

**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

Masters of Business Administration (MBA)

First Year

(Effective from the Session: 2024-25)

NOIDA INSTITUTE OF ENGG. & TECHNOLOGY, GREATER NOIDA, GAUTAM BUDDH NAGAR

(AN AUTONOMOUS INSTITUTE)

Masters of Business Administration (MBA)

EVALUATION SCHEME

SEMESTER- I

| S. No. | Subject Code | Subject Name | Periods | | | Evaluation Scheme | | | | End Semester | | Total | Credit |
|--------------|--------------|--|---------|---|---|-------------------|----|-------|----|--------------|-------------|-----------|--------|
| | | | L | T | P | CT | TA | Total | PS | TE | PE | | |
| 1 | BMBA0107 | Organization Behaviour and Design | 3 | 0 | 0 | 30 | 20 | 50 | 0 | 100 | 0 | 150 | 3 |
| 2 | BMBA0106 | Managerial Economics | 3 | 0 | 0 | 30 | 20 | 50 | 0 | 100 | 0 | 150 | 3 |
| 3 | BMBA0103 | Financial Accounting | 3 | 0 | 0 | 30 | 20 | 50 | 0 | 100 | 0 | 150 | 3 |
| 4 | BMBA0104 | Innovation, Entrepreneurship and Design Thinking | 3 | 0 | 0 | 30 | 20 | 50 | 0 | 100 | 0 | 150 | 3 |
| 5 | BMBA0102 | Business Statistics and Quantitative techniques for Managers | 2 | 1 | 0 | 30 | 20 | 50 | 0 | 100 | 0 | 150 | 3 |
| 6 | BMBA0108 | Business Communication | 3 | 0 | 0 | 30 | 20 | 50 | 0 | 100 | 0 | 150 | 3 |
| 7 | BMBA0105 | Legal Aspects of Business | 3 | 0 | 0 | 30 | 20 | 50 | 0 | 100 | 0 | 150 | 3 |
| 8 | BMBA0151 | Enhancing English Communication | 0 | 0 | 4 | 0 | 0 | 0 | 50 | 0 | 50 | 100 | 2 |
| 9 | BMBA0159 | Industry Orientation and Insights | 0 | 0 | 4 | 0 | 0 | 0 | 50 | 0 | 50 | 100 | 2 |
| 10 | BMBANC0151 | Excel Lab (Non-Credit) | 0 | 0 | 4 | 0 | 0 | 0 | 50 | 0 | 50 | 100 | 0 |
| Total | | | | | | | | | | | 1250 | 25 | |

PLEASE NOTE: -

- **Compulsory Audit Courses (Non Credit – BMBANC0151)**
 - All Compulsory Audit Courses (a qualifying exam) has no credit.
 - Total and obtained marks are not added in the Grand Total.

Abbreviation Used: -

L: Lecture, T: Tutorial, P: Practical, CT: Class Test, TA: Teacher Assessment, PS: Practical Sessional, TE: Theory End Semester Exam., PE: Practical End Semester Exam.

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Masters of Business Administration (MBA)

EVALUATION SCHEME

SEMESTER- II

| S. No. | Subject Codes | Subject Name | Periods | | | Evaluation Scheme | | | | End Semester | | Total | Credit |
|--------|---------------|---|---------|---|---|-------------------|----|-------|----|--------------|--------------|-------------|-----------|
| | | | L | T | P | CT | TA | Total | PS | TE | PE | | |
| 1 | BMBA0204 | Introduction to Business Analytics | 3 | 0 | 0 | 30 | 20 | 50 | 0 | 100 | 0 | 150 | 3 |
| 2 | BMBA0205 | Marketing Management | 3 | 0 | 0 | 30 | 20 | 50 | 0 | 100 | 0 | 150 | 3 |
| 3 | BMBA0203 | Human Capital Management | 3 | 0 | 0 | 30 | 20 | 50 | 0 | 100 | 0 | 150 | 3 |
| 4 | BMBA0202 | Corporate Finance | 3 | 0 | 0 | 30 | 20 | 50 | 0 | 100 | 0 | 150 | 3 |
| 5 | BMBA0206 | Operations and Supply Chain Management | 3 | 0 | 0 | 30 | 20 | 50 | 0 | 100 | 0 | 150 | 3 |
| 6 | BMBA0201 | Business Research Methods | 4 | 0 | 0 | 30 | 20 | 50 | 0 | 100 | 0 | 150 | 4 |
| 7 | BMBA0251 | MS Excel for Managerial Effectiveness | 0 | 0 | 4 | 0 | 0 | 0 | 50 | 0 | 50 | 100 | 2 |
| 8 | BMBA0252 | Personal Grooming and Business Etiquette | 0 | 0 | 4 | 0 | 0 | 0 | 50 | 0 | 50 | 100 | 2 |
| 9 | BMBA0253 | Introduction to Tableau | 0 | 0 | 4 | 0 | 0 | 0 | 50 | 0 | 50 | 100 | 2 |
| 10 | BMBANC0251 | Managerial Personality Development (Non Credit) | 0 | 0 | 4 | 0 | 0 | 0 | 50 | 0 | 50 | 100 | |
| | | | | | | | | | | | Total | 1200 | 25 |

PLEASE NOTE: -

- **Compulsory Audit Courses (Non Credit – BMBANC0251)**
 - All Compulsory Audit Courses (a qualifying exam) has no credit.
 - Total and obtained marks are not added in the Grand Total.

Abbreviation Used: -

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
GREATER NOIDA-201306
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 School of Management

| | | |
|--|---|--------------------------------------|
| Subject Name: Organization Behaviour and Design | | L-T-P [3-0-0] |
| Subject Code: BMBA0107 | | Applicable in Department: MBA |
| Pre-requisite of Subject: Talent Management, Human Resource Management, Leadership and Capacity Building, Strategic Management | | |
| Course Objective: The objective of this course is to understand the human behaviour, characteristics of group dynamics and aspects of organizational development. | | |
| Course Outcomes (CO) | | |
| Course outcome: After completion of this course students will be able to: | | Bloom's Knowledge Level(KL) |
| CO1 | Demonstrate a sound understanding of the prominent theories, concepts and models that are used to understand and analyze human behavior in organizations, as well as an appreciation of their implications for practical management | (K4) |
| CO2 | Apply conceptual knowledge of theory and models relevant to leadership, teamwork and group functioning in organizations. | (K3) |
| CO3 | Display a working understanding of organizations as institutions including issues of structure, power, politics and conflicts. | (K2) |
| CO4 | Demonstrate a well-developed understanding of the organizational design features that influence effectiveness and the contingencies that impact on the structure of organizations. | (K3) |
| CO5 | Solve applied problems related to organizational change, and to identify appropriate management strategies. | (K4) |
| Syllabus | | |

| Unit No | Module Name | Topic covered | Pedagogy | Lecture Required (L+P) | Practical/ Assignment/ Lab Nos | CO Mapping |
|---------|-----------------------------------|--|--|------------------------|--|------------|
| 1 | Individual Behavior | Fundamentals of Individual Behavior, Personality, types of Personality, Big 5 Personality model, Perception and Attitude | Discussion, Personality test, and Perception tests | 5 | Field Project for Psychometric Assessment of employees from three different verticals (Ex FMCG, Apparel, Electronics Etc.) | CO1 |
| | Motivation | Process, Types and Theories | Case study | 4 | | CO1 |
| 2 | Leadership | Leadership styles, Trait theory, Managerial grid, Leadership Situational model | Leadership games, role plays | 4 | Group Exercises to identify current readiness for Leadership and desired leadership skills | CO2 |
| | Teams and Interpersonal behavior | Team building, Tuckman model of team development, Group decision making, Transactional Analysis, Johari window | Team building activities | 5 | Outbound Team building activity through Management Games, Icebreakers and Energizers | CO2 |
| 3 | Power and Politics | Definition and Bases of Power, Power tactics, Organizational Politics, Impression management | Case study | 4 | | CO3 |
| | Conflict and Negotiation | Types of Organizational Conflict, Conflict Resolution, Negotiation | Simulation, Role play | 5 | | CO3 |
| 4. | Organization structure and design | Different organizational structures, Delegation of Authority, Centralization and decentralization, Line and staff organizations, Contingency approach to Organizational design | Guest Lecture | 4 | Group Presentation on Organization Structure of Organization from different industries (advertisement, public sector, multinational) | CO4 |
| | Organization culture and climate | Elements of Organization culture, Culture-person Compatibility, Dimensions of Organization climate, Developing favorable organization culture and climate | Student Panel Discussion on Organization Culture | 5 | | CO4 |

| | | | | | | |
|--------------|-------------------------------------|---|--|-----------|--|-----|
| 5. | Organization Change and Development | Approaches to manage organizational change, Change Agents, Kurt Lewin model of change | Simulation, Role play, Group activity on Problem Solving Interventions | 4 | | CO5 |
| Total | | | | 40 | | |

| Textbooks | |
|--|--|
| Sr No | Book Details |
| 1. | Robbins, S.P., Judge, T.A., Sanghi, A., "Organizational behaviour" N.D. Pearson Prentice Hall. 19 th Edition |
| 2. | Fred Luthans, "Organizational Behaviour". McGraw Hill Book Company. |
| Reference Books | |
| Sr No | Book Details |
| 1. | Steven L. McShane, Mary Ann Von Glinow, Himanshu Rai, "Organizational Behaviour" Tata McGraw Hill Publication, New Delhi. 9th Edition Paperback 2022 |
| Links (Only Verified links should be pasted here) | |
| 1) https://onlinecourses.nptel.ac.in/noc22_mg78/preview 2) https://www.youtube.com/watch?v=QJAv6674_Sw | |



**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
GREATER NOIDA-201306**

**(An Autonomous Institute)
School of Management**

Subject Name: Managerial Economics

L-T-P [3-0-0]

Subject Code: BMBA 0106

Applicable in Department: MBA

Pre-requisite of Subject: Supply Chain Management, Planning, Demand Forecasting and Human Resource Planning

Course Objective: The purpose of this course is to apply micro economic concepts and techniques in evaluating business decisions taken by firms, explaining how tools of standard price theory can be employed to formulate a decision problem and evaluate alternative courses of action and finally choose among alternatives.

Course Outcomes (CO)

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

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

| | | |
|------|--|------|
| CO 1 | Understand the concepts of Managerial Economics to make effective business decisions under conditions of risk and uncertainty. | (K2) |
| CO2 | Understand the law of demand & supply & their elasticity's. | (K2) |
| CO3 | Analyze production concepts, cost concepts and their impact on business decisions. | (K4) |
| CO4 | Analyze pricing decisions under the different market structures. | (K4) |
| CO5 | Evaluate various theories of the firm and how they affect the business decisions. | (K5) |

Syllabus

| Unit No | Module Name | Topic covered | Pedagogy | Lecture Required (L+P) | Practical/ Assignment/ Lab Nos | CO Mapping |
|---|--|---|---|------------------------|--|------------|
| Unit 1 Basic Concepts and Principles | Basic Concepts of Managerial Economics | Definition, Nature and Scope of Economics-Micro Economics and Macro Economics, Managerial Economics and its relevance in business decisions. | Interactive classroom sessions, discussions, quiz, presentations & Case Studies. | 3 Hours | Discuss the Functions & Responsibilities of Managerial Economists taking the example of a particular firm. | CO1 |
| | Fundamental Principles of Managerial Economics | Fundamental Principles of Managerial Economics - Incremental Principle, Marginal Principle, Opportunity Cost Principle, Discounting Principle, Concept of Time Perspective, Equi-Marginal Principle, Utility Analysis, Cardinal Utility and Ordinal Utility. Case Studies. | Interactive classroom sessions, discussions, presentations & Case Studies | 5 Hours | | CO1 |
| Unit 2 Demand and Supply Analysis | Demand Analysis | Theory of Demand, Types of Demand. Determinants of demand, Demand Function, Demand Schedule, Demand curve, Law of Demand, Exceptions to the law of Demand, Shifts in demand curve, Elasticity of Demand and its measurement. Price Elasticity, Income Elasticity, Arc Elasticity. Cross Elasticity and Advertising Elasticity. Uses of Elasticity of Demand for managerial decision making, Demand forecasting- meaning, significance and methods. (Numerical Exercises) Case Studies | Interactive classroom sessions, discussions, Video Case, Scenario Building Technique, | 8 Hours | Explain the influence of Price Elasticity of demand on decision making of a particular firm. | CO2 |
| Unit 3 Production and cost Analysis | Production Analysis | Production concepts & analysis; Production function, Types of production function, Laws of production: Law of diminishing returns, Law of returns to scale. | Interactive classroom sessions, discussions, , presentations & Case Studies | 5 hours | Analyze the production & Cost decisions of a particular company. | CO3 |

| | | | | | | |
|---|-------------------------|--|---|-----------|---|-----|
| | Cost & Revenue Analysis | Cost concept and analysis: Cost, Types of costs, cost output relationship in the short-run. Cost output relationship in the Long-run. Estimation of revenue. Average Revenue, Marginal Revenue. Case Studies | Interactive classroom sessions, discussions, Field Projects, presentations & Case Studies | 5 hours | | CO3 |
| Unit 4 Market structures | Market structures | Perfect and Imperfect Market Structures, Perfect Competition, features, determination of price under perfect competition. Monopoly: Features, pricing under monopoly, Price Discrimination. | Case Study | 8 hours | Describe the characteristics of a perfectly competitive market. Explain giving a real-life example. | CO4 |
| Unit 5 Economic Theory | Economic Theory | The Firm in Theory and Practice - Economic Theory of the Firm – The Behavioral Theory of the Firm - Managerial Theories of the Firm – Profit concepts & analysis – Game Theory and Asymmetric Information. Case Studies. | Interactive classroom sessions, discussions, quizzes, assignments | 6 hours | Evaluate economic theories of firm in detail. Do these apply in firms in nowadays? | CO5 |
| Total | | | | 40 | | |

| Textbooks | |
|------------------------|--|
| Sr No | Book Details |
| 1. | Pindyck, Rubinfeld, Mehta., “Micro Economics (7e)” Pearson.(2021) |
| 2. | Salvatore, D.,“Managerial Economics: Principle and Worldwide Applications” Oxford University Press. 2022 |
| Reference Books | |
| Sr No | Book Details |
| 1. | Baye, M., & Prince, J. “Managerial economics and business strategy” McGraw-Hill. (10th ed.) |

| | |
|---|--|
| 2. | Dwivedi, D.N., “Managerial Economics (7e)” Vikas Publication. 2021 |
| 3. | Varshney & Maheshwari, “Managerial Economics” Sultan Chand. 2022 |
| Links (Only Verified links should be pasted here) | |
| 1) http://nptel.ac.in/courses/110101005/1 (Introduction to Managerial Economics) | |
| 2) http://nptel.ac.in/courses/110101005/ (Theory of Demand) | |
| 3) http://nptel.ac.in/courses/110101005/38 (Product Pricing) | |



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY

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School of Management

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|---|--|----------------------|-----------------|--------------------------------------|---------------------------------------|------------------------------------|
| Subject Name: Financial Accounting | | | | | L-T-P [3-0-0] | |
| Subject Code: BMBA0103 | | | | Applicable in Department: MBA | | |
| Pre-requisite of Subject: Financial Management, Working Capital Management, Financial Modelling | | | | | | |
| Course Objective: To understand and provide working knowledge of accounting concepts, detailed procedures & documentation involved in financial accounting systems, and the framework of accounting systems. | | | | | | |
| Course Outcomes (CO) | | | | | | |
| Course outcome: After completion of this course students will be able to: | | | | | | Bloom's Knowledge Level(KL) |
| CO1 | Understanding accounting concepts, principles, and terminologies. | | | | | (K2) |
| CO2 | Comparing Ind AS and IAS and preparations of journals and ledgers. | | | | | (K6) |
| CO3 | Understand and preparing the final account and its application in the business organization. | | | | | (K6) |
| CO4 | Applying knowledge gained in financial statements for analysis of statements. | | | | | (K3) |
| CO5 | Understand and creation of a Cash Flow Statement. | | | | | (K6) |
| Syllabus | | | | | | |
| Unit No | Module Name | Topic covered | Pedagogy | Lecture Required (L+P) | Practical/ Assignment/ Lab Nos | CO Mapping |

| | | | | | | |
|---|-----------------------------------|---|---|---------|---|-----|
| Unit 1 Meaning and Scope of Accounting | Introduction of Accounting | Overview of Accounting, Users of Accounting, Accounting Concepts Conventions. | Classroom discussion | 3 Hours | Application-based assignment on balancing of accounts | CO1 |
| | Accounting Equation. | Book-keeping and Accounting, Principles of Accounting, Basic Accounting terminologies, Accounting Equation. | Classroom discussion, Presentation, Case study | 5 Hours | | |
| Unit 2 Mechanics of Accounting | IAS and AS | International Accounting Principles and Standards; Matching of Indian Accounting Standards with International Accounting Standards. | Classroom discussion, Presentation | 3 Hours | Assignment on comparative study for analysing IFRS and ind AS | CO2 |
| | Journal, Ledger and Trail balance | Double entry system of accounting, journalizing of transactions. Ledger posting and Trial Balance & methods of Trial Balance. | Presentation Videos Case Study | 5 Hours | | |
| Unit 3 Final Accounts | Final Accounts (P&L Account) | Preparation of final accounts, Profit & Loss Account. | Classroom discussion, Case study Videos. | 6 Hours | Practical based questions to check arithmetical accuracy of accounting. | CO3 |
| | Final Accounts (Balance Sheet) | Balance Sheet with adjustments. | Classroom discussion, Case study Videos. | 4 Hours | | |
| Unit 4 Analysis of financial statement | Income Statement | Analysis of Income Statement | Presentation, Assignment & Videos | 4 Hours | Application-based questions to make a comparative study of financial statements of selected listed companies of industry. | CO4 |
| | Trends Analysis | Trend Analysis of and its Applications in various sectors | Out Bound Activity Presentation Assignment Case study | 3 Hours | | |
| Unit 5 | Cash Flow Statement | Cash Flow Statement: Various cash and non-cash transactions, | Classroom discussion Presentation | 4 Hours | Application-based questions to make a | CO5 |

| | | | | | | |
|----------------------------|--------------------------|--|---------------------------------------|-----------|--|--|
| Cash Flow Statement | Preparation of Cash Flow | The flow of cash, the difference between cash flow and fund flow, preparation of Cash Flow Statement and its analysis. | Presentation Case study Videos. | 3 Hours | comparative study of cash flow statement of two companies of any industry. | |
| Total | | | | 40 | | |

| Textbooks | |
|--|--|
| Sr No | Book Details |
| 1. | Maheshwari S.N & Maheshwari S K, “Advanced Accountancy” Vikas .11th Edition 2018 |
| 2. | Maheshwari S.N & Maheshwari S K, “Accounting for Management” Vikas. 5th Edition 2022 |
| 3. | T.S. Grewal's, “Double Entry Book Keeping: Financial Accounting” Sultan Chand & Sons Private Limited. 2019 |
| Reference Books | |
| Sr No | Book Details |
| 1. | Bhattacharya, “Essentials of Financial Accounting (based on IFRS)” PHI. 6 th Edition 2019 |
| Links (Only Verified links should be pasted here) | |
| 1) https://archive.nptel.ac.in/courses/110/101/110101131/ 2) https://www.hindawi.com/journals/cin/2022/5922614/ 3) https://www.youtube.com/watch?v=bpsDDNkp1Zw 4) https://www.youtube.com/watch?v=Rpa_UAciIeU | |



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School of Management

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

Subject Code: BMBA0104 **Applicable in Department: MBA**

Pre-requisite of Subject: Business Knowledge, Management Skills, Technical Skills, Critical Thinking, Entrepreneurial Mind-set.

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

Course Outcomes (CO)

| Course outcome: After completion of this course students will be able to: | | Bloom's Knowledge Level(KL) |
|--|---|------------------------------------|
| CO1 | Develop an innovative mindset, problem-solving skills and creating value prospects | (K6) |
| CO2 | Evaluate the value proposition to raise start-ups. | (K5) |
| CO3 | Analyze the user needs to define the right problem. | (K4) |
| CO4 | Generate ideas for solving problems and creating prototypes. | (K6) |
| CO5 | Analyze the test results of prototypes and refine their offering as per the user needs. | (K4) |

Syllabus

| Unit No | Module Name | Topic covered | Pedagogy | Lecture Required (L+P) | Practical/ Assignment/ Lab Nos | CO Mapping |
|----------------|--------------------|----------------------|-----------------|-------------------------------|---------------------------------------|-------------------|
|----------------|--------------------|----------------------|-----------------|-------------------------------|---------------------------------------|-------------------|

| | | | | | | |
|--|----------------------------------|--|--|-----------|---|-----|
| Unit 1: Innovation & Creativity | Innovation | Innovation, Innovation Management, Innovation ecosystem, Strategic Foresight Renewing innovations | Classroom discussion, videos, Case | 4 Hours | Select an industry/product and find out the innovative methodology/innovation used. | CO1 |
| | Creativity | Creativity, Creative Culture, Fostering creativity, Creativity vs Innovation. | Classroom discussion, videos | 4 Hours | | CO1 |
| Unit 2: Entrepreneurship | Introduction to Entrepreneurship | Entrepreneurship: Types of entrepreneurship, Theories, Forms of Business Ownership, Appraisal of Business Idea | Classroom discussion, videos, Case | 4 Hours | Classroom presentation and report of the visited industry | CO2 |
| | Entrepreneurial Mind -set | Creating Business Models, Value Proposition, Regulatory compliance for starting and managing business, Schemes & Agencies fostering Entrepreneurship | Classroom discussion, videos, | 4 Hours | | CO2 |
| Unit 3: Design Thinking: Empathy and Define | Introduction to Design Thinking | Introduction to design thinking, Traditional vs Design thinking History of design thinking, Principles of design thinking | Classroom discussion, videos | 4 Hours | Students will be allotted with the project in a group. This project should be based on a real-time problem statement. | CO3 |
| | Empathy & Define | Empathy and Empathy Tools, Problem Statement, Design mindset, Wicked problems | Classroom discussion, videos, Case | 4 Hours | | CO3 |
| Unit 4: Ideation and Prototyping | Ideation | Idea Generation, Techniques of idea generation, How Might We & 5 Whys, Metaphor & Mind map | Classroom discussion, videos. | 4 Hours | Ongoing project allotted during 3rd Unit. | CO4 |
| | Prototyping | Prototyping & Tools, Refinement, Minimum Viable Prototype | Classroom discussion, videos, Case study | 4 Hours | | CO4 |
| Unit 5: Testing | Concept of Testing | Need of Testing Testing of design with people, Testing mindset, Conducting usability test | Classroom discussion, videos, Case study | 4 Hours | Closure of allotted project and presentation of tested prototype / solution. | CO5 |
| | Testing Methods | Testing scenarios and methods, Observation and shadowing methods, Validation | Classroom discussion, videos, Case study | 4 Hours | | CO5 |
| Total | | | | 40 | | |

| Textbooks | |
|--|--|
| Sr No | Book Details |
| 1. | Drucker, “Innovation and Entrepreneurship” P.F, Oxford. 2021 |
| 2. | Khanka S. S., “Creativity and Innovation in Entrepreneurship” Sultan Chand & Sons. 2023 |
| 3. | Jauhari V., Bhushan S., “Innovation Management” Oxford. 2019 |
| 4. | Soni, P., “ Design Your Thinking: The Mindsets, Toolsets and Skill Sets for Creative Problem-solving” Penguin. 2020 |
| Reference Books | |
| Sr No | Book Details |
| 1. | Asgary Nader H., Maccari E. A., “Entrepreneurship, Innovation and Sustainable Growth: Opportunities & Challenges” Taylor & Francis Ltd. 2020 |
| 2. | Martin Roger L., “The Design of Business: Why Design Thinking is the Next Competitive Advantage” Harvard Business School Press. 2019 |
| Links (Only Verified links should be pasted here) | |
| 1) https://www.youtube.com/watch?v=rLA-vVLNvws 2) https://www.youtube.com/watch?v=MdNNGfoxrqA 3) https://www.youtube.com/watch?v=TszOUpuVA38 4) https://www.youtube.com/watch?v=-ed7hNj8qOY | |



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 School of Management

Subject Name: Business Statistics & Quantitative Techniques for managers **L-T-P [2-1-0]**

Subject Code: BMBA0102 **Applicable in Department: MBA**

Pre-requisite of Subject: Basic knowledge of statistics

Course Objective: Learn the fundamental concepts of business statistics, including data collection, analysis, and interpretation. Apply statistical methods to address business challenges and make informed decisions based on statistical insights.

Course Outcomes (CO)

| Course outcome: After completion of this course students will be able to: | | Bloom's Knowledge Level(KL) |
|--|---|------------------------------------|
| CO 1 | Understand the basic concepts of fundamentals of business statistics and its role in descriptive analytics | (K2) |
| CO 2 | Apply Correlation and Regression analysis into business problems and their implication on Business performance | (K3) |
| CO 3 | Evaluating basic concepts of probability and perform probability theoretical distributions | (K3,K4) |
| CO 4 | Gain a comprehensive understanding of Operations Research principles, methodologies, and applications, including linear programming and duality, to solve complex business problems and optimize decision-making. | (K3,K4,K5) |
| CO 5 | Master various methods for solving transportation and assignment problems, including the North West Corner, Least Cost, VAM, MODI methods, and the Hungarian Algorithm, to optimize resource allocation and decision-making | (K3,K4,K5) |

Syllabus

| Unit No | Module Name | Topic covered | Pedagogy | Lecture Required (L+P) | Practical/ Assignment/ Lab Nos | CO Mapping |
|----------------|--------------------|----------------------|-----------------|-------------------------------|---------------------------------------|-------------------|
|----------------|--------------------|----------------------|-----------------|-------------------------------|---------------------------------------|-------------------|

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

| Textbooks | |
|--|--|
| Sr No | Book Details |
| 1. | G C Beri, "Business Statistics" TATA McGraw Hill. 3rd ed, |
| 2. | Chandrasekaran & Umaparvathi, "Statistics for Managers" PHI Learning. 1st edition |
| 3. | Davis, Pecar, "Business Statistics using Excel" Oxford. |
| 4. | Ken Black, "Business Statistics" Wiley India. 5th ed |
| Reference Books | |
| Sr No | Book Details |
| 1. | Levin and Rubin, "Statistics for Management" Pearson. 7th ed. |
| 2. | Newbold, Carlson, Thorne, "Statistics for Business and Economics" Pearson. 6th ed. |
| Links (Only Verified links should be pasted here) | |
| 1) https://www.youtube.com/watch?v=VnjAxAk_j6E 2) https://www.youtube.com/watch?v=coyMQKTdhx8 3) https://www.youtube.com/watch?v=q1WaeLhG8rQ&list=PL300dEvt9oC3iYmkxv61ZAKPHMQ1Y81-1 | |



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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 School of Management

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

Subject Code: BMBA0108 **Applicable in Department: MBA**

Pre-requisite of Subject: Basic Communication Skills, interpersonal Skills English and Language Proficiency.

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

Course Outcomes (CO)

| Course outcome: After completion of this course students will be able to: | | Bloom's Knowledge Level(KL) |
|--|--|------------------------------------|
| CO1 | Understanding the fundamental concepts of business communication | (K2) |
| CO2 | Student will be able to demonstrate appropriate body language and apply presentation skills. | (K3) |
| CO3 | Student will be able to develop effective business writing skills. | (K3) |
| CO4 | Students will be able to create an impressive CV and develop interview skills. | (K6) |
| CO5 | Be able to understand cross cultural values and important negotiation skills. | (K2) |

Syllabus

| Unit No | Module Name | Topic covered | Pedagogy | Lecture Required (L+P) | Practical/ Assignment/ Lab Nos | CO Mapping |
|----------------|--------------------|----------------------|-----------------|-------------------------------|---------------------------------------|-------------------|
|----------------|--------------------|----------------------|-----------------|-------------------------------|---------------------------------------|-------------------|

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|--|-------------------------------------|---|--|---------|---|-----|
| Unit 1 Basics of Communication | Introduction | Communication process, Importance, Types of communication, barriers to communication, Strategies for effective communication. | PPT/Class discussion/ cases/ short clips | 7 Hours | Case-based assignment | CO1 |
| Unit 2 Oral Communication | Non Verbal communication | Body Language, Expressions, Proxemics and personal space | PPT/discussion/ cases/ short clips | 3 Hours | Preparing and presenting a topic of relevance in front of class in groups. | CO2 |
| | Presentation skills | Planning, Designing & delivery of presentation, Structuring presentation, Use of Audio Visual tools. | PPT/discussion/ cases/ short clips/Role play | 2 Hours | | |
| | Effective public speaking | Overcoming fear of public speaking, Elements of effective public speaking. | PPT/discussion/ cases/ short clips/Role play | 4 Hours | | |
| Unit 3 Effective Business Writing | Internal Communication | Writing memos, Agenda, Minutes of the meeting, Notice, Circulars. | PPT/discussion/ cases/ short clips | 4 Hours | Suppose that you are asked by your boss to prepare agenda of a meeting and then to compile minutes of the same meeting. Prepare both. | CO3 |
| | Business letters and Report writing | Writing routine and persuasive Letters, Report formats | PPT/discussion/ cases/ short clips/ Lab practice | 4 Hours | | |

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|---|------------------------------|---|---|-----------|---|-----|
| Unit 4: Communication for employment | CV writing | Preparing CV | PPT/discussion/ cases/ short clips/ Lab practice | 2 Hours | Application-based assignment- Preparing a resume for self. | CO4 |
| | Group Discussion | GD structure, guidelines, strategies | PPT/mock GDs/ short clips/ Role play/extempore | 4 Hours | Application-based assignment | |
| | Interview skills | Interview etiquettes, preparing common interview questions, overcoming interview challenges | PPT/mock Interviews/ short clips/ Role play | 4 Hours | Create a video of your Role Play in a groups on a Mock interview – explaining the importance of right attitude, body language and creating the right impression in interview. | |
| Unit 5 Cross cultural communication and negotiation skills | Cross cultural communication | understanding cross cultural values, Cultural intelligence and etiquettes | PPT/discussion/ cases/ short clips/ Role play/ scenario building/ Story telling | 3 Hours | Application-based assignment on vendor contract negotiation | CO5 |
| | Negotiation skills | Negotiation styles and approaches., ZOPA and NUDGE factors | PPT/ experiential learning/ Role play/ video clips/ story telling | 3 Hours | | |
| Total | | | | 40 | | |

| Textbooks | |
|------------------|---|
| Sr No | Book Details |
| 1. | Locker, K., Mackiewicz, J., Aune J.E., and Kienzler D., “Business Communication,” Mc.Graw- Hill Education. 2023 |

| | |
|--|---|
| 2. | Jain, N., Mukherji S.,“Effective Business Communication” Mc.Graw- Hill Education. 2020 |
| Reference Books | |
| Sr No | Book Details |
| 1. | Guffey, M. E., & Loewy, D.,“ Essentials of business communication” Cengage Learning. 2022 |
| 2. | Lehman, Dufrene, Sinha, “Business Communication – A South Asian Perspectives” South-Western Cengage Learning India (P) Ltd. 2nd edition, 2016 |
| Links (Only Verified links should be pasted here) | |
| 1) https://youtu.be/ZB_StskQtac 2) https://youtu.be/BpP_tOZAPjg 3) https://youtu.be/TwZ7LgrPwR0 4) https://youtu.be/860LtRxP3rw 5) https://youtu.be/eHZdnldGuls | |



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY
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|--|---|--------------------------------------|
| Subject Name: Legal Aspects of Business | | L-T-P [3-0-0] |
| Subject Code: BMBA0105 | | Applicable in Department: MBA |
| Pre-requisite of Subject: Basic knowledge of Laws and regulations for business organizations. | | |
| Course Objective: To have basic knowledge of relevant provisions of the respective laws and regulations concerning the diverse areas of business. | | |
| Course Outcomes (CO) | | |
| Course outcome: After completion of this course students will be able to: | | Bloom's Knowledge Level(KL) |
| CO1 | Understanding of the Law of Contract Act, 1872. | (K2) |
| CO2 | Develop a basic understanding of the Law of Partnership and Sales and Goods Act, 1930. | (K6) |
| CO3 | Understanding of provisions of the Companies Act, 2013 concerning incorporation and regulation of business organizations. | (K2) |
| CO4 | Understanding of provisions of The Negotiable Instruments Act, 1881. | (K2) |
| CO5 | Understanding and applying the provisions of the Consumer Protection Act, 2019 and Cyber Security. | (K3) |
| Syllabus | | |

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

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|---|-------------------------------|---|---|-----------|--------------------------------------|-----|
| (Amendment 2013) | About Auditors | Auditor: appointment, rights and liabilities, modes of winding up of a company. Important latest amendments. | | 3 Hours | | |
| | Basic understanding of Act | Meaning and Definition of Negotiable Instruments: Characteristics, Classification of Negotiable Instruments, Promissory Note v/s Bill of Exchange v/s Cheque. | | 4 Hours | | |
| Unit 4: The Negotiable Instruments Act, 1881 | Basic understanding of Act | Meaning and Definition of Negotiable Instruments: Characteristics, Classification of Negotiable Instruments, Promissory Note v/s Bill of Exchange v/s Cheque. | PPT/discussion/cases/ short clips | 4 Hours | Case based analysis and Presentation | CO4 |
| | Specific provisions | Parties to Notes, bills and cheques. Overview on dishonour. Important latest amendments. | Video Presentations, Case Studies discussions, Role Plays | | | |
| Unit 5 The Consumer Protection Act, 2019 | Consumer Protection Act, 2019 | Definitions - Aims and objectives, Consumer protection councils, Redressal agencies and penalties for violation. Consumer Protection (E Commerce) rule 2020. | PPT/discussion/cases/ short clips | 4 Hours | Case based analysis and Presentation | CO5 |
| | Cyber Security | Cyber Security Laws – Personal Data Protection Act 2019. Important latest amendments. | | 3 Hours | | |
| Total | | | | 40 | | |

| Textbooks | |
|--|---|
| Sr No | Book Details |
| 1. | Kapoor, N.D., “Business Law” Sultan Chand & Sons. 2022 |
| 2. | Bhandari, C. C.,“ A Handbook on Corporate and Other Laws. (25ed.)” Bestword Publications Pvt. Ltd. 2021 |
| Reference Books | |
| Sr No | Book Details |
| 1. | Kucchal, M. C., & Kucchal, Vivek., “Business Legislation for Management” Vikas Publishing House (P) Ltd. 2020 |
| 2. | Pathak, A.,“Legal Aspects of Business” McGraw Hill. 2022 |
| 3. | Maheshwari, S.N., & Maheshwari.,“Business Regulatory Framework” Himalaya Publishing House. 2018 |
| Links (Only Verified links should be pasted here) | |
| 1) https://www.youtube.com/watch?v=WET0DmPQ_IY 2) https://www.classcentral.com/course/swayam-fundamentals-of-legal-aspects-of-business-22987 3) https://timesofindia.indiatimes.com/blogs/voices/role-of-start-ups-in-the-growth-of-the-economy-in-india/ 4) https://samistilegal.in/article-on-startup-india/ 5) https://www.theeconomicjournal.com/article/view/16/2-1-4 | |



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| Subject Name: Enhancing English Communication | | | | L-T-P [0-0-4] | | |
|--|---|--|---|--------------------------------------|--|------------------------------------|
| Subject Code: BMBA0151 | | | | Applicable in Department: MBA | | |
| Pre-requisite of Subject: | | | | | | |
| Course Objective: Enhance English proficiency to at least Intermediate level (B1/B2) of CEFR, motivate students to develop effective verbal communication skills for the workplace and provide training for career advancement and professional growth. | | | | | | |
| Course Outcomes (CO) | | | | | | |
| Course outcome: After completion of this course students will be able to: | | | | | | Bloom's Knowledge Level(KL) |
| CO1 | Improve proficiency in English. | | | | | |
| CO2 | Demonstrate improved verbal communication skills for the workplace. | | | | | |
| CO3 | Participate in the placement process with confidence. | | | | | |
| Syllabus | | | | | | |
| Unit No | Module Name | Topic covered | Pedagogy | Lecture Required (L+P) | Practical/ Assignment/ Lab Nos | CO Mapping |
| | Interactions Level 1: | <ul style="list-style-type: none"> Greet and take leave of people. Introducing oneself and others Conversations in different situations | Includes audio-visual learning of situational | 2 | Incorporate audio – video. Role – play (record) | CO1 |

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|--|---|--|---|---|---|-----|
| | | <ul style="list-style-type: none"> Telephone conversations <p>Outcome: Students will know how to meet, greet, and strike a conversation.</p> | interactions. | | | |
| | | <p>Networking and Icebreaker Activities Objective: To foster networking skills and create a comfortable environment through interactive icebreaker activities</p> <p>Outcome: Participants will engage in meaningful conversations, build connections, and create a positive networking atmosphere</p> | Collaborative exercises and challenges to facilitate learning. | 2 | Gamification | CO2 |
| | | <p>Play Acting Objective: To develop communication skills by engaging in spontaneous conversations and role-playing in different situations</p> <p>Outcome: Participants will demonstrate effective communication, active listening, and adaptability in various scenarios</p> | Includes performative use of communication skills through role playing. | 6 | Stage performance (record) | CO2 |
| | <p>Interactions Level 2: Introducing the vocabulary and sentence structures of polite conversation</p> | <p>Vocabulary Building Objective: To emphasize the importance of courteous words and tone while communicating.</p> <p>Outcome: Students will use better vocabulary and manners in conversations</p> | Audio-visual aid for vocabulary building and understanding of sentence structure. | 4 | Through audio-video clips | CO1 |
| | | <p>Presentations (Individual/Group) on topics of choice Objective: To deliver a clear and engaging presentation. Outcome: Improved presentation skills and effective communication.</p> | Podcast-based learning covering varied storytelling and informative narratives. | 6 | Group activity utilizing podcast type recording | CO2 |

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| | <p>Group Discussion Objective: To develop effective communication, listening, and critical thinking skills through engaging in group discussions</p> <p>Outcome: Participants will actively contribute to discussions, express their thoughts coherently, and consider different perspectives</p> | Group activity to foster skills of persuasion, and discussion. | 6 | Group activity | CO3 |
| | <p>Debates Objective: To improve persuasive speaking, critical thinking, and argumentation skills through engaging in formal debates</p> <p>Outcome: Participants will articulate their viewpoints, construct logical arguments, and engage in respectful debate</p> | Video-clip-based learning followed by practice. | 6 | Video clips of great debates to be shared first. | CO2 |
| | <p>Communication and Cinema Objective: To observe various aspects of speaking – pronunciation, tone, intonation, pitch and pauses in various movie clips</p> <p>Outcome: Participants will understand articulation of various sounds and demonstrate full range of expression in communication.</p> | Includes movies and shows to be observed and discussed. | 4 | Display movie clip from montage of movies like <i>My Fair Lady</i> , <i>English Vinglish</i> . | CO1 |
| | <p>Impromptu Speaking Objective: To enhance spontaneous thinking, quick decision-making, and effective communication skills through impromptu speaking exercises</p> <p>Outcome: Participants will deliver coherent and engaging speeches on given topics within a limited time frame</p> | | 4 | Trainer to share tips on how to think on one's feet. JAM sessions (to be recorded) | CO2 |

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|--------------|---|-----------------------------------|-----------|---------------------------------|-----|
| | <p>SWOT Analysis Objective: To enable the students realise and identify their professional strengths and weaknesses.</p> <p>Outcome: The students will be able to improve the skills which they lag in.</p> | | 2 | Sharing achievements and awards | CO3 |
| | <p>Mock Job Interviews Objectives: To improve interview skills, communication, and self-presentation in a simulated job interview setting</p> <p>Outcome: Participants will demonstrate confidence, effective communication, and interview techniques necessary for successful job interviews</p> | Mock interview simulated sessions | 6 | Simulated exercise | CO3 |
| Total | | | 48 | | |

| Textbooks | |
|------------------------|--|
| Sr No | Book Details |
| 1. | Rizvi, M. Ashraf, "Resumes and Interviews: The Art of Winning" Tata McGraw Hill, New Delhi. 2008 |
| 2. | Lesikar and Flatley, "Basic Business Communication: Skills for Empowering the Internet Generation" Tata McGraw-Hill. 10 th Edition. 2005. |
| 3. | McGrath, E. H. and S. J, "Basic Managerial Skills for All" PHI Learning Pvt. Ltd, New Delhi. Ninth Edition 2012 |
| Reference Books | |

| Sr No | Book Details |
|---|---|
| 1. | Thill, J. V. & Bovee, G. L., "Excellence in Business Communication" McGraw Hill, New York. 1993 |
| 2. | Bowman, J.P. & Branchaw, P.P., "Business Communications: From Process to Product" Dryden Press, Chicago. 1987 |
| 3. | Guffey M. E, Loewy D, "Essentials of Business Communication" Cengage Learning. 2018 |
| Links (Only Verified links should be pasted here) | |
| 1) Memrise - https://www.memrise.com 2) Open Language - https://open-language.en.uptodown.com 3) Duolingo - https://englishtest.duolingo.com/applicants 4) Rosetta Stone - https://www.rosettastone.com/product/mobile-apps/ 5) FluentU - https://www.rosettastone.com/product/mobile-apps/ | |



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|---|---|----------------------|-----------------|-------------------------------|---------------------------------------|------------------------------------|
| Subject Name: Industry Orientations and Insights | | | | | L-T-P [0-0-4] | |
| Subject Code: BMBA0159 | | | | | Applicable in Department: MBA | |
| Pre-requisite of Subject: Management Aptitude and Awareness | | | | | | |
| Course Objective: To orient students for understanding the structure and real time working of the industry and thereby making them industry ready to address global challenges and ethical leadership. | | | | | | |
| Course Outcomes (CO) | | | | | | |
| Course outcome: After completion of this course students will be able to: | | | | | | Bloom's Knowledge Level(KL) |
| CO1 | Attain knowledge of various sectors, current affairs and jargons of the markets | | | | | (K2) |
| CO2 | Orient themselves and analyze various industries in the market | | | | | (K4) |
| CO3 | Develop insights into different companies under the industries | | | | | (K4) |
| CO4 | Understand vivid job profiles in different sectors for better employability | | | | | (K4) |
| CO5 | Analyze markets at global level | | | | | (K4) |
| Syllabus | | | | | | |
| Unit No | Module Name | Topic covered | Pedagogy | Lecture Required (L+P) | Practical/ Assignment/ Lab Nos | CO Mapping |

| | | | | | | |
|--------------|------------------------------------|---|---|-----------|------------|-----|
| 1 | Business News and Current Trends | Introduction to various sectors, national and international current trends | Individual news discussion | 8 hour | Case Study | CO1 |
| 2 | Industry orientation | Overview of the industry, market segmentation, market size and growth, market forces, regulations and policy, major players, SWOT analysis, Value chain, competitive landscape, entry barriers. | Group activity: Power point Presentations | 8 hours | Case Study | CO2 |
| 3 | Company Orientation | Marketing mix of the company, economic and financial analysis, SWOT analysis, strategies and future orientations | Group activity: Power point Presentations | 8 Hours | Case Study | CO3 |
| 4 | Industry specific Job descriptions | Job descriptions in HR, Marketing, Finance, Operations , Supply chain and logistics based on the industries | Discussion | 8 hours | Case Study | CO4 |
| 5 | Global Orientation | Introduction to MNCs, Global markets, Understanding Geographies, economies, demographics,top companies, and most popular goods | Discussion, Group activity: Poster presentation | 8 hours | Case Study | CO5 |
| Total | | | | 40 | | |



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| Subject Name: Excel Lab | | L T P 0 0 4 |
| Subject Code: BMBANC0151 | | |
| Lab Experiments | | |
| Course Objective: To learn the basics of MS Excel environment. Create formulas and functions as per organizational requirements. Analyze Data using sorting, filtration & conditional formatting. Create visually informative charts in MS Excel. | | |
| Course Outcomes (CO) | | |
| Course outcome: After completion of this course students will be able to: | | Bloom's Knowledge Level (KL) |
| CO 1 | Discuss the concept of MS Excel | K2 |
| CO2 | Discuss the concept filtering & sorting | K2 |
| CO3 | Apply MS Excel Formula | K3, |
| CO4 | Create & Apply MS Excel Chart | K5, K3 |
| CO5 | Discuss the concept Solver, goal seek and what if functions. | K2 |
| List of Practical'sS | | |
| Sr No | Program Title | CO Mapping |

| | | |
|-----------|--|------------|
| 1 | Create a Worksheet to implement following Data Entry and Formatting. | CO1 |
| 2 | Create a Worksheet to implement following Excel Tables. | CO1 |
| 3 | Create a Worksheet to implement following Worksheet Management. | CO1 |
| 4 | Create a Worksheet to implement following Autofill, Custom Lists, and Flash Fill. | CO1 |
| 5 | Create a Worksheet to implement following Getting Data from External Sources. | CO1 |
| 6 | Create a Worksheet to implement following grouping of worksheet. | CO1 |
| 7 | Create a Worksheet to implement following freeze panes. | CO1 |
| 8 | Create a Worksheet to implement following protect sheet & protect worksheet. | CO1 |
| 9 | Create a Worksheet to implement following data Analysis. | CO2 |
| 10 | Create a Worksheet to implement following Conditional Formatting. | CO2 |
| 11 | Create a Worksheet to implement following Logical formulas. | CO3 |
| 12 | Create a Worksheet to implement following Statistical formulas. | CO3 |
| 13 | Create a Worksheet to implement following Date &time formulas. | CO3 |
| 14 | Create a Worksheet to implement following Lookup formulas. | CO3 |
| 15 | Create a Worksheet to implement following Hlookup formulas. | CO3 |
| 16 | Create a Worksheet to implement following Text formulas. | CO3 |
| 17 | Create a Worksheet to implement following Lookup formulas using if Function. | CO3 |
| 18 | Create a Worksheet to implement following Lookup formulas using Sum Function. | CO3 |
| 19 | Create a Worksheet to implement following Math formulas. | CO3 |
| 20 | Create a Worksheet to implement following Lookup formulas using Row & Column function. | CO3 |
| 21 | Create a Worksheet to implement following Data Validation function. | CO3 |
| 22 | Create a Worksheet to implement following Data Validation using List function. | CO3 |

| | | |
|-----------|---|------------|
| 23 | Create a Worksheet to implement following Data Validation using Conditional formatting. | C03 |
| 24 | Create a Worksheet to implement following Sorting and Filtering. | C03 |
| 25 | Create a Worksheet to implement following conditional Formatting. | C03 |
| 26 | Create a Worksheet to implement following Creating Charts. | C04 |
| 27 | Create a Worksheet to implement following Different Types of Charts. | C04 |
| 28 | Create a Worksheet to implement following Formatting Chart. | C04 |
| 29 | Create a Worksheet to implement following Changing the Chart Type. | C04 |
| 30 | Create a Worksheet to implement following Showing and Hiding. | C04 |
| 31 | Create a Worksheet to implement following Working with Pivot Tables. | C04 |
| 32 | Create a Worksheet to implement following Working with Pivot Charts. | C04 |
| 33 | Create a Worksheet to implement following Solver Function. | C05 |
| 34 | Create a Worksheet to implement following Forecast Function. | C05 |
| 35 | Create a Worksheet to implement following Scenarios. | C05 |
| 36 | Create a Worksheet to implement following Goal Seek. | C05 |
| 37 | Create a Worksheet to implement following What-If Analysis tools using data tables. | C05 |
| 38 | Create a Worksheet to implement following Showing and Hiding the Data Table. | C05 |
| 39 | Create a Worksheet to implement following hyperlink in Excel. | C05 |
| 40 | Create a Worksheet to use & how to use icons sets in conditional Formatting. | C05 |

Required Software and Tools

1. MS-EXCEL

Textbooks

| Sr No | Book Details |
|--|---|
| 1. | Excel 2010 Power Programming with VBA by John Walkenbach, Wiley |
| 2. | Excel for Beginners by M L Humphrey, M L Humphrey |
| Reference Books | |
| Sr No | Book Details |
| 1 | Winston-Microsoft Office Excel Data Analysis and Business Modeling, First Edition Prentice Hall India ,2007 |
| 2 | David Whigham, Business Data Analysis Using Excel, Oxford University Press, first Indian Edition. |
| Links (Only Verified links should be pasted here) | |
| <ol style="list-style-type: none"> 1. https://www.w3schools.com/googlesheets/index.php 2. https://www.javatpoint.com/excel-tutorial 3. https://www.tutorialspoint.com/excel/index.htm 4. https://www.youtube.com/watch?v=27dxBp0EgCc 5. https://www.youtube.com/watch?v=UWvRG5BkuN | |



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY

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School of Management

Subject Name: Introduction to Business Analytics **L-T-P [3-0-0]**

Subject Code: : BMBA0204 **Applicable in Department: MBA**

Pre-requisite of Subject: Predictive Analytics, Marketing Analytics, Human Resource Analytics, Supply Chain Analytics

Course Objective: The objective of this course is to teach students about various applications of business analytics so that they would be able to formulate and solve business problems.

Course Outcomes (CO)

| Course outcome: After completion of this course students will be able to: | | Bloom's Knowledge Level(KL) |
|--|--|------------------------------------|
| CO1 | Understand the basic concepts of Business Analytics. | (K2) |
| CO2 | Applying techniques of data cleaning for analysis and visualization. | (K3) |
| CO3 | Analyzing data using various descriptive analytics methods. | (K4) |
| CO4 | Apply advanced data analytics methods for business decision-making. | (K3) |
| CO5 | Analyzing time series data for forecasting. | (K4) |

Syllabus

| Unit No | Module Name | Topic covered | Pedagogy | Lecture Required (L+P) | Practical/ Assignment/ Lab Nos | CO Mapping |
|----------------|--------------------|----------------------|-----------------|-------------------------------|---------------------------------------|-------------------|
|----------------|--------------------|----------------------|-----------------|-------------------------------|---------------------------------------|-------------------|

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|---|-----------------------------------|--|--|---------|--|-----|
| Unit 1: Introduction to Business Analytics | Business Analytics: Overview | Business Analytics-Terminologies, Process, Importance, Relationship with Organizational Decision Making, Applications of Business Analytics | Classroom discussion, videos, Casestudy, MS Excel | 3 Hours | ABC Enterprises wants to expand its business into new product category. But it is not certain which product line to start and which initial regional markets to cater. Suggest as a business analytics how would you deploy business analytics concepts for achieving the objective. | CO1 |
| | Types of Business Analytics | Descriptive, Predictive, and Prescriptive Modeling | Classroom discussion, videos, Case study, MS Excel | 3 Hours | | |
| | Business analytics tools | Introduction to various tools such as R, Python, SPSS etc. and their salient features. | Classroom discussion, videos, Case study | 3 Hours | | |
| Unit 2: Data Preparation and Visualization | Preparing data | Getting data into Excel, editing data, data cleaning in Excel, functions, conditional formatting, pivot tables | Classroom discussion, videos, Case study, MS Excel | 3 Hours | A dataset is given which contains: 1. Many duplicate entries, 2. Requires removal of trailing spaces 3. Proper column and row alignment is needed 4. Needs to highlight cells which come under selected criteria 5. Need to develop an interactive table. Analyze the data and take necessary actions. | CO2 |
| | Data Visualization using MS Excel | Charts types and uses in Excel, Data dashboards, Heat maps | Classroom discussion, videos, Casestudy, MS Excel | 4 Hours | | |
| Unit-3 Descriptive Analytics | Descriptive statistics | Concept of measures of location – mean, median, mode. Measures of variability – Range, Variance, Standard deviation, and Coefficient of variation, | Classroom discussion, videos, Case study, MS Excel | 4 Hours | Assignment on descriptive statistics. | CO3 |
| | Descriptive analytics using Excel | Ascertaining mean, median, mode, variance, standard deviation, correlation coefficient, etc. using Excel. | Classroom discussion, videos, Casestudy, MS Excel | 4 Hours | | |

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|--|--|--|---|-----------|---|-----|
| Unit 4: Predictive and prescriptive analytics | Linear regression, multiple regression | Simple linear regression model, least squares method, assessing the fit of the simple linear regression model | Classroom discussion, videos, Casestudy, MS Excel | 4 Hours | Assignment on linear and multiple regression. | CO4 |
| | Data mining | Data mining techniques, the concept of supervised and unsupervised learning | Classroom discussion, videos, Case study, MSExcel | 4 Hours | | |
| Unit 5: Time series Forecasting | Concept of time series forecasting | Basic concepts of trends, seasonality and cyclicity, identifying trends, seasonality and cyclicity using graphs. | Classroom discussion, videos, Case study, MSExcel | 4 Hours | Assignment on time series forecasting | CO5 |
| | Forecasting models | Concept of auto-regression and auto-correlations, concept of AR, MA and ARIMA models. | Classroom discussion, videos, Case study, MSExcel | 4 Hours | | |
| Total | | | | 40 | | |

| Textbooks | |
|------------------------|---|
| Sr No | Book Details |
| 1. | Camm, J. D., Cochran, J. J., Fry, M. J., Ohlmann, J. W., & Anderson, D. R., “Essentials of business analytics” Cengage Learning. 2016 |
| 2. | Kumar, U Dinesh, “Business Analytics” Wiley. 2022 |
| Reference Books | |
| Sr No | Book Details |
| 1. | Albright, S. C., & Winston, W. L., “Business analytics: Data analysis & decision making” Cengage Learning. 2014 |

| | |
|--|---|
| 2. | Kumar, U. D., “Business analytics: The science of data-driven decision making” Wiley. 2017 |
| 3. | Duan, L., & Xiong, Y., “Big data analytics and business analytic” Journal of Management Analytics, 2(1), 1-21. 2015 |
| Links (Only Verified links should be pasted here) | |
| 1) | https://www.youtube.com/watch?v=_Dcmk9mEP9s |
| 2) | https://www.youtube.com/watch?v=diaZdX1s5L4 |
| 3) | https://www.youtube.com/watch?v=XqnJDqXjG48 |
| 4) | https://online.hbs.edu/blog/post/importance-of-business-analytics |
| 5) | https://www.dbta.com/Categories/Business-Intelligence-and-Analytics-327.aspx |



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School of Management**

| | | |
|---|---|--------------------------------------|
| Subject Name: Marketing Management | | L-T-P [3-0-0] |
| Subject Code: BMBA0205 | | Applicable in Department: MBA |
| Pre-requisite of Subject: Consumer Behaviour and Advertising Management, Sales and Retail Management, Product and Brand Management, Marketing Analytics, Marketing of Services, Digital and Social Media Marketing | | |
| Course Objective: The objective of this course is to provide students with a comprehensive understanding of the fundamentals of marketing management and its key concepts. | | |
| Course Outcomes (CO) | | |
| Course outcome: After completion of this course students will be able to: | | Bloom's Knowledge Level(KL) |
| CO1 | Understand basic marketing concepts and terminologies. | (K2) |
| CO2 | Analyzing consumer behavior in order to offer suitable products. | (K4) |
| CO3 | Developing effective marketing strategies and plans. | (K6) |
| CO4 | Analyzing the marketing mix strategies for taking informed marketing decisions. | (K4) |
| CO5 | Understanding current trends in the field of marketing | (K2) |
| Syllabus | | |

| Unit No | Module Name | Topic covered | Pedagogy | Lecture Required (L+P) | Practical/ Assignment/ Lab Nos | CO Mapping |
|---|---------------------------|---|--|------------------------|--|------------|
| Unit 1 Introduction to Marketing Management | Introduction of Marketing | Introduction, objectives, scope and importance of marketing. Types of Market, Core Concepts of Marketing, Functions of Marketing, Marketing Orientations. | PPT, Videos, Case Study, Discussions, Activity | 8 Hrs | Case-based Assignment | CO1 |
| | Marketing Environment | Introduction, Environmental Scanning, Analyzing the Organization's Micro Environment, Company's Macro Environment, Marketing Planning and Implementation | | | | |
| Unit 2 Understanding Consumer Behavior | Consumer Buying Behavior | Introduction, Characteristics, Factors affecting Consumer Behavior, Types of Buying Decision Behavior, Consumer Buying Decision Process | PPT, Videos, Case Study, Discussions, Activity | 8 Hrs. | Application Based Assignments | CO2 |
| | Buyer Behavior Model | Buyer Behavior Models, Business Buyer Behavior: Introduction, Characteristics of Business Markets, Differences between Consumer and Business Buyer Behavior, Buying Roles in Industrial Marketing | | | | |
| 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 Consumer Markets | PPT, Videos, Case Study, Discussions, Activity | 8 Hrs. | Creating a market plan for the given product with special focus on segmentation. | CO3 |
| | Targeting and positioning | Targeting- Meaning, Target market strategies, Market Positioning-Meaning, Positioning Strategies, Value Proposition, Differentiation- Meaning, Strategies | | | | |
| Unit 4 Marketing | Product Management | Introduction, Product Mix Strategies, New Product Development Process, Adoption | PPT, Videos, Case Study, Discussions, | | Identify the techniques of sales promotion | |

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|--|----------------------------------|--|--|-----------|--|-----|
| Mix Strategies | | Process, Diffusion of Innovation, Product Life Cycle (PLC) | Activity | 8 Hrs. | strategies any two companies of the selected industry. | CO4 |
| | Pricing Management | Introduction, Factors Affecting Price Decisions, Pricing Process, Pricing Strategies | | | | |
| | Distribution Management | Introduction, Channel Management Strategies, Introduction to Logistics Management, Retailing and Wholesaling-Meaning, Types, Multi-Channel Marketing | | | | |
| | Promotion Management | Introduction, Integrated Marketing Communications (IMC), Promotion Mix, Advertising Budget | | | | |
| Unit 5 Recent Trends in Marketing | Recent Trends in Marketing | Recent Trends in Marketing- Rural Marketing, Digital and Mobile Marketing | PPT, Videos, Case Study, Discussions, Activity | 8 Hrs. | Application Based Assignments | CO5 |
| | Customer Relationship Management | Customer Relationship Management, Marketing Information System (MKIS) | | | | |
| Total | | | | 40 | | |

| Textbooks | |
|------------------|--|
| Sr No | Book Details |
| 1. | Kotler, P., & Keller, K., “Marketing Management” Pearson Education Limited. 15th global edition 2021 |

| | |
|--|---|
| 2. | Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M., “Marketing management: an Asian perspective” London: Pearson. 15th global edition 2018 |
| Reference Books | |
| Sr No | Book Details |
| 1. | Kotler, P., & Armstrong, G., “Principles of marketing” Pearson Education Limited. 16th Edition 2016 |
| 2. | Callie Daum, “Marketing Management Essentials You Always Wanted To Know (Self-Learning Management Series)” Vibrant Publishers. 2020 |
| 3. | Saxena, R., “Marketing Management” McGraw Hill Education (India) Private Limited. 6th Edition 2019 |
| Links (Only Verified links should be pasted here) | |
| 1) https://study.com/academy/lesson/environmental-scanning-in-marketing-definition-examples-methods 2) https://www.investopedia.com/terms/s/swot.asp/ 3) https://corporatefinanceinstitute.com/resources/knowledge/strategy/market-planning/ 4) https://www.primeone.global/build-marketing-mix-for-your-business/ 5) https://www.managementstudyguide.com/integrated-marketing-communications.htm/ | |



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|---|--|--------------------------------------|
| Subject Name: : Human Capital Management | | L-T-P [3-0-0] |
| Subject Code: BMBA0203 | | Applicable in Department: MBA |
| Pre-requisite of Subject: Human Resources Basics, Quantitative Skills, Analytical Thinking, Strategic Human Resource Management knowledge. | | |
| Course Objective: The objective of this course is to make students understand the fundamentals of Human Capital Management, explore the role of training and development programmes in Human Resource Development, Understand the impact that HCM has on company performance and corporate identity and Identify common HCM practices and issues that impact stakeholders. | | |
| Course Outcomes (CO) | | |
| Course outcome: After completion of this course students will be able to: | | Bloom's Knowledge Level(KL) |
| CO1 | Understand the concept and evolution of Human Capital Management. | (K2) |
| CO2 | Analyze and forecast the need for Human Resource Planning. | (K4) |
| CO3 | Design well-structured recruitment and selection process to ensure valuable talent acquisition | (K6) |
| CO4 | Design training and development programs for enhancing performance of employees to achieve organization objectives | (K3) |
| CO5 | Develop the compensation structure of employees and being aware of recent facets of HCM. | (K6) |
| Syllabus | | |

| Unit No | Module Name | Topic covered | Pedagogy | Lecture Required (L+P) | Practical/ Assignment/ Lab Nos | CO Mapping |
|--|--|---|--|------------------------|--------------------------------|------------|
| Unit 1: Concept of Human Capital Management | Introduction of Human Capital | Concept of Human Capital, intellectual capital, social capital, practical implications of intellectual capital theory, Employee Value Proposition | Classroom discussion, videos, Case study | 4 Hours | Case Studies | CO1 |
| | Essentials of Human Capital Management | Transition of HRM to HCM, Difference, Scope and Functional Areas of HRM Case study. | | 4 Hours | | |
| Unit 2: Workforce Planning and Job Design | Workforce Planning | Concept of Workforce or Human Resource Planning, Linking Organizational Strategy to Human Resource Planning, Matching Labor Demand and Supply | Classroom discussion, videos, Case study | 4 Hours | Case Studies | CO2 |
| | Job Analysis | Job Analysis-Concept, Process, Methods of Job analysis, Job Description & Job Specification, Job Design Job Enrichment ,Job evaluation | | 4 Hours | | |
| Unit 3: Recruitment and Selection | Recruitment | Meaning, Process & Sources of Recruitment, Recruiting Goals, Latest trends in Recruitment-Online Recruiting, ,Role of AI in Recruitment | Classroom discussion, Videos- Recruiting Car, Case study | 4 Hours | Case Studies | CO3 |
| | Selection | Selection, The Selection Process, Selection tests and Interview, Assessment Centers, Selection from a Global Perspective, employee on-boarding and placement | Classroom discussion, videos, Role play, Case study | 4 Hours | | |
| Unit 4: Developing Employees and | Employee Training and Development | Determining Training Needs , Training Methods, Employee Development, Employee Development Methods, Addressing skill Gaps, Evaluating Training and Development Effectiveness, Cross-Cultural | Classroom discussion, videos, case study | 4 Hours | Case Studies | CO4 |

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|--|--|---|---|-----------|--------------|-----|
| Managing Performance | | Training | | | | |
| | Performance Management | Concept of Performance Management, Potential Appraisal, Performance management system, The Appraisal Process, Appraisal Methods, Appraisal Errors Creating Effective Performance Management Systems | Classroom discussion, videos, Case-based | 4 Hours | | |
| Unit 5: Compensation, Industrial Relations and Emerging Facets of HCM | Compensation Administration and Overview of IR | Compensation Administration- Concept of Wages and Salary, Reward Management, Designing compensation structure, Legal compliances in Compensation, Overview of IR and Collective bargaining. | Classroom discussion, videos, case study | 4 Hours | Case Studies | CO5 |
| | Emerging Facets of HCM | HR Scorecard, Gamification of HR, Digital Workplace, Employee experience, Employee wellbeing, Emerging trends and Challenges in HCM. | Experiential exercise, discussion, Classroom Discussion | 4 Hours | | |
| Total | | | | 40 | | |

| Textbooks | |
|------------------------|---|
| Sr No | Book Details |
| 1. | Bratton, J., Gold, J., Bratton, A., & Steele, L., "Human resource management" Bloomsbury Publishing. 2021 |
| 2. | Wong, W., Anderson, V., & Bond, H., "Human capital management standards A complete guide" Kogan Page Publishers. 2019 |
| Reference Books | |
| Sr No | Book Details |

| | |
|--|---|
| 1. | Stone, R. J., Cox, A., & Gavin, M., “Human resource management” John Wiley & Sons. 2020 |
| 2. | Widarni, E. L., & Bawono, S., “The Basic of Human Resource Management” Book Rix. 6th Edition 2020 |
| Links (Only Verified links should be pasted here) | |
| 1) https://www.ebooks.com/en-us/book/295005/human-capital-management/angela-baron/ | |
| 2) Human Capital Management Course ESG CFI (corporatefinanceinstitute.com) | |
| 3) researchgate.net/profile/StephenWood8/publication/229657494_Human_Resource_Management_and_Performance/links/5dc3e320a6fdcc2d2ff7ec3b/Human-Resource-Management-and-Performance.pdf | |
| 4) Human Capital Management for Beginners What is Human Capital Management HCM Explained - YouTube | |



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

Subject Code: BMBA0202 **Applicable in Department: MBA**

Pre-requisite of Subject: Finance Fundamentals, Basic Business Knowledge, Analytical Thinking, Problem-Solving, Investment Analysis.

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

Course Outcomes (CO)

| Course outcome: After completion of this course students will be able to: | | Bloom's Knowledge Level(KL) |
|--|--|------------------------------------|
| CO1 | Understand the basic theory, concepts, and practice of Corporate Finance. | (K2) |
| CO2 | Enable students to analyze the Financial Sources & their cost of capital. | (K4) |
| CO3 | Evaluate financial forecasts to estimate long-term financing needs and projects. | (K5) |
| CO4 | Analyze the concept of dividends and its theories. | (K4) |
| CO5 | Evaluating Mergers and Acquisitions proposals and analyzing economic value. | (K5) |

Syllabus

| Unit No | Module Name | Topic covered | Pedagogy | Lecture Required (L+P) | Practical/ Assignment/ Lab Nos | CO Mapping |
|----------------|--------------------|----------------------|-----------------|-------------------------------|---------------------------------------|-------------------|
|----------------|--------------------|----------------------|-----------------|-------------------------------|---------------------------------------|-------------------|

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|---|-----------------------------|---|--|---------|---|-----|
| Unit-1 Corporate Finance | Basics of Corporate Finance | Finance & its scope ,Sources of Finance, Financial decisions, Functions of Finance Manager in the Modern Age | Basics Discussion through PPTs, Video, Case Study | 2 Hours | Excel Based Assignment on Time Value of Money | CO1 |
| | Time Value of Money | Present Value, Future Value of Cash Flows, Cases on TVM | Practical Questions with case study, video and PPTs | 2 Hours | | |
| | Agency Problems | Conflicts Between Shareholder Value, Maximization and Society, The Agency Problem and Corporate Governance, Valuation ratios & Leverage | Current corporate Cases Discussion on Agency Problems, PPTs, Video | 2 Hours | | |
| Unit- 2 Financing Decision | Cost of Capital | Concept of opportunity Cost, Cost of Debenture, Preference and Equity capital, Composite Cost of Capital | Hands-on Experience with Excel, PPTs, Case Study, Video | 5 Hours | Practical Question on Optimum Capital structure of Companies | CO2 |
| | Capital Structure | Concept, Determinants, Approaches of Capital Structure: Net Income (NI), Net Operating Income (NOI), Traditional and M.M. hypothesis - without taxes and with taxes | Discussion & Practical Questions on the Capital Structure of companies with PPTs, case Study and Video | 5 Hours | | |
| Unit-3 Investment Decision | Forecasting Cash Flows | Free Cash Flows, Long-Term Financial Planning, Forecasting Income statement, Forecasting Balance sheet, Forecasting Cash Flow Statement | Discussion, Hands-on Experience on Excel | 4 Hours | Assignment on Practical Cases on Forecasting of Financial Statements or Capital Budgeting Decisions | CO3 |
| | Projects Appraisal | Capital Budgeting techniques, Corporate Cases | Case Study, PPTs and Video | 6 Hours | | |

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|--|--------------------------|---|---|-----------|--|-----|
| Unit-4 Dividend Decision | Dividend Policy | Factors affecting Dividend Policy, Forms of Dividends, Types of Dividend Policies | PPTs, Case Study, PPTs and Video | 3 Hours | Assignment on Dividend Announcement Dates and effect on MV of shares | CO4 |
| | Dividend Models | Walter and Gordon Model, Miller-Modigliani (MM) Hypothesis. | PPTs, Case Study, PPTs and Video | 4 Hours | | |
| Unit-5 Business Alliances | Mergers and Acquisitions | Business Alliances, Reasons of Mergers and Acquisition, Takeover, Demergers | PPTs, Case Study and PPTs | 3 Hours | Group Project on EVA Analysis | CO5 |
| | Valuation of Mergers | Synergy Valuation, Sensitivity Analysis, Economic value analysis | Hands-on Experience on Excel and Corporate Cases on EVA | 4 Hours | | |
| Total | | | | 40 | | |

| Textbooks | |
|------------------------|--|
| Sr No | Book Details |
| 1. | Richard A. Brealey, Alex Edmans, “Principles of corporate finance” MC graw Hill |
| 2. | Stephen A.ross, Ram kumar Kakani, “Corporate finance” MC graw Hill |
| Reference Books | |
| Sr No | Book Details |
| 1. | Kishore, R. M., “Financial Management: Comprehensive Text Book with Case Studies” Taxmann. 2009 |
| 2. | Van Horne, J. C., & Wachowicz, J. M., “Fundamentals of financial management” Pearson Education. 2001 |
| 3. | Damodaran, A., “Strategic risk-taking: a framework for risk management” Pearson Prentice Hall. 2007 |

Links (Only Verified links should be pasted here)

- 1) <https://corporatefinanceinstitute.com/>
- 2) [https://corporatefinanceinstitute.com/resources/management/strategic-financial- management/](https://corporatefinanceinstitute.com/resources/management/strategic-financial-management/)
- 3) <https://studycorgi.com/strategic-financial-management/>



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Subject Name: Operations and Supply Chain Management **L-T-P [3-0-0]**

Subject Code: BMBA0206 **Applicable in Department: MBA**

Pre-requisite of Subject: Logistics and Supply Chain Management, Supply Chain Planning and Forecasting

Course Objective: To understand the fundamental concepts of operations and supply chain management so that students could design solutions for various problems faced by operations managers.

Course Outcomes (CO)

| Course outcome: After completion of this course students will be able to: | | Bloom's Knowledge Level(KL) |
|--|---|------------------------------------|
| CO1 | Understanding the concepts of operations management and productivity. | (K2) |
| CO2 | Apply the concepts of operations management in service as well as manufacturing firms. | (K3) |
| CO3 | Apply material and inventory management concepts in a manufacturing organization. | (K3) |
| CO4 | Understand and analyze challenges in managing the supply chain. | (K4) |
| CO5 | Apply the total quality management concept to produce good quality products and services at competitive prices. | (K3) |

Syllabus

| Unit No | Module Name | Topic covered | Pedagogy | Lecture Required | Practical/ Assignment/ | CO Mapping |
|----------------|--------------------|----------------------|-----------------|-------------------------|-------------------------------|-------------------|
|----------------|--------------------|----------------------|-----------------|-------------------------|-------------------------------|-------------------|

| | | | | (L+P) | Lab Nos | |
|--|---------------------------------------|--|---|---------|---|-----|
| Unit 1: Production Concepts | Introduction to Operations Management | Introduction, meaning, nature and scope of production and operations management. Difference between production and operations management. | Discussion Case-based Video Discussion Storytelling | 4 Hours | Outline the causes behind the operational failure of Paytm. | CO1 |
| | Productivity Measurement | Productivity, factors affecting productivity and productivity measurement. Work study— Method study and work measurement Plant location and types of plant layout. | Discussion Video Case Discussion | 4 Hours | As Tesla has decided to establish their showroom in Delhi and Hyderabad, highlight the important factors that Tesla should take into account. | |
| Unit 2: Operations Concepts | Services Scenario in India | Services scenario in India, difference between product and service, characteristics of services, classification of services, product and service design, factors affecting service design, | Discussion Case-based Video Discussion Storytelling MS Excel | 4 Hours | Analyze the role of the services industry in the Indian economy. | CO2 |
| | Service Designing | service designing process, service blueprinting, service capacity planning. Dimensions of quality in services, understanding service quality gap, measuring service quality using SERVQUAL model. Case Studies | Discussion Case-based Video Discussion Storytelling MS Excel | 4 Hours | Apply and analyze the SERVQUAL model in the healthcare industry in India. | |
| Unit 3: Material and Inventory management | Production Planning and Control | Types of production planning, process of production planning and control (PPC) – routing, scheduling and loading. Master production schedule, aggregate production planning. | Discussion Case-based Video-based Discussion Excel | 4 Hours | Analyze the production planning and control techniques of automobile companies in India. | CO3 |

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|---|---|--|---|-----------|--|-----|
| | Inventory Control Techniques | Types of inventories, inventory control techniques- EOQ, ABC, VED and HML (Simple numerical problems on Inventory control techniques). Just-intime (JIT) and KANBAN. Case Studies | Discussion Case-based Video-based Discussion | 4 Hours | | |
| Unit 4: Supply Chain Management | Supply Chain Drivers | Overview of supply chain management, conceptual model of SCM, supply chain drivers, measuring supply chain performance, core and reverse supply chain, global supply chain, inbound and outbound logistics | Discussion Case-based Video- Discussion | 4 Hours | Discuss the supply chain challenges faced by Amazon and Flipkart in India. | CO4 |
| | Role of Information Technology in Supply Chain Management | Bullwhip effect in SCM, push and pull systems, lean manufacturing, agile manufacturing, role of IT in SCM. Demand forecasting in supply chain— Simple moving average method, weighted moving average method, linear regression and exponential smoothing method. | Discussion Case-based Video-based Discussion | 4 Hours | | |
| Unit 5: Total Quality Management | Introduction to Total Quality Management | Concept of TQM, Deming's 14 principles, Juran's quality trilogy, PDCA cycle, KAIZEN, quality circles, 7QC tools and its 7 new management tools, | Field Project | 4 Hours | Case-based assignment | CO5 |
| | International Standard Organization | ISO 9000-2000 clauses, Six Sigma, Total Productive Maintenance (TPM), 5S. Case Studies | Discussion Case-based Video-based Discussion Storytelling | 4 Hours | | |
| Total | | | | 40 | | |

| Textbooks | |
|--|--|
| Sr No | Book Details |
| 1. | William J Stevenson, “Operations Management” McGraw Hill. 2022 |
| 2. | Jay Heizer and Barry Render, “Operations Management” Pearson India. 2021 |
| Reference Books | |
| Sr No | Book Details |
| 1. | Chary, S.N., “Production and Operations Management” Tata McGraw Hill. 2021 |
| 2. | Charantimath, P.M, “Total Quality Management” Pearson Education. 2021 |
| 3. | Bedi, Kanishka, “Production & Operations Management” Oxford University Press. 3rd Edition 2022 |
| Links (Only Verified links should be pasted here) | |
| <ol style="list-style-type: none"> 1) https://mitraweb.in/blogs/the-causes-and-solutions-for-low-agricultural-productivity-in-india/ 2) https://www.ibef.org/industry/services#:~:text=The%20services%20sector%20grew%20at,grow%20at%209.1%25%20in%20FY23. 3) https://www.clear.in/s/inventory-control 4) https://www.siemens.com/global/en/products/services/digital-enterprise-services/analytics-artificial-intelligence-services/trusted-traceability.html?gclid=CjwKCAjw-vmkBhBMEiwAlrMeF0AyWdTqKx9YkHF0viDxrg9Ok6c59255loZ_-MjNrY10gK_xFbp1ZhoCUwcQAvD_BwE&acz=1 5) https://www.researchgate.net/publication/312054032_TOTAL_QUALITY_MANAGEMENT | |



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|--|---|--------------------------------------|
| Subject Name: Business Research Methods | | L-T-P [4-0-0] |
| Subject Code: BMBA0201 | | Applicable in Department: MBA |
| Pre-requisite of Subject: Business Research knowledge, Research Methodology | | |
| Course Objective: The objective of this course is to introduce the basic concepts in research methodology in social science, issues inherent in selecting a research problem and discuss the techniques and tools to be employed in completing a research project. This will also enable the students to prepare report writing and framing Research proposals. | | |
| Course Outcomes (CO) | | |
| Course outcome: After completion of this course students will be able to: | | Bloom's Knowledge Level(KL) |
| CO1 | Understand the concept & fundamentals of research. | (K2) |
| CO2 | Apply the appropriate research designs for the identified problem. | (K3) |
| CO3 | Apply scaling & measurement techniques for collected data | (K3) |
| CO4 | Analyze different types of Sampling Techniques. | (K4) |
| CO5 | Evaluate data analysis tools for hypothesis testing using parametric and non-parametric tests | (K5) |
| Syllabus | | |

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

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| | Levels of measurement | Levels of measurement – Nominal, Ordinal, Interval, Ratio. Attitude Scaling Techniques: | Classroom discussion | 2 Hours | | |
| | Scale Development | Development of Scale – Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales – Ranking Scales – Paired comparison & Forced Ranking – Concept and Application | Classroom discussion | 2 Hours | | |
| Unit 4: Sampling | Basics of Sampling | Sampling: Concepts of Statistical Population, Sample, Sampling Frame, Sampling Error, Sample Size, Non-Response. Characteristics of a good sample. Size | Classroom Discussion | 4 Hours | Assignment | CO4 |
| | Sampling Techniques | Probability Sampling- Simple Random Sample, Systematic Sample, Stratified Random Sample & Multi-stage sampling. Non-Probability Sampling, Determining size of the sample, Practical considerations in sampling and sample size | Classroom Discussion, Case | 4 Hours | | |
| Unit 5: Data Analysis and Report Writing | Data Analysis | Data Preparation - Univariate analysis (frequency tables, bar charts, pie charts, percentages) Bivariate analysis- Cross tabulations and Chi-Square test. | Classroom Numerical practice | 4 Hours | Numerical Assignment, Sample report preparation and presentation | CO5 |
| | Report Writing | Interpretation of Data, Paper & Report Writing, Research Paper writing, Publication ethics and guidelines. | Classroom Discussion | 4 Hours | | |
| Total | | | | 40 | | |

| Textbooks | |
|------------------|---|
| Sr No | Book Details |
| 1. | Kothari C R, “Research Methodology: Methods & Techniques” New Age Publication. 2023 |
| 2. | Zikmund, “Business Research Methods” Cengage Learning. 9 th Edition 2022 |

| Reference Books | |
|--|--|
| Sr No | Book Details |
| 1. | Chawla, D & Sondhi, N., "Research Methodology: Concept and Cases" Vikas Publishing. 2 nd Edition 2019 |
| 2. | Srivastava T N & Rao Shailaja., "Business Research Methods" TMH Publication. 2 nd Edition 2020 |
| Links (Only Verified links should be pasted here) | |
| 1) https://www.youtube.com/watch?v=tYqunL58_3Y 2) https://www.youtube.com/watch?v=Fn_IyDK2JA8 3) https://www.youtube.com/watch?app=desktop&v=dQBBwVcK-VA | |



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Subject Name: MS Excel for Managerial Effectiveness **L-T-P [0-0-4]**

Subject Code: BMBA0251 **Applicable in Department: MBA**

Pre-requisite of Subject: Basic Excel knowledge

Course Objective: The objective of the course is to develop students to become proficient in using MS Excel for organisational purposes.

Course Outcomes (CO)

| Course outcome: After completion of this course students will be able to: | | Bloom's Knowledge Level(KL) |
|--|---|------------------------------------|
| CO1 | Understand the basics of MS Excel environment. | (K2) |
| CO2 | Create formulas and functions as per organizational requirements. | (K6) |
| CO3 | Analyze Data using sorting, filtration & conditional formatting. | (K4) |
| CO4 | Create visually informative charts in MS Excel. | (K6) |
| CO5 | Evaluate the situation using Solver, goal seek and what if functions. | (K5) |

Syllabus

| Unit No | Module Name | Topic covered | Pedagogy | Lecture Required (L+P) | Practical/ Assignment/ Lab No.s | CO Mapping |
|----------------|--------------------|----------------------|-----------------|-------------------------------|--|-------------------|
|----------------|--------------------|----------------------|-----------------|-------------------------------|--|-------------------|

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|---|------------------------------------|---|--|-----------|---|-----|
| Unit 1: Introduction to Spread sheet | Data entry and editing in MS Excel | Entering data in MS Excel, Data Editing and Formatting: Working with Cells and Ranges in MS Excel, getting data from external sources | Class discussion/case studies/MS Excel | 3 Hours | Assignment based on data entry and editing | CO1 |
| | Automatic data entry functions | Managing Worksheets: naming worksheets, grouping of worksheets, Introduction to MS Excel Tables, Auto-fill, Custom Lists, and Flash Fill | Class discussion/case studies/MS Excel | 3 Hours | | |
| Unit 2 Spread sheet Formulas | General Formulas in excel | MS Excel Formula Basics, Logical Formulas in MS Excel, Math Formulas in MS Excel, Lookup and Reference formulas in MS Excel | Class discussion/case studies/MS Excel | 3 Hours | Assignment based on MS Excel formulas | CO2 |
| | Specific formulas in MS Excel | Stats Formulas in MS Excel, Text Formulas in MS Excel, Date and Time Formulas in MS Excel | Class discussion/case studies/MS Excel | 3 Hours | | |
| Unit 3 Data Analysis Overview | Data validation | Named Ranges in MS Excel, Data Validation in MS Excel, Data Sorting and Filtering in MS Excel | Class discussion/case studies/MS Excel | 3 Hours | Assignments based on data sorting and conditional formatting | CO3 |
| | Conditional formatting | Using Conditional Formatting in MS Excel | Class discussion/case studies/MS Excel | 3 Hours | | |
| Unit 4 Spread sheet Charts | Charts creation in excel | Creating Charts, Different types of charts, Formatting Chart Objects, Changing the Chart Type, Showing and Hiding the Legend, Showing and Hiding the Data Table | Class discussion/case studies/MS Excel | 3 Hours | Assignments based on creation of charts and tables in MS Excel | CO4 |
| | Pivot tables in excel | Working with pivot tables and pivot charts | Class discussion/case studies/MS Excel | 3 Hours | | |
| Unit 5 Spread sheet advanced functions | Solver and Forecast function | Working with MS Excel Solver function, Forecast function | Class discussion/case studies/MS Excel | 3 Hours | Assignments based on MS Excel Solver and What if analysis tools | CO5 |
| | What if analysis using MS Excel | What-If Analysis tools: Scenarios, Goal Seek, and Data Tables | Class discussion/case studies/MS Excel | 3 Hours | | |
| Total | | | | 30 | | |

| Textbooks | |
|--|---|
| Sr No | Book Details |
| 1. | Winston, W., “Microsoft Excel data analysis and business modelling” Microsoft Press. 2016 |
| 2. | David, M., “Statistics for managers, using Microsoft Excel” Pearson Education India. 2017 |
| Reference Books | |
| Sr No | Book Details |
| 1. | Mayes, T. R., “Financial analysis with Microsoft excel” Cengage Learning. 2020 |
| 2. | Ragsdale, C., “Spreadsheet modeling and decision analysis: a practical introduction to business analytics” Cengage Learning. 2021 |
| Links (Only Verified links should be pasted here) | |
| <ol style="list-style-type: none"> 1. https://www.youtube.com/watch?v=8Ob8Hre_SnI 2. https://www.youtube.com/watch?v=hxAkt7Pico0 3. https://www.youtube.com/watch?v=4PWVFBiFVVU 4. https://www.officearticles.com/excel/index.htm 5. https://www.simplilearn.com/9-ways-to-improve-microsoft-excel-skills-article | |



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

| | | |
|---|---|--------------------------------------|
| Subject Name: Personal Grooming and Business Etiquettes | | L-T-P [0-0-4] |
| Subject Code: BMBA 0252 | | Applicable in Department: MBA |
| Pre-requisite of Subject: Industry Readiness | | |
| Course Objective: To imbibe good etiquette and enhance personal grooming amongst students for building strong relationships, improving professional image, and achieving career success. | | |
| Course Outcomes (CO) | | |
| Course outcome: After completion of this course students will be able to: | | Bloom's Knowledge Level(KL) |
| CO1 | Understand and apply the art of creating the first impression by controlled body language and impressive communication. | (K3) |
| CO2 | Understanding and applying essentials of personal grooming. | (K3) |
| CO3 | Understanding and application of basic office etiquettes. | (K3) |
| CO4 | Understanding and application of basic professional communication etiquettes. | (K3) |
| CO5 | Understanding the importance and methods of networking and preferred behaviour in official gathering. | (K3) |
| Syllabus | | |

| Unit No | Module Name | Topic covered | Pedagogy | Lecture Required (L+P) | Practical/ Assignment/ Lab Nos | CO Mapping |
|---|----------------------------------|---|---|------------------------|--|------------|
| Unit 1 Personal grooming essentials-I | Personal grooming essentials- I | Creating the first impression, Body language, Voice | Role play, discussion, videos, Activities | 6 Hours | Pre-Prepared (Introduction, Interview) | CO1 |
| Unit 2 Personal grooming essentials-II | Personal grooming essentials- II | Grooming: Men (Personal Hygiene, Corporate dressing) | Discussion, videos, Role play, case study | 6 Hours | Case Study on Importance of Personal Grooming | CO2 |
| | | Grooming: Women (Personal Hygiene, Corporate dressing) | | | | |
| Unit 3 Business Etiquette - I | Business Etiquette - I | Rules of introduction, Office etiquette, Meetings, Business cards | Discussion, PPT | 6 Hours | Case, Preparation of business cards | CO3 |
| Unit 4 Business Etiquette- II | Business Etiquette- II | E-mail etiquette | Discussion, Activity, Case Study, Role Play | 6 Hours | Prepare professional emails, Case Study | CO4 |
| | | Cell phone etiquette | | | | |
| | | Netiquette (social media behaviour) | | | | |
| Unit 5 Business Etiquette- III | Business Etiquette- III | Networking, Formal Dinner party etiquette | Discussion, Activity and Role Play, Experiential Exercise | 6 Hours | Identify means of networking for building social relations | CO5 |
| Total | | | | 30 | | |

| Reference Books | |
|---|---|
| Sr No | Book Details |
| 1. | Gerard A., "Professional Business Etiquette & Grooming" Kindle. |
| Links (Only Verified links should be pasted here) | |
| 4) | https://youtu.be/EU2IE6zhbvQ |
| 5) | https://youtu.be/88PGRvB-Scs |
| 6) | https://youtu.be/nYTkI9b0R_I |
| 7) | https://youtu.be/SQvV4SNeH-U |
| 8) | https://youtu.be/MKbTZKvFd84 |
| 9) | https://youtu.be/M6Sh6Hdsf0I |



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Subject Name: Introduction to Tableau **L-T-P [0-0-4]**

Subject Code: BMBA0253 **Applicable in Department: MBA**

Pre-requisite of Subject:

Course Objective: Apply the essentials of the software and utilize all the fundamental usefulness to visualize their information furthermore, associate with various information sources.

Course Outcomes (CO)

| Course outcome: After completion of this course students will be able to: | | Bloom's Knowledge Level(KL) |
|--|---|------------------------------------|
| CO1 | Apply the fundamentals of the Tableau, use all the basic functionality to visualize their data and connect to various data sources. | (K3) |
| CO2 | Apply a wide range of tools formatting options to slice and dice your data to mine for critical insights. | (K3) |
| CO3 | Build a variety of basic charts to learn and deploy the ethics of visualization. | (K6) |
| CO4 | Design new solutions to produce complex chart types and apply advanced formatting and data visualization best practices. | (K6) |
| CO5 | Apply state of the art insights into a useable dashboard, share and publish visualizations with powerful interactivity. | (K3) |

Syllabus

| Unit No | Module Name | Topic covered | Pedagogy | Lecture Required | Practical/ Assignment/ | CO Mapping |
|----------------|--------------------|----------------------|-----------------|-------------------------|-------------------------------|-------------------|
|----------------|--------------------|----------------------|-----------------|-------------------------|-------------------------------|-------------------|

| | | | | (L+P) | Lab No.s | |
|--|-----------------------------------|--|--|---------|--|-----|
| Unit 1: Tableau Fundamentals | Understanding Data | Introduction to data, Where to find data, Foundations for building Data Visualizations, Installing Tableau Software. | Discussion, Tableau Software, MS Excel | 2 Hours | Give your understanding of the shared dataset. Also, perform the functions taught in this unit. | CO1 |
| | Getting started with Tableau | Getting started with Tableau Software, Using Data file formats, Connecting your Data to Tableau, Tableau products, Tableau Terminology | Discussion, Tableau Software, MS Excel | 2 Hours | | |
| | Creating Your First visualization | Dimension vs Measure, Discrete Versus Continuous, Start Page, Using the Show me panel, Show Me, Connecting to Excel Files, Connecting to Text Files, Connect to Microsoft SQL Server, Connecting to Microsoft Analysis Services, Creating and Removing Hierarchies, Bins, Joining Tables, Data Blending, Creating basic charts (line, bar charts, Treemaps) | Discussion, Tableau Software, MS Excel | 4 Hours | | |
| Unit 2: Tableau Basic Reports | Basics of Reporting | Parameters, Grouping Example, Edit Groups, Set, Combined Sets, creating a First Report, Data Labels, Create Folders, Sorting Data, Add Totals, Sub Totals and Grand Totals to Report | Discussion, Tableau Software, MS Excel | 3 Hours | Analyse the dataset by performing all the relevant functions on the shared dataset using Tableau software. | CO2 |
| | Calculations | Tableau Aggregate features, creating custom calculations and fields, applying new data calculations to your visualization | Discussion, Tableau Software, MS Excel | 2 Hours | | |
| | Formatting | Formatting Visualizations, Formatting Tools and Menus, Formatting specific parts of the view, Editing and Formatting Axes. | Discussion, Tableau Software, MS Excel | 3 Hours | | |
| Unit 3: Tableau Charts | Generating charts | Area Chart, Bar Chart, Box Plot, Bubble Chart, Bump Chart, Bullet Graph, Circle Views, Dual Combination Chart, Dual Lines Chart, Funnel Chart, Traditional Funnel Charts, Gantt Chart, Grouped Bar or Side by Side Bars Chart, Heatmap, Highlight Table, Histogram, Cumulative Histogram, Line Chart, Lollipop Chart, Pareto Chart, Pie Chart, Scatter Plot, Stacked Bar Chart, Text | Discussion, Tableau Software, MS Excel | 4 Hours | Make different charts for the various variables of the dataset. | CO3 |

| | | | | | | |
|---|---------------------------|---|--|-----------|--|-----|
| | | Label, Tree Map, Word Cloud, Waterfall Chart, Geographic map, Filled map, Crosstab Combines axis, Motion chart, Reference lines. | | | | |
| Unit 4: Visualization Tools | Formatting Visualizations | Formatting Tools and Menus, Formatting specific parts of the view, Editing and Formatting Axes. | Discussion, Tableau Software, MS Excel | 3 Hours | Analyse the dataset by performing all the relevant functions on the shared dataset using Tableau software. | CO4 |
| | Filters Introduction | Quick Filters, Filters on Dimensions, Conditional Filters, Top and Bottom Filters, Filters on Measures, Context Filters, Slicing Filters, Data Source Filters, Extract Filters, Using the Detail panel, Using the Size panels, customizing filters, Formatting your data with colors. | Discussion, Tableau Software | 3 Hours | | |
| Unit 5: Tableau Dashboards & Stories | Storytelling | Creating your first dashboard and Story, Design for different displays, adding interactivity to your Dashboard, Format Dashboard Layout, create a Device Preview of a Dashboard, Create Filters on Dashboard, Distributing & Publishing Your Visualization, Tableau file types, Publishing to Tableau Online, Sharing your visualization, Printing and exporting. | Discussion, Tableau Software | 4 Hours | Create a dashboard for any business problem. | CO5 |
| Total | | | | 30 | | |

| Textbooks | |
|------------------|---|
| Sr No | Book Details |
| 1. | Wilke, C. O. (2019). Fundamentals of data visualization: a primer on making informative and compelling figures. O'Reilly Media. |
| 2. | Loth, A. (2019). Visual analytics with Tableau. John Wiley & Sons. |

| Reference Books | |
|--|--|
| Sr No | Book Details |
| 1. | Milligan, J. N., Hutchinson, B., Tossell, M., & Andreoli, R., “Learning Tableau: Create effective data visualizations, build interactive visual analytics, and improve your data storytelling capabilities” Packt Publishing Ltd. 2022 |
| 2. | Milligan, J. N., “Learning Tableau: Tools for Business Intelligence, data prep, and visual analytics” Packt Publishing Ltd. 2019 |
| Links (Only Verified links should be pasted here) | |
| <ol style="list-style-type: none"> 1) Dashboard Design Tips: Creative Ways to Use Images Tableau Conference 2023 - Bing video 2) Tableau KPI Dashboard Design tutorial for Business Step by Step - Bing video 3) How to Install Tableau and Create First Visualization Tableau Tutorials for Beginners - Bing video 4) Building A Quarterly Sales Forecast Dashboard Using Tableau Sales Forecast Dashboard Using Tableau - Bing video | |



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Subject Name: Managerial Personality Development **L-T-P [0-0-4]**

Subject Code: BMBANC0251 **Applicable in Department: MBA**

Pre-requisite of Subject: Communication Skills, Management Principles, Professional Experience, Interpersonal Skills

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

Course Outcomes (CO)

| Course outcome: After completion of this course students will be able to: | | Bloom's Knowledge Level(KL) |
|--|--|------------------------------------|
| CO1 | Student will be able to develop and apply comprehension and narration skills | (K3) |
| CO2 | Student will be able to demonstrate effective listening skills. | (K3) |
| CO3 | Student will be able to develop effective business writing skills. | (K3) |
| CO4 | Students will be able to understand and analyze business documents. | (K6) |
| CO5 | Students will be able to demonstrate and master interviewing skills. | (K3) |

Syllabus

| Unit No | Module Name | Topic covered | Pedagogy | Lecture Required (L+P) | Practical/ Assignment/ Lab Nos | CO Mapping |
|----------------|--------------------|----------------------|-----------------|-------------------------------|---------------------------------------|-------------------|
|----------------|--------------------|----------------------|-----------------|-------------------------------|---------------------------------------|-------------------|

| | | | | | | |
|--------------|-----------------------------|---|--|-----------|---------------------------------------|-----|
| 1 | Comprehension and Narration | Short stories Editorial Vocabulary development | Extempore/ Story telling/ TED talks/experimental learning | 8 Hours | Class practice | CO1 |
| 2 | Listening Skills | Concept of hearing and listening, Active listening, Passive listening | Listening TED talks/ experimental learning/ listening songs/ audio video lectures/ speeches/ debates / discussions | 8 Hours | English Communication Lab practice | CO2 |
| 3 | Effective writing skills | Writing practice, Precise writing, paraphrasing | Story writing/ Creative writing | 8 Hours | Class practice | CO3 |
| 4 | Business Reading | Business reading, skimming skills, effective reading | Newspaper reading/ report reading/ advertisement/ notices/ official documents/ instructional manuals | 8 Hours | Class practice | CO4 |
| 5 | Mastering Interview Skill | Interview , GDs, SWOT | Listening / experimental learning/ Role-play/ Mock Interview , Mock GDs/ videos | 8 Hours | Class practice | CO5 |
| Total | | | | 40 | | |