

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA, GAUTAM BUDDH NAGAR

(An Autonomous Institute)



Affiliated to

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



Evaluation Scheme & Syllabus

For

Master of Business Administration (Integrated)

Fifth Year

(Effective from the Session: 2026-27)

NOIDA INSTITUTE OF ENGINEERING & TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute)

Master of Business Administration (Integrated)

Evaluation Scheme

SEMESTER IX

S. No	Subject Code	Subject Name	Types of Subjects	Periods			Evaluation Scheme				End Semester		Total	Credit
				L	T	P	CT	TA	PS	Total	TE	PE		
1		Specialization Group -1 Elective 5	Elective	3	0	0	20	20	0	40	60	0	100	3
2		Specialization Group -1 Elective 6	Elective	3	0	0	20	20	0	40	60	0	100	3
3		Specialization Group -2 Elective 5	Elective	3	0	0	20	20	0	40	60	0	100	3
4		Specialization Group -2 Elective 6	Elective	3	0	0	20	20	0	40	60	0	100	3
5	AMIBA0901	AI Enabling Business	Mandatory	0	0	4	0	0	50	50	0	50	100	2
6	AMIBA0951	Data Visualization for Managers	Mandatory	0	0	4	0	0	50	50	0	50	100	2
7	AMIBA0959	Capstone Project	Mandatory	0	0	8	0	0	50	50	0	100	150	4
Total													750	20

Abbreviation Used:

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

List of Departmental Electives

Sl. No.	Subject Codes	Subject Name	Types of Subjects	Bucket Name	Applicable Branch	Semester
1	AMIBAFM0911	Financial Modelling	Elective	Finance	IMBA	IX
2	AMIBAFM0912	Working Capital Management				
3	AMIBAMK0911	Marketing Analytics	Elective	Marketing	IMBA	IX
4	AMIBAMK0912	Services Marketing				
5	AMIBAHR0911	Training and Development	Elective	HR	IMBA	IX
6	AMIBAHR0912	Strategic HRM				
7	AMIBABA0911	Social Media Analytics	Elective	Business Analytics	IMBA	IX
8	AMIBABA0912	Text and Content Analytics				
9	AMIBASM0911	Analytics in Logistics and Supply Chain	Elective	Supply Chain Management	IMBA	IX
10	AMIBASM0912	Logistics Management				

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Master of Business Administration (Integrated)
Evaluation Scheme

SEMESTER X

S. No	Subject Code	Subject Name	Types of Subjects	Periods			Evaluation Scheme				End Semester		Total	Credit
				L	T	P	CT	TA	PS	Total	TE	PE		
1	AMIBA1059	Industry Training and Project	Mandatory	0	0	40	0	0	200	200	0	200	400	20
Total													400	20

Abbreviation Used:

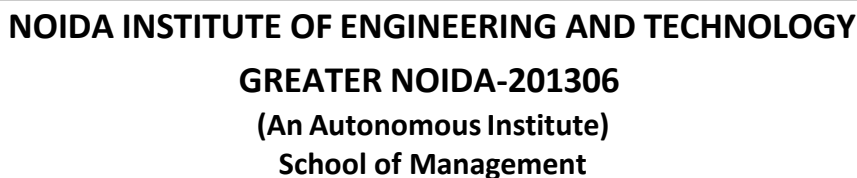
L: Lecture, T: Tutorial, P: Practical, CT: Class Test, TA: Teacher Assessment, PS: Practical Sessional, TE: Theory End Semester Exam.
CE: Core Elective, OE: Open Elective, DE: Departmental Elective, PE: Practical End Semester Exam, CA: Compulsory Audit,

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Course Code: AMIBAFM0911			Course Name: Financial Modelling				L	T	P	C
Course Offered in: MBA (Integrated)							3	0	0	3
Pre-requisite: Basic knowledge of Accounting, Introductory Excel										
Course Objectives: The objective of this practical course is to provide hands-on training in financial modelling using spreadsheet tools. Students will learn to build financial models, perform forecasting, valuation, budgeting, investment analysis, and dashboard reporting through practical exercises and industry-oriented applications.										
Course Outcome: After completion of the course, the student will be able to							Bloom's Knowledge Level (KL)			
CO1	Develop spreadsheet-based financial models using Excel.						K6			
CO2	Prepare financial forecasting and budgeting models.						K6			
CO3	Perform investment and valuation analysis using financial tools.						K3			
CO4	Perform financial analysis using excel tools.						K3			
CO5	Apply sensitivity and scenario analysis techniques.						K3			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)										
CO-PO Mapping			PO1	PO2	PO3	PO4	PO5			
CO1			3	3	1	1	2			
CO2			3	3	1	2	2			
CO3			3	3	1	2	1			
CO4			3	3	1	2	2			
CO5			2	3	1	2	2			
Course Contents / Syllabus										
Module 1			Introduction to Financial Modelling						08 hours	
Introduction to financial modelling- concept, relevance and Rationale, Basic excel concepts, Formatting & Linkage of sheet, Advanced excel concepts and its relevance in financial modelling.										
Module 2			Financial statement modelling						08 hours	
Financial Statement Preparation in Excel, Ratio Analysis Model Preparation, Sales Forecasting Model, Cash Budget Preparation Model										
Module 3			Investment and Valuation Analysis						08 hours	
Loan perpetuity and EMI calculator, Capital Budgeting Model using NPV and IRR,										
Module 4			Financial Analysis Modelling						08 hours	
Ratio analysis of industries, Dupont Analysis, Preparation of Financial Analysis report on an industry										
Module 5			Sensitivity & Scenario Analysis						08 hours	
Sensitivity Analysis: Conduct sensitivity analysis to assess the impact of changes in key assumptions on the forecasted financial results. Scenario Analysis: Perform scenario analysis to evaluate the outcomes under different scenarios										
Total Lecture Hours								40 hours		
Textbook:										
S.No	Book Title					Author				
1.	Financial Analysis and Modeling using Excel and VBA, Wiley, 2nd Ed					Sengupta C,				
Reference Books:										
S.No	Book Title					Author				
1.	Corporate and Project Finance Modelling: Theory and Practice					Bodmer E,				
NPTEL/ Youtube/ Faculty Video Link:										
1.	https://youtu.be/QhBLvRu2XSI?si=6iJOMXiHq9V4Vb1S									
Mode of Evaluation										
CIE							ESE		Total	
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5				

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20	20	60	100



Course Code: AMIBAFM0912		Course Name: Working Capital Management		L	T	P	C
Course Offered in: MBA (Integrated)				3	0	0	3
Pre-requisite: Knowledge of Financial Accounting and Financial Management							
Course Outcome: After completion of the course, the student will be able to				Bloom's Knowledge Level (KL)			
CO1	Assess and analyze the working capital requirement of the firm			K4			
CO2	Apply the techniques for managing the cash and liquid assets of the firm			K3			
CO3	Apply the techniques of receivables management to enhance the cash position of the firm.			K3			
CO4	Inculcate skills for effective tax compliance, documentation, and financial planning.			K3			
CO5	Procure the funds for meeting the working capital needs of the firm.			K4			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)							
CO-PO Mapping	PO1	PO2	PO3	PO4	PO5		
CO1	3	3	1	2	2		
CO2	3	3	1	2	2		
CO3	3	3	1	2	1		
CO4	3	2	2	3	2		
CO5	3	2	1	2	2		
Course Contents / Syllabus							
Module 1		Introduction to Working Capital Management				08 hours	
Introduction to Working Capital and operating cycle: Nature, Scope and Definition of Working Capital, Types of working Capital, Determinants of working capital, Working Capital Cycle, Assessment and Computation of Working Capital Requirement Approaches of working capital management: Profitability–Liquidity trade-off, Working Capital Policy-Aggressive & Defensive. Overview of Working Capital Management							
Module 2		Cash Management				08 hours	
Cash and Cash Management Models: Meaning of Cash, Motives for holding cash, objectives of cash management, factors determining cash needs, Cash Management Models (Baumol, Miller-Orr), Cash Budget, Cash Management: basic strategies, techniques and processes. Marketable Securities: Concept, types, reasons for holding marketable securities, alternative strategies, choice of securities; Cash Management Practices in India							
Module 3		Receivables Management and Factors				08 hours	
Receivables Management and Factors Receivables: Nature & cost of maintaining receivables, objectives of receivables management, factors affecting size of receivables policies for managing accounts receivables, determination of potential credit policy including credit analysis, credit standards, credit period, credit terms, etc; Collection Policies; Credit Management in India.							
Module 4		Inventory Management				08 hours	
Inventory and Objectives of Inventory Management: Inventory Need for monitoring & control of inventories, objectives of inventory management, Benefits of holding inventory, risks and costs associated with inventories. Minimizing cost in inventory, Techniques of Inventory Management- Classification, Economic order quantity, ABC Analysis, VED etc.							
Module 5		Financing of Working Capital				08 hours	
Short-Term Financial Instruments for Working Capital: Need and objectives of financing of working capital, short-term credit, mechanism and cost-benefit analysis of alternative strategies for financing working capital: accrued wages and taxes, accounts payable, trade credit, bank loans, overdrafts, bill discounting, commercial papers, certificates of deposit, factoring, secured term loans. Pattern and sources of Working Capital Financing in India concerning Government policies, working capital control and banking policy-prominent committees on working capital financing.							

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Total Lecture Hours							40 hours	
Textbook:								
S.No	Book Title					Author		
1	Working Capital Management, Text, and Cases ,Anmol Publication, Delhi					BhallaV.K– (2021).		
Reference Books:								
S.No	Book Title					Author		
1	Working Capital Management, Excel Books					MisraA. (2020).		
NPTEL/ Youtube/ Faculty Video Link:								
1	https://www.youtube.com/watch?v=tMgy8jwmHI							
2	https://www.youtube.com/watch?v=s3-LWmKAB_Q							
3	https://www.youtube.com/watch?v=Q0g7xwJKSS4							
4	https://www.youtube.com/watch?v=Dslq25PDH8w							
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
20			20				60	100

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Course Code: AMIBAMK0911		Course Name: Marketing Analytics			L	T	P	C
Course Offered in: MBA (Integrated)					3	0	0	3
Pre-requisite: Basic understanding of marketing concepts, statistics, and spreadsheet tools such as MS Excel.								
Course Objectives:To develop students’ ability to analyze marketing data using analytical tools and techniques for effective business decision-making.								
Course Outcome: After completion of the course, the student will be able to					Bloom’s Knowledge Level (KL)			
CO1	Understand the Market Analytics and sizing the relevant market.				K2			
CO2	Create appropriate pricing policy for company’s products.				K6			
CO3	Analyze market trends and forecasting the sales for the company.				K4			
CO4	Analyze customer attributes and creating experience for long lasting customer value through market offering.				K4			
CO5	Analyze effectiveness of advertising for creating value for company.				K4			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5		
CO1		3	3	1	2	1		
CO2		2	3	1	2	1		
CO3		3	3	-	2	-		
CO4		3	3	-	3	-		
CO5		3	3	-	1	1		
Course Contents / Syllabus								
Module 1		Market Sizing					6 hours	
Marketing Analytics: Meaning, characteristics, advantages and scope, Market Sizing: Stakeholders, Applications & Approaches (Top-down and Bottom-up), PESTLE Market Analysis								
Module 2		Pricing Analytics					10 hours	
Pricing Policy and Objectives, Estimating Demand: Price Elasticity, Estimating Linear and Power Demand Curves, Optimize Pricing,Incorporating Complementary Products, Pricing using Subjective Demand Curve, and Pricing Multiple Products								
Module 3		Sales Forecasting					8 hours	
Introduction: Simple Linear Regression & Multiple Regression models to forecast sales, Forecasting inPresence of Special Events, Modelling trend and seasonality; Ratio to moving average forecasting methods.								
Module 4		Customer Analytics					8 hours	
Customer Lifetime Value: Concept, Basic Customer Value, Measuring Customer Lifetime value, Estimating the chance that the customer is still active, using customer value to value a business and the concept of STP.								
Module 5		Retail and Advertising Analytics					8 hours	
Market Basket Analysis: Computing two-way and three-way lift, RFM Analysis, Allocating, Retail Space and Sales Resources, Advertising Analysis: Methods of measuring the effectiveness of Advertising.								
Total Lecture Hours							40 hours	
Textbook:								
S.No	Book Title			Author				
1.	Marketing Analytics			M. Moutusy				
2.	Marketing Analytics			A. Dugar; M. Shrestha				

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Reference Books:								
S.No	Book Title					Author		
1.	Marketing Analytics					S. Gupta		
2.	Marketing Analytics					Robert W. Palmatier; J. Andrew Petersen; Frank G.		
NPTEL/ Youtube/ Faculty Video Link:								
1	https://www.youtube.com/watch?v=cDWb6Ibuc2M							
2	https://www.youtube.com/watch?v=-NSz64UkCnM							
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
20			20				60	100

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Course Code: AMIBAMK0912		Course Name: Services Marketing				L	T	P	C
Course Offered in: MBA (Integrated)						3	0	0	3
Pre-requisite: Principles of Marketing, Consumer Behavior									
Course Outcome: After completion of the course, the student will be able to						Bloom’s Knowledge Level (KL)			
CO1	Explain the fundamental concepts, characteristics, and classifications of services, and differentiate services marketing from goods marketing to understand the service economy.					K2			
CO2	Analyze the service quality dimensions using the SERVQUAL model and identify gaps in service delivery to formulate strategies for improving customer satisfaction and loyalty.					K4			
CO3	Apply the extended services marketing mix (7Ps) to design and evaluate service offerings, pricing strategies, and effective distribution and communication approaches.					K3			
CO4	Develop strategies for managing customer relationships, handling service failures, and implementing service recovery mechanisms to enhance customer retention and brand equity.					K6			
CO5	Evaluate emerging trends and challenges in services marketing including digital services, e-service quality, and sustainability practices in the global service environment.					K5			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5			
CO1		3	2	1	2	1			
CO2		2	3	2	2	3			
CO3		3	3	2	2	3			
CO4		2	3	3	2	2			
CO5		2	2	2	3	2			
Course Contents / Syllabus									
Module 1		Introduction to Services Marketing						08 hours	
Introduction to Services – Definition, Characteristics (Intangibility, Inseparability, Perishability, Variability); Difference between Goods and Services Marketing; Growth of Service Sector in India and Global Economy; Classification of Services; Service Marketing Triangle; Role of Marketing in Service Firms; Service Marketing Mix – The 7Ps Framework.									
Module 2		Consumer Behaviour in Services						08 hours	
Consumer Decision Making in Services; Service Expectations and Perceptions; Factors Influencing Service Expectations; Zone of Tolerance; Managing Customer Expectations; Service Encounter – Moments of Truth; Customer Satisfaction vs. Customer Delight; Relationship Marketing and Customer Loyalty in Services.									
Module 3		Service Quality and Gap Model						08 hours	
Concept of Service Quality; SERVQUAL Model – Dimensions and Application; GAP Model of Service Quality – Identification and Strategies to Bridge Gaps; Measurement of Service Quality; Complaint Handling and Service Recovery; Failure-Proofing of Services; Building a Service Quality Culture.									
Module 4		Service Design and Delivery						08 hours	
Service Blueprinting – Design and Applications; Demand and Capacity Management in Services; Managing Waiting Lines and Queuing Systems; Physical Evidence and Servicescape; Role of Technology in Service Delivery; E-Services and Digital Marketing for Services; Self-Service Technologies.									
Module 5		Pricing, Promotion and Emerging Trends in Services						08 hours	
Pricing of Services – Objectives, Strategies and Challenges; Integrated Services Communication; Advertising, Word-of-Mouth, and Digital Promotion of Services; People and HR Role in Services Marketing; CRM in Service Organizations; Services in Global Markets; Trends in Services Marketing – AI, Green Services, Healthcare, Tourism, and Hospitality Marketing.									
Total Lecture Hours								40 hours	
Textbook:									
S.No	Book Title				Author				

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1	Services Marketing: People, Technology, Strategy (9th ed.), World Scientific / Pearson (Global).	Wirtz, J., & Lovelock, C. (2021)
2	Services Marketing: Integrating Customer Focus Across the Firm (8th ed.), McGraw-Hill.	Zeithaml, V.A., Bitner, M.J., Gremler, D.D., & Mende, M. (2023/2024)

Reference Books:		
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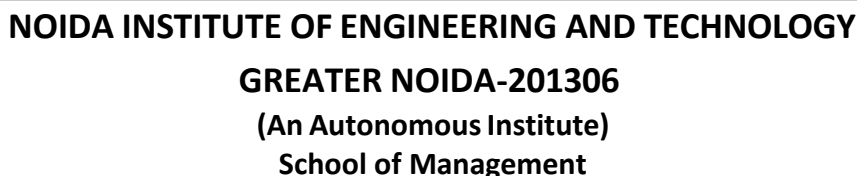
S.No	Book Title	Author
1	Services Marketing: Concepts, Strategies, and Cases (6th ed.). Cengage Learning.	Hoffman, K. D., & Bateson, J. E. G. (2024).

NPTEL/ Youtube/ Faculty Video Link:	
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1	https://www.youtube.com/watch?v=OKkGVy7Vxiw&list=PLPjSqITyvDeWk5Hj8dzy7S5UXOaFC-huM
2	https://www.youtube.com/watch?v=Z9yT-fK61i0&list=PLPjSqITyvDeWk5Hj8dzy7S5UXOaFC-huM&index=4

Mode of Evaluation								
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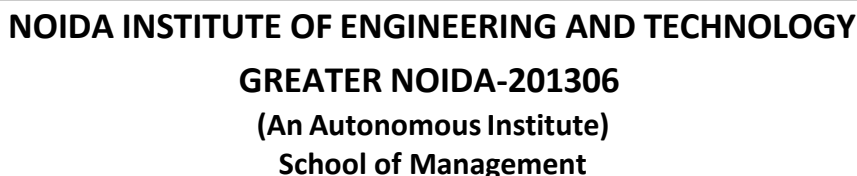
CIE							ESE	Total
ST1	ST2	ST3	TA1	TA2	TA3	Attendance		
			5	5	5	5		
20			20				60	100



Course Code: AMIBAH0911		Course Name: Training and Development		L	T	P	C
Course Offered in: MBA (Integrated)				3	0	0	3
Pre-requisite: Basic understanding of Human Resource Management principles, Organizational Behavior, and Managerial Functions is desirable for effective learning of this course.							
Course Objectives: This course is designed to provide comprehensive knowledge of Training and Development concepts and contemporary learning methodologies. It also aims to develop competencies in evaluating training effectiveness and fostering employee, leadership, and organizational development.							
Course Outcome: After completion of the course, the student will be able to				Bloom's Knowledge Level (KL)			
CO1	Understand the concepts, objectives, and importance of Training and Development.			(K2)			
CO2	Analyze training needs and design effective training programs.			(K4)			
CO3	Apply various training methods and digital learning techniques for employee development.			(K3)			
CO4	Evaluate training effectiveness using appropriate assessment and feedback methods.			(K5)			
CO5	Develop strategies for employee growth, leadership, and career development.			(K6)			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)							
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	
CO1		3	2	1	1	1	
CO2		3	3	2	2	2	
CO3		2	3	2	2	3	
CO4		3	2	2	1	2	
CO5		2	2	3	3	3	
Course Contents / Syllabus							
Module 1		Introduction to Training and Development				08 hours	
01 Concept, nature, and importance of Training and Development, Difference between Training & Development, Objectives and Scope of Training, Role of Training in organizational growth and competitiveness, Evolution and Emerging Trends in Training and Development, Learning Principles and adult Learning Theories, Strategic Training and Development Process, Challenges in modern workforce training.							
Module 2		Training Need Assessment and Program Design				08 hours	
Identification of training needs, Organizational tasks and individual analysis, Competency mapping and skill gap analysis, Methods of Training Need Assessment (TNA), Steps in designing training programs, Setting training objectives and learning outcomes, Budgeting and scheduling of training programs, Designing training curriculum and content development, Learning styles and instructional design models.							
Module 3		Training Methods and Techniques				08 hours	
On-the-job training methods: Coaching, Mentoring, Job rotation, Apprenticeship, Off-the-job training methods: Lectures, Role play Case study, Simulation, Sensitivity training, Vestibule training, Technology-enabled training: E-learning, Virtual training, MOOCs Mobile learning, Blended learning, Use of AI and digital tools in employee training, Trainer skills and competencies							
Module 4		Training Evaluation and Effectiveness				08 hours	
Concept and importance of training evaluation, Training effectiveness and transfer of learning, Models of training evaluation: Kirkpatrick's Four-Level Model, ROI of training, CIRO Model, Feedback mechanisms and assessment tools, measuring employee performance improvement, Cost-benefit analysis of training programs, Challenges in evaluating training effectiveness, Ethical issues in employee training.							
Module 5		Employee Development and Contemporary Practices				08 hours	
Management development programs, Leadership development and executive coaching, Career planning and career development Succession planning, Organizational development interventions, Knowledge management and learning organizations, Talent management and employee engagement, Diversity and inclusion training, Cross-cultural training, Future trends in Training and Development.							

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Total Lecture Hours						40 hours	
Textbook:							
S.No.	Book Title					Author	
1.	Employee Training and Development					Raymond A. Noe, 9th Edition, 2023.	
2.	Effective Training: Systems, Strategies and Practices					P. Nick Blanchard & James W. Thacker, 6th Edition, 2023.	
S.No.	Reference Books					Author	
1.	Human Resource Development					Jon M. Werner & Randy L. DeSimone, 7th Edition, 2022.	
2.	Strategic Human Resource Development					Monica Lee, 3rd Edition, 2019.	
3.	The Handbook of Training and Development					Leslie Rae, Revised Edition, 2017.	
NPTEL/ YouTube / Faculty Video Link:							
1.	https://youtu.be/LOLVzEYZnu4?si=Mpz0X1gVvGJ2ZYsS						
2.	https://youtu.be/jRmkQBccr6o?si=6x9iyQDhIoykbzEn						
3.	https://youtube.com/playlist?list=PL1Veqqo7Ddg4w_tvnxPTwW-RIQII9Np4S&si=bUQtyU6XXIBcLUWa						
Mode of Evaluation							
CIE						ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5		
20			20			60	100



Course Code: AMIBAHR0912		Course Name: Strategic Human Resource Management				L	T	P	C
Course Offered in: MBA (Integrated)						3	0	0	3
Pre-requisite: Knowledge of Human Resource Management.									
Course Objectives: The objective of Strategic Human Resource Management (SHRM) is to align human resource practices with the strategic goals and objectives of an organization. This involves integrating HR strategies with overall business strategies to maximize the workforce's effectiveness in achieving organizational success.									
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
CO1	Understand the dimensions of Strategic HRM.					K2			
CO2	Apply the learning of SHRM in an organizational context.					K3			
CO3	Evaluate the impact of SHRM on competitive advantages					K5			
CO4	Apply the desired level of expertise in organizational knowledge management through SHRM.					K3			
CO5	Understand International culture in SHRM.					K2			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5			
CO1		3	2	1	2	1			
CO2		3	3	2	2	2			
CO3		2	3	2	2	2			
CO4		2	3	2	2	3			
CO5		1	2	2	3	3			
Course Contents / Syllabus									
Module 1		Introduction to SHRM						08 hours	
Overview of SHRM: Conceptual Framework & Context of SHRM, Evolution of Strategic Human Resource Management (SHRM), HRM, Impacts of Globalization on HRM ,Changing Nature of Workforce Models of Strategic HRM Challenges of SHRM: Workforce Diversity, Demographic changes, Challenges in Strategic Human Resource Management, HR competencies.									
Module 2		Implementation of SHRM						08 hours	
Implementation of Strategic HRM: planning, acquisition, training, development, reward and compensation, Managing workforce diversity. Impacts of SHRM: Impacts of SHRM on Performance, Practicalities in Measuring SHRM Outcomes, Strategic Oriented Compensation System, and Employee Separation									
Module 3		HR strategy and Employee Engagement						08 hours	
HR Strategies: Organizational HR strategies, Functional HR strategies, Strategic HRM in action Improving Business Performance through Strategic HRM. Employee engagement: Employee engagement and wellbeing; Matching culture with strategy; Behavioral issues in strategy implementation.									
Module 4		Strategic Knowledge Management						08 hours	
Strategic Knowledge Management: Meaning and concept of Strategic Knowledge Management, importance of knowledge as a strategic organizational resource,Building Knowledge Management into Strategic Frameworks Strategic Approaches to Industrial Relations, Emerging trends in industrial relations, Role of HR in maintaining industrial harmony.									
Module 5		Global HRM Practices						08 hours	
Global HRM Practices and Global SHRM: Introduction to Global Human Resource Management (GHRM),Difference between Domestic HRM and Global HRM, Repatriation Process and Challenges in Global Organizations Strategic Issues in International Assignment: Building a Multicultural Organization, Investment perspectives of HR, Strategic Choice, Leadership Strategic issues in International Assignment.									
Total Lecture Hours								40 hours	

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Textbook:

S.No	Book Title	Author
1.	Strategic Human Resource Management	Jeffrey A. Mello, (2023)
2.	Handbook of Strategic HRM, (Jaico Publishing House),.	Armstrong, Michael& Baron

S.No	Reference Books	Author
1.	Understanding Strategic Human Resource Management, Oxford University Press	Henry, (2021)

NPTEL/ Youtube/ Faculty Video Link:

1.	https://youtu.be/zAy6xT8Rvag?si=uLfVUSVzkfslvkle
2.	https://youtu.be/1MxBZwO5i7Y?si=m0zGp0zoTF8FLuCw
3.	https://youtu.be/Ax8gGl7jFEU?si=JUXDayDT2e0bMrk
4.	https://youtu.be/cZip3IoqTA0?si=pFDm_ktCf4H4tw5g

Mode of Evaluation

CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
20			20				60	100

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Course Code: AMIBABA0911		Course Name: Social Media Analytics			L	T	P	C
Course Offered in: MBA (Integrated)					3	0	0	3
Pre-requisite: Knowledge of Information Technology and Data Science.								
Course Objectives: This course aims to make students learn the foundation understanding of web and social media metrics and analytics, develop social media strategy, and measure social media campaign effectiveness. Students can also make better business decisions by leveraging social media data.								
Course Outcome: After completion of the course, the student will be able to					Bloom’s Knowledge Level (KL)			
CO1	Understand the types of social media data and the ethical sensitivity of this data.					K2		
CO2	Understand and apply the concepts of text analytics.					K3		
CO3	Understand and apply web analytics and related concepts.					K3		
CO4	Draw meaningful insights and provide actionable and strategic recommendations based on thorough social media data analysis.					K6		
CO5	Compute sentiment over social media text.					K6		
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5		
CO1		2	2	2	3	1		
CO2		2	3	1	1	1		
CO3		3	3	1	2	1		
CO4		3	3	2	2	2		
CO5		2	3	1	1	1		
Course Contents / Syllabus								
Module 1		Introduction to Social Media Data					8 hours	
Types of data on social platforms, ethical sensitivities in obtaining and operating on social data, social platform APIs to obtain data, and data structure. Loading of social media corpus, summary statistics, visualise the corpus along geographic and temporal axes.								
Module 2		Text Analytics and Text Mining					8 hours	
Text Analytics and Text Mining Concepts and Definitions, Natural Language Processing. Text Mining Applications, Text Mining Process, Text Mining Tools.								
Module 3		Web Analytics					8 hours	
Web Metrics, Link Analysis and Web Search, Web Structure Mining, Search Engines, Search Engine Optimization, Web analytics - Web analytics 2.0 framework, Web Analytics Maturity Model and Web Analytics Tools, Natural Language Processing Techniques for Micro-text Analysis PULSE metrics on business and technical issues; HEART metrics on user behaviour issues; On- site web analytics, off-site web analytics, the goal signal-metric.								
Module 4		Social Media Analytics					8 hours	
Social media KPIs (reach and engagement) - Performing social media analytics, Social Analytics and Social Network Analysis, Social Media Analytics, and Social campaigns. Measuring and analysing social campaigns, defining goals and evaluating outcomes, Network Analysis. (LinkedIn, Instagram, YouTube, Twitter etc.								
Module 5		Sentiment Analysis					8 hours	
Sentiment Classification, Feature-Based Opinion Mining and Summarization, Comparative Sentence and Relation Mining, Opinion Search, Opinion Spam. Data Collection and Pre- Processing, Data Modelling for Web Usage Mining, Discovery & analysis of web usage patterns.								
Total Lecture Hours							40 hours	
Textbook:								
1.	Social media analytics and practical applications: The change to the competition landscape. CRC Press.			Kumar, S., & Qiu, L.				
2.	Urban Analytics with Social Media Data: Foundations, Applications and				Yigitcanlar, T., &Kankanamge, N.			

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	Platforms. CRC Press.							
Reference Books:								
1.	Ask, measure, learn: using social media analytics to understand and influence customer behavior. " O'Reilly Media, Inc."	Finger, L., & Dutta, S.						
2.	Deep learning-based approaches for sentiment analysis (p. 4). Singapore: Springer.	Agarwal, B., Nayak, R., Mittal, N., & Patnaik, S. (Eds.).						
NPTEL/ Youtube/ Faculty Video Link:								
1	https://www.coursera.org/specializations/social-media-analytics							
2	https://www.youtube.com/watch?v=sQHYJnAa9Cc							
3	https://www.youtube.com/watch?v=6Eux5_sv5Lk							
4	https://www.coursera.org/learn/social-media-analytics-introduction							
Mode of Evaluation								
	CIE						ESE	Total
	ST1	ST2	ST3	TA1 5	TA2 5	TA3 5		
	20			20			60	100



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Course Code: AMIBABA0912		Course Name: Text and content Analytics		L	T	P	C
Course Offered in: IMBA				3	0	0	3
Pre-requisite: A background in understanding the data mining and content.							
Course Objectives: The objective of the course is to familiarize students with the basic concepts of text and sentiment analytics. It aims to help students understand the business applications of text analytics and learn the techniques, tools, and technologies used for analyzing text data. The course also enables students to apply text analytics tools and techniques for solving business problems and supporting data-based decision-making.							
Course Outcome: After completion of the course, the student will be able to						Bloom’s Knowledge Level (KL)	
CO1	Understand the basic concepts of text analytics, text mining, and big data text analysis.						K2
CO2	Describe text representation, word association, and language relationship analysis.						K2
CO3	Apply topic mining and probabilistic models for analyzing text data.						K3
CO4	Analyze text using NLP techniques such as POS tagging, NER, and word sense disambiguation.						K4
CO5	Apply sentiment analysis and text clustering techniques for business and social media data.						K3
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)							
CO-PO Mapping	PO1	PO2	PO3	PO4	PO5		
CO1	2	2	1	1	1		
CO2	2	3	1	1	1		
CO3	3	3	1	1	2		
CO4	3	3	1	2	2		
CO5	3	3	1	2	2		
Course Contents / Syllabus							
Unit 1	Introduction to Text Analytics					8 hours	
Overview: “analytics” vs. text analytics , Intro to Text Mining and Analytics, its need, uses and business applications. Intro to Big Data Analysis, Text mining in Big Data, Big data analysis technique for mining unstructured text data, TA application in advertisement agencies.							
Unit 2	Text Representation and Analysis					8 hours	
Natural Language Content Analysis, Text Representation, Word Association Mining and Analysis, The problem of language analysis, The “V” elements: volume, variety, velocity...and veracity, Paradigmatic Relation Discovery, Syntagmatic Relation Discovery.							
Unit 3	Topic Mining and Models					8 hours	
Mining the other basic form of word association, Topic Mining and Analysis: Motivation and Task Definition, Term as Topic, Probabilistic, Probabilistic Topic Models: Overview of Statistical Language Models, Mining.							
Unit 4	NLP and Meaning Extraction					8 hours	
A deeper dive into language analysis, Extracting meaning from text, How do humans parse language?, Understanding complexity, Preparing to analyze texts, The process of text analysis, POS tagging, What is NER , Lesk Algorithm and Word Sense Disambiguation (WSD).							
Unit 5	Sentiment and Social Media Analytics					8 hours	
Text Clustering: Motivation, Generative Probabilistic Models, Sentiment Analysis: What is “sentiment”, How is it used in text analytics, Application in business, Tools and tech for Sentiment Analysis. Using twitter Data- Convert tweets to a data frame, Clustering and Analyzing.							
Total Lecture Hours						40 hours	



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Textbook:

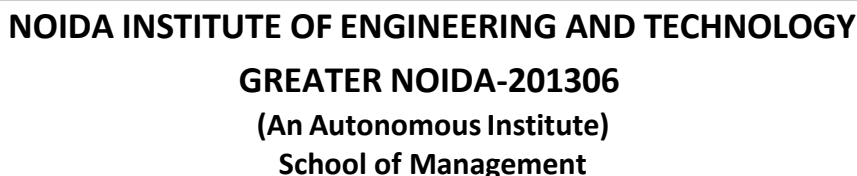
S.No	Book Title	Author
1.	Text Analytics with Python, Apress	Dipanjan Sarkar

Reference Books:

S.No	Book Title	Author
1.	Fundamentals of Database Systems”, Addison Wesley.	Elmasari, Navathe
2.	Database Concepts”. McGraw Hill	Korth, Silbertz, Sudarshan
3.	Database Management System	Majumdar & Bhattacharya
4.	An Introduction to Database Systems”, Addison Wesley.	Date C J

Web References

S. No.	Original Link
1.	https://www.statistics.com/courses/nlp-text-mining/
2.	https://github.com/organisciak/Text-Mining-Course/blob/master/syllabus.md



Course Code: AMIBASM0911		Course Name: Analytics in Logistics and Supply Chain			L	T	P	C
Course Offered in: MBA (Integrated)					3	0	0	3
Pre-requisite: Knowledge of logistics and supply chain management								
Course Objectives: The objective of this course is to provide a strong foundation in supply chain analytics to handle complex databases, build advanced analytical models and deliver effective visualization products and comprehensive reports.								
Course Outcome: After completion of the course, the student will be able to					Bloom's Knowledge Level (KL)			
CO1	Analyze the model of supply chains.				K4			
CO2	Enhance supply chain visibility.				K2			
CO3	Develop data-driven rules to manage volatility.				K6			
CO4	Plan inventory flow of goods and services.				K3			
CO5	Forecast demand and predict and monitor supply and replenishment policies.				K3			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5		
CO1		3	3	3	3	3		
CO2		3	3	3	3	3		
CO3		2	2	2	2	2		
CO4		2	2	2	2	2		
CO5		3	3	3	2	3		
Course Contents / Syllabus								
Module 1		Introduction to Supply Chain Analytics					08 hours	
Introduction to supply chain; Supply Chain Operations Reference Model; decisions and performance measures in supply chain; overview of supply chain analytics; role and importance of analytics in logistics and supply chain; key performance indicator s for supply chain analytics.								
Module 2		Descriptive Analytics in Supply Chain					08 hours	
Introduction to descriptive analytics in supply chain; business intelligence in supply chain; descriptive analytics techniques; dashboards; reporting systems; data visualization; use of descriptive analytics for supply chain monitoring and performance evaluation.								
Module 3		Predictive Analytics in Supply Chain					08 hours	
Introduction to predictive analytics in supply chain; application of predictive analytics in demand, pricing and risk analysis; predictive analytics techniques; regression analysis; time series analysis; simulation techniques; forecasting applications in logistics and supply chain.								
Module 4		Prescriptive Analytics in Supply Chain					08 hours	
Introduction to prescriptive analytics in supply chain; optimization in supply chain; classification of optimization problems; optimization for analytics; operations research techniques for analytics; use of prescriptive analytics in logistics and supply chain decision-making.								
Module 5		Prescriptive Analytics Applications in Logistics and Supply Chain					08 hours	
Supply planning; aggregate production planning; pricing decisions; plant and warehousing decisions; location models; logistics decisions; network models; inventory models; sourcing decisions; analytic hierarchy process; application of analytics for effective supply chain planning and control.								
Total Lecture Hours							40 hours	
Textbook:								
S.No	Book Title			Author				
1.	Supply Chain Analytics: Concepts, Techniques and Applications			Kurt Y. Liu				
Reference Books:								

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S.No	Book Title	Author
1.	Business Analytics: Data Analysis and Decision Making	S. Christian Albright and Wayne L. Winston

NPTEL/ Youtube/ Faculty Video Link:

1.	https://nptel.ac.in/courses/110107074
2.	https://www.shiksha.com/online-courses/supply-chain-analytics-course-nptel855

Mode of Evaluation

CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
20			20				60	100

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Course Code: AMIBASM0912		Course Name: Logistics Management				L	T	P	C
Course Offered in: MBA (Integrated)						3	0	0	3
Pre-requisite: Fundamentals of Supply Chain Management and Operations Management									
Course Objectives: This course provides students with an understanding of logistics systems and supply chain integration in modern organizations. It develops analytical knowledge of transportation, warehousing, inventory, and distribution management. Students are introduced to multimodal transportation, containerization, and international logistics operations. The course also highlights the importance of digital transformation and sustainable practices in logistics management. Overall, it equips students with strategic and managerial skills required for effective logistics planning, coordination, and decision-making in today’s dynamic and competitive business environment.									
Course Outcome: After completion of the course, the student will be able to						Bloom’s Knowledge Level (KL)			
CO1	Understand the concepts, functions, and strategic importance of logistics management in business.					K2			
CO2	Analyze transportation systems, warehousing decisions, and inventory movement in logistics operations.					K4			
CO3	Examine containerization, multimodal transportation, and international logistics practices.					K4			
CO4	Evaluate digital technologies, sustainability, and risk management in logistics systems.					K5			
CO5	Develop logistics strategies and performance measures for effective supply chain integration and organizational goals.					K6			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5			
CO1		3	2	1	2	2			
CO2		3	3	1	2	2			
CO3		2	3	1	3	2			
CO4		2	3	2	3	3			
CO5		3	3	3	2	3			
Course Contents / Syllabus									
Module 1		Introduction to Logistics Management						8 hours	
Concept and Scope of Logistics Management, Evolution of Logistics and Supply Chain Management, Logistics Functions and Components, Logistics Value Proposition, Customer Service and Logistics Interface, Role of Logistics in Competitive Strategy, Integrated Logistics System, Logistics Network Design, Third Party Logistics (3PL), Fourth Party Logistics (4PL), Reverse Logistics and Green Logistics.									
Module 2		Transportation and Distribution Management						8 hours	
Transportation Systems and Modes: Rail, Road, Air, Waterways and Pipeline; Transportation Cost Structure and Pricing, Carrier Selection Decisions, Routing and Scheduling, Fleet Management, Distribution Network Design, Freight Documentation, Transportation Risk and Insurance, Warehouse Operations and Material Handling Systems, Packaging and Distribution Centre Management.									
Module 3		Inventory, Warehousing and Containerization						8 hours	
Inventory Concepts and Costs, Inventory Control Techniques, EOQ, ABC Analysis, JIT and Vendor Managed Inventory (VMI), Warehousing Functions and Types, Automated Warehousing Systems, Cold Chain Logistics, Containerization Concepts and Benefits, ISO Containers and Types, Cargo Handling Systems, Port Operations, Inland Container Depots (ICD), Container Freight Stations (CFS).									
Module 4		International and Multimodal Logistics						8 hours	
International Logistics Environment, Global Trade Operations, Export-Import Logistics Documentation, INCOTERMS, Customs Procedures, Freight Forwarders and NVOCC, Multimodal Transportation Systems, Intermodal Logistics Strategy, International Distribution Systems, Global Logistics Challenges, Risk Management in International Logistics, Sustainable Logistics Networks.									
Module 5		Digital Logistics and Emerging Trends						8 hours	



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Digital Transformation in Logistics, ERP and Logistics Information Systems, E-Logistics and E-Commerce Fulfilment, IoT Applications in Logistics, Artificial Intelligence and Predictive Analytics, Block chain in Supply Chain Visibility, Smart Warehousing, Drone and Autonomous Delivery Systems, Sustainable Logistics Practices, Circular Supply Chains, Future Trends in Logistics Management.

Total Lecture Hours 40 hours

Textbook:

S.No	Book Title	Author
1.	Logistics and Supply Chain Management	Martin Christopher

Reference Books:

S.No	Book Title	Author
1.	Supply Chain Management: Strategy, Planning and Operation	Sunil Chopra & Peter Meindl

NPTEL/ Youtube/ Faculty Video Link:

1.	https://youtu.be/4-QU7WiVxh8?si=8D7iKEwccrJ1FNLi
2.	https://youtu.be/yg0Rjk85R9Y?si=puqXV_i3xwNTWhUj
3.	https://youtu.be/OxHfr392t5M?si=ElIEyFFCmBAvRtYK
4.	https://youtu.be/RC1s3M_wYrk?si=vYbOZWqvuqxT1ykY

Mode of Evaluation

CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
20			20				60	100

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Course Code: AMIBA0901	Course Name: AI Enabling Business	L	T	P	C
Course Offered in: MBA (Integrated)		0	0	4	2
Pre-requisite: Basic understanding of business processes, fundamentals of business analytics, and familiarity with spreadsheets (Excel). No prior programming knowledge required.					
Course Objectives: To develop conceptual clarity of Artificial Intelligence and Intelligent Automation in business contexts while enabling students to identify and design AI-driven automation opportunities in business processes.					
Course Outcome: After completion of the course, the student will be able to		Bloom's Knowledge Level (KL)			
CO1	Analyse AI concepts and intelligent automation frameworks in business environments.	(K4)			
CO2	Apply generative AI and AI-powered tools for business productivity and analytics.	(K3)			
CO3	Understand business process structures and identify opportunities for automation.	(K2)			
CO4	Design no-code automation workflows and AI-driven business solutions.	(K5)			
CO5	Evaluate AI applications, strategies, and ethical implications in organisations.	(K4)			

CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)

CO-PO Mapping	PO1	PO2	PO3	PO4	PO5
CO1	3	3	1	2	1
CO2	3	3	1	2	2
CO3	3	3	1	2	2
CO4	2	2	2	3	2
CO5	3	1	1	3	3

List of Practicals (Indicative & Not Limited To)

Practical No.	Practical Title
1	Installation and exploration of AI productivity tools (ChatGPT, Gemini, Claude, Copilot)
2	Creating structured business prompts for professional outputs
3	Generating professional emails, reports, and proposals using AI
4	AI-assisted summarisation of research articles and business documents
5	Creating meeting minutes and executive summaries using AI
6	AI-assisted spreadsheet formula generation in Excel
7	Comparative analysis of AI tool outputs for business tasks
8	Building a personal AI productivity workflow for MBA activities
9	AI-based content generation for marketing campaigns
10	AI-assisted social media post creation and optimisation
11	Creating AI-generated presentations and pitch decks
12	Building KPI dashboards using Power BI AI visuals
13	AI-assisted data cleaning and spreadsheet automation
14	Creating forecasting visuals using Power BI
15	AI-generated business storytelling and insights
16	Developing automated business reports using AI tools



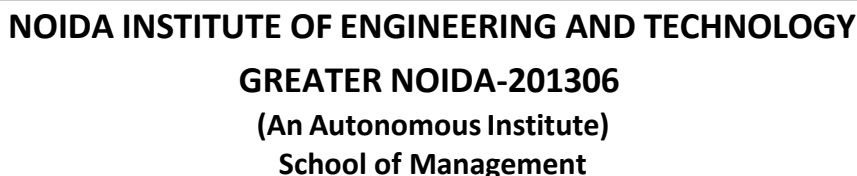
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17	Mapping AS-IS and TO-BE business processes
18	Identifying repetitive business tasks suitable for automation
19	Creating automated email workflows using Zapier
20	Building Google Form to Excel automation workflows
21	CRM lead automation workflow creation
22	Trigger-action workflow development using Make/Zapier
23	Connecting multiple applications through no-code automation
24	Designing an end-to-end business automation workflow
25	Customer segmentation using AI tools
26	AI-assisted resume screening and HR analytics
27	Fraud detection scenario analysis using AI
28	AI-driven inventory forecasting exercise
29	Sentiment analysis of customer reviews
30	AI chatbot creation for customer service
31	AI-assisted sales prediction and trend analysis
32	Industry case study analysis using AI-generated insights
33	Creating KPI-based decision dashboards
34	ROI analysis for AI implementation projects
35	AI ethics and bias identification exercise
36	AI governance and compliance case analysis
37	Scenario analysis using AI-assisted forecasting
38	Strategic AI adoption planning for organisations
39	Risk assessment for AI-driven business systems
40	Final capstone project: AI automation solution for a business problem

Total Hours: 40 hrs.

Mode of Evaluation

PS	PE	Total
50	50	100



Course Code: AMIBA0951		Course Name: Data Visualization for Managers			L	T	P	C
Course Offered in: MBA (Integrated)					0	0	4	2
Pre-requisite: The student must have basic knowledge of spreadsheet operations (Excel or Google Sheets) and familiarity with basic business metrics (sales, profit, expenses).								
Course Objectives: To develop managerial competence in visual analytics using Microsoft Power BI. To enable students to connect, clean, and transform raw business data. To build interactive dashboards that support real-time decision-making. To master data storytelling for effective boardroom presentations.								
Course Outcome: After completion of the course, the student will be able:					Bloom's Knowledge Level (KL)			
CO1	To connect, import, and transform business data using Power BI tools.				K3			
CO2	To create interactive charts, reports, and dashboards using visualisation techniques.				K6			
CO3	To apply basic and intermediate DAX functions to generate business KPIs and insights.				K3			
CO4	To analyse business data using filters, slicers, and AI-powered analytics features.				K4			
CO5	To design and present dashboard-based business solutions for managerial decision-making.				K6			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5		
CO1		3	2	1	1	2		
CO2		2	3	2	1	2		
CO3		2	3	2	2	2		
CO4		2	3	3	2	2		
CO5		2	2	3	3	3		
Course Contents / Syllabus								
Module 1		Business Intelligence Foundations & Power BI Architecture					08 hours	
Introduction to Business Intelligence (BI) and Visual Analytics, applications of BI in business decision-making, overview of Power BI ecosystem, installation and interface of Power BI Desktop, importing data from Excel, CSV, and web sources, understanding data types, introduction to Power Query Editor, basic data transformation, introduction to charts and dashboard concepts.								
Module 2		Data Cleaning & Transformation using Power Query					08 hours	
Data cleaning techniques; handling missing values and duplicates; changing data formats; splitting and merging columns; appending and merging queries; creating custom columns; introduction to data modelling; relationships between tables; star schema basics; date tables; importing multiple files and folders.								
Module 3		Data Visualisation & Interactive Reporting					08 hours	
Creating bar charts, line charts, pie charts, tables, matrix visuals, treemaps, maps, and KPI cards, visualization selection techniques, slicers and filters, drill-down and drill-through reports, conditional formatting, bookmarks and buttons, interactive report development, dashboard formatting and layout principles.								
Module 4		DAX (Data Analysis Expressions) for Managers					08 hours	
Introduction to DAX, calculated columns and measures, basic DAX functions (SUM, COUNT, AVERAGE, DISTINCTCOUNT), CALCULATE and FILTER functions, DIVIDE function, time intelligence functions, creating KPIs and business metrics, sales growth analysis, target vs achievement analysis, profitability and performance dashboards.								
Module 5		Storytelling Dashboards & Publishing					08 hours	
Introduction to AI features in Power BI, Power BI Copilot overview, Q&A visual, Key Influencers visual, forecasting and trend analysis, smart narratives, dashboard storytelling techniques, data storytelling principles, Dashboard layout principles – data-ink ratio, colour accessibility. Creating bookmarks and buttons for page navigation. Geospatial visuals – filled maps, bubble maps. Publishing to Power BI Service, report sharing and collaboration, mobile dashboard view, and business case studies using dashboards. Sharing dashboards with stakeholders. Embedding dashboards in PowerPoint for board presentations.								
Total Lecture Hours							40 hours	
Textbook:								

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1	Mastering Power BI: Build business intelligence applications powered with DAX calculations, insightful visualisations, advanced BI techniques, and loads of data sources - 2nd Edition	Chandraish Sinha (Author)
2	Storytelling with Data: A Data Visualisation Guide for Business Professionals	Cole Nussbaumer Knaflic

Reference Books:

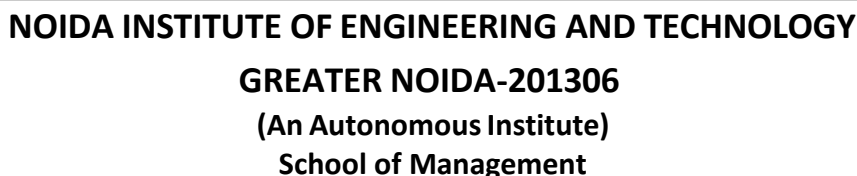
1	Data Visualisation: A Practical Introduction	Kieran Healy
2	Microsoft Power BI Essentials You Always Wanted to Know: Master Data Transformation, Visualisations, AI Integration & Reporting for Smarter Business Insights	Dr. Sini V. Pillai

NPTEL/ Youtube/ Faculty Video Link:

1	https://learn.microsoft.com/en-us/power-bi/ (Official Microsoft Power BI Documentation)
2	https://youtu.be/UXhGRVTndQA?si=1pwYs_ZrJaRnv2qh
3	https://youtu.be/KdC5R7oPCAI?si=BhCXE38PVNICnBDJ

Mode of Evaluation

PS	PE	Total
50	50	100



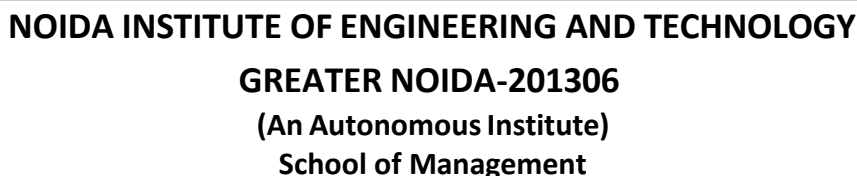
Course Code: AMIBA0959		Course Name: Capstone Project			L	T	P	C
Course Offered in: MBA (Integrated)					0	0	4	4
Pre-requisite: Students should have basic knowledge of research methodology, communication skills, and social or managerial concepts are required.								
Course Objectives: The objective of 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 analyzing the analytical thinking ability of the students and developing writing and presentation skills among them.								
Course Outcome: After completion of the course, the student will be able to					Bloom's Knowledge Level (KL)			
CO1	Understand contemporary social and managerial issues through the lens of recent research.				K2			
CO2	Apply appropriate research methodologies to investigate identified social or managerial problems				K3			
CO3	Analyze data and information critically to draw meaningful insights and conclusions.				K4			
CO4	Develop feasible and relevant solutions to real-world social and managerial challenges.				K6			
CO5	Demonstrate effective writing and presentation skills to communicate research findings.				K3			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5		
CO1		3	3	2	3	2		
CO2		3	3	2	3	2		
CO3		3	3	2	2	2		
CO4		3	3	2	3	3		
CO5		3	3	2	2	3		
Course Contents / Syllabus								
Module 1							08 hours	
The group will work collectively on a particular problem and will present his output through a presentation and viva voice								
Module 2							08 hours	
The team will submit the report to the College/Institute which will form part of the examination								
Module 3							08 hours	
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.								
Module 4							08 hours	
Relevant tables and references should support the data. The student should strictly follow the prescribed format for the project.								
Module 5							08 hours	
The report should be on standard font size (12) and double spacing. Two neatly typed (one-sided only) and softbound copies of the report will be submitted to the College/Institute. The report will be typed on A4-size paper. The Project Report will carry 100 marks, divided into two parts: 50 marks for the internal project report presentation and 50 marks for the external project presentation and viva-voce. It will be evaluated by two examiners (one external and one internal).								
Total Lecture Hours							40 hours	
Textbook:								
S.No	Book Title				Author			
Reference Books:								
S.No	Book Title				Author			
NPTEL/ Youtube/ Faculty Video Link:								

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Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
30			20				100	150

Evaluation Criteria:

CapstoneProject (INTERNAL)					
Introduction & Background of the Study (10)	Problem Statement & Objectives (10)	Scope & Significance of the Study (10)	Research Design & Methodology (10)	Presentation & Referencing (10)	Total (50)
CapstoneProject (EXTERNAL)					
Introduction & Background of the Study (10)	Problem Statement & Objectives (10)	Scope & Significance of the Study (10)	Research Design & Methodology (10)	Presentation & Referencing (10)	Total (50)



Course Code: AMIBA1059		Course Name: Industrial Training Project			L	T	P	C
Course Offered in: IMBA					0	0	40	20
Pre-requisite: Students should have basic industry knowledge, completed core coursework, good communication skills, and a professional attitude with clear goals for the internship.								
Course Objectives: To provide students with practical exposure and hands-on experience in their field of study, enabling them to apply academic knowledge, develop professional skills, and explore career interests in a real-world work environment.								
Course Outcome: After completion of the course, the student will be able to					Bloom's Knowledge Level (KL)			
CO1	Understand and solve business problems in business organizations				K2			
CO2	Develop the ability to identify the research gap				K6			
CO3	Apply statistical tools to provide optimum solution				K3			
CO4	Develop ability to interpret data and draw conclusions				K6			
CO5	Develop Multi-Disciplinary Approach for identifying and solving business problems				K6			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5		
CO1		3	2	1	2	2		
CO2		2	3	-	1	1		
CO3		2	3	1	2	1		
CO4		2	3	1	2	1		
CO5		3	2	2	3	2		
Course Contents / Syllabus								
Total Lecture Hours								48 hours
1.	At the end of third semester examination, it is mandatory for every student to undergo on-the-job practical training in any manufacturing, service or financial organization. The training will be of 6 to 8 weeks. The college/institute will facilitate this compulsory training for students.							
2.	During the training, the student is expected to learn about the organization and analyze and suggest solutions of a live problem. The objective is to equip the student with the knowledge of the actual functioning of the organization and problems faced by them for exploring feasible suggestions							
3.	During training, the organization (where the student is undergoing training) will assign a problem/project to the student.							
4.	The student, after the completion of training will submit a report to the College/Institute which will form part of fourth semester examination.							
5.	The report (based on training and the problem/project studied) prepared by the student will be known as industrial training project. The report should ordinarily be based on primary or secondary data. It should reflect in depth study of micro problems, ordinarily assigned by the organization where students undergo training. Relevant tables and bibliography should support it. One comprehensive chapter must be included about the organization where the student has undergone training. This should deal with brief history of the organization, its structure, performance products/services and problems faced. This chapter will form part 1 of the report. Part 2 of the report will contain the study of micro research problems. The average size of report ordinarily will be of minimum 80-100 pages in standard font size (12) and double spacing. Two neatly typed and hard bound copies of the report will be submitted to the College/Institute. The report will be typed in A-4 size paper.							
6.	The report will have two certificates. One by the Head of the Department and the other by the Reporting Officer of the organization where the student has undergone training. These two certificates should be attached in the beginning of the report.							
7.	The Industrial Training Report will carry 400 marks and will be evaluated by two examiners (external and internal). The Project Report evaluation will comprise 200 marks and will be evaluated by internal project guide. The Presentation and Viva Voice would comprise of 200 marks and would be evaluated by two examiners (1 external and 1 internal). The average marks given by the 2 examiners will be considered for the results. In case the difference in the awards given by the examiners is 30 or more marks, the project report will be referred to the third examiner. Only such person will evaluate the project report who has minimum three years of experience of teaching MBA classes in a College/University. Experience of teaching MBA classes as guest faculty shall not be counted.							

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8.	It is mandatory that the student will make presentations in the presence of teachers and students. The student is expected to answer the queries and questions raised at such a meeting.
9.	The student shall prepare the Industrial Training Project Report as per the format given.

Mode of Evaluation

PS	PE	Total
200	200	400

Evaluation Criteria:

Industrial Training Project (INTERNAL)					
Problem Statement (40)	Methodology Used (40)	Data Analysis and Interpretation (40)	Presentation/ Viva Voce (40)	Documentation and Report Submission (40)	Total (200)
Industrial Training Project (EXTERNAL)					
Problem Statement (40)	Methodology Used (40)	Data Analysis and Interpretation (40)	Presentation/ Viva Voce (40)	Documentation and Report Submission (40)	Total (200)