

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



Affiliated to

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



Evaluation Scheme & Syllabus

For

Master of Business Administration

(Marketing & Finance)

First Year

(Effective from the Session: 2024-25)

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

Master of Business Administration
(Marketing & Finance)

Evaluation Scheme

SEMESTER-I

Sl. No.	Subject Codes	Subject	Types of Subject	Periods			Evaluation Schemes				End Semester		Total	Credit
				L	T	P	CT	TA	Total	PS	TE	PE		
3 WEEKS COMPULSORY INDUCTION PROGRAM														
1	BMBAMF0106	Organization Behavior and Design	Mandatory	3	0	0	30	20	50	0	100	0	150	3
2	BMBAMF0103	Economics and Financial Environment	Mandatory	3	0	0	30	20	50	0	100	0	150	3
3	BMBAMF0104	Financial Accounting and Cost Management	Mandatory	4	0	0	30	20	50	0	100	0	150	4
4	BMBAMF0105	Innovation, Entrepreneurship, and Design Thinking	Mandatory	3	0	0	30	20	50	0	100	0	150	3
5	BMBAMF0101	Business Statistics and Quantitative Techniques for Managers	Mandatory	2	1	0	30	20	50	0	100	0	150	3
6	BMBAMF0102	Communication for Managers	Mandatory	3	0	0	30	20	50	0	100	0	150	3
7	BMBAMF0107	Marketing Management	Mandatory	3	0	0	30	20	50	0	100	0	150	3
8	BMBAMF0151	Enhancing English Communication	Mandatory	0	0	4	0	0	0	50	0	50	100	2
9	BMBAMFNC0151	Excel Lab	Compulsory Audit	0	0	4	0	0	0	50	0	50	100	NA
		TOTAL											1150	24

PLEASE NOTE: -

- **Compulsory Audit (CA) Courses (Non Credit – BMBAMFNC0151)**
 - All Compulsory Audit Courses (a qualifying exam) has no credit.
 - Total and obtained marks are not added in the Grand Total.

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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**Master of Business Administration
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Evaluation Scheme

SEMESTER-II

Sl. No.	Subject Codes	Subject	Types of Subject	Periods			Evaluation Schemes				End Semester		Total	Credit
				L	T	P	CT	TA	TOTAL	PS	TE	PE		
1	BMBAMF0206	Introduction to Business Analytics	Mandatory	3	0	0	30	20	50	0	100	0	150	3
2	BMBAMF0203	Digital Marketing & E Commerce	Mandatory	3	0	0	30	20	50	0	100	0	150	3
3	BMBAMF0205	Human Capital Management	Mandatory	3	0	0	30	20	50	0	100	0	150	3
4	BMBAMF0202	Corporate Finance	Mandatory	3	0	0	30	20	50	0	100	0	150	3
5	BMBAMF0204	Foundation of Fintech	Mandatory	3	0	0	30	20	50	0	100	0	150	3
6	BMBAMF0201	Business Research Methods	Mandatory	4	0	0	30	20	50	0	100	0	150	4
7	BMBAMF0251	Advance Excel	Mandatory	0	0	4	0	0	0	50	0	50	100	2
8	BMBAMF0207	Legal Aspects of Business	Mandatory	3	0	0	30	20	50	0	100	0	150	3
9	BMBAMFNC0251	Business Communication Lab (Non Credit)	Compulsory Audit	0	0	4	0	0	0	50	0	50	100	NA
		TOTAL											1150	24

PLEASE NOTE: -

- **Compulsory Audit (CA) Courses (Non Credit – BMBAMFNC0251)**
 - All Compulsory Audit Courses (a qualifying exam) has no credit.
 - Total and obtained marks are not added in the Grand Total.

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 AND TECHNOLOGY
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 School of Management

Subject Name: Organization Behavior and Design				L-T-P [3-0-0]		
Subject Code: BMBAMF0106				Applicable in Department: MBA		
Pre-requisite of Subject: Talent Management, Human Resource Management, Leadership & Capacity Building, Strategic Management						
Course Objective: The objective of this course is to understand the human behavior, characteristics of group dynamics and aspects of organizational development.						
Course Outcomes (CO)						
Course outcome: After completion of this course students will be able to:						Bloom's Knowledge Level(KL)
CO 1	Demonstrate a sound understanding of the prominent theories, concepts and models that are used to understand and analyze human behavior in organizations, as well as an appreciation of their implications for practical management.					Analyzing (K4)
CO2	Apply conceptual knowledge of theory and models relevant to leadership, teamwork and group functioning in organizations					Analyzing (K3)
CO3	Display a working understanding of organizations as institutions including issues of structure, power, politics and conflicts.					Analyzing (K2)
CO4	Display a working understanding of organizations as institutions including issues of structure, power, politics and conflicts.					Analyzing (K3)
CO5	Solve applied problems related to organizational change, and to identify appropriate management strategies.					Analyzing (K4)
Syllabus						
Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping

1	Individual Behavior	Fundamentals of Individual Behavior, Personality, types of Personality, Big 5 Personality model, Perception and Attitude	Discussion, Personality test, and Perception tests	4	Field Project for Psychometric Assessment of employees from three different verticals (Ex FMCG, Apparel ,Electronics Etc)	CO1
	Motivation	Process, Types and Theories	Case study	4		
2	Leadership	Leadership styles, Trait theory, Managerial grid, Leadership Situational model	Leadership games, role plays	4	Group Exercises to identify current readiness for Leadership and desired leadership skills	CO2
	Teams and Interpersonal behavior	Team building, Tuckman model of team development, Group decision making, Transactional Analysis, Johari window	Team building activities	4	Outbound Team building activity through Management Games, Icebreakers and Energisers	
3	Power and Politics	Definition and Bases of Power, Power tactics, Organizational Politics, Impression management	Case study	4		CO3
	Conflict and Negotiation	Types of Organizational Conflict, Conflict Resolution, Negotiation	Simulation, Role play	4		
4.	Organization structure and design	Different organizational structures, Delegation of Authority, Centralization and decentralization, Line and staff organizations, Contingency approach to Organizational design	Guest Lecture	4	Group Presentation on Organization Structure of Organization from different industries (advertisement, public sector, multinational)	CO4
	Organization culture and climate	Elements of Organization culture, Culture-person Compatibility, Dimensions of Organization climate, Developing favorable organization culture and climate	Student Panel Discussion on	6		CO4

			Organizational Culture			
5.	Organization Change and Development	Approaches to manage organizational change, Change Agents, Kurt Lewin model of change	Simulation, Role play, Group activity on Problem Solving Interventions	6		CO5
Total						

Textbooks

Sr No	Book Details
1.	Fred Luthans, "Organizational Behaviour". McGraw Hill Book Company
2.	Robbins, S.P.; Judge, T.A.; and Sanghi,, "Organizational behaviour". N.D. 19 th Edition: Pearson Prentice Hall 2022

Reference Books

Sr No	Book Details
1	Steven L. McShane, Mary Ann Von Glinow, Himanshu Rai "Organizational Behaviour" 9th Edition Paperback : Tata McGraw Hill Publication, New Delhi. 26 July 2022

Links (Only Verified links should be pasted here)

<https://www.youtube.com/watch?v=nX7G8AIOBCg&list=PLZsqUYI9IRrhpFbJnpCnkFxtKC5KZEYN>

https://www.youtube.com/watch?v=xLMCJO4Op7w&list=PLsOIZpO_j74pDkKWdZpqWAQfz_6AnViNG



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Subject Name: Economics and Financial Environment				L-T-P [3-0-0]		
Subject Code: BMBAMF0103				Applicable in Department: MBA		
Pre-requisite of Subject: Micro & Macro Economics, Financial Market, International Trade Practices, Corporate governance, Global economic environment						
Course Objective: Students will be able to understand fundamental economic concepts such as supply and demand, market equilibrium, inflation, and economic growth. Ability to analyze how changes in economic variables impact business decisions and market outcomes.						
Course Outcomes (CO)						
Course outcome: After completion of this course students will be able to:						Bloom's Knowledge Level (KL)
CO 1	Understanding economic concepts, principles, and terminologies.					Understanding(K2)
CO2	Analyze and interpret key economic indicators					Analyze (K4)
CO3	Students will understand the various factors that influence market dynamics					Understanding(K2)
CO4	Students will be able to understand and political social and legal environment.					Understanding(K2)
CO5	Student will be able to understand and analyze international economic environment.					Understanding(K2) Analyze (K4)
Syllabus						
Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping

I	General Foundations of managerial economics	General Foundations of Managerial Economics - Economic Approach - Circular Flow of Activity - Nature of the Firm - Objectives of Firms - Demand Analysis and Estimation - Individual, Market and Firm demand - Determinants of demand - Elasticity measures and Business Decision Making - Demand Forecasting.	Basics Discussion through PPTs, Video, Case Study	8 Hours	Application-based assignment on balancing of accounts	CO1
II	Introduction to National Income	– National Income Concepts - Models of National Income Determination - Economic Indicators - Technology and Employment - Issues and Challenges – Business Cycles – Phases – Management of Cyclical Fluctuations - Fiscal and Monetary Policies	Basics Discussion through PPTs, Video, Case Study	8 Hours	Application-based assignment on balancing of accounts	CO2
III	Overview of Business and Economic Environment:	Business Environment – Meaning – Characteristics – Scope - Macro and Micro Dimensions of Business Environment - Environmental Analysis. : Economic Environment – Nature of the Economy – Structure of Economy	Basics Discussion through PPTs, Video, Case Study	8 Hours	Application-based assignment on balancing of accounts	CO3
IV	Social, Political and Legal Environment	Concept of Social Responsibility of Business towards Stakeholders - Demonetization, GST and their Impact - Political Stability - Legal Changes.	Basics Discussion through PPTs, Video, Case Study	8 Hours	Application-based assignment on balancing of accounts	CO4
V	Global Environment	Globalization – Meaning – Role of WTO – WTO Functions - IBRD– Trade Blocks, BRICS, SAARC, ASEAN in Globalization.	Basics Discussion through PPTs, Video, Case Study	8 Hours	Application-based assignment on balancing of accounts	CO5
Total						

Textbooks

Sr No	Book Details
1.	Puri & Mishra, "Managerial economics and business Environment". Himalayan Publishing House.2018
2.	Bilgin, M. H., Danis, H., Demir, E., & Can, U, Financial Environment and Business Development. Springer International Publishing, pp139,2017.
3.	Managerial Economics, GEETIKA, McGraw-Hill Education 2nd Ed.

Reference Books

Sr No	Book Details
1.	Managerial Economics, H.L Ahuja, S.Chand, 8th Ed
2.	Managerial Economics – Theory and Applications, Dr.D.M.Mithani, Himalaya Publications, 7th Ed.
3.	Sociology & Economics for Engineers, Dr. Premvir Kapoor, Khanna Publishing House.

Links (Only Verified links should be pasted here)

<https://www.youtube.com/watch?v=WccttEFtdKk&list=PLZsqUY19IRjtW-4JNBGGyCQwW75WV7A0>

https://www.youtube.com/watch?v=e9sFmGy0rPA&list=PLa2XQmHAdnoxXy5IUm6Mkd__6rS6UwB19



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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 School of Management

Subject Name: Financial Accounting and Cost Management					L-T-P [4-0-0]	
Subject Code: BMBAMF0104					Applicable in Department: MBA	
Pre-requisite of Subject: Basics fundamental & terminologies of accounting.						
Course Objective: To understand and provide working knowledge of accounting concepts, detailed procedures & documentation involved in financial and cost accounting systems, and the framework of accounting systems.						
Course Outcomes (CO)						
Course outcome: After completion of this course students will be able to:						Bloom's Knowledge Level (KL)
CO 1	Understanding accounting concepts, principles, and terminologies.					Understanding(K2)
CO2	Comparing Ind AS and IAS and preparations of journals, ledgers and Trial Balance.					Creating (K6)
CO3	Understand and preparing the final account and cash flow statement.					Creating (K6)
CO4	Understand management accounting concept and techniques.					Evaluating(K5)
CO5	Apply & use various tools and models to improve profitability and Competitiveness.					Evaluating(K5) Creating (K6)
Syllabus						
Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping

Unit-1 Meaning and Mechanics of Financial Accounting	Introduction of Financial Accounting	Overview of Accounting, Users of Accounting, Accounting Concepts Conventions.	Basics Discussion through PPTs, Video, Case Study	3 Hours	Application-based assignment on balancing of accounts	CO1
	Accounting Equation	Book-keeping and Accounting, Principles of Accounting, Basic Accounting terminologies, Accounting Equation.	Practical Questions with case study, video and PPTs	5 Hours		
Unit- 2 Mechanics of Accounting	IAS and AS	International Accounting Principles and Standards; Matching of Indian Accounting Standards with International Accounting Standards.	PPTs, Case Study, Video	4 Hours	Assignment on comparative study for analyzing IFRS and ind AS, journal entries etc.	CO2
	Journal Entries, Ledgers and Trial Balance	Double entry system of accounting, journalizing of transactions. Ledger posting and Trial Balance & methods of Trial Balance.	Discussion & Practical Questions on the journal entries with PPTs, case Study and Video	4 Hours		
Unit-3 Final Accounts and cash flow statement	Financial Statement	Income Statement, balance sheet as per new Indian Companies Act, 2013	Discussion of Live cases of companies, PPTs, etc.	4 Hours		CO3
	Cash Flow Statement	Preparation of Cash Flow Statement.	Case Study, PPTs and Video	4 Hours		

Unit-4 Cost Accounting and Cost Behavior	Introduction to Cost Accounting	Definition, Scope, aims and significance of cost accounting, its relationship with financial accounting and financial accounting, Objectives of Cost accounting.	PPTs, Case Study, PPTs and Video	3 Hours		CO4
	Cost Behavior	Cost centers and Cost Units, Elements of cost, Classification of costs.	PPTs, Case Study, PPTs and Video	4 Hours		
Unit-5 Cost Accounting Techniques and standard costing	Cost Accounting Techniques.	Meaning of Marginal Cost and Marginal Costing, Absorption Costing vs. Marginal Costing, Break-even analysis, Margin of safety, Application of Marginal Costing for decision making.	PPTs, Case Study and PPTs	4 Hours	Assignment on the differences between marginal costing and absorption costing.	CO5
	Standard Costing.	Concept of standard cost and standard costing, Advantages and limitations, Computation of variances relating to material and labour costs only. Concepts, Types of Budgets, Budgetary Control Vs Standard Costing, Advantages and limitations, Preparation of Budgets	PPTs, Case Study and PPTs	5 Hours		
Total						

Textbooks	
Sr No	Book Details
1.	Maheshwari S.N & Maheshwari S K ,“Accounting for Management”. 5th Edition. Vikas Publication.2022

2.	T.S. Grewal's, "Double Entry Book Keeping, Financial Accounting" .Sultan Chand & Sons Private Limited. 2019
Reference Books	
1.	Arora, M.N. "Cost and Management Accounting", Tenth edition. New Delhi: Vikas Publishing House.2012
2.	Lal, Jawahar. "Cost Accounting". New Delhi: Tata McGraw Hill.2003
Links (Only Verified links should be pasted here)	
1.	https://archive.nptel.ac.in/courses/110/101/110101131/
2.	https://www.hindawi.com/journals/cin/2022/5922614/
3.	https://elearn.nptel.ac.in/shop/nptel/cost-accounting/?v=c86ee0d9d7ed



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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 School of Management

Subject Name: Innovation, Entrepreneurship and Design Thinking **L-T-P [3-0-0]**

Subject Code: BMBAMF0105 **Applicable in Department: MBA**

Pre-requisite of Subject: Fundamental knowledge of Business

Course Objective: This course will facilitate the learners to deliver innovative solutions pertinent to the contemporary needs of customers. It would assist to develop an entrepreneurial mindset backed up by innovation and creativity.

Course Outcomes (CO)

	Course outcome: After completion of this course students will be able to:	Bloom's Knowledge Level(KL)
CO 1	Develop an innovative mindset, problem-solving skills and creating value prospects	Create (K6)
CO2	Evaluate the value proposition to raise start-ups.	Evaluate (K5)
CO3	Analyze the user needs to define the right problem.	Analyze (K4)
CO4	Generate ideas for solving problems and creating prototypes.	Create (K6)
CO5	Analyze the test results of prototypes and refine their offering as per the user needs.	Analyze (K4)

Syllabus

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
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Unit 1: Innovation & Creativity	Innovation	Innovation, Innovation Management, Innovation ecosystem, Strategic Foresight Renewing innovations	Classroom discussion, videos, Case	3 Hours	Select an industry/product and find out the innovative methodology/innovation used.	CO1
	Creativity	Creativity, Creative Culture, Fostering creativity, Creativity vs Innovation.	Classroom discussion, videos	3 Hours		
Unit 2: Entrepreneurship	Introduction to Entrepreneurship	Entrepreneurship: Types of entrepreneurship, Theories, Forms of Business Ownership, Appraisal of Business Idea	Classroom discussion, videos, Case	3 Hours	Classroom presentation and report of the visited industry	CO2
	Entrepreneurial Mind-set	Creating Business Models, Value Proposition, Regulatory compliance for starting and managing business, Schemes & Agencies fostering Entrepreneurship	Classroom discussion, videos,	3 Hours		
Unit 3: Design Thinking: Empathy and Define	Introduction to Design Thinking	Introduction to design thinking, Traditional vs Design thinking History of design thinking, Principles of design thinking	Classroom discussion, videos	3 Hours	Students will be allotted with the project in a group. This project should be based on a real-time problem statement.	CO3
Unit 4: Ideation and Prototyping	Ideation	Idea Generation, Techniques of idea generation, How Might We & 5 Whys, Metaphor & Mind map	Classroom discussion, videos.	3 Hours	Ongoing project allotted during 3rd Unit.	CO4
	Prototyping	Prototyping & Tools, Refinement, Minimum Viable Prototype	Classroom discussion, videos, Case study	3 Hours		
Unit 5: Testing	Concept of Testing	Need of Testing of design with people, Testing mindset, Conducting usability test	Classroom discussion, videos, Case study	3 Hours	Closure of allotted project and presentation of tested prototype / solution.	CO5

	Testing Methods	Testing scenarios and methods, Observation and shadowing methods, Validation	Classroom discussion, videos, Case study	3 Hours		
Total						

Textbooks	
Sr No	Book Details
1.	Innovation and Entrepreneurship, Drucker, P.F, Oxford (2021)
2.	Creativity and Innovation in Entrepreneurship, Khanka S. S. (2023), Sultan Chand &
3.	Innovation Management, Jauhari V., Bhushan S., Oxford (2019)
4.	Design Your Thinking: The Mindsets, Toolsets and Skill Sets for Creative Problem-solving, Soni, P. (2020), Penguin
Reference Books	
Sr No	Book Details
1.	Asgary Nader H., Maccari E. A “”Entrepreneurship, Innovation and Sustainable Growth: Opportunities & Challenges:Taylor & Francis Ltd.2020
2.	Martin Roger L The Design of Business: “Why Design Thinking is the Next Competitive Advantage”Harvard Business School Press.2019
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=-ed7hNj8qOY>



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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Subject Name: Business Statistics & Quantitative Techniques for managers				L-T-P (2-1-0)		
Subject Code: BMBAMF0101				Applicable in Department: MBA		
Pre-requisite of Subject: Basic knowledge of statistics						
Course Objective: Learn the fundamental concepts of business statistics, including data collection, analysis, and interpretation. Apply statistical methods to address business challenges and make informed decisions based on statistical insights.						
Course Outcomes (CO)						
Course outcome: After completion of this course students will be able to:						Bloom's Knowledge Level(KL)
CO 1	Understand the basic concepts of fundamentals of business statistics and its role in descriptive analytics				(K2)	
CO 2	Apply Correlation and Regression analysis into business problems and their implication on Business performance				(K3)	
CO 3	Evaluating basic concepts of probability and perform probability theoretical distributions				(K3,K4)	
CO 4	Gain a comprehensive understanding of Operations Research principles, methodologies, and applications, including linear programming and duality, to solve complex business problems and optimize decision-making.				(K3,K4,K5)	
CO 5	Master various methods for solving transportation and assignment problems, including the North West Corner, Least Cost, VAM, MODI methods, and the Hungarian Algorithm, to optimize resource allocation and decision-making				(K3,K4,K5)	
Syllabus						
Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping

Unit 1: Descriptive Analytics	Introduction of statistics	Introduction of statistics, Measures of Central tendency – Mean, Median, Mode, Quartiles, Measures of Dispersion – Range, Inter quartile range, Mean deviation, Standard deviation, Variance, Coefficient of Variation, Moments, Skewness and Kurtosis.	Classroom discussion, Presentation	8 Hours	Application-based assignment	CO1
Unit 2: Predictive Analytics	Correlation Analysis:	Rank Method & Karl Pearson's Coefficient of Correlation and Properties of Correlation.	Classroom discussion, Presentation, Assignment	4 Hours	Application based assignment	CO2
	Regression Analysis:	Fitting of a Regression Line and Interpretation of Results, Properties of Regression Coefficients and Relationship between Regression and Correlation.		4 Hours		
Unit 3: Probability Theory	Probability	Theory of Probability, Addition and Multiplication Law, Bayes Theorem, Random Variables, Discrete and Continuous Random Variables, Probability Mass function, Probability Density functions	Classroom discussion, Presentation	8 Hours	Application-based assignment	CO3
Unit 4: Operations Research Introduction & Linear Programming Problem	Operations Research	Nature Definition and characteristics of Operations Research, Phases of OR problem approach, Models of OR , Scope and applications of Operations Research , Mathematical formulations of LP Models for product-mix problems; graphical and simplex method of solving LP problems, Duality.	Classroom discussion, Presentation	8 Hours	Application-based assignment	CO4
Unit 5: Transportation Problem & Assignment Problem	Transportation problem	Various methods of finding Initial basic feasible solution-North West Corner Method, Least Cost Method & VAM Method and MODI Method. Assignment Problem: Hungarian Algorithm and its applications.	Classroom discussion, Presentation, Practical questions	8 Hours	Application-based assignment	CO5
Total				40		

Textbooks	
Sr No	Book Details
1.	G C Beri, “Business Statistics” TATA McGraw Hill. 3rd ed,
2.	Chandrasekaran & Umaparvathi, “Statistics for Managers” PHI Learning. 1st edition
3.	Davis, Pecar, “Business Statistics using Excel” Oxford.
4.	Ken Black, “Business Statistics” Wiley India. 5th ed
Reference Books	
Sr No	Book Details
1.	Levin and Rubin, “Statistics for Management” Pearson. 7th ed.
2.	Newbold, Carlson, Thorne, “Statistics for Business and Economics” Pearson. 6th ed.
Links (Only Verified links should be pasted here)	
1)	https://www.youtube.com/watch?v=VnjAxAk_j6E
2)	https://www.youtube.com/watch?v=coyMQKTd hx8
3)	https://www.youtube.com/watch?v=q1WaeLhG8rQ&list=PL300dEvt9oC3iYmkxv61ZAkPHMQ1Y81-l



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 School of Management

Subject Name: Communication for Managers **L-T-P [3-0-0]**

Subject Code: BMBAMF0102 **Applicable in Department: MBA**

Pre-requisite of Subject: Fundamental knowledge of communication skills

Course Objective: To inculcate effective communication skills required for students to be 'Industry Ready'.

Course Outcomes (CO)

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

		Bloom's Knowledge Level(KL)
CO 1	Understanding the fundamental concepts of business communication	Understanding (K2)
CO2	Student will be able to demonstrate appropriate body language and apply presentation skills.	Applying (K3)
CO3	Student will be able to develop effective business writing skills.	Applying (K3)
CO4	Students will be able to create an impressive CV and develop interview skills.	Creating (K6)
CO5	Be able to understand cross cultural values and important negotiation skills.	Understanding (K2)

Syllabus

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
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Unit 1 Basics of Communication	Introduction	Communication process, Importance, Types of communication, barriers to communication, Strategies for effective communication.	PPT/Class discussion/ cases/ short clips	7 Hours	Case-based assignment	CO1
	Non Verbal communication	Body Language, Expressions, Proxemics and personal space	PPT/discussion/ cases/ short clips	3 Hours		
Unit 2 Oral Communication	Presentation skills	Planning, Designing & delivery of presentation, Structuring presentation, Use of Audio Visual tools.	PPT/discussion/ cases/ short clips/Role-play	2 Hours	Preparing and presenting a topic of relevance in front of class in groups	CO2
	Effective public speaking	Overcoming fear of public speaking, Elements of effective public speaking.	PPT/discussion/ cases/ short clips/Role-play	4 Hours		
Unit 3 Effective Business Writing	Internal Communication	Writing memos, Agenda, Minutes of the meeting, Notice, Circulars.	PPT/discussion/ cases/ short clips	4 Hours	Suppose that you are asked by your boss to prepare agenda of a meeting and then to compile minutes of the same meeting. Prepare both.	
	Business letters and Report writing	Writing routine and persuasive Letters, Report formats	PPT/discussion/ cases/ short clips/ Lab practice	4 Hours	Write a persuasive letter to your clients updating them on new limited edition of premium	

					collection of articles in your store.	
Unit 4: Communication for employment	CV writing	Preparing CV	PPT/discussion/ cases/ short clips/ Lab practice	2 Hours	Application-based assignment- Preparing a resume for self.	CO4
	Group Discussion	GD structure, guidelines, strategies	PPT/mock GDs/ short clips/ Role play/extempore	4 Hours	Application-based assignment	
	Interview skills	Interview etiquettes, preparing common interview questions, overcoming interview challenges	PPT/mock Interviews/ short clips/ Role play	4 Hours	Create a video of your Role Play in a groups on a Mock interview – explaining the importance of right attitude, body language and creating the right impression in interview.	

Unit 5 Cross cultural communication and negotiation skills	Cross cultural communication	understanding cross cultural values, Cultural intelligence and etiquettes	PPT/discussion/ cases/ short clips/ Role play/ scenario building/ Story telling	3 Hours	Application-based assignments on short clips/ vendor contract negotiation	5 Hours	CO5	CO5
	Negotiation skills	Negotiation styles and approaches., ZOPA and NUDGE factors	PPT/ experiential learning/ Roleplay/ video clips/ story telling	3 Hours	Role play/ scenario building/ Story telling			
		Negotiation skills	Negotiation styles and approaches., ZOPA and NUDGE factors		PPT/ experiential learning/ Role-play/ video clips/ story telling	3 Hours		
Total								

Textbooks	
Sr No	Book Details
1.	Locker, K., Mackiewicz, J., Aune J.E., and Kienzler D, “ Business Communication”, Mc.Graw- Hill Education.2023
2.	Jain, N., Mukherji S., “Effective Business Communication”, Mc.Graw- Hill Education.2020

Reference Books

Sr No

Book Details

1. Guffey, M. E., & Loewy, D. (2022). Essentials of business communication. Cengage Learning.

2. Lehman, Dufrene, Sinha, (2016), Business Communication – A South Asian Perspectives, 2nd edition, South-Western Cengage Learning India (P) Ltd.

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https://youtu.be/ZB_StskQtac

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<https://youtu.be/TwZ7LgrPwR0>

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<https://youtu.be/eHZdnldGuls>



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

Subject Name: Marketing Management				L-T-P [3-0-0]		
Subject Code: BMBAMF0107				Applicable in Department: MBA		
Pre-requisite of Subject: Consumer Behavior and Advertising Management, Sales and Retail Management, Product & Brand Management, Marketing Analytics, Marketing of Services, Digital & Social Media Marketing.						
Course Objective: The objective of this course is to provide students with a comprehensive understanding of the fundamentals of marketing management and its key concepts.						
Course Outcomes (CO)						
Course outcome: After completion of this course students will be able to:						Bloom's Knowledge Level (KL)
CO 1	Understand basic marketing concepts and terminologies.					Understanding (K2)
CO2	Analyzing consumer behavior in order to offer suitable products.					Analyzing (K4)
CO3	Developing effective marketing strategies and plans.					Creating (K6)
CO4	Analyzing the marketing mix strategies for taking informed marketing decisions.					Analyzing (K4)
CO5	Understanding current trends in the field of marketing					Understanding (K2)
Syllabus						
Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping

Unit1 Introduction to Marketing Management	Introduction of Marketing	Introduction, objectives, scope and importance of marketing. Types of Market, Core Concepts of Marketing, Functions of Marketing, Marketing Orientations	PPT, Videos, Case Study, Discussions, Activity	8 Hrs	Case-based Assignment	CO1
	Marketing Environment	Introduction, Environmental Scanning, Analyzing the Organization's Micro Environment, Company's Macro Environment, Marketing Planning and Implementation				
Unit2 Understanding Consumer Behavior	Consumer Buying Behavior	Introduction, Characteristics, Factors affecting Consumer Behavior, Types of Buying Decision Behavior, Consumer Buying Decision Process	PPT, Videos, Case Study, Discussions, Activity	8 Hrs	Application Based Assignments	CO2
	Buyer Behavior Model	Buyer Behavior Models, Business Buyer Behavior: Introduction, Characteristics of Business Markets, Differences between Consumer and Business Buyer Behavior, Buying Roles in Industrial Marketing.				
Unit3 Segmentation, Targeting and Positioning	Market Segmentation	Introduction, Concept of Market Segmentation, Requisites of Effective Market Segmentation, The Process of Market Segmentation, Bases for Segmenting Consumer Markets	PPT, Videos, Case Study, Discussions, Activity	8 Hrs	Creating a market plan for the given product with special focus on segmentation.	CO3
	Targeting and positioning	Targeting- Meaning, Target market strategies, Market Positioning-Meaning, Positioning Strategies, Value Proposition, Differentiation- Meaning, Strategies				

Unit4 Marketing Mix Strategies	Product Management	Introduction, Product Mix Strategies, New Product Development Process, Adoption Process, Diffusion of Innovation, Product Life Cycle (PLC)	PPT, Videos, Case Study, Discussions, Activity	8 Hrs	Identify the techniques of sales promotion strategies any two companies of the selected industry.	CO4
	Pricing Management	Introduction, Factors Affecting Price Decisions, Pricing Process, Pricing Strategies				
	Distribution Management	Introduction, Channel Management Strategies, Introduction to Logistics Management, Retailing and Wholesaling-Meaning, Types, Multi-Channel Marketing				
	Promotion Management	Introduction, Integrated Marketing Communications (IMC), Promotion Mix, Advertising Budget				
Unit 5 Recent Trends in Marketing	Recent Trends in Marketing	Recent Trends in Marketing- Rural Marketing, Digital and Mobile Marketing	PPT, Videos, Case Study, Discussions, Activity	8 Hrs	Application Based Assignments	CO5
	Customer Relationship Management	Customer Relationship Management, Marketing Information System (MKIS)				
Total						

Textbooks	
Sr No	Book Details

1.	Kotler, P., & Keller, K. (2021). <i>Marketing Management</i> (15th global edition). Pearson Education Limited.
2.	Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. (2018). <i>Marketing management: an Asian perspective</i> . London: Pearson.

Reference Books

Sr No	Book Details
1.	Kotler, P., & Armstrong, G., "Principles of marketing" (16th Edition). Pearson Education Limited.2016
2.	Callie Daum, "Marketing Management Essentials You Always Wanted To Know" (Self-Learning Management Series), Vibrant Publishers.2020
3.	Saxena, R.. "Marketing Management" (6th Edition), McGraw Hill Education (India) Private Limited.2019

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2. <https://www.investopedia.com/terms/s/swot.asp/>
3. <https://corporatefinanceinstitute.com/resources/knowledge/strategy/market-planning/>
4. <https://www.primeone.global/build-marketing-mix-for-your-business/>
5. <https://www.managementstudyguide.com/integrated-marketing-communications.htm/>



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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Subject Name: Enhancing English Communication		L-T-P [0-0-4]
Subject Code: BMBAMF0151		Applicable in Department: MBA
Pre-requisite of Subject: Understanding of basic English language		
Course Objective: To ensure that the students can communicate effectively and provide a foundation in the four basic skills LSRW (Listening, Speaking, Reading, Writing) of language learning, aligned to an International Business English Certification.		
Course Outcomes (CO)		
Course outcome: After completion of this course students will be able to:		Bloom's Knowledge Level(KL)
CO 1	Interpret listening tasks for better professional competence.	K2, K5
CO2	Recognize the elements of effective speaking with emphasis on applied phonetics	K1
CO3	Understand the basic objective of the course and comprehend texts for professional reading tasks in preparation for an International Certification in Business English.	K1, K3
CO4	Construct clear and concise written texts in simple English.	K3, K6
CO5	Apply the skill of speaking at the workplace.	K3

List of Practical's		
Sr No	Program Title	CO

		Mapping
1.	Introduction to the course and the evaluation scheme Importance of Communication Skills and motivation to improve	CO1
2	Anubhaav Activity Showcasing the talents	CO1
3	Developing active listening and accurate communication skills	CO1
4	Vocabulary enrichment	CO1
5	Introducing others and oneself	CO1
6	Think-Pair-Share for Reading Comprehension	CO2
7	Basics of Writing Listen and write	CO2
8	Reading aloud	CO2
9	Art of Listening	CO2
10	Word association & word formation	CO2
11	Writing through prompts	CO3
12	Listening to directions and instructions	CO3
13	Analyzing Case lets	CO3
14	Decoding info graphics	CO4
15	Vocabulary Building – Homophones, homonyms, synonyms, antonyms, phrases & idioms	CO4
16	Filling forms	CO4
17	Writing Captions and Identifying Topic Sentences	CO5
18	Sharing your views in a group discussion	CO4

19	Vocabulary Enrichment – Abbreviations and Acronyms	CO5
20	Basics of Email Writing	CO5
21	Situation based Role Play	CO5
22	Developing concise and clear communication	CO5
23	Project Presentations	CO5

Required Software and Tools

British Council English Score Mobile App

Textbooks

Sr No	Book Details
1.	The Cambridge Handbook of Corrective Feedback in Second Language Learning and Teaching edited by Hossein Nassaji and Eva Kartchava, Cambridge University Press, 2021, UK
2.	ELTS 11: General Training with answers. Cambridge English, 2018

Reference Books

Sr No	Book Details
1.	Cambridge English Business Benchmark (Pre-intermediate to Intermediate), 2nd edition, Norman Whitby, Cambridge University Press, 2013, UK.
2.	Listening in the Language Classroom by John Field, Cambridge University Press, 2021, UK
3.	Speaking: Second Language Acquisition, from Theory to Practice by William Littlewood, Cambridge University Press, 2022, UK.

4.	Second Language Writing in Transitional Spaces: Teaching and Learning Across Languages and Cultures edited by Viniti Vaish and Guangwei Hu, Routledge, 2019, UK.
5.	The Writing Revolution: A Guide to Advancing Thinking Through Writing in All Subjects and Grades by Judith C. Hochman and Natalie Wexler, Jossey-Bass, 2022, USA.



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 School of Management

Subject Name: Excel Lab		L-T-P [0-0-4]
Subject Code: BMBAMFNC0151		Applicable in Department: MBA
Lab Experiments		
Course Objective: To learn the basics of MS Excel environment. Create formulas and functions as per organizational requirements. Analyze Data using sorting, filtration & conditional formatting. Create visually informative charts in MS Excel.		
Course Outcomes (CO)		
Course outcome: After completion of this course students will be able to:		Bloom's Knowledge Level(KL)
CO 1	Discuss the concept of MS Excel	K2
CO2	Discuss the concept filtering & sorting	K2
CO3	Apply MS Excel Formula	K3,
CO4	Create & Apply MS Excel Chart	K5, K3
CO5	Discuss the concept Solver, goal seek and what if functions.	K2
List of Practical'sS		
Sr No	Program Title	CO Mapping
1	Create a Worksheet to implement following Data Entry and Formatting.	CO1
2	Create a Worksheet to implement following Excel Tables.	CO1

3	Create a Worksheet to implement following Worksheet Management.	CO1
4	Create a Worksheet to implement following Autofill, Custom Lists, and Flash Fill.	CO1
5	Create a Worksheet to implement following Getting Data from External Sources.	CO1
6	Create a Worksheet to implement following grouping of worksheet.	CO1
7	Create a Worksheet to implement following freeze panes.	CO1
8	Create a Worksheet to implement following protect sheet & protect worksheet.	CO1
9	Create a Worksheet to implement following data Analysis.	CO2
10	Create a Worksheet to implement following Conditional Formatting.	CO2
11	Create a Worksheet to implement following Logical formulas.	CO3
12	Create a Worksheet to implement following Statistical formulas.	CO3
13	Create a Worksheet to implement following Date &time formulas.	CO3
14	Create a Worksheet to implement following Lookup formulas.	CO3
15	Create a Worksheet to implement following Hlookup formulas.	CO3
16	Create a Worksheet to implement following Text formulas.	CO3
17	Create a Worksheet to implement following Lookup formulas using if Function.	CO3
18	Create a Worksheet to implement following Lookup formulas using Sum Function.	CO3
19	Create a Worksheet to implement following Math formulas.	CO3
20	Create a Worksheet to implement following Lookup formulas using Row & Column function.	CO3
21	Create a Worksheet to implement following Data Validation function.	CO3
22	Create a Worksheet to implement following Data Validation using List function.	CO3
23	Create a Worksheet to implement following Data Validation using Conditional formatting.	CO3
24	Create a Worksheet to implement following Sorting and Filtering.	CO3
25	Create a Worksheet to implement following conditional Formatting.	CO3

26	Create a Worksheet to implement following Creating Charts.	CO4
27	Create a Worksheet to implement following Different Types of Charts.	CO4
28	Create a Worksheet to implement following Formatting Chart.	CO4
29	Create a Worksheet to implement following Changing the Chart Type.	CO4
30	Create a Worksheet to implement following Showing and Hiding.	CO4
31	Create a Worksheet to implement following Working with Pivot Tables.	CO4
32	Create a Worksheet to implement following Working with Pivot Charts.	CO4
33	Create a Worksheet to implement following Solver Function.	CO5
34	Create a Worksheet to implement following Forecast Function.	CO5
35	Create a Worksheet to implement following Scenarios.	CO5
36	Create a Worksheet to implement following Goal Seek.	CO5
37	Create a Worksheet to implement following What-If Analysis tools using data tables.	CO5
38	Create a Worksheet to implement following Showing and Hiding the Data Table.	CO5
39	Create a Worksheet to implement following hyperlink in Excel.	CO5
40	Create a Worksheet to use & how to use icons sets in conditional Formatting.	CO5

Required Software and Tools

4. MS-EXCEL

Textbooks

Sr No	Book Details
1.	Excel 2010 Power Programming with VBA by John Walkenbach, Wiley
2.	Excel for Beginners by M L Humphrey, M L Humphrey

Reference Books

Sr No	Book Details
1	Winston-Microsoft Office Excel Data Analysis and Business Modeling, First Edition Prentice Hall India ,2007
2	David Whigham, Business Data Analysis Using Excel, Oxford University Press, first Indian Edition.
Links (Only Verified links should be pasted here)	
<ol style="list-style-type: none">1. https://www.w3schools.com/googlesheets/index.php2. https://www.javatpoint.com/excel-tutorial3. https://www.tutorialspoint.com/excel/index.htm4. https://www.youtube.com/watch?v=27dxBp0EgCc5. https://www.youtube.com/watch?v=UWvRG5BkuN	



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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Subject Name: Introduction to Business Analytics		L-T-P [3-0-0]
Subject Code: BMBAMF0206		Applicable in Department: MBA
Pre-requisite of Subject: Predictive Analytics, Marketing Analytics, Human Resource Analytics, Supply Chain Analytics		
Course Objective: The objective of this course is to teach students about various applications of business analytics so that they would be able to formulate and solve business problems.		
Course Outcomes (CO)		
Course outcome: After completion of this course students will be able to:		Bloom's Knowledge Level (KL)
CO1	Understand the basic concepts of Business Analytics.	(K2)
CO2	Applying techniques of data cleaning for analysis and visualization.	(K3)
CO3	Analyzing data using various descriptive analytics methods.	(K4)
CO4	Apply advanced data analytics methods for business decision-making.	(K3)
CO5	Analyzing time series data for forecasting.	(K4)
Syllabus		

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
Unit 1: Introduction	Business Analytics: Overview	Business Analytics - Terminologies, Process, Importance, Relationship with Organizational Decision Making, Applications of Business Analytics	Classroom discussion, videos, Case study, MS Excel	3 Hours	ABC Enterprises wants to expand its business into new product category. But it is not certain which product line to start and which initial regional markets to cater. Suggest as a business analytics how would you deploy business analytics concepts for achieving the objective.	CO1
	Types of Business Analytics	Descriptive, Predictive, and Prescriptive Modeling	Classroom discussion, videos, Case study, MS Excel	3 Hours		
	Business analytics tools	Introduction to various tools such as R, Python, SPSS etc. and their salient features.	Classroom discussion, videos, Case study	3 Hours		
Unit 2: Data	Preparing data	Getting data into Excel, editing data, data cleaning in Excel, functions, conditional formatting, pivot tables	Classroom discussion, videos, Case study, MS Excel	3 Hours	A dataset is given which contains: Many duplicate entries, Requires removal of trailing spaces Proper column and row alignment is needed Needs to highlight cells which come under selected criteria Need to develop an interactive table.	CO2

					Analyze the data and takenecessary actions.	
	Data Visualization using MS Excel	Charts types and uses in Excel, Datadashboards, Heat maps	Classroom discussion, videos, Casestudy, MSExcel	4 Hours		
Unit 3: Descriptive statistics	Descriptive statistics	Concept of measures of location – mean, median, mode. Measures of variability – Range, Variance, Standardeviation, and Coefficient of variation,	Classroom discussion, videos, Case study, MSExcel	4 Hours	Assignment on descriptivestatistics.	CO3
	Descriptive analytics using Excel	Ascertaining mean, median, mode, variance, standard deviation, correlation coefficient, etc using Excel.	Classroom discussion, videos, Casestudy, MS Excel	4 Hours		
Unit 4: Regression	Linear regression, multiple regression	Simple linear regression model, least squares method, assessing the fit of thesimple linear regression model	Classroom discussion, videos, Casestudy, MS Excel	4 Hours	Assignment on linear and multiple regressions.	CO4
	Data mining	Data mining techniques, the concept ofsupervised and unsupervised learning	Classroom discussion, videos, Case study, MSExcel	4 Hours		
Unit 5: Time Series	Concept of time series forecasting	Basic concepts of trends, seasonality and cyclist, identifying trends, seasonality and cyclist using graphs.	Classroom discussion, videos, Case study, MSExcel	4 Hours	Assignment on time seriesforecasting	CO5
	Forecasting models	Concept of auto-regression and auto- correlations, concept of AR, MA and ARIMA models.	Classroom discussion, videos, Case study, Excel	4 Hours		
Total						

Textbooks	
Sr No	Book Details
1.	Camm, J. D., Cochran, J. J., Fry, M. J., Ohlmann, J. W., & Anderson, D. R. "Essentials of business analytics". Cengage Learning. 2016
2.	Kumar, U Dinesh, Business Analytics. Wiley.2022
Reference Books	
Sr No	Book Details
1.	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.
3.	Duan, L., & Xiong, Y. (2015). Big data analytics and business analytics. Journal of Management Analytics, 2(1), 1-21.
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1.	https://www.youtube.com/watch?v=_Dcmk9mEP9s
2.	https://www.youtube.com/watch?v=diaZdX1s5L4
3.	https://www.youtube.com/watch?v=XqnJDqXjG48
4.	https://online.hbs.edu/blog/post/importance-of-business-analytics
5.	https://www.dbta.com/Categories/Business-Intelligence-and-Analytics-327.aspx



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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 School of Management

Subject Name: Digital Marketing and E-Commerce **L-T-P [3-0-0]**

Subject Code: BMBAMF0203 **Applicable in Department: MBA**

Pre-requisite of Subject: Fundamental knowledge of E-commerce

Course Objective: Students will focus on understanding the digital marketing landscape and how firms can build value-enhancing strategies that leverage digital and social media channels to acquire and engage customers. The students will be able to gain knowledge and understanding of contemporary trends in ecommerce and technological, legal and policy frameworks governing electronic business, platforms, and use of Internet.

Course Outcomes (CO)

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

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

CO 1	Students will develop an understanding of digital and social media marketing practices.	Understand (K2)
CO2	Students will develop the understanding of social media platforms.	Evaluate (K5)
CO3	Students will acquire the skill to acquire and engage consumers online.	Apply (K3)
CO4	Students will develop understanding of E-commerce and its impact on business models and strategy	Analyze (K4)
CO5	Students will be able to identify different security threats in E-commerce and will be understand technological and legal facets of E-commerce	Analyze (K4)

Syllabus

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
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1	Introduction to Digital Marketing	Introduction to Digital Marketing: The new digital world - trends that are driving shifts from traditional marketing practices to digital marketing practices, the modern digital consumer and new consumer's digital journey. Marketing strategies for the digital world - latest practices. Marketing Mix (7Ps) in online context, Integrated Internet Marketing communication.	PPT, Discussion, Activity	8 Hours	Design an Online Marketing Mix for a product/ service.	CO1
2	Social Media Marketing	Social Media Marketing: Meaning, Purpose, types of social media websites. Introduction to Blogging, Create a blog post for your project. Include headline, imagery, links and post, Content Planning and writing. Introduction to Facebook, Twitter, Google +, LinkedIn, YouTube, Instagram and Pinterest; their channel advertising and campaigns.	PPT, Discussion, Activity, student Presentations	8 Hours	Create a blog post on a free blogging platform (Medium, Word press, Blogger)	CO2
3	Acquiring & Engaging Users through Digital Channels	Acquiring & Engaging Users through Digital Channels: search engine marketing, mobile marketing, video marketing, email marketing, affiliate marketing, influencer marketing, viral marketing, content marketing and social-media marketing, Overview of SEO, Marketing gamification.	PPT, Discussion, Case study	8 Hours	Analyze the Gamification strategies used by marketers and its impact on their business	CO3
4.	Introduction to E-commerce	E-Business - Origin and Need of E-Commerce, Factors affecting E-Commerce, Business dimension and technological dimension of E-Commerce, E-Commerce frame work Electronic Commerce Models, Value Chains in Electronic Commerce.	PPT, Discussion, Video	8 Hours	Practical overview of Google Analytics and other analytical tools	CO5
5.	Technology in E-Commerce	Basic network architecture, Security threats in E-commerce environment and legal framework for security regulations, E-payment systems, Introduction to ERP and E-CRM	PPT, Discussion, Video	8 Hours	Case study	CO4
Total						

Textbooks	
Sr No	Book Details
1.	Mouty Maiti: "Internet Marketing", Oxford University Press India, First Editi

2	Tracy L. Tuten & Michael R. Solomon: Social Media Marketing, Sage Publication, Second Edition
3	Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation;Kogan Page, First Edition
4	Turban, Efraim, and David King, "Electronic Commerce: A Managerial Perspective", 2010, Pearson Education Asia, Delhi

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<https://grow.google/certificates/digital-marketing-ecommerce/>

https://bpb-us-e2.wpmucdn.com/sites.middlebury.edu/dist/2/3941/files/2018/01/Middlebury_Marketing- Presentation_PGM4_Final.pdf

<https://www.brandwatch.com/wp-content/uploads/2019/05/The-Fundamentals-of-Social-Media-Analytics.pdf>



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Subject Name: Human Capital Management					L-T-P [3-0-0]	
Subject Code: BMBAMF0205					Applicable in Department: MBA	
Pre-requisite of Subject: Fundamental knowledge of human resource and management skills.						
Course Objective: The objective of this course is to make students understand the fundamentals of Human Capital Management. To make students explore the role of training and development programs in Human Resource Development, Understand the impact that HCM has on company performance and corporate identity and Identify common HCM practices and issues that impact stakeholders.						
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 and evolution of Human Capital Management.					Understanding (K2)
CO2	Analyze and forecast the need for Human Resource Planning.					Analyzing (K4)
CO3	Design well-structured recruitment and selection process to ensure valuable talent acquisition					Designing (K6)
CO4	Design training and development programs for enhancing performance of employees to achieve organization objectives					Applying(K3)
CO5	Develop the compensation structure of employees and being aware of recent facets of HCM.					Creating (K6)
Syllabus						
Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping

Unit 1: Concept of Human Capital Management	Introduction of Human Capital	Concept of Human Capital, intellectual capital, social capital, practical implications of intellectual capital theory, Employee Value Proposition	Classroom discussion, videos, Case study	4 Hours	Assignment 1	CO1
	Essentials of Human Capital Management	Transition of HRM to HCM, Difference, Scope and Functional Areas of HRM Case study.	Classroom discussion, videos, Case study	4 Hours		
Unit 2: Workforce Planning and Job Design	Workforce Planning	Concept of Workforce or Human Resource Planning, Linking Organizational Strategy to Human Resource Planning, Matching Labor Demand and Supply	Classroom discussion, videos, Case study	4 Hours	Assignment 2	CO2
	Job Analysis	Job Analysis-Concept, Process, Methods of Job analysis, Job Description & Job Specification, Job Design Job Enrichment ,Job evaluation		4 Hours		
Unit 3: Recruitment and Selection	Recruitment	Meaning, Process & Sources of Recruitment, Recruiting Goals, Latest trends in Recruitment-Online Recruiting, Role of AI in Recruitment	Classroom discussion, Videos- Recruiting Car, Case study	4 Hours	Assignment 3	CO3
	Selection	Selection, The Selection Process, Selection tests and Interview, Assessment Centres, Selection from a Global Perspective, employee on-boarding and placement	Classroom discussion, videos, Role play, Case study	4 Hours		

Unit 4: Developing Employees and Managing Performance	Employee Training and Development	Determining Training Needs ,Training Methods, Employee Development, Employee Development Methods, Addressing skill Gaps, Evaluating Training and Development Effectiveness, Cross-Cultural Training	Classroom discussion, videos, case study	4 Hours	Assignment 4	CO4
	Performance Management	Concept of Performance Management, Potential Appraisal, Performance management system, The Appraisal Process, Appraisal Methods, Appraisal Errors Creating Effective Performance Management Systems	Classroom discussion, videos, Case-based	4 Hours		
Unit 5: Compensation, Industrial Relations and Emerging Facets of HCM	Compensation Administration and Overview of IR	Compensation Administration- Concept of Wages and Salary, Reward Management, Designing compensation structure, Legal compliances in Compensation, Overview of IR and Collective bargaining.	Classroom discussion, videos, case study	4 Hours	Assignment 5	CO5
	Emerging Facets of HCM	HR Scorecard, Gamification of HR, Digital Workplace, Employee experience, Employee wellbeing, Emerging trends and Challenges in HCM.	Experiential exercise, discussion, Classroom Discussion	4 Hours		
Total						

Textbooks

Sr No

Book Details

1. Bratton, J., Gold, J., Bratton, A., & Steele, L. "Human resource management". Bloomsbury Publishing.2
2. Wong, W., Anderson, V., & Bond, H. (2019). "Human capital management standards A complete guide". Kogan Page Publishers.

Reference Books

Sr No

Book Details

1. Stone, R. J., Cox, A., & Gavin, M. (2020). *Human resource management*. John Wiley & So
2. Widarni, E. L., & Bawono, S. (2020). *The Basic of Human Resource Management Book 1*. Book Rix.

Links

1. <https://www.ebooks.com/en-us/book/295005/human-capital-management/angela-baron/>
2. Human Capital Management Course | ESG | CFI (corporatefinanceinstitute.com)
3. [researchgate.net/profile/Stephen-Wood8/publication/229657494_Human_Resource_Management_and_Performance/links/5dc3e320a6fdcc2d2ff7ec3b/Human-Resource-Management-and-Performance.pdf](https://www.researchgate.net/profile/Stephen-Wood8/publication/229657494_Human_Resource_Management_and_Performance/links/5dc3e320a6fdcc2d2ff7ec3b/Human-Resource-Management-and-Performance.pdf)
4. Human Capital Management for Beginners | What is Human Capital Management | HCM Explained - YouTube



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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 School of Management

Subject Name: Corporate Finance **L-T-P [3-0-0]**

Subject Code: BMBAMF0202 **Applicable in Department: MBA**

Pre-requisite of Subject: Analytical skills and fundamental knowledge of finance.

Course Objective: The subject aims at developing analytical skills through correlating capital project evaluation tools and procedures. It aids in developing abilities in interpreting company information and applying financial theory to financial decisions.

Course Outcomes (CO)

Course outcome: After completion of this course students will be able to:		Bloom's Knowledge Level(KL)
CO 1	Understand the basic theory, concepts, and practice of Corporate Finance.	Understanding (K2)
CO2	Enable students to analyze the Financial Sources & their cost of capital.	Analysing (K4)
CO3	Evaluate financial forecasts to estimate long-term financing needs and projects.	Evaluating (K5)
CO4	Analyze the concept of dividends and its theories.	Analysing (K4)
CO5	Evaluating Mergers and Acquisitions proposals and analyzing economic value.	Evaluating (K5)

Syllabus

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required	Practical/ Assignment/	CO Mapping
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				(L+P)	Lab Nos	
Unit-1 Corporate Finance	Basics of Corporate Finance	Finance & its scope ,Sources of Finance, Financial decisions, Functions of Finance Manager in the Modern Age	Basics Discussion through PPTs, Video, Case Study	2 Hours	Excel Based Assignment on Time Value of Money	CO1
	Time Value of Money	Present Value, Future Value of Cash Flows, Cases on TVM	Practical Questions with case study, video and PPTs	2 Hours		
	Agency Problems	Conflicts Between Shareholder Value, Maximization and Society, The Agency Problem and Corporate Governance, Valuation ratios & Leverage	Current corporate Cases Discussion on Agency Problems, PPTs, Video	2 Hours		
	Cost of Capital	Concept of opportunity Cost, Cost of Debenture, Preference and Equity capital, Composite Cost of Capital	Hands-on Experience with Excel, PPTs, Case Study, Video	5 Hours		
Unit- 2 Financing Decision	Capital Structure	Concept, Determinants, Approaches of Capital Structure: Net Income (NI), Net Operating Income (NOI), Traditional and M.M. hypothesis - without taxes and with taxes	Discussion & Practical Questions on the Capital Structure of companies with PPTs,	5 Hours	Practical Question on Optimum Capital structure of Companies	CO2

			case Study and Video			
Unit-3 Investment Decision	Forecasting Cash Flows	Free Cash Flows, Long-Term Financial Planning, Forecasting Income statement, Forecasting Balance sheet, Forecasting Cash Flow Statement	Discussion, Hands-on Experience on Excel	4 Hours	Assignment on Practical Cases on Forecasting of Financial Statements or Capital Budgeting Decisions	CO3
	Projects Appraisal	Capital Budgeting techniques, Corporate Cases	Case Study, PPTs and Video	6 Hours		
Unit-4 Dividend Decision	Dividend Policy	Factors affecting Dividend Policy, Forms of Dividends Types of Dividend Policies	PPTs, Case Study, PPTs and Video	3 Hours	Assignment on Dividend Announcement Dates and effect on MV of shares	CO4
	Dividend Models	Walter and Gordon Model, Miller- Modigliani (MM) Hypothesis.	PPTs, Case Study, PPTs and Video	4 Hours		
Unit-5 Business Alliances	Mergers and Acquisitions	Business Alliances, Reasons of Mergers and Acquisition, Takeover, Demerger	PPTs, Case Study and PPTs	3 Hours	Group Project on EVA Analysis	CO5
	Valuation of Mergers	Synergy Valuation, Sensitivity Analysis, Economic value analysis	Hands-on Experience on Excel and Corporate Cases on EVA	4 Hours		
Total						

Reference Books

Sr No	Book Details
1.	Kishore, R. M. (2009). <i>Financial Management: Comprehensive Text Book with Case Studies</i> . Taxm
2.	Van Horne, J. C., & Wachowicz, J. M. (2001). <i>Fundamentals of financial management</i> . Pearson Educación
3.	Damodaran, A. (2007). <i>Strategic risk-taking: a framework for risk management</i> . Pearson Prentice Hall.

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[https://corporatefinanceinstitute.com/resources/management/strategic-financial- management/](https://corporatefinanceinstitute.com/resources/management/strategic-financial-management/)

<https://studycorgi.com/strategic-financial-management/>



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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 School of Management

Subject Name: Foundations of FinTech						L-T-P [3-0-0]
Subject Code: BMBAMF0204						Applicable in Department: MBA
Pre-requisite of Subject: Basic Analytics						
Course Objective: The objective of this course is to equip the students with the knowledge of FinTech ecosystem and providing basic knowledge of starting a FinTech firm.						
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 origin and history of FinTech and the building blocks.					Understand (K2)
CO2	To approach and solve business problems analytically.					Analyze (K4)
CO3	To understand block chain/DLT concepts and know about designs of dApps, smart contracts.					Understand (K2)
CO4	To understand various aspects of FinTech product development and management, business plan and entrepreneurial finance.					Understand (K2)
CO5	To understand & apply how quantitative and qualitative information can be used to make credit and trading decisions.					Apply (K3)
Syllabus						
Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
1: Introducti on to	Module 1: Introduction to FinTech	Concept of Fintech, Evolution of Fintech, Overview of FinTech Ecosystem, Fin Tech and Society, Technology as enabler of regulation-Reg Tech	Clasroom Discussion, Presentation	6	Pen Paper bas assignment on introduction and	CO 1

FinTech					history of Fintech	
2: Data Driven Analysis in Fintech	Module 1: Understanding Variables	Examining Relationships among Variables, Understanding Characteristics of Statistical Data used in Finance., Data Modeling using Statistical Distributions for FinTech applications.	Classroom Discussion	4	Numerical Problems	CO 2
	Module 2: Decision making & Forecasting	Deterministic versus Probabilistic Decision Making, Forecasting using Regression Techniques and Time Series Modeling in Fintech		4		
3: Financial Blockchain	Module 1: Block chain technologies	Block chain, hashing and mining, mining reward, gas fee, Decentralized apps (dApps), smart contract, DAO, Distributed ledger technology (DLT) & decentralized finance (DeFi), Cryptography, public/private key, digital signature, PKI, Public/private block chain, permissioned/permission less ledger	Classroom Discussion, Case	4	Basic Blockchain Moeling (DLT)	CO 3
	Module 2: Application & Security	Use cases of Bitcoin, Ethereum, Hyperledger, Corda, Ripple, Application of blockchain and smart contract in trade finance, & Security management		4		
4: Digital Product Development & Mindset	Module 1: FinTech Entrepreneurship	Fostering an entrepreneurial mindset, emphasizing adaptability, resilience	Classroom Discussion	4	Creating a FinTech business plan	CO 4

	Module 1: FinTech Entrepreneurship	Fostering an entrepreneurial mindset, emphasizing adaptability, resilience	Classroom Discussion	4	Creating a FinTech business plan	
	Module 2: Creating FinTech	Develop a concrete fintech startup plan, Product development strategies, Funding approaches and scaling considerations, setting the stage for future success in entrepreneurship, Creating and refining a comprehensive business model as a strategic blueprint for fintech startup.		4		
5: Advanced FinTech Analytics	Module 1: Advanced FinTech Analytics	Readability and Sentiment Analysis of Textual Content related to FinTech, Portfolio Management, Using Sentiment Score in Decision Making. Credit Risk Modelling and Alternate Approaches	Classroom Discussion, Case	6	Case based assignment	CO 5
Total						

Textbooks

Sr No	Book Details
1.	Arslanian H. & Fischer F., “The Future of Finance: The Impact of Fintech, AI and Crypto on Financial Services”, 2022, Springer Nature Switzerland AG.
2.	Acharya V. V., “FINTECH FUTURE : The Digital DNA of Finance”, 2023, Atlantic Press

Reference Books

Sr No	Book Details
1.	Mohan, D., “The Financial Services Guide to Fintech: Driving Banking Innovation Through Effective Partnerships”, 2020, KoganPage

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https://www.youtube.com/watch?v=TmfejLH09zs&list=PLqMl6r3x6BUTG9VqVohMvS4aLc53uC_GC&index=2

https://www.youtube.com/watch?v=Kg0InMDI8E&list=PLqMl6r3x6BUTG9VqVohMvS4aLc53uC_GC&index=3

https://www.youtube.com/watch?v=XSyH7jNikK8&list=PLqMl6r3x6BUTG9VqVohMvS4aLc53uC_GC&index=4

https://www.youtube.com/watch?v=XSyH7jNikK8&list=PLqMl6r3x6BUTG9VqVohMvS4aLc53uC_GC&index=4

https://www.youtube.com/watch?v=96VRaOszHF8&list=PLqMl6r3x6BUTG9VqVohMvS4aLc53uC_GC&index=9

https://www.youtube.com/watch?v=WKGRacGgmEA&list=PLqMl6r3x6BUTG9VqVohMvS4aLc53uC_GC&index=10



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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 School of Management

Subject Name: Business Research Methods **L-T-P [4-0-0]**

Subject Code: BMBAMF0201 **Applicable in Department: MBA**

Pre-requisite of Subject: Basic knowledge of research methodology

Course Objective: The objective of this course is to introduce the basic concepts in research methodology in social science. This course addresses the issues inherent in selecting a research problem and discuss the techniques and tools to be employed in completing a research project. This will also enable the students to prepare report writing and framing Research proposals

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 & fundamentals of research.	Understand (K2)
CO2	Apply the appropriate research designs for the identified problem.	Apply (K3)
CO3	Apply scaling & measurement techniques for collected data	Apply (K3)
CO4	Analyze different types of Sampling Techniques.	Analyze (K4)
CO5	Evaluate data analysis tools for hypothesis testing using parametric and non-parametric tests	Evaluate (K5)

Syllabus

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required	Practical/ Assignment/	CO Mapping
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				(L+P)	Lab Nos	
Unit 1: Introduction to Research	Research, Scientific Method & Functional area of Business	Research: – Definition, Meaning, Importance types and Qualities of Research; Research applications in functional areas of Business, Emerging trends in Business research. Scientific Method.	Interactive classroom sessions, discussions, assignments	4 Hours	Theoretical Assignemnt	CO1
	Process of Research	Steps in Research Process Concept of Scientific Enquiry: – Formulation of Research Problem – Management Question – research Question – Investigation Question Research Proposal – Elements of a Research Proposal, drafting a Research Proposal, evaluating a research proposal	classroom sessions, discussions, assignments.	4 Hours		CO1
Unit 2: Research Design	Concept of Research Design	Research design: Concept, Features of a good research design, Use of a good research design		2 Hours	Assignment Case on understanding various research designs	CO2
	Types of Research Design	Exploratory Research Design: Concept, Types: Qualitative techniques – Projective Techniques, Depth Interview, Experience Survey, Focus Groups, Observation. Descriptive Research Designs: Concept, types and uses. Concept of Cross-sectional and Longitudinal Research Experimental Design: Concept of Cause, Causal relationships, Concept of Independent & Dependent variables	Case Classroom Discussion	6 Hours		CO2
Unit 3: Scaling & Measurement	Concept & Need of Measurement	Scaling & measurement techniques: Concept of Measurement: Need of Measurement; Concept of Scale	Classroom discussion	2 Hours	Presentation Practice session for Scale development & Questionnaire development	CO3
	Designing Questionnaire	Designing Questionnaire, Problems in measurement in management research – Validity and Reliability.	Classroom discussion	2 Hours		CO3
	Levels of measurement	Levels of measurement – Nominal, Ordinal, Interval, Ratio. Attitude Scaling Techniques:	Classroom discussion	2 Hours		CO3

	Scale Development	Development of Scale – Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales – Ranking Scales – Paired comparison & Forced Ranking – Concept and Application	Classroom discussion	2 Hours		CO3
Unit 4: Sampling	Basics of Sampling	Sampling: Concepts of Statistical Population, Sample, Sampling Frame, Sampling Error, Sample Size, Non-Response. Characteristics of a good sample. Size	Classroom Discussion	4 Hours	Assignment	CO4
	Sampling Techniques	Probability Sampling- Simple Random Sample, Systematic Sample, Stratified Random Sample & Multi-stage sampling. Non-Probability Sampling, Determining size of the sample, Practical considerations in sampling and sample size	Classroom Discussion, Case	4 Hours		CO4
Unit 5: Data Analysis and Report Writing	Data Analysis	Data Preparation - Univariate analysis (frequency tables, bar charts, pie charts, percentages) Bivariate analysis- Cross tabulations and Chi-Square test.	Classroom Numerical practice	4 Hours	Numerical Assignment Sample report preparation and presentation	CO5
	Report Writing	Interpretation of Data, Paper & Report Writing, Research Paper writing, Publication ethics and guidelines.	Classroom Discussion	4 Hours		CO5
Total						

Sr No	Book Details
1.	Kothari C R “Research Methodology”:Methods & Techniques, ,New Age Publication.2023
2.	Zikmund. “Business Research Methods”, (9e), Zikmund. Cengage Learning.2022
Reference Books	

Sr No	Book Details
1.	Research Methodology: Concept and Cases (2e), Chawla, D & Sondhi, N. (2019), Vikas Publishing.
2.	Business Research Methods (2e), Srivastava T N & Rao Shailaja. (2020), TMH Publication.
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https://www.youtube.com/watch?v=5pPsU7ZIUks&list=PLim9gWjsjN-MuuBAS2_sU6rdQufkc4WoY	



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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Subject Name: Advance Excel		L-T-P [0-0-4]
Subject Code: BMBAMF0251		Applicable in Department: MBA
Lab Experiments		
Course Objective: To give learners the ability to effectively employ a variety of Excel's sophisticated functions and formulae for intricate computations and data processing. to instruct participants on the efficient creation, modification, and analysis of data using pivot tables and pivot charts. to provide participants the tools they need to use Excel macros to automate tedious operations and boost productivity.		
Course Outcomes (CO)		
Course outcome: After completion of this course students will be able to:		Bloom's Knowledge Level (KL)
CO 1	Explain basic concepts of Excel and create/edit Excel	K2
CO2	Apply basic excel formula in various functional areas of management	K3
CO3	Demonstrate knowledge in using advanced excel functions	K4
CO4	Apply logical functions of Excel	K3
CO5	Apply online methods to conduct surveys	K3
List of Practicals		
Sr No	Program Title	CO Mapping

1	Open Excel and demonstrate how to create a new Workbook	CO1
2	Label and name the Workbook and individual Worksheets	CO1
3	Add new Worksheets to the Workbook. Delete unnecessary Worksheets. Save the Workbook with a meaningful filename and location	CO1
4	Copy a Worksheet within the same Workbook	CO1
5	Add headers and footers to the Workbook for printing	CO1
6	Change font styles and sizes in cells. Apply bold, italics, underline, and text colour.	CO1
7	Merge cells to create headers or format sections of the Worksheet	CO1
8	Insert an image into a Worksheet. Modify the image (resize, move, crop). Rotate the image to desired orientation. Compress the picture to reduce file size	CO2
9	Insert WordArt with customized text. Insert AutoShapes (e.g., rectangles, circles) and customize them.	CO2
10	Insert Clip Art into a Worksheet. Add a hyperlink to another cell, worksheet, or external resource.	CO2
11	Protect a Worksheet to prevent accidental changes to data. Protect the entire Workbook with a password.	CO2
12	Create a new chart from data in a Worksheet. Choose different types of charts (e.g., bar, line, pie). Add chart elements (titles, axis labels, legend, data labels).	CO2
13	Sort data in a Worksheet by a single column (ascending and descending)	CO3
14	Sort data based on cell colours or icon sets	CO3
15	Create a custom sorting order (e.g., months of the year, alphabetical order specific to a project)	CO3
16	Apply AutoFilter to easily filter data based on specific criteria. Create custom filters to show/hide data meeting certain conditions	CO3
17	Use the Advanced Filter feature to filter data with complex criteria	CO3
18	Group data to create collapsible outlines for easier navigation	CO3
19	Customize subtotals to calculate specific metrics (sum, average, count, etc.).	CO3

20	Sort data within a Table using built-in options. Apply filters to view specific subsets of data within a Table.	C03
21	Set up data validation rules to control what can be entered into specific cells. Demonstrate error alert messages based on validation criteria.	C03
22	Consolidate data from multiple Worksheets or Workbooks into a summary Worksheet.	C03
23	Create simple formulas to perform basic arithmetic operations (addition, subtraction, multiplication, division).	C04
24	Use auditing tools (like Trace Precedents and Trace Dependents) to track cell references in formulas.	C04
25	Search for functions by category and use the Insert Function dialog box	C04
26	Calculate the sum of a range of numbers using the SUM function. Use AutoSUM to quickly sum adjacent cells.	C04
27	Calculate the average of a range of numbers using AVERAGE. Use AVERAGEIF and AVERAGEIFS to average values based on specific criteria	C04
28	Count the number of cells containing numerical data (COUNT) or any data (COUNTA)	C04
29	Extract Day, year, and month from a given date using DAY, YEAR, and MONTH functions.	C04
30	Perform vertical lookup using VLOOKUP to retrieve data from a table	C04
31	Use HLOOKUP for horizontal lookup across rows	C04
32	Calculate interest rate (Rate), payment type (Type), present value (PV), future value (FV), number of periods (NPER), and payment (PMT) for financial analysis	C04
33	Select data range for PivotTable creation. Insert a PivotTable and choose its location (new Worksheet or existing Worksheet)	C05
34	Drag fields into PivotTable areas (Rows, Columns, Values, Filters)	C05
35	Filter PivotTable data using row and column labels.	C05
36	Apply formatting styles to PivotTable cells (font, color, borders)	C05
37	Insert slicers for easy filtering of PivotTable data	C05
38	Generate a PivotChart from PivotTable data	C05

39	Explore existing macros in a Workbook.	CO5
40	Record a macro to automate repetitive tasks (e.g., formatting, data manipulation)	CO5
Required Software and Tools		
5. MS-EXCEL		
Textbooks		
Sr No	Book Details	
1.	Beskeen, D, Microsoft Office 2013: Illustrated introductory, first course. Stamford, CT:Cengage Learning, 2013.	
2.	Rinkoo Jainn, A to Z of MS EXCEL, A Book for Learners and Trainers, AmazonDigital Services LLC - KDP Print US. 2021.	
3.	Excel 2010 Power Programming with VBA by John Walkenbach, Wiley	
Reference Books		
Sr No	Book Details	
1	Introduction to Computers and Communications, Peter Norton-Sixth Edition-Tata McGrawHill,2009.	
2	V.Rajaraman, Introduction to Information Technology, Prentice Hall India, 2008	
3	Winston-Microsoft Office Excel Data Analysis and Business Modeling, First Edition,Prentice Hall India ,2007	

4	David Whigham, Business Data Analysis Using Excel, Oxford University Press, first Indian Edition.
Links (Only Verified links should be pasted here)	
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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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Subject Name: Legal Aspects of Business **L-T-P [3-0-0]**

Subject Code: BMBAMF0207 **Applicable in Department: MBA**

Pre-requisite of Subject: Basic knowledge of Laws and regulations for business organizations

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's
Knowledge
Level(KL)**

CO 1	Understanding of the Law of Contract Act, 1872.	Understanding (K2)
CO2	Develop a basic understanding of the Law of Partnership and Sales and Goods Act, 1930.	Create (K6)
CO3	Understanding of provisions of the Companies Act, 2013 concerning incorporation and regulation of business organizations.	Understanding (K2)
CO4	Understanding of provisions of The Negotiable Instruments Act,1881.	Understanding (K2)
CO5	Understanding and applying the provisions of the Consumer Protection Act, 2019 and Cyber Security.	Apply (K3)

Syllabus

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required	Practical/ Assignment/ Lab Nos	CO Mapping
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				(L+P)		
Unit 1 The Contract Act, 1872	Law of Contract	Contract-Definition, essentials and types of contracts, definition and essentials of offer, acceptance, consideration; exceptions to the rule, no consideration, no contract, doctrine of privity of contract	PPT/discussion/ cases/ short clips	4 Hours	Case based analysis and Presentation	CO1
	Capacity to Contract	Capacity to contract; consent and free consent; consideration; void agreements, quasi contract	Discussion, Assignments, Quiz, Case Studies discussions	4 Hours	Case based analysis and Presentation	
Unit 2 Law of Sale of Goods	Law of Partnership Act, 1930	The Indian Partnership Act 1932 - Essential elements of Partnership - Rights, Duties, Liabilities of Partners - Dissolution of Partnership, Important latest amendments.	PPT/discussion/ cases/ short clips	4 Hours	Case-based analysis and Presentation	CO2
	Sale of Goods Act, 1930	Sale of Goods Act, 1930: Essentials, sale v/s agreement to sell. Condition and its types, warranty and its type, Doctrine of caveat emptor, rights of unpaid Seller. Important latest amendments.	PPT/discussion/ cases/ short clips	4 Hours		
Unit 3 Companies Act 1956 (Amendment 2013)	Formation of Company	Essentials, characteristics and kinds of companies, steps in formation of company. Memorandum of Association, Articles of Association, prospectus.	PPT/discussion/ cases/ short clips	4 Hours	Case based analysis and Presentation	CO3
	About Directors	Directors: appointment, power, duties and liabilities, meeting and resolutions: types of meetings.		2 Hours		
	About Auditors	Auditor: appointment, rights and liabilities, modes of winding up of a company. Important latest amendments.		3 Hours		

Unit 4: The Negotiable Instruments Act, 1881	Basic understanding of Act	Meaning and Definition of Negotiable Instruments: Characteristics, Classification of Negotiable Instruments, Promissory Note v/s Bill of Exchange v/s Cheque.	PPT/discussion/ cases/ short clips	4 Hours	Case based analysis and Presentation	CO4
	Specific provisions	Parties to Notes, bills and cheques. Overview on dishonor. Important latest amendments.	Video Presentations, Case Studies discussions, Role Plays	3 Hours		
Unit 5 The Consumer Protection Act, 2019	Consumer Protection Act, 2019	Definitions - Aims and objectives, Consumer protection councils, Redressal agencies and penalties for violation. Consumer Protection (E Commerce) rule 2020.	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.		3 Hours		
Total						

Textbooks

Sr No	Book Details
1.	Kapoor, N.D. "Business Law". Sultan Chand.2022
2.	Bhandari, C. C. "A Handbook on Corporate and Other Laws". (25ed.). Bestword Publications Pvt. Ltd. 2021

Reference Books

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1.	Kucchal, M. C., & Kucchal, Vivek. (2020). Business Legislation for Management. Vikas Publishing H

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<https://timesofindia.indiatimes.com/blogs/voices/role-of-start-ups-in-the-growth-of-the-economy-in-india/>

<https://samistilegal.in/article-on-startup-india/>

<https://www.theeconomicsjournal.com/article/view/16/2-1-4>



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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Subject Name: Business Communication Lab		L-T-P [0-0-4]
Subject Code: BMBAMFNC0251		Applicable in Department: MBA
Pre-requisite of Subject: Basic understanding of business communication		
Course Objective: To make student Industry ready.		
Course Outcomes (CO)		
Course outcome: After completion of this course students will be able to:		Bloom's Knowledge Level(KL)
CO 1	Student will be able to develop and apply comprehension and narration skills	Applying (K3)
CO2	Student will be able to demonstrate effective listening skills.	Applying (K3)
CO3	Student will be able to develop effective business writing skills.	Applying (K3)
CO4	Students will be able to understand and analyse business documents.	Analyse (K6)
CO5	Students will be able to demonstrate and master interviewing skills.	Applying (K3)

Syllabus

Unit No	Module Name	Topic covered	Pedagogy	Lecture Required (L+P)	Practical/ Assignment/ Lab Nos	CO Mapping
1	Comprehension and Narration.	Short stories Editorial Vocabulary development	Extempore/ Story telling/ TED talks/experimental learning	8 Hours	Class practice	CO1
2	Listening Skills	Concept of hearing and listening, Active listening, Passive listening	Listening TED talks/ experimental learning/ listening songs/ audio video lectures/ speeches/ debates / discussions	8 Hours	English Communication Lab practice	CO2
3	Effective writing skills	Writing practice, Precis writing, paraphrasing	Story writing/ Creative writing	8 Hours	Class practice	CO3
4	Business Reading	Business reading, skimming skills, effective reading	Newspaper reading/ report reading/ advertisement/ notices/ official documents/ instructional manuals	8 Hours	Class practice	CO4
5	Mastering Interview Skill	Interview , GDs, SWOT	Listening / experiential learning/ Roleplay/ Mock Interview , Mock GDs/ videos	8 Hours	Class practice	CO5
Total						