

**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

First Year

(Effective from the Session: 2026-27)

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

Master of Business Administration

Evaluation Scheme

SEMESTER-I

Sl. No.	Subject Codes	Subject Name	Types of Subjects	Periods			Evaluation Schemes				End Semester		Total	Credit
				L	T	P	CT	TA	PS	TOTAL	TE	PE		
1	DMBA0101	Accounting For Managers	Mandatory	3	0	0	30	20	0	50	100	0	150	3
2	DMBA0102	Business Communication	Mandatory	3	0	0	30	20	0	50	100	0	150	3
3	DMBA0103	Business Statistics and Quantitative Techniques for Managers	Mandatory	3	0	0	30	20	0	50	100	0	150	3
4	DMBA0104	Design Thinking and Innovation	Mandatory	3	0	0	30	20	0	50	100	0	150	3
5	DMBA0105	Legal Aspects of Business	Mandatory	3	0	0	30	20	0	50	100	0	150	3
6	DMBA0106	Management Concepts and Organization Behavior	Mandatory	3	0	0	30	20	0	50	100	0	150	3
7	DMBA0107	Managerial Economics	Mandatory	3	0	0	30	20	0	50	100	0	150	3
8	DMBA0108	Marketing Management	Mandatory	3	0	0	30	20	0	50	100	0	150	3
9	DMBA0151	AI Enabling Business	Mandatory	0	0	4	0	0	50	50	0	50	100	2
10	DMBA0152	MS Excel for Managerial Decisions	Mandatory	0	0	4	0	0	50	50	0	50	100	2
Total													1400	28

Abbreviation Used:

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

NOIDA INSTITUTE OF ENGINEERING & TECHNOLOGY, GREATER NOIDA, GAUTAM BUDDH NAGAR
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Master of Business Administration

Evaluation Scheme
SEMESTER-II

Sl. No.	Subject Codes	Subject Name	Types of Subjects	Periods			Evaluation Schemes				End Semester		Total	Credit
				L	T	P	CT	TA	PS	TOTAL	TE	PE		
1	DMBA0201	Business Research Methods	Mandatory	3	0	0	30	20	0	50	100	0	150	3
2	DMBA0202	Consumer Behavior	Mandatory	3	0	0	30	20	0	50	100	0	150	3
3	DMBA0203	Financial Management	Mandatory	3	0	0	30	20	0	50	100	0	150	3
4	DMBA0204	Human Resource Management	Mandatory	3	0	0	30	20	0	50	100	0	150	3
5	DMBA0205	International Business Management	Mandatory	3	0	0	30	20	0	50	100	0	150	3
6	DMBA0206	Management Information System	Mandatory	2	0	0	30	20	0	50	50	0	100	2
7	DMBA0207	Production & Operations Management	Mandatory	3	0	0	30	20	0	50	100	0	150	3
8		Major Specialization- Elective -1	Departmental Elective	3	0	0	30	20	0	50	100	0	150	3
9		Major Specialization- Elective 2	Departmental Elective	3	0	0	30	20	0	50	100	0	150	3
10		Minor Specialization- Elective 1	Departmental Elective	3	0	0	30	20	0	50	100	0	150	3
11	DMBA0251	Visual Analytics for Managers	Mandatory	0	0	4	0	0	50	50	0	50	100	2
Total													1550	31

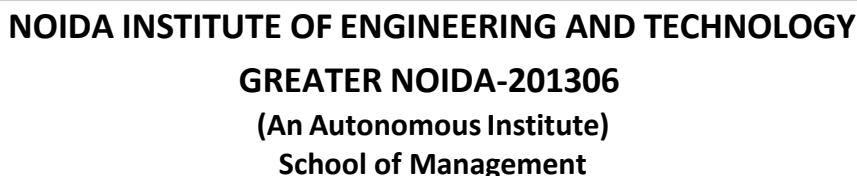
Abbreviation Used:

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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List of Department Elective: -

Sl. No.	Subject Codes	Subject Name	Types of Subjects	Bucket Name	Applicable Branch	Semester
1	DMBAMK0211	Digital Marketing	Major Elective 1	Marketing management	MBA	II
2	DMBAMK0212	Sales and Distribution Management	Major Elective 2	Marketing Management	MBA	II
3	DMBAFM0211	Security Analysis & Portfolio Management	Major Elective 1	Finance	MBA	II
4	DMBAFM0212	Fintech & Insurtech	Major Elective 2	Finance	MBA	II
5	DMBAHR0211	Industrial Relations & Labour Codes	Minor Elective 1	HR	MBA	II
6	DMBASM0211	Logistics & Supply Chain Management	Minor Elective 1	Supply Chain Management	MBA	II
7	DMBABA0211	Business Modeling and Predictive Analytics	Minor Elective 1	Business Analytics	MBA	II



Course Code: DMBA0101		Course Name: Accounting for Managers			L	T	P	C
Course Offered in: MBA					3	0	0	3
Pre-requisite: Arithmetic skills, business fundamentals, and logical thinking								
Course Objectives: This course provides students with foundational knowledge of financial accounting, focusing on recording transactions, preparing and analysing financial statements. The course develops financial skills essential for decision-making, reporting, and compliance in corporate and entrepreneurial settings through the analysis of financial statement								
Course Outcome: After completion of the course, the student will be able to					Bloom's Knowledge Level (KL)			
CO1	Understand fundamental accounting principles and concepts				(K2)			
CO2	Preparing Final Accounts of the company as per companies Act 2013.				(K3)			
CO3	Analyze financial statements using tools like ratios and common-size analysis				(K4)			
CO4	Examine cash flow and fund flow statements for decision-making				(K5)			
CO5	Develop skills to use budgeting & marginal costing as a tool for decision-making.				(K5)			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
	CO \ PO	PO1	PO2	PO3	PO4	PO5		
	CO1	3	2	1	2	1		
	CO2	3	2	1	2	1		
	CO3	3	3	1	2	2		
	CO4	3	3	2	2	2		
	CO5	3	3	2	2	2		
Course Contents / Syllabus								
Module 1		Accounting: An Introduction					10 hours	
Accounting terminologies, Meaning & scope of accounting, objectives, principles, concepts, conventions, Indian Accounting Standards. Accounting equation, Double-entry system, journalizing transactions, Ledger posting								
Module 2		Preparation of Final Accounts with adjustments					10 hours	
Preparation of Trading, Profit & Loss Account, Balance Sheet, Format of Balance sheet as per Schedule III of Companies Act (2013). Adjustment of final accounts.								
Module 3		Financial Statement Analysis - I					8 hours	
Comparative analysis, common-size analysis and trend analysis, ratio analysis: Liquidity, profitability, solvency, activity ratios, interpretation, Dupont Analysis								
Module 4		Financial Statement Analysis - II					6 hours	
Cash flow from operating activities (Direct method), investing activities and financing activities, Format of Cash flow statement as per Ind AS-7								
Module 5		Accounting & Decision-making					6 hours	
Budgetary Control: Types of Budgets (Cash Budget, Flexible budget), Marginal Costing Concepts, Break-even Analysis and Applications								
							Total Lecture Hours	40 hours
Textbook:								
S.No	Book Title				Author			
1.	Financial accounting				Dhamija, S. (2023).			
2.	Financial accounting for managers (7th ed.).				Tulsian, P. C. (2022).			
Reference Books:								
S.No.	Book Title				Author			
1.	Financial accounting for managers (7th ed.).				Gupta, A. (2022).			
NPTEL/ Youtube/ Faculty Video Link:								
1.	https://archive.nptel.ac.in/courses/110/101/110101003/							
2.	https://archive.nptel.ac.in/courses/110/101/110101131/							



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School of Management

3.	https://archive.nptel.ac.in/courses/110/107/110107073/
4.	https://www.youtube.com/watch?v=LLYTOLPbDCw
5.	https://youtu.be/IFtqzOIYrdg?si=sHfA6E2U2RVEp2Qe

Mode of Evaluation

CIE						ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	Attendance 10		
30			20			100	150

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Course Code: DMBA0102			Course Name: Business Communication			L	T	P	C
Course Offered in: MBA						3	0	0	3
Pre-requisite: A basic understanding of communication principles and interpersonal skills. Familiarity with standard business practices and workplace etiquette is also beneficial.									
Course Objectives: The objective of this course is to make students understand the techniques and principles of business communication for effective communication; develop and exhibit an understanding and practice of modes of oral and written expression and develop effective listening and comprehension skills. Students will be able to present well in group communication and interviews									
Course Outcome: After completion of the course, the student will be able to						Bloom’s Knowledge Level (KL)			
CO1	Understand the fundamental concepts of business communication and identify common communication barriers to enhance clarity and effectiveness in professional interactions.					K2			
CO2	Create and develop proficiency in oral and written communication to convey ideas clearly, confidently, and appropriately in academic and professional contexts.					K6			
CO3	Develop effective non-verbal communication and soft skills to enhance interpersonal interactions, professional presence, and workplace collaboration.					K6			
CO4	Understand the skills to communicate effectively in organizational settings, with an emphasis on cross-cultural sensitivity and professionalism in diverse business environment.					K2			
CO5	Understand the adoption of technological trends and digital transformation in shaping business models, communication, and decision-making.					K2			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO \ PO		PO1	PO2	PO3	PO4	PO5			
CO1		2	2	2	2	2			
CO2		2	3	3	2	3			
CO3		2	2	3	2	3			
CO4		2	2	2	3	3			
CO5		3	2	1	3	2			
Course Contents / Syllabus									
Module 1		Introduction to Business Communication						8 hours	
Meaning, Process and role of Business Communication, Applications and scope of business communication, types of Business Communication, Barriers of Business Communication-Factors effecting barriers, Types of barriers, strategies to overcome barriers,									
Module 2		Oral & written communication						8 hours	
Public Speaking, presentation skills, Effective Listening and Feedback Mechanisms, Conducting and Participating in Meetings, Interviews and Group discussions. Conversation Control-Meaning and applications of conversation control in business. Essentials of Effective Written Communication (7 Cs of Communication) Business Letters: Enquiry, Complaint, Sales, Recovery, Adjustment Memo, Circulars, Notices, and Emails, Report Writing: Structure, Types, and Presentation, Resume and Cover Letter Writing.									
Module 3		Non-verbal communication						8 hours	
Meaning, Types and applications of non- verbal Communication, Importance of Nonverbal Communication in business, Body Language, Facial Expressions, Eye Contact, and Paralanguage									
Module 4		Group Communication						8 hours	
Communication in Teams and Virtual Environments, Conflict Resolution and Negotiation Skills, Crisis Communication and Reputation Management, Cross-Cultural Communication: Sensitivity, Ethics, and Etiquette, Communication Challenges in Global Business Environment									
Module 5		Technological aspects and Emerging trends						8 hours	
Use of Technology in Business Communication: Email, Social Media, Video Conferencing, Business Communication Trends: AI Tools, Automation, and Digital Etiquette									
Total Lecture Hours								40 hours	

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Textbook:

S. No	Book Title	Author
1	Business Communication	Locker, K., Mackiewicz, J., Aune J.E., and Kienzler D. (2023)
2	Effective Business Communication	Jain, N., Mukherji S. (2020)

Reference Books:

S.No.	Book Title	Author
1.	<i>Essentials of business communication</i>	Guffey, M. E., & Loewy, D. (2022).
2.		

NPTEL/ Youtube/ Faculty Video Link:

1.	https://youtu.be/ZB_StskQtac
2.	https://youtu.be/BpP_tOZAPjg
3.	https://youtu.be/TwZ7LgrPwR0
4.	https://youtu.be/860LtRxP3rw
5.	https://youtu.be/eHZdnldGuls

Mode of Evaluation

CIE						ESE	Total
ST1	ST2	ST3	TA1	TA2	Attendance		
			5	5	10		
30			20			100	150

Course Code: DMBA0103		Course Name: Business Statistics & Quantitative Techniques for Managers				L	T	P	C
Course Offered in: MBA						3	0	0	3
Pre-requisite: Basic knowledge of statistics									
Course Objectives: 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 Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
CO1	Apply the basic concepts of descriptive analytics in business statistics problems.					K3			
CO2	Apply Correlation and Regression analysis into business problems and their implication on Business performance.					K3			
CO3	Apply the basic concepts of probability and probability distributions in business problems.					K3			
CO4	Apply the Operations Research principles and methodologies, including linear programming problem in better decision-making.					K3			
CO5	Apply the concept of transportation and assignment problems to find optimum solution for decision-making.					K3			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO-PO Mapping	PO1	PO2	PO3	PO4	PO5				
CO1	3	3	1	2	-				
CO2	3	3	1	2	-				
CO3	3	3	1	2	-				
CO4	3	3	1	2	-				
CO5	3	3	1	2	-				
Course Contents / Syllabus									
Module 1		Descriptive Analytics					8 hours		
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.									
Module 2		Predictive Analytics					8 hours		
Correlation Analysis: Rank correlation coefficient & Karl Pearson's Coefficient of Correlation and Properties of Correlation. Regression Analysis: Fitting of a Regression Line and Interpretation of Results, Properties of Regression Coefficients and Relationship between Regression and Correlation.									
Module 3		Probability Theory					8 hours		
Theory of Probability, Addition and Multiplication Law, Bayes Theorem, Random Variables, Discrete and Continuous Random Variables, Probability Mass functions, Probability Density functions									
Module 4		Operations Research: Introduction & Linear Programming Problem					8 hours		
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.									
Module 5		Transportation Problem & Assignment Problem					8 hours		
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.									
						Total Lecture Hours		40 hours	
Textbook:									
S.No	Book Title:				Author				
1	Statistical Methods, Sultan Chand & Sons.				S. P. Gupta				

2	Business Statistics, Pearson Education, New Delhi.	J.K. Sharma.
3	“Operations Research”	S. Kalavathy
4	Operations Research(PHI,2ndEdition)	R. Panneerselvam

Reference Books:

S.No.	Book Title:	Author
1.	“Business Statistics” TATA McGraw Hill. 3rd ed,	G C Beri
2.	“Statistics for Managers” PHI Learning. 1st edition	Chandrasekaran & Umaparvathi
3.	“Business Statistics using Excel” Oxford.	Davis, Pecar
4.	“Business Statistics” Wiley India. 5th ed	Ken Black

NPTEL/ Youtube/ Faculty Video Link:

UNIT 1	https://youtu.be/XaHFNhHfXwQ?si=OJKYu_BVt4n88ONp https://youtu.be/BsVtMnp3vks?si=orRM338vLgBE-hQS
UNIT 2	https://youtu.be/TWd42yUBZkk?si=PA4D8KQ-HgF65ebs https://www.youtube.com/watch?v=OQV8WmUdeIo&list=PLbMVogVj5nJSpj5sl-8tdKARg1lw2wEa-&index=1&pp=iAQB
UNIT 3	https://www.youtube.com/watch?v=r1sLCDA-kNY&list=PL8AE5D5CCA85AE91D&index=1&pp=iAQB https://www.youtube.com/watch?v=bpKarwfDRlk&list=PL8AE5D5CCA85AE91D&index=4&pp=iAQB https://youtu.be/cp7_ZF2kNi4?si=AgRIQVjIZkRg4nbZ https://www.youtube.com/watch?v=p1Y4yJ1XnKY&list=PLbMVogVj5nJQWowhOG0-K-yI-bwRRmm3C&index=5&pp=iAQB
UNIT 4	NPTEL – Optimization Techniques by Prof. S. S. Rao (https://nptel.ac.in) https://youtu.be/4U3B5lr-MqM
UNIT 5	https://youtu.be/oE2nJTXC8OM https://youtu.be/oE2nJTXC8OM https://youtu.be/BUGlhEecipE https://youtu.be/82s6vjg-vhg https://youtu.be/j58TUy0d9R4 https://www.youtube.com/watch?v=Bt9IG9TTXZI https://www.youtube.com/watch?v=zN4AE1YjE2I https://www.youtube.com/watch?v=KarLMGILAJc

Mode of Evaluation

CIE						ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	Attendance 10		
30			20			100	150

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Course Code: DMBA0104		Course Name: Design Thinking & Innovation			L	T	P	C
Course Offered in: MBA					3	0	0	3
Pre-requisite: General Management, Innovative & Creative Mindset								
Course Objectives: To develop students’ understanding of design thinking, empathy, innovation frameworks, and human-centered approaches for identifying and analyzing real-world problems and equip students with the ability to apply ideation, prototyping, testing, and innovation management techniques for creating strategic and sustainable solutions in organizations.								
Course Outcome: After completion of the course, the student will be able to					Bloom’s Knowledge Level (KL)			
CO1	Explain the concepts, principles, and mindset of design thinking along with the role of empathy in understanding user needs and stakeholder perspectives.				K2			
CO2	Apply problem-definition and ideation tools to formulate innovative solutions for business and societal challenges.				K3			
CO3	Develop prototypes and evaluate solutions using testing methods, usability analysis, and feedback mechanisms				K6			
CO4	Analyze the foundations, drivers, and frameworks of innovation for enhancing organizational creativity and competitiveness.				K4			
CO5	Design innovation management strategies by integrating roadmaps, partnerships, intellectual property, and digital technologies for sustainable growth.				K5			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5		
CO1		2	2	1	2	1		
CO2		3	3	2	2	2		
CO3		3	3	2	1	2		
CO4		2	3	2	3	2		
CO5		3	2	3	3	3		
Course Contents / Syllabus								
Module 1		Introduction to Design Thinking & Empathy					8 hours	
Introduction to design thinking, traditional problem solving versus design thinking, history of design thinking, wicked problems, Design mindset. Introduction to elements and principles of design, 13 Musical Notes for Design Mindset, Examples of Great Design Ethical Behavior, Understanding stakeholders, Empathy: Identify key user problems. Empathy tools- Interviews, empathy maps classifying insights after Observations								
Module 2		Problem Definition & Ideation					8 hours	
Defining the problem statement, Creating personas, Point of View (POV) statements. Research identifying drivers, information gathering, target groups, samples, and feedbacks. Need for correct problem statement, Defining the problem using Ice-Cream Sticks, Activity based on creating problem statement based on given scenarios. Ideation: Tools & Techniques, Four W’s, 5 why’s, “How Might We”, Mind-Map, ideation activity games - Six thinking hats, Million-dollar idea								
Module 3		Prototyping & Testing					8 hours	
Prototyping: Prototyping mindset, tools for prototyping – Sketching, paper models, pseudo-codes, physical mock-ups, Interaction flows, storyboards, acting/role-playing etc, Minimum Viable Prototype, Connecting Prototype with 3 Laws, Testing: A/B Testing, Learning Launch. Testing of design with people, conducting usability test, testing as hypothesis, testing as empathy, observation and shadowing methods, Guerrilla Interviews								
Module 4		Foundations of Innovation					8 hours	
Introduction, Understanding innovation, Levels and types of innovation, Principles of Innovation, Key drivers of innovation, Sources of innovation, and the relationship between innovation and research and technology development. Understanding creativity as a building block to innovation, Innovation framework.								
Module 5		Innovation Management					8 hours	

Crafting roadmaps, prototyping, and cross-functional team alignment. Leveraging external networks, partnerships. Leveraging external networks, partnerships, Linking innovation goals with overall corporate and competitive advantage objectives. Intellectual property protection, Leveraging artificial intelligence & digital platforms to drive innovation strategy.

Total Lecture Hours 40 hours

Textbook:

S.No	Book Title	Author
1	UnMukt : Science & Art of Design Thinking	Jain A. (2021)
2	Design Your Thinking	Pavan Soni (2020)
3	Innovation Management	Maital S., Seshadri D.V.R.

Reference Books:

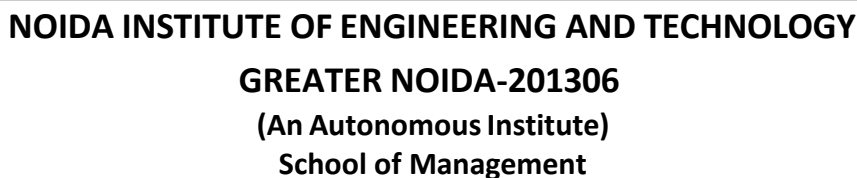
S.No	Book Title	Author
1	Solving Problems with Design Thinking – Ten Stories of What Works	Liedta J, (2022)
2	Innovation & Entrepreneurship	Drucker P.F.

NPTEL / Youtube / Faculty Video Link:

1	https://www.youtube.com/watch?v=ldYzbV0NDp8
2	https://www.youtube.com/watch?v=0Fi83BHQsMA
3	https://youtu.be/-hs7F1JKYXk
4	https://youtu.be/cRAgCMaETZM
5	https://youtu.be/SmzvXPSExdx

Mode of Evaluation

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



Course Code: DMBA0105		Course Name: Legal Aspects of Business			L	T	P	C
Course Offered in: MBA					3	0	0	3
Pre-requisite: Knowledge of foundational business concepts and legal fundamentals								
Course Objectives: To equip students with a foundational understanding of business laws, regulations, and ethical frameworks. Develop practical skills to analyze legal risks, ensure compliance, and navigate corporate legal challenges.								
Course Outcome: After completion of the course, the student will be able to					Bloom's Knowledge Level (KL)			
CO1	Understand the essentials of valid contracts and applying legal principles governing the sale & transfer				K2			
CO2	Understand the partnership business & applying corporate compliance requirements in business operations				K2			
CO3	Apply enhanced legal provisions to safeguard financial transactions & evaluate consumer rights and legal protections				K3			
CO4	Apply legal frameworks to ensure cybersecurity, digital governance, and responsible data protection in business and technology environments				K3			
CO5	Promote fair competition, prevent anti-competitive practices, and safeguard consumer interests				K3			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5		
CO1		3	2	1	3	2		
CO2		3	3	1	3	2		
CO3		2	3	1	3	3		
CO4		2	3	1	3	3		
CO5		3	2	1	3	2		
Course Contents / Syllabus								
Module 1		The Contract Act, 1872 & Sale of Goods Act, 1930					9 hours	
The Contract Act, 1872: Offer and Acceptance, essential elements of contract; Consideration, Capacity to Contract, Free Consent, Legality of Object, Performance of Contract, Breach of Contract and Remedies, Quasi-Contracts Sale of Goods Act, 1930: Formation of Contract of Sale: Sale vs. Agreement to Sell, Conditions and Warranties, Transfer of Ownership, Performance of Contract, Rights and Duties of Buyer and Seller: Unpaid Seller's Rights, Buyer's Rights Against Seller, Remedies for Breach of Contract								
Module 2		The Indian Partnership Act, 1932 & The Companies Act, 2013					9 hours	
The Indian Partnership Act, 1932: Nature of Partnership: Definition and Essentials, Types of Partnerships, Partnership Deed, Relations of Partners: Rights and Duties of Partners, Liability of Partners, Modes of Dissolution, Rights of Outgoing Partners The Companies Act, 2013: Company Formation and Structure: Types of Companies, Incorporation Process, Memorandum and Articles of Association, Board of Directors and their Duties, Shareholders' Rights, Meetings and Resolutions, Winding Up of company								
Module 3		Negotiable Instruments (Amendment) Act, 2015 & Consumer Protection Act, 2019					8 hours	
Negotiable Instruments (Amendment) Act, 2015: Meaning of Negotiable Instruments, Types of NI: Promissory Notes, Bills of Exchange, Cheques, Key Amendments: Electronic Cheques and Digital Signatures, Jurisdiction for Filing Cases (Section 142A), Expedited Proceedings for Dishonoured Cheques (Section 138), Transfer of Pending Cases, Legal Provisions and Penalties: Liability of Drawer, Compensation and Punishment for Dishonoured Cheques Consumer Protection Act, 2019: Consumer Rights and Protection: Right to Safety, Information, Choice, and Redressal, Consumer Awareness and Education, Consumer Dispute Redressal Mechanism: District, State, and National Consumer Disputes Redressal Commissions, E-Filing of Complaints and Online Hearings								

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Module 4		Information Technology Act,2000 & Digital Personal Data Protection Act, 2023				8 hours	
Information Technology Act, 2000: Legal Recognition of Electronic Records: Digital Signatures and Electronic Contracts, Authentication of Electronic Documents, Cyber Laws and Regulations, Cyber Crimes and Offenses: Hacking and Identity Theft, Cyber Terrorism and Data Breach, Punishments for Cyber Offenses, Liabilities and Penalties: Compensation for Data Breach, Penalties for Unauthorized Access, Adjudication Process for Cyber Disputes Digital Personal Data Protection Act, 2023: Rights of Data Principals: Right to Access and Correction, Right to Erasure and Portability, Right to Object to Processing, Obligations of Data Fiduciaries: Purpose Limitation and Data Minimization, Security Measures for Data Protection, Accountability and Compliance							
Module 5		Competition Act, 2002 & Competition Amendment Act, 2023				6 hours	
Competition Act,2002: Prohibition of Anti-Competitive Agreements: Cartels and Price Fixing, Abuse of Dominant Position, Regulation of Mergers and Acquisitions, Penalties for Anti-Competitive Practices, Consumer Protection and Market Regulation: Fair Trade Practices, Prevention of Monopolies, Advocacy for Competitive Markets Competition Amendment Act, 2023: Legal Framework and Amendments: Competition Amendment Act, 2023 (key changes)							
Total Lecture Hours						40 hours	
Textbook:							
S.No	Book detail				Author		
1.	Business law				Kuchhal, M. C., & Kuchhal, V.		
Reference Books:							
S.No	Book detail				Author		
1.	Legal aspects of business				Pathak, A.		
NPTEL/ Youtube/ Faculty Video Link:							
Module 1	https://youtu.be/DbN9ZT34AMg?si=7-sLrEJX5PIA5FIN https://youtu.be/u-OikPQBVEs?si=1iKF_PlWui4ml6cN						
Module 2	https://youtu.be/2RX-L7T6Lr8?si=DrYIpnatVN2m1H_W https://youtu.be/UEQDdlSsKrA?si=ae3nTKyhhJ1E1K2x						
Module 3	https://youtu.be/H2F_2-62pe8?si=JznHn4aQ14oKzyC6 https://youtu.be/1gz9LedZ5EY?si=M5NgN8O7-kY76--j						
Module 4	https://youtu.be/d2kSE3Vdkx0?si=GZDY_hBZNFKxFR_C https://www.youtube.com/live/nleTS0YFN0M?si=2yfvjYGrtxiFNBP4						
Module 5	https://youtu.be/wu_KBvWW1Hs?si=fSQ0AA2bXZjc-5p0 https://youtu.be/X9Kc4WdlMkk?si=l8Cgy2UdNwyNYoCA						
Mode of Evaluation							
CIE						ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	Attendance 10		
30			20			100	150

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Course Code: DMBA0106			Course Name: Management Concepts and Organization Behavior			L	T	P	C
Course Offered in: MBA						3	0	0	3
Pre-requisite: Basic understanding of Human behavior and social sciences									
Course Objectives: The objective of this course is to understand the human behavior, characteristics of group dynamics and aspects of organizational development.									
Course Outcome: After completion of the course, the student will be able to						Bloom’s Knowledge Level (KL)			
CO1	Demonstrate a comprehensive understanding of the fundamental concepts of management and critically evaluate the evolution of management thought through classical and behavioral theories.					(K5)			
CO2	Develop a sound understanding of individual behavior and personality and use tools like the Johari Window and Transactional Analysis to improve self-awareness					(K3)			
CO3	Apply conceptual knowledge of theory and processes relevant to motivation, perception and learning in organizations.					(K3)			
CO4	Demonstrate the ability to effectively work in teams by applying conflict resolution strategies and Leadership skills.					(K3)			
CO5	Evaluate the impact of organizational change on culture and climate, and develop strategies to manage change effectively					(K5)			
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		2	2	3	1	2			
CO3		3	2	2	1	2			
CO4		2	2	3	1	3			
CO5		3	3	2	2	2			
Course Contents / Syllabus									
Module 1		Management Concepts						9 hours	
Definition, nature, and scope of management, Levels and types of managers, Roles and skills of managers (Mintzberg’s roles), Management as a Science and Art, Functions of Management, Principles of Management, Approaches of Management: Scientific Management, Administrative Management, Human relations approach, Management by Objectives (MBO)									
Module 2		Fundamentals of Individual and Interpersonal behaviour						7 hours	
Fundamentals of Individual Behavior, Personality, Determinants of Personality, Types of Personality, Big 5 Personality model, Attitude, Transactional Analysis, Johari window									
Module 3		Understanding Organizational Behavior						8 hours	
Motivation: Process, Types and Theories, Concept of learning, conditioning, shaping and reinforcement Perception: Meaning & Definition, Perceptual process, Errors of Perception, Importance of Perception in OB									
Module 4		Group dynamics and Leadership						8 hours	
Types of Groups and teams, Team building, Tuckman model of team development, Group decision making, Organizational conflict and resolution techniques Leadership styles, Leadership theories (Trait theory, Managerial grid, Leadership Situational model)									
Module 5		Organization Culture Climate and Change						8 hours	
Elements of Organization culture, Culture- person Compatibility, Dimensions of Organization climate, Developing favorable organization culture and climate Organization Change: Concept, Types, Resistance to Change, Approaches to manage organizational change, Change Agents, Kurt Lewin model of change.									
Total Lecture Hours								40 hours	
Textbook:									
S.No	Book Title			Author					
1	Principles of Management (5th ed.).			Bauer, T., Erdogan, B., & Short, J. (2021)					
2	Organizational behavior (18th ed.).			Robbins, S. P., Judge, T. A., & Vohra, N. (2020)					

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Reference Books:							
S.No	Book Title				Author		
1.	Organizational Behaviour				Steven L. McShane, Mary Ann Von Glinow, Himanshu Rai		
NPTEL/ Youtube/ Faculty Video Link:							
1.	https://onlinecourses.nptel.ac.in/noc22_mg78/preview						
2.	https://youtu.be/zZCkiXpIKnk?si=fOumJYbRX9Jlskyl						
3.	https://youtu.be/HBMG03F3sDY?si=UTWvmZyDZ5xWK8sT						
4.	https://onlinecourses.nptel.ac.in/noc22_mg78/preview						
5.	https://youtu.be/zZCkiXpIKnk?si=fOumJYbRX9Jlskyl						
Mode of Evaluation							
CIE						ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	Attendance 10		
30			20			100	150

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Course Code: DMBA0107			Course Name: Managerial Economics			L	T	P	C
Course Offered in: MBA						3	0	0	3
Pre-requisite: Basic understanding of management principles									
Course Objectives: The purpose of this course is to apply micro economic concepts and techniques in evaluating business decisions taken by firms, explaining how tools of standard price theory can be employed to formulate a decision problem and evaluate alternative courses of action and finally choose among alternatives.									
Course Outcome: After completion of the course, the student will be able to							Bloom’s Knowledge Level (KL)		
CO1	Understand the concepts of Managerial Economics to make effective business decisions.					(K2)			
CO2	Understand the laws of demand & supply & its elasticities.					(K2)			
CO3	Analyze production concepts, cost concepts and their impact on business decisions.					(K4)			
CO4	Analyze pricing decisions under the different market structures.					(K4)			
CO5	Evaluate various theories of the firm and how they affect the business decisions.					(K5)			
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	2	1	1	1			
	CO3	3	3	1	1	2			
	CO4	3	3	1	1	2			
	CO5	3	3	2	2	2			
Course Contents / Syllabus									
Module 1		Basic Concepts and Principles						8 hours	
Definition, Nature and Scope of Economics-Micro Economics and Macro Economics, Managerial Economics and its relevance in business decisions. Fundamental Principles of Managerial Economics - Incremental Principle, Marginal Principle, Opportunity Cost Principle, Discounting Principle, Concept of Time Perspective, Equi-Marginal Principle, Utility Analysis & its types.									
Module 2		Demand and Supply Analysis						8 hours	
Theory of Demand, Types of Demand. Determinants of demand, Demand Function, Demand Schedule, Demand curve, Law of Demand, Exceptions to the law of Demand, Shifts in demand curve, Elasticity of Demand and its types. Uses of Elasticity of Demand for managerial decision making, Demand forecasting- meaning, significance and methods. Supply Analysis; Law of Supply, Elasticity of supply; Analysis and its uses for managerial decision making.									
Module 3		Production and cost Analysis						8 hours	
Production concepts & analysis; Production function, Types of production function, Law of variable proportion, Law of increasing, constant & diminishing returns, Laws of return to scale, Iso-quant curve. Cost concept and analysis: Cost, Types of costs, cost output relationship in the short-run. Cost output relationship in the Long-run. Estimation of revenue. Average Revenue, Marginal Revenue.									
Module 4		Market structures						8 hours	
Perfect and Imperfect Market Structures, Perfect Competition, features, determination of price under perfect competition. Monopoly: Feature, pricing under monopoly, Price Discrimination. Monopolistic: Features, pricing under monopolistic competition, product differentiation. Oligopoly: Features, kinked demand curve, cartels, price leadership.									
Module 5		Economic Theory						8 hours	
The Firm in Theory and Practice - Economic Theory of the Firm – The Behavioral Theory of the Firm - Managerial Theories of the Firm. Profit concepts & analysis – Game Theory and Asymmetric Information.									
Total Lecture Hours							40 hours		
Textbook:									
S.No	Book Title			Author					
1	Micro Economics (7e)			Pindyck, Rubinfeld, Mehta (2021)					
2	Managerial Economics: Principle and Worldwide Applications			Salvatore, D. (2022),					
Reference Books:									
S. No.	Book Title			Author					
1.	Managerial Economics and Business Strategy			Baye, M., & Prince, J.					

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2.	Managerial Economics (7e)	Dwivedi, D.N (2021)
NPTEL/ YouTube/ Faculty Video Link:		
1.	http://nptel.ac.in/courses/110101005/1	
2.	http://nptel.ac.in/courses/110101005/38	
3.	https://youtu.be/uKPgPxb0_4	
4.	https://youtu.be/6WtYG0hxmew	
5.	https://youtube.com/playlist?list=PLCRPN3Z81LCLoW2arKKJjVikDTvok65q&si=W2Xs8blGZT1BuiBo	

Mode of Evaluation

CIE						ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	Attendance 10		
30			20			100	150

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Course Code: DMBA0108		Course Name: Marketing Management				L	T	P	C
Course Offered in: MBA						3	0	0	3
Pre-requisite: Fundamentals of Management, Business Economics, Quantitative Methods									
Course Objectives: The objective of this course is to provide students with a comprehensive understanding of the fundamentals of marketing management and its key concepts.									
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
CO1	Recall and explain core marketing concepts, philosophies, the marketing environment, and the consumer decision-making process.					K1			
CO2	Apply STP frameworks – market segmentation, targeting, and positioning strategies – to develop competitive marketing plans.					K3			
CO3	Analyze product, pricing, and distribution decisions using appropriate marketing mix tools and channel management frameworks.					K4			
CO4	Design integrated marketing communication strategies incorporating advertising, digital marketing, and promotional tools.					K6			
CO5	Evaluate services marketing strategies, CRM approaches, marketing metrics, and ethical and global marketing practices.					K5			
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	2	2	3			
CO3		3	3	2	2	2			
CO4		2	2	1	3	3			
CO5		3	2	3	3	2			
Course Contents / Syllabus									
Module 1		Introduction to Marketing and Consumer Behaviour						8 hours	
Introduction to Marketing: Definition, scope, and importance of marketing; core marketing concepts, marketing philosophies, marketing management process; marketing in the digital age. Marketing Environment: Micro & macro-environment. Consumer Behavior: Definition and importance; consumer buying decision; types of buying decision behavior; factors influencing consumer behavior – cultural, social, personal, and psychological factors; organizational buying behavior – characteristics, buying situations, and buying centre concept.									
Module 2		Market Segmentation, Targeting and Positioning						8 hours	
Market Segmentation: Concept, need, and benefits; variables for segmentation. Buyer Persona Creation. Market Targeting: Concept & Strategies. Hyper local Targeting. Market Positioning: POD POP and Perceptual maps. USP, Value proposition. Repositioning Success and Disasters. Brand Elements and Brand Equity									
Module 3		Product and Price						8 hours	
Product Decisions: Product levels, product classification and levels; Product Mix and Product Line decisions; new product development (NPD) process; product life cycle (PLC); Pricing Strategies. Pricing Methods and steps of setting up the price. Adaptations of Pricing.									
Module 4		Place & Promotion mix						8 hours	
Distribution (Place) Decisions: Steps of setting up Channel-Marketing Systems- vertical, horizontal, and multichannel marketing systems; Retailing – types, trends, and retailer marketing decisions, E commerce and Quick Commerce, Wholesaling – Functions. Inventory and logistics Management Integrated Marketing Communications (IMC): Concept, Steps in designing IMC, Advertising, Sales Promotion, Personal Selling and Sales, Publicity and Public Relations.									
Module 5		Contemporary Marketing Issues						8 hours	

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Services Marketing- 7Ps. Customer Relationship Management (CRM): Concept & importance. Customer lifetime value (CLV); Loyalty programmes; Customer satisfaction measurement – Net Promoter Score (NPS), Contemporary issues in marketing- Green marketing, Greenwashing, Cause related marketing, Viral marketing, Experiential marketing & Neuro Marketing.

Total Lecture Hours 40 hours

Textbook:

S. No	Book Title	Author
1	Marketing management (16th ed.).	Kotler, P., & Keller, K. L. (2022). Pearson Education.
2	Marketing: An introduction (14th ed.).	Armstrong, G., Kotler, P., Opresnik, M. O. (2023). Pearson Education.
3	Marketing — 2024 Edition	Dhruv Grewal & Michael Levy <i>McGraw-Hill</i>

Reference Books:

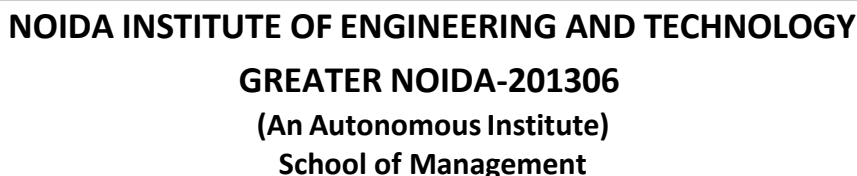
S. No	Book Title	Author
1	MKTG: Principles of marketing (14th ed.).	Lamb, C. W., Hair, J. F., & McDaniel, C. (2021). Cengage Learning.
2	Marketing management: Knowledge and skills (13th ed.).	Peter, J. P., & Donnelly, J. H. (2019). McGraw-Hill Education.

NPTEL/ Youtube/ Faculty Video Link:

1	Shekhar Mishra IIT Kanpur Covers: Marketing principles, buyer behaviour, market research, STP ➡ https://nptel.ac.in/courses/110104068
2	Marketing Management – II Prof. Jayanta Chatterjee & Prof. Shashi Shekhar Mishra IIT Kanpur Covers: Services marketing, brand management, pricing strategies, marketing channels, and integrated marketing communication. ➡ https://nptel.ac.in/courses/110104070

Mode of Evaluation

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



Course Code: DMBA0151		Course Name: AI Enabling Business				L	T	P	C
Course Offered in: MBA						0	0	4	2
Pre-requisite: Students should have a basic understanding of business and management concepts, familiarity with computers and digital technologies, basic knowledge of data handling and internet applications, analytical and problem-solving skills, and an interest in AI and emerging business technologies.									
Course Objectives: The course aims to provide students with an understanding of Artificial Intelligence technologies and their applications in modern business environments. It focuses on developing knowledge of AI-driven decision-making, digital transformation, and business innovation across functional areas such as marketing, finance, HR, and operations, while emphasizing ethical, responsible, and strategic use of AI in organizations.									
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
CO1	Understand the basic concepts, history, evolution, and emerging technologies of Artificial Intelligence.					K2			
CO2	Explain the applications of AI in different business areas such as finance, marketing, CRM, and HRM.					K2			
CO3	Analyze how AI supports business strategy, innovation, competitive advantage, and customer experience.					K4			
CO4	Evaluate ethical, legal, governance, privacy, and responsible AI issues in business decision-making.					K5			
CO5	Apply AI tools for research, documentation, and presentations.					K3			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
COs -PO Mapping		PO1	PO2	PO3	PO4	PO5	PO6		
CO1		3	2	1	2	1	1		
CO2		3	3	1	2	2	1		
CO3		2	3	1	2	1	2		
CO4		2	3	2	3	1	2		
CO5		2	2	3	2	1	1		
Course Contents / Syllabus									
Module 1		Introduction to Artificial Intelligence and Emerging AI Technologies						08 hours	
History and Evolution of AI, AI-driven Business Transformation, AI Ecosystem and Business Applications, Machine Learning Concepts and Applications, Deep Learning, Natural Language Processing (NLP), Computer Vision, Robotics and Automation, Generative AI and Business Innovation, AI Tools and Platforms, Industry Case Studies on AI Adoption									
Module 2		AI Application in Business						08 hours	
AI in Finance: Algorithmic Trading, Credit Scoring, Fraud Detection; AI in Marketing and CRM: Personalization, Recommendation Systems, Customer Segmentation, Predictive Customer Analytics, Chatbots and Virtual Assistants; AI in HRM: Recruitment and Selection, Employee Performance Analytics, Workforce Planning and Talent Management.									
Module 2		AI in Strategy & Innovation						08 hours	
AI Transforming Business- Competitive advantage, innovation and strategy, AI based market trend analysis, hyper personalization for enhanced customer experience, Case Studies of Successful AI Integration									
Module 4		Ethics, Governance and Responsible AI						08 hours	
Ethical Issues in AI, Bias and Fairness in AI Systems, Transparency and Explainability, Responsible AI Practices, AI Governance Frameworks, Privacy and Data Protection, Legal and Regulatory Aspects of AI, Societal Impact of AI, Risk Management in AI/ML Deployment, Sustainable and Inclusive AI Practices.									
Module 5		AI Tools Kit* (Tools may vary as per industry requirements)						08 hours	
Introduction to Google AI Studio, Notebook LM, OpenAI and Perplexity. AI supported Research: Research Rabbit. Use of AI in Documentation & Presentations- Gamma and Grok.									
Total Lecture Hours								40 hours	
Textbook:									

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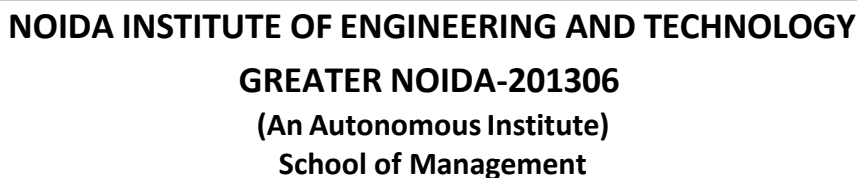
S.No	Artificial Intelligence: A Modern Approach	Stuart Russell & Peter Norvig	
Reference Books:			
S.No	Artificial Intelligence in Business: From Research and Innovation to Market Deployment	Raj V. Mahto & Raj V. Kozhevnikov	
NPTEL/ Youtube/ Faculty Video Link:			
1	https://onlinecourses.nptel.ac.in/e-learning/preview/noc20_me88 NPTEL Introductory AI concepts, ML, reasoning, and AI applications		
2	https://youtu.be/UkbVu3fjfpI?si=0M--VRlALb8z9kvv AI for Business: Course Introduction By Omar Mehar		
3	https://youtu.be/QPG5SyNaWBo?si=84b-3KtfqHGzsLFp AI in Business by Gresham College		
Mode of Evaluation			
	PS	PE	Total
	50	50	100

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Course Code: DMBA0152		Course Name: MS-Excel for Managerial Decisions			L	T	P	C
Course Offered in: MBA					3	0	0	3
Pre-requisite of Subject: Basic computer literacy. Students should be comfortable using a computer, including operating a keyboard and mouse, launching applications, and performing basic file management tasks (such as saving, opening, and organising files).								
Course Objective: Confidently navigate the Excel interface, including the Ribbon, worksheets, cells, and Backstage View. Create, save, and manage Excel workbooks and effectively work with multiple worksheets. Differentiate between and correctly use relative, absolute, and mixed cell references in formulas. Apply basic data management techniques, including sorting and filtering, to organise lists of data.								
Course Outcome: After completion of the course, the student will be able to					Bloom’s Knowledge Level (KL)			
CO1	Identify and use the main components of the Excel interface to navigate and manage workbooks and worksheets.				K2			
CO2	Apply appropriate formatting techniques to data and cells to create well-organised and professional-looking spreadsheets.				K3			
CO3	Construct formulas and use basic built-in functions (e.g., SUM, AVERAGE, COUNT) to perform calculations accurately.				K3			
CO4	Use sorting and filtering tools to organise data lists according to specified criteria.				K3			
CO5	Create and format basic charts (e.g., column, line, pie) to visually represent data from a worksheet.				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	2	1	1	1		
CO3		3	3	1	1	1		
CO4		2	3	1	1	2		
CO5		2	2	1	1	2		
Course Contents / Syllabus								
Module 1		Basics of MS-Excel					8 hours	
Excel Interface (Ribbon, Panes), Navigation, Selection, Data Entry & Editing, AutoFill, Basic Workbook & Sheet Management (Save, Open, Rename).								
Font Formatting, Cell Alignment, Number Formatting (Currency, %, Decimal), Borders & Fill Colour, Format Painter, Cell Merging.								
Module 2		Basic formulas & formatting with data organisation					8 hours	
Writing Formulas (+,-,*,/), Order of Operations, Cell References (Relative, Absolute, Mixed), AutoSum, SUM, AVERAGE, COUNT, MIN, MAX.								
Freezing Panes for navigation, Sorting data (single/multi-level), and Filtering data using AutoFilter.								
Module 3		Basic Charting & Printing					8 hours	
Creating basic charts (Column, Line, Pie), Chart Elements (Titles, Labels), Simple Formatting, Page Layout (Margins, Orientation), and Print Preview								
Module 4		Data Management & Core Formulas					8 hours	
Spreadsheet design, Excel Tables, Adv. Sort/Filter, Data Validation, Logical (IFs), Text Functions, Error Handling.								
Module 5		Advanced Formulas & Functions					8 hours	
Lookup (VLOOKUP, INDEX-MATCH, XLOOKUP), Date/Time Functions, Creating/Modifying PivotTables, Grouping, Calculated Fields/Items, Slicers, Timelines, PivotCharts.								
Total Lecture Hours							40 hours	
Textbook:								
S. No	Book Title			Author				
1	Excel 2019 All-In-One: Master the new features of Excel 2019 / Office 365			Lokesh Lalwani				

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2	Microsoft Excel Formulas and Functions (Office 2021 and Microsoft 365)	Paul McFedries
Reference Books:		
S.No.	Book Title	Author
1.	Mastering Microsoft Excel Functions And Formulas	WebTech Sol
2.		
NPTEL/ Youtube/ Faculty Video Link:		
1.	https://www.youtube.com/watch?v=DyG6Gc8nOAE	
2.	https://www.youtube.com/watch?v=8rW56QgZArg	
3.	https://www.youtube.com/watch?v=PNFVKAIDImE	
4.	https://archive.nptel.ac.in/courses/110/107/110107157/	
5.	https://www.youtube.com/watch?v=9I9DtFOVPIg	
Mode of Evaluation		
CIE		Total
PS	PE	
50	50	



Course Code: DMBA0201		Course Name: Business Research Methods			L	T	P	C
Course Offered in: MBA					3	0	0	3
Pre-requisite of Subject: Basic knowledge of statistics, business concepts, and familiarity with MS Excel								
Course Objective: To equip students with the knowledge and skills to systematically conduct business research, including formulating research problems, reviewing literature, designing research, applying sampling methods, collecting and analyzing data using statistical tools, and preparing professional research reports.								
Course Outcome: After completion of the course, the student will be able to					Bloom's Knowledge Level (KL)			
CO1	Understand research fundamentals and problem formulation.				K2			
CO2	Conduct a thorough review of literature and identify research gaps.				K4			
CO3	Design sampling methods and develop appropriate data collection instruments.				K6			
CO4	Apply statistical analysis and hypothesis testing to research data.				K3			
CO5	Prepare and present comprehensive research reports with ethical considerations.				K6			
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	2	1		
CO3		3	3	1	1	1		
CO4		3	3	1	1	1		
CO5		2	2	2	3	2		
Course Contents / Syllabus								
Module 1		Research: An overview					8 hours	
Meaning, Objectives, Importance of Research; Types of Research; Characteristics of Good Research; Research Process, Application of Research in Business								
Purpose and Process of Literature Review; Sources of Literature; Organizing Literature; Writing the Review; Identifying Research Gaps								
Module 2		Research proposal					8 hours	
Defining and Refining Research Problems; Research Objectives and Questions; Research Proposal Preparation								
Types of Research Design (Exploratory, Descriptive, Causal); Identification of Variables; Conceptual and Theoretical Frameworks								
Module 3		Data Preparation					8 hours	
Probability and Non-Probability Sampling; Sampling Error; Sample Size Determination								
Primary and Secondary Data; Data Collection Methods (Survey, Interview, Observation); Instrument Design; Scaling and Measurement Techniques								
Module 4		Data analysis & Interpretation					8 hours	
Formulation of Hypotheses; Null and Alternative Hypotheses; Type I and II Errors;								
One-tailed and Two-tailed Tests, t-test, z-test; Interpretation of Results;								
Data Preparation (Editing, Coding, Tabulation); Descriptive Statistics; Correlation and Regression; ANOVA; Chi-Square Tests.								
Module 5		Research report writing					8 hours	
Structure and Components of a Report; Writing Style; Citations and References; Guidelines for presenting tabular data, Annexures								
Ethical Issues in Research, COPE guidelines, plagiarism issues								
Total Lecture Hours							40 hours	
Textbook:								
S.No	Book Title			Author				
1	Research methodology: Methods and techniques (5th ed.).			Kothari, C. R., & Garg, G. (2024)				
2	Business research methods (13th ed.).			Cooper, D. R., & Schindler, P. S. (2018).				
Reference Books:								



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S.No.	Book Title	Author					
1.	Business Research Methods	Sharma, F.C, (2022),					
2.	Business research methods (6th ed.)	Bell, E., Harley, B., & Bryman, A. (2022)					
NPTEL/ Youtube/ Faculty Video Link:							
1.	https://youtu.be/pkdRzGTTY_s?si=KeV7Bi8h33mHHe_T						
2.	https://youtu.be/iaGpj8ViH1w?si=f4g0ssAFLlwlhHsa						
3.	https://youtu.be/XPh7TjVTCso?si=JNhPUik2agIAHfJx						
4.	https://youtu.be/XPh7TjVTCso?si=JNhPUik2agIAHfJx						
5.	https://youtu.be/25SIYhVCA-M?si=1W5qV9F8prNbyxBV						
Mode of Evaluation							
CIE						ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	Attendance 10		
30			20			100	150

	NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY GREATER NOIDA-201306 (An Autonomous Institute) School of Management
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Course Code: DMBA0202			Course Name: Consumer Behavior			L	T	P	C
Course Offered in: MBA						3	0	0	3
Pre-requisite of Subject: Basic understanding of Marketing Management.									
Course Objective: Understand consumer behaviour and its applications in marketing. Also to understand the consumer decision making process and the factors affecting it. Understand the models of consumer behaviour, global consumer behaviour, buying habits.									
Course Outcome: After completion of the course, the student will be able to							Bloom’s Knowledge Level (KL)		
CO1	Explain the fundamentals of consumer behavior and demonstrate the application of segmentation, targeting, and positioning strategies in contemporary marketing.						(K2)		
CO2	Evaluate the influence of social factors like reference groups, family, gender, age, social class, and culture on consumer behavior.						(K5)		
CO3	Explain various models of consumer buying behaviour and critically examine the four views of the consumer.						(K2)		
CO4	Examine the stages of consumer decision-making and interpret the role of attribution theory, diffusion of innovation, and the adoption process in consumer behaviour.						(K4)		
CO5	Understand global and online consumer buying habits and identify key factors influencing both individual and organizational buying decisions.						(K2)		
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	2	3	2			
	CO3	3	3	1	2	2			
	CO4	3	3	1	2	2			
	CO5	2	2	1	3	2			
Course Contents / Syllabus									
Module 1		Introduction to consumer behavior						8 hours	
Introduction to Consumer Behavior; Applications of consumer behavior knowledge in marketing. Consumers and Customer, Consumer Behavior in the Contemporary Environment. The Consumer Research Process. Market Segmentation and Strategic Targeting and Positioning, Consumer Motivation.									
Module 2		Consumer perception and Factors affecting consumer behavior						8 hours	
Consumers as individuals and in the social context: Consumer Perception, Consumer Attitude Formation & Change, Behavioral learning theories and cognitive learning theories to consumer behavior. Reference Groups, Family, Gender & Age Influences, Social Class & Consumer Behavior, and Cultural Influences on Consumer Behavior.									
Module 3		Models and Views of the consumer						8 hours	
Reference Groups, Family, Gender & Age Influences, Social Class & Consumer Behavior, and Cultural Influences on Consumer Behavior. Models of Consumer buying behavior; Nicosia Model, Howard - Sheth Model, Black Box Model.									
Module 4		Predictive and prescriptive analytics						8 hours	
Introduction, Problem Recognition, Information Search, Evaluation of Alternatives, Post-Purchase Behaviour. Attribution theory and Diffusion of Innovation. Diffusion process. The adoption process.									
Module 5		The Global Buying behavior						8 hours	
The Global Consumer Behaviour and Online buying behaviour - Consumer buying habits, factor affecting and perceptions of emerging non-store choices. Nature of Organizational Buying, Influences on Organizational Buying Behaviour, Organizational Buying Decision.									
Total Lecture Hours							40 hours		
Textbook:									
S.No	Book Title			Author					
1	Consumer Behaviour			Yoesoep Edhie Rachmad (2024),					
2	Consumer Behaviour			Zubin.S and Blythe Jim (2024)					

Reference Books:

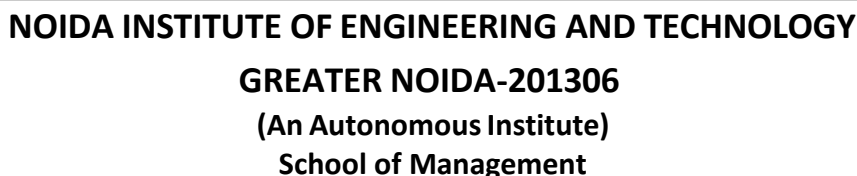
S.No.	Book Title	Author
1.	Consumer behaviour. Upper Saddle River, N.J.	Schiffman, Leon G. (2018),
2.	Consumer behaviour: buying, having, and being	Solomon, Michael R. (2020),

NPTEL/ Youtube/ Faculty Video Link:

1.	https://youtu.be/Pq6cDX8iKL0
2.	https://youtu.be/DP3q-Vp-gE8
3.	https://youtu.be/q08faAdkKB4
4.	https://youtu.be/RSuIynfc7Rg
5.	https://youtu.be/vfFRGZ4ztpU

Mode of Evaluation

CIE						ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	Attendance 10		
30			20			100	150



Course Code: DMBA0203		Course Name: Financial Management			L	T	P	C
Course Offered in: MBA					3	0	0	3
Pre-requisite: Financial Accounting, Managerial Economics and Principle Practice of Management								
Course Objectives: Corporate finance is the branch of finance that deals with financial decisions of a company to maximize shareholder wealth. It focuses on investment, financing, and dividend decisions for the smooth functioning and growth of the business								
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)		
CO1	Understand the basic concepts, objectives, and functions of financial management and Time value of Money					K2		
CO2	Understand the concepts, theories, and determinants of capitalization and capital structure for effective financing decisions.					K3		
CO3	Apply the concepts of cost of capital and leverage in analyzing financing decisions and business risk.					K4		
CO4	Analyze capital budgeting and dividend policy decisions using various appraisal techniques and financial theories.					K4		
CO5	Understand the concepts and management of working capital, cash, inventory, and debtors for efficient business operations.					K2		
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	1	2	1		
CO3		3	3	1	2	2		
CO4		3	3	2	2	2		
CO5		3	2	1	2	2		
Course Contents / Syllabus								
Module 1		Financial Management & Time Value of Money					08 hours	
Financial Management: Meaning, nature and scope of finance; financial goal - profit vs. wealth maximization; Investment, Financing and Dividend decisions - Finance functions – organization structure – functions of finance manager in 21st century – Modern role - treasurer and controller. Emerging role of finance managers – Sources of finance. Value and Return – time preference for money – Future value – single cash flow – annuity – annuity of a future sum(sinking fund) Present value – single cash flow – annuity – uneven cash flow – growing annuity								
Module 2		Capital Structure & Capitalization					08 hours	
Meaning of capitalization – Theories of capitalization – cost theory and earnings theory. Over capitalization and under capitalization (Theory) – causes – effects and remedies, Watered stock, Over trading and under trading. Meaning of capital structure and financial structure, principles of capital structure, Optimum Capital Structure, Determinants of capital structure, capital gearing-Theories of Capital structure, Effect of capital structure on EPS, EBIT-EPS Analysis, Point of indifference-Practical Problems								
Module 3		Cost of Capital, Leverages					08 hours	
Meaning of cost of capital, significance of cost of capital, components of cost of capital – Computation of Cost of capital and Weighted Average Cost of Capital, CAPM-Practical Problems. Meaning of Leverage, Types of Leverages – operating, financial and combined leverage, risk and leverage – practical problems.								
Module 4		Capital Budgeting and Dividend policy					08 hours	
Capital Budgeting: Meaning, Importance, Need & process, project appraisal by using discounted and non-discounted methods, Practical problems on Payback Period, Net Present Value, Profitability Index, IRR methods, Dividend policy-Meaning, Kinds, Theories of dividend decisions, determinants of dividend policy decisions, Companies Act, 2013 and SEBI Guidelines on Dividend Distribution								
Module 5		Managing Working Capital					08 hours	
Meaning of working capital, types of working capital, working capital cycle, adequate working capital, determinants of working capital, estimation of working Capital-Practice problems. Management of cash. Management of inventory and debtors, working capital policy.								
Total Lecture Hours							40 hours	

Textbook:

S.No	Book Title	Author
1	Financial Management. Tata Mc Graw Hill	Khan, M, Y, & Jain, P, K
2	Financial Management. New Delhi, India	Chandra, P
3	Financial Management. New Delhi, India. Vikas Publishing House.	Pandey, I.M.

Reference Books:

1. Gupta, S, K., Sharma, R.K. & Gupta, N . Financial Management. Kalyani Publishers.
2. Brigham and Houston. Fundamentals of Financial Management, Cengage Learning.

S.No	Book Title	Author
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NPTEL/ Youtube/ Faculty Video Link:

1	https://www.youtube.com/watch?v=_N5lFEnRO4g
2	https://www.youtube.com/watch?v=LwlN4nBs_Fg
3	https://www.youtube.com/watch?v=VGN_IonxroE
4	https://youtu.be/zaiCx Aix UMM
5	https://www.youtube.com/watch?v=P9u5HIQFS8Q

Mode of Evaluation

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

	NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY GREATER NOIDA-201306 (An Autonomous Institute) School of Management
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Course Code: DMBA0204		Course Name: Human Resource Management				L	T	P	C
Course Offered in: MBA						3	0	0	3
Pre-requisite of Subject: Basic understanding of business management, organizational behavior, and communication skills.									
Course Objective: To equip students with the knowledge and skills to effectively manage human resources and enhance organizational performance.									
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
CO1	Understand the concept of human resource management in a global context.					(K2)			
CO2	Analyze and forecast the need for Human Resource Planning					(K4)			
CO3	Develop and implement effective recruitment and selection processes and training programs.					(K3)			
CO4	Design and implement performance management systems and compensation.					(K6)			
CO5	Analyze key aspects of industrial relations, modern HR practices					(K4)			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO-PO mapping		PO1	PO2	PO3	PO4	PO5			
CO1		3	2	2	3	1			
CO2		3	3	2	2	2			
CO3		3	3	2	2	3			
CO4		3	3	3	2	3			
CO5		3	3	2	3	2			
Course Contents / Syllabus									
Module 1		An Introduction to HRM						8 hours	
Meaning, definition, importance, scope, and objectives of HRM, Major functions and principles of HRM, Evolution of HRM, Personnel Management, Human Resource Development, Human Capital Management									
Definition, Nature, and Objectives, HRM as a strategic partner, HRM vs. Strategic HRM, Introduction to IHRM, HR Audit, HRIS,									
Module 2		HR Planning						8 hours	
Meaning and process of job analysis, Methods of job analysis, Job description and specification, Job design approaches and techniques									
Workforce planning and forecasting, Meaning and Importance of HRP, Objectives and process of HRP, Factors affecting HRP, Techniques of HRP, HR Planning as a strategic process									
Module 3		HR Procurement & its development						8 hours	
Definition and objectives of recruitment, Sources and methods of recruitment, challenges in recruitment, new approaches to recruitment, Definition and process of selection, Selection tools and techniques, Interviewing methods and skills, Placement, induction processes and socialization									
Concept, importance, Training needs assessment, Training Methods (On the job training, Off job training) and Evaluation, Difference between training and development, Management development, Career Development and Succession planning									
Module 4		Performance management & Compensation						8 hours	
Performance appraisal meaning, objectives, need and Importance, Appraisal process, Methods of performance appraisal methods for evaluating performance, problems & challenges in appraisal,Current trends in performance management.									
Job Evaluation: concept and methods, Concepts and components of compensation, Wage and salary administration, Incentives and benefits, Legal aspects of compensation									
Module 5		Emerging Trends in HRM						8 hours	
Industrial relations- Concept, Meaning and importance of industrial relations, trade unions, collective bargaining and workers' participation in management, Industrial disputes, Grievance handling and Discipline									
HR Analytics and metrics, Green HRM, Diversity and inclusion, Work from home and hybrid work modules, HRM in global context, Ethical issues in HRM, Employee branding									
						Total Lecture Hours		40 hours	
Textbook:									
S.No	Book Title			Author					

1	Human resource management	Bratton, J., Gold, J., Bratton, A., & Steele, L. (2021)
2	Human capital management standards A complete guide	Wong, W., Anderson, V., & Bond, H. (2019)

Reference Books:

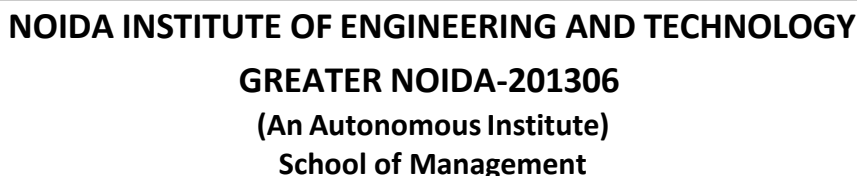
S.No.	Book Title	Author
1.	Human resource management	Stone, R. J., Cox, A., & Gavin, M.
2.	The Basic of Human Resource Management	Widarni, E. L., & Bawono, S.

NPTEL/ Youtube/ Faculty Video Link:

1.	https://youtu.be/zAy6xT8Rvag?si=-QBMK-srblNLgjFG
2.	https://youtu.be/bI9RZjF-538?si=1LvBX6_RQFftbpP-
3.	https://youtu.be/c8_avX9miag?si=JezfTQLo2b1cSJzc
4.	https://youtu.be/IGgOO2ZGpf0?si=R4xUWknVnuLb0wUn
5.	https://youtu.be/mhMorNa1uB8?si=OdKVwov04euIzFLj

Mode of Evaluation

CIE						ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	Attendance 10		
30			20			100	150



Course Code: DMBA0205		Course Name: International Business Management		L	T	P	C
Course Offered in: MBA				3	0	0	3
Pre-requisite: Understanding of business environment and basics of business economics.							
Course Objectives: To develop an understanding of global business environments, international trade practices, and cross-cultural management strategies for effective decision-making in international markets.							
Course Outcome: After completion of the course, the student will be able to					Bloom's Knowledge Level (KL)		
CO1	Understand key concepts and various dimensions of International Business.				K2		
CO2	Apply International Trade and Investment Theories for business decisions.				K3		
CO3	Understand role of Foreign Direct Investment in international markets.				K2		
CO4	Analyze the Foreign Exchange Rate System and its determination.				K5		
CO5	Comprehend the Role of International Institutions in International Trade.				K6		
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)							
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	
CO1		3	2	1	3	2	
CO2		3	3	2	2	2	
CO3		2	3	1	2	1	
CO4		2	2	3	3	3	
CO5		3	3	2	3	2	
Course Contents / Syllabus							
Module 1		Introduction to International Business				9 hours	
Introduction: Meaning, Nature and Scope of International Business, Driving and Restraining Forces, Difference between Domestic and International Business, Modes of Entry. Globalization – Meaning, Forces, Dimensions and Stages in Globalization, Characteristics and role of MNCs. International Business Environment – The Economic Environment; Social and Cultural Environment, Political, Legal and Regulatory Environment, Natural Environment, Technological Environment.							
Module 2		International Trade Theories				9 hours	
International Trade Theories: Mercantilism; Absolute Cost theory, Comparative Cost theory, Factor endowment theory, International Product life Cycles Theory, International Investment Theories: Theory of Capital Movements, Market Imperfections theory; Internationalization Theory; Location Specific Advantage Theory; Eclectic Theory Free Trade: Advantages and Disadvantages, Forms of Protection: Tariffs, Subsidies, Import Quotas, Voluntary Export Restraints, Administrative Policy, Anti-dumping Policy							
Module 3		Foreign Direct Investment				6 hours	
Theories of Foreign Direct Investment, Traditional and Modern theories of FDI, Modes of FDI - Greenfield, Mergers and Acquisitions and Brownfield Investment, Motives of FDI, FDI contrasted with FPI							
Module 4		FOREX Market and EXIM Policy				8 hours	
FERA and FEMA, Foreign Exchange Market: Structure, participants, and types of transactions, Exchange Rate Determination: Theories — Purchasing Power Parity (PPP), Foreign Exchange Risk Management: Transaction, translation, and economic exposure; hedging techniques, EXIM Policy, Documentations related to Export-Import							
Module 5		International HRM and International Institutions				8 hours	
International Human Resource Management (IHRM): Scope and significance, Staffing Approaches: Ethnocentric, polycentric, regiocentric, and geocentric approaches, Expatriate Management: Selection, training, compensation, repatriation, and retention, Industrial Relations and Labor Standards in International Business International Institutions: Objectives and Functions of WTO, IMF, World Bank, IBRD, UNCTAD							
Total Lecture Hours						48 hours	
Textbook:							
S. No	Book Title			Author			
1	International Business: Competing in the Global Marketplace			Charles W. L. Hill & G. Tomas M. Hult			
2	International Business			K. Aswathappa			
3	International Business Environment			Francis Cherunilam			
Reference Books:							

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S. No	Book Title	Author
1	Multinational Business Finance	Eiteman, Stonehill & Moffett
2	International Business: Environment and Management	V.H. Kirpalani
3	International Management: Managing in a Diverse and Dynamic Global Environment	Arvind V. Phatak, Rabi S. Bhatt & Roger J. Kashlak

NPTEL/ Youtube/ Faculty Video Link:

1	NPTEL – International Business Management: https://nptel.ac.in/courses/110/105/110105069/
2	NPTEL – Multinational Management: https://nptel.ac.in/courses/110/102/110102069/
3	YouTube – International Business by Prof. Shalini Sharma (IIM): https://www.youtube.com/
4	YouTube – WTO and Trade Policies (FICCI Knowledge Series): https://www.youtube.com/

Mode of Evaluation

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

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Course Code: DMBA0206		Course Name: Management Information System			L	T	P	C
Course Offered in: MBA					3	0	0	3
Pre-requisite: Basic knowledge of computers, business processes, data management, and communication skills								
Course Objectives: To equip students with the knowledge and skills to leverage information systems for effective decision-making, problem-solving, and optimizing business operations.								
Course Outcome: After completion of the course, the student will be able to					Bloom’s Knowledge Level (KL)			
CO1	Explain the fundamentals of Information Systems and Management Information Systems (MIS), including the role of MIS in organizational management functions and decision-making.				K2			
CO2	Analyze the various types of Information Systems such as TPS, DSS, ESS, and functional information systems including MKIS, MFIS, FIS, and HRIS used in organizations.				K4			
CO3	Describe the concepts of Database Management Systems (DBMS), data models, database architecture, and their applications in Management Information Systems.				K2..			
CO4	Discuss the fundamentals of computer networks, communication technologies, network topologies, and the applications of Internet, Intranet, and Extranet in business organizations.				K.2.			
CO5	Evaluate the concepts of E-Commerce and E-Business models, electronic payment systems, E-CRM, E-Governance, and security and ethical issues in digital business environments.				K5..			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5		
CO1		3	2	1	1	-		
CO2		3	3	1	1	1		
CO3		2	3	-	-	-		
CO4		2	2	1	2	1		
CO5		3	3	3	2	1		
Course Contents / Syllabus								
Unit 1		Fundamentals of Information Systems and MIS					08 hours	
Definition of Data and Information , Differences between Data and Information, Characteristics of Information, Definition and Characteristics of System ,Definition of Information System , Role of Information Systems at different levels and strategic level , Definition of MIS ,Role of MIS in an Organization ,Processes of Management ,Role of MIS in Planning, Organizing, Staffing, Directing and Controlling.								
Unit 2		Major Information Systems and Functional Information Systems					08 hours	
Major Information Systems of an Organization, TPS (Transaction Processing System), MIS (Management Information System), DSS (Decision Support System), ESS (Executive Support System), Definition, Functions, Characteristics and Benefits of Information Systems, Distinction between MIS and DSS, Marketing Information System (MKIS), Manufacturing Information System (MFIS), Financial Information System (FIS), Human Resource Information System (HRIS).								
Unit 3		Database Management System (DBMS)					08 hours	
Introduction to Database Management System, Definition of Database, Problems with Traditional File System, Concept of DBMS, Advantages and Limitations of DBMS, Applications of DBMS in MIS, Introduction to Data Models and Database Architecture.								
Unit 4		Computer Networks and Communication					08 hours	
Introduction to Computer Networks, Definition, Benefits and Competitive Advantage, Technological Foundation of Computer Networks, Data Transmission Rate, Transmission Technology, Network Topology, Types of Networks such as LAN, WAN and MAN, Features and Benefits of Networks, Internet, Intranet and Extranet Concepts.								
Unit 5		E-Commerce and E-Business					08 hours	
Introduction to E-Business, Models of E-Business such as B2B, B2C, C2B and C2C, E-Commerce – Definition, Features, Benefits and Limitations, Electronic Data Interchange (EDI), Electronic Payment System, E-CRM, E-Governance, Security and Ethical Issues in E-Commerce.								
Total Lecture Hours							40 hours	

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Textbook:

S. No	Book Title	Author
1	Management Information System	Mahadeo Jaiswal & Monika Mital , 2004
2	Management Information System	W.S. Jawadekar, Tata McGraw Hill Publishing , 2015

Reference Books:

S. No	Book Title	Author
1	Management Information System	Dharminder Kumar & Sangeeta Gupta, 2005
2	Management Information System	Kenneth C. Laudon & Jane P. Laudon , 2025

NPTEL/ Youtube/ Faculty Video Link:

1	https://nptel.ac.in/courses/106105183
2	https://onlinecourses.nptel.ac.in/e-learning/preview/noc20_mg59
3	management/?srsltid=AfmBOoreweHuyOFACYmyi2GgmmFE24TE8sAZZAYLqUwLvkgT1orknTP
4	https://www.udemy.com/course/online-income-business-course-shopify-amazon-marketing/
5	https://onlinecourses.nptel.ac.in/e-learning/preview/noc20_mg60

Mode of Evaluation

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

	NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY GREATER NOIDA-201306 (An Autonomous Institute) School of Management
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Course Code: DMBA0207		Course Name: Production and Operations Management			L	T	P	C
Course Offered in: MBA					4	0	0	4
Pre-requisite: Basic knowledge of management concepts								
Course Objective: To understand the fundamental concepts of operations and supply chain management so that students could design solutions for various problems faced by operations managers.								
Course Outcome: After completion of the course, the student will be able to					Bloom’s Knowledge Level (KL)			
CO1	Understand the concepts of operations management and productivity.				(K2)			
CO2	Apply the concepts of operations management in service as well as manufacturing firms.				(K3)			
CO3	Apply material and inventory management concepts in a manufacturing organization.				(K3)			
CO4	Understand and analyze challenges in managing the supply chain				(K4)			
CO5	Apply the total quality management concept to produce good quality products and services at competitive prices.				(K3)			
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	2	1	1	1		
CO3		3	2	1	1	1		
CO4		3	2	1	3	1		
CO5		3	2	1	1	3		
Course Contents / Syllabus								
Module 1		Production Concepts					8 hours	
Introduction to Operations Management: introduction, meaning, nature and scope of production and operations management. Difference between production and Operations management Productivity Measurement: Productivity, factors affecting productivity and productivity measurement. Work study— Method study and work measurement Plant location and types of plant layout.								
Module 2		Operations Concepts					8 hours	
Operations Concepts: Services scenario in India, difference between product and service, characteristics of services, classification of services, product and service design, factors affecting service design Service Designing: service designing process, service blueprinting, service capacity planning. Dimensions of quality in services, understanding service quality gap, measuring service quality using SERVQUAL model. Case Studies								
Module 3		Material and Inventory management					8 hours	
Production Planning and Control: Types of production planning, process of production planning and control (PPC) – routing, scheduling and loading. Master production schedule, aggregate production planning. Inventory Control Techniques: Types of inventories, inventory control techniques- EOQ, ABC, VED and HML (Simple numerical problems on Inventory control techniques). Just-intime (JIT) and KANBAN. Case Studies								
Module 4		Supply Chain Management					8 hours	
Supply Chain Drivers: Overview of supply chain management, conceptual model of SCM, supply chain drivers, measuring supply chain performance, core and reverse supply chain, global supply chain, inbound and outbound logistics Role of Information Technology in Supply Chain Management: Bullwhip effect in SCM, push and pull systems, lean manufacturing, agile manufacturing, role of IT in SCM. Demand forecasting in supply chain— Simple moving average method, weighted moving average method, linear regression and exponential smoothing method.								
Module 5		Total Quality Management					8 hours	

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Introduction to Total Quality Management : Concept of TQM, Deming's 14 principles, Juran's quality trilogy, PDCA cycle, KAIZEN, quality circles, 7QC tools and its 7 new management tools							
International Standard Organization: ISO 9000-2000 clauses, Six Sigma, Total Productive Maintenance (TPM), 5S. Case Studies							
Total Lecture Hours							40 hours
Textbook:							
S.No	Book Title					Author	
1	Operations Management					William J Stevenson	
2	Operations Management					Jay Heizer and Barry Render	
Reference Books:							
S.No	Book Title					Author	
1	Production and Operations Management					Chary, S.N	
2	Total Quality Management					Charantimath, P.M	
3	Production and Operations Management					Bedi, Kanishka	
NPTEL/ Youtube/ Faculty Video Link:							
Module 1	https://mitraweb.in/blogs/the-causes-and-solutions-for-low-agricultural-productivity-in-india/						
Module 2	https://www.ibef.org/industry/services#:~:text=The%20services%20sector%20grew%20at,grow%20at%209.1%25%20in%20FY23.						
Module 3	https://www.clear.in/s/inventory-control						
Module 4	https://www.siemens.com/global/en/products/services/digital-enterprise-services/analytics-artificial-intelligence-services/trusted-traceability.html?gclid=CjwKCAjw-ymkBhBMEiwAlrMeF0AyWdTqKx9YkHF0viDxrg9Ok6c59255loZ - MjNrY10gK_xFbp1ZhoCUwcQAvD_BwE&ac=1						
Module 5	https://www.researchgate.net/publication/312054032_TOTAL_QUALITY_MANAGEMENT						
Mode of Evaluation							
CIE						ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	Attendance 10		
30			20			100	150

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Course Code: DMBAMK0211		Course Name: Digital Marketing				L	T	P	C
Course Offered in: MBA						3	0	0	3
Pre-requisite: Understanding of Basics of marketing concepts and social media platforms									
Course Objectives: 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. Using digital analytic dashboards and software, students will learn to analyze marketing/customer data to make meaningful decisions.									
Course Outcome: After completion of the course, the student will be able to						Bloom’s Knowledge Level (KL)			
CO1	Develop an understanding of digital and social media marketing practices.					K2			
CO2	Apply knowledge of social media platforms for marketing					K3			
CO3	Acquire the skills for customer acquisition and online engagement.					K3			
CO4	Develop organizational competency through digital marketing practices and cost considerations.					K6			
CO5	Analyze digital marketing efforts to gain valuable insights into campaign performance and strengthen marketing plans.					K4			
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	2	1	2	2			
CO3		2	3	2	1	3			
CO4		3	2	2	3	2			
CO5		2	3	1	2	2			
Course Contents / Syllabus									
Module 1		Introduction to Digital Marketing						8 hours	
The new digital world - trends driving shifts from traditional marketing practices to digital marketing practices, the modern consumer and new consumer’s digital journey. Marketing strategies for the digital world - latest practices. Internet Marketing Mix (7Ps), Integrated Internet Marketing communication.									
Module 2		Social Media Marketing						8 hours	
Meaning, Purpose, types of social media websites. Introduction to Facebook, Twitter, Google +, LinkedIn, YouTube, Instagram, and Pinterest, as well as their channel advertising and campaigns. Introduction to Blogging: Create a blog post for your project. Include a headline, imagery, links and post, Content Planning and writing.									
Module 3		Acquiring & Engaging Users through Digital Channels						8 hours	
Search engine marketing, mobile marketing, video marketing, email marketing, affiliate marketing, influencer marketing, viral marketing, content marketing and social media marketing, Overview of SEO, and Marketing gamification.									
Module 4		Designing Organization for Digital Success						8 hours	
Digital transformation, digital leadership principles, online P.R. and reputation management. ROI of digital strategies, how digital marketing is adding value to the business, and evaluating the cost- effectiveness of digital strategies.									
Module 5		Digital marketing analytics						8 hours	
Web Analytics, Google Analytics, Social Media Analytics, Google Ads details- Conversion tracking, Conversion Rate Optimization, Emerging technologies- Metaverse, IOT, AR/VR, Future of Analytics,									
Total Lecture Hours								40 hours	
Textbook:									
S. No	Book Title			Author					
1.	Internet Marketing, Oxford University Press India			Moutsy Maiti					
2.	Digital Marketing, Oxford University Press India (November, 2015)			Vandana, Ahuja					
Reference Books:									
S.No	Book Title			Author					

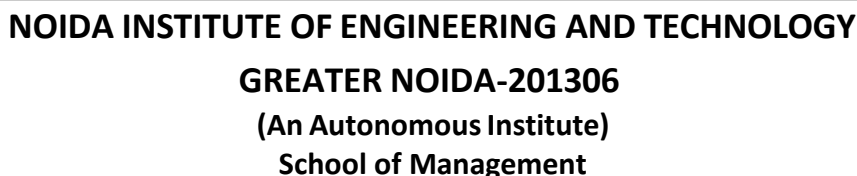
1.	Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition, 2014).	Ryan, Damian
2.	Social Media Marketing (Sage Publication)	Tracy L. Tuten & Michael R. Solomon

NPTEL/ Youtube/ Faculty Video Link:

1.	https://www.coursera.org/learn/adobe-digital-marketing
2.	https://www.coursera.org/learn/fundamentals-of-digital-marketing-smiths-copy
3.	https://www.youtube.com/watch?v=CBUF5V4iNgU

Mode of Evaluation

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

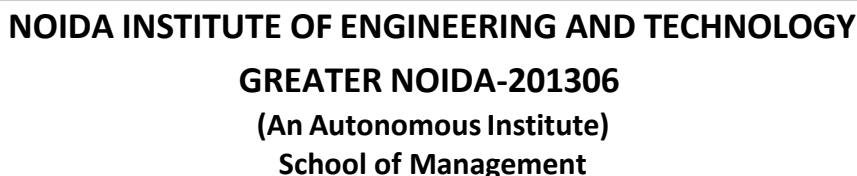


Course Code: DMBAMK0212		Course Name: Sales and Distribution Management			L	T	P	C
Course Offered in: MBA					3	0	0	3
Pre-requisite: Understanding of Marketing Management								
Course Objectives: The course develops understanding of sales management concepts while building skills in sales force management and organizational design. It also focuses on distribution systems, channel performance, and the use of modern tools like CRM, analytics, and digital selling.								
Course Outcome: After completion of the course, the student will be able to					Bloom's Knowledge Level (KL)			
CO1	Develop knowledge and understanding of distribution management				K2			
CO2	Apply sales management strategies in real-world situations				K3			
CO3	Analyze and evaluate sales decisions and alternatives				K4			
CO4	Understand distribution and channel management systems				K2			
CO5	Evaluate channel performance and control mechanisms				K5			
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		3	3	3	2	2		
CO4		2	3	2	3	2		
CO5		2	3	3	3	3		
Course Contents / Syllabus								
Module 1		Overview of Sales and Selling Theories					8 hours	
Introduction to sales: Role of selling in marketing, Personal selling, salesmanship, and role of sales manager, Types of sales personnel, Characteristics of a successful salesperson, Theories of selling (AIDA, Relationship Selling, Consultative Selling), Sales management concepts and process of effective selling								
Module 2		Building Sales Organization					8 hours	
Types of sales organization and structures, Functions and responsibilities of sales personnel, Designing and staffing sales organization, Recruitment and selection process, Training and development of sales force, Conducting sales training programs								
Module 3		Leading Sales Organization					10 hours	
Sales force motivation techniques, Designing and administering compensation plans, Incentives and sales contests, Sales forecasting and budgeting, Sales quota and territory design, Sales force productivity and performance appraisal, Sales reporting and monitoring mechanisms								
Module 4		Distribution Management and Logistics					10 hours	
Types of distribution channels: Direct, Indirect, Hybrid, Importance of distribution mix, Types of marketing channels, Order processing: Concept and importance, Transportation: Types and suitability, Warehousing: Concept, importance, and types, Inventory control methods (EOQ, ABC analysis), Material handling concepts								
Module 5		Channel Management and Performance					12 hours	
Channel management and control, Performance measurement in marketing channels, Channel profitability analysis, Appraisal of channel members, Channel conflict: Sources and types, Conflict management techniques, Channel leadership, Channel information systems and their impact, Role of technology and CRM in channel management								
Total Lecture Hours							48 hours	
Textbook:								
S.No	Book Title			Author				
1.	Sales and Distribution Management (3rd Ed.)			Tapan Panda & Sunil Sahadev				
2.	Sales Management (6th Ed.)			Richard R. Still				
Reference Books:								



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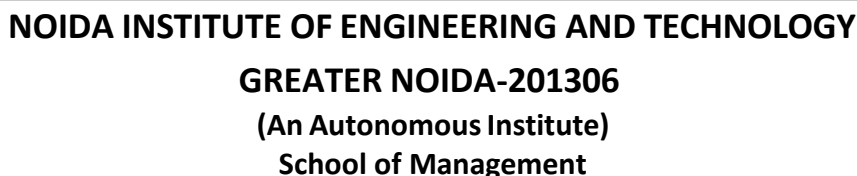
1.	Sales and Distribution Management: An Indian Perspective	Tapan Panda						
2.	Sales and Distribution Management	Krishna K. Havaladar & Cavale						
NPTEL/ Youtube/ Faculty Video Link:								
1	https://www.youtube.com/watch?v=0kY6HahUZdM							
2	https://www.youtube.com/watch?v=irV6nMETv4g							
3	https://www.youtube.com/watch?v=irV6nMETv4g&list=PLVB_qCTQ5cHaQg-aIdliSFwvc7iGzdzQl&index=7							
4	https://www.youtube.com/watch?v=0kY6HahUZdM&list=PLVB_qCTQ5cHaQg-aIdliSFwvc7iGzdzQl							
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
30			20				100	150



Course Code: DMBAFM0212		Course Name: Security Analysis & Portfolio Management				L	T	P	C
Course Offered in: MBA						3	0	0	3
Pre-requisite: Basic Financial Management, Statistics & Quantitative Techniques									
Course Objectives: This course equips students to analyse securities, evaluate risk-return trade-offs, and build optimized portfolios using data-driven, technology-enabled, ESG-aware, and behaviourally informed investment practices.									
Course Outcome: After completion of the course, the student will be able to							Bloom's Knowledge Level (KL)		
CO1	Understand the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets.					K2			
CO2	Apply the knowledge and skills to select and employ base level tools for financial analysis using time value of money, cost of capital and interest rates.					K4			
CO3	Analyze companies for investment purposes.					K4			
CO4	Evaluate fixed income securities, stocks, and different derivative securities to manage investment risks.					K5			
CO5	Develop investment strategies based upon portfolio performance measures.					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	2	2	2			
CO4		3	3	2	3	2			
CO5		2	3	3	3	3			
Course Contents / Syllabus									
Module 1		Investment Environment & Financial Markets					8 hours		
Meaning and Objectives of Investment; Investment vs. Speculation; Types of Investors; Financial Markets (Capital Market, Money Market, and Derivatives Market); Overview of Modern Investment Avenues (ETF – Exchange Traded Fund, REIT – Real Estate Investment Trust, InvIT – Infrastructure Investment Trust); Regulatory Framework of SEBI; Role of FinTech Platforms in Investing.									
Module 2		Risk–Return Framework & Asset Pricing Models					10 hours		
Risk types; expected return; risk measurement; diversification; CAPM and limitations; Arbitrage Pricing Theory; multi-factor and smart beta models; introduction to factor investing (value, momentum, size)									
Module 3		Security Analysis: Fundamental, Technical & Behavioural					10 hours		
Fundamental analysis (E–I–C approach, financial ratios); intrinsic valuation (DCF basics); technical analysis tools (trends, indicators, patterns); behavioural finance concepts (biases, heuristics); EMH revisited									
Module 4		Portfolio Construction & Optimization					10 hours		
Markowitz portfolio theory; efficient frontier; portfolio diversification; Sharpe model; algorithmic and robo-advisory based portfolio construction (overview only); ESG and sustainable investing integration									
Module 5		Performance Evaluation & Contemporary Portfolio Strategies					10 hours		
Portfolio performance measures (Sharpe, Treynor, Jensen); portfolio revision strategies; ESG performance metrics; passive vs active strategies; introduction to AI & data analytics in portfolio management									
Total Lecture Hours							40 hours		

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Textbook							
1	Security analysis and portfolio management (2nd ed.). Vikas Publishing House					Pandian, P. (2023)	
2	Investment analysis and portfolio management (7th ed.). McGraw Hill Education					Chandra, P. (2025)	
Reference Books							
1	Security analysis and portfolio management (7th ed.). Pearson.					Fischer, D. E., & Jordan, R. J. (2019).	
2	Investments (13th ed.). McGraw Hill Education.					Bodie, Z., Kane, A., & Marcus, A. J. (2024).	
3	Investment analysis and portfolio management (12th ed.). Cengage Learning.					Reilly, F. K., Brown, K. C., & Leeds, S. J. (2024).	
NPTEL/ Youtube/ Faculty Video Link:							
1	https://www.nseindia.com/static/invest/investors-awareness-programs [nseindia.com]						
2	https://www.bseindia.com/static/investors/Education.aspx						
3	https://www.bseipf.com/investors_education.html						
4	https://www.morningstar.com/business/insights/research						
5	https://www.youtube.com/c/fainstitute						
Mode of Evaluation							
CIE						ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5		
30			20			100	150



Course Code: DMBAFM0212			Course Name: FinTech & InsurTech			L	T	P	C
Course Offered in: MBA						3	0	0	3
Pre-requisite: Basic understanding of Financial Systems, Banking, Insurance, and Digital Technologies.									
Course Objectives: The objective of this course is to provide students with comprehensive knowledge of emerging financial technologies including FinTech, InsurTech, Bank Tech, and Reg Tech. The course aims to familiarize students with digital financial ecosystems, AI-driven financial services, risk analytics, regulatory technologies, digital lending, smart regulation, and innovations transforming banking and insurance industries globally.									
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
CO1	Understand the basic concepts, evolution, ecosystem, and trends of FinTech.					K2			
CO2	Explain the role of InsurTech in insurance innovation, claims, underwriting, and fraud detection.					K2			
CO3	Apply BankTech and digital lending concepts in loan processing, credit rating, and digital banking.					K3			
CO4	Analyze RegTech applications in compliance, smart regulation, fraud detection, and regulatory sandboxes.					K4			
CO5	Evaluate emerging financial technologies, ethical issues, cybersecurity, open banking, and sustainable FinTech.					K5			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	PO6		
CO1		3	2	1	3	1	2		
CO2		3	2	2	2	1	2		
CO3		3	3	2	2	2	3		
CO4		2	3	3	3	2	3		
CO5		2	3	3	3	2	3		
Course Contents / Syllabus									
Module 1		Introduction to FinTech						8 hours	
Concept of FinTech, Evolution of FinTech, Traditional vs Digital Finance, Overview of FinTech Ecosystem, FinTech and Society, Digital Payments, Blockchain Basics, Cryptocurrency, Financial Inclusion through FinTech, Emerging Trends in FinTech									
Module 2		InsurTech and Insurance Innovation						8 hours	
Mechanism of InsurTech, Insurance Aggregators, Overview of AI & IoT in InsurTech. Risks in InsurTech - Fraud Detection, Processing Claims and Underwriting.									
Module 3		BankTech and Digital Lending						8 hours	
Regulatory Framework for Product Pricing, Loan Origination and Servicing, Social Media-Based Profiling, Comparison Tools and Aggregators, Dynamic Credit Rating. Robo/Bot for Faster Approvals & Funding, Hybrid Lending Products, Digital Banking Ecosystem									
Module 4		RegTech and Compliance Technologies						8 hours	
Evolution of RegTech, RegTech Ecosystem: Financial Institutions, RegTech Ecosystem: Startups, RegTech Startups: Challenges, RegTech Ecosystem: Regulators, Use Case of AI in Smart Regulation and Fraud Detection, Regulatory Sandboxes									
Module 5		Smart Regulation and Emerging Financial Technologies						8 hours	
AI-Based Compliance Monitoring, AML and KYC Technologies, Cybersecurity in Financial Services, Ethical Issues in FinTech, Future of Financial Technologies, Open Banking, Embedded Finance, Sustainable FinTech, Global FinTech Trends and Challenges									
Total Lecture Hours								40 hours	
Textbook:									
1.	FinTech: The New DNA of Financial Services				Pranay Gupta				
2.	Risk Management and Financial Institutions				John C. Hull				
NPTEL/ Youtube/ Faculty Video Link:									



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1. <https://youtu.be/EoNirfYYd8M?si=8-8Jnik4q-TUyXDY>

2. <https://youtu.be/skblueN6P4E?si=y3qUFwh1m2HoDDoL>

3. https://youtu.be/GDQF4ea6FBs?si=y_itcmdPCz8KjdHZ

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: DMBHR0211	Course Name: Industrial Relations & Labour Codes	L	T	P	C
Course Offered in: MBA		3	0	0	3

Pre-requisite: Understanding of human resource management

Course Objectives: The course aims to provide a conceptual framework of industrial relations, covering relevant laws, social security, working conditions, major labour law reforms, and the current state of industrial relations in India.

Course Outcome: After completion of the course, the student will be able to		Bloom's Knowledge Level (KL)
CO1	Knowledge of Industrial Relation Framework and assess the development and challenges of trade unionism.	K2
CO2	Apply critical analysis and evaluation skills to understand and effectively implement collective bargaining and Grievance- handling mechanisms.	K5
CO3	Apply to the understanding of the implications of the various social security measures such as provident funds, employee state insurance, gratuity, maternity benefit, and other welfare measures.	K3
CO4	Evaluate the significance of various legal provisions for safety and welfare in organizations.	K5
CO5	Analyze and discuss the benefits provided by various legal provisions protecting the wages and conditions of employment.	K4

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

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

Course Contents / Syllabus

Module 1:	Introduction to Labour Laws and Industrial Relations	8 hours
Definition and Scope of Labour Laws, Significance of Industrial Relation in Organizations, Historical Background of Labour Laws in India, Aims of Labor Legislation, Tripartite Structure in Industrial Relation, Role of ILO in developing Labour laws, Parties involved in IR (Employer, Employee, Trade Union, Government); Industrial Peace and Productivity, Legal Framework for the regulation of labor in India, The structure of the labor law system of India. Definition, Purpose of Trade Unions, Collective Bargaining, Workers Participation in Management, Levels of Workers' Participation, Mode of Workers' Participation Works Committee, Joint Management Councils, Worker Director, Grievance Handling.		
Module 2	Industrial Relations code, Retrenchment, Layoffs and Closures	8 hours
Understanding of Industrial Relation Code 2020, Trade Unions' Recognition under Code on Industrial Relation 2020, Negotiation and Settlement of Industrial Disputes under code on industrial relation, (Conciliation, Arbitration, Adjudication). Retrenchment, Layoffs and Closures legal provisions, Unfair Labour Practice: Types and Consequences, Provisions of the Unfair Labour.		
Module 3	Code on Social Security	8 hours
Comprehending the Code on Social Security, 2020; Social Security of workers – Provident Fund, Employee State Insurance, Gratuity, Maternity Benefits, and others; Organisational role in providing social security to workers; Code on Social Security Compliance by organisations.		
Module 4	Occupational Safety, Health, and Working Conditions Code	8 hours
Learn about the Occupational Safety, Health, and Working Conditions Code, 2020; Occupational safety and health: legal framework, safety policy, and implementation in organizations. Rules regarding working hours, leave periods, holidays, and other working conditions; Organizations' responsibility for ensuring safety, health, and working conditions of workers; Compliance with the Occupational Safety, Health, and Working Conditions Code by organizations.		

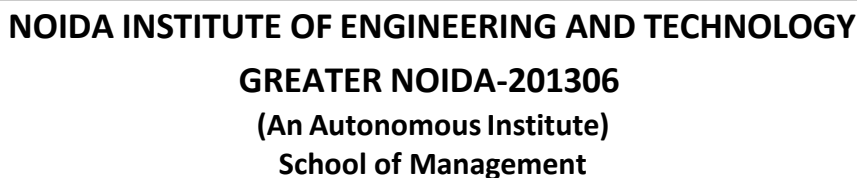
Module 5		Code on Wages and Central Advisory Board and State Advisory Boards					8 hours	
Knowledge about the Code on Wages, 2019; Provisions concerning payment of wages: minimum wages, methods, and periods of payment; Equal remuneration of male and female workers: meaning, significance, and legal provisions; Guaranteeing fair payment and equal remuneration in business organizations. Composition, functions, and their role in matters concerning wages; Adherence to the Code on Wages by organizations.								
							Total Lecture Hours	40hours
Textbook:								
S.No	Book Title					Author		
1	Industrial Relations:					ISatya, Ratnam, Dhal, (2017)		
2	Dynamics of Industrial Relations:					IMamoria, Mamoria and Gankar, (2016)		
3	Industrial Relations					T. V. Rao		
S.No	Book Title					Author		
1	Industrial Relations and Labour Laws					Vikas Srivastava (2020)		
2	Personnel Management and Industrial Relations					Singh B. P., Chhabra T. N., Taneja P. L. (2021)		
3	New Labour & Industrial Laws, New Delhi:					Taxmann (2023)		
NPTEL/ Youtube/ Faculty Video Link:								
1	https://onlinecourses.nptel.ac.in/noc22_lw05/preview							
2	https://nptel.ac.in/courses/110103506							
3	https://afeias.com/videos/new-labour-law-comes-into-effect-dr-vijay-agrawal-upsc-cse-afeias-daily-lecture-podcast/							
4	https://onlinecourses.nptel.ac.in/e-learning/preview/noc22_lw05							
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
30			20				100	150

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Course Code: DMBASM0211		Course Name: Logistics & Supply Chain Management			L	T	P	C
Course Offered in: MBA					3	0	0	3
Pre-requisite: Fundamentals of Management, Principles of Marketing, Operations Management								
Course Objectives: The objective of this course is to familiarize students with the concepts, strategies, and practices involved in logistics and supply chain management. The course focuses on transportation, warehousing, procurement, inventory management, digital supply chains, and global logistics practices. It also aims to develop analytical and managerial capabilities for designing efficient and sustainable supply chain systems.								
Course Outcome: After completion of the course, the student will be able to					Bloom's Knowledge Level (KL)			
CO1	Understand the concepts, functions, and importance of logistics and supply chain management in organizations				K2			
CO2	Analyze transportation systems, inventory practices, and warehousing decisions for operational efficiency				K4			
CO3	Evaluate procurement strategies and supplier relationship management practices in supply chains				K5			
CO4	Apply digital technologies and analytics for improving supply chain integration and responsiveness				K3			
CO5	Assess global logistics challenges, sustainability practices, and risk management strategies in supply chains				K5			
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	1		
CO3		2	3	3	2	2		
CO4		2	2	3	3	3		
CO5		3	3	2	3	3		
Course Contents / Syllabus								
Module 1		Introduction to Logistics and Supply Chain Management					8 hours	
Concept and evolution of logistics and supply chain management, objectives and importance of SCM, components of supply chain, logistics activities, supply chain drivers, value chain concept, supply chain integration, role of logistics in business competitiveness, supply chain performance measures, contemporary issues in SCM.								
Module 2		Transportation and Warehousing Management					8 hours	
Modes of transportation and their characteristics, transportation cost structure, route optimization, multimodal transportation, containerization, freight management, warehousing concepts and functions, warehouse layout and design, material handling systems, third-party logistics (3PL) and fourth-party logistics (4PL), reverse logistics.								
Module 3		Inventory and Procurement Management					8 hours	
Inventory management concepts, inventory costs, EOQ models, ABC analysis, JIT inventory systems, demand forecasting, procurement and sourcing strategies, vendor selection, supplier relationship management, e-procurement, procurement performance metrics, bullwhip effect and its implications.								
Module 4		Digital Supply Chains and Analytics					8 hours	
Supply chain information systems, ERP and SCM software, digital transformation in supply chains, role of IoT, AI, blockchain, cloud computing in logistics, supply chain analytics, demand planning, collaborative planning forecasting and replenishment (CPFR), agile and lean supply chains, omni-channel supply chains.								
Module 5		Global Supply Chain and Sustainable Logistics					8 hours	
Global logistics and international trade documentation, INCOTERMS, customs procedures, risk management in global supply chains, green logistics, sustainable supply chain practices, ethical sourcing, resilience and disruption management, circular economy, future trends in logistics and SCM.								
Total Lecture Hours							40 hours	
Textbook:								
S.No	Book Title: Supply Chain Management: Strategy, Planning and Operation			Author: Sunil Chopra & Peter Meindl				

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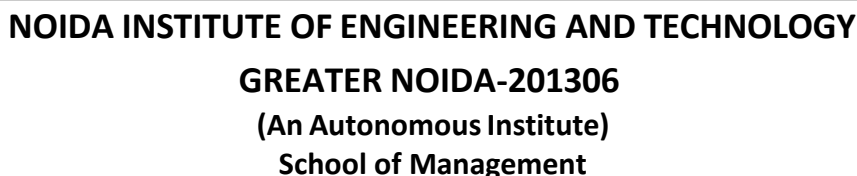
Reference Books:								
S.No	Book Title: Logistics and Supply Chain Management						Author: Martin Christopher	
NPTEL/ Youtube/ Faculty Video Link:								
1	https://youtu.be/4-QU7WiVxh8?si=fh6ALF9mqVPgiOO1							
2	https://youtu.be/o-S2Z_Dl9kw?si=v4SXvoj0CM9c-j9M							
3	https://youtu.be/0NOER-Lle-0?si=48HYA-zuSaB-Zlm5							
4	https://youtu.be/TUFJG7BJ-LI?si=F7z9CRhlmOccmkEr							
5	https://youtu.be/91RBzWxT2sQ?si=wMTBj156rvWgLnU							
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
30			20				100	150



Course Code: DMBABA0211		Course Name: Business Modeling and Predictive Analytics			L	T	P	C
Course Offered in: MBA					3	0	0	3
Pre-requisite: Business Statistics and Quantitative Methods; Applied Foundations of Analytics using MS Excel; Basic understanding of Regression and Probability; Exposure to Python or R (preferred but not mandatory).								
Course Objectives: To equip students with quantitative and statistical techniques for building, validating, and interpreting predictive models in business contexts.								
Course Outcome: After completion of the course, the student will be able to					Bloom's Knowledge Level (KL)			
CO1	Explain the framework of business modeling, types of analytical models, and the role of predictive analytics in organizational decision-making.				K2			
CO2	Apply linear and logistic regression models to business datasets and interpret coefficients, significance, and goodness-of-fit measures.				K3			
CO3	Build and evaluate decision tree, random forest, and ensemble models for classification and regression tasks in business scenarios.				K4			
CO4	Apply time series forecasting models and clustering techniques to demand forecasting, customer segmentation, and operational planning problems.				K4			
CO5	Design and present a complete predictive analytics solution -- from problem framing and data preparation to model deployment and business recommendations.				K6			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5		
CO1		3	2	2	2	2		
CO2		3	3	3	2	3		
CO3		3	3	3	3	3		
CO4		3	3	3	3	2		
CO5		3	3	3	3	3		
Course Contents / Syllabus								
Module 1		Business Modeling: Foundations, Frameworks, and Data Preparation					08 hours	
Analytics maturity curve; CRISP-DM vs. SEMMA methodology comparison, Business problem framing: defining KPIs, hypothesis setting, data requirements; Feature engineering: one-hot encoding, label encoding, binning, interaction terms, log transforms; Cross-validation: k-fold, stratified k-fold; train-test-validation split rationale; EDA: multivariate analysis, correlation heatmaps, distribution plots with Seaborn/Matplotlib; Business use cases: churn, credit scoring, demand forecasting, fraud detection								
Module 2		Regression Models for Business Prediction					08 hours	
OLS assumptions revisited: linearity, normality, homoscedasticity, independence; Q-Q plots; Multiple regression: variable selection (forward/backward/stepwise), VIF for multicollinearity, Durbin-Watson for autocorrelation; Regularisation: Ridge and Lasso regression, bias-variance trade-off, hyperparameter tuning with cross-validation; Polynomial and interaction term regression; handling non-linear relationships; Logistic regression: sigmoid function, log-odds, odds ratio, coefficient interpretation; multinomial & ordinal LR; Evaluation: confusion matrix, precision/recall/F1, ROC-AUC, MAE/RMSE/MAPE for regression								
Module 3		Classification and Ensemble Methods for Business Decision-Making					08 hours	
Decision trees: CART, Gini impurity, information gain, pre- and post-pruning; visualising and interpreting trees; Overfitting and regularisation: max_depth, min_samples_split, min_samples_leaf tuning; Bagging and random forests: OOB error, feature importance ranking, hyperparameter optimization; Boosting: AdaBoost, GBM, XGBoost, LightGBM — concepts, parameters, and comparative business use cases; SVM (RBF/polynomial kernel), kNN (distance metrics), Naive Bayes (Gaussian/Multinomial) — applied understanding								

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Module 4		Time Series Forecasting and Unsupervised Learning					08 hours		
Time series components: trend, seasonality, cyclical, irregularity; stationarity (ADF test), ACF/PACF interpretation; Smoothing techniques: SMA, WMA, Holt-Winters exponential smoothing; additive vs. multiplicative decomposition; ARIMA (p,d,q) identification, estimation, and diagnostics; SARIMA for seasonal business data; Introduction to Facebook Prophet; forecast accuracy: MAE, RMSE, MAPE, SMAPE; K-Means clustering: elbow method, silhouette score; hierarchical clustering with dendrograms; DBSCAN concepts; PCA: scree plot, explained variance, biplot; dimensionality reduction for high-dimensional business datasets									
Module 5		Model Deployment, Business Communication, and Emerging Applications					08 hours		
Model interpretability: SHAP values, LIME, partial dependence plots; black-box vs. white-box model trade-offs; Deployment pipeline: model serialisation, Streamlit dashboards, MLflow tracking; Communicating analytics: translating RMSE/AUC into business KPIs; storytelling with data; executive dashboards; AI ethics and fairness: algorithmic bias, fairness metrics (demographic parity, equalized odds), Responsible AI principles; Prescriptive analytics: sensitivity analysis; Monte Carlo simulation for risk quantification									
							Total Lecture Hours		48 hours
Textbook:									
1	An Introduction to Statistical Learning with Applications in Python (2nd Ed.)					James, Witten, Hastie and Tibshirani, Springer (free PDF at statlearning.com)			
2	Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking					Foster Provost and Tom Fawcett, O'Reilly Media			
Reference Books:									
1	Hands-On Machine Learning with Scikit-Learn, Keras, and TensorFlow (3rd Ed.)					Aurelien Geron, O'Reilly Media			
2	Business Analytics: Data Analysis and Decision Making (7th Ed.)					S. Christian Albright and Wayne L. Winston, Cengage			
3	Practical Time Series Analysis: Prediction with Statistics and Machine Learning					Aileen Nielsen, O'Reilly Media			
NPTEL/ Youtube/ Faculty Video Link:									
1	1. NPTEL - Business Analytics and Data Mining by Prof. Dinesh Kumar, IIM Bangalore: https://nptel.ac.in/courses/110107123								
2	2. NPTEL - Machine Learning for Engineering and Science Applications, IIT Madras: https://nptel.ac.in/courses/106106139								
3	3. StatQuest with Josh Starmer -- ML and Statistics (YouTube): https://www.youtube.com/@statquest								
Mode of Evaluation									
CIE							ESE	Total	
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5			
30			20				100	150	



Course Code: DMBA0251		Course Name: Visual Analytics for Managers			L	T	P	C
Course Offered in: MBA		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.				K4			
CO3	To apply basic and intermediate DAX functions to generate business KPIs and insights.				K4			
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.				K5			
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					8 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					8 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					8 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					8 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					8 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

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