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

NIET
Greater Noida
Estd.2001
Get Future Ready
Autonomous Institute

Affiliated to

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

Evaluation Scheme & Syllabus

For

MBA Innovation, Entrepreneurship and Venture Development (IEV)

Second Year

(Effective from the Session: 2025-26)

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

MBA Innovation, Entrepreneurship and Venture Development (IEV)

Evaluation Scheme

SEMESTER-III

Sl. No.	Subject Codes	Subject	Type of Subject	Periods			Evaluation Schemes				End Semester		Total	Credit
				L	T	P	CT	TA	TOTAL	PS	TE	PE		
1	BMBIE0301	Opportunity Mapping	Mandatory	3	0	0	30	20	50	0	100	0	150	3
2	BMBIE0311	Global Entrepreneurship	Elective	4	0	0	30	20	50	0	100	0	150	4
3	BMBIE0312	Global Linkage Opportunities	Elective	4	0	0	30	20	50	0	100	0	150	4
4	BMBIE0313	Family-run Businesses and Succession Planning	Elective	4	0	0	30	20	50	0	100	0	150	4
5	BMBIE0314	Sales and Distribution Management	Elective	4	0	0	30	20	50	0	100	0	150	4
6	BMBIE0315	Product and Brand Management	Elective	4	0	0	30	20	50	0	100	0	150	4
7	BMBIE0316	Marketing Analytics	Elective	4	0	0	30	20	50	0	100	0	150	4
8	BMBIE0317	Mergers and Acquisitions	Elective	4	0	0	30	20	50	0	100	0	150	4
9	BMBIE0318	Private Equity and Venture capital	Elective	4	0	0	30	20	50	0	100	0	150	4
10	BMBIE0319	Investment Analysis and Portfolio Management	Elective	4	0	0	30	20	50	0	100	0	150	4
11	BMBIE0320	Compensation and Performance Management	Elective	4	0	0	30	20	50	0	100	0	150	4
12	BMBIE0321	Strategic HRM	Elective	4	0	0	30	20	50	0	100	0	150	4
13	BMBIE0322	Employee Relations and Labour Laws	Elective	4	0	0	30	20	50	0	100	0	150	4
14	BMBIE0323	Predictive analysis	Elective	4	0	0	30	20	50	0	100	0	150	4
15	BMBIE0324	Artificial Intelligence and Machine Learning	Elective	4	0	0	30	20	50	0	100	0	150	4
16	BMBIE0325P	Data Visualisation	Elective	0	0	8	0	0	0	50	0	100	150	4
17	BMBIE0359	Summer Internship	Mandatory	0	0	12	0	0	0	50	0	100	150	6
		Total											**1200**	**33**

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

NOIDA INSTITUTE OF ENGINEERING & TECHNOLOGY, GREATER NOIDA
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Elective Subjects (If Applicable)

MBA IEV (AICTE Model Curriculum) 2ndYear

Semester-III

Sl. No.	Subject Codes	Specialization	Subject Name	Type of Subject
1	BMBIE0311	Innovation, Entrepreneurship and Venture Development	Global Entrepreneurship	Elective
2	BMBIE0312		Global Linkage Opportunities	Elective
3	BMBIE0313		Family Run Businesses and Succession Planning	Elective
4	BMBIE0314	Marketing	Sales and Distribution Management	Elective
5	BMBIE0315		Product and Brand Management	Elective
6	BMBIE0316		Marketing Analytics	Elective
7	BMBIE0317	Finance	Mergers and Acquisitions	Elective
8	BMBIE0318		Private Equity and Venture capital	Elective
9	BMBIE0319		Investment Analysis and Portfolio Management	Elective
10	BMBIE0320	HR	Compensation and Performance Management	Elective
11	BMBIE0321		Strategic HRM	Elective
12	BMBIE0322		Employee Relations and Labour laws	Elective
13	BMBIE0323	Business Analytics	Predictive analysis	Elective
14	BMBIE0324		Artificial Intelligence and Machine Learning	Elective
15	BMBIE0325P		Data Visualisation	Elective

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MBA Innovation, Entrepreneurship and Venture Development (IEV)
Evaluation Scheme
SEMESTER-IV

Sl. No.	Subject Codes	Subject	Type of Subject	Periods			Evaluation Schemes				End Semester		Total	Credit
				L	T	P	CT	TA	TOTAL	PS	TE	PE		
1	BMBIE0401	Legal Aspects of Business and Start-Up Laws	Mandatory	3	0	0	30	20	50	0	100	0	150	3
2	BMBIE0402	Project Management	Mandatory	3	0	0	30	20	50	0	100	0	150	3
3	BMBIE0459	Industrial Training Project	Mandatory	0	0	20	0	0	300	300	0	300	600	10
		TOTAL											**900**	**16**

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

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<table>
<tr><td colspan="7">Subject Name: Opportunity Mapping L-T-P [3-0-0]</td></tr>
<tr><td colspan="7">Subject Code: BMBIE0301 Applicable in Department: MBA (IEV)</td></tr>
<tr><td colspan="7">Pre-requisite of Subject: Knowledge of basic principles of management.</td></tr>
<tr><td colspan="7">Course Objective: The objective of this course is to identify opportunities present in the sector they are operating. To analyze why Start-ups, fail or succeed by not being at the right place at the right time. Understand various initiatives undertaken in this aspect.</td></tr>
<tr><td colspan="7">Course Outcomes (CO)</td></tr>
<tr><td colspan="6">Course outcome: After completion of this course students will be able to:</td><td>Bloom's Knowledge Level(KL)</td></tr>
<tr><td>CO 1</td><td colspan="5">Identify unmet customer needs, pain points, and desires helping you decipher where your product can have the biggest impact.</td><td>K4</td></tr>
<tr><td>CO2</td><td colspan="5">Structure the opportunity space—helping you turn large, intractable challenges into a series of smaller, more solvable challenges.</td><td>K6</td></tr>
<tr><td>CO3</td><td colspan="5">Access and prioritize opportunities quickly, ensuring that you are always working on the highest impact needs.</td><td>K3</td></tr>
<tr><td>CO4</td><td colspan="5">Analyze and identify the areas in which customers have their interest.</td><td>K4</td></tr>
<tr><td>CO5</td><td colspan="5">Arrive at key requirement of the project which are imperative to be fulfilled, based on the requirements of the client search matching</td><td>K6</td></tr>
<tr><td colspan="7">Syllabus</td></tr>
<tr><td>Unit No</td><td>Module Name</td><td>Topic covered</td><td>Pedagogy</td><td>Lecture Required (L+P)</td><td>Practical/ Assignment/ Lab Nos</td><td>CO Mapping</td></tr>
<tr><td>Unit-1</td><td>Opportunities in India,</td><td>Brief about various opportunities at play in a market, How Markets Evolve, Industries are disrupted due to technology, Customer Pain Points give rise to new opportunities and How Opportunities arise</td><td>Power point Presentation and case</td><td>8 Hours</td><td>Conduct a SWOT analysis (Strengths,</td><td>CO1</td></tr>
</table>

		out of Organizing the Unorganized.	studies		Weaknesses, Opportunities, Threats) of a company or product/service based on market research. Identify internal and external factors influencing the company's competitiveness and growth prospects. Develop strategic recommendations to leverage strengths, mitigate weaknesses, capitalize on opportunities, and mitigate threats	
UNIT-2	**Factors of Start-up Success**	Recent Success Stories of Startups discussion on how they identified opportunities and captured the relevant market by being at the right place and at the right time. Analysis of Startups that have raised fund in the past 10 years and identification of reasons of why they failed or are sustaining.	Powerpoint Presentation and case studies	8 Hours	Explore emerging trends or technological advancements within an industry through market research. Evaluate the potential impact of these trends on consumer behavior and market dynamics. Recommend strategies for companies to adapt and stay	CO2

					competitive in light of these changes.	
Unit-3	Recent Emerging Sectors and Success Stories	Recent Emerging Sectors and Success Stories Emerging sectors and success stories from each sector in India and abroad. Sectors such as Ecommerce, Mobility, Edtech, Fintech and Healthcare to be discussed.	Powerpoint Presentation and case studies	8 Hours	Conduct a survey or focus group to gather feedback on a company's existing product or service. Analyze the data collected and provide actionable insights for product/service improvements, marketing initiatives, or customer satisfaction enhancements.	CO3
Unit-4	**Idea and Sectorial Mapping**	Idea and Sectorial Mapping (Practical Assignment) How to develop an Idea Canvas for various Sectors and look at various business models that can be built around those ideas.	Powerpoint Presentation and case studies	8 Hours	Select a product or service in a specific industry and conduct market research to identify current consumer trends, preferences, and purchasing behavior. Present your findings and propose strategies for the company to capitalize on these trends.	CO4
Unit-5	**Practical assignment of creating an Idea Canvas**	Practical assignment of creating an Idea Canvas by Listing Pain Points and see if they are relevant to the Indian Context from the perspective of Time, Wave of Fund Flow, Relevance and Pain Point Solutions Offered.	Powerpoint Presentation , case studies and role plays	8 Hours	Analyze the competitive landscape of a particular industry through market research. Identify	CO5

					key competitors, their strengths and weaknesses, market share, and strategies. Based on your findings, recommend strategies for a new entrant to successfully penetrate the market.	
Total						

2. Reference Books:

Text Books:

1. Levitt, D.Steven (2013). Freakonomics: A Rogue Economist Explores the Hidden Side of Everything
2. Deorah, Kashyap (2015). The Golden Tap: The Inside Story of Hyper Funded Indian Startups
3. Nishta, Tripathi (2018). No Shortcuts: Rare Insights from 15 Successful Start-up Founders: Rare Insights
4. Bock, J. Bock (2019) The Business Model Book

Subject Name:	**Global Entrepreneurship**	**L-T-P [4-0-0]**
Subject Code: BMBIE0311		**Applicable in Department: MBA (IEV)**
Pre-requisite of Subject: Understanding of basic concepts of management and finance.		
Course Objective:	The Global Entrepreneurship course aims to provide students with a deep understanding of the international entrepreneurial environment. Students will learn to identify global business opportunities, develop strategic approaches, and effectively manage international ventures. The course combines theoretical insights with practical applications to cultivate skills in innovation, leadership, and ethical practices, preparing students for successful global business careers..	

Course Outcomes (CO)

Course outcome: After completion of this course students will be able to:		**Bloom's Knowledge Level(KL)**
CO 1	Recall fundamental concepts and influences on global entrepreneurship..	K1
CO2	Explain the processes for identifying and evaluating international business opportunities.	K2
CO3	Interpret global business models and strategic planning approaches.	K2
CO4	Analyse financial and funding strategies for international business growth..	K4
CO5	Evaluate ethical leadership and sustainability practices in global business contexts.	K5

Syllabus

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

1	**Foundations of Global Entrepreneurship**	Introduction to Global Entrepreneurship: Definitions, evolution, and importance. Characteristics of global entrepreneurs, global vs. local entrepreneurship. Overview of different start up ecosystems around the world. Cultural, Political, and Economic Influences: How these factors shape entrepreneurship globally. Case studies	Power Point Presentation, Quiz, discussions, Assignments	8 Hours	Assignments on Global Entrepreneurship & Case study on Cultural, Political, and Economic Influences	CO1
2	**Opportunity Identification and Market Entry**	Identifying Business Opportunities: Methods to identify and screen global opportunities- Market gaps, innovative business ideas. Case Study Market Research and Consumer Behaviour: Techniques for global market analysis-Tools for market research, understanding consumer behaviour in different cultures. Entry Strategies: How to enter various international markets- Export, franchising, joint ventures, wholly-owned subsidiaries.	Powerpoint Presentation and case studies	8 Hours	Assignments on Consumer behaviour, Market entry strategies & Case study on Identifying global business opportunities	CO2
3	**Strategy and Operations in Global Context**	Designing Business Models: Adapting business models for international markets- Business model innovation, scalability. Understanding international law and intellectual property rights. Strategic Planning and Competitive Analysis: Building competitive advantage globally. Case Study	Power Point Presentation, Case Study.	8 Hours	**Assignments on** **adapting business models for international markets &** **Case Study on** **building competitive advantage globally.**	CO3
4	**Financing and Sustaining Global Growth**	Financial Planning and Management: Sources of capital for international business, Budgeting, financial forecasting, and financial controls. Sustainable Growth Strategies: Techniques for sustainable expansion- Organic growth, mergers and acquisitions.	Powerpoint Presentation and case studies	8 Hours	Assignments on financial planning and management & Case Study on	CO4

Text

		Case Study			techniques for sustainable expansion	
5	**Leadership and Ethical Practices**	Leadership in Global Ventures: Skills and qualities of effective leaders, Cross-cultural leadership, team management. Ethics and Corporate Social Responsibility: Ethical dilemma, CSR in international business. Case Study.	Power Point Presentation, Quiz, discussions, Assignments	8 Hours	Assignments on Cross-cultural leadership Case study on Corporate Social Responsibility	CO5
Total						

Books:

1) Robert D. Hisrich, "International Entrepreneurship: Starting, Developing, and Managing a Global Venture," SAGE Publications, Latest Edition.
2) Nir Kshetri, "Global Entrepreneurship: Environment and Strategy," Routledge, Latest Edition.

Reference Books:

1) Leo-Paul Dana, "Entrepreneurship in Emerging Economies: Enhancing its Contribution to Socio-Economic Development," Edward Elgar Publishing, Latest Edition.
2) Robin P. G. Tech and Tobias E. Bauckloh, "Financing High-Tech Startups: Using Productive Signaling to Efficiently Overcome the Liability of Complexity," Springer, Latest Edition.
3) Ed Cohen, "Leadership Without Borders: Successful Strategies from World-Class Leaders," Wiley, Latest Edition.

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Subject Name: Global Linkage Opportunities		**L-T-P [4-0-0]**
Subject Code: BMBIE0312		**Applicable in Department: MBA-IEV**
Pre-requisite of Subject: Understanding of business environment.		
Course Objective: The purpose of this paper is to enable the students learn nature, scope and structure of International Business, and understand the influence of various environmental factors on international business operations. to develop an understanding related to the context in which international business is developed, as well as commercial transactions between countries and the effects of commercial relations worldwide.		
Course Outcomes (CO)		
Course outcome: After completion of this course students will be able to:		**Bloom's Knowledge Level(KL)**
CO 1	Understanding the concepts of foreign trade in reference to international markets and products.	Understanding (K2)
CO2	Understanding components of different market environment for decision making	Understanding (K2)
CO3	Understanding the role of financial institutions in foreign trade.	Understanding (K2)
CO4	Analysing the international environment and for sustainable production and marketing.	Analysing (K4)
CO5	Analysing the recent challenges in international trade and role of international Institutions	K4

Syllabus						
Unit No	**Module Name**	**Topic covered**	**Pedagogy**	**Lecture Required (L+P)**	**Practical/ Assignment/ Lab Nos**	**CO Mapping**
Unit-1	**Introduction to prospects of Foreign Trade**	Foreign Trade: Introduction to Foreign Trade, promotional measures in Foreign Tradeby Indian government. Businessstrategies: Establish linkages between market and products and design business strategieswith global perspective.	Classroom discussion, videos, Case study	**8**	Case base Assignment	CO1
Unit-2	**MarketStudy**	Business environment: To study the business environments of each market (Economic, Social, Technological, Political and legal framework) Indian Exports: Indian Exports Market, Export Promotion Schemes & Programmes, Special Economic Zones	Classroom discussion, videos, Case study	**8**	Case base Assignment	CO2
Unit-3	**Financial Institutions**	Financial Institutions: International Financial Institutes, IMF, World Bank Liquidity: International Development Association,International liquidity & SDR	Classroom discussion, videos, Case study	**8**	Case base Assignment	CO3
Unit-4	**Product and Market Strategy**	SWOTAnalysis: Develop a working knowledge of each product category and conduct a generalSWOT analysis for each product category. Environmental Challenges: Competitive Scenarios, Sustainable productions & methodologies, Green Manufacturing, Carbon footprint.	Classroom discussion, videos, Case based	**8**	Case base Assignment	CO4
Unit-5	**The Laws and Policies**	Trade Law: Foreign Trade Development and Regulation) Act, 1992. Foreign Exchange Management Act, 1999. Challenges: Special Economic Zones and International Trade, the recent Trade Challenges.	Classroom discussion, videos, based	**8**	Case base Assignment	CO5
Total						

Reference Books:

a. Baporikar, N. (2020). Handbook of Research on Entrepreneurship Development and Opportunities in Circular Economy. IGI Global
b. Mouraviev, N., & Kakabadse, N. K. (2019). Entrepreneurship and Global Cities: Diversity, Opportunity, and Cosmopolitanism. Routledge.

Text Books:

a. Hacioglu, U., & Aksoy, T. (2021). Financial Ecosystem and Strategy in the Digital Era: Global Approaches and New Opportunities. Springer Nature
b. Hunter, W. J., & Austin, R. (2020). Blended and Online Learning for Global Citizenship: New Technologies and Opportunities for Intercultural Education. Routledge.

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Subject Name: Family Run Business and Succession Planning		**L-T-P [4-0-0]**
Subject Code: BMBIE0313		**Applicable in Department: MBA-IEV**
Pre-requisite of Subject: Understanding the knowledge of business.		
Course Objective: To understand the importance of family-owned businesses for achieving competitive advantage in the market place.		
Course Outcomes (CO)		
Course outcome: After completion of this course students will be able to:		**Bloom's Knowledge Level(KL)**
CO 1	Understand the basic concepts relating to family business in India to get exposure on it.	Understanding (K2)
CO2	Develop an understanding of ownership and governance of family-owned business.	Understanding (K2)
CO3	Develop next generation leaders as Successor for Family Business.	Understanding (K2)
CO4	Outline life cycle stages and transgenerational entrepreneurship.	Analysing (K4)
CO5	Describe future of family business in Institutional change.	Analysing (K4)
Syllabus		

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
Unit-1	**Introduction to Family Business:**	Family Business as a unique synthesis- Succession and Continuity: The three generation rule- Building Family business that last- The systems theory model of Family Business - Agency Theory of Family business - The stewardship perspective of family business - Competitive Challenges and Competitive advantages of family businesses- The role of Genograms and family messages to understand the family system. Family emotional intelligence - The ECI-U Model.	Classroom discussion, videos, Case study	8	Case base Assignment	CO1
Unit-2	**Ownership Challenges and Family Governance:**	Shareholder Priorities – Managers vs Owners - Responsibilities of shareholders to the company - Effective Governance of the shareholder - firm relationship – Family Governance: Structure, Challenges to family governance, Managing the challenges of succession. Enterprise Sustainability: Twelve elements of strategic –fit and its implications on family firms.	Classroom discussion, videos, Case study	8	Case base Assignment	CO2
Unit- 3	**Successor Development :**	Characteristics of next-generation leaders - Next-generation attributes interests and abilities for responsible leadership- Next-generation personalitiesmanaging interdependence- CEO as an architect of succession and continuity - Types of CEO Spouse and the transfer of power.	Classroom discussion, videos, Case study	8	Case base Assignment	CO3
Unit-4	**Strategic Planning and Transgenerational Entrepreneurship:**	Life cycle stages influencing family business strategy - Turning core competencies into competitive advantage – The unique vision of family-controlled businesses - Strategic regeneration- The Business Rejuvenation matrix - Intrapreneurship..	Classroom discussion, videos, based	8	Case based assignment: The Case Study in Family Business: An analysis of current research practices and recommendations	CO4
Unit-5	**The Future of Family Business:** **Challenges**	New Leaders of the Evolution - Three states of evolution - Continuity and culture - changing the culture - The change formula - Organization Development approaches to change - Commitment planning - Organic competencies and business's future - Thriving through competition - Institutionalizing the change	Classroom discussion, videos, based	8	Case base Assignment	CO5

Total			

1. **Reference Books:**

Keep, Hunt. (2020). “The Family Business”. Graphic Arts Books

2. Josh, Baron., Rob, Lachenauer. (2021). “Harvard Business Review Family Business Handbook”. Harvard Business Review Press

Text Books:

1. Ernesto J.Poza, Mary S. Daughterty, Family Business, 4e, Cengage Learning, 2015.
2. Frank Hoy, Pramodita Sharma, Entrepreneurial Family Firms, Prentice Hall, 2010
3. Sudipt Dutta, Family Business in India, Sage Publications, 1997.
4. Laura Hougaz, Entrepreneurs in Family Business Dynasties: Stories of Italian-Australian Family Businesses over 100 years, Springer, 2015.
5. John L. Ward, Keeping the Family Business Healthy: How to Plan for Continuing Growth, Profitability and Family Leadership, Palgrave Macmillan, 2011.

Subject Name: **Sales and Distribution Management**	**L-T-P 4– 0 – 0]**
Subject Code: BMBIE0314	**Applicable in Department: MBA IEV**
Pre-requisite of Subject: Knowledge of fundamental concepts of marketing.	
Course Objective: To get familiarized with concepts, approaches and the practical aspects of the key decision-making variables in sales management and distribution.	

Course Outcomes (CO)

Course outcome: After completion of this course students will be able to:		**Bloom's Knowledge Level (KL)**
CO1	Understand the concepts of sales and distribution management.	Understanding (K2)
CO2	Apply the sales strategies and sales territories in company.	Applying (K3)
CO3	Understand and apply the fundamentals of sales force management	Applying (K3)
CO4	Evaluate the role of retailers and wholesaler in distribution management.	Evaluating (K5)
CO5	Analyze the channel Information system and its principles.	Analyzing (K4)

Syllabus

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

Unit-1	**Introduction of Sales Management**	**Sales Management: Introduction**: Evolution of Sales Management, Nature and Importance, Roles. Sales Objectives Sales and Distribution Management: Linking Sales and Distribution Management, Sales Process.	Discussion, Video Lectures, case studies	8 Hours	Case-based Assignment on Nikon's Sales and Distribution Strategy in India	CO1
Unit-2	**Sales Planning and Budgeting**	**Introduction of sales planning**: Sales Planning and Budgeting: Strategic Planning, Sales Strategy, Sales Forecasting Approaches, Sales Budget **Sales Territories**: Sales Territories: Define, Procedures, Assigning and Managing Territories.	Power Point Presentation, Video Lectures, Assignments, case studies	8 Hours	Case analysis of Sales Force Compensation Best Practices at hubspot.	CO2
Unit-3	**Sales Force Management**	**Basics of Sales Force Sales Force Management:** Concept, Types of Sales Organization Structures, Training and Motivating Sales Force **Managing sales force:** Compensating and Leading Sales Force, Controlling the performance of Sales Force	Power Point Presentation, Video Lectures, case studies	8 Hours	Suppose you are a sales manager; explain how you will manage the whole sales force with too much diversity of behaviour.	CO3
Unit-4	**Distribution Management**	**Distribution Management:** Definition, Need for Distribution Management **Marketing Channels:** Marketing Channels, Channel Levels, Retailer as a Salesman, Trading /Retail Formats, Wholesale – Functions & Classification.	Presentation, Video Lectures, Assignments,	8 Hours	case studies	CO4
Unit-5	**Designing Channel System**	**Designing Channel System:** Channel Planning Process, Ideal Channel Structure, Training, Motivating & Evaluating Channel members **Managing channel information system:** Principles of Channel Management, Channel Information System.	Presentation, Video Lectures, Assignments, case studies	8 Hours	Suppose you are a sales manager explain the various techniques of motivating your channel members so that they work with full dedication.	CO5
Total						

References-

Text Books:

1. Desai,V.(2022) . *Sales Management Essentials*. Vibrant Publishers.
2. Tapan, K.Panda.,Sahadev,S. (2019). *Sales and Distribution Management*. Oxford University Press.

Reference Books:

1. Singh,R.(2020). *Sales and Distribution Management*. Vikas Publications
2. Richard, R.Still.,Edward,W.,Cundiff.,Norman,A.P.Govoni. (2018). *Sales Management: Decisions, Strategies & Cases*. (6th ed). Pearson Education
3.Jobber, D.,Lancaster,G.(2018). *Selling & Sales Management* (latest ed). Pearson Education,

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Subject Name: **Product and Brand Management**			**L-T-P [4-0-0]**
Subject Code: **BMBIE0315**		**Applicable in Department:** **MBA IEV**	
Pre-requisite of Subject: Understanding basic concepts of marketing.			
Course Objective: To understand product management, brand, branding and brand equity for effective implementation and growth in the market.			

Course Outcomes (CO)

Course outcome: After completion of this course students will be able to:		**Bloom's Knowledge Level(KL)**
CO1	Students will develop an understanding of Product and related concepts	Understand (K2)
CO2	Students will be able to apply knowledge to design and create new products	Apply (K3)
CO3	Students will get an insight into concepts of branding and brand communication to build brand equity.	Apply (K3)
CO4	Students will be able to understand the concept of brand equity and the various stages of building brand equity.	Understand (K2)
CO5	Students will be able to manage brands effectively through different means.	Evaluate (K5)

Syllabus

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
Unit-1	Product Concepts Product	Introduction to product and product management, Product types, Product Portfolio (levels and hierarchies), Product Mix Strategy.	Smart board, PPT, case study , Video	8 hours	Assignment Study of product portfolios of popular	CO1

	decisions and strategies	Segmentation & Product differentiation Strategies.Product decisions, Pricing Model Strategies, Product life cycle	case studies		companies and analysing their lifecycle stages	
Unit-2	Product design & Product innovation and pricing	Design thinking in new product development, NPD Process, Product Testing & NewProduct Pricing, Disruption and Innovation, innovation strategies, UX	Smart board, PPT, case study , Video case studies	8 hours	Assignment	**CO2**
Unit-3	Brand concepts & Brand Marketing	Introduction to Brand, Branding, brand Management process, brand opportunities and challenges, branding strategies Brand marketing, branding options and tactics, digital branding strategies, Brand positioning	Smart board, PPT, case study , Video case studies	8 hours	Assignment	**CO3**
Unit-4	Brand equity concepts & Brand equity models	Brand equity, Brand knowledge, awareness, image and personality Brand Equity Models: Brand Asset Valuation, Aaker Model, Brand Resonance, Measuring brand equity	Smart board, PPT, case study , Video case studies	8 hours	Assignment	**CO4**
Unit-5	Brand management & Brand tracking	Brand management : Celebrity endorsement, Brand leveraging, Brand extensions Brand tracking : Brand tracking, Brand reinforcement, Brand revitalisation, Brand failure, Capstone on CBBE	Smart board, PPT, case study , Video case studies	8 hours	Assignment Capstone	**CO5**
Total				**40 Hours**		

Books: Text Books:

1. Product Strategy and Management, Michael Baker and Susan Hart, Pearson Education, Second Edition.
2. Tapan K. Panda, Building Brands in the Indian Market, Excel Books, New Delhi
3. Strategic Brand Management, Kevin Lane Keller, M.G. Rameswaram and Isaac Jacob, Pearson Education, Third Edition.

Reference Books:

1. Donald, R.L., & Russell S.W. (2002). Product Management (3rd Ed.). Tata McGraw Hill
2. Keller, K.L., & Swaminathan, V. (2019). Strategic Brand Management: Building, Measuring and Managing Brand Equity (5th Ed.). Prentice Hall
3. Trott, P. (2008). Innovation Management and New Product Development (4th Ed.). Prentice Hall
4. Kapferer, J. (2012). The New Strategic Brand Management: Advanced Insights and Strategic Thinking (5th Ed.). Kogan Page
5. Keller, Kevin Lane (2013), Strategic Brand Management: building, measuring, and managing brand equity, Pearson

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY GREATER NOIDA-201306

(An Autonomous Institute)

School of Management

Subject Name: Marketing Analytics			**L-T-P [4-0-0]**
Subject Code: BMBIE0316			**Applicable in Department: MBA IEV**
Pre-requisite of Subject: Knowledge of statistics and marketing.			
Course Objective: This course will provide advanced techniques and strategies to navigate complex projects successfully.			
Course Outcomes (CO)			
Course outcome: After completion of this course students will be able to:			**Bloom's Knowledge Level(KL)**
CO1	Understanding the Market Analytics and sizing the relevant market.		Applying (K3)
CO2	Creating appropriate pricing policy for company's products.		Creating (K6)
CO3	Analyzing market trends and forecasting the sales for the company.		Analyzing (K4)
CO4	Analysing customer attributes and creating experience for long lasting customer value through market offering.		Analysing (K4)
CO5	Analyzing effectiveness of advertising for creating value for company.		Analyzing (K4)

Syllabus

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

Unit-1	**Introduction to Marketing Analytics**	Marketing Analytics: Marketing Analytics: Meaning, characteristics, advantages and scope Market Sizing: Market Sizing: Stakeholders, Applications & Approaches (Top-down and Bottom-up), PESTLE Market Analysis	Classroom discussion, Video, Case Study	**8** Hours	Case Based Assignment: Marketing Analytics Case Studies: Netflix	CO1
Unit-2	**Pricing Analytics**	Pricing Policies: Pricing Policy and Objectives, Estimating Demand: Price Elasticity, Estimating Linear and Power Demand Curves, Optimize Pricing, Pricing Analytics: Incorporating Complementary Products, Pricing using Subjective Demand Curve, Pricing Multiple Products.	Classroom discussion, Video, Case Study	8 Hours	Case Based Assignment: Analyzing the Impact of Dynamic Pricing vs. Traditional Step-up Programs	CO2
Unit-3	**Sales Forecasting**	Sales Forecasting: Introduction, Simple Linear Regression & Multiple Regression model to forecast sales, Forecasting in Trends of sales forecasting: Presence of Special Events, Modelling trend and seasonality; Ratio to moving average forecasting methods.	Classroom discussion, Video, Case Study	8 Hours	Highlight on different sales forecasting techniques and their roles in setting price.	CO3
Unit-4	**Customer Analytics**	Customer Analytics: Customer Lifetime Value: Concept, Basic Customer Value, Measuring Customer Lifetime value, Applications of customer Analytics: Estimating Chance that customer is still active, Using Customer Value to value a business, concept of STP.	Classroom discussion, Video, Case Study	8 Hours	Case Based Assignment	CO4
Unit-5	**Retailing & Advertising Analysis**	Retailing Analysis: Market Basket analysis: Computing two way and three-way lift, RFM Analysis, Allocating Advertising Analysis: Retail Space and Sales Resources, Advertising Analysis: Methods of measuring the effectiveness of Advertising.	Classroom discussion, Video, Case Study	8 Hours	Case Based Assignment:	CO5

Total	**40 Hour**		

Text Books:

1. Moutusy,M. (2021). Marketing Analytics. Oxford University Press.
2. Dugar,A., Shrestha,M.(2022). Marketing Metrics. SAGE Publishing India.

Reference book:

1. Gupta, S. (2021). Marketing Analytics. Wiley India Pvt.Ltd.

2. Robert, W.Palmatier., J,Andrew. Petersen., Frank, G. (2022). *Marketing Analytics*. Bloomsbury Academic India.

Links:

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

Subject Name: Mergers and Acquisitions		**L-T-P [4-0-0]**
Subject Code: BMBIE0317		**Applicable in Department: MBA IEV**
Pre-requisite of Subject: Understanding of basic fundamentals of finance.		
Course Objective: The objective of this course is to make students understand the corporate restructuring, mergers process and techniques which will equip the students in designing valuation tools of mergers and developing an insight into taxation aspects of M&A.		
Course Outcomes (CO)		
Course outcome: After completion of this course students will be able to:		**Bloom's Knowledge Level(KL)**
CO 1	Understand various forms of corporate restructuring.	Understanding (K2)
CO2	Understanding process and legal aspects of Mergers.	Understanding (K2)
CO3	Develop an understanding on Acquisition processes.	Apply(K3)/Understanding (K2)
CO4	Ability to analyse various valuation tools of M&A.	Analysing (K4)
CO5	Develop an understanding of various regulatory and taxation aspects for M&A.	Apply(K3)/Understanding (K2)
Syllabus		

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
Unit 1	**Corporate Restructuring**	Introduction to Merger & Acquisition: Concept of M&A, M&A as a component of corporate strategy Concepts of Restructuring: Corporate Restructuring Modes, Financial Restructuring and funding options	Discussion, videos, Case study	8 Hours	You are a Senior Manager in the Finance department of a company, manufacturing FMCG products. Considering yourself as a finance manager list out the recent M&A taken and whether it was beneficial from the companies' point of view. Comment.	CO1
Unit- 2	**Mergers**	M&A process: Merger and its process, Drafting of Merger Scheme Legal Aspects: Legal Aspects of Merger, Accounting and Human Aspects of Merger	Discussion, videos, Case study	8 Hours	You are the finance manager in the banking industry. List the legal aspects taken into consideration during merger of two banks State your assumptions.	CO2
Unit-3	**Acquisitions**	Takeover and Acquisition: Takeover and Acquisition, Process, Objective Reverse Mergers: Corporate Demergers, Reverse Mergers, Legal Aspects of Takeovers	Discussion, videos, Case study	8 Hours	List out the practical example of any company which has recently conducted the	CO3

					process of takeover and acquisition smoothly along with the necessary steps undertaken.	
Unit-4	**M&A Valuation**	Financial Analysis: Historical financial analysis of target. Projections for target Valuation: M&A valuation: DCF approach , Valuation tools, EPS Analysis for combined firms	Discussion, videos, Case study	8 Hours	Your project team has decided to conduct valuation of an existing subsidiary of a company develop the tool for conducting the valuation. Make assumptions and describe the necessary projections.	CO4
Unit-5	**Regulatory and Taxation Aspects**	Taxation Policy: Tax Issues in Mergers and Acquisitions Insolvency: Corporate Insolvency, Competition Law Aspects of combination, Drafting Shareholder scheme	Experiential exercise, discussion	8 Hours	Consider yourself as a banker your bank has done the funding of Rs 10 crore to a real estate company XYZ Private Ltd. Now the company has declared itself as insolvent then as a banker what are the steps which you are going to conduct in order to recover the money. List the possible attributes taken into consideration.	CO5

Total	**40**		

2.

Reference Books:

1. Finkelstein, S., & Cooper, C. L. (2022). *Advances in Mergers and Acquisitions*. Emerald Group Publishing.
2. King, D. R., Bauer, F., & Schriber, S. (2018). *Mergers and Acquisitions: A Research Overview*. Routledge.**Links:**

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

Subject Name: Private Equity and Venture Capital						**L-T-P [4-0-0]**
Subject Code: BMBIE0318						**Applicable in Department: MBA IEV**
Pre-requisite of Subject: Understanding the fundamentals of finance.						
Course Objective: **To outline the present status of the venture capital and private equity industry in India** and to find the changes that could be affected in the present environment to enable venture capital grow at a fast pace and accelerating the economic growth.						
Course Outcomes (CO)						
Course outcome: After completion of this course students will be able to:						**Bloom's Knowledge Level(KL)**
CO 1	Understand the concept of private equity and venture capital as a financing source.					Understand (K2)
CO 2	Analyse the funds and complying with respective & applicable taxes regime.					Evaluate (K5)
CO 3	Create plans to raise the private equity and procuring venture capital.					Create (K6)
CO 4	Analyse various sources of venture capital and private equity to fund the startups.					Analyse (K4)
CO 5	Evaluate fundamentals and taking informed decisions.					Evaluate (K5)
Syllabus						
Unit No	**Module Name**	**Topic covered**	**Pedagogy**	**Lecture Required (L+P)**	**Practical/ Assignment/ Lab Nos**	**CO Mapping**

Unit -1	**Introduction to Private Equity and Venture Capital**	Private Equity and Venture Capital, Why Companies Need Private Equity and Venture Capital, Private Equity Clusters: Through the Fund's Life Cycle Seed, Start-up, and Early Stage Financing, Expansion Financing, Replacement Financing, Vulture Financing	Discussion, Presentaion	8	Assignment Mini Project	CO1
Unit-2	**Discovering Private Equity Investors: Legal Issues and Taxation**	Private Equity Investors: The Map to Investigate, Closed-End Funds an Overview, Lifetime of a Fund, Management Fees and Carried Interest Investment Firms, Taxation policy, Private Debt Funds, Venture Philanthropy, and Crowd Funding, Calculating Returns	Discussion, Presentaion Case	8	Assignment	**CO2**
Unit-3	**The Management of Private Equity And Venture Capital Funds**	The Managerial Process for Equity Funds, Fundraising, Investing: The Decision Making Phase, Investing: The Deal Making Phase, Managing and Monitoring: Supporting the Company	Discussion, Presentaion Case	8	Assignment	**CO3**
Unit-4	**Venture Capital for Entrepreneurship**	Managing and Monitoring the start-up, Skills & roles of entrepreneur Entrepreneurial Financing, Idea Validation & Potential Analysis	Discussion, Presentaion Case	8	Assignment	**CO4**
Unit-5	**Company Valuation And Deal Making**	Company Valuation Fundamentals, Company Valuation: The Pillars of DCF Company Valuation for PE Investment, Applying Company Valuation to PE Settings, The Venture Capital Method	Discussion, Presentaion Case	8	Assignment In class Practice session	CO5
Total				**40**		

Reference Books:

1. Lerner, J., Leamon, A., & Hardymon, F. (2023). *Venture Capital, Private Equity, and the Financing of Entrepreneurship.* John Wiley & Sons.
2. Gallo, S., & Verdoliva, V. (2022). *Private equity and venture capital.* Springer.

Text Books:

1. Ramsinghani, M. (2021). The Business of Venture Capital: The Art of Raising a Fund, Structuring Investments, Portfolio Management, and Exits. John Wiley & Sons.
2. Caselli, S., & Negri, G. (2021). Private equity and venture capital in Europe: markets, techniques, and deals. Academic

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

Subject Name: Investment Analysis and Portfolio Management	**L-T-P [4-0-0]**
Subject Code: BMBIE0319	**Applicable in Department: MBA IEV**
Pre-requisite of Subject: Understanding the fundamentals of finance.	

Course Objective: This course aims to provide a basic knowledge of the theories and practices of modern portfolio choice and investment decision. The course will acquaint students with some fundamental concepts such as risk diversification, portfolio selection, capital asset pricing model etc. The students are also expected to be able to apply certain techniques to evaluate and analyse risk and return characteristics of securities such as individual stocks, mutual funds, and government and corporate bonds.

Course Outcomes (CO)

Course outcome: After completion of this course students will be able to:		**Bloom's Knowledge Level (KL)**
CO 1	Understand about various investment avenues.	(Understan) K2
CO2	Understand the valuation of assets and manage investment portfolio. (Understand) K2	(Understan) K2
CO3	CO 3 Measure risk of a stock or a portfolio position. (Understand) K2	(Understand) K2
CO4	CO 4 Analyze and evaluate portfolio performance. (Analyze) K4	(Create) K4
CO5	CO 5 Understand and create various investment strategies on the basis of various market conditions. (Create) K6	(Create) K6

Syllabus

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

Unit-1	Investment Environment	The Investment Environment - Meaning and objective of investment, investment vs. gambling and speculation, investment alternatives, investment process and Type of investors .Overview of Capital Market: Market of securities, Stock Exchange and New Issue Markets - their nature, structure, functioning and limitations; Securities trading - Equity and debentures/ bonds ; Types of orders, margin trading, Participants in the financial market ,clearing and settlement procedures. Regularity systems for equity markets. Concept of return and risk.	PPT,Lecture ,Discussion	08	1. Define investment alternatives and their importance in portfolio construction 2. Discuss the potential benefits of investing in stocks, such as capital appreciation and dividend Highlight the risks associated with investing in stocks, including market volatility and company-specific risks	**CO1**
Unit-2	Capital market Analysis	Fundamental analysis: economic analysis, industry analysis and company analysis. Technical analysis: DOW Theory, Support and Resistance level, Type of charts & its interpretations, moving averages and market indicators, Trend line, Gap Wave Theory, Relative strength. Efficient market theory: weak form hypothesis, semi-strong form hypothesis and strong form of hypothesis	PPT,Lecture ,Discussion	8	1. Emphasize the significance of fundamental analysis as a fundamental tool for long-term investors 2. Encourage further exploration and practice of	**CO2**

					fundamental analysis techniques to enhance investment decision-making skills Acknowledge criticisms and limitations of Dow Theory, such as its reliance on historical price data and its subjective interpretation	
Unit-3	Bond and Equity Valuation	Valuation of Equity Discounted Cash-flow techniques: Balance sheet valuation, Dividend discount models, Intrinsic value and market price, earnings multiplier approach, P/E ratio, Price/Book value, Price/sales ratio. CAPM (Capital Asset Pricing Model) and Arbitrage Pricing Theory. Case Studies Valuation of Debentures/Bonds : nature of bonds, valuation, Bond theorem, Term structure of interest rates and concept of duration	PPT,Lecture ,Discussion, Balance sheet valuation	8	1. Explain how the balance sheet provides a snapshot of a company's financial position at a specific point in time emphasize the importance of balance sheet analysis in assessing a company's financial health and value	CO3

Unit-4	Portfolio Theory	Risk & Return: Concept of Risk, Component & Measurement of risk, covariance, and correlation risk. Portfolio risk and return, Beta as a measure of risk, calculation of beta, Selection of Portfolio: Markowitz's Theory, Single Index Model, Case Studies.	PPT,Lecture ,Discussion,Numeriacal, Case staudies	08	discuss different measures of risk commonly used in portfolio analysis, including: (A) Standard deviation: Measure of dispersion around the mean return (B) Beta: Measure of a security's volatility relative to the market. sharpe ratio: Measure of risk-adjusted return, calculated as excess return divided by standard deviation	**CO4**
Unit-5	Active Portfolio Management	Portfolio Management and Performance Evaluation: Performance Evaluation of existing portfolio, Sharpe, Treynor and Jensen measures; Finding alternatives and revision of portfolio; Portfolio Management and Mutual Fund Industry	PPT,Lecture ,Discussion,workshop, Case studies	08	Calculate risk-adjusted performance measures such as Sharpe ratio, Treynor ratio, and Jensen's alpha Evaluate alternative investment options or strategies that could potentially enhance the portfolio's performance	**CO5**

Total	40	

1. Text Books:

1) Rustagi R.P–Investment Analysis and Portfolio Management (Sultan Chand, 2nd Ed.)

2) Chandra P - Investment Analysis and Portfolio Management (Tata McGraw Hill, 3rd Ed)

3) Kevin S. -Security Analysis and Portfolio Management (PHI, 2nd Ed.

3. Reference Books:

1) Ranganatham - Security Analysis and Portfolio Management (Pearson Education, 2nd Ed.)
2) William F. Sharpe, Gordon J.Alexander and Jeffery V.Bailey: Investments, (Prentice Hall, 6th Ed).
3) Donald E. Fischer and Ronald J.Jordan: Security Analysis and Portfolio Management, (Pearson Education, 6th Ed

Subject Name: Compensation & Performance Management	**L-T-P [4-0-0]**
Subject Code: BMBIE0320	**Applicable in Department: IEV MBA**
Pre-requisite of Subject: Understanding the knowledge of Human Resource Management.	
Course Objective: To provide in-depth knowledge about Compensation and Performance management. The course will help the students to understand various technicalities regarding compensation and its legislation. To understand the various dimensions of Compensation Management. To familiarize with the role of various bodies involved in Performance and Reward Management.	

Course Outcomes (CO)

Course outcome: After completion of this course students will be able to:		**Bloom's Knowledge Level(KL)**
CO1	Recognize how pay decisions help the organization achieve a competitive advantage	K1(Understanding)
CO2	Analyze, integrate, and apply the knowledge to solve compensation-related problems in organizations	K4(Analyze)
CO3	Design rational and contemporary compensation systems in modern organizations	K6(Create)
CO4	Students will be able to apply the concepts of performance appraisal and compensation management practically	K3(Apply)
CO5	To understand and how to apply the various appraisal methods	K1(Understanding), K3(Apply)

Syllabus

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
Unit-1	**Compensation & Remuneration Introduction**	Compensation – Definition, Classification and Types. Components of remuneration- basis pay, dearness allowance, flat and indexed DA, allowances and reimbursement, Determining Compensation, Compensation Approaches. Compensation as a Retention Strategy, Financial and non financial compensation	Ppt/case study	8	Design an employee compensation package for a software development company aiming to attract top talent in a competitive market. Consider factors such as salary, bonuses, benefits, and perks. Develop a remuneration strategy for a startup with limited financial resources. How would you prioritize compensation components to ensure employee satisfaction and retention while	CO1

					staying within budget constraints?	
Unit-2	**Performance Based Pay system**	Performance Based Pay Systems, Incentives - incentive plans, developing effective incentive plans. Gain Sharing Incentive Plan – Enterprise Incentive Plan – Profit Sharing Plan- ESOPs – Compensation Management in Multi-National organisations.	Ppt/case study	8	Imagine you're tasked with rolling out a new performance-based incentive program for sales representatives. Outline the key components of the program and explain how you would communicate its objectives and structure to the sales team.	**CO2**
Unit-3	**Reward systems introduction.**	Reward systems, Perceptions of Pay Fairness – the legal environment, Legal Constraints on Pay Systems.Employee Benefits.- retirement benefits, perquisites, non-monetary benefits.	Ppt/case study	8		**CO3**
Unit-4	**Concept performance management system,**	Concept and objectives of performance management system, Performance appraisal and performance management, Performance Management – definition, objectives, need and measurement	Ppt/case study	8	Discuss potential challenges or resistance you may encounter during the implementation process and how	**CO4**

					you would address them to ensure successful adoption of the new system. Finally, outline how the revamped performance appraisal and management system will contribute to improving productivity and employee morale within the company."	
Unit-5	**Process of performance appraisal.**	Process of performance appraisal, issues and challenges in performance appraisal, documentation of performance appraisal, Methods of Performance appraisal – traditional methods, modern methods with advantages and disadvantages of each - appraisal interviews, performance feedback and counseling, use of technology and e-PMS, Ethical perspectives in performance appraisal.	Ppt/case study	8	Outline how you would introduce and integrate this modern method into the company's existing performance management processes, emphasizing the importance of	**C05**

					regular feedback, goal alignment, and employee involvement.	
					Compare and contrast the advantages and disadvantages of the traditional and modern methods of performance appraisal in the context of a technology startup. How would you strike a balance between utilizing tried-and-tested approaches and embracing innovative techniques to create a performance appraisal system that meets the evolving needs	

					of the organization and its employees?"	
Total				**40**		

Reference Books:

1. Dewakargoel, Performance Appraisal And Compensation Management, Phi Learning, New Delhi.
2. Richard.I. Henderson, Compensation Management In A Knowledge Based World, Prentice Hall India, New Delhi.
3. Richard Thrope& Gill Homen, Strategic Reward Systems, Prentice Hall India, New Delhi.
4. Michael Armstrong & Helen Murlis, Hand Book Of Reward Management, Crust Publishing House

Subject Name: Strategic Human Resource Management	**L-T-P [4-0-0]**
Subject Code: BMBIE0321	**Applicable in Department: MBA IEV**

Pre-requisite of Subject: Understanding the knowledge of Human Resource Management.

Course Objective: The objective of Strategic Human Resource Management (SHRM) is to align human resource practices with the strategic goals and objectives of an organization. This involves integrating HR strategies with overall business strategies to maximize the effectiveness of the workforce in achieving organizational success.

Course Outcomes (CO)

Course outcome: After completion of this course students will be able to:		**Bloom's Knowledge Level(KL)**
CO1	Understand the dimensions of Strategic HRM.	K2(Understand)
CO2	Apply the learning of SHRM in organizational context.	K3(Apply)
CO3	Evaluate the impacts of SHRM on competitive advantages.	K5(Evaluate)
CO4	Have desired level of expertise on organizational knowledge management through SHRM.	K5(Evaluate)
CO5	Understand the International culture in SHRM.	K2(Understand)

Syllabus

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

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Unit 1	Introduction to SHRM	Overview of SHRM: Conceptual Framework & Context of SHRM, Impacts of Globalization onHRM ,ChangingNature of Workforce, Development of SHRM, Models of Strategic HRM Challenges of SHRM: Workforce Diversity, Demographic changes,Challenges in Strategic HumanResourceManagement,Impacts of Strategic HRM,SHRM for Competitive Advantage.	Discussion, videos, Case study	8 hours	You are supposed to write a detailed SHRM assignment report on a real HR project for a real organisation	**CO1**
Unit 2	Implementation of SHRM	Implementation of SHRM: Implementation of Strategic HRM: Staffing, Training & Development, Strategic Options of HRD Impacts of SHRM on Performance , Practicalities in Measuring SHRMOutcomes, Strategic Oriented Compensation System ,and Employee Separation .	Discussion, videos, Case study	8 hours	Make 5-year manpower plan aligned to business targets and present to top management.	CO2
Unit 3	HRStrategy and EmployeeEngagement	HR Strategies: HRStrategy,ComponentsofStrategicHRM,OrganizationalHRstrategies,FunctionalHRstrategies,Strategic HRM in action Improving Business Performance through Strategic HRM. Employee engagement: Employee Engagement andDrivers of Engagement Learning Organizations and Organizational Learning .	Discussion, videos, Case study	8 hours	Highlight company's top 5 turnover reasons with action plan to top management.	CO3
Unit 4	Strategic Knowledge Management	Strategic Knowledge Management: Strategic Knowledge Management, Building Knowledge Management into Strategy Framework, Knowledge Sharing's Core Competency, HRD Dimension to Knowledge Management, Strategic approaches to Industrial relations: Strategic Approach to Industrial Relations, Outsourcing & its HR implications, Human Side of Mergers and Acquisitions three- stage model of M&A.	Discussion, videos, Case study	8 hours	Build a knowledge management into Strategy Framework	CO4
Unit 5	Global HRM Practices	Global SHRM: Global human resource management, Difference between global HRM domestic HRM; Expatriates selection&Repatriation, Strategic Issues in International Assignment: Building a Multicultural Organization, Investment perspectives of HR,Strategic Choice,Leadership Strategic issues in International Assignment.	Discussion, videos, Case study	8 hours		CO5
Total				**40**		

REFERENCE BOOKS

Armstrong,Michael&BaronAngela,HandbookofStrategicHRM,(JaicoPublishingHouse),2005.
Gary Rees Smith Paul,Strategic Human Resource Management :An International Perspective, Sage Publications, 2019.
RichardRegis,Strategic Human Resource Management and Development,Pearson,2008.

Text Books:

JeffreyA.Mello,Strategic Human Resource Management,CengageLearning,2019
CharlesRGeer,Strategic Human Resource Management:AGeneralManagerialApproach,2e,Pearson India, 2002.

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

Subject Name: Employee Relations and Labour Laws		**L-T-P [4-0-0]**
Subject Code: BMBIE0322		**Applicable in Department: MBA(IEV)**
Pre-requisite of Subject: Understanding the knowledge of Human Resource Management.		
Course Objective: This course intends to make students aware of the various actors as part of the industrial relations and understand the labor laws that aim to promote the well-being of workers and maintain healthy employer-employee relations , along with the issues and implications of various labour laws.		
Course Outcomes (CO)		
Course outcome: After completion of this course students will be able to:		**Bloom's Knowledge Level (KL)**
CO1	Knowledge of Industrial Relation framework and Collective Bargaining	(Understand) K2
CO2	Knowledge of constitutional validity of the wages Act outline the procedure for fixation and payment of wages and Bonus.	(Understand) K2
CO3	Knowledge of laws relating to Trade Unions, conditions of employment in industrial establishment	(Understand) K2
CO4	Apply the relevant laws relatings Social Security, 2020 to solve industrial and business issues.	(Apply) K3
CO5	Evaluate through critical thinking the legal applications of Occupational safety and health code 2020 to solve industrial and business issues.	(Evaluate) K5

Syllabus						
Unit No	**Module Name**	**Topic covered**	**Pedagogy**	**Lecture Required (L+P)**	**Practical/ Assignment/ Lab Nos**	**CO Mapping**
Unit 1-	**Introduction to Employee Relations**	**Employee Relations:** Employee Relations Management (ERM) &Industrial Relation: Introduction and Importance of Employee Relations Management, Role Of ILO, Emerging challenges of IR in India **Collective Bargaining:** Collective Bargaining- Industrial Democracy- Participative Management –Industrial Discipline	Discussion, Assignments, Quiz, Case Studies discussions	**8**	Assignment on Case study analysis of Bosch India Ltd	**CO1**
Unit 2	**Code on WAges -2019**	**Labour Laws- Code on WAges -2019 (I): Code on Wages, 2019-** Minimum Wages Act, 1948-Equal Remuneration Act, 1976- **Labour Laws- Code on WAges -2019 (II):** Payment of Bonus Act, 1965-Payments of Wages Act, 1936	Discussion, Assignments, Quiz, Case Studies discussions	**8**	Assignment on SHAHI EXPORTS PVT. LTD Case discussion	**CO2**
Unit-3-	**Industrial Relations Code- 2020**	**Labour Laws -Industrial Relations Code- 2020(II):** Industrial Employment (Standing Order) Act, 1946-Industrial Disputes Act 1947 and Authorities for investigation and settlement of industrial dispute, illegal strike and lock-out.	Discussion, Assignments, Quiz, Case Studies discussions	**8**	Prepare a report on the major trade unions of India and their role in Industrial relations.	**CO3**
Unit-4-	**Code on Social Security, 2020**	**Labour Laws –Code on social security- 2020(I):** Code on Social Security, 2020- Employee's Compensation Act, 1923-Employee's State Insurance Act, 1948 **Labour Laws –Code on social security- 2020 (II) :** Employees' Provident Funds and Miscellaneous Provisions Act, 1952- Maternity Benefit Act, 1961-Payment of Gratuity Act, 1972	Discussion, Assignments, Quiz, Case Studies discussions	**8**	Prepare a list of 2 cases per act in Code of Social Securityand Judgment given in each scenario.	**CO4**

Unit-5	**OCHCode-2020 and Conflcit Management**	**Labour Laws OCHCode-2020(I):** Occupational Safety, Health and Working Conditions Code, 2020- Factories Act, 1948- Contract Labour (Regulation and Abolition) Act, 1970. **Conflcit Management:** Conflict management: Definition, Levels, Sources, Stages, Cause and Effects of conflicts, Reactions and Responses towards conflict, Conflict Resolution Process.	Discussion, Assignments, Quiz, Case Studies discussions	**8**	1.Do a critical appraisal of the Welfare provisions mentioned under Factories Act 1948 2. Write the significant provisions of Contract Labour Act 1970	**CO5**
Total				**40**		

Reference Books:

1. Piyali Ghosh Industrial RELATIONS AND LABOUR LAWS, 1ED Paperback Edition 2017
2. Industrial Relations And Labour Laws, 7E Paperback Edition 2020
3. P.K. Padhi,P Labour and Industrial Law, Eastern Economy Edition,2019

Text Books:

1. Taxmann's New Labour & Industrial Laws, Taxmann, Reprint 2022 Edition [Paperback]
2. Handbook of Labour and Industrial Law, P. L. Malik, Generic Books, Edition 2021

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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School of Management

Subject Name: PREDICTIVE ANALYTICS		**L-T-P [4-0-0]**
Subject Code: BMBIE0323		**Applicable in Department: MBA IEV**
Pre-requisite of Subject: Understanding the fundamentals of Business Statistics.		
Course Objective: The objective of this course is to teach students about various applications of Predictive analytics so that they would be able to understand the future trend and solve business problems. The course also aims to develop an understanding in students about the Predictive analytics processes so that they become capable of understanding, analyzing, and predicting the future business trend from business data using various tools and techniques.		
Course Outcomes (CO)		
Course outcome: After completion of this course students will be able to:		**Bloom's Knowledge Level (KL)**
CO1	Understand the Concepts and Significance of Predictive Analytics and Linear Regression	(Understanding)
CO2	Familiarize with Tools, Environment, and Data Modeling Techniques in Predictive Analytics	(Understanding)
CO3	Apply Predictive Modeling Concepts in Business Contexts	(Applying)
CO4	Analyze Data and Apply Regression Techniques	(Analyzing)
CO5	Explore Time Series Forecasting and Supervised/Unsupervised Learning	(Evaluating)
Syllabus		

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
1	**Introduction to Predictive Analytics & Linear Regression :**	What and Why Analytics, Introduction to Tools and Environment, Application of Modeling in Business, Databases & Types of data and variables,	PPT , Smartboard	8 hours	Assignment 1	**CO1**
2	Data modelling	Data Modeling Techniques, Missing imputations etc. Need for Business Modeling, Regression — Concept	PPT , Smartboard	8 hours	Assignment 2	**CO2**
3	Logistic Regression	Model Theory, Model fit Statistics, Model Conclusion, Analytics applications to various Business Domains etc. Regression Vs Segmentation	PPT , Smartboard	8 hours	Assignment 3	**CO3**
4	Supervised and Unsupervised Learning	Definition, difference between supervised and unsupervised learning, Various types of supervised and unsupervised learning method	PPT , Smartboard	8 hours	Assignment 4	**CO3**
5	Concept of time series forecasting	Basic concepts of trends, seasonality and cyclicity, identifying trends, seasonality and cyclicity using graphs.	PPT , Smartboard	8 hours	Assignment 5	**CO4**
Total				**40 hours**		

1 Reference Books:

Text Books:

1. Fundamentals of Business Analytics, 2nd Edition; R N Prasad, SeemaAcharya; Wiley
2. Business Analysis with Microsoft Excel and Power BI, 5th edition; Conrad G. Carlberg; Pearson
3. Data Analytics with R; BhartiMotwani; Wiley

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Subject Name: **Artificial Intelligence and Machine Learning**	**L-T-P 4 – 0 - 0]**
Subject Code: BMBIE0324	**Applicable in Department: MBA IEV**
Pre-requisite of Subject: Understanding the fundamentals of Information Technology.	
Course Objective: The objective of this course is to make student understand the concept of artificial and machine learning, machine learning models, the historical perspective of AI and ML and scope of AIML in business.	

Course Outcomes (CO)

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

Syllabus

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
Unit 1	**Artificial Intelligence (AI)**	Overview of AI: Introduction to AI, strong AI vs. weak AI, Functions of AI, Characteristics of artificial intelligence, Applications of AI Evolution of AI: Historical milestones in the development of AI, Great contributors	Classroom discussion, videos, Case study	8 Hours	Case study-based assignment	CO1
Unit 2	**Search Techniques**	Search Strategies: Problem-solving agents, searching for solutions; uniform search strategies: breadth first search, depth-first search, depth limited search, bidirectional search, comparing uniform search strategies. Heuristic search strategies Greedy best-first search, A* search, AO* search, memory bounded heuristic search: local search algorithms & optimization problems: Hill climbing search, simulated annealing search, local beam search.	Classroom discussion, videos, Case study	8 Hours	Application based assignment	CO2
Unit 3		Introduction to Machine Learning: History of ML, Introduction of Machine Learning Approaches, Issues in Machine Learning and Data Science Vs Machine Learning. Performance Metrics: Confusion metrics, AUC-ROC, Sensitivity and specificity Analysis Errors and Bias: Underfitting and Overfitting, Bias and Variance, Concept Learning Task, Inductive Bias	Classroom discussion, videos, Case study, MS Excel Experiential exercise, discussion	8 Hours	Case study-based assignment	CO3
Unit 4	**Supervised Learning**	Classification and Regression: Linear Regression, Multiple Linear Regression, Logistic Regression, Polynomial Regression, Decision Trees: ID3, C4.5, CART.	Classroom discussion, videos, Case study, MS Excel, IBM SPSS	8 Hours	Case study-based assignment	CO4

Text

			Modeler			
Unit 5	**Unsupervised Learning**	Clustering :Introduction to clustering, K-means clustering, K-Nearest Neighbor, Iterative distance-based clustering, Dealing with continuous, categorical values in K-Means, K-Mode Clustering, density-based clustering	Classroom discussion, videos, Case study, MS Excel	8 Hours	Case study-based assignment	**C05**
Total				**40 hours**		

Books:

1. Yadav, S. P., Mahato, D. P., & Linh, N. T. D. (Eds.). (2020). Distributed artificial intelligence: A modern approach. CRC Press.

2. Burkov, A. (2019). The hundred-page machine learning book (Vol. 1, p. 32). Quebec City, QC, Canada: Andriy Burkov.

Reference Books:

1. Raschka, S., & Mirjalili, V. (2019). Python machine learning: Machine learning and deep learning with Python, scikit-learn, and TensorFlow   Packt Publishing Ltd.

2. Rebala, G., Ravi, A., & Churiwala, S. (2019). An introduction to machine learning. Springer.

Subject Name: **Data Visualization**		**L T P [0-0-8]**
Subject Code: BMBIE0325P		**Applicable in Department: MBA IEV**
Pre-requisite of Subject: Understanding the fundamentals of Information Technology.		
Course Objective: This course will introduce the main concepts of data visualization with a hands-on tutorial using Tableau and Power BI.		
Course Outcomes (CO)		
Course outcome: After completion of this course students will be able to:		**Bloom's Knowledge Level (KL)**
CO 1	Understand the concepts required for Data Visualization.	Understanding (K2)
CO2	Illustrate and analyze data using various functions in Tableau Desktop.	Analyse (K4)
CO3	Creating ad-hoc reports, data visualizations, and dashboards for publishing using Tableau Desktop.	Creating (K6)
CO4	Analyze data and create data models using Power BI Desktop.	Creating (K6)
CO5	Creating reports and dashboards using Power BI Desktop.	Creating (K6)

Syllabus						
Unit No	**Module Name**	**Topic covered**	**Pedagogy**	**Lecture Required (L+P)**	**Practical/ Assignment/ Lab Nos**	**CO Mapping**
Unit 1:	**Data Visualisation**	Introduction to Data Visualization: Concept of Data and Data visualisation, Foundations for building Data Visualizations, Visualizing categories Design principles Overview of Tableau and Power BI: Need for Power BI and Tableau, Power BI vs. Tableau, Reporting and Storytelling	Discussion, Case-based, videos	**8 Hours**	Give your understanding of the shared dataset. Also, perform the functions taught in this unit.	**CO1**
Unit 2:	**Tableau**	Getting started with Tableau: Installing Tableau, Menus and Toolbar, Converting Excel, and text Data into Tableau Desktop Managing and Preparing Data: Data Interpreter for data cleaning, Data Preparation, Managing Metadata (Renaming and Hiding Data Fields, Grouping in folders and Hierarchies), bins, Filtering and sorting data, Adding Titles, Labels, and descriptions. Tableau Calculations: Overview of SUM, AVR, and Aggregate Features Creating custom calculations and fields Applying new data calculations to your visualization. Common charts: Area, bar, heatmap, box plot, pareto, line, scatter plot, tree map, crosstab, geographic map, waterfall.	Working with Tableau	**8 Hours**	Analyse the dataset by performing all the relevant functions on the shared dataset using Tableau software.	**CO2**
Unit 3:	**Distributing, and Publishing**	Tableau Advanced Reports: Dual Axis Reports, Blended axis, add reference lines, reference distributions Creating a Dashboard and story: Create a Dashboard, Interpret with KPIs, create a story	Working with Tableau	**8 Hours**	Create a dashboard in Tableau	**CO3**
Unit 4:	**Introduction to Power BI**	Create a Dashboard, Interpret with KPIs, create a story: Power BI Desktop Overview, Data Discovery with Power BI Desktop, Handling the Data: Transforming Data – Appending and merging queries, combining files, adding columns. Creating Data Model: Modeling Basics, Model Enhancements, What If Parameters, DAX Basics, Navigation Function, Calculated Tables, Measure Basics, Time Intelligence Functions	Power BI Desktop, Discussion	**8 Hours**	Application based assignment	**CO4**

Unit 5:	**Visualizing Data in Power BI**	Interactive Reports:Basic Reports, Interactive Reports - Adding Slicers for Filters, Visualizing Tabular Data, categorical data, Data Trends, Categorical and Trend Data Together, Geographical Data with Maps, Digital Storytelling Power BI Service: Deploying to the Power BI Service, Creating and Sharing Dashboards, Using Power BI Q&A, Excel Integration, Export and Embed Options Refreshing the Data: Refreshing Data Overview, Installing the Data Gateway, Scheduling a Data Refresh Mobile BI: Power BI Mobile Overview, Designing Reports and Dashboards for Mobile, Interacting with the Power BI Mobile App	Power BI Desktop, Discussion	**8 Hour**	Application based assignment	**CO5**
Total						

References-

Text Books:

1. Wilke, C. O. (2019). Fundamentals of data visualization: a primer on making informative and compelling figures. O'Reilly Media.

2. Lachev, T., & Price, E. (2015). Applied microsoft power BI: bring your data to life!. Prologika Press.

3. Loth, A. (2019). Visual analytics with Tableau. John Wiley & Sons

reference Books:

1. Ferrari, A., & Russo, M. (2016). Introducing Microsoft Power BI. Microsoft Press.

2. Milligan, J. N., Hutchinson, B., Tossell, M., & Andreoli, R. (2022). Learning Tableau 2022: Create effective data visualizations, build interactive visual analytics, and improve your data storytelling capabilities. Packt Publishing Ltd.

Course Code	**BMBIE0459**	**L**	**T**	**P**	**Credit**
Course Title	**Summer Internship**	0	0	12	6
Course objective: The students will be able to prepare the project based on knowledge gained during the summer internship in a company.					**Duration: 6 Weeks**
Course outcome:	**At the end of course, the student will be able to:**				
CO1	Understand and solve business problems in business organizations				K2 (Understanding)
CO2	Develop the ability to identify the research gap				K6 (Developing)
CO3	Apply statistical tools to provide optimum solution				K3 (Appling)
CO4	Develop ability to interpret data and draw conclusions				K6 (Developing)
CO5	Develop Multi-Disciplinary Approach for identifying and solving business problems				K6 (Developing)
Guidelines:					

1. At the end of second semester examination, it is mandatory for every student of MBA IEV to undergo on-the-job practical training in any manufacturing, service or financial organization. The training will be of 6 to 8 weeks duration. 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 of a live problem. The objective is to equip the student with the knowledge of the actual functioning of the organization and problems faced by them for exploring feasible suggestions.

3. During the course of 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 typedand 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 150 marks and will be evaluated by two examiners (external and internal). The evaluation will consist of (1) Project Report evaluation carries 50 marks (2) Project Presentation and Viva carries 100 marks. The Project Report evaluation will comprise of 50 marks and would be evaluated by internal project guide. The Presentation and Viva Voice 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. Experienceof 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

Project Report Evaluation: Internal

1. **Problem Statement (5 Marks)**
2. **Methodology used (10 Marks)**
3. **Data Analysis and Interpretation (20 Marks)**
4. **Presentation (10 Marks)**
5. **Documentation and Report Submission (5 Marks)**

Presentation and Viva Voce Presentation: End Sem

1. **Problem Statement (10 Marks)**
2. **Methodology used (20 Marks)**
3. **Data Analysis and Interpretation (40 Marks)**
4. **Presentation (20 Marks)**
5. **Documentation and Report Submission (10 Marks)**

Subject Name: **Legal Aspects of Business & Start up Laws**						**L-T-P [0-0-20]**
Subject Code: BMBIE0401						**Applicable in Department: MBA IEV**
Pre-requisite of Subject: Understanding the knowledge of Legal Environment.						
Course Objective: To Gain knowledge of business laws and their applications in business transactions, corporate bodies and related matters						
Course Outcomes (CO)						
Course outcome: After completion of this course students will be able to:						**Bloom's Knowledge Level(KL)**
CO 1	To Acquire and understand the legal aspects of the contract laws affecting businesses.					Understanding(K2), Remember (K1)
CO2	Understand the basic legal knowledge to business transactions related to sale of goods.					Understanding (K2)
CO3	Understanding the provisions of the Companies Act, 1956 (Amendment 2013).					Understanding (K2)
CO4	Develop a basic understanding of legislations pertaining to the Partnership Act, 1932 .					Create (K6)
CO5	To apply the current law, rules, and regulations related to setting up of start ups					Apply (K3)
Syllabus						
Unit No	**Module Name**	**Topic covered**	**Pedagogy**	**Lecture Required (L+P)**	**Practical/ Assignment/ Lab Nos**	**CO Mapping**
Unit 1	**The Contract Act, 1872**	**Law of Contract:** Law of Contract: meaning and essentials of a valid contract; offer and acceptance	Discussion, Assignments	**8 hours**	Case based discussion	CO1

		Capacity to Contract: Capacity to contract; consent and free consent; consideration; void agreements, quasi contract **Modes of discharge of contract:** Different mode of discharge of contract; remedies for breach of contract.	, Quiz, Case Studies discussions			
Unit 2	**Law of Sale of Goods**	**Sale of Goods:** Sale of Goods Act 1930: Sale and agreement to sell, implied conditions and warranties, sale by non-owners, rights of unpaid seller. **Negotiable Instruments:** Negotiable Instruments Act 1881: Meaning of negotiable instruments, type of negotiable instruments, promissory note, bill of exchange, cheque.	Power Point Presentation, Video Presentations, Assignments, Quiz, Case Studies discussions	**8 hours**	Case based discussion	**CO2**
Unit 3	**Companies Act 1956 (Amendment 2013)**	Company Law: The Companies Act 2013: Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus Company Shares & Meetings: Issue of shares and bonus shares, rights issue, role of directors, company meetings.	Video Presentations, Assignments, Case Studies discussions	**8 hours**	Case based discussion	**CO3**
Unit 4	**The Indian Partnership Act, 1932**	**Law of Partnership:** Meaning and nature of partnership, formation, Essential elements of Partnership – Rights and Duties: Partnership - Rights, Duties, Liabilities of Partners - Dissolution of Partnership	Video Presentations, Assignments, Case Studies discussions	**8 hours**	Case based discussion	**CO4**
Unit 5	**Start Up Laws**	**Start Up – Concept:** Fundamentals of choosing the business organization form for startup. **Start Up Laws:** Laws relating to incorporation of one person company, public ltd, private ltd & nonprofit company.	Power Point Presentation, Video Presentations,	**8 hours**	Case based assignment	**CO5**

			Assignments			
Total						

1 Reference Books:

1. Kucchal, M. C., & Kucchal, Vivek. (2020). *Business Legislation for Management*. Vikas Publishing House (P) Ltd.
2. Pathak, A. (2022). *Legal Aspects of Business*. McGraw Hill
3. Maheshwari, S.N., & Maheshwari. (2018). *Business Regulatory Framework*. Himalaya Publishing House

Text Books:

1 Kapoor, N.D. (2022). *Business Law*. Sultan Chand & Sons

2 Bhandari, C. C. (2021). *A Handbook on Corporate and Other Laws.* (25ed.). Bestword Publications Pvt. Ltd.

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Subject Name: PROJECT MANAGEMENT **L-T-P [3--0-0]**		
Subject Code: BMBIE0402 **Applicable in Department: MBA IEV**		
Pre-requisite of Subject: Understanding the fundamentals of Financial and Marketing Management.		
Course Objective: : This course will provide advanced techniques and strategies to navigate complex projects successfully.		
Course Outcomes (CO)		
Course outcome: After completion of this course students will be able to:		**Bloom's Knowledge Level(KL)**
CO 1	Understand the fundamental principles of project management and be equipped to apply these principles in initiating, planning, executing, monitoring, and closing projects.	K2 UNDERSTANDING
CO2	Integrate an entrepreneurial approach into project management, fostering an innovative mindset throughout the project lifecycle.	K3 APPLYING
CO3	Understand the financial dimensions of managing projects, particularly those seeking venture capital.	K5 EVALUATING
CO4	Understand the scheduling and monitoring process in the Project. They will be able to apply PERT and CPM methods for project scheduling	K3 APPLYING
CO5	Mastered the skills needed to lead diverse project teams and manage complex stakeholder relationships effectively.	K5 EVALUATING
Syllabus		

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
UNIT 1	**Foundations of Project Management**	**Introduction to Project Management:** 1. Project Management Overview 2. Role of the Project Manager 3. Project Management Life Cycle 4. Project Management Methodologies **Project Management Processes:** 1. Initiating Process Group 2. Planning Process Group 3. Executing Process Group 4. Monitoring and Controlling Process Group 5. Closing Process Group	PPT/ CASE STUDY/ VIDEOS	**8 Hours**	Assignment: Project Management Plan Development Topic: Develop a comprehensive project management plan for a hypothetical project.	**CO1**
UNIT 2	**Entrepreneurship and Project Innovation**	**Entrepreneurial Mindset in Projects** 1. Introduction to Entrepreneurial Thinking in Projects 2. Identifying Opportunities for Innovation 3. Risk-Taking and Decision-Making **Innovation Management** 1. Fostering Innovation within Project Teams 2. Managing Creative Teams 3. From Idea to Execution	PPT/ CASE STUDY/ VIDEOS	**8 Hours**	Assignment: Innovative Project Proposal Topic: Create a proposal for a new project that introduces an innovative product or service.	**CO2**
UNIT 3	**Venture Capital and Financing Projects**	**Basics of Venture Capital:** 1. Understanding Venture Capital 2. Venture Capital Funding Stages 3. Evaluating and Pitching Projects to Investors **Financial Planning for Projects** 1. Budgeting and Resource Allocation 2. Financial Forecasting and Projections 3. Return on Investment (ROI) Analysis	PPT/ CASE STUDY/ VIDEOS	**8 Hours**	Assignment: Venture Capital Pitch Deck Topic: Prepare a pitch deck for a project seeking venture capital funding.	**CO3**
UNIT 4:	Project Scheduling	**Project Scheduling:** Steps in Project Scheduling and Network design, Gantt Chart, Work Breakdown Structure (WBS) & Responsibility Assignment Matrix.	PPT/ CASE STUDY/ VIDEOS	**8 Hours**	Assignment: Stakeholder Management and Leadership Case Study	**CO4**

		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 Studies**				
UNIT 5	Leadership and Stakeholder Management	**Leadership in Project Management:** 1. Leadership Theories and Styles 2. Leading Project Teams 3. Ethical Leadership and Decision Making **Managing Stakeholders and Teams** 1. Stakeholder Identification and Analysis 2.Communication Strategies 3. Negotiation and Conflict Resolution	PPT/ CASE STUDY/ VIDEOS	**8 Hours**	Topic: Analyze a real-world case study of a project that faced significant leadership and stakeholder challenges.	**CO5**
Total				**40 HOURS**		

1. Reference Books:

Text Books:

3. Larsen, E.W., Gray C.F., & Joshi, R. (2021). Project management: The Managerial process. McGraw Hill.
4. Chandra, P. (2019). Projects: Planning, Analysis, Selection, Financing, Implementation and Review. McGraw Hill.

Reference book:

1. Project Management- A system Approach to Planning, Scheduling and Controlling (Harold Kerzner). CBS Publishers and Distributers, New Delhi
2. Projects, Preparation, Appraisal, and Implementation (Prasanna Chandra), 3rd Edition, Tata Mc Graw Hill, New Delhi.
3. Project Management (Nagarajan, K), New Age Publishers, New Delhi.
4. Project Management. A Managerial Approach (Meredith, R.J and Mantel, S.J), Wiley (India).

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Course Code	**BMBIE0459**	**L T P**	**Credit**
Course Title	**Industrial Training Project**	3 0 0	3
Course objective: The students will be able to prepare the project based on knowledge gained during the industrial training.			**Duration: 6 Weeks**
Course outcome:	**At the end of course, the student will be able to:**		
CO1	Understand and solve business problems in business organizations		K2 (Understanding)
CO2	Develop the ability to identify the research gap		K6 (Developing)
CO3	Apply statistical tools to provide optimum solution		K3 (Appling)
CO4	Develop ability to interpret data and draw conclusions		K6 (Developing)
CO5	Develop Multi-Disciplinary Approach for identifying and solving business problems		K6 (Developing)
Guidelines:			

7. At the end of third semester examination, it is mandatory for every student of MBA IEV to undergo on-the-job practical training in any manufacturing, service or financial organization. The training will be of 6 to 8 weeks duration. The college/institute will facilitate this compulsory training for students.

8. During the training, the student is expected to learn about the organization and analyze and suggest solutions of a live problem. The objective is to equip the student with the knowledge of the actual functioning of the organization and problems faced by them for exploring feasible suggestions.

9. During the course of training, the organization (where the student is undergoing training) will assign a problem/project to the student.

10. The student, after the completion of training will submit a report to the College/Institute which will form part of fourth semester examination.

11. The report (based on training and the problem/project studied) prepared by the student will be known as industrial training project. The report should ordinarily be based on primary or secondary 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 typedand hard bound copies of the report will be submitted to the College/Institute. The report will be typed in A-4 size paper.

12. 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.

10. The Industrial Training Report will carry 150 marks and will be evaluated by two examiners (external and internal). The evaluation will consist of (1) Project Report evaluation carries 50 marks (2) Project Presentation and Viva carries 100 marks. The Project Report evaluation will comprise of 50 marks and would be evaluated by internal project guide. The Presentation and Viva Voice 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.

11. 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.

12. The student shall prepare the Industrial Training Project Report as per the format given.

Project Report Evaluation: Internal

6. **Problem Statement (5 Marks)**
7. **Methodology used (10 Marks)**
8. **Data Analysis and Interpretation (20 Marks)**
9. **Presentation (10 Marks)**
10. **Documentation and Report Submission (5 Marks)**

Presentation and Viva Voce Presentation: End Sem

6. **Problem Statement (10 Marks)**
7. **Methodology used (20 Marks)**
8. **Data Analysis and Interpretation (40 Marks)**
9. **Presentation (20 Marks)**
10. **Documentation and Report Submission (10 Marks)**