

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



Affiliated to

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



Evaluation Scheme & Syllabus

For

**Master of Business Administration Integrated
Third Year**

(Effective from the Session: 2025-26)

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

Master of Business Administration Integrated

Evaluation Scheme

SEMESTER-V

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	AMIBA0502	Cost & Management Accounting	Mandatory	3	1	0	20	20	40	0	60	0	100	4
2	AMIBA0507	Operations Research	Mandatory	3	1	0	20	20	40	0	60	0	100	4
3	AMIBA0506	Legal Aspects of Business	Mandatory	3	0	0	20	20	40	0	60	0	100	3
4	AMIBA0505	Introduction to Business Analytics	Mandatory	3	1	0	20	20	40	0	60	0	100	4
5	AMIBA0501	Business Ethics	Mandatory	2	0	0	20	20	40	0	60	0	100	2
6	AMIBA0504	Introduction to E Business	Mandatory	3	0	0	20	20	40	0	60	0	100	3
7	AMIBA0503	Foreign Language - Level 1	Mandatory	3	0	0	20	20	40	0	60	0	100	3
		TOTAL											700	23

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,

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Master of Business Administration Integrated
Evaluation Scheme
SEMESTER-VI

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	AMIBA0603	Introduction to International Business Management	Mandatory	4	0	0	20	20	40	0	60	0	100	4
2	AMIBA0601	Entrepreneurship and Innovation	Mandatory	4	0	0	20	20	40	0	60	0	100	4
3	AMIBA0604	Introduction to Logistics & Supply Chain Management	Mandatory	4	0	0	20	20	40	0	60	0	100	4
4	AMIBA0605	Total Quality management	Mandatory	3	0	0	20	20	40	0	60	0	100	3
5	AMIBA0602	Foreign Language - Level 2	Mandatory	3	0	0	20	20	40	0	60	0	100	3
6	AMIBA0651	Data-Driven Decision Making	Mandatory	0	0	6	0	0	0	50	0	50	100	3
7	AMIBA0659	Capstone Project-I	Mandatory	0	0	4	0	0	0	50	0	50	100	2
		TOTAL											700	23

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Subject Name: Cost and Management Accounting				L-T-P [3-1-0]		
Subject Code: AMIBA0502				Applicable in Department: INT.MBA		
Pre-requisite of Subject: Basic understanding of financial accounting.						
Course Objective- The objective is to equip the student with basic concepts used in cost accounting and various methods involved in cost ascertainment system. It aims at providing knowledge about the use of Costing data and cost sheet for planning, control and decision making in any organisation.						
Course Outcomes (CO)						
Course outcome: After completion of this course students will be able to:						Bloom's Knowledge Level (KL)
CO 1	Know the techniques of cost management and absorption of costing concepts.					Understanding (K2)
CO2	Gain knowledge of standard costing and variance analysis.					Understanding (K2)
CO3	Practical problems related to budgeting and budgetary control					Apply(K3)/Analyzing (K4)
CO4	Gain Knowledge about job costing and contract costing.					Understanding (K2)
CO5	Develop an understanding of various process costing where the normal and abnormal losses in business.					Create(K6)/Understanding (K2)
Syllabus						
Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
UNIT I	Introduction to	Marginal Costing-Meaning of Marginal Cost and Marginal Costing	Discussion, videos, Case	3 Hours	Being a cost center	CO1

Cost Accounting Techniques	marginal cost and costing		study		manager, how will you calculate and justify the marginal cost and what will be the effect on total cost?	
	Differences between marginal costing and absorption costing.	Absorption Costing vs. Marginal Costing-Break-even analysis Margin of safety-Application of Marginal Costing for decision making	Discussion, videos, Case study	5 Hours		
UNIT II						
Standard Costing & Variance Analysis	Standard Costing	Concept of standard cost and standard costing	Discussion, videos, Case study	3 Hours	Being a cost center manager, how will you do the variance analysis and what will be the effect on total cost?	CO2
	Variance Analysis	Advantages and limitations-Computation of variances relating to material and labour costs only.	Discussion, videos, Case study	5 Hours	State your assumptions.	
UNIT III						
Budget and Budgetary Control	Budget	Meaning, Concepts and Types of Budgets	Discussion, videos, Case study	3 Hours	It is necessary to prepare budgets of sales, and purchases Before making the goods. Why?	CO3
	Budgetary Control	Budgetary Control Vs Standard Costing-Advantages and limitations-Preparation of Budgets	Discussion, videos, Case study	5 Hours	Mention your comment with	

					a suitable example	
UNITIV Methods Of Costing	Job Costing-Batch Costing-Contract Costing.	Meaning, Concepts - Job Costing-Batch Costing-Contract Costing.	Discussion, videos, Case study Discussion, videos, Case study	8 Hours	Explain the job costing, batch costing, and contract costing with suitable examples and how will you apply in a firm.	CO4
UNITV Process Costing	Process Costing	Normal and abnormal losses, equivalent production	Discussion, videos, Case study	4 Hours	“Some goods contain the various processes of manufacturing”. Justify this statement with suitable examples.	CO5
	Joint and By Products	Joint and By Products-Operating Costing or Service Costing – Transport, Hotel and Hospital.	Discussion, videos, Case study	4 Hours		
Total						

Textbooks	
Sr No	Book Details
1.	Text Books:
2	Narang K.L. Jain S.P. (January 2016) 1st Edition, Cost Accounting Principles and Practice Kalyani <i>Publishers</i> .
2	Srikant Datar and Madhav Rajan (September 2020) Horngren's Cost Accounting: A Managerial Emphasis Hardcover. Pearson Publication

3	Dr. Reeta, Dr. Shruti and Dr. R S Agarwal (2022) Cost accounting: Principles and practices. SCS Sultan
Reference Books	
Sr No	Book Details
1	T.S. Reddy & Y. Hari Prasad Reddy, (2000), Management Accounting Publisher. Margham Publications.
2	V. S. P. Rao, (2000), Cost accounting, Vrinda Publications
Links (Only Verified links should be pasted here)	
1.	https://archive.nptel.ac.in/courses/110/101/110101132/
2.	https://elearn.nptel.ac.in/shop/nptel/cost-accounting/?v=c86ee0d9d7ed



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Subject Name: Operations Research		L-T-P [3-1-0]
Subject Code: AMIBA0507		Applicable in Department: INT.MBA
Pre-requisite of Subject: Understanding of business statistics and business mathematics.		
Course Objective- To equip students with the knowledge and skills necessary to apply mathematical modelling, statistical analysis, and optimization techniques to complex decision-making problems..		
Course Outcomes (CO)		
Course outcome: After completion of this course students will be able to:		Bloom's Knowledge Level (KL)
CO 1	Recall and describe fundamental operations research concepts, methodologies, and tools.	Understanding (K2)
CO2	Explain the principles and applications of different optimization techniques used in operations research.	Create (K6)
CO3	Apply mathematical modeling and optimization techniques to solve real-world decision-making problems..	Understanding (K2)/Applying (K4)
CO4	Analyze complex systems and identify the appropriate operations research methods to improve performance.	Understanding (K2) , Apply (K4)
CO5	Design and implement operations research models to address multifaceted problems, and critically assess the effectiveness of the solutions.	Apply (K4)

Syllabus						
Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
UNIT I	Module 1	Introduction to Operations Research, Linear programming problem: Mathematical formulations of LP Models; Graphical method and Simplex method of solving Linear programming problem. Big M method, Two Phase Method	PPT, Smart Board, YouTube links	8 hours	Case Based Analysis and Presentation	CO1
UNIT II	Module 2	Transportation problem: Initial basic feasible solution– North West Corner Method, Least Cost Method & Vogel Approximation Method and MODI Method for Optimal Solution.	PPT, Smart Board, YouTube links	8 hours	Case Based Analysis and Presentation.	CO2
UNIT III	Module 3	Assignment model: Hungarian Method. Game Theory: Concept of game; Two-person zero-sum game; Pure and Mixed Strategy; Saddle Point; Odds Method; Dominance Method and Graphical Method for solving Mixed Strategy Game.	PPT, Smart Board, YouTube links	8 hours	Case Based Analysis and Presentation	CO3
UNIT IV	Module 4	Sequencing Problem: Johnsons Algorithm for n Jobs and Two machines, n Jobs and Three Machines, Two jobs and m-Machines Problems.	PPT, Smart Board, YouTube links	8 hours	Case Based Analysis and Presentation .	CO4
UNIT V	Module 5	Project Management: Rules for drawing the network diagram, Applications of CPM and PERT techniques in Project planning and control.	PPT, Smart Board, YouTube links	8 hours	“ Case Based Analysis and Presentation	CO5
Total						

Textbooks	
Sr No	Book Details
1.	Text Books:

1	R. Panneerselvam –Operations Research(PHI,2ndEdition)
2	Sharma J K-Operations Research(Pearson,3 rd Edition)
3	A.M. Natarajan,P. Balasubramani-Operations Research (Pearson Education)

Reference Books

Sr No	Book Details
1	Vohra-Quantitative Techniques in Management(TataMcGraw-Hill,2nd)
1	Taha Hamdy- Operations Research –An Introduction(Prentice-Hall,9thedition)

Links

<https://www.udemy.com/course/quantitative-techniques-qt-or-operation-research-or/>

<https://www.udemy.com/course/quantitative-techniques-qt-or-operation-research-or/>



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Subject Name: Legal Aspect of Business				L-T-P [3-0-0]		
Subject Code: AMIBA0506				Applicable in Department: INT.MBA		
Pre-requisite of Subject: Knowledge of the business environment and constitution of India.						
Course Objective- To have basic knowledge of relevant provisions of the respective laws and regulations concerning the diverse areas of business.						
Course Outcomes (CO)						
Course outcome: After completion of this course students will be able to:					Bloom’sKnowledgeLevel (KL)	
CO 1	Understanding of the Law of Contract Act, 1872.					Understanding (K2)
CO2	Develop a basic understanding of special contract and breach of contract.					Create (K6)
CO3	Understanding of provisions of Sales of Goods Act 1930 and rights of unpaid seller.					Understanding (K2)
CO4	To Understand and apply the provisions of The Consumer Protection Act and Partnership Act.					Understanding (K2) , Apply (K4)
CO5	To Apply the provisions of the Limited Liability Partnership Act and Cyber Security Laws.					Apply (K4)
Syllabus						
Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping

UNIT I Law of Contract, 1872	Law of Contract	Indian Contract Act: Offer, Acceptance, Agreement and Contract; Capacity of parties; Essentials of Contract; Valid Contracts; Performance of Contracts;	PPT/discussion/ cases/ short clips	4 Hours	Case Based Analysis and Presentation	CO1
		Termination of Contract, Consequence and Remedies for Breach of Contract	PPT/discussion/ cases/ short clips	4 Hours		
UNIT II: Special contract	Special contract	Void Contracts; Contingent Contracts; Quasi Contract; Contract of Indemnity and Guarantee;	PPT/discussion/ cases/ short clips	4 Hours	Case Based Analysis and Presentation.	CO2
		Bailment, Lien, Pledge and Agency Contracts.	Discussion, videos, Case study	4 Hours		
UNIT III: Sale of goods Act 1930	Sale of goods act 1930	Sales of Goods Act: Definition, Features, and Formation of Sale Contract; Condition and Warranty.	PPT/discussion/ cases/ short clips	4 Hours	Case Based Analysis and Presentation	CO3
		Transfer of Ownership of Goods; Performance of Sale Contract; Rights of Unpaid Sellers; Auction Sale.	Discussion, videos, Case study	4 Hours		
UNIT IV: The consumer protection Act 1986	Basic understanding of Consumer protection Act and Partnership Act.	The consumer protection Act 1986: Salient feature definition of consumer; Grievance redressal machinery. Limited liability Partnership: Definition; Incorporation; Eligibility to be Partner, Relationship of partners, Partners as agent, Penalty for False statement; winding up.	PPT/discussion/ cases/ short clips	8 Hours	Case Based Analysis and Presentation .	CO4
UNIT V: Limited liability partnership Act – 2008 and Cyber security Act.	Limited liability partnership Act	Limited liability partnership Act – 2008 –features, types, nature, eligibility.	PPT/discussion/ cases/ short clips	4 Hours	“ Case Based Analysis and Presentation	CO5

	Cyber Security	Cyber Security Laws – Personal Data Protection Act 2019. Important latest amendments.	Discussion, videos, Case study	4 Hours		
Total						

Textbooks	
Sr No	Book Details
1.	Text Books:
2	Bhandari, C. C. (2021). A Handbook on Corporate and Other Laws (25 ed.). Bestword' Publications Pvt. Ltd
2	Kapoor, N. (2020). Elements of Mercantile Law (38 ed.). Sultan Chand & Sons.
Reference Books	
Sr No	Book Details
1	Nabi ,M.K.(2022). Legal Aspects of Business Text & Cases. Taxmann.
2	Pathak, A.(2023) Legal aspects of Business. Tata Mcgraw Hill.
Links (Only Verified links should be pasted here)	
https://www.indiacode.nic.in/handle/123456789/2187?locale=en	
https://legislative.gov.in/sites/default/files/A1872-09.pdf	
https://www.indiacode.nic.in/handle/123456789/2390?locale=en	



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Subject Name: Introduction to Business Analytics				L-T-P [3-1-0]		
Subject Code: AMIBA0505				Applicable in Department: INT.MBA		
Pre-requisite of Subject: Understanding of business analytics						
Course Objective- The goal of this course is to provide students with a thorough grasp of the principles and methodologies of business analytics. This includes aspects such as data preparation, visualization, descriptive and predictive analytics, as well as time series forecasting						
Course Outcomes (CO)						
Course outcome: After completion of this course students will be able to:						Bloom’sKnowledgeLevel(KL)
CO 1	To elucidate the significance of business analytics in guiding organizational decision-making processes.					(Understanding)
CO2	To identify diverse chart formats and their applications within Excel, and to proficiently generate a variety of charts and data dashboards to visually convey information.					(Applying)
CO3	To compute descriptive statistics, such as mean, median, mode, variance, and standard deviation, utilizing Excel.					(Applying)
CO4	To evaluate the adequacy of regression models and interpret their coefficients, as well as to assess various regression models and their appropriateness for different analytical tasks.					(Analysing)
CO5	To discern and analyze trends, seasonality, and cyclical patterns in time series data through graphical techniques.					(Analysing)
Syllabus						
Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
UNIT I: Introducti	Overvie w of	Concept of analytics, Types of Analytics, Application fields - Marketing Analytics, Finance Analytics, HR Analytics, Operation	Discussion, case study,	(4 Hours)	You are working as a functional	CO1

on to Business Analytics	Business Analytics	Analytics	Hands-on Exercises		manager in your respective specializes area. How can you include analytics to help you effectively develop and design future course of action?	
	Data types	Types of data, Organization and source of data, importance of data quality, dealing with missing or incomplete data, Role of Data Scientist in Business & Society	Discussion, case study	(4 Hours)		
UNIT II: Data Preparation and Visualization	Business Analytics Tools	Introduction to various tools such as R, Python, Excel, and their salient features, Visualisation of Data	Discussion, Presentation	(4 Hours)	Using the excel datasheet, draw various charts relevant as per the management requirement.	CO2
	Data Visualization using MS Excel	Charts types and uses in Excel, Data dashboards, Heat maps, Data summarization methods; Tables, Graphs, Charts, Histograms, Frequency distributions, Relative Frequency	Discussion, Presentation, Practice Sessions	(4 Hours)		
Unit III: Descriptive analytics	Descriptive Statistics	Concept of measures of location, measures of variability	Discussion, Presentation	(4Hours)	Using the excel dataset, calculate all measure of locations and variability	CO3
	Descriptive Analytics using Excel	Ascertaining mean, median, mode, variance, standard deviation, correlation coefficient, etc., using Excel	Discussion, Presentation, Case study, Hands-on Practice	(4 Hours)		
Unit IV: predictive and prescriptive analytics	Linear Regression	Simple linear regression: coefficient of determination, significance tests, residual analysis, confidence and prediction intervals.	Discussion, Presentation	(4 Hours)	Using the excel datasheet, show how linear regression and its various forms can be calculated	CO4

	Multiple Regression	Multiple linear regression: coefficient of multiple coefficient of determination, interpretation of regression coefficients, categorical variables	Discussion, Practical Sessions	(4 Hours)		
Unit V: Time Series Forecasting	Concept of Time Series Forecasting	Basic concepts of trends, seasonality, and cyclicity, identifying trends, seasonality, and cyclicity using graphs	Discussion, Presentation	(4 Hours)	Excel dataset exercise to identify trends, seasonality and cyclicity.	CO5
	Forecasting Models	Concept of auto-regression and auto-correlations, AR, MA, and ARIMA models	Discussion, Data Analysis Projects	(4 Hours)	Excel dataset exercise to identify trends, seasonality and cyclicity.	CO5
Total						

Textbooks	
Sr No	Book Details
1.	Text Books:
2	Albright, S. C., & Winston, W. L. (2014). Business analytics: Data analysis & decision making. Cengage Learning.
2	Kumar, U. D. (2017). Business analytics: The science of data-driven decision making. Wiley.
Reference Books	
Sr No	Book Details

1	Davenport, T.H. (2007). Competing on analytics: The new science of winning. Harvard Business School Press.
Links (Only Verified links should be pasted here)	
1	https://www.youtube.com/watch?v=diaZdX1s5L4
2	https://www.youtube.com/watch?v=diaZdX1s5L4
3	https://online.hbs.edu/blog/post/importance-of-business-analytics



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Subject Name: Business Ethics		L-T-P [2-0-0]
Subject Code: AMIBA0501		Applicable in Department: INT.MBA
Pre-requisite of Subject: Understanding of human values and ethics		
Course Objective- The objective of this subject is to make the students clearer about the importance of ethics in business and practices of good corporate governance. It also talks about the corporate social responsibility. To Sensitise the Student on the various Ethical Aspects concerning the Functioning of Business Enterprises, within the Organizations and in their Relationship with the External World.		
Course Outcomes (CO)		
Course outcome: After completion of this course students will be able to:		Bloom's Knowledge Level (KL)
CO 1	Understand the ethics and professional values in business.	Understand (K2)
CO2	Understand the concept of Corporate Governance and Corporate Social Responsibility (CSR) in the context of present-day management	Understand (K2)
CO3	Impart knowledge of Business Ethics practices in the organization	Applying (k3)
CO4	To explore corporate social responsibility, sustainability, and ethical dilemmas, enabling them to make ethically responsible choices in their professional careers.	Analysing (k4)
CO5	Students would have gained an understanding of ethical considerations and their implications in business decision-making.	Understand (k2)
Syllabus		

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
UNIT I	Introduction to business ethics	Values-Concept, types and formation of values, ethics, values and behaviour, development of ethics, ethical decision making and, relevance of ethics and values in business.	PPTS/VIDEO/ CASE STUDIES	4		CO1
	Management of ethics	Management process and ethics, managerial performance, the ethos of Vedanta in management, Hierarchism as an organizational value.	PPTS/VIDEO/ CASE STUDIES	4		
UNIT II	Module 1: Managerial Ethics	Ethics and Business, Ethics of Marketing & advertising, Ethics of Finance & Accounting, Decision – making frameworks	PPTS/VIDEO/ CASE STUDIES	4	Ethical Codes of Conduct: Ask students to review the ethical codes of conduct of different companies or industries. They can compare and contrast these codes, evaluate their effectiveness in promoting ethical behavior, and suggest improvements or additions based on ethical principles.	CO2
	Module 2: Corporate Social Responsibility	Corporate responsibility of business: employees, consumers and community, Corporate Governance, Code of Corporate Governance.	PPTS/VIDEO/ CASE STUDIES	4		
UNIT III	Module 1: Understanding Progress, Results & Managing Transforming:	Progress and Results definition, functions of progress, transformation, need for transformation, process & challenges of transformation.	PPTS/VIDEO/ CASE STUDIES PPTS/VIDEO/ CASE STUDIES	4	Case Study: Satyam Computer Services Fraud	CO3
	Module 2: Understanding Success:	Definitions of success, Principles for competitive success, prerequisites to create blue print for success. Successful stories of business gurus.	Discussion, Presentation, Case study, Hands-on Practice	4		

UNIT IV	Module 1: knowledge and wisdom	Meaning of knowledge and wisdom, difference between knowledge and wisdom, knowledge worker versus wisdom worker, concept of knowledge management and wisdom management, wisdom based management.	PPTS/VIDEO/ CASE STUDIES	4	Using the excel datasheet, show how linear regression and its various forms can be calculated	CO4
	Module 2: stress management	Meaning, sources and consequences of stress, stress management and detached involvement.	PPTS/VIDEO/ CASE STUDIES	4		
UNIT V	Module 1: Concept of Dharma & Karma Yoga:	Concept of Karama and kinds of Karam Yoga, Nishkam Karma, and Sakam Karma. Total quality management, Quality of life and quality of work life.	PPTS/VIDEO/ CASE STUDIES	5	Case study on harshadmehta scam	CO5
	Module 2: ethical dilemma	Ethical Dilemma – Ethical Decision Making, Ethical Reasoning, Ethical issues,	PPTS/VIDEO/ CASE STUDIES	3	Ethical Dilemma Presentations: Divide students into groups and assign each group a different ethical dilemma commonly faced in business. Have each group prepare a presentation discussing the dilemma, exploring different perspectives, and proposing a resolution based on ethical values.. Excel dataset exercise to identify trends, seasonality and cyclicity.	
Total						

Textbooks	
Sr No	Book Details

1.	Text Books:
2	Kaur, Tripat; Values & Ethics in Management, Galgotia Publishers
2	Chakraborty, S.K.; Human values for Managers
Reference Books	
Sr No	Book Details
1	Economic Survey, Government of India, 2021
2	M.G. Velasquez, Business Ethics: Concept and Cases, PHI Learning, 2021.
3	Chakraborty, S.K.; Ethics in Management: A Vedantic Perspective, Oxford University Press.
Links (Only Verified links should be pasted here)	
1	http://articles.economictimes.indiatimes.com/2009-01-18/news/28462497_1_corporategovernance-satyam-books-fraud-by-satyam-founder .
2	http://www.ethicstrainingguide.com/2009/08/importance-of-values-and-ethics-in.html
3	http://www.managementstudyguide.com/values-ethics.htm
4	http://einquisitive.com/definition-of-knowledge-and-wisdom/



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Subject Name: Introduction to E-Business						L-T-P [3-0-0]		
Subject Code: AMIBA0504						Applicable in Department: INT.MBA		
Pre-requisite of Subject: Basic knowledge of fundamentals of management.								
Course Objective- This course aims to provide students with comprehensive knowledge of e-business concepts, strategies, and technologies, equipping them with the skills to create, manage, and grow an online business.								
Course Outcomes (CO)								
Course outcome: After completion of this course students will be able to:						Bloom’sKnowledgeLevel(KL)		
CO 1		Understand the fundamentals of e-business and its significance in the modern economy.					(Understanding - K2)	
CO2		Analyze e-business models and strategies.					(Analyzing - K4)	
CO3		Develop an e-business plan and strategy.					(Creating - K6)	
CO4		Apply digital marketing techniques to promote an e-business.					(Applying - K3)	
CO5		Evaluate e-business performance and scalability options.					(Evaluating - K5).	
Syllabus								
Unit No	Module Name	Topic covered			Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping

UNIT I	Fundamentals of E-Business	Definition and scope of e-business, Evolution of e-business, E-business vs. e-commerce, Benefits and challenges of e-business, E-business infrastructure	Experiential Learning, Classroom Discussion, case studies, videos, PPT	Theory: 4 Hours	Research and present a report on a successful e-business and its impact on the industry	CO1
UNIT II	E-Business Models	Business-to-Business (B2B), Business-to-Consumer (B2C), Consumer-to-Consumer (C2C), Consumer-to-Business (C2B), Business-to-Government (B2G) models	Group Discussion, PPT, Videos, Experimental Learning etc	Theory: 4 Hours	Analyse different e-business models and present a comparative study .	CO2
	E-Business Strategies	Online value proposition, E-business strategy framework, Market analysis and strategy formulation, Revenue models, Pricing strategies	Case studies, PPT, Videos, Experimental Learning	Theory: 6 Hours		
UNIT III	E-Business Planning	Components of an e-business plan, identifying target markets, Competitor analysis, SWOT analysis, Setting objectives and goals	Experiential Learning, Classroom Discussion, case studies, videos, PPT	Theory: 4 Hours	Create a comprehensive e-business plan	CO3
	E-Business Implementation	Website development and management, Selecting the right e-commerce platform, Payment gateways, Security considerations	Group Discussion, PPT, Videos, Experimental Learning etc	Theory: 4 Hours	Design a prototype of an e-business website	

UNIT IV	Digital Marketing Strategies	Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), Email marketing, Content marketing	Case studies, PPT, Videos, Experimental Learning	Theory: 6 Hours	Develop a digital marketing plan for an e-business.	CO4
	Analytics and Performance Measurement	Web analytics tools, Key Performance Indicators (KPIs), Google Analytics, A/B testing, ROI analysis	Experiential Learning, Classroom Discussion, case studies, videos, PPT	Theory : 4 Hours	Analyse the digital marketing performance of a real or hypothetical e-business using analytics tools	
UNIT V	Performance Evaluation	Metrics for evaluating e-business success, Customer satisfaction and engagement, Operational efficiency, financial performance	Group Discussion, PPT, Videos, Experimental Learning etc	Theory: 4 Hours	Evaluate the performance of an existing e-business using relevant metrics.	CO5
	Scaling an E-Business	Strategies for scaling an e-business, managing growth, expanding into new markets, Leveraging technology for scalability	Case studies, PPT, Videos, Experimental Learning	Theory: 4 Hours	Develop a scalability plan for a hypothetical e-business	
Total						

Textbooks	
Sr No	Book Details
	Text Books:

1	Introduction to e-Business: Management and strategy by Colin Combe
2	Drop shipping & Shopify E-Commerce Business Model 2020: A Step-by-Step Guide for Beginners on How to Start a Drop shipping E-Commerce Business and Make Money Online by Robert Kasey
Reference Books	
Sr No	Book Details
1	Transforming Relationship Marketing: Strategies and Business Models in the Digital Age (Routledge Advances in Management and Business Studies by Park Thaichon, Vanessa Ratten
2	Taxman's e-Commerce – Clear, systematic explanation of E-commerce concepts, enhanced with illustrations, real-world examples, chapter summaries... by Dr. Shivani Arora (Author)
Links (Only Verified links should be pasted here)	
(221) E-Business - YouTube	



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Subject Name: Foreign Language – Level I				L-T-P [3-0-0]		
Subject Code: AMIBA0503				Applicable in Department: MBA		
Pre-requisite of Subject: Basic knowledge of English.						
Course Objective: Introduction to French language and culture - Students will learn to understand and articulate in day to day, real-life situations. The course provides a foundation in the four basic skills LSRW (Listening, Speaking, Reading, and Writing) of language learning.						
Course Outcomes (CO)						
Course outcome: After completion of this course students will be able to:					Bloom’s Knowledge Level(KL)	
CO1	Recognize the basic sounds, letters, numbers, words and phrases of French.					(K4)
CO2	Develop basic French vocabulary.					(K3)
CO3	Use of simple vocabulary and sentences in day-to-day life.					(K2)
CO4	Introducing third person					(K3)
CO5	Development of basic skilled writing					(K4)
Syllabus						
Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping

1	Introduction to French	• Basic greetings • French alphabets, sounds and accents • Numbers • The subject pronouns • Verbs- être, avoir • Basic adjectives (How to change into feminine form) • Introductory questions and Self introduction	Class discussion Notes sharing	8	Assignment on- Greetings, numbers, verb conjugation, adjective and basic questions	CO1
2	Vocabulary Building	• Days of the week, months of the year and date • Colors • Basic vocabulary • Articles (indefinite and definite) • How to make nouns plural • Use of C'est and Ce sont • Vocabulary of nationality and professions • Introduction of a friend	Class discussion Notes sharing	8	Assignment on- days, months, colors, articles, nationality, professions and making sentences plural	CO2
3	Everyday Common Simple Sentences	• Contracted articles with 'à' • Contracted articles with 'de' • Vocabulary of transports • Use of prepositions à and en • Time • Negation • Interrogation • Responses	Class discussion Exercises Examples	8	Assignment on- contracted articles, transports, prepositions (à and en), time, negative sentences and questions	CO3
4.	Reading & Writing	• Vocabulary of family members • Introduction of a family member • "ER" verbs with exceptions	Class discussion Exercises Examples	8	Assignment on- family members and verb conjugation	CO4

5.	Skilled writing	- How to fill a basic form - How to write a brief post card in french	Class discussion Notes sharing	8	Assignment on- writing post card in French and filling form	CO5
Total				4s0		

Textbooks	
Sr No	Book Details
1.	
2.	
Reference Books	
Sr No	Book Details
1.	Saison A1 (Méthode de français/Cahier d'exercices)
Links ()	



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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Subject Name: Introduction to International Business Management						L-T-P [4-0-0]	
Subject Code: AMIBA0603						Applicable in Department: INT.MBA	
Pre-requisite of Subject: Understanding of Indian business environment							
Course Objective The objective of this subject is 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. This paper enables students to learn about the nature, scope and structure of International Business and understand the influence of various environmental factors on international business operations.							
Course Outcomes (CO)							
Course outcome: After completion of this course students will be able to:						Bloom'sKnowledgeLevel(KL)	
CO 1	Analysing the international environment and for sustainable production and marketing.						Analysing (K4)
CO2	Understanding the concepts of foreign trade in reference to international markets, products and international market Structure.						Understanding (K2)
CO3	Understanding the role of Cross-Cultural Management in foreign trade.						Understanding (K2)
CO4	Understanding components of different market environment for decision making						Understanding (K2)
CO5	Analysing the recent challenges in international trade and role of international Institutions.						Analysing (K4)
Syllabus							
Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping	

UNIT I Introduction to International Business	International Business	Nature and Scope of International Business. EPRG Approach, Reasons for Going International, Analyzing International Entry Modes, Entry Barriers.	Classroom discussion, videos, Case study	5	Case base Assignment	CO1
	International Business Environment	International Business Environment, Porters Diamond Model, Deming Eclectic OLI Model and other Models	Classroom discussion, videos, Case study	5		
UNIT II Formulating and Implementing Global Strategy	Competitiveness	International Competitive Advantage, International Strategic Alliances, Global Mergers and Acquisition	Classroom discussion, videos, Case study	5	Case base Assignment .	CO2
	Organisational Structure	Organization Design and Structure	Classroom discussion, videos, Case study	3		
UNIT III Managing Globally	Cross Cultural Management:	Hofstede study, Cultural Sensitivity Analysis, Global Marketing Management, Global Operational Management	Classroom discussion, videos, Case study	3	Case base Assignment	CO3
	Global Management	Global Supply Management, Global Human Resource Management, Aspects of Global Financial Management	Classroom discussion, videos, Case study	3		
UNIT IV Product and	SWOT Analysis	Develop a working knowledge of each product category and conduct a general SWOT analysis for each product category.	Classroom discussion, videos, based	3	Case base Assignment	CO4

Market Strategy						
	Environmental Challenges	Competitive Scenarios, Sustainable productions & methodologies, Green Manufacturing, Carbon footprint.	Classroom discussion, videos, based	3		
UNIT V The Laws and Policies	Trade Law	Foreign Trade Development and Regulation) Act, 1992. Foreign Exchange Management Act, 1999.	Classroom discussion, videos, based	5	Case base Assignment .	CO5
	Challenges	Special Economic Zones and International Trade, the recent Trade Challenges.	Classroom discussion, videos, based	5		
Total						

Textbooks	
Sr No	Book Details
1	Hacioglu, U., & Aksoy, T. (2021). Financial Ecosystem and Strategy in the Digital Era: Global Approaches and New Opportunities. Springer Nature
2	Hunter, W. J., & Austin, R. (2020). Blended and Online Learning for Global Citizenship: New Technologies and Opportunities for Intercultural Education. Routledge.
3	3. Roger L. Martin, Design of Business: Why Design Thinking is the Next Competitive Advantage, 2021, Harvard Business Press, Boston MA.
Reference Books	
Sr No	Book Details
1	Baporikar, N. (2020). Handbook of Research on Entrepreneurship Development and Opportunities in Circular Economy. IGI Global
2	Mouraviev, N., & Kakabadse, N. K. (2019). Entrepreneurship and Global Cities: Diversity, Opportunity, and Cosmopolitanism. Routledge
Links (Only Verified links should be pasted here)	
https://www.youtube.com/watch?v=urDNqj3HBEO	

https://youtu.be/QH8_u20rCzo

https://youtu.be/nDWd92biE_k

<https://youtu.be/Ea-j0qbKkVE>



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Subject Name: Entrepreneurship and Innovation		L-T-P [4-0-0]
Subject Code: AMIBA0601		Applicable in Department: INT.MBA
Pre-requisite of Subject: Knowledge of business and fundamentals of management.		
Course Objective: The objective of this course is to equip students with the knowledge, skills, and mindset necessary to understand, navigate, and succeed in the dynamic world of entrepreneurship and innovation. Through a combination of theoretical frameworks, case studies, practical exercises, and real-world examples, students will develop entrepreneurial mindset and master innovation strategies.		
Course Outcomes (CO)		
Course outcome: After completion of this course students will be able to:		Bloom's Knowledge Level (KL)
CO 1	Students will cultivate an entrepreneurial mindset emphasizing creativity, resilience, and adaptability.	K2
CO2	Students will develop skills to identify viable business opportunities and assess market potential.	K3
CO3	Students will create comprehensive business plans integrating innovative strategies for sustainable growth.	K5
CO4	Students will develop creative problem-solving skills essential for identifying and capitalizing on entrepreneurial opportunities.	K5
CO5	Students will learn to cultivate a dynamic organizational culture that encourages creativity, collaboration, and risk-taking to foster innovation.	K5

Syllabus						
Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
UNIT I Introduction to Entrepreneurship	Introduction to Entrepreneurs hip	Evolution, Characteristics, Nature, Types, Functions of Entrepreneur - Distinction between an Entrepreneur and a Manager, Concept, Growth of Entrepreneurship in India.	Classroom discussion, videos, Case study	4 hours	Classroom presentation and report of the visited industry.	CO1
	Entrepreneurial Mindset	Entrepreneurial decision process, Types of start ups, role of entrepreneurs in economic development, the future of entrepreneurs, entrepreneurial process, manager vs entrepreneur decision making, intrapreneurship.	Classroom discussion, videos, Case study	4 hours		
UNIT II Theories and Types of Entrepreneurships	Theories of Entrepreneurs hip	Economic, Classical, Neo Classical, Austrian Market process, Psychological, Personality Traits, Sociological, Anthropological entrepreneurial, Opportunity based Entrepreneurship theory, Financial Capital/ Liquidity, Social Capital Theory.	Classroom discussion, videos, Case study	4 hours	Write a comparative analysis that highlights the similarities and differences between the three types of entrepreneurship you have chosen. Consider factors such as motivation, scale, impact, risk, and innovation.	CO2
	Types of Entrepreneurs	Classification on the Basis of Ownership, Classification Based on the Scale of the Enterprise, Entrepreneurial Motivation, Entrepreneurial Motivation – The Needs Framework, Manifest Needs Theory.	Classroom discussion, videos, Case study	4 hours		
UNIT III Creating and Starting the Venture	Ideation	Sources of new Idea, methods of generating ideas, creative problem solving, opportunity recognition, product planning and development, Business Structure, Creating a Business Plan, Market Size Analysis, E-commerce and start ups.	Classroom discussion, videos, Case study	4 hours	Students will create a personalized business plan to assess how innovation and entrepreneurship play a role in their individual career pathway as well as their life goals as a	CO3
	Legal Framework	Financial support for Business Plan, Regulations to set up a and Laws, Legal issues in setting up the organization, patents, business methods patents, trademarks, copyrights, trade secrets, licensing, product safety and liability, insurance, contracts.	Classroom discussion, videos, Case study	4 hours		

					UAE citizen. The deliverables are a written report and oral presentation.	
UNIT IV Introduction to Innovation	Introduction to Innovation	Innovation, Innovation Management, Innovation ecosystem, Strategic Foresight Renewing innovations.	Classroom discussion, videos, Case study	4 hours	Select an industry/product and find out the innovative methodology/innovation used.	CO4
	Levels of Innovation	Incremental Vs Radical Innovation-Inbound and Outbound Ideation- Open and Other Innovative Ideation Methods- Theories of outsourcing New Product Development: Transaction Cost, Knowledge Based Theories.	Classroom discussion, videos, based	4 hours		
UNIT V Innovation Management	Approaches to Innovation	Systems Approach to Innovation, Innovation in the context of Emerging Economies- Organizational factors affecting innovation at the firm level Leadership and Innovations.	Classroom discussion, videos, Case study	4 hours	Choose a company known for its innovative practices. This could be a well-established corporation, a start-up disrupting its industry, or a social enterprise pioneering change	CO5
	Innovation Management	Innovation culture and organization structure, Innovation metrics and evaluation, Intellectual Property and Innovation Practice, Design Things, Brainstorming Methods.	Classroom discussion, videos, based	4 hours		
Total						

Textbooks	
Sr No	Book Details
1	Chesbrough, H.(2003). Open innovation: The new imperative for creating and profiting from technology. Harvard Business School Press.
2	Christensen, C.M. (1997). The innovator's dilemma: when new technologies cause great firms to fail. Harvard Business Review Press

Reference Books	
Sr No	Book Details
1	Drucker, P.F., Innovation and Entrepreneurship, Oxford
2	Khanka S. S. (2023). Creativity and Innovation in Entrepreneurship. Sultan Chand & Sons
3	Jauhari V., Bhushan S. Innovation Management. Oxford
Links (Only Verified links should be pasted here)	
https://www.youtube.com/watch?v=rLA-vVLNvws	
https://www.youtube.com/watch?v=MdNNGfoxrqA	
https://www.youtube.com/watch?v=TszOUpuVA38	
https://www.youtube.com/watch?v=rLA-vVLNvws	



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Subject Name: Introduction to Logistics & Supply Chain Management		L-T-P [4-0-0]
Subject Code: AMIBA0604		Applicable in Department: INT.MBA
Pre-requisite of Subject: Understanding of Supply chain management		
Course Objective: To Understand the strategic role of logistics management and its impact on the Indian economy. Gain insight into international supply chain techniques for effective enterprise management and real-world application. To Study the key modes of logistics operations and distribution cycles to optimize efficiency.		
Course Outcomes (CO)		
Course outcome: After completion of this course students will be able to:		Bloom's Knowledge Level (KL)
CO 1	To understand the development of logistics and its role in the economy	Understanding (K2)
CO2	To understand the basic concepts of supply chain Management and establish the impact of supply chain decisions on a firm's performance	Understanding (K2)/Applying (K3)
CO3	To understand and analyze challenges in managing the supply chain.	Applying (K3)
CO4	To recognize transportation as an essential resource within logistics management.	Evaluating (K5)
CO5	To comprehend and assess the performance measurement aspects of logistics and supply chain management.	Evaluating (K5)
Syllabus		

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
UNIT I Introduction to logistics	Module 1: Concept of Logistics	1: Introduction, Concept of Logistics Objectives of Logistics, Importance of Logistics, Types of Logistics, Concept of Logistics Management, Evolution of Logistics, Role of Logistics in an Economy	PPT/ CASE STUDY/ VIDEOS	4	Assignment: Introduction to logistics.	CO1
	Module 2: Components of Logistic Management	2: Components of logistics management, logistics cost elements like storage cost, delivery cost, inventory cost, service cost	PPT/ CASE STUDY/ VIDEOS	4	Topic: Investigate the evolution of logistics and its pivotal role in driving economic growth	
UNIT II Introduction to Supply Chain Management	Module 1: Overview of Supply Chain	1: Evolution of Supply Chain, Development Chain, Uncertainty & Risk, Key Issues in Supply chain management, Objectives of Supply Chain, Decision Phases in Supply, Chain, Process view of Supply Chain	PPT/ CASE STUDY/ VIDEOS	4	Assignment: Explore the overview of a supply chain.	CO2
	Module 2: Types of Supply Chain	2: Made-To-Stock Supply Chain Strategy, Built-To- Order Process in Supply Chain, Assemble-To-Order Model, Significance of Engineer-To-Order	PPT/ CASE STUDY/ VIDEOS	4	Topic: Recognize the different stakeholders within a supply chain and elucidate the functions performed by each entity.	
UNIT III Drivers of Supply Chain	Module 1: Drivers of Supply Chain	1: Logistical drivers – inventory, transportation and facilities. Cross functional drivers: pricing, sourcing, Transportation.	PPT/ CASE STUDY/ VIDEOS	4	Assignment: Strategic Supply Chain Management and its importance in gaining competitive advantage	CO3
	Module 2: Decisions of Supply Chain	2: Competitive Supply Chain Strategy, Achieving Strategic Fit, Challenges in Achieving & Maintaining Fit, Make or Buy Decision, Framework For Strategic Alliance, Retailer Supplier Partnership, Distributor Integration, Supply Chain Network	PPT/ CASE STUDY/ VIDEOS	4		

					Topic: Evaluate frameworks for strategic alliances, retailer-supplier partnerships, and distributor integration to optimize supply chain networks.	
UNIT IV Logistical resources	Module 1: Transportation infrastructure	Basics of Transportation, Transportation Functionality and Principles; Multimodal Transport: Modal Characteristics; Modal Comparisons; International Air Cargo Transport; Coastal and Ocean transportation, Characteristics of shipping transport-Types of Ships.	PPT/ CASE STUDY/ VIDEOS	4	Assignment: Transport stands out prominently within the logistics landscape.	CO4
	Module 2: Transportation management	Basic transport economics and pricing. Transportation decision making	PPT/ CASE STUDY/ VIDEOS	4	Topic: Discuss the transport infrastructure in India and pivotal government strategies.	
UNIT V Performance measurement	Module 1: Logistical Performance measurement	Dimensions of performance measurement, internal performance measurement and external performance measurement	PPT/ CASE STUDY/ VIDEOS	4	Assignment: Significance of Performance Evaluation Topic: Examine diverse aspects of evaluating performance in logistics and supply chain management	CO5
	Module 2: SCM Performance measurement	Supply Chain Performance: Bullwhip effect and reduction, Performance measurement: Dimension, Tools of performance measurement, SCOR Model.	PPT/ CASE STUDY/ VIDEOS	4		

Total			
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Textbooks	
Sr No	Book Details
1	Bowersox, Closs, Cooper, Supply Chain Logistics Management, McGraw Hill.
2	Sunil Chopra, Peter Meindl, Supply Chain Management, Pearson Education, India.
Reference Books	
Sr No	Book Details
1	Burt, Dobbler, Starling, World Class Supply Management, TMH.
2	Donald J Bowersox, David J Closs, Logistical Management, TMH
3	Pierre David, “International Logistics”, Biztantra.
Links (Only Verified links should be pasted here)	
https://www.coursera.org/learn/supply-chain-logistics	
https://www.udemy.com/course/logistics-and-supply-chains-fundamentalsdesignoperations/?couponCode=ST2MT43024	
https://www.youtube.com/watch?v=Lpp9bHtPAN0&ab_channel=Simplilearn	



**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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Subject Name: Total Quality Management		L-T-P [3-0-0]
Subject Code: AMIBA0605		Applicable in Department: INT.MBA
Pre-requisite of Subject:		
Course Objective: To learn fundamental concepts of quality and quality from organisation point.		
Course Outcomes (CO)		
Course outcome: After completion of this course students will be able to:		Bloom's Knowledge Level (KL)
CO 1	To Understand the meaning of total quality management	Analysing (K4)
CO2	To be aware of international/national Quality awards	Applying (K3)
CO3	To familiarize students with various tools and techniques used in Total Quality Management (TQM) and demonstrate their application in real-world quality improvement scenarios.	Understanding (K2)
CO4	To understand the organization structure and design	Understanding (K2)
CO5	Get the knowledge about different quality standards and their applications.	Applying (K3)
Syllabus		

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
UNIT I	Introduction	Evolution of Quality, Definition, concept and feature of TQM, Eight building blocks of TQM	PPT, Lecture	5 Hours	Select a manufacturing company of your choice and Analyze the current quality management practices within the selected company	CO1
UNIT II	TQM Thinkers and thought	Juran Triology, PDCA cycle 5S, Kaizen, Crosby's theory on Quality Management, Quality Performance Excellence Award- Deming Application Award, European Quality Award, Malcolm Baldrige National Quality Award.	PPT, Lecture	4 Hours	Evaluate the relevance and applicability of their ideas in today's business environment, considering factors such as globalization, technological advancements, and changing consumer preferences.	CO2
UNIT III		Benchmarking: Definition, concepts, benefits, elements, reasons for benchmarking, process of benchmarking, FMEA, Quality Function Deployment (QFD) – House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM) – Concept and need.	PPT, Lecture	4 Hours	Apply the selected TQM tools to analyze and address the identified quality issue or challenge within the	CO3

					organization or industry	
	TQM tools-					
UNIT IV	Six Sigma- Features of six sigma, Goals of six sigma, DMAIC, Six Sigma implementation.	PPT, Lecture	5 Hours	Understanding of Six Sigma and Quality Systems: How well did you explain the features, goals, and methodologies of Six Sigma and quality systems?	Organization structure and design	CO4
UNIT V	Statistical Process Control-	Central Tendency, The seven tools of quality, Normal curve, Control charts, Process Capability Quality Systems-ISO 9000, ISO 9000:2000, ISO 14000, other quality systems	PPT, Lecture, Discussion, Industry visits	5 Hours	Discuss the shift from a compliance-based approach to a process-based approach in ISO 9000:2000. Based approach in ISO 9000:2000.	CO5
Total						

Textbooks	
Sr No	Book Details

1	Total Quality Management by N.V.R Naidu, G. Rajendra New Age international, Fourth Edition, Jan 2021
2	Total Quality Management by Poornima M (4 th edition) 2024, Pearsons
3	Quality Control & Application by B. L. Hanson & P. M. Ghare, Prentice Hall of India, 2004.
Reference Books	
Sr No	Book Details
1	Total Quality Management by V.S Bagad Technical Publications, First Edition, Jan 2020
2	Total Quality Management by S. Rajaram Dreamtech Press, First Edition, Jan 2008 Buchanan, D., & Badham, R. (2020). <i>Power, politics, and organizational change</i> . Sage
Links (Only Verified links should be pasted here)	
Total Quality Management - I - Course (nptel.ac.in)http://www.mbaexamnotes.com/organization-change-and-development.html	
Total Quality Management - I - Course (nptel.ac.in)http://www.mbaexamnotes.com/organization-change-and-development.html	
Total Quality Management - I - Course (nptel.ac.in)http://www.mbaexamnotes.com/organization-change-and-development.html	



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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Subject Name: Data Driven Decision Making **L-T-P [0-0-6]**

Subject Code: AMIBA0651 **Applicable in Department: INT.MBA**

Pre-requisite of Subject: Understanding of business statistics and information technology.

Course Objective: The course draws upon statistical analytical tools and analyses from several disciplines, especially, statistics, economics, accounting, and finance. The course study demonstrates to the students the usefulness of these tools and analyses in providing optimal technical options in decision-making situations using data analysis software such as MS Excel and R.

Course Outcomes(CO)

Course outcome: After completion of this course students will be able to:		Bloom's Knowledge Level(KL)
CO 1	To Understand types of data and the role of data in decision making	Understanding (K2)
CO2	To Apply statistical techniques and procedures used for Data-driven-decision-making	Understanding (K2) /Applying (K3)
CO3	To Analyze the hypothesis using various techniques	Analysing (K4)
CO4	To Apply various analysis techniques for data-driven decision making	Applying (K3)
CO5	To evaluate data-driven solution for a business problem in a project	Evaluating (K5)

Syllabus

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
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UNIT I Introduction to Data analysis	Data Definitions	Data, Types of data, Variables, and Data categorization	MS Excel, R, Videos, Discussion	4	Understand the data and perform the basic calculations in MS Excel and R.	CO1
	Analysis Techniques	Types of data in R-tool,	MS Excel, R, Videos, Discussion	4		
UNIT II Descriptive Statistics	Basic calculations	Measures of central tendency – Mean, Median and Mode, Location of dispersion – Skewness and Kurtosis	MS Excel, Videos, Discussion	4	Use the dataset to calculate central tendency, correlation and dispersion.	CO2
	Practice with R	Practice and analysis with R	MS Excel, R, Videos, Discussion	4		
UNIT III Basic Analysis Techniques	Hypothesis generation and testing	Hypothesis – Introduction, Significance of hypothesis, Statistical hypothesis generation and testing, Chi-square test, t-test, analysis of variance	MS Excel, Videos, Discussion	4	Formulate the hypothesis. Select the dataset and apply the relevant test.	CO3
	Practice with R	Practice and analysis with R	R, Videos, Discussion	4		
UNIT IV Data analysis techniques	Types of analysis	Correlation and Regression analysis, Classification techniques, clustering, association rules analysis	MS Excel, R, Videos, Discussion	4	Based on the problem statement and dataset, analyse the data using the relevant technique.	CO4
	Practice and analysis with R	Practice and analysis with R	MS Excel, R, Videos, Discussion	4		

UNIT V						
Data-driven decision-making project	Data-driven decision-making project	Understanding business scenarios, Project on a business problem	MS Excel, R, Videos, Discussion	8	Discuss the various techniques for analysis to take data-driven decision.	. CO5
Total						

Textbooks	
Sr No	Book Details
1	1. Gandhi, P., Bhatia, S., & Dev, K. (Eds.). (2021). Data Driven Decision Making Using Analytics. CRC Press.
2	2. Jones, E., Harden, S., & Crawley, M. J. (2022). The R Book. John Wiley & Sons.
Reference Books	
Sr No	Book Details
1	Giorgi, F. M., Ceraolo, C., & Mercatelli, D. (2022). The R language: an engine for bioinformatics and data science. Life, 12(5), 648.
Links (Only Verified links should be pasted here)	
https://www.youtube.com/watch?v=EevYFzAqJ2M	



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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Subject Name: Foreign Language – French				L-T-P [3-0-0]		
Subject Code: AMIBA0602				Applicable in Department: MBA		
Pre-requisite of Subject: Basic knowledge of English.						
Course Objective: Introduction to French language and culture - Students will learn to understand and articulate in day to day, real-life situations. The course provides a foundation in the four basic skills LSRW (Listening, Speaking, Reading, and Writing) of language learning.						
Course Outcomes (CO)						
Course outcome: After completion of this course students will be able to:					Bloom’s Knowledge Level(KL)	
CO1	Creating basic sentences.					(K4)
CO2	Describing the surroundings and weather.					(K3)
CO3	Handling everyday conversations					(K2)
CO4	Expressing possessions and surroundings.					(K3)
CO5	Expressing family, friends, likes and dislikes.					(K4)
Syllabus						
Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping

1	Revision of previous topics	- Numbers (0-1000) - Les Articles définis et indéfinis. - Verbes – être, avoir, aller , venir , ER verbs (irrégulier and régulier) - Introduction of 2nd group verbs – IR (irregular and regular) 3rd Group verbs – RE (Regular and Irregular)	Class discussion Notes sharing	7	Assignment on- Greetings, numbers, verb conjugation, sentence making	CO1
2	Vocabulary Building	- Les Saisons - Verb - Faire - Les Directions - Answer to the question – How is the weather? - Les Prépositions - Les Nombres Ordinaux	Class discussion Notes sharing	7	Assignment on- seasons , verb faire , prepositions , ordinal numbers	CO2
3	Handling everyday conversations	- Les verbes – Vouloir / Pouvoir /Boire - Sentences to order food at a restaurant. Voudrais. - Les Articles Partitifs. - Vocabulary of food items / Le Repas - How to make a purchase – sentences and vocabulary - Les Magasins (The shopping stores)	Class discussion Role play Exercises Examples	8	Assignment on- verbes , articles partitifs , the markets and dialogue writing – how to make a purchase.	CO3
4.	Expressing one's surroundings	- Les Adjectifs Possessifs - Les Adjectifs Demonstratifs - Les prépositions de lieu - Les noms de pays	Class discussion Exercises Examples	4	Assignment on- Exercises on adjectives possessives , demonstratives, prepositions of places.	CO4
5.	Skilled writing	- Making day to day conversations sentences - Speaking about yourself, your friends, family, neighbours. - Speaking about the weather and seasons.	Class discussion Notes sharing	4	Assignment on- Assignments about describing yourself , your friends and family , your neighbours. Written paragraph about seasons and weather.	CO5
Total				30		

Textbooks	
Sr No	Book Details
1.	Notes given in class
2.	Saison A1 (Méthode de français/Cahier d'exercices)
Reference Books	
Sr No	Book Details
1.	Apprenons le français – 1 (Méthode de français/Cahier d'exercices) Apprenons le français – 2 (Méthode de français/Cahier d'exercices)
Links ()	



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

Course- IMBA/ Third Year – Semester VI
Branch - IMBA

Subject Code- AMIBA0659

L - T - P

0 – 0 - 4

Subject Name- Capstone Project-I

Course Objective- The objective of this course is to understand the importance of social issues with the help of contemporary research. It will also develop broad understanding of social and managerial issues and suggest relevant solutions by analysing the analytical thinking ability of the students and developing writing and presentation skills among them.

Course Outcome – On successful completion of the course students will be able to:

CO1	To understand any prevailing issue and finding its possible solutions.	Understand (K2)
CO2	To develop presentation skills and team spirit among students.	Analyze (K4)
CO3	To apply basic research concepts in the formulation of the project.	Apply (K3)
CO4	To develop communication skills among students.	Understand (K2)
CO5	To develop analytical thinking among the students	Analyze (K4)

Course Content

- The students are required to develop a capstone project in group under the guidance of assigned faculty member.
- The group will work collectively on a particular problem and will present his output through a presentation and viva voice.
- The team will submit the report to the College/Institute which will form part of the examination.
- The report should be based on either primary data or secondary data or both. It should reflect in-depth study of a micro problem, ordinarily chosen by them or assigned by the mentor.
- Relevant tables and references should support the data. The student should strictly follow the prescribed format for the

project.

- The report should be in standard font size (12) and double spacing. Two neatly typed (one sided only) and soft bound copies of the report will be submitted to the College/Institute. The report will be typed on A-4 size paper
- The Project Report will carry 100 marks that will be divided in two parts i.e. 50 marks for internal project report presentation and 50 marks for external project presentation and viva-voce. It will be evaluated by two examiners (one external and one internal).

The scheme of evaluation for Internal Project Report

Understanding the topic, objective and aim of the study (10)	Framing review of literature and Problem Statement (10)	Research Methodology (10)	Data Analysis and Interpretation (10)	Findings and Possible solutions (10)	Total (50)
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The scheme of evaluation for Project Presentation & Viva Voce

Relevance of topic, objective and aim of the study (10)	Review of Literature and Problem Identification (10)	Research Methodology (20)	Data Interpretation and Findings (10)	Total (50)
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Content

1. Cover Page
2. Abstract
3. Introduction of Topic
4. Literature Review
5. Problem Identification
6. Research Methodology
7. Data Interpretation
8. Findings
9. Possible Solutions/Suggestions
10. Conclusion
11. References

Mode of Evaluation: Presentation and Viva Voce