

**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

Masters of Business Administration (Marketing & Finance)

Second Year

(Session: 2026-27)

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

Masters of Business Administration (Marketing & Finance)

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	PS	Total	TE	PE		
1	CMBMF0301	Digital Payment System & Platform	Mandatory	4	0	0	30	20	0	50	100	0	150	4
2	CMBMF0302	Strategic Management	Mandatory	4	0	0	30	20	0	50	100	0	150	4
3		Specialization Group 2 Elective -2, Sales & Distribution Management	Departmental Elective	3	0	0	30	20	0	50	100	0	150	3
4		Specialization Group 2 Elective -3, Marketing Analytics	Departmental Elective	3	0	0	30	20	0	50	100	0	150	3
5		Specialization Group 2 Elective - 4, Product & Brand Management	Departmental Elective	3	0	0	30	20	0	50	100	0	150	3
6		Specialization Group-1 Elective -2, Security Analysis and Portfolio Management	Departmental Elective	3	0	0	30	20	0	50	100	0	150	3
7		Specialization Group 1 Elective - 4, Financial Modelling	Departmental Elective	3	0	0	30	20	0	50	100	0	150	3
8		Specialization Group-1 Elective -3, Indian Financial Market and Institutions	Departmental Elective	3	0	0	30	20	0	5	100	0	150	3
9	CMBMF0351	Data Visualization for Managers	Mandatory	0	0	4	0	0	50	50	0	50	100	2
10	CMBMF0359	Summer Internship Report	Mandatory	0	0	8	0	0	50	50	0	100	150	4
Total													1450	32

Abbreviation Used:

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

List of Departmental Electives

Sl. No.	Subject Codes	Subject Name	Types of Subjects	Bucket Name	Applicable Branch	Semester
1	CMBMF0311	Sales & Distribution Management	Elective 2	Marketing	MBA (M&F)	III
2	CMBMF0312	Marketing Analytics	Elective 3		MBA (M&F)	III
3	CMBMF0313	Product & Brand Management	Elective 4		MBA (M&F)	III
4	CMBMF0314	Security Analysis and Portfolio Management	Elective 2	Finance	MBA (M&F)	III
5	CMBMF0315	Indian Financial Market and Institutions	Elective 3		MBA (M&F)	III
6	CMBMF0316	Financial Modelling	Elective 4		MBA (M&F)	III

NOIDA INSTITUTE OF ENGINEERING& TECHNOLOGY, GREATER NOIDA
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SEMESTER-IV

S. No.	Category	Subject Name	Types of Subjects	Periods			Evaluation Scheme				End Semester		Total	Credit
				L	T	P	CT	TA	PS	Total	TE	PE		
1	CMBMF0401	Project Management	Mandatory	3	0	0	30	20	0	50	100	0	150	3
2		Specialization Group 2 Elective - 5, Social Media & Digital Marketing	Departmental Elective	3	0	0	30	20	0	50	100	0	150	3
3		Specialization Group 1 Elective - 5, Financial Derivatives and Risk Management	Departmental Elective	3	0	0	30	20	0	50	100	0	150	3
4	CMBMF0451	Dissertation	Mandatory	0	0	20	0	0	200	200	0	200	400	10
				Total									850	19

Abbreviation Used:

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

List of Departmental Electives

Sl. No.	Subject Codes	Subject Name	Types of Subjects	Bucket Name	Applicable Branch	Semester
1	CMBMF0411	Social Media & Digital Marketing	Elective	Marketing	MBA (M&F)	IV
2	CMBMF0412	Financial Derivatives and Risk Management	Elective	Finance	MBA (M&F)	V

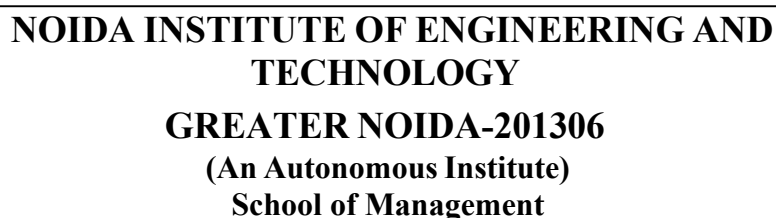
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SEMESTER III

Course Code: CMBMF0301		Course Name: Digital Payment System and Platform				L	T	P	C
Course Offered in: MBA M&F						3	0	0	4
Pre-requisite: Financial systems, Banking operations, Mobile payment services, and information technology									
Course Objectives: This course provides a comprehensive understanding of digital payment systems and platforms, covering the evolution, technological infrastructure, regulatory frameworks, and innovations in both Indian and global contexts. It is ideal for commerce, management, and fintech students or professionals looking to gain practical and theoretical insights into digital finance.									
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
CO1	Explain digital transformation, FinTech evolution, crowdfunding, and regulation.					K2			
CO2	Describe payment systems, digital payments, and RBI regulatory frameworks.					K2			
CO3	Interpret cryptocurrencies, blockchain, and digital asset applications.					K3			
CO4	Analyze FinTech innovations, consumer adoption, and payment trends.					K4			
CO5	Evaluate data analytics, AI, cybersecurity, and digital finance risk management.					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		3	2	2	2	1			
CO4		2	3	2	3	1			
CO5		3	3	3	2	2			
Course Contents / Syllabus									
Module 1		Digital Transformation of Finance						8 hours	
A Brief History of Financial Innovation, Digitization of Financial Services, Introduction to FinTech & Funds, FinTech Transformation, FinTech Typology. Introduction to Regulation and future of fintech, Crowdfunding – Types and functioning of crowdfunding markets, Differences between traditional funding models and crowdfunding markets, Informational problems in the crowdfunding model.									
Module 2		FinTech & Payment Systems						8 hours	
Digitalization of the payment system, The historical evolution of the payment system. Attributes of a well functioning payment system, Banks as guarantors of the payment system. New entrants and new payment models: risks for the banking system, FinTech applications in Banking & Non-Banking Financial Companies (NBFCs); Insurance; Payments; Lending, Growth of Digital Payments in India, RBI guidelines on Digital Payments.									
Module 3		Crypto Assets and Blockchains						8 hours	
Introduction: Crypto an asset for trade and Cryptocurrency, Problems with issuers credibility, Fin Tech & Securities Trading; Cryptocurrencies and its future as currency, blockchain as a registration mechanism, Functioning of the blockchain system. The integration of digital currency and blockchain and issuers incentive problems									
Module 4		Fintech Innovations and Consumer Behavior						8 hours	
Digital wallets and BNPL models, Neobanks and embedded finance, Adoption barriers and behaviour analysis, CBDCs and AI in payments, Predict future developments in digital payments, Factors influencing adoption, Urban vs rural usage trends, Barriers: trust, digital literacy, infrastructure.									
Module 5		New Financial Business Models & Digital security						8 hours	
The use of data in traditional credit decisions, Smart accounts, customized financial products, risk management and fraud prevention. Digital security, Challenge of confidentiality, integrity and availability. Digital securities as systemic risk in economy. Regulations on cybersecurity. Latest developments in field of Digital Finance.									
Total Lecture Hours								40 hours	
Textbook:									
S.No	Book Title			Author					

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1.	Bank 4.0: Banking everywhere, never at a bank	Brett King																											
Reference Book:-																													
1	Digital Payments in India: Background, Trends and Opportunities	Jaspal Singh																											
NPTEL/ Youtube/ Faculty Video Link:																													
1.	https://www.youtube.com/watch?v=oF5KB-INikc																												
2.	https://www.youtube.com/watch?v=NNqkdk5S5sQ																												
3.	youtube.com/watch?si=GAldRpItNwv11Gn&v=QIPZUSHZ00U&feature=youtu.be																												
4.	https://www.youtube.com/watch?v=pR7FfNWjEe8																												
5.	https://www.youtube.com/watch?v=MzepaFzRR-U																												
Mode of Evaluation																													
<table><tr><td colspan="7">CIE</td><td rowspan="3">ESE</td><td rowspan="3">Total</td></tr><tr><td>ST1</td><td>ST2</td><td>ST3</td><td>TA1 5</td><td>TA2 5</td><td>TA3 5</td><td>Attendance 5</td></tr><tr><td colspan="3">30</td><td colspan="4">20</td></tr></table>							CIE							ESE	Total	ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5	30			20			
CIE							ESE	Total																					
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5																							
30			20																										
							100	150																					



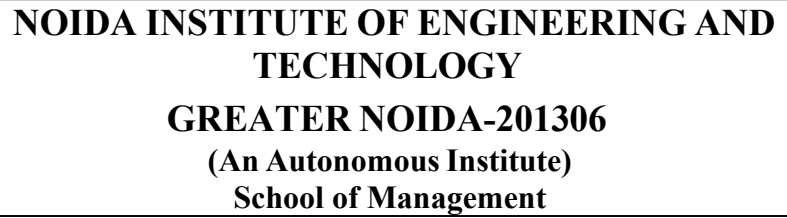
Course Code: CMBMF0302		Course Name: Strategic Management			L	T	P	C
Course Offered in: MBA M&F					4	0	0	4
Pre-requisite: Understanding of business environment and management principles.								
Course Objectives: Gain a comprehensive understanding of strategic management principles and techniques to effectively analyze business environments, formulate strategies, and implement strategic plans for organizational success.								
Course Outcome: After completion of the course, the student will be able to					Bloom's Knowledge Level (KL)			
CO1	Explain the fundamentals of strategy, strategic intent, vision, mission and levels of strategy.				K2			
CO2	Analyze external and internal business environment using tools such as PESTEL, ETOP, EFE, Porter's Five Forces and VRIO.				K4			
CO3	Evaluate generic competitive strategies, grand strategies and strategic choice tools such as BCG Matrix, Ansoff Grid and GE 9 Cell Matrix.				K5			
CO4	Analyze strategy implementation, strategic plans, organizational culture, ethics and strategic control techniques.				K4			
CO5	Apply strategic models such as Balanced Scorecard, Porter's Five Forces, Red Ocean and Blue Ocean Strategy for business decision-making.				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	3	2	2	2		
CO3		2	3	3	2	2		
CO4		2	3	2	3	2		
CO5		3	3	3	2	3		
Course Contents / Syllabus								
Module 1		Introduction to Strategic Management					8 hours	
Introduction; fundamentals of strategy; conceptual evolution of strategy; scope and importance of strategies; purpose of business; difference between goals and objectives of business; strategic intent through vision and mission statements; core competencies of business; levels of strategy.								
Module 2		External and Internal Environmental Analysis					8 hours	
Analyzing company's external environment; environmental appraisal; scenario planning; Environmental Threat and Opportunity Profile; ETOP; PESTEL analysis; EFE Matrix; industry analysis; Porter's Five Forces Model; entry and exit barriers; strategic group analysis; analyzing company's internal environment; resource-based view of a firm; competitive advantage; VRIO framework; core competence; bench-marking as a method of comparative analysis.								
Module 3		Generic Competitive Strategies and Grand Strategies					8 hours	
Generic competitive strategies; low-cost strategy; differentiation strategy; focus strategy; selection of suitable competitive strategy; grand strategies; stability strategy; growth strategy; diversification strategy; vertical integration strategy; merger, acquisition and takeover strategies; strategic alliances; retrenchment; turnaround; divestment; liquidation; outsourcing strategies; strategic analysis and choice; BCG Matrix; Ansoff Grid; GE 9 Cell Grid.								
Module 4		Strategic Plan, Implementation and Control					8 hours	
Components of a strategic plan; barriers to strategy implementation; Mintzberg's 5 Ps framework; McKinsey 7S framework; leadership and corporate culture; functional plans to implement strategy; ethics and social responsibility; strategic evaluation and control; strategic control and operational control; techniques of strategic evaluation.								
Module 5		Strategic Models and Competitive Situations					8 hours	
Balanced Scorecard; Porter's Five Forces Model; Red Ocean and Blue Ocean Strategy; strategies for competing in emerging industries; strategies for maturing and declining industries; strategies for fragmented industries; strategic decision-making in competitive markets.								
Total Lecture Hours							40 hours	
Textbook:								

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S.No	Book Title	Author						
1.	Management and Business Policy	Azhar Kazmi, Tata McGraw-Hill						
Reference Books:								
-								
S.No	Book Title	Author						
1.	Competitive Strategy	Michael E. Porter						
2.	Contemporary Strategy Analysis	Robert M. Grant						
NPTEL/ Youtube/ Faculty Video Link:								
1.	https://nptel.ac.in/courses/110107509							
2.	http://elearn.psgcas.ac.in/nptel/courses/video/110108047/110108047.html							
3.	https://www.youtube.com/watch?v=-KEDFG5k8SE							
4.	https://www.youtube.com/watch?v=1u3mczy61J8							
5.	https://www.youtube.com/watch?v=QXzIxnIPRMw							
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: CMBMF0311		Course Name: Sales and Distribution Management				L	T	P	C
Course Offered in: MBA M&F						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						8 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						8 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, Inven tory control methods (EOQ, ABC analysis), Material handling concepts									
Module 5		Channel Management and Performance						8 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								40 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:									
1.	Sales and Distribution Management: An Indian Perspective			Tapan Panda					



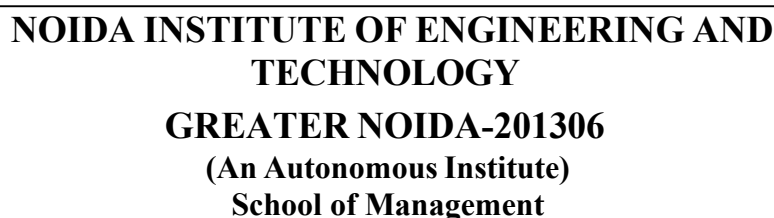
2.	Sales and Distribution Management						Krishna K. Havaladar & Cavale	
NPTEL/ Youtube/ Faculty Video Link:								
1	https://www.youtube.com/watch?v=0kY6HahUZdM							
2	https://www.youtube.com/watch?v=irV6nMETv4g							
3	https://www.youtube.com/watch?v=irV6nMETv4g&list=PLVB_qCTQ5cHaQg-aIdliSFwvc7iGzdzQl&index=7							
4	https://www.youtube.com/watch?v=0kY6HahUZdM&list=PLVB_qCTQ5cHaQg-aIdliSFwvc7iGzdzQl							
5	https://www.youtube.com/watch?v=x9_zjLGLJLQ							
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1	TA2	TA3	Attendance		
			5	5	5	5		
30			20				100	150

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Course Code: CMBMF0312		Course Name: Marketing Analytics			L	T	P	C
Course Offered in: MBA M&F					3	0	0	3
Pre-requisite: Basic understanding of marketing concepts, statistics, and spreadsheet tools such as MS Excel.								
Course Objectives: To develop students’ ability to analyze marketing data using analytical tools and techniques for effective business decision-making.								
Course Outcome: After completion of the course, the student will be able to					Bloom’s Knowledge Level (KL)			
CO1	Understand the Market Analytics and sizing the relevant market.				K2			
CO2	Create appropriate pricing policy for company’s products.				K6			
CO3	Analyse market trends and forecasting the sales for the company.				K4			
CO4	Analyse customer attributes and creating experience for long lasting customer value through market offering.				K4			
CO5	Analyse effectiveness of advertising for creating value for company.				K4			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5		
CO1		3	3	1	2	1		
CO2		2	3	1	2	1		
CO3		3	3	-	2	-		
CO4		3	3	-	3	-		
CO5		3	3	-	1	1		
Course Contents / Syllabus								
Module 1		Market Sizing					6 hours	
Marketing Analytics: Meaning, characteristics, advantages and scope, Market Sizing: Stakeholders, Applications & Approaches (Top-down and Bottom-up), PESTLE Market Analysis								
Module 2		Pricing Analytics					10 hours	
Pricing Policy and Objectives, Estimating Demand: Price Elasticity, Estimating Linear and Power Demand Curves, Optimize Pricing, Incorporating Complementary Products, Pricing using Subjective Demand Curve, and Pricing Multiple Products								
Module 3		Sales Forecasting					8 hours	
Introduction: Simple Linear Regression & Multiple Regression models to forecast sales, Forecasting in Presence of Special Events, Modelling trend and seasonality; Ratio to moving average forecasting methods.								
Module 4		Customer Analytics					8 hours	
Customer Lifetime Value: Concept, Basic Customer Value, Measuring Customer Lifetime value, Estimating the chance that the customer is still active, using customer value to value a business and the concept of STP.								
Module 5		Retail and Advertising Analytics					8 hours	
Market Basket Analysis: Computing two-way and three-way lift, RFM Analysis, Allocating, Retail Space and Sales Resources, Advertising Analysis: Methods of measuring the effectiveness of Advertising.								
							Total Lecture Hours	40 hours
Textbook:								
S. No	Book Title			Author				
1	Marketing Analytics			M. Moutusy				
2	Marketing Analytics			A. Dugar; M. Shrestha				
Reference Books:								
S.No	Book Title			Author				
1.	Marketing Analytics			S. Gupta				
2.	Marketing Analytics			Robert W. Palmatier; J. Andrew Petersen; Frank G.				

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NPTEL/ Youtube/ Faculty Video Link:								
1.	https://www.youtube.com/watch?v=cDWb6Ibuc2M							
2.	https://www.youtube.com/watch?v=-NSz64UkCnM							
3.	https://www.youtube.com/watch?v=S-mJ5yY5nSg							
4.	https://www.youtube.com/watch?v=sM4WZLERqLI							
5.	https://www.youtube.com/watch?v=hht0iKzviWE							
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
30			20				100	150



Course Code: CMBMF0313		Course Name: Product and Brand Management			L	T	P	C
Course Offered in: MBA M&F					3	0	0	3
Pre-requisite: Principles of Marketing, Consumer Behaviour								
Course Objectives: This course provides knowledge of product and brand management, including product development, branding strategies, digital branding, and ethical brand management.								
Course Outcome: After completion of the course, the student will be able to					Bloom's Knowledge Level (KL)			
CO1	Recall and explain the concepts of product management				K1			
CO2	Devise product strategies and take product decisions.				K6			
CO3	Understand the concept of brand equity and position it well in the market.				K3			
CO4	Apply brand architecture models, portfolio management tools and extension strategies to real-world brand decisions.				K3			
CO5	Evaluate global branding strategies, ethical brand management practices, and emerging trends.				K5			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5		
CO1		3	2	1	2	1		
CO2		3	3	2	2	2		
CO3		3	3	2	2	3		
CO4		2	2	1	3	3		
CO5		2	2	2	3	3		
Course Contents / Syllabus								
Module 1		Product Management: Concepts, Development and Life Cycle					8 hours	
Product Management: Concept, scope and significance; product levels; product classification –; product hierarchy; product mix; product line decisions. New Product Development (NPD): Concept and importance; stages of NPD; organisational structures for NPD; adoption and diffusion of innovations. Product Life Cycle (PLC): Concept, stages, and characteristics e; marketing strategies at each PLC stage; limitations of the PLC concept; BCG Growth-Share Matrix; Ansoff Product-Market Growth Grid.								
Module 2		Product Strategy, Pricing and Portfolio Management					8 hours	
Product Strategy: Product differentiation strategies; product positioning and repositioning decisions; managing product quality and its linkage to TQM; service product strategy – characteristics of services and managing the service product mix. Packaging and Labelling: Functions of packaging; packaging as a marketing tool; labelling – types, legal requirements, and ethical considerations; sustainable and eco-friendly packaging trends. Product Portfolio Management: Concept and need for portfolio management; portfolio analysis tools – BCG Matrix and GE-McKinsey Matrix; product rationalisation and pruning decisions; balancing. Pricing New Products: Price skimming versus market penetration pricing strategies								
Module 3		Brand Equity, Identity and Positioning					8 hours	
Introduction to Branding: Definition, functions, and importance of brands; brand versus product distinction; brand; criteria for choosing brand elements (MMATP framework). Brand Equity: Definition and significance; Aaker's Brand Equity Model, Keller's Customer-Based Brand Equity (CBBE) Model; sources and benefits of brand equity; measuring brand equity – Brand, Interbrand Rankings, and brand valuation approaches. Brand Identity: Concept and components; Kapferer's Brand Identity Prism; Aaker's Big Five; brand persona; brand naming criteria and trademark considerations; brand logo and packaging design principles. Brand Positioning: Concept and importance; competitive frame of reference; points-of-parity (POPs) and points-of-difference (PODs); positioning maps and perceptual mapping; repositioning strategies.								
Module 4		Brand Architecture, Extensions and Communication					8 hours	
Brand Architecture: Concept and types; brand hierarchy, brand portfolio strategy; brand portfolio audit and rationalisation decisions. Brand Extensions: Definition and types success factors and risks of brand extensions; co-branding – concept, advantages, and risks; private labels versus national brands – growth of private labels, strategic implications, and category management. Integrated Brand Communication (IBC): Role of advertising, public relations, sponsorship, and events in brand building; experiential marketing and brand activations; celebrity endorsement and brand ambassadors; brand storytelling – narrative techniques, emotional connect, and purpose-driven and cause-related branding.								

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Module 5	Digital Branding, Global Brands and Contemporary Issues	8 hours
Digital Branding and Social Media Marketing: Building brands in the digital environment; content marketing strategy; influencer marketing – types, selection, and effectiveness measurement; social media brand. Brand Tracking and Measurement: Brand audit; brand equity measurement tools; Net Promoter Score (NPS); brand tracking studies and brand report cards. Global Branding: Concept and significance. Brand Revitalization and Crisis Management: Reasons for brand decline; brand rejuvenation strategies; managing brand crises – causes, responses, and recovery. Emerging Trends: Artificial intelligence (AI) in branding; neuromarketing; metaverse branding; direct-to-consumer (D2C) brand strategies; personal branding, Sustainable and Ethical Branding		
Total Lecture Hours		40 hours

Textbook:		
S.No	Book Title	Author
1	Keller, K. L. (2020). <i>Strategic brand management: Building, measuring, and managing brand equity</i> (5th ed.). Pearson.	Keller, K. L. (2020). Pearson Education.
2	Singh, G. (2021). <i>Product management and strategy: The ultimate guide that creates real value</i> . Notion Press.	Gagandeep Singh (2021)
3	Dutta, K. (2022). <i>Brand management</i> . Pearson India.	Kiran Dutta (2022)

Reference Books:		
S.No	Book Title	Author
1	Panda, T. K. (2016). <i>Product and brand management</i> . Oxford University Press.	Tapan k Panda (2016)

NPTEL/ Youtube/ Faculty Video Link:	
1	NPTEL: https://nptel.ac.in/courses/110107161
2	NPTEL: https://nptelprep.in/courses/110107161/materials
3	https://www.youtube.com/watch?v=z-NMSMoYfpE&t=559s
4	https://www.youtube.com/watch?v=m4dlgtXL26I&t=30s
5	https://www.youtube.com/watch?v=v871jBHH4WU&t=71s

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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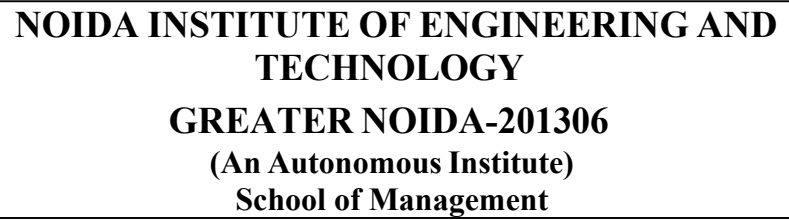
Course Code: CMBMF0314			Course Name: Security Analysis & Portfolio Management			L	T	P	C
Course Offered in: MBA M&F						3	0	0	3
Pre-requisite: Basic Financial Management, Statistics & Quantitative Techniques									
Course Objectives: This course equips students to analyse securities, evaluate risk-return 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.						K3		
CO3	Analyse 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						8 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						8 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						8 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						8 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	
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)			

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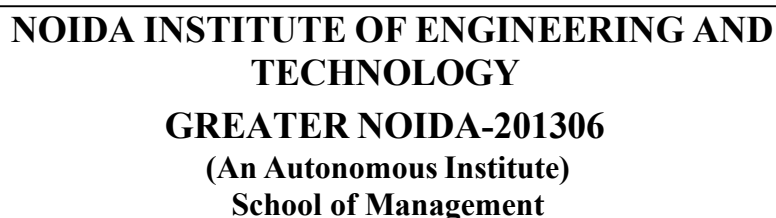
Reference Books								
1	Security analysis and portfolio management (7th ed.). Pearson.					Fischer, D. E., & Jordan, R. J. (2019).		
2	Investments (13th ed.). McGraw Hill Education.					Bodie, Z., Kane, A., & Marcus, A. J. (2024).		
3	Investment analysis and portfolio management (12th ed.). Cengage 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	Attendance 5		
30			20				100	150

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Course Code: CMBMF0315		Course Name: Indian Financial Markets and Institutions				L	T	P	C
Course Offered in: MBA M&F						3	0	0	3
Pre-requisite: Understanding of financial accounting and financial management									
Course Objectives: Impart knowledge of India's financial system and the role of financial institutions, financial markets, and financial instruments. Create awareness among the students of the mechanism of commercial banking, its operations, instruments, regulations, etc., to help them acquire analytical skills in the money and capital market to raise medium- and long-term funds.									
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
CO1	Understand the structure and functions of Indian financial markets and institutions.					K2			
CO2	Analyze the functioning of money market and capital market instruments.					K3			
CO3	Evaluate the role of commercial banks, RBI, and financial intermediaries in the economy.					K4			
CO4	Examine financial sector reforms and regulatory mechanisms in India.					K4			
CO5	Apply financial market concepts to investment and financing decisions.					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	3	2	2	1			
CO3		3	2	2	2	1			
CO4		2	3	2	3	1			
CO5		3	3	3	2	2			
Course Contents / Syllabus									
Module 1		Indian Financial System						8 hours	
Meaning, nature, and functions of financial system, Structure of Indian financial system, financial markets, financial institutions, financial instruments, and financial services, Role of financial system in economic development, Financial sector reforms in India, Recent trends in Indian financial system.									
Module 2		Money Market and Capital Market						8 hours	
Money Market: Meaning, features, and importance, Organized and unorganized money market, Money market instruments: Treasury Bills, Commercial Papers, Certificates of Deposit, Call Money Market, Repo and Reverse Repo, Capital Market: Primary market and secondary market, Stock exchanges in India, SEBI and investor protection, Listing of securities and trading mechanism									
Module 3		Banking and Financial Institutions						8 hours	
Commercial banking system in India, Functions and role of commercial banks, Reserve Bank of India: functions and monetary policy, Development Financial Institutions (DFIs), NABARD, SIDBI, EXIM Bank, Non-Banking Financial Companies (NBFCs), Microfinance institutions and cooperative banks									
Module 4		Financial Instruments and Investment Institutions						8 hours	
Overview of micro finance; Types of micro finance; Income generating activities and Micro Enterprise Market (demand), Microfinance analysis, Technological analysis, Socioeconomic analysis, Group Models, Impact of Environmental analysis. Logical framework, Implementation & Monitoring Credit Delivery Methodology; Strategic Issues in Microfinance: Sustainability									
Module 5		Financial Market Regulation and Recent Developments						8 hours	
Role of SEBI, RBI, and IRDAI, Financial inclusion and digital financial services, FinTech and digital payments ecosystem, Green finance and sustainable finance, Challenges in Indian financial markets, Recent developments in Indian financial sector									
						Total Lecture Hours		40 hours	
Textbook:									
S.No	Book Title			Author					
1.	Indian Financial System			M.Y. Khan					
Reference Books:-									
S.No	Book Title			Author					
1.	Financial Markets and Institutions			Frederic S. Mishkin					



2.	Indian Financial System	Bharati V. Pathak						
NPTEL/ Youtube/ Faculty Video Link:								
1.	https://youtu.be/88S1wZGfuqk?si=Eor-cE8gC7uJQO8g							
2.	https://youtu.be/8vZKjJCCYg?si=ibT05sGei2HcNYdm							
3.	https://youtu.be/iFE5IJp4l18?si=GCOuYT4KUY0yYu5V							
4.	https://www.youtube.com/watch?v=qAgtzNPKHmY&list=PLuw12N5V9029lwYlGxe1zLikyZCgfe_pE							
5.	https://www.youtube.com/watch?v=nmAkc-wdwYk							
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
30			20				100	150



Course Code: CMBMF0316		Course Name: Financial Modelling			L	T	P	C
Course Offered in: MBA M&F					3	0	0	3
Pre-requisite: Basic knowledge of accounting, time value of money, cost of capital and capex. Introductory Excel								
Course Objectives: The objective of this practical course is to provide hands-on training in financial modelling using spreadsheet tools. Students will learn to build financial models, perform forecasting, valuation, budgeting, investment analysis, and dashboard reporting through practical exercises and industry-oriented applications.								
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)		
CO1	Develop spreadsheet-based financial models using Excel.					K3		
CO2	Prepare financial forecasting and budgeting models.					K6		
CO3	Perform investment and valuation analysis using financial tools.					K4		
CO4	Perform financial analysis using excel tools.					K4		
CO5	Apply sensitivity and scenario analysis techniques.					K5		
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5		
CO1		3	3	1	1	2		
CO2		3	3	1	2	2		
CO3		3	3	1	2	1		
CO4		3	3	1	2	2		
CO5		2	3	1	2	2		
Course Contents / Syllabus								
Module 1		Introduction to financial Modelling					8 hours	
Introduction to financial modelling- concept, relevance and Rationale, Basic excel concepts, Formatting & Linkage of sheet, Advanced excel concepts and its relevance in financial modelling.								
Module 2		Financial statement modelling					8 hours	
Financial Statement Preparation in Excel, Ratio Analysis Model Preparation, Sales Forecasting Model, Cash Budget Preparation Model, Sensitivity Analysis: Conduct sensitivity analysis to assess the impact of changes in key assumptions on the forecasted financial results. Scenario Analysis: Perform scenario analysis to evaluate the outcomes under different scenarios								
Module 3		Valuation and Investment Modelling					8 hours	
Time value of money concepts, Discounted Cash Flow (DCF) valuation, Net Present Value (NPV) and Internal Rate of Return (IRR) Cost of capital and discounting techniques, Equity valuation and firm valuation basics, Risk and return analysis								
Module 4		Financial analysis modelling					8 hours	
Ratio analysis of industries, Dupont Analysis, Preparation of Financial Analysis report on an industry								
Module 5		Equity research modelling and portfolio valuation					8 hours	
Introduction to Equity Analysis & Investing Evaluating Business Model & Industry Analysis, PE Analysis, Screening Stocks for investment, Risk & returns analysis, portfolio mean and variance, calculation of efficient portfolio, calculation of variance and covariance matrix, estimating beta								
						Total Lecture Hours		40 hours
Textbook:								
S.No	Book Title				Author			
1.	Financial Analysis and Modeling using Excel and VBA, Wiley, 2nd Ed				Sengupta C,			
Reference Books:								
S.No	Book Title				Author			
1.	Corporate and Project Finance Modelling: Theory and Practice				Bodmer E,			
NPTEL/ Youtube/ Faculty Video Link:								
1.	https://youtu.be/QhBLvRu2XSI?si=6iJOMXihQ9V4Vb1S							

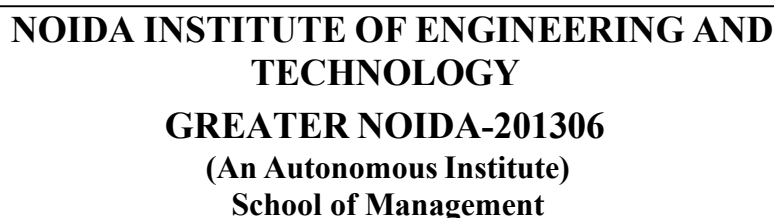


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2.	https://www.youtube.com/watch?v=d-cqiCP-nxw&list=PLT1bgPSfzwDhBjXY0iD5sVkEzFH91nGPQ
3.	https://www.youtube.com/watch?v=AYyzkfkeE-8
4.	https://www.youtube.com/watch?v=QsEO2fL4i2s
5.	https://www.youtube.com/watch?v=EgAAJQKaaSc

Mode of Evaluation

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



Course Code: CMBMF0351		Course Name: Data Visualisation for Managers				L	T	P	C
Course Offered in: MBA M&F						0	0	4	2
Pre-requisite: The student must have basic knowledge of spreadsheet operations (Excel or Google Sheets) and familiarity with basic business metrics (sales, profit, expenses).									
Course Objectives: To develop managerial competence in visual analytics using Microsoft Power BI. To enable students to connect, clean, and transform raw business data. To build interactive dashboards that support real-time decision-making. To master data storytelling for effective boardroom presentations.									
Course Outcome: After completion of the course, the student will be able:						Bloom's Knowledge Level (KL)			
CO1	To connect, import, and transform business data using Power BI tools.					K3			
CO2	To create interactive charts, reports, and dashboards using visualisation techniques.					K6			
CO3	To apply basic and intermediate DAX functions to generate business KPIs and insights.					K3			
CO4	To analyse business data using filters, slicers, and AI-powered analytics features.					K4			
CO5	To design and present dashboard-based business solutions for managerial decision-making.					K6			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5			
CO1		3	2	1	1	2			
CO2		2	3	2	1	2			
CO3		2	3	2	2	2			
CO4		2	3	3	2	2			
CO5		2	2	3	3	3			
Course Contents / Syllabus									
Module 1		Business Intelligence Foundations & Power BI Architecture						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 Knaflie

Reference Books:

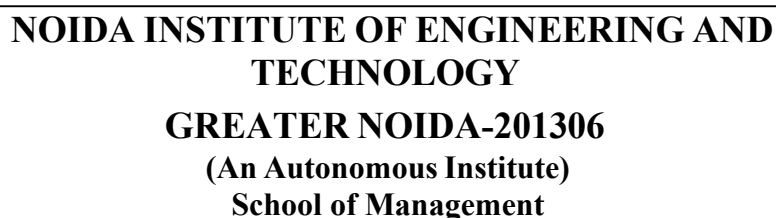
1	Data Visualisation: A Practical Introduction	Kieran Healy
2	Microsoft Power BI Essentials You Always Wanted to Know: Master Data Transformation, Visualisations, AI Integration & Reporting for Smarter Business Insights	Dr. Sini V. Pillai

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
4	https://www.youtube.com/watch?v=bzKKXwerM_0&list=PLrLUF7x52F3_96QdIT25vRcDiUUQYX0-s
5	https://www.youtube.com/watch?v=snd6rymUArQ

Mode of Evaluation

PS	PE	Total
50	100	150



Course Code: CMBMF0359		Course Name: Summer Internship Report			L	T	P	C
Course Offered in: MBA M&F					0	0	8	4
Pre-requisite: Students should have basic industry knowledge, completed core coursework, good communication skills, and a professional attitude with clear goals for the internship.								
Course Objectives: To provide students with practical exposure and hands-on experience in their field of study, enabling them to apply academic knowledge, develop professional skills, and explore career interests in a real-world work environment.								
Course Outcome: After completion of the course, the student will be able to					Bloom's Knowledge Level (KL)			
CO1	Understand and solve business problems in business organizations				K2			
CO2	Develop the ability to identify the research gap				K6			
CO3	Apply statistical tools to provide optimum solution				K3			
CO4	Develop the ability to interpret data and draw conclusions				K6			
CO5	Develop Multi-Disciplinary Approach for identifying and solving business problems				K6			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5		
CO1		3	3	2	2	2		
CO2		2	3	1	2	1		
CO3		2	3	1	1	1		
CO4		2	3	1	2	1		
CO5		3	2	2	3	2		
Course Contents / Syllabus								
Total Lecture Hours							40 hours	
1)	At the end of second semester examination, it is mandatory for every student of MBAMF to undergo on-the-job practical training in any manufacturing, service or financial organization. The training will be for 6 to 8 weeks. The college/institute will facilitate this compulsory training for students.							
2)	During the training, the student is expected to learn about the organization and analyze and suggest solutions to a live problem. The objective is to equip the students with knowledge of the actual functioning of the organization and problems faced by them by exploring feasible suggestions.							
3)	During training, the organization (where the student is undergoing training) will assign a problem/project to the student.							
4)	The student, after the completion of training will submit a report to the College/Institute which will form part of third semester examination.							
5)	The report (based on training and the problem/project studied) prepared by the student will be known as Summer Internship Project. The report should ordinarily be based on primary data. It should reflect in depth study of micro problem, ordinarily assigned by the organization where student undergoes training. Relevant tables and bibliography should support it. One comprehensive chapter must be included about the organization where the student has undergone training. This should deal with brief history of the organization, its structure, performance products/services and problem faced. This chapter will form part 1 of the report. Part 2 of the report will contain the study of micro research problem. The average size of report ordinarily will be of minimum 80-100 pages in standard font size (12) and double spacing. Two neatly typed and soft bound (paperback) copies of the report will be submitted to the College/Institute. The report will be typed in A-4 size paper.							
6)	The report will have two certificates. One by the Head of the Department and the other by the Reporting Officer of the organization where the student has undergone training. These two certificates should be attached in the beginning of the report.							
7)	The Summer Internship Project Report will carry 150 marks and will be evaluated by two examiners (external and internal). The evaluation will consist of (1) Project Report evaluation (2) Project Presentation and Viva. The Project Report evaluation will comprise of 50 marks and would be evaluated by internal project guide. The Presentation and Viva Voce would comprise of 100 marks and would be evaluated by two examiners (1 external and 1 internal). The average							

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	of the marks awarded by the 2 examiners will be considered for the results. In case the difference in the awards given by the examiners is 30 or more marks, the project report will be referred to the third examiner. Only such person will evaluate the project report who has minimum three years of experience of teaching MBA classes in a College/University. Experience of teaching MBA classes as guest faculty shall not be counted.
8)	It is mandatory that the student will make presentation in the presence of teachers and students. The student is expected to answer to the queries and questions raised in such a meeting.
9)	The student shall prepare the Summer Internship Project Report as per the format given in the Summer Training Manual as prescribed by the University.

Mode of Evaluation		
PS	PE	Total
50	100	150

Summer Internship Report Evaluation Criteria:

Summer Internship Report Evaluation (INTERNAL)					
Problem Statement (10)	Company Profile & Methodology used (10)	Data Analysis and Interpretation (10)	Presentation Weightage (10)	Documentation and Report Submission (10)	Total (50)
Summer Internship Report Evaluation (EXTERNAL)					
Problem Statement (20)	Company Profile & Methodology used (20)	Data Analysis and Interpretation (20)	Presentation Weightage (20)	Documentation and Report Submission (20)	Total (100)

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SEMESTER IV

Course Code: CMBMF0401		Course Name: PROJECT MANAGEMENT				L	T	P	C
Course Offered in: MBA M&F						3	0	0	3
Pre-requisite: Operations Management, Management Principles, Quantitative Techniques / Statistics									
Course Objectives: To provide a comprehensive understanding of project management concepts, methodologies, and best practices. To develop skills in project planning, scheduling, resource allocation, risk management, and control, familiarize students with tools and techniques for effective project execution and stakeholder management also to enable the application of project management principles in real-world business scenarios.									
Course Outcome: After completion of the course, the student will be able to						Bloom’s Knowledge Level (KL)			
CO1	Explain the concepts, lifecycle, and strategic importance of Project Management in Marketing and Finance contexts.					K2			
CO2	Develop project plans, scope, schedules, and budgets for marketing campaigns and financial projects					K6			
CO3	Apply tools and techniques for risk, quality, procurement, and resource management in Marketing & Finance projects.					K3			
CO4	Analyze project performance using monitoring tools, Earned Value Management, and financial metrics.					K4			
CO5	Design and evaluate integrated project strategies, agile approaches, and closure processes with real-world Marketing & Finance case studies.					K5			
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			2	3	3	3	3		
CO3			3	3	3	3	3		
CO4			3	3	3	3	3		
CO5			3	3	3	3	3		
Course Contents / Syllabus									
Module 1		Introduction to Project Management						8 hours	
Definition and characteristics of projects, Project vs Operations, Project Life Cycle, PMBOK framework, Strategic role of Project Management in Marketing and Finance, Types of projects in Marketing (product launch, advertising campaigns, digital transformation) and Finance (capital investment, merger & acquisition, financial system implementation, fintech projects), Project selection methods (NPV, IRR, Scoring Model), Role of Project Manager in Marketing & Finance, Stakeholder analysis and management.									
Module 2		Project Planning and Scheduling						8 hours	
Project Charter development, Scope Management & Work Breakdown Structure (WBS) for marketing campaigns and financial projects, Network techniques (CPM, PERT), Gantt Charts, Resource planning and leveling, Cost estimation and budgeting (with focus on marketing budgets and financial project costing), Time-cost tradeoff (crashing), Project Finance and Funding mechanisms.									
Module 3		Project Risk, Quality and Procurement Management						8 hours	
Risk identification, qualitative & quantitative analysis, response strategies in marketing projects (campaign failure) and financial projects (market volatility, credit risk), Quality planning and control in service delivery and marketing execution, Procurement management and vendor selection for marketing agencies & financial technology, Contract management, Ethical considerations in Marketing & Finance projects.									
Module 4		Project Monitoring, Control and Performance Measurement						8 hours	
Project monitoring techniques, Earned Value Management (EVM) and its application in marketing and capital projects, Variance analysis (cost, schedule, scope), Performance dashboards and KPIs specific to Marketing (ROI, CAC, Conversion Rate) and Finance (ROI, Payback Period, NPV tracking), Change control, Integrated performance reporting, Tools: MS Project & Excel for Marketing & Finance projects.									
Module 5		Project Closure, Modern Approaches and Case Studies						8 hours	

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Project closure, handover, documentation and lessons learned, Post-implementation review, Agile Project Management, Scrum and Kanban for marketing campaigns and digital finance projects, Hybrid project management, Sustainability and ESG considerations in projects, Contemporary case studies of successful marketing campaigns and financial projects (product launches, digital banking implementations, M&A integrations).									
								Total Lecture Hours	40 hours
Textbook:									
S.No	Book Title						Author		
1	Project management for dummies						Stanley E. Portny		
2	Project Management: A Systems Approach to Planning, Scheduling, and Controlling						Harold Kerzner		
Reference Books:									
S.No	Book Title						Author		
1	Project Management						Clifford F. Gray & Erik W. Larson		
2	Fundamentals of Project Management						James P. Lewis		
NPTEL/ Youtube/ Faculty Video Link:									
1	https://nptel.ac.in/courses/110107430								
2	https://www.youtube.com/watch?v=Klu1z4zpjo8								
3	https://www.life-global.org/course/380-agile-project-management								
4	https://www.youtube.com/watch?v=thsFsPnUHRA								
5	https://www.youtube.com/watch?v=wmJfx7zAfQI&list=PLEiEAq2VkUUJKZEL96YBV78Dd5gsHSVZ7								
Mode of Evaluation									
CIE							ESE	Total	
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5			
30			20						
							100	150	

Course Code: CMBMF0411		Course Name: Social Media and Digital Marketing		L	T	P	C
Course Offered in: MBA M&F				3	0	0	3
Pre-requisite: Basic Knowledge 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. Through the use of digital analytic dashboards and software, students will learn to analyse 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	Students will understand the fundamentals of digital and social media marketing practices.						K2
CO2	Students will acquire the skill to acquire and engage consumers online.						K3
CO3	Students will develop the understanding of social media platforms.						K2
CO4	Students will Analyze building organizational competency by way of digital marketing practices and cost considerations.						K4
CO5	Students will develop understanding of the marketing analytics to gain valuable insights into campaign performance and strengthen marketing plans						K2
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)							
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	
CO1		3	2	1	2		
CO2		3	2	2	2		
CO3		2	2	1	1		
CO4		3	3	2	2		
CO5		2	3	1	2		
Course Contents / Syllabus							
Module 1		Introduction to Digital Marketing				8 hours	
Introduction to Digital Marketing: The new digital world - trends that are driving shifts from traditional marketing practices to digital marketing practices, the modern digital consumer and new consumer's digital journey. Marketing strategies for the digital world - latest practices. Marketing Mix (7Ps) in online context, Integrated Internet Marketing communication.							
Module 2		Social Media Marketing				8 hours	
Social Media Marketing: Meaning, Purpose, types of social media websites. Introduction to Blogging, Create a blog post for your project. Include headline, imagery, links and post, Content Planning and writing. Introduction to Facebook, Twitter, Google +, LinkedIn, YouTube, Instagram and Pinterest; their channel advertising and campaigns.							
Module 3		Acquiring & Engaging Users through Digital Channels				8 hours	
Acquiring & Engaging Users through Digital Channels: search engine marketing, mobile marketing, video marketing, email marketing, affiliate marketing, influencer marketing, viral marketing, content marketing and social-media marketing, Overview of SEO, Marketing gamification.							
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 business, andevaluating cost effectiveness of digital strategies.							
Module 5		Digital marketing analytics				8 hours	

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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:						Author		
1		Internet Marketing, Oxford University Press India, First Edition				Moutsy Maiti		
2		Digital Marketing, Oxford University Press India, First Edition				Vandana, Ahuja		
Reference Books:								
1		Social Media Marketing, Sage Publication, Second Edition				Tracy L. Tuten & Michael R. Solomon		
2		Understanding Digital Marketing: marketing strategies for engaging the digital generation;Kogan Page, First Edition				Ryan, Damian		
NPTEL/ Youtube/ Faculty Video Link:								
1		https://acadium.com/blog/digital-marketing-analytics/						
2		https://bpb-us-e2.wpmucdn.com/sites.middlebury.edu/dist/2/3941/files/2018/01/Middlebury_Marketing-Presentation_PGM4_Final.pdf						
3		https://www.brandwatch.com/wp-content/uploads/2019/05/The-Fundamentals-of-Social-Media-Analytics.pdf						
4		https://www.coursera.org/learn/adobe-digital-marketing						
5		https://www.coursera.org/learn/social-media-analytics-introduction						
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1	TA2	TA3	Attendance		
			5	5	5	5		
30			20				100	150

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Course Code: CMBMF0412		Course Name: Financial Derivatives and Risk Management				L	T	P	C
Course Offered in: MBA M&F						3	0	0	3
Pre-requisite: Financial Management, Corporate Finance, Basic Statistics									
Course Objectives: This course aims to provide students with a thorough understanding of financial derivative instruments including forwards, futures, options, and swaps, along with their pricing mechanisms and practical applications. It seeks to develop an analytical skills for using derivatives in hedging, speculation, and arbitrage strategies. The course further aims to build a comprehensive understanding of risk identification, measurement, and management frameworks applicable to financial institutions and corporates.									
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
CO1	Understand the concept, types, and significance of financial derivatives and the structure and pricing of forward contracts.					K2			
CO2	Analyze the mechanics of futures contracts, pricing models, hedging strategies, and the role of futures markets.					K3			
CO3	Explain the types, valuation, and trading strategies of options including the Black-Scholes model and Greeks.					K4			
CO4	Evaluate the structure, types, and applications of swap contracts including interest rate and currency swaps.					K4			
CO5	Assess financial risks faced by organisations and apply risk management frameworks, VaR models, and regulatory guidelines.					K5			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5			
CO1		3	2	1	2	1			
CO2		3	3	2	2	1			
CO3		3	3	2	2	1			
CO4		3	3	2	3	2			
CO5		3	3	3	3	2			
Course Contents / Syllabus									
Module 1		Financial Derivatives and Forward Contracts						8 hours	
Introduction to financial derivatives: meaning, features, and types; Evolution and significance of derivative markets; Participants in derivative markets: hedgers, speculators, and arbitrageurs; Derivative exchanges vs OTC markets; Overview of NSE/BSE derivative segments; Forward contracts: features, structure, and types; Pricing of forward contracts: cost-of-carry model; Forward rate agreements (FRAs); Credit risk and settlement in forward contracts; Limitations of forward contracts.									
Module 2		Futures Contracts						8 hours	
Introduction to futures contracts: features and distinction from forwards; Standardisation and exchange trading; Futures pricing: cost-of-carry model, basis, and convergence; Marking to market and margin accounts; Stock index futures and single stock futures; Currency futures and interest rate futures; Commodity futures; Hedging with futures: long hedge, short hedge, and cross hedge; Speculation and arbitrage using futures; Regulatory framework: SEBI guidelines on futures trading.									
Module 3		Options						8 hours	
Introduction to options: types (call and put), features, and terminology; Moneyness of options: ITM, ATM, OTM; Option payoff profiles and profit/loss diagrams; Factors affecting option pricing; Binomial option pricing model; Black-Scholes option pricing model: assumptions and formula; The Greeks: Delta, Gamma, Theta, Vega, and Rho; Options on indices, currencies, and futures; Basic option trading strategies: covered call, protective put, straddle, strangle, spreads; SEBI regulations on options trading in India.									
Module 4		Swaps						8 hours	
Introduction to swaps: concept, features, and types; Interest rate swaps: structure, pricing, and valuation; Currency swaps: mechanics and applications; Equity swaps and commodity swaps; Credit default swaps (CDS); Swap markets and swap dealers; Hedging using swaps; Comparative advantage in swap transactions; Risks in swap contracts; Regulatory environment: ISDA master agreement and RBI guidelines.									
Module 5		Financial Risk Management						8 hours	

Concept and types of financial risk: market risk, credit risk, liquidity risk, operational risk; Risk identification and measurement; Value at Risk (VaR): historical simulation, variance-covariance, and Monte Carlo methods; Stress testing and back testing; Credit risk management: credit scoring and credit derivatives; Enterprise Risk Management (ERM) framework; Risk management using derivatives: hedging strategies; Basel Accords (Basel II and III) and regulatory capital; Risk management in banks and financial institutions;

Total Lecture Hours 40 hours

Textbook:

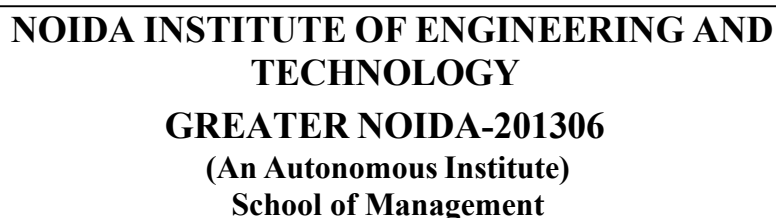
S.No	Book Title	Author
1	Options, Futures, and Other Derivatives, Pearson Education	John C. Hull
S.No	Book Title	Author
1	Risk Management and Derivatives, South-Western College Publishing	Stulz, Rene M

NPTEL/ Youtube/ Faculty Video Link:

1	https://nptel.ac.in/courses/110105065 Financial Derivatives (IIT Kharagpur)
2	https://nptel.ac.in/courses/110106023 Risk Management in Banks (IIM Bangalore)
3	https://www.youtube.com/playlist?list=PLU14u3cNGP63B2lDhyKOslmI7FjCf6eDW MIT 15.437 Options & Futures
4	https://www.investopedia.com/terms/f/futurescontract.asp
5	https://www.cmegroup.com/education/courses/introduction-to-futures/definition-of-a-futures-contract

Mode of Evaluation

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



Course Code: CMBMF0451		Course Name: Dissertation		L	T	P	C
Course Offered in: MBA M&F				0	0	8	4
Pre-requisite: Students need foundational subject knowledge, research skills, and familiarity with academic writing and citations.							
Course Objectives: The objective of the MBA dissertation is to enable students to apply management knowledge and research methodology to identify, analyze, and solve real business problems. It also helps students develop analytical, report-writing, and presentation skills through systematic research work.							
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)	
CO1	Understand the process of selecting and defining a suitable research problem in business management.						K2
CO2	Apply appropriate research methodology, sampling techniques, and data collection tools for conducting the study.						K3
CO3	Analyze collected data using suitable statistical tools and interpret the results effectively.						K4
CO4	Evaluate research findings and suggest practical solutions for business or managerial problems.						K5
CO5	Prepare and present a well-structured dissertation report with proper references, ethical practices, and viva presentation.						K6
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)							
CO-PO Mapping		PO1	PO2	PO3	PO4	PO5	
CO1		3	2	1	2	1	
CO2		3	3	1	2	1	
CO3		2	3	1	2	1	
CO4		3	3	2	2	2	
CO5		2	2	2	3	3	
Guidelines:							
1. Selection of Topic							
Students should select a topic related to their specialization such as Marketing, Finance, HR, Operations, Business Analytics, International Business, or Entrepreneurship. The topic should be clear, relevant, researchable, and useful for solving a business or management problem.							
2. Approval of Synopsis							
Before starting the project, students must submit a synopsis to the faculty guide/department for approval. The synopsis should include the title, introduction, need of the study, objectives, research problem, methodology, sample size, data collection method, and references.							
3. Guidance and Progress Review							
Each student will work under an assigned faculty guide. Regular meetings with the guide are compulsory. Students must follow the suggestions given by the guide and submit progress reports as per the schedule.							

4. Research Methodology

Students should clearly mention the type of research, data sources, sampling technique, sample size, and tools used for data analysis. Data may be collected through questionnaires, interviews, company reports, websites, journals, and research papers.

5. Format & Certificate:

Report should be made as per prescribed format by the institute. A certificate from the supervisor and the Head of the Department certifying the authenticity of the report shall be attached therewith.

6. Originality and Ethics

The dissertation must be the student's original work. Plagiarism, copied content, and manipulated data are strictly prohibited. All books, journals, websites, and reports used must be properly cited.

7. Final Submission

Students must submit the report along with the approved synopsis, guide certificate, student declaration, acknowledgement, plagiarism report, questionnaire, annexure, and PPT for viva. The student will submit two hard-bound copies of the report in the department. The report should be typed in A-4 size paper.

8. Viva-Voce

Students should be prepared to explain their topic, objectives, methodology, sample size, analysis, findings, suggestions, limitations, and conclusion during the viva.

9. The Research Project Report will carry 150 marks.

- The evaluation of the project report will be done by two examiners (external & internal).
- The evaluation will consist of (1) Evaluation of Project Report (2) Presentation and Viva Voce.
- The evaluation of the Project Report will comprise of 50 marks and will be evaluated by the internal guide.
- The evaluation of Project Report & Viva Voce would comprise of 100 marks and would be evaluated by two examiners (1 external and 1 internal)

Mode of Evaluation

PS	PE	Total
50	100	150