NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA, GAUTAM BUDDH NAGAR
(An Autonomous Institute)

Affiliated to

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

Evaluation Scheme & Syllabus

For

MBA Integrated

Second Year

(Effective from the Session: 2026-27)

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

School of Management
MBA (Integrated)
EVALUATION SCHEME
SEMESTER -III

S. No	Subject Code	Subject Name	Types of Subjects	Periods			Evaluation Scheme				End Semester		Total	Credit
				L	T	P	CT	TA	Total	PS	TE	PE		
1	AMIBA0301	Advanced Business Statistics	Mandatory	3	1	0	20	20	40	0	60	0	100	4
2	AMIBA0302	Financial Accounting-II	Mandatory	3	1	0	20	20	40	0	60	0	100	4
3	AMIBA0303	Managerial Communication and Etiquettes	Mandatory	3	0	0	20	20	40	0	60	0	100	3
4	AMIBA0304	Management Information System	Mandatory	3	0	0	20	20	40	0	60	0	100	3
5	AMIBA0305	Organization Design and Development	Mandatory	3	0	0	20	20	40	0	60	0	100	3
6	AMIBA0306	Marketing Management	Mandatory	4	0	0	20	20	40	0	60	0	100	4
7	AMIBA0359	Mini Project - 1	Mandatory	0	0	2	0	0	25	25	0	25	50	1
Total													**650**	**22**

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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School of Management
MBA (Integrated)
EVALUATION SCHEME
SEMESTER -IV

S. No	Subject Code	Subject Name	Types of Subjects	Periods			Evaluation Scheme				End Semester		Total	Credit
				L	T	P	CT	TA	Total	PS	TE	PE		
1	AMIBA0401	Business Research Methods	Mandatory	4	0	0	20	20	40	0	60	0	100	4
2	AMIBA0402	Human Resource Management	Mandatory	4	0	0	20	20	40	0	60	0	100	4
3	AMIBA0403	Financial Management	Mandatory	3	1	0	20	20	40	0	60	0	100	4
4	AMIBA0404	Data Base Management	Mandatory	3	0	0	20	20	40	0	60	0	100	3
5	AMIBA0405	Design Thinking-I	Mandatory	3	0	0	20	20	40	0	60	0	100	3
6	AMIBA0406	Production and Operations Management	Mandatory	4	0	0	20	20	40	0	60	0	100	4
7	AMIBA0459	Mini Project -2	Mandatory	0	0	2	0	0	25	25	0	25	50	1
Total													**650**	**23**

Abbreviation Used:

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

Course Name: MBA Integrated -Second year					
Course Code	**AMIBA0301**	**L**	**T**	**P**	**C**
Course Title	**Advanced Business Statistics**	**3**	**1**	**0**	**4**
Course Objective: Objective of this course is to:		**Duration: 45 Hours**			
1	Understand the basic concept of Advanced business statistics.				
2	Understand the importance of Time Series Analysis and their implication on Business.				
3	Understand the concept of Probability and Probability distribution and its usage in various business applications.				
4	Apply the concept of Estimation and ANOVA to practical problems.				
5	Apply the concept of Index no. for business problems.				
Pre-requisites: Basic knowledge of statistics.					
Course Contents / Syllabus					
UNIT-I	**Measures of Dispersion**	**9 Hours**			
-Quartile deviation, Mean Deviation and Standard deviation, Combined Standard deviation, Coefficient of variation. Moments, Skewness & Kurtosis.					
UNIT-II	**Curve Fitting: Linear and Parabolic Curve**	**9 Hours**			
Time series analysis: Concept, Additive and Multiplicative models, Components of time series, Trend analysis: Least Square method for Linear equations and Applications in business decision- making.					
UNIT-III	**Theory of Probability**	**9 Hours**			
Addition and multiplication laws of probability and Bayes Theorem, Random variable, Probability Mass function, Probability Density functions, Probability distribution: Normal Distribution					
UNIT-IV	**Estimation**	**9 Hours**			
Concept of Estimator, Properties of estimator, Testing of Hypothesis: Chi-Square test of Goodness of Fit and Independence of attributes, ANOVA and its introduction, One way ANOVA.					

UNIT-V	Index Numbers	9 Hours
Meaning , Types of index numbers, uses of index numbers, Construction of Price,Quantity and Volume indices:- Fixed base and Chain base methods.		
Course outcome: At the end of course, the student will be able to:		
CO 1	Understand the basic concept of Advanced business statistics and its role descriptive analytics.	Knowledge (K 2)
CO 2	Apply Time series analysis into business problems and their implication on Business performance.	Applying (K 3)
CO 3	Understand the advance concepts of probability and probability theoretical distributions and its applications.	Understanding(K2) Applying (K 3)
CO 4	Understand the application of Estimation and ANOVA in business decision making.	Understanding(K2) Applying (K 3)
CO 5	Apply the Concept of Index numbers to solve Business Problem.	Applying (K 3)

Text books

1. S.P. Gupta, Statistical Methods, Sultan Chand & Sons
2. P N Arora and S Arora Statistics for Management, S. Chand, New Delhi
3. Sharma, J.K., Business Statistics, Pearson Education, New Delhi

Reference Books

1. Levin & David Rubin: Statistics for Management, Prentice Hall.
2. Render, Barry, Stair, R.M., Hanna, M.E., & Badri, “Quantitative Analysis for Management”, Pearson Education.
3. Vohra N.D., “Quantitative Techniques in Management”, McGraw Hill Education.
4. Vishwanathan, P.K., “Business Statistics and Applied Orientation”, Pearson Education.

Course- Integrated MBA/Second Year – Semester 3 **Branch- INTEGRATED MBA**	
Subject Code- AMIBA0302	**L-T–P** **3 – 1 - 0**
Subject Name- Financial Accounting II	**No. of hours- 40**

Course Objective- The objective of this course is to make students understand financial accounting theory, concepts, and practise, including final accounts, ratios, cash flow, cost of capital, capital budgeting, working capital, and operating cycle flow.

Course Outcome – At the end of the course, the students will be able to:		**Bloom's Taxonomy**
CO 1	Understand the concepts, principles and rules of accounting to record routine monetary transactions. routine monetary transaction.	Understanding (K2)
CO 2	Prepare the final accounts in accordance with Generally Accepted Accounting Principles.	Creating (K6)
CO 3	Analyse the financial statement of companies.	Analysing (K4)
CO 4	Understand and Analyse the intra firm and inter firm comparison.	Analysing (K4)
CO 5	Analysing various sources of working capital finance to meet working capital requirement.	Analysing (K4)

Course Content

Unit	**Module**	**Topics Covered**	**Pedagogy**	**Lecture Required (T=L+P)**	**Aligned Practical/Assignment/Lab**	**CO Mapping**
Unit 1 Principles of Accounting and Standards	Introduction to Principles of Accounting	Overview of Accounting, Accounting concepts and Meaning, Users of Accounting, Principles of Accounting	Discussion, PPTs, videos, Case study	3 Hours	Assignment on applications of principles of accounting and accounting standards.	CO1

	Introduction to Book-keeping and Standards of Accounting	Book keeping and Accounting, Accounting terminologies, Indian Accounting Standards and International Accounting Standards	Discussion, PPTs, videos, Case study	4 Hours		
Unit 2 Mechanics of Accounting	Journal Entries, Ledger and Trial balance	Rules of passing journal entries, Ledger posting and Trial Balance.	Discussion, PPTs, videos, Case study	4 Hours	Assignment on checking and Balancing of Arithmetical Accuracy of Accounts.	CO2
	Final Accounts	Preparation of final accounts of manufacturing firm- Profit & Loss Account, Profit & Loss Appropriation account and Balance Sheet.	Discussion, PPTs, videos, Case study	4 Hours		
Unit 3 Ratio Analysis and Cash Flow Statement	Ratio Analysis	Ratio Analysis: solvency ratios, Profitability ratios, activity ratios, liquidity ratios.	Discussion, PPTs, videos, Case study	5 Hours	Practical Case Base Assignment to judge the liquidity and profitability of a company.	CO3
	Cash Flow Statement	Cash Flow Statement and Preparation of Cash Flow Statement	Discussion, PPTs, videos, Case study	4 Hours		
Unit 4 Tools for Financial Analysis	Comparative Statements	Comparative Income Statements, Comparative Balance sheet	Discussion, PPTs, videos, Case study	4 Hours	Practical Case Base Assignment to do the intra firm comparison of the	CO4

	Common Size Statements	Common Size Income Statement, Common Size Balance Sheet, Trend Analysis	Classroom discussion, PPTs, videos, Case study	3 Hours	financial statements of a company	
Unit 5 Working Capital Management	Concept of working capital management	Concepts of Working Capital and its types, Determinants of Working Capital,	Classroom discussion, PPTs, videos, Case study	5 Hours	Analyse the different sources of short term capital and make a comparison of various cost of those sources.	CO5
	Methods of WCM and sources of finance.	Methods of calculating Working Capital, Working Capital Financing.	Classroom discussion, PPTs, videos, Case study	4 Hours		

References-

Text Books:

1. Shah, Paresh, (2022*). Financial Accounting for management,* 3rd Edition. Oxford University Press.
2. Pratt, J., & Salimi, A. Y. (2010). Financial accounting in an economic context. *Issues in Accounting Education*, *25*(1), 178-179.

Reference Books:

1. Maheshwari, S N &Maheshwari S K, (2021). *A text book of Accounting for Management*, Vikas Publication.
2. Maynard, J. (2017). *Financial accounting, reporting, and analysis*. Oxford University Press.

Link

1. https://ncert.nic.in/textbook/pdf/keac101.pdf
2. https://edurev.in/t/114559/Journal--Ledger-and-Trial-Balance-Accountancy-and-
3. https://www.journal-dogorangsang.in/no_2_Book_21/42.pdf
4. https://static.careers360.mobi/media/uploads/froala_editor/files/Cost-of-Capital_YUeIXt5.pdf
5.https://static.careers360.mobi/media/uploads/froala_editor/files/Management-of-Working-Capital_-Unit-I_-Introduction-to-Working-Capital-Management_WDdB8ZC.pdf

Course- Integrated MBA/Second Year – Semester 3 **Branch- INTEGRATED MBA**						
Subject Code- AMIBA0303					**L - T – P** **3– 0 - 0**	
Subject Name- Managerial Communication and Etiquette					**No. of hours- 40**	
Course Objectives– The objective of this course is to build the proficiency needed to succeed in today's technologically enhanced workplace by focusing on the development of professional oral and written communication skills along with an understanding of cross cultural communication. Students will also develop skills in technical business writing and study the strategies and techniques needed for success in interviews.						
Course Outcome – At the end of the course, the students will be able to:					**Bloom's Taxonomy**	
CO1	Creating effective business reports for decision making.				Creating (K6)	
CO2	Creating correct business proposals and emails for effective communication.				Creating (K6)	
CO3	Apply the skills needed for approaching different types of interview and written Communication.				Applying (K3)	
CO4	Understanding social media and workplace Etiquette.				Understanding (K1)	
CO5	Understand different cultural values and intercultural communication.				Understanding (K1)	
Course Content						
Unit	**Module**	**Topics Covered**	**Pedagogy**	**Lecture Required (T=L+P)**	**Aligned Practical/Assignment/Lab**	**CO Mapping**
Unit 1 **Report writing**	Basics of report writing	Purpose of writing Reports, Rules of report writing	Experiential exercise/ discussion/ PPT	4 Hours	Visit some websites for start-ups ad budding entrepreneurs. Study these websites carefully	CO1

	Type of Reports	Regular reports, Factual reports, Survey reports, Feasibility reports, Technical Reports	Experiential exercise/ discussion/ PPT	4 Hours	and prepare a report on the assistance provided or iniatives provided by Government agencies.	
Unit 2 Business proposal and Email writing	Email Writing	Writing E-mail, Effective E-mail, E-mail Etiquettes	Experiential exercise/ discussion discussion/ PPT	3 Hours	Draft an e- mail on the following subjects: 1. Customer Inquiry 2. Scheduling a meeting 3. Customer Grievance	CO2
	Business proposals	Business proposals: , Purpose of Business proposals and Format of Business Proposals, Writing Business Proposals	Discussion/PPT/ Experiential exercise	3 Hours		
	Business tender	Tender notice. Purpose ,format and tender writing practice	Discussion/PPT/Experiential exercise	3 Hours		
Unit 3 **Mastering Interview and written communication**	Basic understanding of interview	Mastering Interview: Introduction of interview, objectives, types of interview, Focus of Job Interview, Body Language, Strategies for success at Interviews	Experiential exercise- Team Activity/Classroom discussion/PPT	4 Hours	Prepare an assignment on- 1. Effective Body Language required during interview with examples 2. Draft a press note of a research conference.	CO3
	Written communication	Preparing your resume, Writing covering letters , Employee Reviews, Recommendation Letters, Memos, Press Releases, Proactive Media Writing	Discussion / /PPT/ Experiential exercise- Team Activity	4 Hours		

Unit 4 Business and Social Media Etiquette	Business Etiquette	Professional conduct in a business setting: attire; Introducing self and others, Telephone Etiquette; Business Dining	Discussion/PPT/ Videos	2 Hours	Visit the following places and take note of the social and business etiquettes of people under observation there: 1. Food court of a shopping mall 2. Fine dining restaurant 3. Reception area of a multinational company.	CO4
	Social Media Etiquettes	Meaning of Social Media, Nature and scope of Social media, purpose of choosing a suitable media, Social Media Etiquettes	Discussion/PPT/ Videos	3 Hours		
	Work place Etiquette	Communicating at work, , Workplace listening face to face and virtual meeting etiquettes, Effective media relations and crisis communication	Discussion/PPT/ Videos/ Case Study	3 Hours		
Unit 5 Intercultural Managerial Communication and Conflict Management	Intercultural Managerial Communication	Meaning of Intercultural Managerial Communication, Cultural sensitivity, Important principles of Intercultural communication	Discussion/PPT/Videos/ Simulation based exercise	4 Hours	Prepare an assignment on real life examples of Intercultural Managerial Communication.	CO5
	Technological Advancement and Business Communication	Intranet, Internet, Teleconference, Video conference, Blogs, Webinars, Chat rooms, Voice and Text messaging.		4 Hours		

References-

Text Books:

1. Hynes, G. E., Veltsos, J. R. (2018). *Managerial Communication: Strategies and Applications.* United States: SAGE Publications.
2. Locker, K., Mackiewicz, J., Aune J.E., and Kienzler D.(2023), *Business Communication*, Mc.Graw- Hill Education.
3. Jain, N., Mukherji S. (2020), *Effective Business Communication*, Mc.Graw- Hill Education.

Reference Books:

1. Guffey, M. E., & Loewy, D. (2022). *Essentials of business communication.* Cengage Learning.
2. Lehman, Dufrene, Sinha, (2016), *Business Communication – A South Asian Perspectives*, 2 nd edition, South-Western Cengage Learning India (P)Ltd.
3. Hartley, P., Bruckmann, C. (2008). *Business Communication*. United Kingdom: Taylor & Francis.

Links:

1. https://youtu.be/8kS62NXcgi8
2. https://youtu.be/d9iU9kU4fFw
3. https://youtu.be/KgBWG1rRjTU
4. https://youtu.be/nxN_KtPld3o

Course- Integrated MBA/Second Year – Semester 3 **Branch- INTEGRATED MBA**						
Subject Code- AMIBA0304					**L - T - P** **3 – 0 - 0**	
Subject Name- Management Information System					**No. of hours- 40**	
Course Objective- Understanding information's role in business, developing data analysis skills, and MIS knowledge prepare students for Technological competitiveness and self-upgradation.						
Course Outcome - At the end of the course, the students will be able to:						
CO1	Understand about basic components of a management information system emphasizing on its current trends and significance.				Understanding (K2)	
CO2	Understand an orientation about the Managing Information Systems in Organizations for managerial decision making to gain Competitive edge in all aspects of Business.				Understanding (K2)	
CO3	Understanding various E-ERP SYSTEMS operating in functional areas of an organization				Understanding (K2)	
CO4	Understand about Data Processing & Computer Based System				Understanding (K2)	
CO5	Apply System designing aspects in an organization so as to enable the use of computer resources efficiently for effective decision making.				Applying (K3)	
Course Content						
Unit	**Module**	**Topics Covered**	**Pedagogy**	**Lecture Required (T=L+P)**	**Aligned Practical/Assignment/Lab**	**CO Mapping**
Unit 1 Introduction to MIS	Introduction	The meaning and use MIS, System View of Business, Process of MIS, Development of MIS within the organization, Management Process, Information Needs, System Approach in Planning	Discussion, Case-based, videos	4 Hours	Application based assignment	CO1

		Organizing and Controlling MIS.				
Unit 2 Planning, Implementation & Controlling of MIS	PIC of MIS	Planning, Implementation and Controlling of Management Information System.	Discussion, Case-based, videos	3 Hours	Application based assignment	CO2
Unit 3 Introduction to ERP	ERP Basics	Introduction to ERP-Basics of ERP-Evolution of ERP-Enterprise Systems in Large Organizations-Benefits and Challenges of Enterprise Systems.	Discussion, Case-based, videos	4 Hours	Application based assignment	CO3
	Enterprise System Management	Introduction to E-Enterprise System-Managing the E-enterprise-Organisation of Business in an Eenterprise-E-business-E-commerce-E-communication-E-collaboration – Function Based ERP.	Discussion, Case-based, videos	4 Hours		
Unit 4 Data Processing & Computer Based System	Fundamentals of DP & computer Based System	Fundamentals of Data Processing, Computer Operation of Manual Information System, Components of Computer Systems, Flow Chart, Conversion of Manual to Computer Based Systems, Computer Systems Software, Application Software, Telecommunication Modem.	Discussion, Case-based, videos	3 Hours	Application based assignment	CO4

Unit 5 Managerial Decision Making &System Design	Managerial Decision	Managerial Decision Making, characteristics and components of Decision Support System.	Discussion, Case-based, videos	3 Hours	Application based assignment	CO5
	System Design	System Design: System design consideration, input/output design, forms design, file organization and database, data management, file design, program design, control and security.	Discussion, Case-based, videos	4 Hours		

References-

Text Books:

1. Jawadekar, *Management Information System*, Tata McGraw Hill, 2008, 7th Edition, New Delhi.
2. Goyal, D. (2014). *Management information systems: Managerial perspectives* (4th ed.). Vikas Publishing House

Reference Books:

1. Ferrari, A., & Russo, M. (2016). *Introducing Microsoft Power BI.* Microsoft Press.
2. Jones, B. (2014). *Communicating data with Tableau: Designing, developing, and delivering data visualizations*. " O'Reilly Media, Inc.".

Links:

1. https://mays.tamu.edu/department-of-information-and-operations-management/management-information-systems/#:~:text=Management%20Information%20Systems%20(MIS)%20is,emphasis%20on%20service%20through%20technology.
2. https://www.fantaproject.org/sites/default/files/resources/3B-MIS-Checklist.pdf
3. https://www.simplilearn.com/what-is-data-processing-article
4. https://www.tutorialspoint.com/system_analysis_and_design/system_design.html

Course- Integrated MBA/Second Year – Semester 3 **Branch- INTEGRATED MBA**						
Subject Code- AMIBA0305					**L - T - P** **3– 0 - 0**	
Subject Name- Organizational Design and Development					**No. of hours- 40**	
Course Objective- The objective of this course is to understand and apply the design options for organizational structures. The course intends to develop an understanding of how organizations should be designed and developed in line with the needs of the firm and environmental conditions.						
Course Outcome – At the end of the course, the students will be able to:						
CO1	Recognize the organizational structure for operational efficiency.				Remembering (K1)	
CO2	Understand the components of organizational design and various models.				Understanding (K2)	
CO3	Analyse and apply approaches of organizational change.				Applying (K3)	
CO4	Analyse and understand the organization culture.				Analysing (K4)	
CO5	Apply OD interventions designed for organizational development.				Applying (K3)	
Course Content						
Unit	**Module**	**Topics Covered**	**Pedagogy**	**Lecture Required (T=L+P)**	**Aligned Practical /Assignment / Lab**	**CO Mapping**
Unit 1 Organization structure	Concept and Nature of Organization structure	Meaning and features of organization-nature -need of organization -centralized and decentralized organizational structure	Discussion/Case Study/Video/PPT	4 Hours	Case study Analysis/Report on Netflix Organizational Structure	CO1
	Types of Organization structure	Authority and Line Organization, Types of Organizational Structure		4 Hours		
Unit 2 Organizational Design	Introduction to Organizational Design: Organization and Its Environment	Determinants, Components .,Basic Challenges of Design, Technological and Environmental Impacts on Design, Importance of Design	Discussion Discussion/Case Study/Video/ PPT	4 Hours	Choose any multinational organization, analyse its organizational design. Outline its potential competitors and also analyse its strategic advantages and disadvantages.	CO2

	Organization Design Models	McKinsey's 7-S Model- Jay Galbraith's Star Model- Weisbord's Six-Box Model		4 Hours		
Unit 3 Organizational change	Organizational change	Introduction, nature of change, Internal & External changes, types of change- Planned and unplanned changes	Discussion Discussion/Case Study/Guest Lecture/ PPT	4 Hours	Case Base Discussion on Change Management	CO3
	Managing Change	Resistance to Change, Techniques to Overcome Change, Kurt Lewin's model of Change		4 Hours		
Unit 4 Organizational culture	Organizational culture	Introduction, Concept of Organizational Culture, Factors Influencing Organizational Culture, Impact of Organizational Culture	Discussion Discussion/Case Study/Role Play/PPT/Video	4 Hours	1. Compare structure and culture of two or more firms in the same industry. 2. State some other issues do the structure and culture have an impact for motivation, reward systems, etc.	CO4
	Organizational climate	Concept of Organizational Climate- Dimensions of Organizational Climate- Creating Favourable Organizational Climate	Discussion Discussion/Case Study/Role Play/PPT/Video	4 Hours		
Unit 5 Organizational Development	Organizational Development	Organizational Development, Typology of Organizational Development Process of Organization Development	Discussion, Case Study/Team building Exercise/PPT/Video	4 Hours	Select 3 companies of your choice and submit a project on the following interventions: 1.Work and job design	CO5

	OD Interventions	Process Consultation, Third-party Intervention ,Team Building-Survey Feedack-Organization Confrontation Meeting, Intergroup Relations,Large Group Interventions	Experiential exercise, Discussion	4 Hours	2. Corporate environmental initiative 3. Human resource management interventions	

References-

Text Books:

1. French Wend Stanford, N. (2022). *Designing Organisations: Why it matters and ways to do it well.* Profile Books.
2. Cheung-Judge, M., & Holbeche, L. (2021). *Organization Development: A Practitioner's Guide for OD and HR*. Kogan Page Publishers.

Reference Books:

1. Koontz, H., & Weihrich, H. (2015). *Essentials of Management: An International, Innovation, and Leadership Perspective*. McGraw Hill Education
2. Richard L. Daft (2020), *Understanding the Theory and Design of Organizations*, 11E, Cengage India Private Limited
3. Waddell, D., Creed, A., Cummings, T. G., & Worley, C. G. (2016*). Organisational Change: Development and Transformation*. Cengage Learning

Links:

1. https://studylib.net/doc/8831096/case-studies-of-od-interventions-by-plummer-and-associates
2. https://youtu.be/bRg1CV2iVdc
3. https://youtu.be/KSeVGnmI1Yohttps://youtu.be/KSeVGnmI1Yo
4. https://youtu.be/KSeVGnmI1Yo

Course- Integrated MBA/Second Year – Semester 3 **Branch- INTEGRATED MBA**						
Subject Code- AMIBA0306					**L - T - P** **4– 0 - 0**	
Subject Name- Marketing Management					**No. of hours- 40**	
Course Objective- The objective of this course is to make students understand the fundamentals of marketing management and its concepts.						
Course Outcome – At the end of the course, the students will be able to:						
CO1	Understand basic Marketing concepts and environmental scanning measures.				Understanding (K2)	
CO2	Understanding and analysing Consumer Buying Behaviour for decision making.				Analysing (K4)	
CO3	Apply and develop marketing strategies and plans on the basis of Segmentation, Targeting and Positioning. .				Creating (K6)	
CO4	Analyse the marketing mix strategies for promotion and distribution.				Analysing (K4)	
CO5	Develop marketing strategies in view of contemporary issues.				Creating (K6)	
Course Content						
Unit	**Module**	**Topics Covered**	**Pedagogy**	**Lecture Required (T=L+P)**	**Aligned Practical/Assignment/Lab**	**CO Mapping**
Unit 1 Introduction to Marketing Management	Introduction: Marketing	Introduction, objectives, Scope and Importance of marketing. Types of Market, Core Concepts of Marketing, Functions of Marketing.	Classroom discussion, videos, Case study	4 Hours	Case Based Analysis on Marketing Strategies of Patanjali: A marketing success story.	CO1
	Marketing Environment	Introduction, Environmental Scanning, Analyzing the	Classroom discussion,	4 Hours		

		Organization's Micro Environment & Macro Environment.	videos, Case study			
Unit 2 Understanding Consumer behavior	Consumer Buying Behavior	Introduction, Characteristics, Factors affecting Consumer Behaviour, Consumer Buying Decision Process	Classroom discussion, videos, Case study	4 Hours	Case base Assignment to understand the model of consumer buying behavior with respective to case.	CO2
	Buyer Behaviour Models	Nicosia Model & Howard Seth Model, Business Buyer Behaviour: Introduction, Characteristics of Business Markets, Differences between Consumer and Business Buyer Behaviour.	Classroom discussion, videos, Case study	4 Hours		
Unit 3 Segmentation, Targeting and Positioning	Market Segmentation	Introduction, Concept of Market Segmentation, Requisites of Effective Market Segmentation, The Process of Market Segmentation, Bases for Segmenting	Classroom discussion, videos, Case study	4 Hours	Project to analyse the Sales of a company on the basis of segmentation and positioning of products over years.	CO3
	Targeting and positioning	Targeting- Meaning, Target market strategies, Market Positioning- Meaning, Positioning Strategies, Differentiation- Meaning, Strategies.	Classroom discussion, videos, Case study	4 Hours		

Unit 4 Marketing Mix Strategies	Product Management	Introduction, Product Mix Strategies, New Product Development Process, Product Life Cycle (PLC)	Classroom discussion, videos, Case based	2 Hours	Presentation based on new product development strategies.	
	Pricing Management	Introduction, Factors Affecting Pricing Decisions, Pricing Process, Pricing Strategies	Classroom discussion, videos, Case based	2 Hours	Comparative Analysis of Promotion strategies of two companies of FMCG Industry.	CO4
	Distribution Management	Introduction, Channel Management Strategies, Introduction to Logistics Management, Retailing and Wholesaling-Meaning, Multi-Channel Marketing	Classroom discussion, videos, Case-based	2 Hours		
	Promotion Management	Introduction, Promotion Mix, Advertising Budget	Classroom discussion, videos, Case-based	2 Hours		
Unit 5 Recent Trends in Marketing	Recent Trends in Marketing	Recent Trends in Marketing- Digital and Mobile Marketing,	Classroom discussion, Case-based	4 Hours	A comparative Analysis of CRM strategies of Amazon and Flipkart.	CO5
	Customer Relationship Management	Customer Relationship Management, Marketing Information System (MKIS)	Classroom discussion, videos, Case-based	4 Hours		

References-

Text Books:

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

Reference Books:

1. Kotler, P., & Armstrong, G. (2016). *Principles of Marketing* (16th Edition).
2. Callie Daum, (2020). *Marketing Management Essentials You Always Wanted To Know (Self-Learning Management Series),* Vibrant Publishers, .
3. Saxena, R. (2019). *Marketing Management* (*6th Edition),* McGraw Hill Education (India) Private Limited.

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1. https://www.youtube.com/watch?v=Mco8vBAwOmA&pp=ygUmbWFya2V0aW5nIG1peCBpbiBtYXJrZXRpbmcgbWFuYWdlbWVudCA%3D
2. https://www.youtube.com/watch?v=WcQDr4HxPKU&pp=ygUSY29uc3VtZXIgYmVoYXZpb3Vy
3. https://www.youtube.com/watch?v=iGOw39GWDaI&pp=ygUtbWFya2V0IHNlZ21lbnRhdGlvbiB0YXJnZXRpbmcgYW5kIHBvc2l0aW9uaW5n

Integrated MBA III Semester								
Course Code	**AMIBA0359**				**L**	**T**	**P**	**Credit**
Course Title	**Mini Project-1**				**0**	**0**	**2**	**2**
Course Objective: The objective of this course is to:							**Duration: 20 Hours**	
1	To understand importance of social issues with the help of contemporary research							
2	To develop written and presentation skills among team members.							
3	To develop broad understanding of social and managerial issues and suggest relevant solutions.							
Pre-requisites: As per the academic regulations								
Guidelines								
The students are required to develop a capstone project in the team of two under the guidance of assigned faculty member.								
The team will work collectively on a particular problem and will present his output through a presentation and viva voice.								
The team will submit the report to the College/Institute which will form part of the examination.								
The report should be based on either primary data or secondary data or both. It should reflect in-depth study of a micro problem, ordinarily chosen by them or assigned by the mentor.								
Relevant tables and references should support the data. The student should strictly follow the prescribed format for the project.								
The report should be in standard font size (12) and double spacing. Two neatly typed (one sided only) and soft bound copies of the report will be submitted to the College/Institute. The report will be typed on A-4 size paper								
The Project Report will carry 50 marks that will be divided in two parts i.e. 25 marks for internal interim project report presentation and 25 marks for external Project Presentation and Viva Voce. It will be evaluated by two examiners (one external and one internal).								
The scheme of evaluation for Interim Project Report								
Relevance of topic, objective and aim of the study (5)	Review of Literature and Problem Identification (5)	Research Methodology (10)	Data Collection (5)	**Total (25)**				

Understanding the topic, objective and aim of the study (5)	Framing review of literature and Problem Statement (5)	Research Methodology (5)	Data Analysis and Interpretation (5)	Findings and Possible solutions (5)	**Total (25)**			

The scheme of evaluation for Project Presentation & Viva voce

Course outcome: At the end of course, the student will be able to:

CO 1	To understand any prevailing issue and finding its possible solutions.	Understand (K2)
CO 2	To develop presentation skills and team spirit among students.	Analyze (K4)
CO 3	To apply basic research concepts in the formulation of the project.	Apply (K3)

Content

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

Mode of Evaluation: Presentation and Viva Voce

Course-IMBA/Second Year – Semester 4 **Branch- - INTEGRATED MBA**						
Subject Code- AMIBA0401					**L - T - P** **4 – 0 - 0**	
Subject Name- Business Research Methods					**No. of hours- 40**	
Course Objective- The major objective of business research is to ascertain the target customers' requirements. This helps to conduct in-depth research relating to customers' needs. Further, it also provides information regarding market trends, future demands of customers, and thus, the pros and cons of the product being developed for them.						
Course Outcome – At the end of the course, the students will be able to:					**Bloom's Taxonomy**	
CO1	Understand concepts & fundamentals for different types of research.				Understanding (K2)	
CO2	Create relevant research design for problem-solving.				Creating (K6)	
CO3	Apply sample collection and data collection techniques.				Applying (K3)	
CO4	Interpretation of data and apply relevant scaling techniques.				Analyzing (K4)	
CO5	Create research structure and develop reports**.**				Creating (K6)	
Course Content:						
Unit	**Module**	**Topics Covered**	**Pedagogy**	**Lecture Required (T=L+P)**	**Aligned Practical/Assignment/Lab**	**CO Mapping**
Unit 1 Introduction to Research	Concept of Research	Definition and Concept of Research, Objectives of Research, Scope of Research.	Discussion, video, Roleplay	4 Hours	A company manufacturing brand cars would like to identify potential market segments for its brand. Suggest the type of research concept to identify market potential.	CO1
	Purpose of Research	Purpose of Research Process of Research, Types of Research, and Limitations of Research.	Discussion, videos, study	4 Hours		

Unit 2 Literature Review & Research Design	Concept and Types of Research Design	Concept of Research Design, Features of Research Design. Exploratory, Descriptive, Quasi-Experimental, Experimental Research Designs, Concept of Cause and Effect	Discussion, videos, Story Telling	4 Hours	Frame the research design for any research proposal. Also, list the steps to present the literature review of your work.	CO2
	Concept of Literature Review	Literature review - purpose and steps; searching, obtaining, and evaluating the literature, literature search through the Internet, format, and guidelines for presenting the literature review	Discussion, videos, Case study	4 Hours		
Unit 3 Sampling and Data Collection	Concept of Sampling	Concept of sampling, Advantages, and Limitations of Sampling, Sampling Process.	Discussion, videos, Case study	2 Hours	In a large organization, there have been an increasing number of strikes. You are required to find out the various causes of strikes: 1. Methodology and sampling procedure of collecting the data. 2. A suitable Questionnaire.	CO3
	Types of Sampling	Types of Sampling: Non-Probability Sampling Techniques, Probability Sampling Techniques, Sampling, and Non-Sampling Errors	Discussion, videos, and Presentation	3 Hours		
	Concept of Data Collection	Data Collection: Primary, Secondary Data Collection, Observation Methods, and Survey Method. Data and its types; sources of primary and secondary data, Types of Scales, Questionnaire	PPT, Smart Board, Role-play, Case Study	3 Hours		
Unit 4 Interpretation of Data	Interpretation of Data	Interpretation of data-Essentials, importance, and Significance of processing data	Discussion, and videos, Case-based	4 Hours	Assignment on testing of a hypothesis	CO4
	Multivariate Analysis	Univariate Analysis Multivariate analysis– concept only, Testing of hypothesis– concept and problems– i) chi-square test, ii) Z-test (for a large and small sample) iii) T-test, iv) ANOVA	Classroom discussion, Case-based	4 Hours		

Unit 5 **Report Writing**	Concept of Writing a research report	Topic selection; Research proposal – purpose, types, and structure; Writing research reports -the reporting process, the procedure for writing, and writing style	Classroom discussions, videos, Case-based	4 Hours	Prepare a research report on latest trends in marketing using secondary data as per the format prescribed.	CO5
	Concept of Citations and References	Typing and layout of the research report; Citations and references using APA format; Essentials of a good research report.	Experiential exercise, discussion, Case-based	4 Hours		

References-

Text Books:

1. Salter, M. B., Mutlu, C. E., & Frowd, P. M. (Eds.). (2023). *Research methods in critical security studies: An introduction*. Taylor & Francis.
2. Chang, S. J., Van Witteloostuijn, A., & Eden, L. (2020). *Common method variance in international business research*. Research methods in international business, 385-398.

Reference Books:

1. Bell, E., Bryman, A., & HUAarley, B. (2022). *Business research methods*. Oxford university press.
2. Easterby-Smith, M., Jaspersen, L. J., Thorpe, R., & Valizade, D. (2021). *Management and business research*. Sage.
3. Kumari, S. K. V., Lavanya, K., Vidhya, V., Premila, G. A. D. J. S., & Lawrence, B. (2023). *Research methodology (Vol. 1)*. DARSHAN PUBLISHERS.

Links:

1. . https://youtu.be/KiiC92ynGfM
2. https://youtu.be/FkhFSSL-AZY
3. https://www.udemy.com/course/research-methods-for-business-students/

Course -IMBA/Second Year – Semester 4 **Branch- INTEGRATED MBA**						
Subject Code- AMIBA0402					**L - T – P** **4– 0 - 0**	
Subject Name- Human Resource Management					**No. of hours- 40**	
Course Objective- The major objective of business research is to ascertain the target customers' requirements. This helps to conduct in-depth research relating to customers' needs. Further, it also provides information regarding market trends, future demands of customers, and thus, the pros and cons of the product being developed for them.						
Course Outcome – At the end of the course, the students will be able to:					**Bloom's Taxonomy**	
CO1	Understand the concept of human resource management in a global context.				Understanding (K2)	
CO2	Analyze and forecast the need for Human Resource Planning .				Analysing (K4)	
CO3	Understanding of various techniques of employee training and performance appraisal.				Understanding (K2)	
CO4	Understanding the compensation of employees and understand the employee performance Compensation.				Understanding (K2)	
CO5	Understand the trend and challenges of Human Resource management.				Analysing (K4)	
Course Content:						
Unit	**Module**	**Topics Covered**	**Pedagogy**	**Lecture Required (T=L+P)**	**Aligned Practical/Assignment/Lab**	**CO Mapping**
Unit 1 Introduction to Human Resource Management	Concept of HRM	Meaning, definition, importance, scope, and objectives of HRM	Discussion/PPT/video/ Roleplay	2 Hours	Discussion on Evolution and recent developments of HRM in India and its impact on HRM management of companies.	CO1
	Evolution and development of HRM	Evolution and development of HRM; Approaches to HRM- Personnel Management Vs Human Resource Management; HRM and competitive	Discussion, videos, study	6 Hours		

		advantage. HR department-composition, role, functions.				
Unit 2 Procurement of HR	HRP	Meaning and Importance of planning; Job analysis--- the process of job analysis, job description, job specification, methods of job analysis, HRP, Recruitment – concept, sources.	Discussion, videos, PPT/video/ Story Telling	4 Hours	Visit three different online job-recruiting sites. Which job site did you prefer and state the reasons of your preference.	CO2
	Recruitment and Selection	Selection – concept, Process Difference between recruitment and selection, process- test, interview, placement, induction, and socialization; retention	Discussion, videos, PPT/video	4 Hours		
Unit 3 Training and Development	Employee Training	Concepts; importance; Training, Methods, and Executive development methods –On the job training, Off job training,	Discussion, videos, PPT/video	4 Hours	As a Human Resource manager, you have been asked by your organization to organize a training development program. Define some steps will you take to make it successful.	CO3
	Employee Development	Management Development Programs; Employee Development Methods, Evaluating Training and Development Effectiveness		4 Hours		
Unit 4 Performance Appraisal, and Compensation	Performance appraisal	Performance appraisal -need and Importance, objectives, process, and methods.	Discussion, videos, PPT/video	4 Hours	Case-based Assignment on various components of compensation.	CO4
	Compensation	Compensation- Objective, Principles, classification, Components of Compensation	Discussion, videos, PPT/video	4 Hours		
Unit 5 Overview of HRM Trends and Challenges	Concept of SHRM, HRIS, GHRM	Strategic HRM, Electronic HRM, Green HRM, Human Resource Information System, HR Audit, workforce diversity, downsizing, work-life balance.	Discussions, videos, Case-based	8 Hours	Case-based Assignment on Workforce Diversity.	CO5

References-

Text Books:

1. Bernardin, H. John and Russell, Joyce E.A. 2013. 6th Edition. *Human Resource Management: An Experiential Approach*. McGraw-Hill Irwin

2. Armstrong, M., & Taylor, S. (2020). *Armstrong's handbook of human resource management practice*. Kogan Page Publishers.

Reference Books:

1. Pattanayak, B. (2020). *Human resource management*. PHI Learning Pvt. Ltd..

2. Widarni, E. L., & Bawono, S. (2020). *The Basic Of Human Resource Management Book* PHI Learning Pvt. Ltd..

3. Verhulst, S. L., & DeCenzo, D. A. (2021). *Fundamentals of Human Resource Management*. John Wiley & Sons.

Links:

1. https://www.youtube.com/watch?v=WO0Fvil4CJ0&pp=ygUMaHJtIHBsYW5uaW5n

2. https://www.youtube.com/watch?v=bI9RZjF-538&t=52s&pp=ygUNbW9kZWxzIG9mIGhybQ%3D%3D

3. https://www.youtube.com/watch?v=RQlOmcYdmh4&pp=ygUPdHJhaW5pbmcgaW4gaHJt

Course -IMBA/Second Year – Semester 4 **Branch- INTEGRATED MBA**						
Subject Code AMIBA0403					**L - T - P** **3 – 1 - 0**	
Subject Name- Financial Management					**No. of hours- 40**	
Course Objective- Financial Management is designed to introduce students to the financial issues involved in assessing a firm's monetary resources, the mix of these resources, the sources and uses of funds, and the benefits, risks, and costs associated with various forms of resources and financing. The course seeks to improve analytical abilities by correlating capital project appraisal tools and procedures. It assists in the development of skills in evaluating business information and applying financial theory to financial decisions.						
Course Outcome – At the end of the course, the students will be able to:					**Bloom's Taxonomy**	
CO1	Understand the different basic concepts/fundamentals of Corporate Finance Knowledge.				Understanding (K2)	
CO2	Understand the various sources of finance and evaluate various capital structure of companies.				Evaluating (K5)	
CO3	Develop analytical skills to take capital budgeting decisions and leverage analysis.				Analysing (K4)	
CO4	Understand and evaluate the leverage condition of companies.				Evaluating (K5)	
CO5	Analyze the concept of Dividend and its theories.				Analysing (K4)	
Course Content:						
Unit	**Module**	**Topics Covered**	**Pedagogy**	**Lecture Required (T=L+P)**	**Aligned Practical/Assignment/Lab**	**CO Mapping**
Unit 1 Introduction to Financial Management	Concept of Finance	Finance & Financial Management: Meaning and Nature; Financial Goal- Profit Vs. Wealth Maximization	Classroom discussion, video, Roleplay	4 Hours	Case based Assignment	CO1

	Finance Function	Finance Functions-Investment, Financing, Liquidity, And Dividend Decisions	Classroom discussion, videos, study	4 Hours		
Unit 2 Cost of Capital & Capital Structure	Concept of Cost of Capital	Meaning and significance of cost of capital; Calculation of cost of debt, Preference share capital, Equity share capital, and retained earnings; Combined cost of capital. Sources of finance: long-term and short-term.	Classroom discussion, videos, Story Telling	4 Hours	Make a Comparative Analyse of the capital structure any five listed companies.	CO2
	Capital structure and Determinants	Conceptual framework of capital structure and Determinants. The net income, Net operating income, Intermediary, and M.M. approaches.	Classroom discussion, videos, Case study	5 Hours		
Unit 3 Capital Budgeting	Concepts of investment decisions and techniques of capital budgeting	Concept of investment decisions; Investment evaluation criterion-discounted cash flow criteria, Techniques of capital budgeting-Payback, NPV, and IRR	Classroom discussion, and videos, Case-based	7 Hours	Assignment - Practical Cases on evaluation of Investment Proposals.	CO3
Unit 4 Leverage	Concept of Operating, Financial Leverage	Meaning and concepts of Operating, Financial Leverage, and combined leverage:	Classroom discussions, videos	3 Hours	Numerical Case for analysing financial and operating leverage condition of companies.	CO4
	Measurement of Leverage	Measurement of leverages; Financial and operating leverage, combined leverage.	Case-based	4 Hours		
Unit 5 Dividend Policies	Concept of Dividend	Dividend Policies: Issues in dividend decisions. Forms of dividends;	Classroom discussion	4 Hours	Assignment on effect of Dividend announcement on MV of shares	CO5

	Theories of Dividend	Theories of relevance and irrelevance of dividend.	Excel application/Videos	5 Hours		

References-

Text Books:

1. Vernimmen, P., Quiry, P., & Le Fur, Y. (2022). *Corporate finance: theory and practice*. John Wiley & Sons.
2. Khan, M. Y., Jain, P. K., Khan, M. Y., & Jain, P. K. (2018). *Financial management*. Tata McGraw-Hill.
3. IM Pandey, (2021). *Financial Management*, Pearson India.

Reference Books:

1. Kishore, R. M. (2011). *Strategic Financial Management.* Taxmann.
2. Damodaran, A. (2012). *Investment valuation: Tools and techniques for determining the value of any asset*. John Wiley & Sons.

Links:

1. https://corporatefinanceinstitute.com/
2. https://corporatefinanceinstitute.com/resources/management/strategic-financial- management/
3. https://studycorgi.com/strategic-financial-management/
4. https://www.upgrad.com/blog/aboutstrategic-financial-management

Course -IMBA/Second Year – Semester 4 **Branch- INTEGRATED MBA**						
Subject Code-AMIBA0404					**L - T - P** **3 – 0 - 0**	
Subject Name- Database Management System					**No. of hours- 40**	
Course Objective- Understand the basic concepts and applications of database systems, design principles of relational databases which make students familiar with the basic issues of transaction processing and concurrency control.						
Course Outcome - At the end of the course, the students will be able to:						
CO1	Demonstrate the basic elements of a relational database management system.				Understanding (K2)	
CO2	Ability to identify the data models for relevant problems.				Understanding (K2)	
CO3	Applying design Database, ER-Diagram and Unified Modelling Language and Relational database model.				Applying (K3)	
CO4	Understand and apply Relational Algebra and Calculus.				Applying (K3)	
CO5	Understand and apply Transaction management and Concurrency control.				Applying (K3)	
Course Content						
Unit	**Module**	**Topics Covered**	**Pedagogy**	**Lecture Required (T=L+P)**	**Aligned Practical/Assignment/Lab**	**CO Mapping**
Unit 1 Introduction to Databases and Transactions	Introduction to Databases and Transactions	Introduction- database system, purpose of database system, view of data, relational databases, database architecture, transaction management,	Discussion, Case-based, videos	4 Hours	Application based assignment	CO1

Unit 2 Data Models	Basics of Data Models	Introduction of Data Models, Evolution of Data models, The importance of data models, Basic building blocks, Business rules, The evolution of data models, Degrees of data abstraction.	Discussion, Case-based, videos	4 Hours	Application based assignment	CO2
Unit 3 Database Design, ER Model & Relation database model	Database Design ,ER-Diagram and Unified Modeling Language	Database design and ER Model overview, ER-Model, Constraints, ER-Diagrams, ERD Issues, weak entity sets, Codd's rules, Relational Schemas, Introduction to UML	Discussion, Presentation, Case-based, videos	3 Hours	Application based assignment	CO3
	Relational database model:	Logical view of data, keys, integrity rules. Relational Database design: features of good relational database design, atomic domain and Normalization (1NF, 2NF, 3NF, BCNF).	Discussion, Case-based, videos	4 Hours		
Unit 4 Relational Algebra and Calculus	Relational Algebra	Relational algebra: introduction, Selection and projection, set operations, renaming, Joins, Division, syntax, semantics. Operators, grouping and ungrouping, relational comparison.	Discussion, Case-based, videos	2 Hours	Application based assignment	CO4
	Calculus	Calculus: Tuple relational calculus, Domain relational Calculus, calculus vs algebra, computational capabilities.	Discussion, Case-based, videos	3 Hours		

Unit 5 Transaction management and Concurrency control	Transaction management and Concurrency control	Transaction management: ACID properties, seriali zability and concurrency control, Lock based concurrency control (2PL, Deadlocks), Time stamping methods, optimistic methods, database recovery management.	Discussion, Case-based, videos	4 Hours	Application based assignment	CO5

References-

Text Books:

1. A Silberschatz, H Korth, S Sudarshan, "*Database System and Concepts*", fifth Edition McGraw-Hill ,
2. Rob, Coronel, "*Database Systems*", Seventh Edition, Cengage Learning.

Reference Books:

1. Ramakrishnan, R., & Gehrke, J. (2017). *Database management systems*.
2. Patni, J. C., Sharma, H. K., Tomar, R., & Katal, A. (2022). *Database management system: An evolutionary approach*. CRC Press.

Links:

1. https://www.toppr.com/guides/computer-aptitude-and-knowledge/dbms/function-purpose-dbms/#:~:text=Ranking%20II-,DBMS%20%E2%80%93%20Purpose,the%20database%20for%20various%20applications.
2. https://www.tutorialspoint.com/Evolution-of-Data-Models
3. https://www.ibm.com/docs/en/db2-for-zos/11?topic=relationships-logical-database-design-unified-modeling-language
4. https://www.tutorialspoint.com/what-is-concurrency-control-in-dbms#:~:text=Concurrency%20control%20concept%20comes%20under,occur%20in%20multi%20user%20systems**.**

Course -IMBA/Second Year – Semester 4 **Branch-INTEGRATED MBA**						
Subject Code- AMIBA0405					**L - T - P** **3– 0 - 0**	
Subject Name- Design Thinking-I					**No. of hours- 40**	
Course Objective- The primary aim of the course is to empower students to ideate, launch, run, and successfully complete innovation projects. The course encompasses sessions on need finding, empathy, observation, immersion, brain storming, ideation, and rapid prototyping - in the context of tackling cutting-edge technological challenges and addressing strategic industry objectives.						
Course Outcome – At the end of the course, the students will be able to:					**Bloom's Taxonomy**	
CO1	Understanding the core concepts of Design Thinking.				Understanding (K2)	
CO2	Developing a strong understanding of the design process and apply it in a variety of business settings				Applying (K3)	
CO3	Analyzing culture & teamwork to work in a multidisciplinary environment and exhibit empathetic behavior				Analyzing (K4)	
CO4	Formulate specific problem statements of real time issues and generate innovative ideas using design tools.				Applying (K3)	
CO5	Apply critical thinking skills in order to arrive at the root cause from a set of likely causes				Applying (K3)	
Course Content:						
Unit	**Module**	**Topics Covered**	**Pedagogy**	**Lecture Required (T=L+P)**	**Aligned Practical / Assignment / Lab**	**CO Mapping**
Unit 1: Design Thinking: Overview	Introduction to design thinking	Meaning of Innovation and Creativity, Introduction to design thinking, Traditional problem solving versus Design Thinking,	Discussion, video, Roleplay	4 Hours	Case Based Assignment	CO1
	Design Mindset	Design Mindset, Design Principles, Good & Bad Designs, Examples of Great Design.		4 Hours		
Unit 2: Design Thinking Process	Steps of design thinking	Process of Design Thinking: Empathising, Define, ideating, Prototyping, and Testing	Discussion, videos, Story Telling	4 Hours	Case Based Assignment	CO2
	Design Approaches	Implementing the Process in driving innovations, Design Approaches across the World.		4 Hours		

Unit 3: Empathy & Ethical Value	Empathy	Empathy and Empathy Tools, Problem Statement, Design mindset, Wicked problems	Discussion, videos, Case study	4 Hours	Case Based Assignment	CO3
	Ethical Values	Understanding culture in family, society, institution, start-up, socialization process. Ethical behaviour.		4 Hours		
Unit 4: Problem Statement & Ideation	Problem Statement	Defining the problem statement, creating personas, Point of View (POV) statements. Research-identifying drivers, information gathering, target groups, samples, and feedbacks.	iscussion, and videos, Case Study	4 Hours	Case Based Assignment	CO4
	Ideation	Idea Generation, Techniques of idea generation, How Might We& 5 Whys, Metaphor & Mind map		4 Hours		
Unit 5: Critical Thinking	Critical Thinking	Fundamental concepts of critical thinking, the difference between critical and ordinary thinking, characteristics of critical thinkers, critical thinking skills, cognitive bias	Discussions, videos, Case Study	4 Hours	Case Based Assignment	CO5
	Logic & Argumentation	The argument, claim, and statement, identifying premises and conclusion, truth and logic conditions, valid/invalid arguments, strong/weak arguments, deductive argument, argument diagrams, logical reasoning, scientific reasoning, logical fallacies		4 Hours		

References-

Text Books:

1. Cross, N. (2023). *Design thinking: Understanding how designers think and work*. Bloomsbury Publishing.
2. Uebernickel, F., Jiang, L., Brenner, W., Pukall, B., Naef, T., &Schindlholzer, B. (2020). *Design Thinking: The Handbook*. World Scientific Press

Reference Books:

1. Fletcher, L., Boller, S. (2020*). Design Thinking for Training and Development: Creating Learning Journeys That Get Results. United States:* American Society for Training & Development.
2. Roger, M. (2019). *The Design of Business: Why Design Thinking is the Next Competitive Advantage*. Boston: Harvard Business Review Press.

Links:

1. https://www.sciencedirect.com/science/article/abs/pii/S003801212100135X
2. http://www.youtube.com/watch?v=2mjSDIBaUlM
3. Gonen, Esra. (2019). Tim Brown, Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation (2009). Markets, Globalization & Development Review. 04. 10.23860/MGDR-2019-04-02-08.

Course: Integrated MBA/Second Year – Semester 4 **Branch- INTEGRATED MBA**						
Subject Code- AMIBA0406					**L - T - P** **4 – 0 - 0**	
Subject Name- Production and Operations Management					**No. of hours- 40**	
Course Objective- This course emphasizes the concepts and practices of managing production and operations in contemporary organizations. This course provides an introduction to the field of production and operations management. .						
Course Outcome – At the end of the course, the students will be able to:					**Bloom's Taxonomy**	
CO1	Understanding of basic concepts of production and operations management.				Understanding (K2)	
CO2	Better understanding of modern production techniques using productivity and methods analysis.				Understanding (K2)	
CO3	Understand the basics of managing inventories in various demand settings.				Understanding (K2)	
CO4	Analyse the different manufacturing units and systems.				Analysing (K4)	
CO5	Apply the basic framework of Supply Chain Management and logistics.				Applying (K3)	
Course Content:						
Unit	**Module**	**Topics Covered**	**Pedagogy**	**Lecture Required (T=L+P)**	**Aligned Practical/Assignment/Lab**	**CO Mapping**
Unit 1 Introduction to Production & Operations	Concept of Production & Operations Management	Concept of Production & Operations Management, Market Analysis, Competitive Priorities, and Capabilities.	Discussion, Video, Role-play	4 Hours	A company manufacturing new cars would like to identify potential market segments for its brand. Suggest the research concept to identify market potential.	CO1
	New Product Design and Production	New Product Design and development. Plant location and Plant layout. Scheduling for Manufacturing Systems:	Discussion, videos, study	4 Hours		

	Scheduling Techniques	Production Scheduling Techniques – Sequencing.				
Unit 2 Productivity	Concept Productivity and Value Analysis	Productivity: Concept and Importance, Factors Affecting Productivity, Methods to Improve Productivity. Value Analysis. Work study: Methods Analysis – Various Charts, Principles of Motion Economy. Work Measurement	Discussion, videos, Story Telling	8 Hours	Prepare a product by value analysis, position in its life cycle, identify the issues likely to confront the operations manager, and his or her possible actions.	CO2
Unit 3 Inventory Management & Inventory Decisions	Concept of Inventory Management	Inventory Management: Concept and Classification of Inventory, Purpose of Inventories	Discussion, videos, Case study	4 Hours	Case Base Discussion on EOQ, Maximum and Minimum Inventory	CO3
	Concept of Inventory Decisions	Inventory Decisions: - Inventory Control Models, Reorder level, Lead Time, and Safety Stock.	Discussion, videos, and Presentation	4 Hours		
Unit 4 Manufacturing Systems	Concept of Manufacturing Systems	Types of Manufacturing Systems: Intermitted & Continuous Systems etc., Product Design & Development, Plant Location & Plant Layout.	Discussion, and videos, Case-based	8 Hours	As a production manager of the any company, what factors do you consider for plant layout and product design.	CO4
Unit 5 Supply Chain Management	Concept & Components of Supply Chain Management	Supply Chain Management: Concept & Components of Supply Chain, Activities in Supply Chain Management, Logistics Management. Quality Issues.	Discussions, videos, Case-based	4 Hours	Assume you are running a Detergent manufacturing company. Design a supply chain network for the effective distribution of Detergents in the markets.	CO5
	Concept of Quality and Total Quality Management	Concept of Quality and Total Quality Management, Statistical Quality Control. Just in Time Manufacturing Systems.	Experiential exercise, Discussion, Case study	4 Hours		
References-						

Text Books:

1. Malakooti, B. (2020). *Operations and Production Systems with Multiple Objectives.* United Kingdom: Wiley.
2. Kumar, R. (2022). *Operations management.* Jyothis Publishers.

Reference Books:

3. Reid, R. D., & Sanders, N. R. (2019). *Operations management: an integrated approach*. John Wiley & Sons.
4. Waters, D. (2019). *Supply chain management: An introduction to logistics*. Bloomsbury Publishing.
5. Lewis, M. A. (2019). *Operations Management: A Research Overview*. United Kingdom: Taylor & Francis.

Links:

1. https://www.youtube.com/watch?v=dvdfxr0fMzs&pp=ygUPdmFsdWUgYW5hbHlzaXMg
2. https://www.youtube.com/watch?v=Lpp9bHtPAN0&pp=ygUXc3VwcGx5IGNoYWluIG1hbmFnZW1lbnQ%3D
3. https://www.tandfonline.com/doi/full/10.1080/09537287.2021.1882690

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Integrated MBA IV Semester			
Course Code	**AMIBA0459**	**L T P**	**Credit**
Course Title	**Mini Project-2**	**0 0 4**	**2**
Course Objective: The objective of this course is to:		**Duration: 20 Hours**	
1	To understand importance of social issues with the help of contemporary research		
2	To develop written and presentation skills among team members.		
3	To develop broad understanding of social and managerial issues and suggest relevant solutions.		

Pre-requisites: As per the academic regulations

Guidelines

- The students are required to develop a capstone project in the team of two under the guidance of assigned faculty member.
- The team will work collectively on a particular problem and will present his output through a presentation and viva voice.
- The team will submit the report to the College/Institute which will form part of the examination.
- The report should be based on either primary data or secondary data or both. It should reflect in-depth study of a micro problem, ordinarily chosen by them or assigned by the mentor.
- Relevant tables and references should support the data. The student should strictly follow the prescribed format for the project.
- The report should be in standard font size (12) and double spacing. Two neatly typed (one sided only) and soft bound copies of the report will be submitted to the College/Institute. The report will be typed on A-4 size paper
- The Project Report will carry 50 marks that will be divided in two parts i.e. 25 marks for internal interim project report presentation and 25 marks for external Project Presentation and Viva Voce. It will be evaluated by two examiners (one external and one internal).

The scheme of evaluation for Interim Project Report

Relevance of topic, objective and aim of the study (5)	Review of Literature and Problem Identification (5)	Research Methodology (10)	Data Collection (5)	**Total (25)**	
Understanding the topic, objective and aim of the study (5)	Framing review of literature and Problem Statement (5)	Research Methodology (5)	Data Analysis and Interpretation (5)	Findings and Possible solutions (5)	**Total (25)**

The scheme of evaluation for Project Presentation & Viva voce

Course outcome:	**At the end of course, the student will be able to:**	
CO 1	To understand any prevailing issue and finding its possible solutions.	Understand (K2)
CO 2	To develop presentation skills and team spirit among students.	Analyze (K4)
CO 3	To apply basic research concepts in the formulation of the project.	Apply (K3)
Content		
1.	Cover Page	
2.	Abstract	
3.	Introduction of Topic	
4.	Literature Review	
5.	Problem Identification	
6.	Research Methodology	
7.	Data Interpretation	
8.	Findings	
9.	Possible Solutions	
10.	Conclusion	
11.	References	
Mode of Evaluation: Presentation and Viva Voce		