**

| CIE | | Total |
|---|---|---|
| **PS** | **PE** | |
| **50** | **50** | **100** |

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

| Course Code: CMBA0201 | Course Name: Business Research Methods | L | T | P | C |
|---|---|---|---|---|---|
| Course Offered in: MBA | | 3 | 0 | 0 | 3 |

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

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

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

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

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

**Course Contents / Syllabus**

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

Meaning, Objectives, Importance of Research; Types of Research; Characteristics of Good Research; Research Process, Application of Research in Business

Purpose and Process of Literature Review; Sources of Literature; Organizing Literature; Writing the Review; Identifying Research Gaps

| **Module 2** | **Research proposal** | **8 hours** |
|---|---|---|

Defining and Refining Research Problems; Research Objectives and Questions; Research Proposal Preparation

Types of Research Design (Exploratory, Descriptive, Causal); Identification of Variables; Conceptual and Theoretical Frameworks

| **Module 3** | **Data Preparation** | **8 hours** |
|---|---|---|

Probability and Non-Probability Sampling; Sampling Error; Sample Size Determination
Primary and Secondary Data; Data Collection Methods (Survey, Interview, Observation); Instrument Design; Scaling and Measurement Techniques

| **Module 4** | **Data analysis & Interpretation** | **8 hours** |
|---|---|---|

Formulation of Hypotheses; Null and Alternative Hypotheses; Type I and II Errors;
One-tailed and Two-tailed Tests, t-test, z-test; Interpretation of Results;
Data Preparation (Editing, Coding, Tabulation); Descriptive Statistics; Correlation and Regression; ANOVA; Chi-Square Tests.

| **Module 5** | **Research report writing** | **8 hours** |
|---|---|---|

Structure and Components of a Report; Writing Style; Citations and References; Guidelines for presenting tabular data, Annexures
Ethical Issues in Research, COPE guidelines, plagiarism issues

| | **Total Lecture Hours** | **40 hours** |
|---|---|---|

**Textbook:**

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

**Reference Books:**

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

**NPTEL/ Youtube/ Faculty Video Link:**

| | |
|---|---|
| 1. | https://youtu.be/pkdRzGTTY_s?si=KeV7Bi8h33mHHe_T |
| 2. | https://youtu.be/iaGpj8ViH1w?si=f4g0ssAFLLwlhHsa |

| | |
|---|---|
| 3. | https://youtu.be/XPh7TjVTCso?si=JNhPUik2aglAHfJx |
| 4. | https://youtu.be/XPh7TjVTCso?si=JNhPUik2aglAHfJx |
| 5. | https://youtu.be/25SIYhVCA-M?si=1W5qV9F8prNbyxBV |

**Mode of Evaluation**

| CIE | | | | | | ESE | Total |
|---|---|---|---|---|---|---|---|
| ST1 | ST2 | ST3 | TA1<br>5 | TA2<br>5 | Attendance<br>10 | | |
| 30 | | | 20 | | | 100 | 150 |

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

| Course Code: CMBA0202 | 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 | 1 | 1 |
| **CO2** | 2 | 3 | 1 | 1 | 2 |
| **CO3** | 3 | 3 | 1 | 1 | 1 |
| **CO4** | 3 | 3 | 1 | 1 | 2 |
| **CO5** | 2 | 2 | 1 | 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. | *Corporate finance: Theory and practice* (2nd ed.). John Wiley & Sons. | Damodaran, A. (2010). |
| 2. | *Financial management* (11th ed.). Vikas Publishing House | Pandey, I. M. (2021) |

**Reference Books:**

| S.No. | Book Title | Author |
|---|---|---|
| 1. | *Financial management: Theory and practice* (10th ed.). Tata McGraw-Hill Education | Chandra, P. (2022) |

| **NPTEL/ Youtube/ Faculty Video Link:** | |
|---|---|
| Module 1 | https://youtu.be/_N5lFEnRO4g |
| Module 2 | https://youtu.be/fGrS8fRilS4?si=LMEotl8HHaSqoX4m |
| Module 3 | https://youtu.be/_LePYVXT-hY |
| Module 4 | https://youtu.be/kWvhFa6Q5S4?si=dzRRtLMNRg9-QSPW |
| Module 5 | https://youtu.be/zaiCxAixUMM |

**Mode of Evaluation**

| CIE | | | | | | ESE | Total |
|---|---|---|---|---|---|---|---|
| **ST1** | **ST2** | **ST3** | **TA1**<br>**5** | **TA2**<br>**5** | **Attendance**<br>**10** | | |
| **30** | | | **20** | | | **100** | **150** |

**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**GREATER NOIDA-201306**

**(An Autonomous Institute)**

**School of Management**

| **Course Code: CMBA0108** | **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, Innovation Management Framework, 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:

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

**Mode of Evaluation**

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

| **Course Code: CMBA0204** | **Course Name: Human Resource Management** | **L** | **T** | **P** | **C** |
|---|---|---|---|---|---|
| **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<br>HR Analytics and metrics, Green HRM, Diversity and inclusion, Work from home and hybrid work modules, HRM in global context, Ethical issues in HRM, Employee branding | | |
| | **Total Lecture Hours** | **40 hours** |

**Textbook:**

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

**Reference Books:**

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

NPTEL/ Youtube/ Faculty Video Link:

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

**Mode of Evaluation**

| **CIE** | | | | | | **ESE** | **Total** |
|---|---|---|---|---|---|---|---|
| **ST1** | **ST2** | **ST3** | **TA1**<br>**5** | **TA2**<br>**5** | **Attendance**<br>**10** | | |
| **30** | | | **20** | | | **100** | **150** |

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

| Course Code: CMBA0205 | Course Name: Introduction to Business Analytics | L | T | P | C |
|---|---|---|---|---|---|
| Course Offered in: MBA | | 3 | 0 | 0 | 3 |

**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:

| | |
|---|---|
| 1. | https://youtu.be/diaZdX1s5L4?si=11YRzkVRCqeF7Efw |
| 2. | https://youtu.be/f9DzS6NdgwU?si=Uty-N2HJjt31jvUs |
| 3. | https://youtu.be/A3fowDMo8mM?si=cgkY8-JuNDY-7thk |
| 4. | https://youtu.be/diaZdX1s5L4?si=11YRzkVRCqeF7Efw |
| 5. | https://youtu.be/f9DzS6NdgwU?si=Uty-N2HJjt31jvUs |

**Mode of Evaluation**

| CIE | ESE | Total |
|---|---|---|

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY

GREATER NOIDA-201306

(An Autonomous Institute)

School of Management

| ST1 | ST2 | ST3 | TA1<br>5 | TA2<br>5 | Attendance<br>10 | | |
|---|---|---|---|---|---|---|---|
| 30 | | | 20 | | | 100 | 150 |

**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**GREATER NOIDA-201306**

**(An Autonomous Institute)**

**School of Management**

| **Course Code: CMBA0206** | **Course Name: Operations and Supply Chain Management** | **L** | **T** | **P** | **C** |
|---|---|---|---|---|---|
| **Course Offered in: MBA** | | **4** | **0** | **0** | **4** |

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

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

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

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

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

**Course Contents / Syllabus**

| **Module 1** | **Production Concepts** | **8 hours** |
|---|---|---|

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

Productivity Measurement: Productivity, factors affecting productivity and productivity measurement. Work study— Method study and work measurement Plant location and types of plant layout.

| **Module 2** | **Operations Concepts** | **8 hours** |
|---|---|---|

Operations Concepts: Services scenario in India, difference between product and service, characteristics of services, classification of services, product and service design, factors affecting service design

Service Designing: service designing process, service blueprinting, service capacity planning. Dimensions of quality in services, understanding service quality gap, measuring service quality using SERVQUAL model. Case Studies

| **Module 3** | **Material and Inventory management** | **8 hours** |
|---|---|---|

Production Planning and Control: Types of production planning, process of production planning and control (PPC) – routing, scheduling and loading. Master production schedule, aggregate production planning.

Inventory Control Techniques: Types of inventories, inventory control techniques- EOQ, ABC, VED and HML (Simple numerical problems on Inventory control techniques). Just-intime (JIT) and KANBAN. Case Studies

| **Module 4** | **Supply Chain Management** | **8 hours** |
|---|---|---|

Supply Chain Drivers: Overview of supply chain management, conceptual model of SCM, supply chain drivers, measuring supply chain performance, core and reverse supply chain, global supply chain, inbound and outbound logistics

Role of Information Technology in Supply Chain Management: Bullwhip effect in SCM, push and pull systems, lean manufacturing, agile manufacturing, role of IT in SCM. Demand forecasting in supply chain— Simple moving average method, weighted moving average method, linear regression and exponential smoothing method.

| **Module 5** | **Total Quality Management** | **8 hours** |
|---|---|---|

Introduction to Total Quality Management : Concept of TQM, Deming's 14 principles, Juran's quality triology, PDCA cycle, KAIZEN, quality circles, 7QC tools and its 7 new management tools

International Standard Organization: ISO 9000-2000 clauses, Six Sigma, Total Productive Maintenance (TPM), 5S. Case Studies

| | **Total Lecture Hours** | **40 hours** |
|---|---|---|

**Textbook:**

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

**Reference Books:**

| S.No | Book Title | Author |
|---|---|---|
| 1 | Production and Operations Management | Chary, S.N |
| 2 | Total Quality Management | Charantimath, P.M |
| 3 | Production and Operations Management | Bedi, Kanishka |

**NPTEL/ Youtube/ Faculty Video Link:**

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

**Mode of Evaluation**

| CIE | | | | | | ESE | Total |
|---|---|---|---|---|---|---|---|
| ST1 | ST2 | ST3 | TA1<br>5 | TA2<br>5 | Attendance<br>10 | | |
| 30 | | | 20 | | | 100 | 150 |

**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**GREATER NOIDA-201306**

**(An Autonomous Institute)**

**School of Management**

| **Course Code: CMBA0251** | **Course Name: Personal Grooming and Business Etiquette** | **L** | **T** | **P** | **C** |
|---|---|---|---|---|---|
| **Course Offered in: MBA** | | **3** | **0** | **0** | **3** |

**Pre-requisite of Subject:**

**Course Objective**: To imbibe good etiquette and enhance personal grooming amongst students for building strong relationships, improving professional image, and achieving career success.

| **Course Outcome:** After completion of the course, the student will be able to | | Bloom's Knowledge Level (KL) |
|---|---|---|
| CO1 | Understand and apply the art of creating the first impression by controlled body language and impressive communication. | (K3) |
| CO2 | Apply the essentials of personal grooming. | (K3) |
| CO3 | Apply basic office etiquette. | (K3) |
| CO4 | Apply basic professional communication etiquette. | (K3) |
| CO5 | Understanding the importance and methods of networking and preferred behavior in official gatherings. | (K2) |

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

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

**Course Contents / Syllabus**

| **Module 1** | **Personal grooming essentials-I** | **8 hours** |
|---|---|---|
| Creating the first impression, Body language. | | |
| **Module 2** | **Personal grooming essentials- II** | **8 hours** |
| Grooming: Men (Personal Hygiene, Corporate dressing)<br>Grooming: Women (Personal Hygiene, Corporate dressing) | | |
| **Module 3** | **Business Etiquette- I** | **8 hours** |
| Rules of introduction, Office etiquette, Meetings, Business cards | | |
| **Module 4** | **Business Etiquette- II** | **8 hours** |
| E-mail etiquette; Cell phone etiquette; Netiquette (social media behaviour) | | |
| **Module 5** | **Business Etiquette- III** | **8 hours** |
| Networking: concepts & types; Formal Dinner party etiquette | | |
| | **Total Lecture Hours** | **40 hours** |

**Textbook:**

| **S.No** | **Book Title** | **Author** |
|---|---|---|
| **1** | Professional Business Etiquette & Grooming | Gerard A |

**Reference Books:**

| **S.No.** | **Book Title** | **Author** |
|---|---|---|
| | | |

**NPTEL/ Youtube/ Faculty Video Link:**

| | |
|---|---|
| 1. | https://youtu.be/EU2IE6zhbvQ |
| 2. | https://youtu.be/88PGRvB-Scs |
| 3. | https://youtu.be/nYTkI9b0R_I |
| 4. | https://youtu.be/SQvV4SNeH-U |
| 5. | https://youtu.be/MKbTZKvFd84 |

**Mode of Evaluation**

| **CIE** | | **Total** |
|---|---|---|
| **PS** | **PE** | |
| **50** | **50** | **100** |

| **Course Code: CMBA0252** | **Course Name: Spreadsheet Modelling** | **L** | **T** | **P** | **C** |
|---|---|---|---|---|---|
| **Course Offered in: MBA** | | **3** | **0** | **0** | **3** |

**Pre-requisite of Subject:** 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 Objective**: 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 | Utilise 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 mapping | PO1 | PO2 | PO3 | PO4 | PO5 |
|---|---|---|---|---|---|
| CO1 | 3 | 2 | 1 | 1 | 2 |
| CO2 | 3 | 3 | 1 | 1 | 2 |
| CO3 | 2 | 3 | 1 | 2 | 2 |
| CO4 | 2 | 2 | 2 | 3 | 2 |
| CO5 | 2 | 3 | 1 | 2 | 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 optimisation. Worksheet & Model Protection.

| | **Total Lecture Hours** | **40 hours** |
|---|---|---|

**Textbook:**

| **S.No** | **Book Title** | **Author** |
|---|---|---|
| **1** | Spreadsheet Modeling & Decision Analysis: A Practical Introduction to Business Analytics | Ragsdale, C. T. (2017). |
| **2** | Mastering Advanced Excel | Arora, R. (2023). |

**Reference Books:**

| **S.No.** | **Book Title** | **Author** |
|---|---|---|
| **1.** | Mastering the Data Paradox | Nitin Seth |

**NPTEL/ Youtube/ Faculty Video Link:**

| | |
|---|---|
| 1. | https://youtu.be/EXp1mWsPbEQ |
| 2. | https://youtu.be/i8x3NQmQzno |
| 3. | https://youtu.be/1JPg9iY4N_c |
| 4. | https://youtu.be/8XKOhPIiBVQ |
| 5. | https://youtu.be/0S9O1SoDn-I |

**Mode of Evaluation**

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY

GREATER NOIDA-201306

(An Autonomous Institute)

School of Management

| CIE | | Total |
|---|---|---|
| PS | PE | |
| 50 | 50 | 100 |

# NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY

## GREATER NOIDA-201306

**(An Autonomous Institute)**

**School of Management**

| **Course Code: CMBAFM0211** | **Course Name: Tax Planning & Management** | **L** | **T** | **P** | **C** |
|---|---|---|---|---|---|
| **Course Offered in: MBA** | | **3** | **0** | **0** | **3** |

**Pre-requisite of Subject:**

**Course Objective**: 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 mapping | PO1 | PO2 | PO3 | PO4 | PO5 |
|---|---|---|---|---|---|
| CO1 | 3 | 2 | 1 | 2 | 1 |
| CO2 | 3 | 3 | 1 | 2 | 2 |
| CO3 | 2 | 3 | 1 | 2 | 2 |
| CO4 | 2 | 2 | 1 | 3 | 2 |
| CO5 | 3 | 2 | 1 | 3 | 2 |

**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 Income of individual & 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.
Special Provisions in Computation of Profits from Business, Deductions from Gross Total Income, Minimum Alternate Tax on Companies.

| **Module 3** | **Exemptions and Deductions** | **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 of GST & Types of GST** | **8 hours** |
|---|---|---|

Introduction-Meaning-Features-Historical backdrop of Goods and Service Tax-Major Indirect Taxes merged in to Goods and Service Tax-Benefits of GST-Economy, Industry and trade, tax payers
Types of GSTCGST-IGST-SGST- UTGST Schedules-Rate of GST- Kerala GST Provisions

| **Module 5** | **Main Provisions & Exemption limit of GST** | **8 hours** |
|---|---|---|

Main Provisions: 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- Accounts and Records- Period of Retention of Records- Presumption as to Documents Returns- Annual-Final-Payment of Tax-Information Technology in GST Audit- Special Audit Assessment-Refund-Consumer welfare Fund-GST Practioners TDS/TCS

| | **Total Lecture Hours** | **40 hours** |
|---|---|---|

**Textbook:**

| **S.No** | **Book Title** | **Author** |
|---|---|---|
| **1** | **Income tax law & Practice** | **K.K. Singhania 2024-25** |
| **2** | **Income tax law & Practice** | **H.C. Mehrotra 2024-25** |

**Reference Books:**

| **S.No.** | **Book Title** | **Author** |
|---|---|---|

| | | |
|---|---|---|
| **2.** | **Corporate Taxation in a dynamic world** | **Paolo M Pantetheine- 2010** |

**NPTEL/ Youtube/ Faculty Video Link:**

| | |
|---|---|
| 1. | https://youtu.be/C0BfcAo2Ubc |
| 2. | https://youtu.be/S5uI8qiIuf8 |
| 3. | https://youtu.be/6AARUTDBbsU |
| 4. | https://youtu.be/ZS4dThqfRbs |
| 5. | https://youtu.be/EvOThSjVYJs |

**Mode of Evaluation**

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

# NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY

## GREATER NOIDA-201306

**(An Autonomous Institute)**

**School of Management**

| **Course Code: CMBAMK0211** | **Course Name: Consumer Behaviour** | **L** | **T** | **P** | **C** |
|---|---|---|---|---|---|
| **Course Offered in: MBA** | | **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 Behavior; 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, factor 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:**

| | |
|---|---|
| 1. | https://youtu.be/Pq6cDX8iKL0 |
| 2. | https://youtu.be/DP3q-Vp-gE8 |
| 3. | https://youtu.be/q08faAdkKB4 |
| 4. | https://youtu.be/RSuIynfc7Rg |
| 5. | https://youtu.be/vfFRGZ4ztpU |

**Mode of Evaluation**

| CIE | | | | | | ESE | Total |
|---|---|---|---|---|---|---|---|
| **ST1** | **ST2** | **ST3** | **TA1**<br>**5** | **TA2**<br>**5** | **Attendance**<br>**10** | | |
| **30** | | | **20** | | | **100** | **150** |

**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**GREATER NOIDA-201306**

**(An Autonomous Institute)**

**School of Management**

| **Course Code: CMBAHR0211** | **Course Name: Talent Management** | **L** | **T** | **P** | **C** |
|---|---|---|---|---|---|
| **Course Offered in: MBA** | | **3** | **0** | **0** | **3** |

**Pre-requisite of Subject:** Knowledge of human resource management.

**Course Objective**: The objective of talent management is to strategically attract, retain, develop, and motivate talented individuals within an organization to ensure that it has the right people in the correct positions at the right time. This involves various processes such as recruitment, selection, onboarding, training, performance management, career development, and succession planning

| **Course Outcome:** After completion of the course, the student will be able to | | Bloom's Knowledge Level (KL) |
|---|---|---|
| CO1 | Understand and explain the meaning, objectives, and strategic role of Talent Management in achieving sustainable competitive advantage for organizations. | (K2) |
| CO2 | Analyze the talent management planning process, including employee needs, values, beliefs, and the importance of modeling excellence. | (K4) |
| CO3 | Differentiate between talent acquisition and recruitment and evaluate the steps and strategies involved in developing a high-performance workforce and succession planning. | (K5) |
| CO4 | Assess various employee retention strategies, including the SMR model, and understand the impact of career planning, ROI, and employee engagement on retention. | (K5) |
| CO5 | Identify current trends, opportunities, and challenges in talent management and formulate strategies to overcome these challenges in the digital era. | (K6) |

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

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

**Course Contents / Syllabus**

| **Module 1** | **8 hours** |
|---|---|

Definition, Meaning of Talent Management, Objectives &Role of Talent Management in building sustainable competitive advantage to a firm, Key Processes of Talent Management.
Consequences of Failure in Managing Talent, Benefits of Talent Management Responsibilities of Talent Management Manager & Professionals.

| **Module 2** | **8 hours** |
|---|---|

Understanding the Needs and Mind set of Employee, Steps in Talent Management Process
Knowledge, Values, Beliefs and Skill Implications for Talent Management, Modelling Excellence.

| **Module 3** | **8 hours** |
|---|---|

Defining Talent Acquisition, develop high potential employee - High performance workforce, Importance of Talent Development Process, Steps in Developing Talent
Succession Planning, Difference between Talent Acquisition and Recruitment, Current Trends in Talent Acquisition.

| **Module 4** | **8 hours** |
|---|---|

Talent Retention "SMR Model" (Satisfy, Motivate and Reward) – The Formula to Win Your Employees & Retain Them, Employee Retention Programs. Managing Voluntary Turnover, Dealing with Job Withdrawal
Career Planning & Development, Employee Engagement, Best Practices in Employee Retention.

| **Module 5** | **8 hours** |
|---|---|

Talent Management Challenges, Strategies to Overcome the Challenges, Opportunities in Talent Management.
Talent Management in the Digital Era, Current trends in Talent Management.

| **Total Lecture Hours** | **40 hours** |
|---|---|

**Textbook:**

| **S.No** | **Book Title** | **Author** |
|---|---|---|
| **1** | A Framework for Human Resource Management | Dessler Gary |
| **2** | Talent management in India: Challenges and opportunities | Hasan, & Singh |

**Reference Books:**

| **S.No.** | **Book Title** | **Author** |
|---|---|---|
| **3.** | Talent Management Hand Book | Lance A Berger, Dorothy R Berger |

**NPTEL/ Youtube/ Faculty Video Link:**

| | |
|---|---|
| 6. | https://theintactone.com/2019/06/24/tm-u1-topic-2-role-of-talent-management-in-building-sustainable-competitive-advantage-to-a-firm/ |
| 7. | https://www.tmi.org/blogs/8-steps-of-the-talent-management-process |
| 8. | https://www.upwork.com/resources/talent-management-vs-knowledge-management |
| 9. | https://hrmhandbook.com/hrp/workforce-planning/model/ |
| 10. | https://www.kornferry.com/insights/featured-topics/talent-recruitment/talent-acquisition-trends-2025 |

**Mode of Evaluation**

| CIE | | | | | | ESE | Total |
|---|---|---|---|---|---|---|---|
| ST1 | ST2 | ST3 | TA1<br>5 | TA2<br>5 | Attendance<br>10 | | |
| 30 | | | 20 | | | 100 | 150 |

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

| Course Code: CMBABA0211 | Course Name: Introduction to Data Science | L | T | P | C |
|---|---|---|---|---|---|
| Course Offered in: MBA | | 3 | 0 | 0 | 3 |

**Pre-requisite:** Understanding of information technology and its application in business management

**Course Objectives:** This course aims to help students understand the fundamental concepts of data science, various types of data, and ways to handle data in different formats. This course will also help in giving an overview of data mining and data warehousing. Besides this, students will learn and execute exploratory data analysis.

| **Course Outcome:** After completion of the course, the student will be able to | | Bloom's Knowledge Level (KL) |
|---|---|---|
| **CO1** | Understand the concepts of data science in the business. | K2 |
| **CO2** | Identify and analyse the various forms of data and its related concepts. | K4 |
| **CO3** | Apply data pre-processing techniques to clean the data. | K.3 |
| **CO4** | Analyse and evaluate data using exploratory data analysis. | K.5 |
| **CO5** | Understand and apply the data visualization techniques. | K.3 |

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

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

**Course Contents / Syllabus**

| **Module 1** | **Overview of Data Science** | **8 hours** |
|---|---|---|

Introduction to Data Science, Skill sets needed, types of Data Analysis and technologies, Need for Data Science, Evolution and Future of Data Science. Data Science Tools, Crowd-sourcing analytics, Data Security Issues, Analysis Vs Analytics Vs Reporting, Big Data-Meaning, the 5 V's, Big Data Ecosystem, Applications of Data Science in various fields Use cases -Amazon, Walmart, Airbus, Netflix

| **Module 2** | **Data Handling** | **8 hours** |
|---|---|---|

Meaning and process of job analysis, Methods of job analysis, Job description and specification, Job design approaches and techniques. Data Classification, Data Manipulation in different formats

| **Module 3** | **Data Mining** | **8 hours** |
|---|---|---|

Meaning, need and forms of Data Pre-processing, understanding and extracting valuable variables, KDD Process. Data Cleaning - handling missing data, outliers, Data Integration and Transformation, Data Reduction

| **Module 4** | **Exploratory Data Analysis** | **8 hours** |
|---|---|---|

Principal Component Analysis (PCA), Factor Analysis (FA) and Linear Discriminant Analysis (LDA). Univariate and Multivariate Exploratory Data Analysis.

| **Module 5** | **Data Visualisation** | **8 hours** |
|---|---|---|

Need for data visualization, Visualization packages. Bar plot, Plotting categorical data, Stacked bar plot, Histogram, plot () function and line plot, pie chart / 3D pie chart, Scatter plot, Box plot, Heat Map, Mosaic Map, Map Visualization, 3D Graphs, Correlogram, Q-Q plots, Visualization of Geospatial Data

| | **Total Lecture Hours** | **40 hours** |
|---|---|---|

**Textbook:**

| S.No | Book Title | Author |
|---|---|---|
| 1 | Process mining: Data science in action (Vol. 2) | Van Der Aalst, W. (2016) |
| 2 | Statistical foundations of data science. | Fan, J., Li, R., Zhang, C. H., & Zou, H. (2020). |

**Reference Books:**

| S.No | Book Title | Author |
|---|---|---|
| 5. | Introducing data science: big data, machine learning, and more, using Python tools | Cielen, D., & Meysman, A. (2016) |
| 6. | Introduction to data science (pp. 1-4) | Igual, L., Seguí, S., Igual, L., & Seguí, S. (2017) |

NPTEL/ Youtube/ Faculty Video Link:

| | |
|---|---|
| 6. | https://youtu.be/SQ4giMpJRsE |

| | |
|---|---|
| 7. | https://youtu.be/08Zv4G3puqQ |
| 8. | https://youtu.be/a4M3GdI5UFY |
| 9. | https://www.youtube.com/watch?v=ZgyY3JuGQY8 |
| 10. | https://www.youtube.com/watch?v=FN78JowwpSY&list=PL2Jn4_RetiGQKRgFikv7j5ototekyfgdU |

**Mode of Evaluation**

| CIE | | | | | | ESE | Total |
|---|---|---|---|---|---|---|---|
| **ST1** | **ST2** | **ST3** | **TA1**<br>**5** | **TA2**<br>**5** | **Attendance**<br>**10** | | |
| **30** | | | **20** | | | **100** | **150** |

**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**GREATER NOIDA-201306**

**(An Autonomous Institute)**

**School of Management**

| **Course Code: CMBASM0211** | **Course Name: Supply Chain Management and Demand Forecasting** | **L** | **T** | **P** | **C** |
|---|---|---|---|---|---|
| **Course Offered in: MBA** | | **3** | **0** | **0** | **3** |

**Pre-requisite:** Understanding of operations management and supply chain management

**Course Objectives:** The course aims to equip students with a comprehensive understanding of supply chain management, planning, and demand forecasting to prepare them for successful careers in operations and logistics. Students will delve into fundamental concepts of supply chain optimization & procurement and explore effective planning techniques crucial for streamlining operations.

| **Course Outcome:** After completion of the course, the student will be able to | | Bloom's Knowledge Level (KL) |
|---|---|---|
| **CO1** | Gain a comprehensive understanding of supply chain management's concepts, principles, and components | (K2) |
| **CO2** | Analyse demand patterns, forecast future demand and develop strategies to optimize inventory levels, reduce stockouts, and improve customer satisfaction | (K3) |
| **CO3** | Will be able to demonstrate proficiency in strategic decision-making, considering objectives, constraints, and Efficient Customer Response (ECR) strategies and JIT | (K5) |
| **CO4** | Students will be able to make strategic decisions, encompassing the introduction, meaning, elements, importance, process, and challenges associated with make-or-buy analysis for optimizing supply chain operations | (K3) |
| **CO5** | Understanding of quick response techniques and ability to identify, analyse, and implement key performance indicators (KPIs) to measure and improve supply chain performance. | (K3) |

**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** | 3 | 3 | 1 | 3 | 2 |
| **CO3** | 3 | 3 | 2 | 3 | 2 |
| **CO4** | 3 | 3 | 2 | 3 | 2 |
| **CO5** | 3 | 3 | 2 | 3 | 2 |

**Course Contents / Syllabus**

| **Module 1** | **Introduction to Supply Chain** | **8 hours** |
|---|---|---|

Introduction to supply chain, elements, operations, characteristics of efficient supply chains. Challenges in supply chain, Planning decision in inbound and outbound logistics

| **Module 2** | **Demand and Forecasting in Supply Plans** | **8 hours** |
|---|---|---|

Components of Demand Management, Formulating Demand Strategies, Demand Planning. Developing the Demand Forecast. Forecasting process, Forecasting methods, Forecast error reduction, Creating the Supply Plan, Balancing the Demand and Supply Plans of Production, Implementing Sales and Operations Planning (S&OP) Grid in SCM.

| **Module 3** | **Supply network optimization** | **8 hours** |
|---|---|---|

Supply network optimization : objective, decisions, constraints, Efficient Customer Response (ECR) in Supply Chain. Collaborative Planning, Forecasting and Replenishment, Overview of JIT and Quick Response.

| **Module 4** | **Capacity Planning and Sourcing** | **8 hours** |
|---|---|---|

Demand forecasting Capacity planning, Sourcing decisions.
Make or buy decisions: Introduction, meaning, elements to consider during the make or buy analysis in supply chain management, importance, process, challenges

| **Module 5** | **Supply chain performance** | **8 hours** |
|---|---|---|

Supply chain performance metrics, SCOR, strategic fit between product and supply chain, quick response
Centralized supply chain, push and pull strategy in supply chain

| | **Total Lecture Hours** | **40 hours** |
|---|---|---|

**Textbook:**

| **S.No** | **Book Title** | **Author** |
|---|---|---|
| **1** | Designing & Managing the Supply Chain\|4th Edition | David Simchi-Levi, Philip Kaminsky, Ravi Shankar |
| **2** | Essentials of Supply Chain Management" 4th Edition | Michael Hugos |

**Reference Books:**

| **S.No.** | **Book Title** | **Author** |
|---|---|---|

| | | |
|---|---|---|
| **3.** | "Supply Chain Management: Strategy, Planning and Operation"- 6th Edition | Sunil Chopra and Peter Meindl |
| **4.** | "Inventory Optimization: Models and Simulations | Nicolas Vandeput |
| NPTEL/ YouTube/ Faculty Video Link: | | |
| 6. | https://youtu.be/SUkejqWLhGY | |
| 7. | https://youtu.be/G041eqAHWZg | |
| 8. | https://youtu.be/LMKgV84EdPI | |
| 9. | https://youtu.be/6ujx68vdae0 | |
| 10. | https://www.youtube.com/watch?v=x5QNuGkLFmo | |

**Mode of Evaluation**

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