

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



**Affiliated to**

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



**Evaluation Scheme & Syllabus**

**For**

**Master of Business Administration**

**(Marketing & Finance)**

**Second Year**

**(Effective from the Session: 2025-26)**

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

**Master of Business Administration**

**(Marketing & Finance)**

**Evaluation Scheme**

**SEMESTER-III**

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	BMBAMF0302	Strategic Management	Mandatory	4	0	0	30	20	50	0	100	0	150	4
2	BMBAMF0301	Digital Payment System & Platform	Mandatory	4	0	0	30	20	50	0	100	0	150	4
3		Specialisation Group-1 Elective -1	Departmental Elective	3	0	0	30	20	50	0	100	0	150	3
4		Specialisation Group 1 Elective -2	Departmental Elective	3	0	0	30	20	50	0	100	0	150	3
5		Specialisation Group 1 Elective -3	Departmental Elective	3	0	0	30	20	50	0	100	0	150	3
6		Specialisation Group 2 Elective -1	Departmental Elective	3	0	0	30	20	50	0	100	0	150	3
7		Specialisation Group 2 Elective -2	Departmental Elective	3	0	0	30	20	50	0	100	0	150	3
8		Specialisation Group 2 Elective -3	Departmental Elective	3	0	0	30	20	50	0	100	0	150	3
9	BMBAMF0351	Introduction to Tableau	Mandatory	0	0	4	0	0	50	50	0	50	100	2
10	BMBAMF0359	Summer Internship Report	Mandatory	0	0	8	0	0	50	50	0	100	150	4
		<b>TOTAL</b>											<b>1450</b>	<b>32</b>

**Abbreviation Used:**

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

## List of Elective Subjects

Sl. No.	Subject Codes	Subject Name	Types of Subjects	Bucket Name	Branch	Semester
8	BMBAMF0311	Tax Planning & Management	Elective	Finance	MBA M&F	III
9	BMBAMF0312	Security Analysis and Portfolio Management	Elective		MBA M&F	III
10	BMBAMF0313	Indian Financial Market and Institutions	Elective		MBA M&F	III
14	BMBAMF0314	Consumer Behavior	Elective	Marketing	MBA M&F	III
15	BMBAMF0315	Retail Management	Elective		MBA M&F	III
16	BMBAMF0316	Product & Brand Management	Elective		MBA M&F	III

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**Evaluation Scheme**

**SEMESTER-IV**

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	BMBAMF0401	Project Management	Mandatory	4	0	0	30	20	50	0	100	0	150	4
2		Specialisation Group 1 Elective - 4	Departmental Elective	3	0	0	30	20	50	0	100	0	150	3
3		Specialisation Group 1 Elective - 5	Departmental Elective	3	0	0	30	20	50	0	100	0	150	3
4		Specialisation Group 1 Elective - 6	Departmental Elective	3	0	0	30	20	50	0	100	0	150	3
5		Specialisation Group 2 Elective - 4	Departmental Elective	3	0	0	30	20	50	0	100	0	150	3
6		Specialisation Group 2 Elective - 5	Departmental Elective	3	0	0	30	20	50	0	100	0	150	3
7		Specialisation Group 2 Elective - 6	Departmental Elective	3	0	0	30	20	50	0	100	0	150	3
8	BMBAMF0451	Research Project Report	Mandatory	0	0	8	0	0	50	50	0	100	150	4
		<b>TOTAL</b>											<b>1200</b>	<b>26</b>

**Abbreviation Used:**

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

## List of Elective Subjects

Sl. No.	Subject Codes	Subject Name	Types of Subjects	Bucket Name	Branch	Semester
1	BMBAMF0411	Financial Derivatives and Risk Management	Elective	Finance	MBA M&F	IV
2	BMBAMF0412	Financial Modelling-	Elective		MBA M&F	IV
3	BMBAMF0413	Working Capital Management	Elective		MBA M&F	IV
4	BMBAMF0414	Sales and Distribution Management	Elective	Marketing	MBA M&F	IV
5	BMBAMF0415	Services Marketing	Elective		MBA M&F	IV
6	BMBAMF0416	Marketing Analytics-	Elective		MBA M&F	IV

Subject Name: Strategic Management					L-T-P [3-0-0]	
Subject Code: BMBAMF0302				Applicable in Department: MBA MF		
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
Syllabus						
Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
	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	Assignment, Case Study	CO1

Unit-1	Levels of strategy	Strategic intent through Vision and Mission Statements, Core Competencies of Business, levels of strategy		4 Hours		
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	Assignment, Case Study	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		4 Hours		
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	Assignment, Case Study	CO3
	Strategy Formulation	Corporate Strategies: Directional Strategy: Growth strategies, Stability Strategies & Retrenchment Strategies.		4 Hours		
Unit -4	Strategy Choice and Analysis:	Scenario Analysis Process, Tools & Techniques of strategic Analysis: BCG Matrix, Ans off Grid, GE Nine Cell Planning Grid, McKinsey's 7'S framework.	Classroom discussion, videos, Case study	4 Hours	Assignment, Case Study	CO4
	Strategy implementation	Developing Programs, Budget and Procedures, Stages of Corporate Development. Leadership and corporate culture.		4 Hours		
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	Assignment, Case Study	CO5
	Balance scorecard	Balance scorecard approach to measure key Performance.		4 Hours		
Total				40		

Textbooks	
Sr No	Book Details
1.	<b>Kazmi, A., &amp; Kazmi, A. (2020).</b> <i>Strategic management</i> (5th ed.). McGraw Hill Education (India) Private Limited.
2	<b>Hill, C. W. L., Schilling, M. A., &amp; Jones, G. R. (2020).</b> <i>Strategic management: Theory &amp; cases: An integrated approach</i> (13th ed.). Cengage Learning
3	<b>Subba Rao, P. (2025).</b> <i>Business policy and strategic management: Text and cases</i> (2nd ed.). Himalaya Publishing House.
Reference Books	
Sr No	Book Details
1.	<b>Cherunilam, F. (2024).</b> <i>Strategic management</i> (7th ed.). Himalaya Publishing House.
2	<b>Thompson, A. A., Strickland, A. J. III, Gamble, J. E., &amp; Jain, A. K. (2006).</b> <i>Crafting and executing strategy: The quest for competitive advantage</i> (1st ed.). Tata McGraw-Hill.
Links	
1) <a href="https://www.youtube.com/playlist?list=PL03A70BC250C931F0">https://www.youtube.com/playlist?list=PL03A70BC250C931F0</a> 2) <a href="https://www.youtube.com/watch?v=ZmRK9wc3hjI">https://www.youtube.com/watch?v=ZmRK9wc3hjI</a>	



**Subject Name: Digital Payment System and Platform**

**L-T-P [3 – 0 – 0]**

**Subject Code: BMBAMF0301**

**Applicable in Department: MBA MF**

**Pre-requisite of Subject:** Financial systems, Banking operations, Mobile payment services, and information technology

**Course Objective:** This course provides a comprehensive understanding of digital payment systems and platforms, covering the evolution, technological infrastructure, regulatory frameworks, and innovations in both Indian and global contexts. It is ideal for commerce, management, and fintech students or professionals looking to gain practical and theoretical insights into digital finance.

### Course Outcomes (CO)

**Course outcome:** After completion of this course students will be able to:

**Bloom's  
Knowledge  
Level (KL)**

CO1	Understand the evolution, transformation, and regulation of FinTech, including crowdfunding dynamics and the collaboration between traditional financial institutions and start-ups.	K2
CO2	Understand the evolution, structure, and technological advancements of payment systems, along with regulatory frameworks and the role of FinTech in financial services.	K2
CO3	Understand the fundamentals and challenges of cryptocurrencies, blockchain technology, and their applications in trading, real estate, and regulatory contexts.	K2
CO4	Understand the emerging digital payment innovations, adoption behaviors, and technological trends, while evaluating challenges across diverse user segments and geographies.	K4
CO5	Understand the role of data analytics, AI, and cybersecurity in enhancing credit decisions, risk management, and the regulatory landscape of digital finance.	K4

### Syllabus

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
Unit-1	Digital Transformation of Finance	A Brief History of Financial Innovation, Digitization of Financial Services, Introduction to FinTech & Funds, FinTech Transformation, FinTech Typology. Introduction to Regulation and future of fintech	PPT, Classroom discussion, videos, Case	4 Hours	Assignments 1	CO1
	Crowdfunding	Crowdfunding – Types and functioning of crowdfunding markets, Differences between traditional funding models and crowdfunding markets, Informational problems in the crowdfunding model.		4 Hours		
Unit-2	Payment Systems	Digitalization of the payment system, The historical evolution of the payment system. Attributes of a well-functioning payment system, Banks as guarantors of the payment system. New entrants and new payment models: risks for the banking system.	PPT, Classroom discussion, videos, Case	4 Hours	Assignment 2	CO2
	FinTech	FinTech applications in Banking & Non-Banking Financial Companies (NBFCs); Insurance; Payments; Lending, Growth of Digital Payments in India, RBI guidelines on Digital Payments.		4 Hours		
Unit-3	Crypto Assets and Blockchains	Introduction: Crypto an asset for trade and Crypto-currency, Problems with issuers credibility, Fin Tech & Securities Trading; Cryptocurrencies and its future as currency, blockchain as a registration mechanism, Functioning of the blockchain system. The integration of digital currency and blockchain and issuers incentive problems;	PPT, Classroom discussion, videos, Case	5 Hours	Assignment 3	CO3
	Protech	Protech: FinTech of Real Estate; Possible alternative uses of blockchain technology in the economy and difficulties in its implementation. Use of bitcoin in money laundering.		3 Hours		
Unit-4	Fintech Innovations and Consumer Behavior	Digital wallets and BNPL models, Neobanks and embedded finance, Adoption barriers and behaviour analysis, CBDCs and AI in payments.	PPT, Classroom discussion, videos, Case	4 Hours	Assignment 4	CO4

	Emerging global trends	Emerging global trends, Integration with IoT and smart devices, Predict future developments in digital payments, Factors influencing adoption, Urban vs rural usage trends, Barriers: trust, digital literacy, infrastructure.		4 Hours		
Unit-5	FinTech, Big Data Analytics and New Financial Business Models	The use of data in traditional credit decisions, the combination of big data and machine learning to improve financing decisions. Smart accounts, customized financial products, risk management and fraud prevention. High frequency trading: opportunities and risks.	PPT, Classroom discussion, videos, Case	4 Hours	Assignment 5	CO5
	Digital security	Digital security, Challenge of confidentiality, integrity and availability. Digital securities as systemic risk in economy. Regulations on cybersecurity. Latest developments in field of Digital Finance.		4 Hours		
Total				40		

Textbooks	
Sr No	Book Details
1.	<b>Lynn, T., Mooney, J. G., Rosati, P., &amp; Cummins, M.</b> (Eds.). (2018). <i>Disrupting finance: FinTech and strategy in the 21st century</i> . Palgrave Macmillan. .
2.	Beaumont, P. H. (2019). <i>Digital Finance: Big Data, Start-ups, and the Future of Financial Services</i> . New Delhi: Routledge
Reference Books	
Sr No	Book Details
1.	RBI Guidelines on Payment Systems, Crypto Asset and Fintech Business Model
2.	<b>Phadke, S.</b> (2020). <i>FinTech future: The digital DNA of finance</i> . SAGE Publications Pvt Ltd
3.	<b>Maese, V. A., Avery, A. W., Naftalis, B. A., Wink, S. P., &amp; Valdez, Y. D.</b> (2016). <i>Cryptocurrency: A prime</i>

Links (Only Verified links should be pasted here)
<ol style="list-style-type: none"><li>1. <a href="https://youtu.be/oF5KB-INikc?si=PkgKQqbJzQMykHpD">https://youtu.be/oF5KB-INikc?si=PkgKQqbJzQMykHpD</a></li><li>2. <a href="https://youtu.be/NNqkdk5S5sQ?si=FWXA81p6Odgwgyxu">https://youtu.be/NNqkdk5S5sQ?si=FWXA81p6Odgwgyxu</a></li><li>3. <a href="https://youtu.be/QIPZUSHZ00U?si=GAldRpItNwv11Gn">https://youtu.be/QIPZUSHZ00U?si=GAldRpItNwv11Gn</a></li></ol>

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

**Subject Code: BMBAMF0351** **Applicable in Department: MBA MF**

**Pre-requisite of the Subject:** Basic computer literacy (navigating software, file management). Familiarity with fundamental business concepts and data types (e.g., sales figures, marketing metrics, financial data). Proficiency in Microsoft Excel (understanding of data structure and basic formulas) is helpful but not mandatory.

**Course Objective:** This course introduces MBA students to Tableau, a leading data visualization and business intelligence tool. In an era where visual communication of data is paramount for effective business strategy and operations, this course provides hands-on experience in transforming raw data into actionable insights through interactive and shareable dashboards. Students will learn to connect to various data sources, prepare data for visualisation, create a wide range of charts and graphs, build insightful dashboards, and implement calculations.

**Course Outcomes (CO)**

<b>Course outcome:</b> After completion of this course students will be able to:		<b>Bloom's Knowledge Level(KL)</b>
CO1	Explain the capabilities of Tableau Desktop and its role in the business intelligence and analytics process.	K2
CO2	Apply methods to connect Tableau to various data sources and perform data preparation tasks (joins, cleaning, shaping).	K3
CO3	Select and construct appropriate chart types and calculated fields within Tableau to effectively represent business data and address analytical questions.	K3
CO4	Design and build interactive dashboards in Tableau that integrate multiple visualizations and user controls (filters, actions, parameters) to facilitate data exploration and analysis.	K6
CO5	Evaluate the clarity and effectiveness of Tableau visualizations and dashboards and interpret the presented insights to support data-driven business recommendations.	K5

## Syllabus

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
Unit-1	Tableau Fundamentals & Basic Charting	Why Viz? Tableau Interface, Connecting Data (Files), Dimensions/Measures, Discrete/Continuous, Show Me, Bar/Line charts, Scatter plots, Maps, Filters, Sort.	Lecture (L), Demo, Hands-on Lab (P)	6 Hours	Lab 1 (Interface, Connect), Lab 2 (Basic Charts)	CO1, CO3 (Intro)
Unit-2	Data Preparation & Intermediate Viz	Data Interpreter, Pivot, Split, Joins, Unions, Intro to Prep Builder, Heat maps, Tree maps, Box plots, Analytics Pane (Totals, Trend, Forecast).	Lecture (L), Demo, Hands-on Lab (P)	6 Hours	Lab 3 (Prep/Join), Lab 4 (Interm Charts) Assignment 1	CO2, CO3
Unit-3	Calculations in Tableau	Calculated Fields (Syntax, Aggregation, String/Date/Number/Logic Functions), Table Calculations (Scope/Direction), Quick Table Calcs, LOD Intro.	Lecture (L), Demo, Hands-on Lab (P)	9 Hours	Lab 5 (Calc Fields), Lab 6 (Table Calcs) Assignment 2	CO3
Unit-4	Dashboard Design & Interactivity	Dashboard Principles, Layouts (Tiled/Floating), Containers, Adding Objects, Sizing, Actions (Filter, Highlight, URL), Parameters (Basic Use Cases).	Lecture (L), Demo, Hands-on Lab (P), Discussion (D)	9 Hours	Lab 7 (Static Dash), Lab 8 (Actions), Lab 9 (Parameters) Assignment 3	CO4
Unit-5	Advanced Techniques & Storytelling	Advanced Maps (Layers), Dual/Combined Axis Charts, Gantt Charts, Story Points, Annotations, Sharing Workbooks (Formats), Publishing Overview (Public/Server).	Lecture (L), Demo, Hands-on Lab (P)	5 Hours	Lab 10 (Adv Charts), Lab 11 (Story/Sharing)	CO4, CO5
	Capstone Application	Dedicated project work, Instructor consultation, Final project presentations/demos.	Project Work Supervision, Q&A, Presentations (Pres)	5 Hours	Final Project Work & Submission	CO4, CO5
<b>Total</b>				<b>40</b>		

## Textbooks

Sr No	Book Details
1.	<a href="https://cedar.princeton.edu/sites/g/files/toruqf1076/files/media/introduction_to_tableau_training_0.pdf">https://cedar.princeton.edu/sites/g/files/toruqf1076/files/media/introduction_to_tableau_training_0.pdf</a> Tableau: An Introduction By Princeton University
Reference Books	
Sr No	Book Details
1.	"Beautiful Visualization, Looking at Data Through the Eyes of Experts by Julie Steele, Noah Iliinsky"
Links (Only Verified links should be pasted here)	
<a href="https://www.udemy.com/course/tableau10-advanced/?utm_source=bing&amp;utm_medium=udemyads&amp;utm_campaign=BGSearch Keyword Beta Prof Ia.EN cc.India&amp;campaigntype=Search&amp;portfolio=Bing India&amp;language=EN&amp;product=Course&amp;test=&amp;audience=Keyword&amp;topic=Tableau&amp;priority=Beta&amp;utm_content=deal4584&amp;utm_term=. ag 1327112923138429 . ad . kw tableau%20classes%20online . de c . dm . pl . ti kwd-82945677936454:loc-90 . li 157422 . pd . &amp;matchtype=b&amp;msclkid=8aedd10a5db81cda10f5b924f5487a79">https://www.udemy.com/course/tableau10-advanced/?utm_source=bing&amp;utm_medium=udemyads&amp;utm_campaign=BGSearch Keyword Beta Prof Ia.EN cc.India&amp;campaigntype=Search&amp;portfolio=Bing India&amp;language=EN&amp;product=Course&amp;test=&amp;audience=Keyword&amp;topic=Tableau&amp;priority=Beta&amp;utm_content=deal4584&amp;utm_term=. ag 1327112923138429 . ad . kw tableau%20classes%20online . de c . dm . pl . ti kwd-82945677936454:loc-90 . li 157422 . pd . &amp;matchtype=b&amp;msclkid=8aedd10a5db81cda10f5b924f5487a79</a>	

Subject Name: Tax Planning and Management				L-T-P [3-0-0]		
Subject Code: BMBAMF0311				Applicable in Department: MBA MF		
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	Case Analysis	CO1
	Residential Status	Determining residential status, Scope of income based on status and Incidence of Tax		4		
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	Practical / live assignment	CO2
	Residential Status	Determining residential status, Scope of income based on status and Incidence of Tax		4		
Unit-3	Exemptions and Deductions	Common Exemptions under Section 10, Income Tax Deductions (Sections 80C to 80U)	Lecture + Problem Solving	2	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.		6		
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	Practical / live assignment	CO4
	Types of GST	Types of GSTCGST-IGST-SGST- UTGST Schedules-Rate of GST- Kerala GST Provisions		2		

Unit-5	Main Provisions of GST	Main Provisions: Provisions compensation (GST) Law-Definitions of important terms- Levy of Tax-Collection-relating 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	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		2		
Total				40		

Textbooks	
Sr No	Book Details
1.	<b>Singhania, V. K.</b> (2025). <i>Income tax law &amp; practice</i> (Latest ed.). Taxmann Publications.
2.	<b>Mehrotra, H. C., &amp; Goyal, S. P.</b> (2023). <i>Income tax law &amp; practice</i> (64th ed.). Sahitya Bhawan Publications.
Reference Books	
Sr No	Book Details
1	<b>Panteghini, P. M.</b> (2007). <i>Corporate taxation in a dynamic world</i> . Springer-Verlag.
Links	

1. [https://youtu.be/nqz\\_3UkVX8Q](https://youtu.be/nqz_3UkVX8Q)
2. [https://youtu.be/X\\_CNQeLnalw](https://youtu.be/X_CNQeLnalw)



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

Subject Name: Security Analysis & Portfolio Management						L-T-P [3-0-0]
Subject Code: BMBAMF0312				Applicable in Department: MBA MF		
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 Knowled ge 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	Practical/ Assignment/	CO Mapping

				(L+P)	Lab Nos	
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	CO-1
	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	CO-2
	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 Investment Decision-Making	CO-3
	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		
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		

### Textbooks

Sr No	Book Details
1.	<b>Pandian, P.</b> (2012). <i>Security analysis and portfolio management</i> (2nd ed.). Vikas Publishing House.
2.	<b>Bhat, S.</b> (2009). <i>Security analysis and portfolio management</i> . Excel Books India.

### Reference Books

Sr No	Book Details
1	<b>Singh, S., &amp; Yadav, S. S.</b> (2021). <i>Security analysis and portfolio management: A primer</i> . Springer Singapore.

### Links

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

<b>Subject Name: Indian Financial Markets and Institutions</b>		<b>L-T-P [3-0-0]</b>
<b>Subject Code: BMBAMF0313</b>		<b>Applicable in Department: MBA MF</b>
<b>Pre-requisite of Subject:</b> Understanding of financial accounting and financial management.		
<b>Course Objective:</b> 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.		
<b>Course Outcomes (CO)</b>		
<b>Course outcome:</b> After completion of this course, students will be able to:		<b>Bloom's Knowledge Level (KL)</b>
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 Required (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.		4 Hours		
Unit-2	RBI	Reserve Bank of India: Organization, management and functions, Recent monetary policy of RBI, Banking role and structure.	PPTs, Videos, 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		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.	Presentation, Case Studies.	4 Hours	Case studies on major capital market movements, initial public offerings (IPOs), and the role of institutional investors movements.	CO3
	Capital Market	Capital market: primary and secondary markets, their role recent developments, Government securities market, SEBI: objectives and functions.		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, 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		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)		4 Hours		
		<b>Total</b>		<b>40</b>		

Textbooks	
Sr No	Book Details
1.	<b>Bhole, L. M., &amp; Mahakud, J. (2017).</b> <i>Financial institutions and markets: Structure, growth and innovations</i> (6th ed.). McGraw Hill Education.
2	<b>Mishkin, F. S., &amp; Eakins, S. G. (2015).</b> <i>Financial markets and institutions</i> (8th ed.). Pearson Education.
Reference Books	
Sr No	Book Details
1	<b>Madura, J. (2014).</b> <i>Financial institutions &amp; markets</i> (10th ed.). Cengage Learning.



**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
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**School of Management**

<b>Subject Name: Consumer Behaviour</b>		<b>L-T-P [3-0-0]</b>
<b>Subject Code: BMBAMF0314</b>		<b>Applicable in Department: MBA MF</b>
<b>Pre-requisite of Subject:</b> Basic understanding of Marketing Management.		
<b>Course Objective:</b> 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.		
<b>Course Outcomes (CO)</b>		
<b>Course outcome:</b> After completion of this course students will be able to:		<b>Bloom's Knowledge Level (KL)</b>
CO1	Explain the fundamentals of consumer behaviour 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 behaviour.	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
<b>Syllabus</b>		

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

Unit-4	Diffusion of Innovation	Attribution theory and Diffusion of Innovation. Diffusion process. The adoption process.	Discussions	4		
Unit-5	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	Case Based Assignment	CO5
	Organizational Buying	Nature of Organizational Buying, Influences on Organizational Buying Behaviour, Organizational Buying Decision.		4		
Total				40		

Textbooks	
Sr No	Book Details
1.	Yoesoep Edhie Rachmad (2024), The Evolution of Consumer Behaviour: 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
<b>Links (Only Verified links should be pasted here)</b>	
1.	<a href="#"><u>NPTEL :: Management - NOC: Consumer Behaviour</u></a>



**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
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**School of Management**

<b>Subject Name: Retail Management</b>		<b>L-T-P [3-0-0]</b>
<b>Subject Code: BMBAMF0315</b>		<b>Applicable in Department: MBA MF</b>
<b>Pre-requisite of Subject:</b> Financial Management & basic understanding of accounting		
<b>Course Objective:</b> The objective of this course is to make students understand the concept of working capital, the operating cycle process, the cash management system, collection techniques, and sources of funds for working capital financing, which will equip the students in the calculation of working capital requirements and developing an insight into liquidation aspects of a firm.		
<b>Course Outcomes (CO)</b>		
<b>Course outcome:</b> After completion of this course students will be able to:		<b>Bloom's Knowledge Level(KL)</b>
CO1	Understand the fundamentals and structure of the retail industry, including various retail formats and their evolution in the Indian and global context.	(K2)
CO2	Analyze retail consumer behavior and apply market research techniques to segment and target retail customers effectively.	(K4)
CO3	Design and manage retail operations and strategies, including store layout, merchandising, pricing, and supply chain management.	(K6)
CO4	Evaluate the role of technology and digital tools in enhancing retail marketing, customer experience, and omnichannel integration	(K5)
CO5	Critically assess emerging trends and global best practices in retailing, including sustainability, franchising, and ethical considerations.	(K4)
<b>Syllabus</b>		

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
1	Introduction to Retailing	Evolution and growth of retail in India and globally, Types and formats of retail (organized vs unorganized, online vs offline), Retail environment and economic impact, Role of retail in the supply chain, Trends and challenges in modern retail	Discussion, Virtual Store tours, Case study (Rise of organized retail chains like Reliance Retail and D-Mart)	8 Hours	Visit two retail outlets—one local kirana store (unorganized) and one organized retail chain (e.g., Reliance Smart, D-Mart). Prepare a report comparing store layout, customer service, pricing, and product range.	CO1
2	Retail Consumer Behavior and Market Research	Understanding retail consumer behaviour, Factors influencing retail buying decisions, Market segmentation and targeting in retail, Customer journey and experience management, Role of AI and big data in consumer behaviour analytics	Discussion, Case study, Role Plays	8 Hours	Conduct a primary survey to study consumer preferences while shopping for apparel, groceries, or electronics. Analyze factors like store choice, price sensitivity, and brand loyalty.	CO2
3	Retail Strategy and Operations	Retail business models and strategic planning, Store layout, design, and visual merchandising, Inventory and supply chain management in retail, Location strategy and site selection, Retail pricing and promotions	Store designing and Gamification activities	8 Hours	Visit a branded retail store (e.g., Lifestyle, Decathlon) and analyze its layout, shelf arrangement, product placement, signage, and visual merchandising techniques. Include photos and your observations.	CO3
4.	Retail Marketing and Technology Integration	Retail branding and private labels, Multichannel and omnichannel retailing, Digital marketing and e-commerce strategies, Use of CRM and loyalty programs, Role of technology: RFID, POS systems, AR/VR, and mobile apps	Case study, Discussion, Videos	8 Hours	Study how a leading omnichannel retailer (e.g., Nykaa, Tata Cliq) integrates its offline and online platforms. Analyze use of digital marketing, CRM tools, mobile apps, and website design.	CO4

5.	Emerging Trends and Global Retail Practices	Franchising and international retailing, Sustainable and green retailing, Retail analytics and data-driven decision making, Impact of social media and influencer marketing, Legal and ethical issues in retail	Presentations, Discussions and Podcasts	8 Hours	Choose a retail brand (e.g., IKEA, FabIndia, H&M) and examine their sustainability initiatives—eco-friendly products, packaging, sourcing, waste management, etc.	CO5
<b>Total</b>				<b>40</b>		

Textbooks	
Sr No	Book Details
1.	Berman, B., & Evans, J. R. (2018). <i>Retail management: A strategic approach</i> (13th ed.). Pearson Education India.
2.	Bajaj, C., Tuli, R., & Srivastava, N. V. (2016). <i>Retail management</i> (2nd ed.). Oxford University Press.
Reference Books	
Sr No	Book Details
1.	Gilbert, D. (2008). <i>Retail marketing management</i> (2nd ed.). Pearson Education.
Links	
1) <a href="https://www.coursera.org/learn/wharton-retail-marketing-strategy">https://www.coursera.org/learn/wharton-retail-marketing-strategy</a> 2) <a href="https://www.youtube.com/watch?v=5iRDd-f1nmg&amp;t=435s">https://www.youtube.com/watch?v=5iRDd-f1nmg&amp;t=435s</a>	





**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
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**School of Management**

<b>Subject Name: Product and Brand Management</b>		<b>L-T-P [3-0-0]</b>
<b>Subject Code: BMBAMF0316</b>		<b>Applicable in Department: MBA MF</b>
<b>Pre-requisite of Subject:</b> Basic understanding of marketing management.		
<b>Course Objective:</b> To understand product management, brand, branding and brand equity for effective implementation and growth in the market.		
<b>Course Outcomes (CO)</b>		
<b>Course outcome:</b> After completion of this course, students will be able to:		<b>Bloom's Knowledge Level(KL)</b>
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

## Syllabus

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (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 analyze 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)	3 hours	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. Commercialization: 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

	Brand Equity	Brand Equity concept and Brand Equity Models: Brand Asset Valuation, Aaker Model, Brand Resonance		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	Assignment 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	
<b>Total</b>				<b>40</b>		


Textbooks	
Sr No	Book Details
1	Keller, K. L. (2023). <i>Strategic brand management: Building, measuring, and managing brand equity</i> (6th ed.). Pearson Education.
2	Keller, K. L., Swaminathan, V., Parameswaran, A. M. G., & Isaac, C. (2024). <i>Strategic brand management</i> (5th ed.). Pearson Education.
Reference Books	
Sr No	Book Details
1	Kapoor, R. (2019). <i>Product and brand management</i> . Tata McGraw-Hill Education.
2	Aaker, D. A. (2020). <i>Managing brand equity: Capitalizing on the value of a brand name</i> . Free Press.
3	Keller, Kevin Lane (2013), <i>Strategic Brand Management: building, measuring, and managing brand equity</i> , Pearson



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

<b>Subject Name: Summer Internship Report</b>		<b>L-T-P [0-0-8]</b>
<b>Subject Code: BMBAMF0359</b>		<b>Applicable in Department: MBA MF</b>
<b>Pre-requisite of Subject:</b> Students should have basic industry knowledge, completed core coursework, good communication skills, and a professional attitude with clear goals for the internship.		
<b>Course Objective:</b> 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.		
<b>Course Outcomes (CO)</b>		
<b>Course outcome:</b> After completion of this course students will be able to:		<b>Bloom's Knowledge Level(KL)</b>
CO1	Understand and solve business problems in business organizations	K1
CO2	Develop the ability to identify the research gap	K3
CO3	Apply statistical tools to provide optimum solution	K3
CO4	Analyze the data and draw conclusions	K4
CO5	Create Multi-Disciplinary Approach for identifying and solving business problems	K6
<b>Guidelines</b>		
<b>1.</b>	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.

 <p><b>NIET</b> Greater Noida <small>Autonomous Institute</small></p>	<p align="center"><b>NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY</b>  <b>GREATER NOIDA-201306</b>          (An Autonomous Institute)  <b>School of Management</b></p>
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**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)



**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
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**School of Management**

<b>Subject Name: Project Management</b>		<b>L-T-P [3-0-0]</b>
<b>Subject Code: BMBAMF0401</b>		<b>Applicable in Department: M B A M F</b>
<b>Pre-requisite of Subject:</b> Knowledge of financial and business management.		
<b>Course Objective:</b> This course will empower the students to get insights into basic concepts of project management and create awareness of the roles and responsibilities of a project manager. It will further develop the confidence among the students to take up any project. To understand various perspectives in which optimum decisions are to be taken in case of risks with planned activities in the project with a particular focus on planning, scheduling, and controlling the projects.		
<b>Course Outcomes (CO)</b>		
<b>Course outcome:</b> After completion of this course, students will be able to:		<b>Bloom's Knowledge Level(KL)</b>
CO 1	Understand the basic concepts and characteristics of project management and project manager management.	(K2)
CO2	Evaluate the roles and responsibilities along with tools & techniques used in Project management.	(K5)
CO3	Develop confidence to take up any projects	(K3)
CO4	Schedule and monitor processes in the Project.	(K3)
CO5	Evaluate perspectives in which optimum decisions are to be taken in case of risks with planned activities in the project.	(K5)



## Syllabus

Unit No	Module Name	Topic covered	Pedagogy	Lecture Require d (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
Unit-1	Introduction of Project	Projects – Definition and Objectives – Project Management Vs General Management – Roles and Responsibilities of Project Manager – Selection of Project Manager – Selection of Projects – Understanding Project Life Cycle.	Discussion, Presentation	4 Hours	Assignment	CO1
	Project Team	Project Team and Scope of Project Management: Characteristics of a Project Team & Project Leader, Project Organization, and Importance of Project Management.		4 Hours		
Unit-2	Project Identification & Selection	Project Identification & Selection: Identification, Generation of Ideas, Approaches to Project Screening and Selection, and Project Rating Index.	Discussion, Presentation, Case Study	3 Hours	Assignment	CO2
	Market & Demand Analysis	Market & Demand Analysis Techniques: Survey & Trend Projection Methods. Project Risk Management: Concepts and Types of Project Risks, Risk Identification, Risks Analysis, Risks Mitigation Strategies. Case		3 Hours		
Unit-3	Budgeting the Project	Fundamental components of Project Cost, Types of Costs: Direct, Indirect, Recurring, Non-Recurring, Fixed, Variable, Normal, and Expedited Costs. Methods of budgeting – Project cost estimation – Improving cost estimates – Budget uncertainty and risk management.	Discussion, Presentation, Case Study	4 Hours	Assignment	CO3
	Project Scheduling	Scheduling the project – Gantt chart – Resource allocation and loading – Social Cost Benefit Analysis (SCBA) of Project: Concept & significance of SCBA, Approaches to SCBA. UNIDO Case		4 Hours		

Unit-4	Project Scheduling and Network Analysis	Steps in Project Scheduling and Network Design, Gantt Chart, Work Breakdown Structure (WBS) & Responsibility Assignment Matrix.	Discussion, Presentation Case Numerical Exercise	5 Hours	Assignment	CO4
	Project Network	Project Network Design: Identifying the Nodes and Activities, Activity on Arrow (AoA) and Activities on Node (AoN) methods, Introduction to PERT and CPM, Crashing in Projects. Case		5 Hours		
Unit-5	Monitoring and controlling the project	Monitoring the project – Control cycle – Project control – Designing the control system – Project Evaluation: Milestone Analysis and Tracking Gantt chart. Earned Value Analysis (EVA): Planned Value (PV), Earned Value (EV), Cost Variance (CV), Schedule Variance (SV), Cost Performance Index (CPI), Schedule Performance Index (SPI)	Discussion, Presentation Numerical Exercise Case	6 Hours	Assignment	CO5
	Project auditing	Project auditing – Project termination: Types of Terminations, Project Termination Process. Case		2 Hours		
<b>Total</b>				<b>40</b>		

**Textbooks**

<b>Sr No</b>	<b>Book Details</b>
1.	<b>Vohra, N. D., &amp; Arora, H.</b> (2021). <i>Quantitative techniques in management</i> (6th ed.). McGraw Hill Education.
2.	<b>Meredith, J. R., Shafer, S. M., &amp; Mantel, S. J., Jr.</b> (2021). <i>Project management: A managerial approach</i> (11th ed.). Wiley.

**Reference Books**

<b>Sr No</b>	<b>Book Details</b>
1	<b>Chandra, P.</b> (2022). Project preparation, appraisal, budgeting and implementation ( <i>Latest ed.</i> ). Tata McGraw Hill.
2	<b>Gray, C. F., Larson, E. W., &amp; Desai, G.</b> (2012). Project management: The managerial process ( <i>4th ed.</i> ). Tata McGraw Hill.
3	<b>Gopalan, M. R.</b> (2019). Project management. Wiley.



**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
**GREATER NOIDA-201306**  
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**School of Management**

<b>Subject Name: Financial Derivatives and Risk Management</b>		<b>L-T-P [3-0-0]</b>
<b>Subject Code: BMBAMF0411</b>		<b>Applicable in Department: MBA MF</b>
<b>Pre-requisite of Subject:</b> Basic knowledge of Financial Management and Quantitative Techniques		
<b>Course Objective:</b> 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.		
<b>Course Outcomes (CO)</b>		
<b>Course outcome:</b> After completion of this course students will be able to:		<b>Bloom's Knowledge Level(KL)</b>
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)

Syllabus						
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, speculation & arbitrage	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, introduction to forwards, futures, options, hedging with forwards, Indian Derivative market.	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	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 Pricing	Black Scholes option pricing Model Index Options, Hedging with Index Options, Speculation and Arbitrage with Index Options, Index Options Market in Indian option Market, Use of different option strategies to mitigate the risk.	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	James, I. (Ed.). (2023). Financial derivatives: Markets and applications. Willford Press
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)	
1.	<a href="https://youtube.com/playlist?list=PLLy_2iUCG87CTB2vv9njHaJbmQoa9S5gK&amp;si=zZtvSOYn0aF3vf1a">https://youtube.com/playlist?list=PLLy_2iUCG87CTB2vv9njHaJbmQoa9S5gK&amp;si=zZtvSOYn0aF3vf1a</a>
2.	<a href="https://www.sebi.gov.in/sebiweb/home/HomeAction.do?doListing=yes&amp;sid=1&amp;ssid=3&amp;smid=0">https://www.sebi.gov.in/sebiweb/home/HomeAction.do?doListing=yes&amp;sid=1&amp;ssid=3&amp;smid=0</a>
3.	<a href="https://youtu.be/m66BVK2dIDk?si=_rFTn5RYSUacmNRW">https://youtu.be/m66BVK2dIDk?si=_rFTn5RYSUacmNRW</a>



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Subject Name: Financial Modelling					L-T-P [0-0-6]	
Subject Code: BMBAMF0412					Applicable in Department: MBA MF	
Pre-requisite of Subject: Knowledge of financial and business management.						
Course Objective: To gain proficiency in constructing, analysing, and maintaining financial models to support strategic decision-making in various industries, equipped with advanced Excel skills and a deep understanding of accounting and financial principles.						
Course Outcomes (CO)						
Course outcome: After completion of this course students will be able to:						Bloom's Knowledge Level(KL)
CO1	Apply the MS Excel tools for financial modelling and valuation.					K3
CO2	Understand and apply relevant techniques for the relative valuation of the firms.					K3
CO3	Understand & apply various approaches to financial statement analysis.					K3
CO4	Project & evaluate the requirements in managing the projects.					K5
CO5	Apply & use various tools and models for equity research.					K6
Syllabus						
Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping

Unit-1	Introduction to financial modelling	Introduction to financial modelling-concept, relevance and Rationale	PPT	2 Hours	Assignment: Financial models application and approaches	CO1
	Basic and advanced excel tools for financial modeling	Basic excel concepts Advanced excel concepts MS-EXCEL and its relevance in financial modeling	Excel exercises	6 Hours	Assignment: Financial models application and approaches	
Unit-2	DCF analysis	Valuation& its importance Understanding enterprise value and equity value, Comparable Company Analysis Discounted Cash Flow (DCF) analysis: Understanding unlevered free cash flow	Excel Exercises/ Case Study/ Videos	4 Hours	Assignment: To determine the intrinsic value of the company Topic: To analyze a company, apply DCF techniques, and interpret the results to determine the intrinsic value of the company.	CO2
	Forecasting models	Forecasting free cash flow, Forecasting terminal value. Sensitivity Analysis: Conduct sensitivity analysis to assess the impact of changes in key assumptions on the forecasted financial results. Scenario Analysis: Perform scenario analysis to evaluate the outcomes under different scenarios	Excel Exercises/ Case Study/ Videos	4 Hours	Assignment: To determine the intrinsic value of the company Topic: To analyze a company, apply DCF techniques, and interpret the results to determine the intrinsic value of the company.	
Unit-3	Preparation of income statement, balance sheet and cash flow statement	Understanding components of three statements Preparation of common size statements from trial balance Understanding the approaches for projections	Ppt/ Case Study/ Videos	4 Hours	Assignment: To develop a 3-statement model Topic: Create a three-statement financial model for a company, incorporating historical data and future projections.	CO3
	3-statement model	Projecting the income statement Projecting the balance sheet Projecting the cash flow statement Creating the debt and interest schedule	Excel Exercises/ Case Study/ Videos	4 Hours	Assignment: To develop a 3-statement model Topic: Create a three-statement financial model for a company, incorporating historical data and future projections.	



Unit-4	Ratio analysis	Ratio analysis of industries, Dupont Analysis, Peer to peer analysis, Preparation of Financial Analysis report on an industry.	Excel Exercises/ Case Study/ Videos	4 Hours	Assignment: To Analyze Company financial statements Topic: To assess its liquidity, profitability, and solvency, and provide recommendations for financial performance improvement.	CO4
	Risk analysis in project appraisal	Determining the project viability using NPV, IRR in excel	Excel Exercises / Case Study/ Videos	4 Hours	Assignment: To Analyze Company financial statements Topic: To assess its liquidity, profitability, and solvency, and provide recommendations for financial performance improvement	
Unit-5	Equity Research Modeling	Introduction to Equity Analysis & Investing Evaluating Business Model & Industry Analysis, PE Analysis, Sensitivity Analysis, Screening Stocks for investment	Ppt/ Case Study/ Videos	4 Hours	Assignment: Portfolio Management Assignment Topic: Analyze investment returns, calculate portfolio mean and variance, construct an efficient portfolio, and estimate beta to optimize investment strategies.	CO5
	Portfolio valuation	Introduction, returns, portfolio mean and variance, calculation of efficient portfolio, calculation of variance and covariance matrix, estimating beta	Excel Exercises / Case Study/ Videos	4 Hours	Assignment: Portfolio Management Assignment Topic: Analyze investment returns, calculate portfolio mean and variance, construct an efficient portfolio, and estimate beta to optimize investment strategies.	
<b>Total</b>				<b>40</b>		

### Textbooks

Sr No	Book Details
1.	Sengupta, C. (2009). <i>Financial analysis and modeling using Excel and VBA</i> (2nd ed.). Wiley.
2.	Thomas S Y Ho & Sang Bin Lee, <i>The Oxford Guide to Financial Modeling: Applications for Capital Markets, Corporate Finance, Risk Management and Financial Institutions</i> , Oxford University Press

### Reference Books

Sr No	Book Details
1	<b>Bodmer, E.</b> (2014). <i>Corporate and project finance modeling: Theory and practice</i> . Wiley.
2	<b>Swan, J.</b> (2015). <i>Practical financial modelling: The development and audit of cash flow models</i> (3rd ed.). Butterworth-Heinemann.

### Links (Only Verified links should be pasted here)

4. [https://www.youtube.com/watch?v=QhBLvRu2XSI&list=PL3uUjzLk6PulhRop\\_ffNeHyK0kprzO4cT&ab\\_channel=TheValuationSchool](https://www.youtube.com/watch?v=QhBLvRu2XSI&list=PL3uUjzLk6PulhRop_ffNeHyK0kprzO4cT&ab_channel=TheValuationSchool)



**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
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<b>Subject Name: Working Capital Management</b>		<b>L-T-P [3-0-0]</b>
<b>Subject Code: BMBAMF0413</b>		<b>Applicable in Department: MBA MF</b>
<b>Pre-requisite of Subject:</b> Financial Management & basic understanding of accounting		
<b>Course Objective:</b> The objective of this course is to make students understand the concept of working capital, the operating cycle process, the cash management system, collection techniques, and sources of funds for working capital financing, which will equip the students in the calculation of working capital requirements and developing an insight into liquidation aspects of a firm		
<b>Course Outcomes (CO)</b>		
<b>Course outcome:</b> After completion of this course, students will be able to:		<b>Bloom's Knowledge Level(KL)</b>
CO 1	Assess and analyse the working capital requirement of the firm	(K4)
CO2	Apply the techniques for managing the cash and liquid assets of the firm and create cash budgets.	(K6)
CO3	Plan and channel the inventories in the correct quantity and at the right time.	(K2)
CO4	Apply the techniques of receivables management to enhance the cash position of the firm	(K3)
CO5	Procure the funds for meeting the working capital needs of the firm in order to develop working capital financing policy of the company.	(K6)

## Syllabus

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required	Practical/ Assignment/ Nos	CO Mapping
Unit-1	Introduction to Working Capital and operating cycle	Nature, Scope and Definition of Working Capital, Types of working Capital, Determinants of working capital, Working Capital Cycle, Assessment and Computation of Working Capital Requirement	Discussion, with PPTs, video and Case study	3	Case-based problem on assessment of working capital requirement for the company.	CO1
	Approaches of working capital management	Profitability–Liquidity trade-off, Working Capital Policy - Aggressive & Defensive. Overview of Working Capital Management	Discussion, with PPTs, video and Case study	5		
Unit-2	Cash and Cash Management Models	Meaning of Cash, Motives for holding cash, objectives of cash management, factors determining cash needs, Cash Management Models, Cash Budget, Cash Management: basic strategies, techniques and processes	Discussion, with PPTs, video and Case study	4	You are the finance manager in the manufacturing firm, how will you maintain the cash receipt system and payment system monthly/quarterly/ yearly? State your assumptions	CO2
	Marketable Securities	Lock Box system and concentration banking, compensating balances; Marketable Securities: Concept, types, reasons for holding marketable securities, alternative strategies, choice of securities; Cash Management Practices in India	Discussion, with PPTs, video and Case study	4		
Unit-3	Receivables Management	Receivables: Nature & cost of maintaining receivables, objectives of receivables management, factors affecting size of receivables	Discussion, with PPTs, video and Case study	4	List out the practical example of any company which maintains the collection department in respect of costs associated with receivables.	CO3
	Policies for Receivables Management	Policies for managing accounts receivables, determination of potential credit policy including credit analysis, credit standards, credit period, credit terms, etc; Collection Policies; Credit Management in India.	Discussion, with PPTs, video and Case study	4		

Unit-4	Module 1: Inventory and Objectives of Inventory Management	Inventory: Need for monitoring & control of inventories, objectives of inventory management, Benefits of holding inventory, risks and costs associated with inventories	Discussion, with PPTs, video and Case study	4	Presenting the inventory management model of selected company.	CO4
	Module 2: Techniques of Inventory Management	Inventory Management: Minimizing cost in inventory, Techniques of Inventory Management - Classification, Economic order quantity, ABC Analysis, VED etc.	Discussion, with PPTs, video and Case study	4		
Unit-5	Module 1: Short-Term Financial Instruments for Working Capital	Need and objectives of financing of working capital, short-term credit, mechanism and cost-benefit analysis of alternative strategies for financing working capital: accrued wages and taxes, accounts payable, trade credit, bank loans, overdrafts, bill discounting, commercial papers, certificates of deposit, factoring, secured term loans	Discussion, with PPTs, video and Case study	4	Consider yourself as a finance manager; how will you know which finance options for working capital are suitable and when?	CO5
	Module 2: Sources of Working Capital in India	Pattern and sources of Working Capital Financing in India concerning Government policies, working capital control and banking policy- prominent committees on working capital financing.	Discussion, with PPTs, video and Case study	4		
<b>Total</b>				<b>40</b>		

Text Books	
Sr No	Book Details
1	Misra A. (2023). Working Capital Management , Excel Books.
2	Rustagi R.P. (2021) Working Capital Management (4 <sup>th</sup> Ed), Taxmann

## Reference Books

**Sr No**

**Book Details**

1

Sagner J, (2019). Working Capital Management: Applications and Case Studies, Wiley Publication

## Links

- 1) [https://www.youtube.com/watch?v=R2ndARL3RV4&list=PLLy\\_2iUCG87BFW5LwV9zFEH5dgS2XQTH5](https://www.youtube.com/watch?v=R2ndARL3RV4&list=PLLy_2iUCG87BFW5LwV9zFEH5dgS2XQTH5)
- 2) [https://www.youtube.com/watch?v=\\_7vRfFkKb5k&list=PLLy\\_2iUCG87BFW5LwV9zFEH5dgS2XQTH5&index=4](https://www.youtube.com/watch?v=_7vRfFkKb5k&list=PLLy_2iUCG87BFW5LwV9zFEH5dgS2XQTH5&index=4)
- 3) [https://www.youtube.com/watch?v=Z8PCD5ou\\_bs&list=PLLy\\_2iUCG87BFW5LwV9zFEH5dgS2XQTH5&index=12](https://www.youtube.com/watch?v=Z8PCD5ou_bs&list=PLLy_2iUCG87BFW5LwV9zFEH5dgS2XQTH5&index=12)
- 4) [https://www.youtube.com/watch?v=5cg2ceIlGfg&list=PLLy\\_2iUCG87BFW5LwV9zFEH5dgS2XQTH5&index=51](https://www.youtube.com/watch?v=5cg2ceIlGfg&list=PLLy_2iUCG87BFW5LwV9zFEH5dgS2XQTH5&index=51)
- 5) [https://www.youtube.com/watch?v=uQk8-WJ9uRU&list=PLLy\\_2iUCG87BFW5LwV9zFEH5dgS2XQTH5&index=55](https://www.youtube.com/watch?v=uQk8-WJ9uRU&list=PLLy_2iUCG87BFW5LwV9zFEH5dgS2XQTH5&index=55)
- 6) [https://www.youtube.com/watch?v=HsJxwmh5iko&list=PLLy\\_2iUCG87BFW5LwV9zFEH5dgS2XQTH5&index=59](https://www.youtube.com/watch?v=HsJxwmh5iko&list=PLLy_2iUCG87BFW5LwV9zFEH5dgS2XQTH5&index=59)
- 7) [https://www.youtube.com/watch?v=AwjSuHDqLiE&list=PLLy\\_2iUCG87BFW5LwV9zFEH5dgS2XQTH5&index=54](https://www.youtube.com/watch?v=AwjSuHDqLiE&list=PLLy_2iUCG87BFW5LwV9zFEH5dgS2XQTH5&index=54)



**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
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<b>Subject Name: Sales and Distribution Management</b>		<b>L-T-P [3-0-0]</b>
<b>Subject Code: BMBAMF0414</b>		<b>Applicable in Department: MBA MF</b>
<b>Pre-requisite of Subject:</b> Understanding of marketing management.		
<b>Course Objective:</b> This subject aims to build knowledge, understanding, and skills in sales and Channel management and enable the development and implementation of sales, Distribution and retail management strategies. It also helps to analyze decision alternatives and criteria in the context of realistic problem situations in Sales and Retail Management; it also focuses on Acquiring students and strategies.		
<b>Course Outcomes (CO)</b>		
<b>Course outcome:</b> After completion of this course, students will be able to:		<b>Bloom's Knowledge Level(KL)</b>
CO 1	Students will develop knowledge, understanding and skills in Distribution management	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.	K6
CO4	Develop knowledge and understanding related to Distribution management and channel management	K3
CO5	Understand how to develop knowledge related to channel performance	K4

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
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	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		
Unit-2	Building Sales Organization	Building Sales Organization: Types of sales organizations and their structure, Functions and responsibilities of salesperson, filling sales positions	PPT, Class discussion	4	Assignment-Suggest a training module for a salesperson working in an Automobile company	CO2
	Recruitment and selection	Recruitment, Selection, Training and Development, Development and Conducting Sales training program.	PPT, Class discussion	4		
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	Assignment-Suggest a compensation plan for a technical salesperson in today's scenario	CO3
	Building sales reporting	Building sales reporting mechanism and monitoring, Sales force productivity, Salesforce appraisal.	PPT, Class discussion	4		
Unit-4	Overview of Distribution	Types of Distribution Channels: Direct Distribution, Indirect Distribution, Hybrid Distribution, Importance of Distribution Mix, Types of Marketing Channels	PPT, Class discussion, Videos	4	Case Study	CO4



Unit-4	Components of Physical Distribution	Order Processing- Concept and Importance, Transportation- Types and Suitability, Warehousing- Concept, Importance and Types Inventory Control- Methods of inventory control Material handling. Concepts and Importance	PPT, Class discussion, Videos	4		
Unit-5	Channel Control	Channel Management, Performance Measures in Marketing Channels, Models to Diagnose Channel Profitability, Appraisal of Channel Members' Contribution,	PPT, Class discussion, Videos	4	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
	Channel Performance	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, Videos	4		

Textbooks	
Sr No	Book Details
1.	Panda,T.Sahadev,S. (2022) Sales and Distribution Management(3Ed).Oxford University Press.
2	Agarwal,P.K.Kumar,M. (2023) 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	"Sales and Distribution Management (2022): An Indian Perspective" by Tapan Panda and Sunil Sahadev.
2	Richard,R.(2024).Sales and Distribution Management(6Ed).Pearson Education

## Links

1. [https://www.youtube.com/watch?v=0kY6HahUZdM&list=PLVB\\_qCTQ5cHaQg-aIdliSFwvc7iGzdzQl](https://www.youtube.com/watch?v=0kY6HahUZdM&list=PLVB_qCTQ5cHaQg-aIdliSFwvc7iGzdzQl)
2. [https://www.youtube.com/watch?v=irV6nMETv4g&list=PLVB\\_qCTQ5cHaQg-aIdliSFwvc7iGzdzQl&index=7](https://www.youtube.com/watch?v=irV6nMETv4g&list=PLVB_qCTQ5cHaQg-aIdliSFwvc7iGzdzQl&index=7)



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<b>Subject Name: Services Marketing</b>		<b>L-T-P [3-0-0]</b>
<b>Subject Code: BMBAMF0415</b>		<b>Applicable in Department: MBA MF</b>
<b>Pre-requisite of Subject:</b> Basic understanding of Marketing Management.		
<b>Course Objective:</b> This course will develop an understanding of the basic concepts and issues in services marketing. also, it provides an understanding of how service customers determine value in a service exchange and how this translates into a satisfied customer base.		
<b>Course Outcomes (CO)</b>		
<b>Course outcome:</b> After completion of this course students will be able to:		<b>Bloom's Knowledge Level(KL)</b>
CO1	To explain the fundamental concepts of services marketing.	(K2)
CO2	To analyze consumer behavior specific to services and evaluate service design concepts including service development, customer-defined standards, and demand-capacity management.	(K4)
CO3	To apply concepts of service delivery, pricing strategies, and the roles of employees, customers, intermediaries, and physical evidence in managing service operations.	(K3)
CO4	To apply methods for evaluating service performance, managing complaints and recovery, and using CRM and the Gaps Model to improve service quality.	(K3)
CO5	To understand the current trends and key characteristics across various service industries such as financial, hospitality, health, telecom, logistics, education, ITES, and others.	(K2)
<b>Syllabus</b>		

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
Unit-1	Introduction to Services Marketing	Introduction To Services Marketing. Introduction: Definition, Characteristics and Classification of Services. Difference Between Product and Services Marketing, Paradigms in Services Marketing, Present Marketing Environment.	Ppts/ Videos/ Case Lets/Discussions	4 Hours	Case based Assignment	CO1
	Services Marketing Mix	Services Marketing Mix: Understanding The 7 P's, Strategies for Services Marketing: Segmentation, Targeting & Positioning, Differentiation.		4 Hours	Case based Assignment	
Unit-2	Consumer Behavior and Service Design	Consumer Behavior and Service Design, Understanding Consumer Behavior: Services vis-a-vis Goods, Consumer Behavior in Services, Customer Expectations and Perceptions of Services – Evaluation of Services.	Ppts/ Videos/ Case Lets/Discussions	4 Hours	Application based Assignment	CO2
	Service Development Design	Service Development Design & Standards: New Service Development Process – Basic Service to Potential Service, Customer Defined Service Standards, Demand and Capacity Management		4 Hours	Application based Assignment	
Unit-3	Delivering Services	Delivering, Managing Service Promise, Delivering Services: Role of employees, Customers and Intermediaries in Service Delivery; Service Product and Operation.	Ppts/ Videos/ Case Lets/Discussions	4 Hours	Case based Assignment	CO3
	Pricing of Services	Pricing of Services, Promotions and, Service Process, Blue Printing – Physical Evidence. Pricing of Services: Pricing Considerations and Strategies.		4 Hours	Application based Assignment	

Unit-4	Service Performance	Service Performance, Evaluating Success of Service Offering: Service Quality and Measurement.	Ppts/ Videos/ Case Lets/Discussions	4 Hours	Case based Assignment	CO4
	The Gaps Model of Service Quality.	Complaint Handling, Recovery Management, Service Guarantees. Role of CRM, The Gaps Model of Service Quality.		4 Hours	Case based Assignment	
Unit-5	Overview of Current Trends in Service Industries	Overview of Current Trends in Service Industries, Understanding of Current Trends in Service Industries: Financial, Hospitality, Health Sector.	Ppts/ Videos/ Case Studies	4 Hours	Case based Assignment	CO5
	E- Services and Professional Services	Telecom, Consultancy, Logistics, Education, NGO, Public Utilities, ITES (IT Enabled Services), Travel & Tourism, E-Services and Professional Services.	Ppts/ Videos/ Case Studies	4 Hours	Case based Assignment	
<b>Total</b>				<b>40</b>		

Textbooks	
Sr No	Book Details
1	Toister, J. (2024). <i>Services marketing: Text and cases</i> . Oxford University Press.
2	Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2024). <i>Services marketing</i> (New ed.). McGraw-Hill.
3	McKain, S. (2023). <i>The ultimate customer experience</i> (New ed.). Forefront Books. (Distributed by Simon & Schuster).
Reference Books	

Sr No	Book Details
1	<i>Lovelock, Christopher. &amp; Wirtz, J. (2021). Services marketing (8th ed.). World Scientific Publishing Company.</i>
2	<i>Wirtz, Jochen. (2022). Essentials of services marketing (4th ed.). Pearson.</i>
Links	
1. <a href="https://nptel.ac.in/courses/110105029">nptel.ac.in/courses/110105029</a>	



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**School of Management**

<b>Subject Name: Marketing Analytics</b>		<b>L-T-P [3-0-0]</b>
<b>Subject Code: BMBAMF0416</b>		<b>Applicable in Department: MBA MF</b>
<b>Pre-requisite of Subject:</b> Understanding of marketing management.		
<b>Course Objective:</b> This course will provide advanced techniques and strategies to navigate complex projects successfully.		
<b>Course Outcomes (CO)</b>		
<b>Course outcome:</b> After completion of this course students will be able to:		<b>Bloom's Knowledge Level(KL)</b>
CO 1	Understand the Market Analytics and sizing the relevant market.	(K2)
CO2	Create appropriate pricing policy for company's products.	(K6)
CO3	Analyze market trends and forecast the sales for the company.	(K4)
CO4	Analyze customer attributes and create experience for long lasting customer value through market offering.	(K4)
CO5	Analyze effectiveness of advertising for creating value for company.	(K4)

## Syllabus

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
Unit-1	Marketing Analytics	Marketing Analytics: Meaning, characteristics, advantages and scope	Classroom discussion, Video, Case Study	4 Hours	Case-Based Assignment: Marketing Analytics Case Studies: Netflix	CO1
	Market Sizing	Market Sizing: Stakeholders, Applications & Approaches (Top- down and Bottom-up), PESTLE Analysis	Classroom discussion, Video, Case Study	4 Hours		
Unit-2	Pricing Policies	Pricing Policy and Objectives, Estimating Demand: Price Elasticity, Estimating Linear and Power Demand Curves, Optimize Pricing,	Classroom discussion, Video, Case Study	4 Hours	Case-Based Assignment: Analyzing the Impact of Dynamic Pricing vs. Traditional Step-up Programs	CO2
	Pricing Analytics	Incorporating Complementary Products, Pricing using Subjective Demand Curve, and Pricing Multiple Products.	Classroom discussion, Video, Case Study	4 Hours		



Unit-3	Sales Forecasting	Introduction: Simple Linear Regression & Multiple Regression models to forecast sales, Forecasting in	Classroom discussion, Video, Case Study	4 Hours	Highlight different sales forecasting techniques and their roles in setting price.	CO3
	Trends of sales forecasting	Presence of Special Events, Modelling trend and seasonality; Ratio to moving average forecasting methods.	Classroom discussion, Video, Case Study	4 Hours		
Unit-4	Customer Analytics	Customer Lifetime Value: Concept, Basic Customer Value, Measuring Customer Lifetime value,	Classroom discussion, Video, Case Study	4 Hours	With the help of a customer dataset, analyse the pattern of buying behaviour	CO4
	Applications of Customer Analytics	Estimating the chance that the customer is still active, using customer value to value a business and the concept of STP.	Classroom discussion, Video, Case Study	4 Hours		
Unit-5	Retailing Analysis	Market Basket Analysis: Computing two-way and three-way lift, RFM Analysis, Allocating	Classroom discussion, Video, Case Study	4 Hours	Analyse the impact of online advertising by e- commerce companies on sales	CO5
	Advertising Analysis	Retail Space and Sales Resources, Advertising Analysis: Methods of measuring the effectiveness of Advertising.	Classroom discussion, Video, Case Study	4 Hours		
<b>Total</b>				<b>40</b>		

Textbooks	
Sr No	Book Details
1.	Moutusy,M. (2021). Marketing Analytics. Oxford University Press.
2.	Dugar,A., Shrestha,M.(2022). Marketing Metrics. SAGE Publishing India.
Reference Books	
Sr No	Book Details
1.	Gupta, S. (2021). Marketing Analytics. Wiley India Pvt.Ltd.
2.	Robert, W.Palmatier., J,Andrew. Petersen., Frank, G. (2022). <i>Marketing Analytics</i> . Bloomsbury Academic India.



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

**Subject Name: Research Project Report**

**L-T-P [0-0-8]**

**Subject Code: BMBAMF0451**

**Applicable in Department: MBA MF**

**Pre-requisite of Subject:** Students need foundational subject knowledge, research skills, and familiarity with academic writing and citations.

**Course Objective:** To equip students with the skills to identify research problems, formulate objectives, and design appropriate methodologies. It also focuses on developing analytical thinking, data interpretation, and effective report writing abilities.

**Course Outcomes (CO)**

**Course outcome:** After completion of this course students will be able to:

**Bloom's  
Knowledge Level  
(KL)**

CO1	Understanding of key concepts, components, and terminology related to the research process and report structure.	K1
CO2	Analyse scholarly research reports, synthesize essential findings, draw conclusions and correctly cite bibliographic references using APA formatting.	K4
CO3	Design an original research project by developing a structured proposal and appropriate data collection instruments, demonstrating proficiency as per the assessment rubrics.	K6
CO4	Apply research skills to locate relevant literature, evaluate and synthesize key concepts, and write a coherent review of literature summarizing major findings.	K3
CO5	Evaluate and interpret data using suitable analytical methods, derive conclusions, and present findings clearly in a structured research report.	K5

**Guidelines**

1.	<p>Research Project Report (RPR) In the fourth semester, the candidates will have to submit a Research Project Report on a problem/topic (from the specialization areas) to be assigned by the MBA department under the supervision of a core faculty member of the department.</p> <ul style="list-style-type: none"> <li>• The Research Project Report will carry 150 marks.</li> <li>• The evaluation of the project report will be done by two examiners (external &amp; internal).</li> <li>• The evaluation will consist of (1) Evaluation of Project Report (2) Presentation and Viva Voce.</li> <li>• The evaluation of the Project Report will comprise of 50 marks and will be evaluated by the internal guide.</li> <li>• The evaluation of Viva Voce of Project would comprise of 100 marks and would be evaluated by two examiners (1 external and 1 internal)</li> </ul>
2.	<p>The average of the marks given by the 2 examiners will be taken into account for the results. In case the difference in the marks given by the examiners is 30 or more, the project report will refer to a third examiner. In such cases the average of two closer awards (given by three examiners) will be considered for the results.</p> <p>The report will contain:</p> <ul style="list-style-type: none"> <li>• The objectives and scope of the study.</li> <li>• Research Methodology,</li> <li>• Use and importance of the study,</li> <li>• Analysis of data collected,</li> <li>• Conclusions and recommendations.</li> </ul> <p>It will contain relevant charts, diagrams and bibliography</p>
3.	<p>A certificate from the supervisor and the Head of the MBA program certifying the authenticity of the report shall be attached therewith.</p>
4.	<p>The student will submit two copies of the report to the Head of the MBA program. The number of pages in the report will be a minimum of 75 or more. The report should be typed in A-4 size paper.</p>

**Research Project Report Evaluation Criteria:**

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