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 (Integrated)

Fourth Year

(Effective from the Session: 2025-26)

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

Master of Business Administration (Integrated)

Evaluation Scheme
SEMESTER-VII

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	AMIBA0703	Strategic Management	Mandatory	3	0	0	20	20	40	0	60	0	100	3
2	AMIBA0702	Sustainability, Corporate Governance and CSR	Mandatory	3	0	0	20	20	40	0	60	0	100	3
3	AMIBA0701	Management of Technology, Innovation & Change	Mandatory	2	0	0	20	20	40	0	60	0	100	2
4		Specialization Group -1 Elective 1	Elective	3	0	0	20	20	40	0	60	0	100	3
5		Specialization Group -1 Elective 2	Elective	3	0	0	20	20	40	0	60	0	100	3
6		Specialization Group -2 Elective 1	Elective	3	0	0	20	20	40	0	60	0	100	3
7		Specialization Group -2 Elective 2	Elective	3	0	0	20	20	40	0	60	0	100	3
8	AMIBA0759	Summer Training Project Report	Mandatory	0	0	8	0	0	50	50	0	50	100	4
		TOTAL											**800**	**24**

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

List of Elective Subjects

Sl. No.	Subject Codes	Subject Name	Types of Subjects	Bucket Name	Branch	Semester
1	AMIBAFM0712	Tax Planning & Management	Elective	Finance	MBA (Integrated)	VII
2	AMIBAFM0711	Security Analysis and Portfolio Management	Elective		MBA (Integrated)	VII
3	AMIBAMK0711	Consumer Behaviour	Elective	Marketing	MBA (Integrated)	VII
4	AMIBAMK0712	Social media & Digital Marketing Analytics	Elective		MBA (Integrated)	VII
5	AMIBAHR0712	Talent Management	Elective	HR	MBA (Integrated)	VII
6	AMIBAHR0711	HR Analytics	Elective		MBA (Integrated)	VII
7	AMIBABA0712	Introduction to Data Science	Elective	Business Analytics	MBA (Integrated)	VII
8	AMIBABA0711	Business Intelligence and Data Warehousing	Elective		MBA (Integrated)	VII
9	AMIBASM0711	Supply Chain Management and Demand Forecasting	Elective	Supply Chain Management	MBA (Integrated)	VII
10	AMIBASM0712	Vendor Development and Procurement Management	Elective		MBA (Integrated)	VII

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Master of Business Administration (Integrated)

Evaluation Scheme
SEMESTER-VIII

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	AMIBA0802	Project Management	Mandatory	4	0	0	20	20	40	0	60	0	100	4
2	AMIBA0801	Global Business Leadership	Mandatory	3	0	0	20	20	40	0	60	0	100	3
3		Specialization Group -1 Elective 3	Elective	3	0	0	20	20	40	0	60	0	100	3
4		Specialization Group -1 Elective 4	Elective	3	0	0	20	20	40	0	60	0	100	3
5		Specialization Group -2 Elective 3	Elective	3	0	0	20	20	40	0	60	0	100	3
6		Specialization Group -2 Elective 4	Elective	3	0	0	20	20	40	0	60	0	100	3
		TOTAL											**600**	**19**

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

List of Elective Subjects

Sl. No.	Subject Codes	Subject Name	Types of Subjects	Bucket Name	Branch	Semester
1	AMIBAFM0812	Indian Financial Market and Institutions	Elective	Finance	MBA (Integrated)	VIII
2	AMIBAFM0811	Financial Derivatives and Risk Management	Elective		MBA (Integrated)	VIII
3	AMIBAMK0811	Product & Brand Management	Elective	Marketing	MBA (Integrated)	VIII
4	AMIBAMK0812	Sales and Distribution Management	Elective		MBA (Integrated)	VIII
5	AMIBAHR0811	Industrial Relations & Labor Code	Elective	HR	MBA (Integrated)	VIII
6	AMIBAHR0812	Performance & Compensation Management	Elective		MBA (Integrated)	VIII
7	AMIBABA0812	Predictive Analytics	Elective	Business Analytics	MBA (Integrated)	VIII
8	AMIBABA0811	Machine Learning and Artificial Intelligence	Elective		MBA (Integrated)	VIII
9	AMIBASM0811	E-Commerce & Retail Supply Chain	Elective	Supply Chain Management	MBA (Integrated)	VIII
10	AMIBASM0812	Warehousing, Inventory and Distribution Management	Elective		MBA (Integrated)	VIII

Subject Name: Strategic Management	L-T-P [3-0-0]
Subject Code: AMIBA0703	Applicable in Department: MBA (Integrated)

Pre-requisite of Subject: Understanding of Management concepts, developing business strategies and understanding management principles.

Course Objective: This course provides a comprehensive overview of strategic management, equipping students with the knowledge and skills to analyse organizations, formulate effective strategies, and lead change.

Course Outcomes (CO)	

Course outcome: After completion of this course students will be able to:	Bloom's Knowledge Level(KL)
CO1	Formulate and implement effective business strategies to achieve organizational goals.	K5
CO2	Analyze industry trends and competitive landscapes to make informed strategic decisions.	K4
CO3	Analyze business and corporate strategies using SWOT and other frameworks to recommend strategic directions.	K4
CO4	Evaluate strategic tools and implementation methods to support effective strategy execution.	K5
CO5	Create performance measurement and control systems using tools like the Balanced Scorecard.	K6

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
Unit-1	Introduction to Strategy	Introduction: Fundamentals of business Strategy, Conceptual evolution of Strategy, Scope and Importance of Strategies, Difference between Goals and Objectives of Business	Classroom discussion, videos, Case study	4 Hours	Discuss the impact of Russia Ukraine war on strategy formulation of India regarding defense.	CO1
	Levels of strategy	Strategic intent through Vision and Mission Statements, Core Competencies of Business, levels of strategy	Classroom discussion, videos, Case study	4 Hours	Case Study Discussion	
Unit -2	Company's External Environment	SWOT analysis, PESTEL analysis, EFE Matrix, Industry Analysis - Porter's Five Forces Model of Competition, Entry & Exit Barriers	Classroom discussion, videos, Case study	4 Hours	Case Study Discussion	CO2
	Company's Internal Environment	Meaning, types & sources of competitive advantage, analyzing Company's Resources and Competitive Position, VRIO Framework, core Competence, Benchmarking as a method of comparative analysis	Classroom discussion, videos, Case study	4 Hours	Case Study Discussion	
Unit 3	Strategy Formulation	Situational Analysis using SWOT approach Business Strategies: Competitive Strategy: - Cost Leadership, Differentiation & Focus. Cooperative Strategy: - Collusion & Strategic Alliances	Classroom discussion, videos, Case study	4 Hours	Briefly explain BCG matrix for the purpose of strategy formulation.	CO3
	Strategy Formulation	Corporate Strategies: Directional Strategy: Growth strategies, Stability Strategies & Retrenchment Strategies.	Classroom discussion, videos, Case study	4 Hours	Case Study Discussion	
Unit 4	Strategy Choice and Analysis:	Scenario Analysis Process, Tools & Techniques of strategic Analysis: BCG Matrix, Ans off Grid, GE Nine Cell Planning	Classroom discussion, videos, Case study	4 Hours	Case Study Discussion	CO4

(Table title above the header: Syllabus)

		Grid, McKinsey's 7'S framework.				
	Strategy implementation	Developing Programs, Budget and Procedures, Stages of Corporate Development. Leadership and corporate culture.	Classroom discussion, videos, Case study	**4 Hours**	Case Study Discussion	
Unit 5	Strategy Evaluation & Control	Measuring performance: types of controls, activity-based costing, enterprise risk management, primary measures of corporate performance.	Classroom discussion, videos, Case study	**4 Hours**	Case Study Discussion	**CO5**
	Balance scorecard	Balance scorecard approach to measure key Performance.	Classroom discussion, videos, Case study	**4 Hours**	Case Study Discussion	
Total				**40 Hours**		

Textbooks	
Sr No	**Book Details**
1.	Strategic Management and Business Policy by Azhar Kazmi,
2.	Tata McGraw-Hill Business Policy and Strategic Management by P. Subba Rao
Reference Books	
Sr No	**Book Details**
1.	Strategic Management by Friancs Cherunilam
2	Crafting and Executing Strategy- The Quest for Competitive Advantage by Thompson, Strickland, Gamble & Jain, Tata McGraw-Hill
3	Business Strategy formulation by anthony Ulwick
Links (Only Verified links should be pasted here)	
https://www.youtube.com/playlist?list=PL03A70BC250C931F0 https://www.youtube.com/watch?v=ZmRK9wc3hjI	

Subject Name: Sustainability, Corporate Governance & CSR	**L-T-P [3-0-0]**
Subject Code: AMIBA0702	**Applicable in Department: MBA (Integrated)**
Pre-requisite of Subject: Basics of The Companies Act & Organizational Behaviour	
Course Objective: The objective of this course is to facilitate students' critical thinking abilities so that they can act as a responsible stakeholder in corporate setting.	

Course Outcomes (CO)	

Course outcome: After completion of this course students will be able to:		**Bloom's Knowledge Level(KL)**
CO1	Practice sustainable practices in the organization.	(K4)
CO2	Integrate SDGs and related issues in the organization setting along ensuring with their compliance.	(K3)
CO3	Get various insights into various concepts & cases related to Corporate Governance and analyzing governance policies.	(K2)
CO4	Gain a deeper understanding of corporate governance structure through evaluating pertinent rules and regulations	(K3)
CO5	Develop CSR policies as per the relevant rules and regulations.	(K4)

Syllabus

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
Unit 1: Sustainability	Module 1: A Systematic perspective	Environmental Economics, The circular Economy, The Regulatory Landscape – Institutions and Governance, Gender Inequity and Sustainability	Classroom Discussion, Presentation	4 Hours	Designing a sustainable business plan for a fictional or existing company, focusing on the Triple Bottom Line	CO1
	Module 2: The Business perspective	Business environment, Dynamics of Firm & Business decision making, Ethical issues	Classroom Discussion, Presentation, Case	4 Hours		
Unit 2: Sustainability principles and business	Module 1: The SDGs	SDGs and their description, Business decisions and SDG integration, Equity, diversity & inclusion,	Classroom Discussion, Presentation, Case	4 Hours	Three pillars of sustainability (people, planet, and profit) and their importance for long-term business success: For a selected firm	CO2
	Module 2: Sustainable and Green Finance	Finance & Sustainability, Green Finance: Instruments, Capital mobilization and role of public institutions, Carbon Nutrality	Classroom Discussion, Presentation	4 Hours		
Unit 3: Corporate Governance & Structure	Module 1: meaning of corporate governance	Meaning, Definition, Nature, Issues, need of corporate governance code, Code of Corporate Practices, Best Practices by organization.	Classroom Discussion, Presentation, Case	4 Hours	Preparing a presentation on Corporate Governance structure and its best practices for a given business organization	CO3
	Module 2: worldwide structure of corporate governance	Corporate Governance and the Role of Board (BOD), Corporate Governance System Worldwide, Corporate Disclosure and Investor Protection in India.	Classroom Discussion, Presentation	4 Hours		
Unit 4: Corporate Governance Fundamentals and Framework	Module 1: fundamentals of corporate governance	Corporate Boards and Its Powers, Responsibilities and Disqualifications; Board Committees and their Functions: Remuneration Committee, Nomination Committee, Compliance Committee, Shareholders Grievance Committee, Investors Relation Committee, Investment Committee, Risk Management Committee, and Audit Committee;	Classroom Discussion, Presentation, Case	4 Hours	Writing a note for critical evaluation of corporate governance practices in India	CO4
	Module 2: Framework in	Regulatory Framework of Corporate Governance in India; SEBI Guidelines and Clause 49; Reforms	Classroom Discussion, Presentation	4 Hours		

	India	in The Companies Act, 2013; Challenges in Corporate Governance.				
Unit 5. Corporate Social Responsibility	Module 1: Corporate Social Responsibility	Corporate social responsibility (CSR) and its strategic Constituents , Differentiating CSR from volunteerism and philanthropy, Approaches to CSR	Classroom Discussion, Presentation, Case	4 Hours	Preparing a report on the CSR activities of a selected firm	**CO5**
	Module 2: CSR in Action	CSR implementation, Regulation for CSR, Firms' orientation towards CSR, Reactive and proactive compliance, CSR and Society	Classroom Discussion, Presentation, Case	4 Hours		
Total				**40 Hours**		

Textbooks	
Sr No	**Book Details**
1.	Das S. C. 'Corporate Governance In India: An Evaluation' (2024) 6th Ed, PHI
2.	Brinkmann R. and Bhamoriya V. ' Introduction to Sustainability: An Indian Adaptation' 2nd Ed. Wiley
Reference Books	
Sr No	**Book Details**
1.	Das A. ' Corporate Governance in India' (2020), Routledge
Links (Only Verified links should be pasted here)	

1) https://www.youtube.com/watch?v=gAOFPRKlzFg

2) https://www.youtube.com/watch?v=8v4sZSDz484

Subject Name: Management of Technology, Innovation and Change	**L-T-P [3-0-0]**
Subject Code: AMIBA0701	**Applicable in Department: MBA (Integrated)**

Pre-requisite of Subject: Basic understanding of management principles, strategic planning, and business environment analysis

Course Objective: 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 Outcomes (CO)

Course outcome: After completion of this course students 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)

Syllabus

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
Unit 1	Foundations of Innovation and Creativity	Introduction, Understanding innovation, Levels and types of innovation, Key drivers of innovation, Sources of innovation,	Classroom Discussion, Presentation	**2 Hours**	Case Analysis	**CO1**
	Foundations of Creativity	The relationship between innovation and research and technology development. Understanding creativity as a building block to innovation.	Classroom Discussion, Presentation	**4 Hours**	Case Analysis	
Unit 2	Innovation Management	Innovation Management, Framework for the management of innovation, Public sector services innovation, Diffusion of Innovation Creating Organizational innovative effectiveness	Classroom Discussion, Presentation	**2 Hours**	Practical / live assignment	**CO2**
	Organizational Effectiveness	Diffusion of Innovation Creating Organizational innovative effectiveness	Classroom Discussion, Presentation	**4 Hours**	Practical / live assignment	
Unit 3.	Strategic Management of Technology	Strategic aspects of technology, Critical factors in managing technology innovations,	Classroom Discussion, Presentation	**2 Hours**	Practical / live assignment	**CO3**
		Critical issues/factors in choice of technology and Processes; Indian context, Technology Portfolio	Classroom Discussion, Presentation	**6 Hours**	Practical / live assignment	
Unit 4	Open Innovation	Open Innovation, New technology transfer- Channels, Modes, levels and various concerns involved,	Classroom Discussion, Presentation	**6 Hours**	Practical / live assignment	**CO4**
	Technology Transfer	Absorption, Adaption and adoption of Technology, Technology considerations in Lean environment	Classroom Discussion, Presentation	**2 Hours**	Practical / live assignment	
Unit 5	R&D Strategy, Policy	Strategic Role of R&D, New R& D approaches, Strategic evaluation of technology investments	Classroom Discussion, Presentation	**6 Hours**	Practical / live assignment/ Practical Workshop	**CO5**

		Public policy issues; role, rationale and requisites of a National Technology Policy				
	Intellectual Property	IPR and licensing issues; Role of WTO in new age technology	Classroom Discussion, Presentation	**2 Hours**	Practical / live assignment/ Practical Workshop	
Total				**40 Hours**		

Textbooks	
Sr No	**Book Details**
1.	Paul Trott, Innovation Management and New Product Development
2.	Joe Tidd and John Bessant, Managing Innovation: Integrating Technological, Market and Organizational Change
Reference Books	
Sr No	**Book Details**
1	V. K. Narayanan, Managing Technology and Innovation for Competitive Advantage
2	Dilek Cetindamar, Rob Phaal, David Probert, Technology Management: Activities and Tools
3	
Links (Only Verified links should be pasted here)	
https://youtu.be/K1KxMA3uqiU https://youtu.be/kSqAlIpBR_4 https://youtu.be/15DCeacHq5M	

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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School of Management

Subject Name: Tax Planning and Management	L-T-P [3-0-0]
Subject Code: AMIBAFM0712	**Applicable in Department: MBA (Integrated)**

Pre-requisite of Subject: Understanding Tax Laws & Financial Assessment

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 Outcomes (CO)		
Course outcome: After completion of this course students 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)

Syllabus						
Unit No	**Module Name**	**Topic covered**	**Pedagogy**	**Lecture Required (L+P)**	**Practical/ Assignment/ Lab Nos**	**CO Mapping**
Unit 1	Basics of Tax Planning and Management	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	Lecture + Discussion+ Practical Examples	**2 Hours**	Case Analysis	**CO1**
	Residential Status	Determining residential status, Scope of income based on status and Incidence of Tax	Lecture + Discussion+ Practical Examples	**4 Hours**	Case Analysis	
Unit 2	Basics of Tax Planning and Management	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	Lecture + Discussion+ Practical Examples	**2 Hours**	Practical / live assignment	**CO2**
	Residential Status	Determining residential status, Scope of income based on status and Incidence of Tax	Lecture + Discussion+ Practical Examples	**4 Hours**	Practical / live assignment	
Unit 3.	Exemptions and Deductions	Common Exemptions under Section 10, Income Tax Deductions (Sections 80C to 80U)	Lecture + Problem Solving	**2 Hours**	Practical / live assignment	**CO3**
	Tax Administration	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.	Lecture + Problem Solving	**6 Hours**	Practical / live assignment	
Unit 4	Basic Provisions of GST:	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	Case Study + Calculation	**6 Hours**	Practical / live assignment	**CO4**

	Types of GST	Types of GSTCGST-IGST-SGST- UTGST Schedules-Rate of GST- Kerala GST Provisions	Case Study + Calculation	**2 Hours**	Practical / live assignment	
Unit 5	Main Provisions of GST	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	Case Study + Calculation	**6 Hours**	Practical / live assignment/ Practical Workshop	**CO5**
	GST Exemption limit	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	Case Study + Calculation	**2 Hours**	Practical / live assignment/ Practical Workshop	
Total				**40 Hours**		

Textbooks	
Sr No	**Book Details**
1.	Singhania, V. K.: Direct Taxes- Law and Practice, Taxman Pub. (P) Ltd. Delhi
2.	Srinivas, E. A.: Corporate Tax Planning, TMH
Reference Books	
Sr No	**Book Details**

1	Prasad, Bhagwati: Income Tax Law and Practice
2	Palkiwala, N. A, Palkiwala B. A.: Law & Practice of Income Tax, N. M. Tripathi, Mumbai
3	Shah, D. A.: A Treatise on Tax Planning, N. M. Tripathi, Mumbai
Links (Only Verified links should be pasted here)	

https://youtu.be/C0BfcAo2Ubc
https://youtu.be/S5uI8qiIuf8
https://youtu.be/6AARUTDBbsU
https://youtu.be/ZS4dThqfRbs
https://youtu.be/EvOThSjVYJs

Subject Name: Security Analysis & Portfolio Management	L-T-P [3-0-0]
Subject Code: AMIBAFM0711	**Applicable in Department: MBA (Integrated)**

Pre-requisite of Subject: Basic Financial Knowledge, Mathematics & Quantitative Skills

Course Objective: The course aims to equip students with the knowledge of securities valuation, risk assessment, and portfolio optimization to make informed investment decisions. It also focuses on developing analytical skills for market trends, asset allocation, and financial modelling to enhance portfolio performance.

Course Outcomes (CO)	
Course outcome: After completion of this course students will be able to:	**Bloom's Knowledge Level(KL)**
CO1	Understand foundational knowledge of investment for informed financial decision-making	K2
CO2	Evaluate investment risks and returns to optimize financial decision-making	K3
CO3	Assess securities' value and risks using analytical tools	K4
CO4	Optimize portfolio diversification and asset allocation	K4
CO5	Measure portfolio performance using financial metrics and benchmarks	K5

			Syllabus			
Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
Unit-1	Basics Of Investments	Concepts of investments, Investment Vs Speculation, Gambling and Arbitrage: Forms of investment-investment in physical and financial assets; investment alternatives, investment objectives, constraints	PPT, Discussion, Video lectures, case study	3 Hours	Understanding Investment Basics: Risk, Return, and Asset Classes	CO1
	Investment Process	Investment process: direct and indirect investment. Macroeconomic Influences on Investment & India's Investment Landscape		3 Hours		
Unit-2	Risk	Understanding risk types—systematic and unsystematic—along with sources and investor risk aversion. Measuring risk using standard deviation, coefficient of variation, and beta.	PPT, Discussion, Video lectures, case study	4 Hours	Analysing Risk and Return in Investment Decisions: The Role of Systematic and Unsystematic Risk	CO2
	Return	Concept of return; Absolute vs. relative return, factors influencing expected return, assessing return through relative return, expected value, and multi-period calculations, multi-period calculations: Compounding and time-value assessment		4 Hours		
Unit-3	Investment Analysis Framework: Fundamental Analysis	Fundamental Analysis: Overview of Fundamental Analysis, definition & significance, Economic analysis, Industry analysis, Company analysis, E-I-C approach. Variables used in E-I-C analysis.	PPT, Discussion, Video lectures, case study	4 Hours	Comparative Analysis of Fundamental and Technical Approaches in	CO3

	Technical Analysis	Technical Analysis: Basic tenets and Premises of Technical Analysis; Dow theory and Elliott wave theory, Technical Analysis Vs Fundamental Analysis. Efficient Market Hypothesis; Concept and Forms of Market Efficiency		6 Hours	Investment Decision-Making	
Unit-4	Portfolio Analysis	Portfolio Selection, Portfolio Models – Markowitz Model, Diversification, Efficient Frontier and Selection of Optimal Portfolio. Markowitz Portfolio Risk and Return. Sharpe Single Index Model	PPT, Discussion, Video lectures, case study PPT, Discussion, Video lectures, case study	6 Hours	Analysing Portfolio Selection Strategies: A Comparative Study of Markowitz Model and Sharpe Single Index Model	CO4
	Asset Pricing and Market Theories	Capital Asset Pricing Model (CAPM), Capital Market Line (CML), and Security Market Line (SML), Understanding Beta as a risk measure in CAPM and the fundamentals of Arbitrage Pricing Theory (APT), including arbitrage portfolio construction.		4 Hours	Exploring Asset Pricing Models: A Comparative Study of CAPM and Arbitrage Pricing Theory	
Unit-5	Performance Evaluation	Sharpe's Performance Index, Treynor's Performance Index	PPT, Discussion, Video lectures, case study	4 Hours	Comparative Evaluation of Predictive Ability in Portfolio Performance: A Study on Sharpe, Treynor, and Jensen's Index	CO5
	Predictive Ability	Jensen's Measure to identify the predictive ability		2 Hours		
Total				**40 Hours**		

Textbooks

Sr No	Book Details
1.	**Pandian, P.** (2012). *Security analysis and portfolio management* (2nd ed.). Vikas Publishing House.
2.	**Bhat, S.** (2009). *Security analysis and portfolio management*. Excel Books India.
Reference Books	
Sr No	Book Details
1	**Singh, S., & Yadav, S. S.** (2021). *Security analysis and portfolio management: A primer*. Springer Singapore.

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY GREATER NOIDA

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School of Management

Subject Name: Consumer Behaviour	**L-T-P [3-0-0]**
Subject Code: AMIBAMK0711	**Applicable in Department: MBA (Integrated)**

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 Outcomes (CO)	
Course outcome: After completion of this course students 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)

		Syllabus				
Unit No	**Module Name**	**Topic covered**	**Pedagogy**	**Lecture Required (L+P)**	**Practical/ Assignment/ Lab Nos**	**CO Mapping**
Unit 1. Introduction to consumer behavior	Introduction to consumer behavior	Introduction to Consumer Behavior; Applications of consumer behavior knowledge in marketing. Consumers and Customer, Consumer Behavior in the Contemporary Environment. The Consumer Research Process.	PPTs, Videos, Case Study, Discussions	4 Hours	Case Based Assignment	CO1
	Segmentation, Targeting and Positioning	Market Segmentation and Strategic Targeting and Positioning, Consumer Motivation.	PPTs, Videos, Case Study, Discussions	4 Hours	Case Based Assignment	
Unit 2. Consumer perception and Factors affecting consumer behavior	Consumers as an individual and in social context.	Consumers as individuals and in the social context: Consumer Perception, Consumer Attitude Formation & Change, Behavioral learning theories and cognitive learning theories to consumer behavior.	PPTs, Videos, Case Study, Discussions	4 Hours	Application based assignment	CO2
	Factors affecting consumer behavior	Reference Groups, Family, Gender & Age Influences, Social Class & Consumer Behavior, and Cultural Influences on Consumer Behavior.	PPTs, Videos, Case Study, Discussions	4 Hours	Application based assignment	
Unit 3. Models and Views of the consumer	Models of consumer behavior	Models of Consumer buying behavior; Nicosia Model, Howard - Sheth Model, Black Box Model.	PPTs, Videos, Case Study, Discussions	4 Hours	Case Based Assignment	CO3
	Views of the consumer	Four views of the consumer: economic man, Passive Man, Cognitive Man, Emotional Man.	PPTs, Videos, Case Study, Discussions	4 Hours	Case Based Assignment	
Unit 4. Consumer	Consumer buying process	Introduction, Problem Recognition, Information Search, Evaluation of Alternatives, Post-Purchase Behaviour.	PPTs, Videos, Case Study, Discussions	4 Hours	Application based assignment.	CO4

Buying and Adoption Process	Diffusion of Innovation	Attribution theory and Diffusion of Innovation. Diffusion process. The adoption process.	PPTs, Videos, Case Study, Discussions	4 Hours	Application based assignment.	
Unit 5. The Global Buying behavior	The Global Consumer Behaviour	The Global Consumer Behaviour and Online buying behaviour - Consumer buying habits, factor affecting and perceptions of emerging non-store choices.	PPTs, Videos, Case Study, Discussions	4 Hours	Case Based Assignment	CO5
	Organizational Buying	Nature of Organizational Buying, Influences on Organizational Buying Behaviour, Organizational Buying Decision.	PPTs, Videos, Case Study, Discussions	4 Hours	Case Based Assignment	
Total				**40 Hours**		

Textbooks	
Sr No	**Book Details**
1.	Yoesoep Edhie Rachmad (2024), The Evolution of Consumer Behavior: Theories of Engagement, Influence, and Digital Interaction: PT. Sonpedia Publishing Indonesia
2.	Zubin.S and Blythe Jim (2024), Consumer Behaviour: SAGE Publishing India.
3.	Schiffman, Leon G. (2018), Consumer behaviour. Upper Saddle River, N.J. : Pearson Education/Prentice Hall
Reference Books	
Sr No	**Book Details**
1	Solomon, Michael R. (2020), Consumer behaviour: buying, having, and being: Pearson
2	Wided Batat (2019), Experiential Marketing: Consumer Behaviour, Customer Experience and The 7Es: Routledge
3	Keikhosrokiani, Pantea (2022), Handbook of Research on Consumer Behaviour Change and Data Analytics in the Socio-Digital Era: IGI Global
Links (Only Verified links should be pasted here)	
1) **NPTEL :: Management - NOC: Consumer Behaviour**	

Subject Name:	**Social Media and Digital Marketing Analytics**	**L-T-P [3-0-0]**

Subject Code: AMIBAMK0712	**Applicable in Department: MBA (Integrated)**

Pre-requisite of Subject: Basic understanding of marketing management and Social Media platforms

Course Objective: Students will focus on understanding the digital marketing landscape and how firms can build value-enhancing strategies that leverage digital and social media channels to acquire and engage customers. Using digital analytic dashboards and software, students will learn to analyse marketing/customer data to make meaningful decisions.

Course Outcomes (CO)	

Course outcome: After completion of this course, students will be able to:		**Bloom's Knowledge Level(KL)**
CO 1	Understand of digital and social media marketing practices.	(K2)
CO2	Apply knowledge of social media platforms for marketing	(K3)
CO3	Acquire the skills for customer acquisition and online engagement.	(K3)
CO4	Develop an understanding of building organisational competency through digital marketing practices and cost considerations.	(K6)
CO5	Analyse digital marketing efforts to gain valuable insights into campaign performance and strengthen marketing plans.	(K4)

		Syllabus				
Unit No	**Module Name**	**Topic covered**	**Pedagogy**	**Lecture Require d (L+P)**	**Practical/ Assignmen t/ Lab Nos**	**CO Mapping**
Unit 1	Digital marketing	Introduction to Digital Marketing: The new digital world - trends driving shifts from traditional marketing practices to digital marketing practices, the modern consumer and new consumer's digital journey.	PPT, Discussion, Activity	4 Hours	Design an Online Marketing Mix for a product/ service.	CO1
	Digital marketing strategies	Marketing strategies for the digital world - latest practices. Marketing Mix (7Ps) in an online context, Integrated Internet Marketing communication.	PPT, Discussion, Activity	4 Hours		
Unit 2	Social Media Marketing	Social Media Marketing: Meaning, Purpose, types of social media websites.Introduction to Blogging: Create a blog post for your project. Include a headline, imagery, links and post, Content Planning and writing.	PPT, Discussion, Activity, Student Presentations	4 Hours	Create a blog post on a free blogging platform (Medium, WordPress, Blogger)	CO2
	Social media platforms	Introduction to Facebook, Twitter, Google +, LinkedIn, YouTube, Instagram, and Pinterest, as well as their channel advertising and campaigns	PPT, Discussion, Activity, Student Presentations	4 Hours		
Unit 3	Acquiring & Engaging Users through Digital Channels	Acquiring & Engaging Users through Digital Channels: search engine marketing, mobile marketing, video marketing, email marketing, affiliate marketing, influencer marketing, viral marketing, content marketing and social media marketing,	PPT, Discussion, Case study	4 Hours	Analyze the Gamification strategies used by marketers and their impact on their business.	CO3
	SEO	Overview of SEO, and Marketing gamification.	PPT, Discussion, Case study	4 Hours		
Unit 4	Designing Organization for Digital	Digital transformation, digital leadership principles, online P.R. and reputation management.	PPT, Discussion, Video	4 Hours	Case study	CO4

Unit	Topic	Content	Method	Hours	Practical	CO
	Success					
	Digital strategies	ROI of digital strategies, how digital marketing is adding value to the business, and evaluating the cost- effectiveness of digital strategies.	PPT, Discussion, Video	4 Hours		
Unit 5	Digital marketing analytics	Web Analytics, Google Analytics, Social Media Analytics, GoogleAds details-Conversion tracking, Conversion Rate Optimization,Emerging technologies- Metaverse, IOT, AR/VR, Future of Analytics,	PPT, Discussion, Video	4 Hours	Practical overview of Google Analytics and other analytical tools	CO5
	Emerging technologies	Emerging technologies- Metaverse, IOT, AR/VR, Future of Analytics,	PPT, Discussion, Video	4 Hours		
Total				**40 Hours**		

Textbooks	
Sr No	**Book Details**
1.	Mouthy Maiti (2017): Internet Marketing, Oxford University Press India, First Edition
2	Vandana, Ahuja (2017); Digital Marketing, Oxford University Press India, First Edition
Reference Books	
Sr No	**Book Details**
1	Tracy L. Tuten & Michael R. Solomon(2017): Social Media Marketing, Sage Publication, Second Edition
2	Simon Kingsnorth (2022); Digital Marketing Strategy;Kogan Page, First Edition
Links	

https://youtu.be/ADgiTLjtAOo?si=y2UzRwaZ1MTlmjgW
https://youtu.be/0Z5h7YgqpBI?si=ITK76NjollElBFk0
https://youtu.be/B4cqr2eX3Bc?si=Pce1ziei-WwW34mT

Subject Name: Talent Management	**L–T–P [3-0-0]**

Subject Code: AMIBAHR0712	**Applicable in Department: MBA (Integrated)**

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 Outcomes (CO)	

Course outcome: After completion of this course students 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)

			Syllabus			
Unit No	**Module Name**	**Topic covered**	**Pedagogy**	**Lecture Required (L+P)**	**Practical/ Assignment/ Lab Nos**	**CO Mapping**
Unit 1 Introduction to Talent Management	Module-1 Overview of Talent Management	Definition, Meaning of Talent Management, Objectives &Role of Talent Management in building sustainable competitive advantage to a firm, Key Processes of Talent Management.	Discussions, videos, case studies	4 Hours	Present case studies of organizations known for their effective talent management practices	CO1
	Module-2 Talent Management vs. Knowledge	Consequences of Failure in Managing Talent, Benefits of Talent Management Responsibilities of Talent Management Manager & Professionals	Discussions, videos, case studies	4 Hours	Present case studies of organizations known for their effective talent management practices**.**	
Unit 2 Talent Management Planning	Module-1 Talent Management Process	Understanding the Needs and Mind set of Employee, Steps in Talent Management Process	Discussions, videos, case studies	4 Hours	Present case studies of organizations known for their effective talent management practices	CO2
	Module-Talent Management, Modelling Excellence	Knowledge, Values, Beliefs and Skill Implications for Talent Management, Modelling Excellence .	Discussions, videos, case studies	4 Hours	Best practice analysis	
Unit 3 Talent	HR Planning for Talent Management	Defining Talent Acquisition, develop high potential employee - High performance workforce, Importance of Talent Development Process, Steps in Developing Talent	Discussions, videos, case studies	4 Hours	Analyze best practices in talent management and their applicability to	CO3

Acquisition					different industries and organizational contexts**.**	
	Module2 Talent Acquisition	Succession Planning, Difference between Talent Acquisition and Recruitment, Current Trends in Talent Acquisition.	Discussions, videos, case studies	4 Hours	Analyze best practices in talent management and their applicability to different industries and organizational contexts.	CO3
Unit 4 Talent Retention	Module 1- Employee Retention	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	Discussions, videos, case studies	4 Hours	Highlight company's top 5 turnover reasons with action plan to top management.	CO4
	Module2- Strategic Employee Engagement	Career Planning & Development, Employee Engagement, Best Practices in Employee Retention.	Discussions, videos, case studies	4 Hours	Analyze best practices in Employee Retention.	
Unit 5 Opportunities and Challenges in Talent Management	Module 1- Talent Management Challenges	Talent Management Challenges, Strategies to Overcome the Challenges, Opportunities in Talent Management,	Discussions, videos, case studies	4 Hours	Analyze Talent Management Challenges	CO5
	Module 2-, Talent Management in the Digital Era,	Talent Management in the Digital Era, Current trends in Talent Management.	Discussions, videos, case studies	4 Hours	Analyzing employee data to predict turnover and enhance performance.	
Total				**40 Hours**		

Textbooks	
Sr No	**Book Details**
1.	A Framework for Human Resource Management, Dessler Gary, Pearson, Edition: 7th
2.	Fundamentals of Human Resource Management, Varkkey Biju, Dessler Gary, Pearson, Edition: 14th
Reference Books	
Sr No	**Book Details**
1.	Talent Management Hand Book, Lance A Berger, Dorothy R Berger, McGraw-Hill, Edition: 13th
2.	Talent management in India: Challenges and opportunities, Hasan, & Singh, Atlantic Publication.
Links (Only Verified links should be pasted here)	

2) **https://theintactone.com/2019/06/24/tm-u1-topic-2-role-of-talent-management-in-building-sustainable-competitive-advantage-to-a-firm/**

3) **https://www.tmi.org/blogs/8-steps-of-the-talent-management-process**

4) **https://www.upwork.com/resources/talent-management-vs-knowledge-management**

5) **https://hrmhandbook.com/hrp/workforce-planning/model/**

6) **https://www.kornferry.com/insights/featured-topics/talent-recruitment/talent-acquisition-trends-2025**

7) **https://www.learndesk.us/class/5805583506604032/lesson/8ac8aa3da741e1d28f75806cdffac8d5**

8) **https://www.instride.com/insights/challenges-of-talent-management/**

Subject Name: HR Analytics	**L-T-P [3-0-0]**
Subject Code: AMIBAHR0711	**Applicable in Department: MBA (Integrated)**

Pre-requisite of Subject: Understanding of human resource management.

Course Objective: To provide an overview of the evolution of HRM, concepts, and the scope of HR Analytics linked with business outcomes. To elucidate the methods of capturing, examining & purifying data and to introduce the aspect of HR Metrics in the context of HR Analytics. To provide an overview of various tools and software technologies used for conducting Descriptive HR Analytics and Visualization of HR Data. To impart knowledge of the conduction of HR Analytics for key HR Processes using MS Excel. To provide a futuristic perspective of Predictive and Prescriptive HR Analytics.

Course Outcomes (CO)	

Course outcome: After completion of this course, students will be able to:	**Bloom's Knowledge Level(KL)**
CO1	Understand the concepts & fundamentals of HR analytics, value chain & organizational system.	(K2)
CO2	Apply benchmarks/metrics to conduct research and statistical analyses related to Human Resource Management.	(K3)
CO3	Apply appropriate software to record, maintain, retrieve, and analyse human resources information.	(K3)
CO4	Use MS Excel for conducting HR Analytics for key HR Processes	(K4)

CO5	Apply quantitative and qualitative analysis to understand trends and indicators in human resource data; understand and apply various statistical analysis methods.					(K3)

Syllabus						
Unit No	**Module Name**	**Topic covered**	**Pedagogy**	**Lecture Required (L+P)**	**Practical/ Assignment/ Lab Nos**	**CO Mapping**
Unit 1	Introduction to HR Analytics	Introduction to HR Analytics, Defining HR Analytics, Role & Capability of Analytics, Evolution of HR Analytics, Human Capital Analytics Continuum, Big Data Era in HR Analytics, HR Analytics – Linkage to Business Outcomes.	Video, Classroom discussion, PPT, Case	5 Hours	Application based-assignment	**CO1**
	HR Value Chain	Analytic Value Chain, Valuing HR Analytics in the Organizational System, Connecting HR Analytics to business benefit	Video, Classroom discussion, PPT, Case	3 Hours	Application based-assignment	
Unit 2	Metrics and Scorecards	HR Metrics, HR Benchmarking, HR Scorecards & Workforce Scorecards	Video, Classroom discussion, PPT, Case	3 Hours	Application based-assignment	**CO2**
	HRA Frameworks and Models	Models of HR Analytics, HR Maturity Framework: From level 1 to level 5, LAMP framework, HCM:21 Framework and Talent Ship Framework	Video, Classroom discussion, PPT, Case	4 Hours	Application based-assignment	
Unit 3	Conducting HR/Workforce Analytics	Understanding HR Data: Importance of Data, Types and Scales of Data; Methods of Capturing Data	Video, Classroom discussion, PPT, Case, MS Excel	3 Hours	Application based-assignment	**CO3**
	HR Analytics Tools	Overview of Tools for Conducting HR Analytics: MS Excel, R, Tableau, Power BI, Python, SPSS & PSPP.	Tools Interface for overview, Videos	4 Hours	Application based-assignment	

Unit	Topic	Content	Methods	Hours	Assessment	CO
Unit 4	Analytics for Key HR Processes Using MS Excel – I	HR Analytics for Recruitment & Selection, Training & Development, Performance Appraisal, Talent Management.	Video, Classroom discussion, PPT, Case, MS Excel	5 Hours	Application based-assignment	**CO4**
	Analytics for Key HR Processes Using MS Excel – II	Employee Engagement, Compensation Management and Expatriate Management, Diversity Analysis	Video, Classroom discussion, PPT, Case, MS Excel	5 Hours	Application based-assignment	
Unit 5	Predictive & Prescriptive HR Analytics	Correlation, Linear and Multiple Regression, Factor Analysis and Cluster Analysis, Comparison of Means and Analysis of Variance for Manpower Demographics, Employee Satisfaction, Training Effectiveness etc. Prescriptive HR Analytics, Future of HR Analytics.	Video, Classroom discussion, PPT, Case, MS Excel	7 Hours	Application based-assignment	**CO5**
Total				**40 Hours**		

Textbooks	
Sr No	**Book Details**
1.	Rama Shankar Yadav & Sunil Maheshwari, HR Analytics, Wiley, 2021.
2.	Pratyush Banerjee, Jatin Pandey & Manish Gupta, HR Analytics: Practical Applications of HR Analytics, Sage, 2019.
3.	Dipak Kumar Bhattacharya, HR Analytics, Sage, 2017.
Reference Books	

Sr No	Book Details
1.	Ramesh Soundrarajan & Kuldeep Singh, Winning on HR Analytics, Sage, 2017.
2.	Bharti Motwani, HR Analytics: Practical Approach Using Python, Wiley, 2021.
	Links (Only Verified links should be pasted here)
	https://www.youtube.com/watch?v=JrdlsI9HbDU&list=PLLy_2iUCG87AduGv6iYaTwfN8QtNLL6hw&index=2 https://www.youtube.com/watch?v=IxbLLU9AEBw&list=PLLy_2iUCG87AduGv6iYaTwfN8QtNLL6hw&index=9 https://www.youtube.com/watch?v=79cGC3hrcEI&list=PLLy_2iUCG87AduGv6iYaTwfN8QtNLL6hw&index=17 https://www.youtube.com/watch?v=xLUxEMxDlVg&list=PLLy_2iUCG87AduGv6iYaTwfN8QtNLL6hw&index=24

Subject Name: Introduction to Data Science	**L-T-P [3-0-0]**

Subject Code: AMIBBA0712	**Applicable in Department: MBA (Integrated)**

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

Course Objective: 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 Outcomes (CO)	
Course outcome: After completion of this course, students will be able to:	**Bloom's Knowledge Level(KL)**
CO 1 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.	(K3)
CO4 Analyse and evaluate data using exploratory data analysis.	(K5)
CO5 Understand and apply the data visualisation techniques.	(K3)

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
Unit 1: Overview of Data Science	Introduction to Data Science	Introduction to Data Science, Skill sets needed, types of Data Analysis and technologies, Need for Data Science, Evolution and Future of Data Science	Classroom discussion, videos, Case study, Hands-on practice	4 Hours	Make an assignment on any organisation. Identify the business problem and explain the role of data science in solving it. You must present the stages of the whole scenario.	CO1
	Related concepts	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		4 Hours		
Unit 2: Data Handling	Types of data	Meaning and process of job analysis, Methods of job analysis, Job description and specification, Job design approaches and techniques	Classroom discussion, videos, Case study, Hands-on practice	4 Hours	Explain the various forms of data. Collect and explain the various forms of data.	CO2
	Data Classification	Data Classification, Data Manipulation in different formats		4 Hours		
Unit 3: Data Mining	Data Pre-processing	Meaning, need and forms of Data Pre-processing, understanding and extracting valuable variables, KDD Process	Classroom discussion, videos, Case study, MS	4 Hours	Clean and explain the shared dataset	CO3

Syllabus

		Data Cleaning - handling missing data, outliers, Data Integration and Transformation, Data Reduction	Excel	4 Hours		
	Data Cleaning					
Unit 4: Exploratory Data Analysis	Exploratory Data Analysis	Principal Component Analysis (PCA), Factor Analysis (FA) and Linear Discriminant Analysis (LDA),	Classroom discussion, videos, Case study, MS Excel, SPSS	4 Hours	Analyse the shared data.	CO4
	Univariate and multivariate data analysis	Univariate and Multivariate Exploratory Data Analysis.		4 Hours		
Unit 5: Data Visualisation	Introduction to Data Visualisation	Need for data visualisation, Visualization packages	Classroom discussion, videos, Case study, MS Excel, SPSS	4 Hours	Analysis of the shared dataset.	CO5
	Basic Data Visualization Types	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		4 Hours		
Total				**40 Hours**		

Textbooks	
Sr No	**Book Details**
1.	Fan, J., Li, R., Zhang, C. H., & Zou, H. (2020). Statistical foundations of data science. CRC press.
2	Van Der Aalst, W. (2016). Process mining: data science in action (Vol. 2). Heidelberg: Springer.
Reference Books	
Sr No	**Book Details**
1	Igual, L., Seguí, S., Igual, L., & Seguí, S. (2017). Introduction to data science (pp. 1-4). Springer International Publishing.
2	Cielen, D., & Meysman, A. (2016). Introducing data science: big data, machine learning, and more, using Python tools. Simon and Schuster.
3	Kotu, V., & Deshpande, B. (2018). Data science: concepts and practice. Morgan Kaufmann.

Links (Only Verified links should be pasted here)
https://youtu.be/FsSrzmRawUg?si=KFGcqftmQd_YiGxh
https://youtu.be/t9SmtuYjIhg?si=Y5xSmrOzdlVqanOO

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
GREATER NOIDA-201306

(An Autonomous Institute)

School of Management

Subject Name: **Business Intelligence and Data Warehousing**	**L-T-P [3-0-0]**
Subject Code: AMIBBA0711	**Applicable in Department: MBA (Integrated)**
Pre-requisite of Subject: Understanding of information technology and its application in business management	
Course Objective: The objective of this course is to help students understand the fundamentals of data warehousing and business Intelligence, enabling them to create dimensional models.	

Course Outcomes (CO)	
Course outcome: After completion of this course, students will be able to:	**Bloom's Knowledge Level(KL)**
CO 1 — Understand the basic concepts of Business Intelligence and Data Warehousing.	(K2)
CO2 — Analyzing the various forms of digital data.	(K4)
CO3 — Apply the OLTP and OLAP-related concepts.	(K3)
CO4 — Apply the data integration approaches in decision-making.	(K3)
CO5 — Designing the multi-dimensional model using Excel.	(K6)

		Syllabus				
Unit No	**Module Name**	**Topic covered**	**Pedagogy**	**Lecture Required (L+P)**	**Practical/ Assignment/ Lab Nos**	**CO Mapping**
Unit 1: Introduction to BI and Data Warehousing	Introduction and Evolution of Business Intelligence (BI)	Definition of Business Intelligence (BI), Evolution of BI, Drivers for BI and DW, BI component Framework and Architectures	Discussion, videos, Case study	4 Hours	You are a Senior Analyst in the IT department of a Company manufacturing automobile parts. The marketing VP is complaining about the poor response by IT in providing strategic information. Draft a proposal to him explaining the reasons for the problems and why a data warehouse would be the only viable solution.	CO1
	Concepts of Data Warehouse	Data Warehousing (DW) and Corporate Performance Management (CPM), Need for Warehouse, Role of DSS, EIS, MIS and dashboards		4 Hours		
Unit 2: Digital Data	Structured and Unstructured Data	Structured data, Unstructured Data, Managing and storing unstructured data, Storage Challenges of Unstructured Data, Extraction of information from unstructured data, UIM Architecture for unstructured data.	Discussion, videos, Case study, MS Excel	4 Hours	You are the data analyst on the project team building a data warehouse for an insurance company. List the possible data sources from which you will bring the data into your data warehouse. State your assumptions.	CO2
	Semi-structured data	Sources of Semi-Structured Data. Managing, Storing and extracting information from semi-structured data, XML as a solution for Semi-structured data.		4 Hours		

Unit 3: OLAP and OLTP	OLTP	OLTP Advantages, challenges, and Shortcomings of OLTP	Classroom Discussion, videos, Case study	4 Hours	Your company is in the business of renting DVDs and video tapes. The company has recently entered into e-business and the senior management wants to make the existing data warehouse Web-enabled. List and describe any three of the major tasks required for satisfying the management's directive.	CO3
	OLAP and OLTP models	OLAP, Dimensions of Data -One Dimensional, Two Dimensional and Three-Dimensional Data, Beyond Third Dimension, MOLAP, ROLAP, HOLAP,OLAP versus OLTP, Data Models for OLAP and OLTP, OLAP Operations on multi-dimensional data: Slicing, Dicing, Roll Up, Drill Down, Drill Across,		4 Hours		
Unit 4: Data Interation	Approaches to Data Warehousing	Data Mart, ODS, Kimball's approach versus Inmon's approach to Data warehousing, Goals of Data Warehouse, Data Sources for Data Warehouse, ETL, Data mapping, data staging,	Classroom Discussion, videos, Case study	4 Hours	Your project team has decided to use the system logs for capturing the updates from the source operational systems. You have to extract data for the incremental loads from four operational systems all running on relational databases. These are four types of sales applications. You need data to update the sales data in the data warehouse. Make assumptions and describe the data extraction process.	CO4
	Approaches to Data Integration	Approaches to Data integration, needs and advantages, Data Integration Technologies, Data Quality, maintaining data quality, Data Profiling.		4 Hours		

Unit 5: Multi- Dimens ional Data Modelling	Data Modelling Basics	Entity, Attribute, Cardinality, Conceptual data model, Logical data model, Physical model	Classroom Discussion, videos, Case study	4 Hours	In a STAR schema to track the shipments for a distribution company, the following dimension tables are found: (1) time, (2) customer ship-to, (3) ship-from, (4) product, (5) type of deal, and (6) mode of shipment. Review these dimensions and list the possible attributes for each of the dimension tables. Also, designate a primary key for each table.	CO5
	Data Modelling	Normalisation modelling, Dimensional Modelling, Fact Table, Dimension Table, Hierarchies and Types, Star and Snowflake Schema,MS Excel 2010 Based Activity, Performance Management & Enterprise Reporting – Measures, Metrics, KPIs		4 Hours		
Total				**40 Hours**		

Textbooks	
Sr No	**Book Details**
1.	Collier, K. (2012). Agile analytics: A value-driven approach to business intelligence and data warehousing. Addison-Wesley.
2	Olszak, C. M. (2020). Business intelligence and big data: Drivers of organizational success. CRC press.
Reference Books	
Sr No	**Book Details**
1	Sabherwal, R., & Becerra-Fernandez, I. (2013). Business intelligence: Practices, technologies, and management. John Wiley & Sons.
2	Dietrich, B. L., Plachy, E. C., & Norton, M. F. (2014). Analytics across the enterprise: How IBM realizes business value from big data and analytics. IBM Press.
Links (Only Verified links should be pasted here)	

Subject Name: Supply Chain Management and Demand Forecasting	**L-T-P[3-0-0]**

Subject Code: AMIBASM0711	**Applicable in Department: MBA (Integrated)**

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

Course Objective: 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.

CourseOutcomes(CO)

Course outcome: After completion of this course students 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)

Syllabus						
Unit No	**Module Name**	**Topic covered**	**Pedagogy**	**Lecture Required (L+P)**	**Practical/ Assignment/ Lab Nos**	**CO Mapping**
Unit 1	Introduction to Supply chain.	Introduction to supply chain, elements, operations, characteristics of efficient supply chains.	PowerPoint presentation, Case studies	4 Hours	Application-based assignment.	CO1
	Challenges and Planning in Logistics	Challenges in supply chain, Planning decision in inbound and outbound logistics	PowerPoint presentation, Case studies	4 Hours		
Unit 2	Demand Management	Components of Demand Management, Formulating Demand Strategies, Demand Planning. Developing the Demand Forecast.	PowerPoint presentation, Case studies	4 Hours	Application-based assignment.	CO2
	Forecasting In Supply Plans	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.	PowerPoint presentation, Case studies	4 Hours		
Unit 3	Supply network optimization	Supply network optimization : objective, decisions, constraints, Efficient Customer Response (ECR) in Supply Chain.	PowerPoint presentation, Case studies	4 Hours	Application-based assignment.	CO3
	Collaboration & Replenishmen	Collaborative Planning, Forecasting and Replenishment, Overview of JIT and Quick Response.	PowerPoint presentation, Case studies	4 Hours		
Unit 4	Capacity Planning and Sourcing	Demand forecasting Capacity planning, Sourcing decisions,	PowerPoint presentation, Case studies	4 Hours	Application-based assignment.	CO4
	Make or Buy Analysis	Make or buy decisions: Introduction, meaning, elements to consider during the make or buy analysis in supply chain	PowerPoint presentation, Case studies	4 Hours		

		management, importance, process, challenges				
Unit 5	Supply chain performance	Supply chain performance metrics, SCOR, strategic fit between product and supply chain, quick response	PowerPoint presentation, Case studies	4 Hours	Application-based assignment. .	CO5
	Pull and Push strategy	Centralized supply chain, push and pull strategy in supply chain	PowerPoint presentation, Case studies	4 Hours		
Total				**40 Hours**		

Textbooks	
Sr No	**Book Details**
1.	Designing & Managing the Supply Chain|4th Edition by David Simchi-Levi, Philip Kaminsky, Ravi Shankar
2.	"Essentials of Supply Chain Management"- 4th Edition by Michael Hugos
Reference Books	
Sr No	**Book Details**
1	"Supply Chain Management: Strategy, Planning and Operation"- 6th Edition by Sunil Chopra and Peter Meindl
2	"Inventory Optimization: Models and Simulations" by Nicolas Vandeput

Links (Only Verified links should be pasted here)

https://youtu.be/gKG50ePysQQ?si=HE3odIzBLCRDwWJ9
https://youtu.be/Ffmje-n8VMk?si=c6oabFOAR7JaekwI
https://youtu.be/cF41pQgDbtw?si=vuCQUqurCeO3qgml

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
GREATER NOIDA-201306

(An Autonomous Institute)

School of Management

Subject Name: Vendor Development and Procurement Management	**L-T-P[3-0-0]**
Subject Code: AMIBASM0712	**Applicable in Department: MBA (Integrated)**

Pre-requisite of Subject: Understanding of operations management and supply chain management.

Course Objective: Develop expertise in vendor lifecycle management, supply chain optimisation, and global procurement practices to streamline operations, enhance supplier relationships, and meet customer demand effectively

Course Outcomes(CO)	
Course outcome: After completion of this course students will be able to:	**Bloom's Knowledge Level (KL)**
CO1	Develop knowledge of all aspects of vendor lifecycle management, promoting the growth of vendors, streamlining supply chains, and encouraging the involvement of SME suppliers	(K2)
CO2	Gain comprehensive skills in aligning purchasing and material management objectives with supply chain strategies, optimising logistics to meet customer demand effectively	(K3)
CO3	Develop a comprehensive understanding of sourcing, procurement, purchasing principles, and retail-specific strategies.	(K2)
CO4	Master the fundamental steps of the buying process, negotiation techniques, utilisation of IT in sourcing, and global procurement practices, fostering proficiency in modern procurement methodologies.	(K3)

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
CO5		Develop expertise in navigating global tenders, overcoming trade barriers, managing international supplier relationships, and optimising sourcing performance.				(K3)

<table>
<tr><td colspan="7" align="center">Syllabus</td></tr>
<tr><td>Unit No</td><td>Module Name</td><td>Topic covered</td><td>Pedagogy</td><td>Lecture Required (L+P)</td><td>Practical/ Assignment/ Lab Nos</td><td>CO Mapping</td></tr>
<tr><td rowspan="2">Unit 1</td><td>Vendor Selection</td><td>Vendor Selection Process, understanding decisions in the supply inbound supply chain, Vendor Evaluation, Vendor quality management: Vendor management and development – Vendor performance measurement.</td><td>PowerPoint presentation, Case studies</td><td>4</td><td rowspan="2">Application-based assignment.</td><td rowspan="2">CO1</td></tr>
<tr><td>Vendor Management</td><td>Rationalisation and optimisation: Creating a manageable supply base. New Vendor Development Process, Managing Quality in Sourcing, Key Supplier Account Management, Vendor Relationship Management, Vendor Monitoring, and Promoting SME suppliers.</td><td>PowerPoint presentation, Case studies</td><td>4</td></tr>
<tr><td rowspan="2">Unit 2</td><td>Aligning Inventory Objectives with Procurement</td><td>Integrating the objectives of purchasing management and Material Management with the Supply Chain, the Role of purchasing in Supporting Inventory Objectives.</td><td>PowerPoint presentation, Case studies</td><td>4</td><td rowspan="2">Application-based assignment.</td><td rowspan="2">CO2</td></tr>
<tr><td>Cost Analysis & Collaborative Approaches</td><td>A structured approach to cost reduction - Price analysis - Cost analysis techniques - Total cost of ownership - Collaborative approaches to cost management, hedging vs. Forward Buying, Managing Price Fluctuation</td><td>PowerPoint presentation, Case studies</td><td>4</td></tr>
</table>

		and Volatility in International Finance, Payment Modes, Matching Supply with Customer Demand, Managing Inward Logistics..				
Unit 3	Framework of Procurement Management	Introduction to Sourcing, Sourcing v/s Procurement, Introduction to Purchasing and Supply Chain Management, Purchasing Process, Purchasing Policies & Procedures, 8 R's of Purchasing	PowerPoint presentation, Case studies	4	Application-based assignment.	CO3
	Purchasing process and Budget	Role of a Purchase Manager. Risks associated with the purchasing process and mitigation include placing orders, budgets, and expense allocation. Types and Methods of Sourcing in Retail, Organising for purchase	PowerPoint presentation, Case studies	4		
Unit 4	Buying Process	Fundamental Steps of the Buying Process, Terms and Conditions of Purchase, Buying Documentation, Negotiation in Procurement, Use of IT in Sourcing.	PowerPoint presentation, Case studies	4	Application-based assignment.	CO4
	Global Purchasing and Information Technology in Sourcing	Global Tenders and E-Procurement, Reverse Auctions, Overview of Global Purchasing, and Case Studies. Terms and Condition of Purchase, Buying Documentation, Negotiation in Procurement, Use of IT in Sourcing, , Reverse Auctions, Overview of Global Purchasing, Case Studies and Latest Updates.	PowerPoint presentation, Case studies	4		
Unit 5	Global Procurement Management	Global Tenders and E-Procurement, Global Trade Barriers, Dealing with International Suppliers, UNO and GATT conventions, Legal, Socio-Cultural Issues in International Buying.	PowerPoint presentation, Case studies	4	Application-based assignment.	CO5

	Environmental Issues & Green Purchasing	Environmental Issues & Green Purchasing, Industry Best Practices, Measurement of Sourcing Performance.	PowerPoint presentation, Case studies	4		
	Total			**40 Hours**		

Textbooks	
Sr No	**Book Details**
1.	VENDOR MANAGEMENT by thakur publication,Dr. Saroj Kumar , Ms. Namrata Dubyey
2.	Vendor Management: An insider's Strategies to win and create long-lasting change by Agostino Carrideo
Reference Books	
Sr No	**Book Details**
1	Selvan (2020) BASICS OF STRATEGIC SOURCING,
2	Sherry Gordon (2020) Supplier Evaluation and Performance Excellence: A Guide to Meaningful Metrics and Successful Results
3	Sollish and Semanik The Procurement and Supply Manager's Desk Reference

Links (Only Verified links should be pasted here)
https://youtu.be/1NEsM_dAVgg?si=XP9lPE9sgZc5QXGR https://youtu.be/eI4jxpt53WQ?si=z0Y8rJqpjuQk91oy https://youtu.be/XJGwxb7ro-U?si=89aoxZbIYi3xaYFN

Subject Name: Summer Training Project Report	L-T-P[0-0-8]
Subject Code: AMIBA0759	Applicable in Department: MBA (Integrated)

Pre-requisite of Subject: Students should have basic industry knowledge, completed core coursework, good communication skills, and a professional attitude with clear goals for the internship.

Course Objective: To provide students with practical exposure and hands-on experience in their field of study, enabling them to apply academic knowledge, develop professional skills, and explore career interests in a real-world work environment.

Course Outcomes(CO)	

Course outcome: After completion of this course students will be able to:	Bloom's Knowledge Level (KL)
CO1	Understand and solve business problems in business organizations	(K2, K3)
CO2	Develop the ability to identify the research gap	(K4)
CO3	Apply statistical tools to provide optimum solution	(K3, K5)

CO4	Develop the ability to interpret data and draw conclusions	(K4, K5)
CO5	Develop Multi-Disciplinary Approach for identifying and solving business problems	(K6, K7)

Guidelines

1	At the end of second semester examination, it is mandatory for every student of MBA to undergo on-the-job practical training in any manufacturing, service or financial organization. The training will be for 6 to 8 weeks. The college/institute will facilitate this compulsory training for students.
2	During the training, the student is expected to learn about the organization and analyze and suggest solutions to a live problem. The objective is to equip the students with knowledge of the actual functioning of the organization and problems faced by them for exploring feasible suggestions.
3	During training, the organization (where the student is undergoing training) will assign a problem/project to the student.
4	The student, after the completion of training will submit a report to the College/Institute which will form part of third semester examination.
5	The report (based on training and the problem/project studied) prepared by the student will be known as Summer Internship Project. The report should ordinarily be based on primary data. It should reflect in depth study of micro problem, ordinarily assigned by the organization where student undergoes training. Relevant tables and bibliography should support it. One comprehensive chapter must be included about the organization where the student has undergone training. This should deal with brief history of the organization, its structure, performance products/services and problem faced. This chapter will form part 1 of the report. Part 2 of the report will contain the study of micro research problem. The average size of report ordinarily will be of minimum 80-100 pages in standard font size (12) and double spacing. Two neatly typed and soft bound (paperback) copies of the report will be submitted to the College/Institute. The report will be typed in A-4 size paper.
6	The report will have two certificates. One by the Head of the Department and the other by the Reporting Officer of the organization where the student has undergone training. These two certificates should be attached in the beginning of the report.
7	The Summer Internship Project Report will carry 100 marks and will be evaluated by two examiners (external and internal). The evaluation will consist of (1) Project Report evaluation (2) Project Presentation and Viva. The Project Report evaluation will comprise of 50 marks and would be evaluated by internal project guide. The Presentation and Viva Voce would comprise of 100 marks and would be evaluated by two examiners (1 external and 1 internal). The average of the marks awarded by the 2 examiners will be taken into account for the results. In case the difference in the awards given by the examiners is 30 or more marks, the project report will be referred to the third examiner. Only such person will evaluate the project report who has minimum three years of experience of teaching MBA classes in a College/University. Experience of teaching MBA classes as guest faculty shall not be counted.

8	It is mandatory that the student will make presentation in the presence of teachers and students. The student is expected to answer to the queries and questions raised in such a meeting.
9	The student shall prepare the Summer Internship Project Report as per the format given in the Summer Training Manual as prescribed by the University.

Summer Internship Report Evaluation Criteria:

Summer Internship Report Evaluation (INTERNAL)					
Problem Statement (5)	Methodology used (10)	Data Analysis and Interpretation (20)	Presentation Weightage (10)	Documentation and Report Submission (5)	Total (50)
Summer Internship Report Evaluation (EXTERNAL)					
Problem Statement (10)	Methodology used (20)	Data Analysis and Interpretation (40)	Presentation Weightage (20)	Documentation and Report Submission (10)	Total (100)

MBA (INTEGRATED) 4th YEAR

VIII SEMESTER

Subject Name: Project Management	L-T-P [3-0-0]
Subject Code: AMIBA0802	Applicable in Department: MBA (Integrated)

Pre-requisite of Subject: Understanding of innovation, entrepreneurship, and design thinking concepts, knowledge of financial and business management.

Course Objective: This course provides in-depth knowledge of project management methodologies, frameworks, and tools, enabling students to manage complex projects efficiently. It focuses on advanced risk assessment, project scheduling, cost estimation, and leadership in project execution.

Course Outcomes (CO)

Course outcome: After completion of this course students will be able to:		Bloom'sKnowledge Level (KL)
CO 1	Understand the fundamental and advanced principles of project management.	(K2)
CO2	Evaluate and apply various project selection and risk assessment techniques.	(K5)
CO3	Develop project budgets, estimate costs, and manage financial risks.	(K3)
CO4	Utilize advanced scheduling techniques and network analysis for effective project planning.	(K3)
CO5	Implement project monitoring and control strategies, including earned value analysis and project audits.	(K5)

					Syllabus		

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
Unit 1:	Introduction of Project	Definition and Objectives of Projects, Project Management vs. General Management, Roles and Responsibilities of a Project Manager,	Classroom discussion, videos, Case study	4 Hours	**Case:"Delhi Metro Project – Role of E. Sreedharan"** Focus:Efficient planning,execution, and leadership in managing a complex infrastructure project. Learning Outcome: Role of project managers and structured project execution.	CO1
	Project selection	Project Selection Methods, Understanding Project Life Cycle and Scope Management, Project Organization and Leadership		4 Hours		
Unit 2:	Project Identification, Selection	Approaches to Project Screening and Selection, Market and Demand Analysis Techniques	Classroom discussion, videos, Case study	3 Hours	**Case: "Tata Nano – Project Feasibility and Market Demand Analysis"** Focus: How Tata Motors identified an opportunity for a low-cost car but faced unforeseen market challenges. Learning Outcome: Demand forecasting, feasibility analysis, and risk mitigation strategies.	CO2
	Risk Management	Risk Identification and Analysis, Risk Mitigation Strategies (Financial, Operational, Technical), Project Feasibility Analysis		3 Hours		

Unit 3:	Project Costing and	Types of Costs: Direct, Indirect, Recurring, Non-Recurring, Fixed, Variable, Cost Estimation Techniques, Managing Budget Uncertainty and Risks, Social Cost-Benefit Analysis (SCBA)	Classroom discussion, videos, Case studyNumerical Exercises, Case Studies, Presentations	4 Hours	**Case: "Satyam Infrastructure Fraud – Financial Mismanagement"** Focus:Misrepresentation of financials in an IT infrastructure project.	CO3
	Project Budgeting	Budgeting Methods and Resource Allocation and Financial Management,		4 Hours		
Unit 4	Project Scheduling	Work Breakdown Structure (WBS), Responsibility Assignment Matrix, Gantt Charts and Project Timeline Planning	Classroom discussion,Practical Applications, Simulations, Case Discussions	5 Hours	**Case: "Mumbai Monorail Project – Delay Analysis"**Focus: How poor scheduling and inefficient project monitoring led to severe delays. Learning Outcome: Importance of Work Breakdown Structure (WBS) and PERT in project execution.	**CO4**
	Project Network Analysis	Project Network Design (AoA, AoN), PERT & CPM Techniques, Project Crashing and Fast Tracking		5 Hours		

Unit 5	Project Monitoring, Control &	Project Performance Measurement Techniques, Earned Value Analysis (EVA), Cost Variance (CV) & Schedule Variance (SV),	Classroom discussion, videos, Numerical Analysis, Case Presentations, Assignments	4 Hours	**Case: "Airbus A380 – A Project with Execution Challenges"** Focus: How Airbus faced project monitoring issues leading to production delays and budget overruns.	CO5
	Project Closure	Project Auditing and Risk Response Planning, Project Termination Strategies (Natural, Forced, Premature, Perpetual)		4 Hours		
	Total			**40 Hours**		

Textbooks	
Sr No	**Book Details**
1.	Project- Preparation, Appraisal, Budgeting and Implementation – Chandra Prasanna
2	Project Management: A Managerial Approach – Jack R. Meredith & Samuel J. Mantel
Reference Books	
Sr No	**Book Details**
1	Project Management: The Managerial Process – Clifford Gray, Erik Larson & Gautam Desai
2	Project Management for Business and Engineering – John M. Nicholas

Links (Only verified links should be pasted here)
1. https://www.youtube.com/watch?v=39_O-AnzTQg
2. https://www.youtube.com/watch?v=BOU1YP5NZVA
3. https://www.youtube.com/watch?v=MdNNGfoxrqA
4. https://www.youtube.com/watch?v=TszOUpuVA38
5. https://www.youtube.com/watch?v=-ed7hNj8qOY

Subject Name: Global Business Leadership	L-T-P [3-0-0]
Subject Code: AMIBA0801	**Applicable in Department: MBA (Integrated)**

Pre-requisite of Subject: Understanding of human resource management.

Course Objective: This course aims to equip students with a strategic understanding of global leadership in an interconnected world. It emphasizes cultural intelligence, ethical decision-making, and CSR in international business contexts. Students will also develop the ability to lead innovation, manage organizational change, and respond to emerging global trends such as digital transformation and sustainability.

Course Outcomes (CO)	

Course outcome: After completion of this course students will be able to:	Bloom's Knowledge Level(KL)
CO1	Understand key global leadership concepts and the strategic role of leaders in international business.	(K2)
CO2	Develop the ability to lead and communicate effectively in diverse, multicultural settings.	(K3)
CO3	Apply ethical frameworks and integrate CSR into global leadership practices.	(K3)
CO4	Gain skills to lead innovation, manage change, and guide organizations through transformation.	(K4)
CO5	Analyze and respond to emerging trends, challenges, and technologies impacting global leadership.	(K4)

Syllabus						
Unit No	**Module Name**	**Topic covered**	**Pedagogy**	**Lecture Required (L+P)**	**Practical/ Assignment/ Lab Nos**	**CO Mapping**
1: Foundation of Global Business Leadership	Introduction to Global Business Leadership	Defining global leadership in the 21st century, The role of leaders in a globalized economy, Key competencies for effective global leadership.	Video, Classroom discussion, PPT, Case Study	4 Hours	Application based-assignment	**CO1**
	Global Business Environment	Understanding international markets and economic systems, Political, economic, and cultural factors influencing global business,Global trade theories and practices.Formulating and implementing strategies across borders, Case studies of successful global leadership strategies.	Video, Classroom discussion, PPT, Case Study	4 Hours		
2: Cross-Cultural Leadership and Communication	Cultural Dimensions and Leadership	Hofstede's cultural dimensions theory, Edward T. Hall's high-context and low-context cultures, Implications of cultural differences on leadership styles.	Video, Classroom discussion, PPT, Case Study	4 Hours	Application based-assignment	**CO2**
	Effective Cross-Cultural Communication	Barriers to communication in multicultural environments, Techniques for overcoming communication challenges, Role of language and non-verbal cues in leadership. Managing and leading diverse teams, Conflict resolution in multicultural teams	Video, Classroom discussion, PPT, Case Study	4 Hours		
3: Ethical Leadership and Corporate Social	Ethical Decision Making in Global Business	Frameworks for ethical decision-making, Addressing ethical dilemmas in international contexts,Leading organizations towards sustainable development, Global trends in sustainable business practices, Case studies of ethical challenges and resolutions	Video, Classroom discussion, PPT, Case Study	4 Hours	Application based-assignment	**CO3**

Responsibility (CSR)	Corporate Social Responsibility	Concepts and principles of CSR, Implementing CSR initiatives in global organizations, Measuring the impact of CSR activities.	Video, Classroom discussion, PPT, Case Study	4 Hours		
4: Innovation, Change Management, and Leadership	Innovation in Global Organizations	Fostering a culture of innovation, Managing innovation processes across borders Leveraging technology for innovation	Video, Classroom discussion, PPT, Case Study	4 Hours	Application based-assignment	**CO4**
	Change Management Strategies	Understanding the need for change in global organizations, Models and theories of change management, Leading organizations through change processes.	Video, Classroom discussion, PPT, Case Study	4 Hours		
	Leadership in Times of Crisis	Crisis management and leadership, Developing resilience in organizations, Case studies of effective leadership during crises.	Video, Classroom discussion, PPT, Case Study	3 Hours		
5: Contemporary Issues in Global Leadership	Digital Transformation and Leadership	Impact of digital technologies on leadership practices, Leading virtual and remote teams, Digital tools for effective leadership, Geopolitical, economic, and technological disruptions	Video, Classroom discussion, PPT, Case Study	3 Hours	Application based-assignment	**CO5**
	Future Trends in Global Leadership	Emerging leadership models and theories, The role of artificial intelligence in leadership,Preparing for the future of global business leadership.	Video, Classroom discussion, PPT, Case Study	2 Hours		
Total				**40 Hours**		

Textbooks	
Sr No	**Book Details**
1.	Northouse, P. G. (2018). *Leadership: Theory and Practice*. Sage publications.
2.	Robinson, S. P., & Judge, T. A. (2019). *Organizational Behavior*. Pearson.
Reference Books	
Sr No	**Book Details**
1	"Global Business Management v2.0" by Sanjyot P. Dunung (2024)
2	"International Management Behavior: Global and Sustainable Leadership (8th Edition)" by Henry W. Lane, Martha Maznevski, and Jessica L. DiStefano (2023)
Links (Only Verified links should be pasted here)	

Subject Name: Indian Financial Markets and Institutions	**L-T-P [3-0-0]**
Subject Code: AMIBAFM0812	**Applicable in Department: MBA (Integrated)**

Pre-requisite of Subject: Understanding of financial accounting and financial management.

Course Objective: Impart knowledge of India's financial system and the role of financial institutions, financial markets, and financial instruments. Create awareness among the students of the mechanism of commercial banking, its operations, instruments, regulations, etc., to help them acquire analytical skills in the money and capital market to raise medium- and long-term funds.

Course Outcomes (CO)	
Course outcome: After completion of this course, students will be able to:	**Bloom's Knowledge Level (KL)**
CO 1 — Recognize the functioning and functioning of various financial institutions in India, thus connecting it to the functioning of the Indian economy.	(K2)
CO2 — Interpret the knowledge about banks and the workings of various financial instruments in the primary and secondary markets in India and foreign markets.	(K3)
CO3 — Classify the working of microfinance instruments in India as well as foreign markets.	(K2)
CO4 — Interpret the knowledge about the banking industry and demonstrate the various market demand analysis.	(K3)
CO5 — Examining various insurance products and their regulations.	(K4)

Syllabus						
Unit No	Module Name	Topic covered	Pedagogy	Lecture Require d (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
Unit 1	Indian Financial System	Financial System: Meaning and components of financial system: financial markets, financial assets and financial intermediaries. Financial market and capital formation in India.	PPTs, Videos, Group Discussions, Case Studies.	4 hours	Analyze Financial Institutions and Markets	CO1
	Financial Theories	Theories of the Impact of Financial Development and Savings: Prior saving theory, Credit Creation Theory, Theory of Fruits Savings, Financial Regulation Theory, and Financial Liberation Theory.	PPTs, Videos, Group Discussions, Case Studies.	4 hours		
Unit 2	RBI	Reserve Bank of India: Organization, management and functions, Recent monetary policy of RBI, Banking role and structure.	PPTs, Videos, Group Discussions, Case Studies.	4 hours	Evaluating the Effectiveness of Recent RBI Monetary Policies	CO2
	Other Financial Institutions	Commercial banks: meaning, functions, present structure, types, e- banking and recent developments in commercial banking, NBFC, Sectorial financial institution NABARD, Exim Bank and PFC	PPTs, Videos, Group Discussions, Case Studies.	4 hours		
Unit 3	Money Market	Money market: meaning, constituents, functions of money market, Money market instruments: call loans, treasury bills, certificates of deposits, commercial bills, trade bills, Recent trends in Indian money market.	PPTs, Videos, Group Discussions, Case Studies.	4 hours	Case studies on major capital market movements, initial public offerings (IPOs), and the role of institutional investors.	CO3
	Capital Market	Capital market: primary and secondary markets, their role recent developments, Government securities market, SEBI: objectives and functions.	PPTs, Videos, Group Discussions, Case Studies.	4 hours		

Unit 4	Micro Finance in India	Overview of micro finance; Types of micro finance; Income generating activities and Micro Enterprise Market (demand) analysis.	PPTs, Videos, Group Discussions, Case Studies.	4 hours	Evaluating Microfinance Models, Impact of Technology on Microfinance	CO4
	Fundamental Analysis	Technological analysis, Socioeconomic analysis, Environmental analysis. Logical framework, Implementation & Monitoring Credit Delivery Methodology; Strategic Issues in Microfinance: Sustainability	PPTs, Videos, Group Discussions, Case Studies.	4 hours		
Unit 5	Basics of Insurance	Principles and Practice of Insurance-Introduction to Risk and Insurance, Types of Insurance-General and Life, Basic principles of General and Life Insurance.	PPTs, Videos, Group Discussions, Case Studies.	4 hours	Prepare a comparative analysis report on different types of insurance products and identify the optimal contexts for their application.	CO5
	Insurance Regulatory Bodies	Costing and pricing of insurance products, Insurance Premiums & Riders, maturity & Claims. Insurance regulations on investments (IRDA)	PPTs, Videos, Group Discussions, Case Studies.	4 hours		
		Total		**40**		

Textbooks	
Sr No	**Book Details**
1.	**Bhole, L. M., & Mahakud, J. (2018).** *Financial institutions and markets: Structure, growth and innovations* (6th ed.). McGraw Hill Education.
2	**Mishkin, F. S., & Eakins, S. G. (2015).** *Financial markets and institutions* (8th ed.). Pearson Education.

Reference Books	
Sr No	**Book Details**
1	**Madura, J. (2014).** *Financial institutions & markets* (10th ed.). Cengage Learning.

Subject Name: Financial Derivatives and Risk Management	L-T-P [3-0-3]
Subject Code: AMIBAFM0811	**Applicable in Department: MBA (Integrated)**

Pre-requisite of Subject: Basic knowledge of Financial Management and Quantitative Techniques

Course Objective: The course aims to develop analytical skills in pricing, trading, and risk management of derivatives with emphasis on hedging strategies, regulations, and financial risk control.

Course Outcomes (CO)	
Course outcome: After completion of this course students will be able to:	**Bloom's Knowledge Level (KL)**
CO1 — Understand the fundamentals, economic functions, and types of derivatives and the role they play in financial markets	(K2)
CO2 — Gain the ability to price and apply futures and options for trading and hedging strategies.	(K4)
CO3 — Understand the structure, application, and valuation of swaps and credit derivatives for managing financial exposures.	(K4)
CO4 — Equip students with the skills to identify and manage various financial risks using derivative instruments.	(K5)
CO5 — Develop awareness of compliance, ethical issues, and global regulatory standards in derivative usage and risk governance.	(K6)

Unit No	Module Name	Topics Covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
Unit 1	Introduction to Derivatives	Meaning, types of derivatives, evolution, market participants, role in financial markets	PPT Lecture, discussion	4 Hours	Assignment: List the key differences between forwards, futures, and options with real market examples.	CO1
	Derivative Markets & Instruments	Exchange-traded vs OTC, Indian and global derivatives markets, introduction to forwards, futures, options	PPT Lecture, case examples	4 Hours	Assignment: Compare OTC and exchange-traded derivatives using a recent company case.	
Unit 2	Futures Pricing & Applications	Mechanics of futures, pricing models, cost of carry, margining, mark-to-market, futures on index, currency, IR	PPT Lecture, problem solving	4 Hours	Assignment: Solve pricing of a futures contract using the cost-of-carry model.	CO2
	Options: Basics & Terminology	Call/put options, moneyness, payoff diagrams, intrinsic & time value, contracts & settlements	PPT Lecture, class problems	4 Hours	Assignment: Draw payoff diagrams for straddle, strangle, and protective put strategies.	
Unit 3	Option Valuation	Binomial model, Black-Scholes Model, factors influencing option value	PPT Lecture, problem-solving	4 Hours	Assignment: Use BSM to calculate the price of a European call option (formula-based).	CO3
	Option Strategies	Hedging/speculation with options: straddle, strangle, spreads, protective puts, covered calls	PPT Lecture, assignments	4 Hours	Assignment: Analyze how a company can use a swap to manage interest rate risk.	
Unit 4	Swaps and Credit Derivatives	Interest rate swaps, currency swaps, equity swaps, credit default swaps	PPT Case study, lecture	4 Hours	Assignment: Identify and explain the types of risk faced by a bank or financial institution.	CO4
	Exotic Derivatives	Digital, barrier options, total return swaps, exotic features	PPT Lecture, presentations	4 Hours	Assignment: Calculate VaR for a portfolio using the variance-covariance method.	
Unit 5	Risk Measurement Tools	Financial risk types, Value at Risk (VaR), stress testing, backtesting techniques	PPT Lecture, practical examples	4 Hours	Assignment: Summarize SEBI's current regulations for derivative trading in India.	CO5

Regulatory & Strategic Risk Management	SEBI/RBI guidelines, international norms (BIS/IOSCO), ethics, risk governance, derivative misuse cases	PPT Case studies, discussion	4 Hours	Assignment: Case analysis on misuse of derivatives in any corporate failure.	

Textbooks	
Sr No	**Book Details**
1.	Gupta, S. L. (2017). Financial Derivatives: Theory, Concepts and Problems. India: Prentice Hall India Pvt., Limited.
2.	Agarwal, O.P. (2025). Financial Derivatives and Risk Management. Himalaya Publishing House
Reference Books	
Sr No	**Book Details**
1	Hull, J. C. (2012). Options, futures, and other derivatives. Pearson
Links (Only Verified links should be pasted here)	

9) **https://youtube.com/playlist?list=PLLy_2iUCG87CTB2vv9njHaJbmQoa9S5gK&si=zZtvSOYn0aF3vf1a**

10) **https://www.sebi.gov.in/sebiweb/home/HomeAction.do?doListing=yes&sid=1&ssid=3&smid=0**

Subject Name: Product and Brand Management	**L-T-P [3-0-0]**
Subject Code: AMIBAMK0811	**Applicable in Department:MBA (Integrated)**

Pre-requisite of Subject: Basic understanding of marketing management.

Course Objective: To understand product management, brand, branding and brand equity for effective implementation and growth in the market.

Course Outcomes (CO)	
Course outcome: After completion of this course, students will be able to:	**Bloom's Knowledge Level(KL)**
CO 1	Develop an understanding of product and related concepts and decisions	(K2)
CO2	Develop an understanding of and apply the New Product Development process	(K3)
CO3	Get an insight into concepts of Brand and Brand Equity.	(K2)
CO4	Understand, create and implement brand marketing communication.	(K6)
CO5	Manage brands effectively through different means.	(K3)

Unit No	Module Name	Topic covered	Pedagogy	Lecture Require d (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
				Syllabus		

Unit No	Module Name	Topic covered	Pedagogy	Lecture Require d (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
Unit 1	Introduction to product management	Product Management & Scope, Define Product, Product Classification, Product Levels, and Product Hierarchy. , Organization for Product Management Product Life Cycle: Product Life Cycle Stages and corresponding Strategies and Product Evaluation.	PPT, case study, Video case studies	5 hours	Assignment Study product portfolios of famous companies and analyse their lifecycle stages.	CO1
	Product decisions	Product Portfolio: Concept, Factors influencing Product Portfolio, The BCG Growth Matrix, Shell's Directional Policy Matrix. Case study	Smartboard, PPT, case study, video, survey (live project)	3hours	N/A	
Unit 2	New product development	New Products: New Product Categories, understanding buyer persona, New Product Development Process, prototyping, MVP, Product testing, test marketing. New product strategy: The need for Product Innovation Strategy, disruptive innovation, the components of new Product Strategy, and product pricing. Commercialisation: Test Marketing, Time to Market, Breaking into the Market	Smartboard, PPT, case study Video discussion, practical simulating real product management	6 hours	N/A	CO2
	New product growth and management strategies	Managing Growth, Leveraging new Product Growth, Product growth strategies, Sustaining Differentiation, Managing the mature Product: Offensive Strategies, Extending the product life cycle, Case study	Smartboard, PPT, case study, video, survey (live project)	3 hours	N/A	

Unit 3	Introduction to Branding	Branding Basics: Brand, branding and significance of branding, Branding challenges and opportunities, Brand equity concept, Strategic brand management process, Planning and implementing brand marketing programs,	Smartboard, PPT, case study, videos	4 hours	Visit a mall and study the branding strategies	CO3
Unit 3	Brand Equity	Brand Equity concept and Brand Equity Models: Brand Asset Valuation, Aaker Model, Brand Resonance	Smartboard, PPT, case study, videos	4 hours	N/A	
Unit 4	Building brands	Brand knowledge, The Four steps of brand building, Creating customer value, Identifying and establishing brand positioning, Positioning guidelines.	Smartboard, PPT, case study, video, simulation	3 hours	Create brand elements for a particular product and create a strategy to enhance brand awareness by using them.	CO4
	Planning and Implementing Brand Marketing Programs	Planning and Implementing Brand Marketing Programs: Choosing brand elements to build brand equity, Options and tactics for Brand, Integrating marketing communication to build brand equity, Conceptualizing the leveraging process, Co- branding, Celebrity Endorsement.	Smartboard, PPT, case study, video, survey (live project)	5 hours	N/A	
Unit 5	Brand Tracking	The brand value chain, Designing brand tracking studies, Capturing customer mind set through qualitative and quantitative research techniques. Measuring and interpreting brand performance, growing and sustaining brand equity.	Smartboard, PPT, case study, video, survey (live project)	3 hours	Assignment	CO5
	Designing and extending brands	Brand architecture, Brand hierarchy, Designing brand strategy, Digital branding: concept and strategies, Brand extensions- advantage and disadvantage- Reinforcing brands, Revitalizing brands, Brand Failures. Case study)	Smartboard, PPT, case study, video, survey (live project)	4 hours	N/A	
Total				**40 Hours**		

Textbooks	

Sr No	Book Details
1.	☐ Keller, K. L. (2023). *Strategic brand management: Building, measuring, and managing brand equity* (6th ed.). Pearson Education.
2	Keller, K. L., Swaminathan, V., Parameswaran, A. M. G., & Isaac, C. (2024). *Strategic brand management* (5th ed.). Pearson Education.

Reference Books	

Sr No	Book Details
1	Kapoor, R. (2019). *Product and brand management*. Tata McGraw-Hill Education.
2	Aaker, D. A. (2020). *Managing brand equity: Capitalizing on the value of a brand name*. Free Press.
3	Keller, Kevin Lane (2013), Strategic Brand Management: building, measuring, and managing brand equity, Pearson

Links (Only Verified links should be pasted here)

https://www.youtube.com/watch?feature=shared&v=bWjQqE0hIGo

https://www.youtube.com/watch?v=MFshWmDd5IQ

https://www.youtube.com/watch?v=BRlzbDry6Ew

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

Subject Name: Sales and Distribution Management	**L-T-P [3-0-0]**
Subject Code: AMIBAMK0812	**Applicable in Department: MBA (Integrated)**

Pre-requisite of Subject: Understanding of marketing management.

Course Objective: This subject aims to build knowledge, understanding, and skills in sales and retail management and enable the development and implementation of sales and retail management strategies. It also helps to analyse decision alternatives and criteria in the context of realistic problem situations in Sales and Retail Management; it also focuses on Acquiring students and strategies.

Course Outcomes (CO)		
Course outcome: After completion of this course students will be able to:		**Bloom's Knowledge Level(KL)**
CO1	Students will develop knowledge, understanding and skills in Salesforce.	K2
CO2	Acquainted with a better understanding of the implementation of sales management strategies.	K4
CO3	Develop analytical skills for effective decision alternatives in sales. Management problems.	K6
CO4	Develop the knowledge and understanding.	K3
CO5	Understand how to develop marketing mix strategies for retail businesses.	K4

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
		Syllabus				
UNIT 1	Overview of sales	Introduction to Sales: Role of selling in marketing, Personal selling, Salesmanship and sales manager, Types of sales personnel, Characteristics of a successful salesman	PPT, Class discussion, Videos	4 Hours	Practical- Visit a nearby mobile shop in your area and prepare a mock sales interaction between the customer who is willing to purchase a smartphone and the salesman.	CO1
	Theories of selling	Theories of selling, Sales management, Process of effective selling	PPT, Class discussion	4 Hours	Assignment-Design the process of selling a holiday package to a customer.	
Unit 2	Building Sales Organization	Building Sales Organization: Types of sales organisations and their structure, Functions and responsibilities of salesperson, filling sales positions	PPT, Class discussion	4 Hours	Assignment- Prepare a JD and Job specification for a salesperson working on an online shopping website.	CO2
	Recruitment and selection	Recruitment, Selection, Training and Development, Development and Conducting Sales training programme.	PPT, Class discussion	4 Hours	Assignment-Suggest a training module for a salesperson working in an Automobile company	
Unit-3	Leading Sales Organization	Leading Sales Organization: Sales force motivation, Designing & Administering, Sales force compensation plans, Designing incentives and contests, Sales forecasting, Sales budget, Sales quota, Sales Territory	PPT, Class discussion	4 Hours	Assignment-Suggest a compensation plan for a salesperson in today's scenario.	CO3
	Building sales reporting	Building sales reporting mechanism and monitoring, Sales force productivity, Salesforce appraisal.	PPT, Class discussion	4 Hours	Assignment-Suggest a compensation plan for a salesperson in today's scenario	

Unit-4	Overview of Distribution	Marketing Logistics, Marketing Channels, Channel Management	PPT, Class discussion, Videos	4 Hours		CO4
	CHANNEL CONTROL	Performance Measures in Marketing Channels, Models to Diagnose Channel Profitability, Appraisal of Channel Members' Contribution, Result of Channel Performance, Sources of Conflict, Types of Conflicts, Conflict Management Techniques, Channel Leadership, Elements of Channel Information Systems, Impact of Information Systems on Channel Flow	PPT, Class discussion, Vid eos	4 Hours		
Unit-5	WHOLESALING AND RETAILING	Wholesaling and its Importance, Types of Wholesalers, Strategic Issues in Wholesaling, Trends Shaping Wholesale Distribution, Impact of Information Technology on Wholesaling, Challenges in Wholesaling, Wholesaling in India, Future of Wholesaling,	PPT, Class discussion, Videos	4 Hours	Assignment-Consider you are going to open a retail outlet related to FMCG Products, than suggest various parameters you will consider while choosing the location for the same	CO5
	RETAILING	Retailing and its Importance, Evolution of Retailing, Classification of Retailers, Strategic Issues in Retailing, Trends in Retailing, Future of Retailing	PPT, Class discussion, Videos	4 Hours		
Total				**40 Hours**		

Textbooks	
Sr No	**Book Details**
1.	Panda,T.Sahadev,S.(2019).Sales and Distribution Management(3Ed).Oxford University Press.

2.	Agarwal,P.K.Kumar,M.(2018).Sales and Distribution Management.
3.	Krishna,K.Cavale,V.(2017).Sales and Distribution Management(3Ed.).Mc Graw Hill Education.

Reference Books	
Sr No	**Book Details**
1.	Berman,B.(2017). Retail Management(13Ed).Pearson Education
2	Richard,R.(2017).Sales and Distribution Management(6Ed).Pearson Education

Subject Name: Industrial Relations and Labour Code	**L-T-P [3-0-0]**
Subject Code: AMIBAHR0811	**Applicable in Department: MBA (Integrated)**
Pre-requisite of Subject: Understanding of human resource management.	
Course Objective: The primary aim of this course is to provide a conceptual framework of industrial relations, covering relevant laws, social security, working conditions, major labour law reforms, and the current state of industrial relations in India.	

Course Outcomes (CO)

Course outcome: After completion of this course students will be able to:		**Bloom's Knowledge Level (KL)**
CO1	Understanding and knowledge of the concept, significance and historical evolution of industrial relations in India	(K2)
CO2	Demonstrate an understanding of collective bargaining, negotiation, and trade unionism by analyzing relevant legislations, procedures, and current challenges to effectively address industrial relations issues in the modern workplace.	(K3
CO3	Demonstrate an understanding of industrial dispute resolution processes and grievance mechanisms.	(K2)
CO4	Analyzing and applying various labor laws and recent legislative reforms in understanding complex legal frameworks	(K3)
CO5	Demonstrate comprehensive understanding and application of crucial labour laws concerning workplace and compensation	(K4)

Syllabus						
Unit No	**Module Name**	**Topic covered**	**Pedagogy**	**Lecture Required** **(L+P)**	**Practical/ Assignment / Lab Nos**	**CO Mapping**
Unit 1: Introduction to Industrial Relations	Background and Evolution of Industrial Relations	Definition, scope, and objectives of Industrial Relations (IR), Historical perspective of IR in India, Factors affecting IR: economic, social, and political, Key participants: Employers, Employees, Government, and Trade Unions, Approaches to IR: Unitarist, Pluralist, and Marxist	Classroom discussions/ Case Studies	4 Hours	Case based analysis and Presentation	CO1
	International Industrial Relations	Key issues in international industrial relations, responses of Trade unions to multinational, regional integration, social dumping, responses of trade unions to Multinationals		4 Hours		
Unit 2: Collective Bargaining & Trade Union	Collective Bargaining and Negotiation	Collective Bargaining: Concept, Significance, Strategies, Types and Procedures, Legal framework governing collective bargaining in India. Negotiation: Concept, significance, types of negotiations. Negotiation strategies and tactics, Role of negotiation in conflict resolution	Classroom discussions/ Case Studies	4 Hours	Examine a successful collective bargaining agreement in an Indian company and identify key factors contributing to its success.	CO2
	Trade Union	Trade Union: Definition and objectives, Structure and functions of trade unions, Legal provisions related to trade unions in India		4 Hours		

Unit 3: Dispute Resolution & Grievance handling	Dispute Resolution	The Industrial Disputes Act 1947, Types and causes of industrial disputes, Dispute settlement machinery under the Industrial Relations Code,	Classroom discussions/ Case Studies / Quiz	4 Hours	Case based analysis and Presentation	CO3
	Grievance Handling	Concept and Importance, Grievance redressal mechanisms in organizations, Role of conciliation, arbitration, and adjudication,		4 Hours		
Unit 4: Labor Laws and Industrial Legislation's	Overview of Labor Laws	Overview of Labor Laws,Importance of labor laws in India Rationale behind the labor law reforms in India, Recent amendments and their implications	Video Presentations, Case Studies discussions, Role Plays/ Quiz	4 Hours	Case based analysis and Presentation	CO4
	Industrial Legislations	Introduction to the Four Labor Codes:Code on Wages, 2019, Industrial Relations Code, 2020, Occupational Safety, Health and Working Conditions Code, 2020, Social Security Code, 2020, Objectives and implications of each code		4 Hours		
Unit 5: Labor Laws governing workplace & Compensation	Labour Laws Governing Workplaces	Overview of The Factories Act, 1948 & The Shop & Establishment Act, 1948, Child and Adolescent Labour (Prohibition and Regulation) Act 1986, Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013, Equal Remuneration Act 1976	Classroom discussions/ Case Studies / Quiz	4 Hours	Examine the implementation and impact of the Factories Act, 1948 and sexual harassment of women in a specific industry	CO5

	Labour Laws Addressing Compensation	Overview of Employees Compensation Act 1923; The Payment of Wages Act, 1936. The Payment of Minimum Wages Act,1948, The Payment of Bonus Act, 1965; the Payment of Gratuity Act, 1972; The Maternity Benefit Act, 1961; Employee's Provident Fund & Miscellaneous Provisions Act, 1952.		4 Hours	Explain the objectives of the Payment of Wages Act & current wage rates in India.	
Total				**40 Hours**		

Textbooks	
Sr. No	**Book Details**
1.	**Srivastava, V.** (2020). *Industrial relations and labour laws*. McGraw Hill Education.
2.	**Taxmann.** (2019). *Labour laws*. Taxmann Allied Services Pvt. Ltd.
Reference Books	
Sr. No	**Book Details**
1.	Satya , Ratnam, Dhal, (2017).Industrial Relations, Oxford University Press.
2.	Mamoria, Mamoria and Gankar, (2016)"Dynamics of Industrial Relations", Himalaya Publishing House, New Delhi,.
3.	D. P Sahoo (2020) Employee Relations Management - Texts and Cases (Sage Publication).
Youtube Links	

https://archive.nptel.ac.in/courses/129/105/129105006/
https://www.youtube.com/watch?v=WuS3Xq8ZlWU
https://www.youtube.com/watch?v=-hcXTYNJQ9g

Subject Name: Performance and Compensation Management	**L-T-P [3-0-0]**

Subject Code: AMIBAHR0812	**Applicable in Department: MBA (Integrated)**

Pre-requisite of Subject: Understanding of human resource management.

Course Objective: The primary aim of this course is to equip students with comprehensive knowledge of managing performance, designing compensation systems. Students will learn to evaluate performance, design motivating compensation structures, and understand global perspectives. Ultimately, they'll contribute effectively to organizational success.

Course Outcomes (CO)

Course outcome: After completion of this course students will be able to:		Bloom's Knowledge Level (KL)
CO1	Understand the principles, challenges, strategic role of performance management systems and their alignment with organizational goals.	(K4)
CO2	Competency to understand Performance Appraisal systems and methods	(K2)
CO3	Understand and knowledge about the Compensation management principles and structure.	(K2)
CO4	Competency to implement effective reward systems in the organization.	(K3)
CO5	Ability to analyze and apply the emerging trends and strategic issues in performance & compensation	(K3)

		Syllabus				
Unit No	**Module Name**	**Topic covered**	**Pedagogy**	**Lecture Required (L+P)**	**Practical/ Assignment/ Lab Nos**	**CO Mapping**
Unit 1: Introduction to Performance Management	Foundation of Performance Management	Concept and scope of performance management, Evolution of performance management systems, Importance and objectives of performance management, Principles and challenges of PMS, Strategies for effective implementation of PMS, Distinction between Performance Appraisal and Performance Management	Classroom discussion / Case study discussion/	4 Hours	Assignment on Performance Management System & Case Study on Effective Appraisal System	CO1
	Strategic Alignment of Performance Management	Strategic alignment of performance management with organizational goals, Components of an effective performance management system,Linkage of performance management to other HR processes, Role of HR and line managers in performance management		4 Hours		
Unit 2: Performance Appraisal Systems and Methods	Performance Appraisal Methods	Objectives and importance of performance appraisal, Traditional and modern appraisal methods (e.g., MBO, 360-degree feedback, BARS), Performance Criteria for developing an Effective Appraisal System (KRA, KSA VS KPI, Balanced scorecard and potential appraisal	Classroom discussion / Case study discussion/	4 Hours	Case studies of performance management in select Indian organizations	CO2

	Performance Management Systems in India	Overview of performance management systems in Indian organizations, Potential appraisal and its role in talent management, Designing and implementing appraisal systems, Feedback mechanisms and coaching for performance improvement, Legal and ethical considerations in performance appraisal, Common appraisal errors and strategies to minimize bias	Classroom discussion / Case study discussion/	4 Hours		
Unit 3: Compensation Management	Compensation Management – Principles and Structures	Introduction to compensation management, Strategic compensation and internal alignment, Components of compensation: fixed pay, variable pay,incentives, benefits and Perquisites, Compensation structure and CTC design, Factors influencing compensation: internal equity, external competitiveness, job evaluation, Pay structure development and grading systems	Classroom discussion / Case study discussion/	4 Hours	Case based analysis and Presentation	CO3
	Computation of Salary Components	Calculation of: PF, ESI, BONUS and Gratuity, Cost To Company. Incentive schemes; Methods of payment: Time and piece rate. Fringe benefits & other allowances: Overtime, City compensatory, Travelling, etc.	Classroom discussion / Case study discussion/	4 Hours		
Unit 4: Incentives, Rewards & Benefits	Incentive and Rewards	Incentives: Financial and non-financial incentives, Short-term and long-term incentive plans, Employee stock options (ESOPs), profit-sharing, gain-sharing, Recognition and reward systems	Video Presentations, Case Studies discussions	4 Hours	Case based analysis and Presentation	CO4
	Benefits Administration	Benefits administration: statutory and non-statutory benefits, Taxation and regulatory aspects of compensation, Linking rewards to performance and business strategy	Video Presentations, Case Studies discussions	4 Hours		

Unit 5: Emerging Trends and Challenges	Global Trends in Compensation	Global compensation practices and cross-cultural considerations Global mobility and its impact on compensation, Legal and ethical issues in compensation fairness and transparency,	Classroom discussion / Case study discussion/	4 Hours	Case based analysis and Presentation	CO5
	Emerging Trends and Challenges	Technology in compensation management: HRIS and analytics, Challenges in compensation management, Future directions in compensation management, Case studies of multinational corporations' compensation strategies		4 Hours		
Total				**40 Hours**		

Textbooks	
Sr. No	**Book Details**
1.	Sarkar and Mohapatra, A field book of Performance Management, Notion Press, 2024
2.	Arup Verma, Pawan Budhwar, Performance Management Systems: An Experiential Approach, Sage Publications, 2019.
Reference Books	
Sr. No	**Book Details**
1.	Chakrabarti Diganta, Reward Management- Concept and Practices for Modern Organization, Cengage, 2022
2.	Armstrong and Brown, Handbook of Reward Management, Kogan Page Ltd, 2023

Youtube Links
https://freevideolectures.com/course/4944/nptel-principles-human-resource-management/10?utm
https://www.youtube.com/watch?v=UEbd-HLOPMc
https://www.youtube.com/watch?v=A4GklhGISxM

Subject Name: Predictive Analytics	L-T-P [3-0-0]
Subject Code: **AMIBABA0812**	**Applicable in Department: MBA (Integrated)**

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

Course Objective: The objective of this course is to help students understand the fundamental concepts of predictive analytics and create predictive models. This course will enable them to apply predictive analytics techniques.

Course Outcomes (CO)	

Course outcome: After completion of this course students will be able to:	**Bloom's Knowledge Level(KL)**
CO1	Understand the concept of predictive analytics.	(K2)
CO2	Understand and comprehend the data summary	(K3)
CO3	Apply data preparation techniques.	(K3)
CO4	Develop and deploy a predictive model for a given problem	(K6)
CO5	Analyze the forecasting and time series analysis functions and models.	(K4)

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
Unit 1	Overview of Predictive Analytics	Introduction to Predictive Analytics-Concept of predictive Analytics, Supervised and Unsupervised Learning, Predictive Analytics Vs Business Intelligence,	Classroom discussion, videos, Case study	4 Hours	Identify the real scenarios of the organizations where predictive analytics provides proactive solutions in various domains.	CO1
	Challenges and Application	Challenges and Application - Challenges in using Predictive Analytics, Application of predictive Analytics, CRISP-DM	Classroom discussion, videos, Case study	4 Hours		
Unit 2	Data Understanding	Understanding the data- Variable understanding- categorical, continuous, flag, Boolean, integer.	Classroom discussion, videos, Case study	4 Hours	Select a dataset from Kaggle. State the problem and describe the data being used in the dataset.	CO2
	Biases of Forecast-	Biases of Forecast- Bias, Variance, and model complexity, Bias-variance trade-off, Estimate of In-sample prediction error, Cross-validation	Classroom discussion, videos, Case study	4 Hours		
Unit 3	Data Preparation	Data cleaning: Variable cleaning, Data Audit, Data Cleaning: Missing Values, Noisy Data, Bayesian network	Classroom discussion, videos, Case study	4 Hours	For the selected dataset, perform the data transformation steps for the further analysis	CO3
	Data Transformation	Data Transformation: Binning, Clustering, Regression, Inconsistent Data, Data Integration and Transformation				

Syllabus

			Classroom discussion, videos, Case study	4 Hours		
Unit 4	Modelling and Deployment	Partitioning The Data - Training, Validation & Testing, Model selection- Decision Tree, Logistic Regression, K Nearest Neighbour, Naïve Bayes, SVM, Neural Network	Classroom discussion, videos, Case study, Addin Solver in MS Excel	4 Hours	Build the predictive model as per the data type. After building the model, check the performance metrics. Analyze the shared dataset.	CO4
	Model Deploymen	Model Deployment-General deployment considerations, Deployment Steps, Case studies	Classroom discussion, videos, Case study, Addin Solver in MS Excel	4 Hours	Application-based assignment	
Unit 5	Forecasting and Time Series Analysis	Overview of Time Series Analysis- Time Series Analysis, Objectives of Time Series Analysis, Time Series Data, Time Series Patterns	Experiential exercise, discussion, case-based	4 Hours	Application-based assignment	CO5
	Time Series Models	Time Series Models- Additive & Multiplicative models, Exponential smoothing techniques, forecasting accuracy, Auto-regressive and Moving average models	Experiential exercise, discussion, case-base	4 Hours		
Total				**40 Hours**		

Textbooks
Sr No	**Book Details**
1.	Larose, D. T. (2015). Data mining and predictive analytics. John Wiley & Sons.

2.	Siegel, E. (2013). Predictive analytics: The power to predict who will click, buy, lie, or die. John Wiley & Sons
3.	Kuhn, M., & Johnson, K. (2013). Applied predictive modeling (Vol. 26, p. 13). New York: Springer.

Reference Books

Sr No	Book Details
1	McCarthy, R. V., McCarthy, M. M., Ceccucci, W., Halawi, L., McCarthy, R. V., McCarthy, M. M., ... & Halawi, L. (2022). Applying predictive analytics (pp. 89-121). Springer International Publishing.
2	Miller, T. W. (2015). Modeling techniques in predictive analytics: business problems and solutions with R. Pearson Education.

Links (Only Verified links should be pasted here)

Subject Name: Machine Learning and Artificial Intelligence	**L-T-P [3-0-0]**
Subject Code: AMIBABA0811	**Applicable in Department: MBA (Integrated)**

Pre-requisite of Subject: Knowledge of information technology and data science.

Course Objective: This course aims to help students understand the concepts of artificial and machine learning, supervised and machine learning models, the historical perspective of AI and ML, and the scope of AIML in business.

Course Outcomes (CO)

Course outcome: After completion of this course students will be able to:		**Bloom's Knowledge Level(KL)**
CO1	Understand the concept of Artificial Intelligence	(K2)
CO2	Apply the concepts of AI in solutions that require problem-solving, inference, and perception.	(K3)
CO3	Understand the concept of Machine Learning.	(K2)
CO4	Understand and apply the basic supervised machine learning algorithms	(K3)
CO5	Understand and apply unsupervised machine learning algorithms.	(K3)

Syllabus						
Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
Unit 1	Artificial Intelligence (AI)	Overview of AI, Evolution of AI - Historical milestones in the development of AI, Great contributors	Discussion, videos, Case study	4 Hours	Industry-based practical assignment	CO1
	Contributors	Great contributors		4 Hours		
Unit 2	Search Techniques	Search Techniques-Problem-solving agents, searching for solutions; uniform search strategies: breadth-first search, depth-first search, depth-limited search, bidirectional search, comparing	Discussion, videos, Case study, Python	4 Hours	Industry-based practical assignment	CO2
	Search Strategies	Uniform search strategies. Heuristic search strategies Greedy bestfirst search, A* search, AO* search, memory bounded heuristic search: local search algorithms & optimisation problems: Hill climbing search, simulated annealing search, local beam search.	Discussion, videos, Case study, Python	4 Hours		
Unit 3	Machine Learning	Introduction to Machine Learning- History of ML, Introduction of Machine Learning Approaches,	Discussion, videos, Case study, MS Excel, R	4 Hours	Industry-based practical assignment	CO3
	Performance Metrics	Performance Metrics Errors and Bias- Issues in Machine Learning and Data Science Vs Machine Learning. Confusion metrics,		4 Hours		

		AUC-ROC, Sensitivity and specificity Analysis. Underfitting and Overfitting, Bias and Variance, Concept Learning Task, Inductive Bias				
Unit 4	Classification and Regression	Linear Regression, multiple linear regression, Logistic Regression, Polynomial Regression, and	Discussion, videos, Case study, MS Excel, Python	4 Hours	Industry-based practical assignment	CO4
	Decision Tree	Decision Trees: ID3, C4.5, CART.		4 Hours		
Unit 5	Unsupervised Learning	Clustering - Introduction to clustering, K-means clustering, K-Nearest Neighbour, Iterative distance-based clustering, Dealing with continuous, categorical values in K-Means, K-Mode Clustering, density-based clustering	Discussion, videos, Case study, MS Excel, R, Python	4 Hours	Industry-based practical assignment	CO5
	Clustering & Calssification	Dealing with continuous, categorical values in K-Means, K-Mode Clustering, density-based clustering		4 Hours		
Total				**40 Hours**		

Textbooks	
Sr No	**Book Details**
1.	Raschka, S., & Mirjalili, V. (2019). Python machine learning: Machine learning and deep learning with Python, scikit-learn, and TensorFlow Packt Publishing Ltd.
2.	Rebala, G., Ravi, A., & Churiwala, S. (2019). An introduction to machine learning. Springer.

	Reference Books
Sr No	**Book Details**
1	Yadav, S. P., Mahato, D. P., & Linh, N. T. D. (Eds.). (2020). Distributed artificial intelligence: A modern approach. CRC Press.
2	Burkov, A. (2019). The hundred-page machine learning book (Vol. 1, p. 32). Quebec City, QC, Canada: Andriy Burkov.
	Links (Only Verified links should be pasted here)

Subject Name: E-Commerce and Retail Supply Chain	**L-T-P[3-0-0]**
Subject Code AMIBASM0811	**Applicable in Department: MBA (Integrated)**
Pre-requisite of Subject: Understanding of operations management and supply chain management.	
Course Objective: The course aims at imparting the knowledge of the supply chain for designing, measuring and evaluating the performance of the Industry.	

CourseOutcomes(CO)	

Course outcome: After completion of this course students will be able to:	**Bloom'sKnowledgeLevel(KL)**
CO1	Analysing the international Supply Chain environment and sustainable Supply Chain Design.	(K4)
CO2	Understanding the concepts of E-Commerce in reference to National & international markets and products, Making Effective use of automation, and robotic material handling.	(K2)
CO3	Understanding the role of Visibility and Traceability in e-commerce Through supply chain Information.	(K2)
CO4	Understanding the components of different e-commerce distribution network designs helps in decision-making.	(K2)
CO5	Analysing the recent challenges in Green and circular supply chains & disruption and risk management	(K4)

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
			Syllabus			
Unit 1	E-Commerce	E-commerce business models and supply chain design.	Classroom discussion, videos, Case study	4 hours	Case base Assignment	CO1
	Cross border E-Commerce	B2C v/s B2B e-commerce supply chain, Cross- border e-commerce		4 hours		
Unit 2	Inventory management	E-commerce inventory management. Fulfilment centre operations.	Classroom discussion, videos, Case study	4 hours	Case base Assignment	CO2
	Fulfilliment Centre Operations & Automation	Fulfilment centre automation, robotic material handling, warehouse management in ecommerce		4 hours		
Unit 3	Traceability in ecommerce	Returns management and reverse logistics, Visibility and Traceability in e-commerce supply chain.	Classroom discussion, videos, Case study	4 hours	Case base Assignment	CO3
	Security Risks and Cyber Attacks	Information security risks and cyber attacks, Supply and Demand Disruptions in ecommerce supply chain		4 hours		
Unit 4	Distribution Management	E-commerce distribution network design, Last mile e-commerce delivery.	Classroom discussion, videos, Case study	4 hours	Case base Assignment	CO4
	Drone Delivery & Predictive Shipping	3PL and 4PL in e-commerce. Drone delivery model. Predictive shipping		4 hours		

Unit 5	Recent trends in Supply Chain Management	Recent trends: Green and circular supply chain, agility and resilience, lean thinking,	Classroom discussion, videos, Case study	4 hours	Case base Assignment	CO5
	Supply Chain disruption & Risk Management	Geopolitical and de-globalization of supply chains, disruption and risk management		4 hours		
Total				**40 Hours**		

Textbooks	
Sr No	**Book Details**
1.	Srinivasan, G. Quantitative (2021): Models in Operations and Supply Chain Management. PHI Learning Pvt Ltd
2.	Vijayaraghavan, T. A. S. (2021) Supply Chain Analytics. Wiley.
3	Robertson, P. W. Supply Chain Analytics (2020) Using Data to Optimise Supply Chain Processes. Routledge.
Reference Books	
Sr No	**Book Details**
1	Bhattacharya, R., Bhattacharya, A. M. (2021) Supply Chain Analytics: Strategies, Models and Solutions, Sage Publications India Pvt Ltd
2	Chopra, S., Meindl, P. Supply Chain Management (2020): Strategy, Planning and Operation, Pearson
3	Warsing, Jr., Ravindran, A. R. (2022): Supply Chain Engineering: Models and Applications. Taylor & Francis
LINKS	

https://youtu.be/CIAVgGh0kZk?si=LvyKbqOBBCxgV0oj
https://youtu.be/0ZDrpf5aMiw?si=GgvQgdYnAoDkKLVq
https://youtu.be/uVD_KBSvrV8?si=Owc4bPohpVxh73eD

Subject Name: **Warehousing, Inventory and Distribution Management**	**L-T-P [3-0-0]**
Subject Code: AMIBASM0812	**Applicable in Department: MBA (Integrated)**

Pre-requisite of Subject: Knowledge of logistics and supply chain management.

Course Objective: To understand warehouse operations and manage warehouse processes, including inventory and distribution.

Course Outcomes (CO)	
Course outcome: After completion of this course students will be able to:	**Bloom's Knowledge Level(KL)**
CO1 — Understand and identify various Distribution Management Channels for Effective SCM and Logistics.	(K2)
CO2 — Identify the need for warehouses and their applications with real-world problems.	(K3)
CO3 — Implement Processes for Effective Warehouse Management and Aligning it with SCM Strategy.	(K3)
CO4 — Analyse the Cost and Performance Factors in Warehouse Management	(K4)
CO5 — Analyse, evaluate and Manage Inventory effectively and efficiently in the warehouse.	(K5)

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
Syllabus						
Unit 1 Distribution management	Distribution Formats	Distribution Function, Basic Supply Chain Distribution Formats, Alternative Distribution Channel Formats.	Smartboard, PPT, case study , Video case studies	4 Hours	Assignment-1	CO1
	Information based on sustainable distribution channels	Role of Distribution Channels, Service Outputs and Functions of Distribution Channels, Substituting Information for Inventory, Sustainability in Distribution.		4 Hours		
Unit 2 Warehouse Management	Introduction	Introduction: Concept, Importance of Warehousing and Warehousing Functions, Types of Warehouses, Specialized Warehouse Services.	Smartboard, PPT, case study , Video case studies	4 Hours	Assignment-2	CO2
	Warehouse decisions	Warehouse location decision, Sizing the Warehouse, Warehouse Layout & Automation.		4 Hours		
Unit 3 Warehouse Management Process	Warehouse process-1	Picking Strategies and Equipment, order Picking Receiving and Put Away, Replenishment.	Smartboard, PPT, case study , Video case studies	4 Hours	Assignment-3	CO3
	Warehouse process-2	Stock Counting, Cycle Counting, Return Processing and Dispatch, Documentations.		4 Hours		
Unit 4. Warehouse Costs and	Warehouse Costs	Costs in Warehousing, Return on Investment, Traditional vs Activity Based Costing, Logistics Charging Methods.	Smartboard, PPT, case study , Video case studies	4 Hours	Assignment-4	CO4

Perform ance Manage ment	Warehouse Performance Management	Selecting appropriate Performance Measures, Integrated Performance Model, Benchmarking, Balanced Scorecard, Health and Safety issues in Warehousing.		4 Hours		
Unit 5 Inventory Manage ment	Introduction	Meaning of Inventory Management. Types of inventory, Inventory Forecasting, Replenishment strategy / Reorder point, Economic order quantity / Economic production quantity, Inventory costs.	Smartboard, PPT, case study , Video case studies	4 Hours	Assignment-5	CO5
	Strategies in Inventory management	Strategies in Inventory management, ABC classification / Material requirement planning, JIT, VED Analysis Single period inventory / Safety stock, Understanding the Inventory Valuation, How to Measure Your Inventory Performance		4 Hours		
Total				**40 Hours**		

Textbooks	
Sr No	**Book Details**
1.	Basics of Warehouse and Inventory Management by Villivalam Rangachari Rangarajan (Notion Press, 19 Mar 2022)
2.	Designing & Managing the Supply Chain, 4th Edition by David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi, Ravi Shankar
Reference Books	
Sr No	**Book Details**
1.	Business, warehouse and inventory management by Ramgovind P, Engelbrecht W, Edition : 1
Links (Only Verified links should be pasted here)	
https://books.google.co.in/books/about/Warehouse_Management.html?id=R3RJEAAAQBAJ&redir_esc=y	