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**Faculty of Management Studies**

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**First Semester, 2023-2024  
Course Handout**

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# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
EGL101	English Language Skill	3	0	3

**Instructor-in-charge: Dr.SHUBHRA TIWARI**

## Scope and Objectives of the courses:

The course aims at familiarizing students with basic English sound system to enhance their power of articulation. It provides intensive practice and extensive exposure to listening, speaking, reading and writing Skills. It would enhance not only their comprehensive knowledge of vocabulary but also strengthens their all four skills. The design and content of the course are aimed at making students gain language proficiency and also improve their communication skills.

<b>Textbook(s) T1</b>	English Language Skills - I, Dr. K Aruna, ICFAI Press, 2007.
<b>Work Book W1</b>	Words are Your Friends-I, Dr. K.Aruna, ICFAI Press, 2007.
<b>Reference book(s) R1</b>	Dictionary - Latest Publication, A.S. Hornby.
R2	Cambridge English Pronouncing Dictionary, Daniel Jones, Cambridge University Press

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Ch./Sec./ Page Nos.of Text Book)
1	To know the distinction between letters and sounds, to know consonant and vowel sounds and to learn some principles for pronunciation.	English Sound System Classification of English Sounds	Ch.1 pp.1—27 Ref. book: Dictionary
2-3	To acquire correct pronunciation of English Sounds. To practice pronunciation of words. To make one's speech nationally and	Description of sounds. Different spellings for the same sound. Syllable structure. Suggestions of pronunciation.	Chap.1 Ref. book, Dictionary

	internationally intelligible to the listener. To develop confidence in articulation of sounds.		
4	To be aware of silent letters in English Language	Silent Letters	Ch.2 pp.28 — 34 Ref. book, Dictionary
5-6	To acquire effective pronunciation To avoid semantic confusions. To give practice in Vocabulary Expansion	Lessons 1 to 3 and Review - 1	Work- Book; "Words are Your Friends"
7	To understand the various uses of Dictionary. To learn various methods for clarifying the meaning of a word.	Dictionary: Its use	Ch.3 pp.35—47 Ref. book, Dictionary
8-9	To know various English words. To identify specific uses.	Vocabulary Extension synonyms, antonyms, one word substitutes	Ch .4 pp.48-64 Annexure - B
10	To be aware of various shades of meaning with accuracy and precision. To acquire competence in analyzing the word and guess the meaning. To do practice in vocabulary expansion.	Vocabulary Extension, Word Formation methods, word analysis Lessons: 4,5 and 6, Review:2	Ch.4 pp.48 - 64 Words are your Friends
11—12	To do practice in using words in various contexts. To reduce possible errors in usage. To be aware of commonly confused words. To enrich Vocabulary.	Annexure - G Annexure - E Annexure - C , D	Work — Book: "Words are your Friends" pp.251 - 258 pp.241 - 247 pp.226 — 240

13	To be aware of relationship expressed by prepositions	Prepositional Phrases	Ch. 5 pp.65—75
14—15	To develop competence in using idiomatic combinations To know specific uses of Prepositions.	Prepositional Phrases	Ch . 5 pp.65 — 75
16	To learn the use of Phrasal Verbs To know several verb combinations with distinct meanings.	Phrasal Verbs, separable and inseparable phrasal verbs Phrasal Verbs : Cleanings	Ch.6 pp.76 — 95
17—18	To know the difference in meaning between phrasal Verbs with suitable examples. To do practice in vocabulary Expansion.	Phrasal verbs in oral Communication Lessons 7,8 and 9 Review - 3	Ch . 6 pp 76—95 Work - Book "Words axe your Friends"
19	To know the skill of reading fast.	Reading Skill	Ch.7 pp. 96 —121
20—21	To read with specific purpose. To develop the ability to infer and interpret the text.	Reading Skill	Ch.7 pp. 96 —121
22	To improve listening skill with the help of phonetic features of listening. To identify the purpose of Listening	Listening Skill	CH.8 pp.122—131
23—24	To learn how to overcome the listening barriers. To learn techniques to select relevant information while listening To acquire guidelines for improving listening skill.	Listening Skill	Ch. 8 pp.122—131

25	To express ideas clearly by effective use of words with focus on using simple and plain words.	Effective use of Words, Use of simple and plain words. Avoid cliches	Ch. 9 pp.132-145
26—27	To identify vague words and replace them with specific words. To eliminate redundancy to make the expression clear. To identify the device of trimming and padding to write clearly. To use words effectively.	Use of concrete and specific words. Lessons 10,11 and 12 Review 4	Ch. 9 pp.132—145 Words are your Friends
28	To Learn unity and coherence of sentences.	Effective sentences	Ch.10
29-30	To learn how to reorganize and rewrite effective sentences by discarding unnecessary details. To eliminate the dangling modifiers and dangling infinitives and make sentences effectively. To do practice in vocabulary expansion.	Effective sentences	pp.146-162 Work —Book: "Words are Your Friends"
31	To know various elements of business letters with focus on various styles of presentation.	Structure of Business Letters	Ch.11 pp.163—178
32—33	To identify compulsory elements of business letter. To know the structure compulsory elements of business letter.	Structure of Business Letters Lessons 13,14 and 15 Review - 5	Ch.11 pp.163—178 Words are your Friends
34	To write concisely, correctly using clear	Effective style of Business Correspondence.	Ch .12 pp.179 —194

35—36	To practice how to write naturally, courteously, concisely, precisely and positively. To write business correspondence effectively. To do practice in vocabulary expansion.	Effective style of Business Correspondence. Lessons 13- 15 and Review - 5	Ch .12 pp.179 —194 Work —Book: "Words are Your Friends"
37	To understand various types of business letters.	Business Correspondence	Ch.13 pp. 195—203
38—39	To identify the essential features in each type of letter. To learn some useful expressions for writing business letters.	Business Correspondence	Ch.13 PP. 195—203
40	To be aware of principles of good conversation.	The art of Conversation.	CH.14 PP. 204—212
41	To be aware of fundamentals of how to start the conversation and how to continue it. To do practice in vocabulary expansion. To know different types of words. To get competence in using words.	Lessons 16-18 and Review -6	Work — Book: "Words are Your Friends"

**Class room practical:**

S.No	Name of Practical
1	Preparation of phonetic chart, identification of sounds and syllable in words.
2	Preparation of business letter, conversation activities ( Situational dialogues/JAM, etc
3	Use of dictionary and activities based on its use.



Evaluation Scheme	Duration	Weightage	Date	Syllabus	Remarks
Test 1	60 Minutes	16	11-09-2023	1-9	CB
Test 2	60 Minutes	17	16-10-2023	10-24	OB
Test 3	60 Minutes	17	20-11-2023	25-40	CB
Practical	Throughout the semester	10	**	---	---
Comprehensive Exam	3 Hours	40	08-12-2023	1-40	CB

**Evaluation Scheme:** Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

**Make-up-Policy:** Make-up will be given only under genuine circumstances for Tests only. However, prior and proper intimation to the concerned instructor is a must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Date: 04/08/2023**

**Dr.Shubhra Tiwari  
Instructor-in-charge**

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handout

Course No.	Course Title	L	P	U
MG121	Financial Accounting-I	3	0	3

**Instructor-in-charge: Dr.RUCHI GUPTA**

### Learning Outcomes:

After successful completion of the course, students will be able to

1. To provide useful financial information to existing and potential investors and other creditors.
- 2 Identify opportunities to maximize the profit.
3. Filing tax returns.

Text Book T	Dr. Karim, Khanuja & Mehta FINANCIAL ACCOUNTING Sanjay sahitya Bhawan
Reference book(s) R1	Dr.S.M. Shukla“Financial Accounting” Sahitya Bhawan publication Agra
Reference book(s) R2	Dr.Jain and Ohri , Introduction to financial accounting
R3	John A. Ellitt, Introduction to Financial Accounting

### Lecture-wise plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
1-5	Accounting: An Introduction	Meaning, classification, Needs Objectives, Branches of accountings, special terminology, Basic Concepts, and principles,	T 1-30
6-8	Accounting Standards	Concepts, International accounting standards board, AS At India Level, List of accounting standards of India	T 38-70
9-12	Accounting Transactions	Introduction, the concept of Debit & Credit, Journal, ledger Sub Division of the ledger.	T 73-90 94-123

13-15	Trial balance	Concept and methods of preparing trial balance, Practical questions of Trial Balance	T 174-190
16-18	Capital and Revenue	The necessity to Differentiate between Capital and Revenue, Deferred revenue expenditure, Practical questions, etc.	T 81-91
19-25	Final Accounts	Concepts of trading, profit and loss accounts & Balance-sheet, Adjustments Entries, Practical Questions of Final accounts	T-191-250
26-32	Depreciation	Meaning, definitions, and concepts of depreciation accounts, Methods of calculating Depreciation, practical questions of Fixed Installment & written down methods of deprecation	T 300-350
33-35	Provisions and Reserves	Definition, Condition, Types, and practical questions of Provisions and reserves	T-1 354-367
36-40	Hire Purchase System	Introduction Meaning, the definition of Hire Purchase System, Accounting for hire purchase system	T-411-460
41-42	Instalment Purchase system	Accounting of Installment systems	T- 471-485

Student evaluation is based on the series of Tests and Quizzes conducted during the semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No. )	Remarks
Test 1	60 Minutes	16	11-09-2023	1-15	CB
Test 2	60 Minutes	17	16-10-2023	16- 30	OB
Test 3	60 Minutes	17	20-11-2023	31- 40	CB
Lab/Project/Case study/Presentation/Fieldwork/GD	20 Minutes each	10		**	
Comprehensive Exam	3 Hours	40	11-12-2023	1- 40	CB

**Make-up Policy:** Make-up will be given only under genuine circumstances for Tests Only. However, prior and proper intimation to the concerned instructor is a must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Lab/Projects/Case study/Presentation, Comprehensive Examinations,

**Date: 04-08-2023**

**Dr. RUCHI GUPTA**  
**Instructor-in-charge**

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023 – 2024

Course Handout

Course No	Course Title	L	P	U
MATH101	Business Statistics	3	0	3

**Instructor-in-charge: Dr. SANJAY KUMAR YADAV**

### Learning Outcomes:

1. An ability to apply knowledge of computing, mathematics, and basic sciences appropriate to the discipline,
2. An ability to analyze a problem, and identify and define the computing requirements appropriate to its solution

<b>Text Book(s) T I</b>	Pillai, R.S.N, Bagavathi, V. (2009), Statistics, Theory and Practice, 7th Edition, S. Chand Ltd, New Delhi.
<b>Text Book T II</b>	S.C.Gupta & Indra Gupta
<b>Reference Book- R I</b>	Gupta, S.P. (2011), Applied Statistical Methods, 4th Edition, SultanChand & Sons, New Delhi.
<b>Reference Book- R II</b>	Ken Black, (2013), Business Statistics for Contemporary DecisionMaking, 7th Edition, John Wiley Publications.

### Lecture Wise Plan:

Lecture No.	Topics to be Covered	Text (or) Reference
1	Introduction – Statistics, Importance of Statistics, Functions of Statistics, Uses of Statistical methods, Limitations of Statistics	T1, R1
2	Statistical Enquiry, Steps involved in statistical enquiry	T1, R1
3	Sampling methods, Methods of data collection	T1, R1
4	Primary data, Secondary data,	T1, R1
5	Geographical classification, Chronological, classification - examples	T1, R1
6	Qualitative classification, Quantitative classification - Examples	T1, R1
7	Types of Statistical Series	T1, R1
8	Formation of errors of individual observations,	T1, R1
9	Frequency distributions	T1, R1
10	Methods of fitting trend: Least Square Method	T1, R1

11	Discrete and continuous frequency distribution - examples	T1, R1
13	Types of continuous frequency distributions - examples	T1, R1
14	Measure of central tendency - definition, different types of averages	T1, R1
15	Arithmetic mean - raw data and discrete frequency distribution - examples	T1, R1
16	Arithmetic mean -continuous frequency distribution	T1, R1
17	Geometric mean - problems	T1, R1
18	Positional Averages - Median and Mode - Problems	T1, R1
19	Median and Mode - Problems	T1, R1
20	Problems on Mean, Median and Mode, Empirical relationship	T1, R1
21	General rules for constructing diagrams, types of diagram, choice of a diagram, technique of constructing graphs,	T1, R1
22	General rules for graphing and Histograms. Diagrammatic presentation - Bar diagram - problems	T1, R1
23	Pie diagram - problems	T1, R1
24	Graphical presentation - Histogram, frequency Polygon, frequency curves	T1, R1
25	Problems on Histogram, frequency polygon, frequency curves	T1, R1
26	mathematical properties	T1, R1
27	Median, calculation of median merits and demerits	T1, R1
28	Measures of Dispersion -Definition and uses	T1, R1
29	Range and Quartile deviation - problems	T1, R1
30	Mean deviation – problems, Standard deviation - problems	T1, R1
31	Coefficient of variation – Problems, Test of consistency	T1, R1,R2
32	Coefficient of Skewness- Karl Pearson's method – Problems, Skewness - Examples	T1, R1,R3
33	Coefficient of Skewness- Bowley's method - Problems	T1, R1
34	Lorenz curve – Definition, significance, application	T1, R1
35	Lorenz curve - Problems	T1, R1
36	Random experiment - definition, different types of events- examples	T1, R1
37	Definition of Mathematical and Axiomatic Probability	T1, R1
38	Simple problems on probability	T1, R1

39	Addition Theorem – Problems, Multiplication Theorem - Problems	T2, R1
40	Problems on Addition and multiplication theorem	T2, R1

\* The course instructor might make minor changes in the session plan. In such case, the class will be informed in advance.

**Evaluation Scheme:**

Student evaluation is based on the series of Assessment Tests and Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage (%)	Date*	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	16	12.09.2023	1-10	CB
Test 2	60 Minutes	17	17.10.2023	11-20	OB
Test 3	60 Minutes	17	21.11.2023	1-30	CB
Presentation	continuous	5 each(10)	***	**	Presentation
Comprehensive Examination	3 Hrs	40	13.12.2023	1-40	CB

\*\*To be announced in the class      OB\* = Open Book Exam      CB = Closed Book Exam

\* **The dates mentioned are tentative.**

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Date: 01/08/2023**

**Dr.SANJAY KUMAR YADAV  
Instructor-in-charge**

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
MG111	Managerial Economics	3	0	3

**Instructor-in-charge: Mr.AMBARISH GHOSH**

### Learning Outcomes:

The Objectives of this Paper is to Familiarize the students with the Theoretical Concepts in Economics

Reference	M.L.Seth Principles of Economics
Reference	Ahujha Principles of Economics
Reference	Dutta & Samuelson: Micro Economics

### Lecture wise plan

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1-3	Fundamental of Managerial economics	Concept of Economy, Micro economics	1-23
4-5	Fundamental of Managerial economics	Microeconomics Vs Macroeconomics. Nature and Scope of Managerial Economics,	24-30
6-7	Fundamental of Managerial economics	Business Economics and decision-making. Concept of Firm,	31-32
8-9	Fundamental of Managerial economics	Market, Objectives of Firm: Profit Maximization Model	33-37
10	Fundamental of Managerial economics	Assignment	
11		Revision	
12-13	Demand Analysis and Supply Analysis	Meaning of Demand, Types of Demand	37-42
14-15	Demand Analysis and Supply Analysis	Law of demand, Determinants of Demand, Demand Function,	43-56
16-18	Demand Analysis and Supply Analysis	Elasticity of demand- price elasticity of demand. Income elasticity of demand,	57-87
19-20	Demand Analysis	Cross Elasticity of demand, Law	86-89



	and Supply Analysis	of Supply	
21-24		Presentation	
25-26	Production Analysis:	Production function, Types of Production Function	167-211
27-28	Demand Analysis and Supply Analysis	Market Structures Meaning of Market, Classification of markets,	282-291
29-31	Demand Analysis and Supply Analysis	Perfect Competition, Imperfect Competition, Monopolistic Market, Oligopoly Market, and Duopoly	293-298
31-35	Demand Analysis and Supply Analysis	Market.: Meaning, Definition and importance of Macro Economics – National Income.	315-331
36-38	Perfect Competition	- Introduction, Market and Market Structure, Perfect Competition	293-294
39-40	Revision		

#### Evaluation Scheme:

Student evaluation is based on the series of Tests and Case study/ Presentation / Assignment conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	16	12/09//2023	1-10	CB
Test 2	60 Minutes	17	17/10/2023	11- 20	OB*
Test 3	60 Minutes	17	21/11//2023	21- 30	CB
Presentation / case study	Continuous	10	**	**	
Comprehensive Exam	3 Hours	40	13/12/2023	1- 40	CB

\*\* To be announced in the class      OB\* = Open Book Exam      CB = Closed Book Exam

**Make-up Policy:** Make up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

Date: 03/08/2023

**Mr.AMBARISH GHOSH**  
Instructor-in-charge

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
MG131	Principles of Management	3	0	3

**Instructor-in-charge: Dr.SHWETA DEWANGAN**

### Learning Outcomes:

After successful completion of the course student will be able to know

1. About the Knowledge in Concepts and Theory of Principles of Management.
2. Exercise the strategies and policies of planning
3. Will learn about the different theories of planning.
4. Will learn about the different techniques of controlling.
5. Get knowledge about the types of control.

Text Book T	Management Concepts & Practices(Himalaya Publishing house
Reference Book(s) R1	Introduction to management IUP
Reference Book(s) R2	Management Principles and Practices
Website	//www.investopedia.com/terms/s/swot.asp, //www.businessnewsdaily.com/4245-swot-analysis.html

### Lecture-wise plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
1-2	General introduction of management	Concept of management- Definition, Functions and Responsibilities of Management	T1-Pg no 3-11, R1-Pg no 3-10
3-4	Concept of managers	Levels of Management, Management Thought and Thinkers	T1-175-186 R1-11-23
5-7	Principles of management	Robert Owen, F.W.Taylor, Henry Fayol etc. Neo Classical Theories	T1-63-105
8-9	Planning	Planning: Objective, types and level of planning	T1-297-314,315-344 R1-37-49
9-10	How to implement planning	Strategies and Policies	R1-50-61

11-12	Analysis of self	SWOT analysis	T1 & R2
13-14	Decision making	Decision Making-Meaning, Importance	R1-62-70
15-16	Organizing process	Organizing: Nature and purpose of organizing,	T1-361-380 R1-74
17-18	Manpower planning	Nature & Scope of Staffing, Manpower Planning Organization structure	T1-727-754 R1-113-114,
19-20	Staff authority	organization -Line and Staff authority	T1-423-458 R1-88-92
21-23	Direction for employee	Delegation of authority Directing: Creativity	T1-411-422 R1-93-94
24-26	Motivation theories	Innovation Motivation-Motivation Theories	T1-615-651 R1-123-129
27-29	Leadership authority	Leadership, Leadership theories	T1-652-673 R1-131-139
30-32	Organization culture	Communication, Organization Culture- Managing cultural diversity	T1-693-726 R1-141-147,75-78
33-36	Controlling power	Controlling: Meaning, Process and Control Techniques	T1-573-591 R1152-172
37-40	Quality control	Types of control- Maintenance Control, Quality Control, Managing Productivity, Cost Control.	T1-824-849 R1-167-172

### Evaluation Scheme:

Student evaluation is based on the series of Tests and Quizzes conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	16	13.09.2023	1-10	CB
Test 2	60 Minutes	17	18.10.2023	11-20	OB*
Test 3	60 Minutes	17	22.11.2023	21-32	CB
Quiz (1)	20 Minutes each	10		**	CB
Comprehensive Exam	3 Hours	40	18.12.2023	1-40	CB

\*\* To be announced in the class

OB\* = Open Book Exam

CB = Closed Book Exam

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the competent authority is required.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc. The student is required to refer the books and journals in the library and attend all presentation sessions and submit assignments to enhance the subject knowledge.

**Date: 03/08/2023**

**Dr.SHWETA DEWANGAN**  
**Instructor-in-charge**

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
CB101	Introduction to Computers	3	0	3

**Instructor-in-charge: Mrs.SNEHAL YADAV**

**Learning Outcomes:**

The learning objectives of this course:

The content of this course is basically selected to give the knowledge of Computer and software and hardware organization and their applications.

Text Book T1	Computer fundamentals, P.K. Sinha, BPB
Reference book(s) R1	Computer today by S.K. Basandra Galgotia Publications.

**Lecture wise plan:**

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1-7	To understand the basics of Computer	Introduction to Computer. Computer System Concepts and Characteristics, Basic Components of Computer System, Input and Output Devices. Classifications of Computers – Micro, Mini, Mainframe and Super Computers, Distributed Computer Systems, Parallel Computers.	T1 Ch-1 1.2,1.3,1.6,1.9
8-10	To learn the different types of computer concepts	Computer Generation from First Generation to Fifth Generation	T1 Ch-2 2.1,2.4,2.5
11-15	To learn the concepts of Hardware components	Computer Hardware – Major Components of a Digital Computer, Block Diagram of Computer, Input-Output devices, Description of Computer Input Units, Output Units,	T1 Ch-3 3.2,3.4 Ch3 3.7,3.8
16-17	To understand concept of Memory	Physical Devices Used to construct Memories, Magnetic Hard Disk, floppy Disk Drives, Compact Disk Read Only Memory, Magnetic Tape Drive	T1 Ch-5 5.1,5.9
18-19	To understand concept of Primary memory	CPU Computer Memory – Memory Cell, Memory Organization, Read Only Memory, Serial Access	T1 Ch-5 6.2,6.7

20-24	To learn the concepts and working of Software, OS and its type and application	Software – Type of Software – System Software – Operating System – Over View and functions	T1 Ch-4 4.1, 4.5
25-30	To learn the concepts and working of Application Software	Application Software – Word Processing, Spread Sheet, Power Point Presentation	T1 Ch-4 4.8,4.10
31-35	To learn the concepts of DBMS	DBMS – Introduction, Purpose of DBMS, Views of Data, Data Models, Types of Data Base Languages.	Notes PDF
36-40	To understand concept of Network	Network – LAN, WAN, MAN, Components of LAN, Internet – Evolution, Protocols and Interface, E-mail, www, Viruses-Antivirus, Anti spyware, firewall.	Notes PDF

### Evaluation Scheme:

Student evaluation is based on the series of Tests and Quizzes conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec. No.)	Remarks
Test 1	60 Minutes	17	13/09/2023	1-15	CB
Test 2	60 Minutes	17	18/10/2023	16- 31	OB
Test 3	60 Minutes	16	22/11/2023	32- 40	CB
Quizzes (2)	20 Minutes each	10	**	**	CB
Comprehensive Exam	3 Hours	40	20/12/2023	1-40	CB

\*\* To be announced in the class

**Make-up Policy:** Make up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Date: 03/08/2023**

**Mrs.SNEHAL YADAV  
Instructor-in-charge**

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
MG221	Management Accounting	3	0	3

**Instructor-in-charge: Mr.AMIT JANGHEL**

### **Course Objectives:**

1. Management accounting is the provision of financial and non-financial decision-making information to managers. In management accounting or managerial accounting, managers use the provisions of accounting information to inform themselves better before they decide matters within their organizations, which allows them to manage better and perform control functions.
2. Management accounting is vital to ensure the vibrancy of a business enterprise. The ultimate objective of this type of accounting is to provide support in the decision-making processes associated with all aspects of business operations. Managerial accounting serves a number of crucial purposes in the achievement of this objective.

### **Pedagogy:**

The faculty plans to use a combination of lectures, case studies & group assignments to achieve the course objectives.

Text Book	Author/Publication
Management Accounting	Dr. K.L. Gupta
Management Accounting	CA B. Saravana Prasath
Management Accounting	Mrs. Pooja Singh

### **Lecture Wise Plan:**

Session	Topics	Reference
01	Standard costing: Meaning, Concepts and Objectives, steps	Master Class Accounting.PDF
02	Historical Costing, Limitation,	Master Class Accounting.PDF
03	Standard Cost & Estimated Cost Difference, Advantages, limitations.	Master Class Accounting.PDF
04	Cost Sheet Detailed Concept, Numerical Part I	Master Class Accounting.PDF

05	Cost Sheet Detailed Concept, Numerical Part II	Master Class Accounting.PDF
06	Cost Sheet Detailed Concept, Numerical Part III	Master Class Accounting.PDF
07	Cost Sheet Detailed Concept, Numerical Part IV	Master Class Accounting.PDF
08	Merits and Demerits of Standard costing	Master Class Accounting.PDF
09	Marginal Costing & Absorption Costing	Master Class Accounting.PDF
10	Break Even Analysis	Master Class Accounting.PDF
11	Establishment of standard costing	Master Class Accounting.PDF
12	Efficiency and Activity Ratios	Master Class Accounting.PDF
13	Variance Analysis Meaning, Material & Labour Overhead.	Master Class Accounting.PDF
14	Variance Analysis and Control	Master Class Accounting.PDF
15	Material Cost Variance	Master Class Accounting.PDF
16	Marginal costing: Definition, Assumptions and Uses	Master Class Accounting.PDF
17	Marginal Costing Vs. Absorption Costing	Master Class Accounting.PDF
18	CVP/BEP Analysis	Master Class Accounting.PDF
19	Break Even Analysis	Master Class Accounting.PDF
20	Fund Flow Statement, Meaning, objective, Schedule of change in working, Capital, Preparation, Numerical.	Master Class Accounting.PDF
21	Key factors and Safety Margin,	Master Class Accounting.PDF
22	Managerial Decision Making Areas –Product Mix,	Master Class Accounting.PDF
23	Pricing Decisions.	Master Class Accounting.PDF
24	Types of Budget, Meaning, Types Application	Master Class Accounting.PDF
25	Budget and Budgetary Control, Meaning, Features, Types Advantage, Limitation	Master Class Accounting.PDF
26	Cash Budget – Meaning, Purpose Method of preparing	Master Class Accounting.PDF
27	Cash Budget and master Budget	Master Class Accounting.PDF
28	Financial Accounts: Concepts and Objectives	Master Class Accounting.PDF
29	Merits and Demerits of Budgetary Control	Master Class
30	Fixed and Flexible Budget,	Master Class



		Accounting.PDF
31	Zero based Budgeting	Master Class Accounting.PDF
32	Need of reconciliation	Master Class Accounting.PDF
34	Reconciliation of Profits	Master Class Accounting.PDF
35	Methods of Reconciliation	Master Class Accounting.PDF
36	Project Class 1	Master Class Accounting.PDF
37	Project Class 2	Master Class Accounting.PDF
38	Project Class 3	Master Class Accounting.PDF
39	Project Class 4	Master Class Accounting.PDF
40	Project Class 5	Master Class Accounting.PDF

\* The course instructor might make minor changes in the session plan. In such case, the class will be informed in advance.

#### **Evaluation Scheme:**

Student evaluation is based on the series of Tests and PR/CS/A/Q/GD \* conducted during the course of semester followed by a comprehensive examination.

<b>Evaluation Component</b>	<b>Duration</b>	<b>Weightage</b>	<b>Date**</b>	<b>Syllabus (Lec.No.)</b>	<b>Remarks</b>
Test 1	60 Minutes	17	11/09/2023	1-15	CB
Test 2	60 Minutes	17	16/10/2023	16- 30	OB
Test 3	60 Minutes	16	20/11/2023	31- 40	CB
*PR/CS/A/Q/GD	Ongoing	10	**	**	CB
Comprehensive Exam	3 Hours	40	08/12/2023	1- 40	CB

**\*PR- Presentation / CS-Case Study / A- Assignment / Q- Quiz / GD- Group Discussion**

**\*\*The examination dates are Tentative subject to change with prior notice.**

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc

**Date: 03/08/2023**

**Mr.AMIT JANGHEL  
Instructor-in-charge**

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
MG231	Marketing Management	3	0	3

**Instructor-in-charge: Dr.SANJAY KUMAR YADAV**

### **Learning Outcomes:**

1.This Introductory course in marketing is designed to help students learn the basic concepts and practices of modern marketing as used in a wide variety of situations in product and service firms, consumer and business markets, profit and non-profit organizations, domestic, global, small and large companies.

2.The focus of this course is to understand marketing and marketing processes, analyzing market opportunity and selecting target markets.

### **Pedagogy:**

The faculty plans to use a combination of lectures, case studies & group assignments to achieve the course objectives.

Remarks	Text Book	Author/Publication
Text Book T1	Marketing Management	IUP
Reference Book R1	Marketing Management: Analysis, Planning, Implementation & Control	Philip Kotler & Kevein Keller/ Prentice Hall of India
Reference Book R2	Marketing Management Planning, Implementation & Control	V.S Ramasamy & S.Namakumary / McMillan India Ltd
Reference Book R3	Cases In Marketing Management	Luiz Moutinho / Addison Wesley Longman
Reference Book R4	Principles of Marketing	Philip Kotler and Gary Armstrong / Pearson Education
Reference Book R5	Brand Positioning: Strategies for competitive advantage	Subroto Sengupta /Tata McGraw Hill
Reference Book R6	Marketing Management	S.A Sherlekar / Himalya publishing House, Bombay
Reference Book R7	Principles and Practice of Marketing in India	C.B Matoria & R.L Joshi / Kitab Mahal, Allahabad

**Session Plan\*:**

<b>Session</b>	<b>Topics</b>	<b>Reference</b>
01	Introduction of Marketing : History of Marketing, The Development of a concept: Definition of marketing, concept of exchange, Needs and wants	(study material-01) , T1, R1, R2
02	Evolution of marketing-Production era, sales era, marketing era, marketing concept, Societal marketing concept(SMC)	(study material-01) , T1, R1, R2
03	Marketing myopia	(study material-01) , T1, R1, R2
04	Marketing dynamic	(study material-01) , T1, R1, R2
05	Significance of marketing-airline industry, banking industry	(study material-01) , T1, R1, R2
06	Market Segmentation and Market targeting- Introduction(study material-02)	(study material-02) , T1, R1, R2, R4,R5
07	Need for segmenting markets(study material-02)	(study material-02) , T1, R1, R2, R4,R5
08	Market segmentation levels-segment marketing, Individual marketing(study material-02)	(study material-02) , T1, R1, R2, R4,R5
09	Niche Marketing, Local marketing(study material-02)	(study material-02) , T1, R1, R2
10	The selection of segmentation variables(study material-02)	(study material-02)
11	Effective segmentation(study material-02)	(study material-02) , T1, R1, R2
12	Target market selection process(study material-02)	(study material-02) , T1, R1, R2, R4,R5
13	Business components- Stakeholders, processes, resources ,organization	(study material-01) , T1, R1, R2
14	Customer satisfaction	(study material-01) , T1, R1, R2
15	Concept of value-value chain	(study material-01) , T1, R1, R2
16	Attracting and retaining customers, Relationship marketing	(study material-01) , T1, R1, R2
17	Marketing Environment-Introduction	(study material-01) , T1, R1, R2
18	Business environment of a firm	(study material-01) , T1, R1, R2
19	Types of competitive structures-Monopoly , oligopoly, monopolistic competition , pure competition	(study material-01) , T1, R1, R2
20	Macro environmental factors- Demographic Environment, political environment, economic environment	(study material-01) , T1, R1, R2

<b>Session</b>	<b>Topics</b>	<b>Reference</b>
21	Technology , impact of technology	(study material-01) , T1, R1, R2
22	Indian business environment and MNCs in India- presentation	(study material-01) , T1, R1, R2,R3
23	Understanding consumer buying behavior-Introduction	(study material-02) , T1, R1, R2
24	Factors influencing consumer buying behavior-	(study material-02) , T1, R1, R2
25	cultural factors, social factors , personal factors , psychological factors(study material-02)	(study material-02) , T1, R1, R2
26	Buying Decisions- Buying Roles, Buying Behavior(study material-02)	(study material-02) , T1, R1, R2
27	Buying decision process(study material-02)	(study material-02) , T1, R1, R2
28	The Product Life Cycle(study material-02)	(study material-02) , T1, R1, R2, R4,R5
29	Ethical choice of market targets, segment interrelationships and super segments(study material-02)	(study material-02) , T1, R1, R2, R4,R5
30	Presentation and discussion(study material-02)	(study material-02) , T1, R1, R2
31	Communication mix in marketing-Introduction(study material-02)	(study material-02) , T1, R1, R2, R4,R5
32	Communication and promotion process-the communication process(study material-02)	(study material-02) , T1, R1, R2
33	Types of communication channels(study material-02)	(study material-02) , T1, R1, R2, R4,R5
34	Promotional tools –advertising and sales promotion(study material-02)	(study material-02) , T1, R1, R2, R4,R5
35	Publicity , public relations , personal selling, direct marketing(study material-02)	(study material-02) , T1, R1, R2, R4,R5
36	Developing a communication program-target audience identification(study material-02)	(study material-02) , T1, R1, R2
37	Determination of communication objectives(study material- 02)	(study material-02) , T1, R1, R2, R4,R5
38	Developing an advertising plan(study material-02)	(study material-02) , T1, R1, R2, R4,R5
39	Ad agencies in India(study material-02)	(study material-02)
40	Ad agencies in India(study material-02)	(study material-02) , T1, R1, R2, R4,R5

\* The course instructor might make minor changes in the session plan. In such case, the class will be informed in advance.

**Evaluation Scheme:**

Student evaluation is based on the series of Assessment Tests and Tests conducted during the course of semester followed by a comprehensive examination.

<b>Evaluation Component</b>	<b>Duration</b>	<b>Weightage (%)</b>	<b>Date*</b>	<b>Syllabus (Lec.No.)</b>	<b>Remarks</b>
Test 1	60 Minutes	16	12.09.2023	1-10	CB
Test 2	60 Minutes	17	16.10.2023	11- 25	OB
Test 3	60 Minutes	17	20.11.2023	25- 35	CB
Prsentation2	Continuous	10	***	**	Presentation
Comprehensive Examination	3 Hours	40	11.12.2023	1- 40	CB

\*\* To be announced in the class      OB\* = Open Book Exam      CB = Closed Book Exam

\* The dates meintioned are tentative.

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Date: 01/08/2023**

**Dr.SANJAY KUMAR YADAV**  
**Instructor-in-charge**

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
TA204	Technical Report Writing	3	0	3

**Instructor-in-charge: Dr.SHUBHRA TIWARI**

## Learning Outcomes:

After successful completion of the course student will be able to

1. Understand the concept, importance and types of technical written communication.
2. Learn the usage of effective technical report writing and draw benefit from it.
3. Explore skills and ability to develop career in technical writing.
4. Understanding the application of various technical reports writing.
5. Nuances, legal aspects and ethics in technical writing.

<b>Reference Book R1</b>	Technical Report Writing by Kieran Morgan
<b>Reference Book R2</b>	Managing Your Documentation Projects by JoAnn T Hackos
<b>Reference Book R3</b>	The Insider's Guide to Technical Report Writing by Krista Van Laan
<b>Reference Book R4</b>	Technical Report Writing and Research Methodology (English, Paperback, Dr. Naushad Alam, Dr. Quadri Javeed Ahmad Peer, Dr. Banarsi Lal)

## Lecture-wise Plan

Lecture Nos	Learning Objective	Topics to be covered	Reference
1	Understanding technical comm	Technical report Writing - Definition & Purpose	<a href="#">“Chapter 1 - Introduction to Technical Writing” in “Open Technical Communication” on OpenALG (manifoldapp.org)</a>
2,3	Nature of technical comm	Characteristics of Technical report writing	<a href="https://alg.manifoldapp.org/read/open-technical-communication/section/0debb16b-f623-4033-a47b-973d65ab0961">https://alg.manifoldapp.org/read/open-technical-communication/section/0debb16b-f623-4033-a47b-973d65ab0961</a>
4	Focused technical comm	Qualities of good technical report	<a href="#">Microsoft Word - The qualities of a good technical report..doc (tamu.edu)</a>
5	Rhetorical awareness	Rhetorical Awareness in Tech Comm	<a href="#">1.3 Understanding the Rhetorical Situation – Technical Writing Essentials (bccampus.ca)</a>

Lecture Nos	Learning Objective	Topics to be covered	Reference
6-7	Correctness of technical comm	Legal & Ethical Communication	<a href="#">“Chapter 3 - Ethics in Technical Communication” in “Open Technical Communication” on OpenALG</a>
8-9	Understand oral technical comm	Oral & Presentation	<a href="#">“2.12 - Oral Presentations” in “Open Technical Communication” on OpenALG (manifoldapp.org)</a>
10-11	Technical documents- details	Parts/ Components of Tech Documents	<a href="#">Components of a Technical Document   Technical Communication Center</a>
12-13	Why is technical comm important?	Description & Importance of Tech Comm	<a href="#">What is the importance of technical report writing? – MVOrganizing</a>
14-15	Detailed rules of technical comm	Implicit & Explicit Rules of Comm: Definition & Examples	<a href="#">“2.14 - Technical Definitions and Descriptions” in “Open Technical Communication” on OpenALG (manifoldapp.org)</a>
16	Know the types of tech documents	Types of Tech Documents	<a href="#">“2.2 - Types of Technical Documents” in “Open Technical Communication” on OpenALG (manifoldapp.org)</a>
17	Understand need of technical comm	Establishing Goals in Tech Writing	<a href="#">SMART Goals for Technical Writers   by Kesi Parker   Technical Writing is Easy   Medium</a>
18-20	Process orientation of technical comm	Technical Writing Process: Pre-writing, Writing and Re-writing	<a href="https://study.com/academy/lesson/the-technical-writing-process-prewriting-writing-rewriting.html">https://study.com/academy/lesson/the-technical-writing-process-prewriting-writing-rewriting.html</a>
21	Practical presentation	Project Work & Presentation	Practical session
22-23	Process orientation of technical comm	Technical re-writing & Editing	<a href="#">Ten Best Practices for Technical Writing and Editing   PerfectIt™   Proofreading Software for Professionals. (intelligentediting.com)</a>
24	Technical writing - user orientation	Usability Testing & Tech Writing	<a href="#">Usability Testing   Usability.gov</a>
25	Usage of reusable in tech writing	Prototypes & Wireframes	<a href="#">A Comprehensive Guide To Wireframing And Prototyping — Smashing Magazine</a>
26	Understand types of tech reports	Formal & Informal Tech Reports	<a href="#">“2.2 - Types of Technical Documents” in “Open Technical Communication” on OpenALG (manifoldapp.org)</a>
27-29	Practical presentation	Project Work & Presentation	Practical session
30-31	Understand business reports	Business Reports & Proposals	<a href="#">“2.3 - Business Plans” in “Open Technical Communication” on OpenALG (manifoldapp.org)</a>

Lecture Nos	Learning Objective	Topics to be covered	Reference
32	Tech writing-customer orientation	Technical Correspondence	<a href="#">“2.1 - Business Correspondence and Resumes” in “Open Technical Communication” on OpenALG (manifoldapp.org)</a>
33,34	Tech writing-resumes/ cover letters	Writing Resumes & Cover Letters	<a href="#">“2.1 - Business Correspondence and Resumes” in “Open Technical Communication” on OpenALG (manifoldapp.org)</a>
35-38	Types of tech documents	Technical Instructions, Manual Writing, Proposal Writing	<a href="#">“2.6 - Instructions” in “Open Technical Communication” on OpenALG (manifoldapp.org)</a>
39-40	Practical presentation	Project Work & Presentation	Practical session

### Classroom Practical

S.N.	Name of the Practical
1	Applications and types of technical documents
2	Preparation and presentation of various technical documents
3	Projects and presentations on the basis of technical report writing structure

### Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	16	12.09.2023	1-15	CB
Test 2	60 Minutes	17	17.10.2023	16- 29	OB
Test 3	60 Minutes	17	21.11.2023	30- 40	CB
Practical	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	40	13.12.2023	1- 40	CB

\*\* To be announced in the class

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Date: 04/08/2023**

**Dr.SHUBHRA TIWARI**  
Instructor-in-charge



# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
MG211	Business Law	3	0	3

**Instructor-in-charge: Dr.PYALI CHATTERJEE**

### Learning Outcomes:

After successful completion of the course student will have-

1. Basic knowledge of business laws useful in business operation;
2. Students will be familiar with various principles of contract formulations under the Indian Contract Act, 1872, various principles of contract formulations under the special contracts, Sales of Goods Act, Partnership Act, and Negotiable Instrument Act.

Text Book T1	Mercantile Law, N.D. Kapoor
Reference book(s) R1	Avtar Singh , Sales of Goods Act, Eastern Book Company
Reference book(s) R2	Avtar Singh, Banking and Negotiable Instruments, Eastern Book Company.
Reference book(s) R3	Avtar Singh, Law of Partnership(Principles, practice, and taxation), Eastern Book Company, Lucknow
Reference book(s) R4	Indian Contract- R.K. Bangia

### Lecture wise plan:

Lecture no-	Learning Objective	Topics to be covered	Textbook/ reference book
1-2	Nature, definition, and introduction to contract law	Introduction to contract	Volume-1 part- 1, Chapter 1 of T1
3	Offer, acceptance, communication, Consent	Basic elements of the Contract	Part 2, chapter 2 of T1
4-5	Void, voidable, Unlawful, illegal contract Effect of void, voidable, illegal, unlawful contract	Types of contract	Part-1, chapter-1 of T1
6-7	Free consent, Coercion, Undue Influence, Misrepresentation, Fraud, Mistake	Free Consent	Part-1 Chapter-5 of TI
8-9	Effect of void, voidable, illegal, unlawful contract	Effects of contract	Do

Lecture no-	Learning Objective	Topics to be covered	Textbook/ reference book
10-11	Consideration-Definition, Kinds, Essentials, Privity of Contract Capacity to Enter into a Contract, Minor's Position, Nature/Effect of Minor's Agreements	Consideration and Capacity	Part -1 Chapter-3 & 4 of T1
12	Unlawful consideration and object	Validity discharge and performance of the contract	Part-1, chapter-6 of T1
13	Contingent contract and wagering agreement	Contingent contract and wagering agreement	Part-1, chapter-8 of T1
14-15	Discharge of Contract, Performance, Impossibility of Performance, and Frustration of contract	Validity discharge and performance of the contract	Part-1, chapter-9 & 10 of T1
16	Anticipatory and Actual breach	Breach of contract	Part-1, chapter-11 of T1
17	Damages, Quantum merit, and quasi-contracts	Remedies and Quasi-contract	Part-1, chapter-12 of T1
18-19	Indemnity and guarantee, bailment, pledge, agency, the scope of the agency	Contract of indemnity and guarantee, bailment and pledge, agency	Part-2, chapter-1, 2 & 3 Of T1
20-21	Concept of Promissory note, Cheque and bill of exchange	Introduction to Negotiable instrument Act	Part-2, chapter-6 of T1
22	Concept of Holder and Holder in due course	Holder and holder in due course.	Do
23-24	Crossing of Cheque and its type, Endorsement of Cheque and its types,	Cheque	Do
25-26	Dishonor	Dishonor of Cheque	Do
27-28	Legislative competence, Concept of goods, are incorporeal rights goods, what are not goods under the Act, types of goods, contract of sale and agreement to sell, conditions and warranties:	Introduction to Sales of Goods Act	Part-2, chapter-4 of T1

Lecture no-	Learning Objective	Topics to be covered	Textbook/ reference book
29-30	consequences of the breach of a condition or a warranty, when breach of condition to be treated as warranty, implied conditions, implied warranties, rule of caveat emptor, Caveat emptor replaced by caveat venditor	Breach and warranty	Do
31-32	Sale of specific goods, Exceptions to section 27, sale with consent or authority of the owner, sale under implied authority, sale by mercantile agent, sale by one of the joint owners, seller in possession after sale, buyer in possession, sale by an unpaid seller, sale by Pawnee	Effects of contract: Transfer of title by Non owners	Do
33-34	Meaning of unpaid seller, rights of an unpaid seller, unpaid seller's lien, distinction between pledge and lien, how stoppage in transit is effected, right of stoppage in transit, duration of transit, lien and stoppage in transit distinguished, Right to re- sale.	Rights of Unpaid seller	Do
35-36	Historical background, Definition of partnership, essentials of partnership, mode of determining the existence of partnership, Partnership and co-ownership, partnership and Joint Hindu Family, partnership and company, concept of illegal association, Partnership at will, particular partnership.	Introduction to partnership Act, Nature of partnership	Part-2, chapter-5 of T1
37	Determination of rights and duties of partner by contract between them, duties of a partner, rights of partners.	Rights and duties of partners,	Do
38	implied authority of a partner, statutory restrictions on implied authority, extension and restriction of partner's implied authority, authority in an emergency, doctrine of holding out	Implied authority	Do
39	Admission of a partner, outgoing partner, retirement of a partner, expulsion of a partner	Incoming and outgoing partner	Do

Lecture no-	Learning Objective	Topics to be covered	Textbook/ reference book
40-42	Modes of dissolution: dissolution by agreement, compulsory dissolution, contingent dissolution, dissolution by notice, dissolution by retirement, dissolution by the court, consequences of dissolution, liability for acts done after Dissolution,	Dissolution of the partnership firm.	Do

### Evaluation Scheme:

Student evaluation is based on a series of Tests and Quizzes conducted during the course of the semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	16	12.09.2023	1-10	CB
Test 2	60 Minutes	17	17.10.2023	11- 26	OB
Test 3	60 Minutes	17	21.11.2023	27- 42	CB
Assignments	Continuous	10		**	CB
Comprehensive Exam	3 Hours	40	15.12.2023	1- 42	CB

\*\* To be announced in the class      OB\* = Open Book Exam      CB = Closed Book Exam

**Make-up Policy:** Makeup will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is a must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Date: 01/08/2023**

**Dr.PYALI CHATTERJEE**  
**Instructor-in-charge**

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
MG241	Organizational Behavior	3	0	3

**Instructor-in-charge: Dr.R VIJAYA LAXMI**

### Learning Outcomes:

The course is the basic module for every student before entering the corporate world. It gives an enriching experience with the help of the management behavioral techniques and activities

Text Book T	Organizational Behavior , ICFAI Publication
Reference book(s) R1	Organizational Behavior 10e, Stephen P Robbins/Prentice Hall
Reference book(s) R2	Organizational Behavior, K Aswathappa/ Himalaya Publishing House

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
01-02	To understand the Meaning	History and evaluation of Management Thoughts	1-21(T1)
03-04	To understand human relations	Foundation of Human relations and Organizational Behavior	22-42(T1)
04-06	To learn different Individual behavior organizations	Individual behavior in organization	43-53(T1)
07-08	To study the Learning	Learning and Behavior management	54-68(T1)
09-11	To understand the perception	perception	69-92(T1)
12-14	To study the personality	Personality and Attitudes	93-117(T1)
15-16	To study the approaches	Motivation	118-152(T1)
17-18	To understand the Stress	Stress management	153-172(T1)

19-20	To study the Group behavior	Foundations of Group behavior	173-194(T1)
21-22	To understand Work teams	Understanding Work teams	195-213(T1)
23-24	To understand the Power , authority and influence	Power , authority and influence	214-236(T1)
25-27	To study the nature of learning	leadership	237-258(T1)
28-29	To study the management communication	Managing communication	259-279(T1)
30-31	To study the Conflict and collaboration	Conflict and collaboration	280-309(T1)
32-33	To study the learning Structure organizations	Organizational Structure	310-327(T1)
34-35	To study the models Organizational development	Organizational development and change	328-353(T1)
36-37	To study the Quality of work life	Quality of work life- Emerging trends	354-363(T1)
38-40		Revision	

#### Evaluation Scheme:

Student evaluation is based on the series of Tests and Quizzes conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	16	13/9/2023	1-15	CB
Test 2	60 Minutes	17	18/10/2023	16- 25	OB
Test 3	60 Minutes	17	22/11/2023	26- 35	CB
*Presentation/Case Study	20 Minutes each	10	-	**	CB
Comprehensive Exam	3 Hours	40	18/12/2023	1- 35	CB

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Date: 04/08/2023**

**Dr.R VIJAYA LAXMI  
Instructor-in-charge**

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
SS201	Soft Skills I	3	0	3

**Instructor-in-charge: Dr.SHUBHRA TIWARI**

## Learning Outcomes:

After successful completion of the course student will be able to

1. Understand the meaning, concept, importance and types of communication.
2. Learn the usage of effective communication and work as a team.
3. Explore skills and ability to effectively participate in Group discussion and clear interview.
4. Understanding and develop interpersonal and goal setting skills.
5. Understand and develop time management skills.

<b>Text books T1</b>	Soft Skills by Prashant Sharma
<b>Reference Books R1</b>	Books by Dale Carnegie, Geoffrey. A Dudley etc.
<b>Reference Books R2</b>	Business Vocabulary in Use-Bill Mascoll – Cambridge University Press
<b>Reference Books R3</b>	Soft Skills- K.Alex
<b>Reference Books R4</b>	Soft skills lab-Institution Material

## Lecture-wise Plan

Lecture Nos	Learning Objective	Topics to be covered	Reference
1	Understanding verbal & non-verbal comm	Verbal and Non-Verbal Communication Skills: Introduction	R1, R2, R3
2,3	Understanding different communication skills with special focus on listening.	Listening to customers, team members and managers; listening to electronic media; communication with customers.	R1, R2, R3
4	Communication in group	Communication with team members and managers, referencing for verbal communication	R1, R2, R3, PRACTICAL EXAMPLES FROM CONTEMPORARY WORLD

Lecture Nos	Learning Objective	Topics to be covered	Reference
5,6,7,8,9	Career preparation CV, GD& PI	Introduction; SOP; career objective; educational qualification; achievements and interests; Introduction to GD; foundation skills in GD; Introduction to PI; foundation skills in PI.	R1, R2, R3, SAMPLE CVs, SAMPLE INTERVIEWS FROM CORPORATE INDUSTRY
10,11	Executive Skills: Interpersonal skills	Definition; understanding, analysis and response to the needs, requirements and capabilities of people at different levels.	R1, R2, R3, BIOGRAPHIES OF BUSINESS MEN & WOMEN
12	Goal Setting Skills	Introduction; SWOT	R1, R2, R3
13		Students SWOT analysis	
14		relevance of SWOT on goal setting	R1, R2, R3
15		setting career goal	R1, R2, R3, Biographies of achievers
16		action plan	R1, R2, R3
17,		measures to achieve career goal	R1, R2, R3
18,19,		corporate role models	R1, R2, R3 examples from current time.
20, 21		three to five years career roadmap	Students' self-goal setting
22,23		competitive work environment and realization of goals;	R1, R2, R3 examples & case study
24		anticipating challenges and utilizing opportunities	R1, R2, R3 examples & case study
25	Time Management Skills	Understanding the concept & planning,	R1, R2, R3
26,		Scheduling, Prioritizing;	R1, R2, R3
27,28,29		multitasking	R1, R2, R3 & practical
30,31		Corporate Etiquette	R1, R2, R3
32		Customer interaction etiquette	R1, R2, R3 & examples from contemporary time



Lecture Nos	Learning Objective	Topics to be covered	Reference
33,34		office etiquette	R1, R2, R3 & ppt
35,36,37,38		meeting etiquette; ; telephone etiquette; presentation etiquette.	R1, R2, R3 & audio-visual
39,40	Practical presentation	Project Work & Presentation	Practical session

### Classroom Practical

S.No	Name of the Practical
1	Group Discussion & Mock interview
2	Preparation and presentation on subject based and current topic
3	Time management-based activities
4	LSRW based activities

### Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	16	13.09.2023	1-9	CB
Test 2	60 Minutes	17	18.10.2023	10- 24	OB
Test 3	60 Minutes	17	22.11.2023	25- 40	CB
Practical	Throughout the Semester	10	**	---	---
Comprehensive Exam	3 Hours	40	20.12.2023	1- 40	CB

\*\* To be announced in the class

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

Date: 03/08/2023

**Dr.SHUBHRA TIWARI**  
Instructor-in-charge

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
HS305	Current Affairs- Indian (Humanities)	3	0	3

**Instructor-in-charge: Mr.AMBARISH GHOSH**

### Learning Outcomes:

The Objectives of This Paper is to Familiarize the Students India's current affairs

<b>Reference Book</b>	Gk Today <a href="http://www.gktoday.in">http://www.gktoday.in</a>
<b>Reference Book</b>	CG current affairs
<b>Reference Book</b>	Indian Economy Pratiyogita Darpan
<b>Daily New paper &amp; Magazines</b>	Daily New paper & Magazines ( Times of India & Dainik Bhaskar)

### Lecture wise plan

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1-3	GK- India/ current affairs	General Knowledge of India	Pg-213
4-5	GK- India/ current affairs	General Knowledge of India	Pg-234
6-7	GK- Business	General Knowledge of India	Pg-179
8-9	GK- Business	General Knowledge of India	Pg-245
10	Indian Economy	Indian Economy	Pg -125
11	Indian Economy	Indian Economy	Pg- 235
12-13	Indian Economy	Indian Economy	Pg-251
14-15	Indian Economy	Indian Economy	Pg-321
16-18	Indian Economy	Indian Economy	Pg-213-312
19-20	CG- GK	CG- GK	Pg-343-365
21-24	CG- GK	CG- GK	Pg-235-365
25-26	Current Topic presentation	Current Topic presentation	

27-28	Current Topic presentation	Current Topic presentation	
29-31	Sports		Current news paper
31-35	Entertainment	Current Topic presentation	Newspaper
36-38	Presentation	Presentation	Magazine
39-40	Revision	Current Topic presentation	

**Evaluation Scheme:**

Student evaluation is based on the series of Tests and Topic presentation/ assignment conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	16	12/9//2023	1-10	CB
Test 2	60 Minutes	17	17/10/2023	11- 20	OB
Test 3	60 Minutes	17	21/11//2023	21- 30	CB
Presentation / assignment	Continuous	10	**	**	
Comprehensive Exam	3 Hours	40	13/12/2023	1- 40	CB

\*\* To be announced in the class      OB\* = Open Book Exam      CB = Closed Book Exam

**Make-up Policy:** Make up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Date: 03/08/2023**

**Mr.AMBARISH GHOSH**  
**Instructor-in-charge**

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
MG301	Business Strategy and Policy	3	0	3

**Instructor-in-charge: Dr.ARCHI DUBEY**

### Learning Outcomes:

After successful completion of the course student will be able to

1. Help students understand the strategy implementation and importance of vision and mission in business
2. Critically analyze the internal and external environments in which businesses operate and assess their significance for strategic planning.
3. Apply understanding for the theories, concepts and tools that support strategic management in organizations.

Text Book T1	Business Policy and Strategic Management, Azhar Kazmi, Sec Edition, Tata Mc Graw Hill Publishing Company Ltd, 2006.
Reference book(s) R2	Strategic Management Concept and Cases, Fred R David, Pearson Education Publishing Inc. 13 <sup>th</sup> Edition, New Jersey, 2009
Reference Material RM1	<a href="https://ebooks.lpude.in/commerce/mcom/term_4/DCOM506_DMGT502_STRATEGIC_MANAGEMENT.pdf">https://ebooks.lpude.in/commerce/mcom/term_4/DCOM506_DMGT502_STRATEGIC_MANAGEMENT.pdf</a>

### Lecture wise plan

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1-3	Fundamentals of Strategic management	Introduction, strategic management process	R1-ch 2, 2.6, R2, ch-1
4-5	vision & mission statements,	vision & mission statements,	R1-ch2, 3.2, 3.3., R2-ch-2
6-8	To learn about environment scanning & analysis	environment scanning & analysis	R1 ch-4, 4.3,4.4
9-10	Industry analysis	Analysis of industry.	R1, ch5-5.3

11-12	To evaluate multinational environment	Evaluation of multinational environment	RM1, Study material and PDF
13-14	To forecast business environment	forecasting business environment	R1 Ch-4 4.4, Study material and PDF
15	To develop public speaking skills	Presentation	-----
16-17	Internal analysis of company.	Internal analysis of company.	RM1, Study material and PDF
18-21	Objectives of companies	Long-term objectives and grand strategies	R1, ch-2, 2.1,2.2
22-23	To develop confidence and insightful towards their career	SWOT Analysis of Students	-----
24-26	To learn analysis of strategies and choice	analysis of strategies and choice	RM1, Study material and PDF, R2-ch-6
27	Operationalizing and implementing strategies.	Operationalizing strategies.	RI Ch-10 10.1, 10.2 , R2-ch-7
28	Operationalizing and implementing strategies	Implementing strategies.	RI Ch-10 10.1, 10.2 , R2-ch-7
29-31	How to Integrate of structure	Integration of structure	RM1, Study material and PDF
32-35	Leadership and culture for institutionalizing strategies	Leadership and culture for institutionalizing strategies	RM1, Study material and PDF
36-37	To develop insight for case study	Case Study	-----

38-40	To understand guiding, strategies	guiding, evaluating and controlling strategies-guiding	R1 Ch-13 13.1, 13. 2, R2-ch-9
41	To understand evaluating strategies	evaluating strategies	R1 Ch-13 13.1, 13. 2, R2-ch-9
42	To understand controlling strategies	controlling strategies	R1 Ch-13 13.1, 13. 2, R2-ch-9

### Evaluation Scheme:

Student evaluation is based on the series of Tests and Quizzes conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	16	11.09.2023	1-10	CB
Test 2	60 Minutes	17	16.10.2023	11- 17	OB
Test 3	60 Minutes	17	20.11.2023	17- 28	CB
Presentation/Case Study	Continuous	10		**	CB
Comprehensive Exam	3 Hours	40	11.12.2023	1- 42	CB

\*\* To be announced in the class      OB\* = Open Book Exam      CB = Closed Book Exam

**Make-up Policy:** Make up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Date: 01/08/2023**

**Dr.ARCHI DUBEY  
Instructor-in-charge**

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
MG311	Project Management	3	0	3

**Instructor-in-charge: Dr.ARCHI DUBEY**

## Learning Outcomes:

After successful completion of the course student will be able to

1. To help students understand the planning process and investment decisions in an organization.
2. To make them understand the feasibility analysis in Project Management and network analysis tools for cost and time estimation.
3. Make them capable to analyze, apply and appreciate contemporary project management tools and methodologies in Indian context.

Reference Book(s) R1	Project Management Dennis Lock/Gower– 2003– 8th Edition
Reference Book(s) R2	Tata McGraw Hill– Prasanna Chandra 5th Edition–2004.
Reference material RM1	<a href="https://www.economicdiscussion.net/management/corporate-planning/corporate-planning/32471">https://www.economicdiscussion.net/management/corporate-planning/corporate-planning/32471</a>
Reference material RM2	<a href="https://www.acowtancy.com/textbook/acca-fm/a2-financial-objectives-and-corporate-strategy/financial-objectives-and-corporate-strategy1/notes">https://www.acowtancy.com/textbook/acca-fm/a2-financial-objectives-and-corporate-strategy/financial-objectives-and-corporate-strategy1/notes</a>
Study materials and PDF	Study material 1, study material 2, study material 3, study material 4 and study material 5

## Lecture wise plan

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1-2	To understand the concept of corporate planning process and investment decisions	Corporate planning process and investment decisions	RM1 Study material 1, PDF
3-4	To learn about the corporate financial objective,	the corporate financial objective,	RM2 Study material 1, PDF

5-6	To know the Attributes of a Project, Project Life Cycle	Attributes of a Project, Project Life Cycle	, R1 ch-1 6(2), 16(2), R2- Ch-5 5.4, Study material 1, PDF
7-8	Process of Project management, Global Project Management	The Project management Process, Global Project Management	R2 Ch-5 5.5, 5.6, Study material 1, PDF
9-10	Management, Benefits of Project Management, Needs	Management, Benefits of Project Management, Needs	R1 ch 1 3(18), Ch-5 , Study material 1, PDF
11-12	How to select a Project, how to prepare project proposal	Project Selection, Preparing a Request for Proposal	R1 ch-3, 72(5), R2 Ch-4 4.1,4.2, Study material 1, PDF
13-14	Time value of money, cost of capital	Time value of money, cost of capital	R2 Ch-7, 10 4.3, 4.4, Study material 2, PDF
15-17	To understand and learn cost benefit analysis,	cost benefit analysis,	R2 Ch-14 4.5, 4.6, Study material 2, PDF
18-19	Insight and concept of ISO 9000:2000 ISO 14000.	ISO 9000:2000 ISO 14000.	R2 Ch-4 4.7, 4.8, Study material 2, PDF
20-22	Evaluation of a project	The required rate of return from projects, capital budgeting evaluation techniques.	R2 Ch-7 7.1, Study material 2, PDF
23-24	Seven Magnificent Quality Tools	Seven Magnificent Quality Tools	R2 Ch-5 7.2, Study material 3, PDF
25-26	Review techniques of a project	Network Techniques (PERT / CPM).	R1 ch -8, 192(4), 208 (1), Study



27-28	To learn about Project risk analysis, Project portfolio risk	Project risk analysis, Project portfolio risk	R2 Ch-12 12..5, Study material 3, PDF
29-30	How to allocate capital,	allocation of limited capital,	R2 Ch-19 8.1,8.2,8.3, Study material 4, PDF
31-32	Planning, Monitoring and Control of project management	Planning, Monitoring and Control of project management	R2 Ch-8 8.4,8.5, Study material 4, PDF
33-34	To understand Project Management Information System.	Project Management Information System.	R2 Ch-8 8.6, Study material 4, PDF
35-37	To learn Project planning & control	Project planning & control	RI Ch-6 157 (120), Study material 5, PDF
38-40	Project Audit, Project Audit Life Cycle	Project Audit, Project Audit Life Cycle	R2 Ch-14 14.4,14.5, Study material 5, PDF
41-42	What is the Responsibilities of Evaluator/ Auditor, Responsibilities of the Project Manager, how the work	Responsibilities of Evaluator/ Auditor, Responsibilities of the Project Manager.	RI Ch-13 13.6,13.9, Study material 5, PDF

### Evaluation Scheme:

Student evaluation is based on the series of Tests and Quizzes conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	16	12.09.2023	1-10	OB
Test 2	60 Minutes	17	17.10.2023	11- 24	CB
Test 3	60 Minutes	17	21.11.2023	25- 42	CB
Presentation/case study	Continuous	10	**	**	CB
Comprehensive Exam	3 Hours	40	13.12.2023	1- 42	CB

\*\* To be announced in the class      OB\* = Open Book Exam      CB = Closed Book Exam

**Make-up Policy:** Make up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Date: 03/08/2023**

**Dr.ARCHI DUBEY  
Instructor-in-charge**

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
MG321	Business Environment	3	0	3

**Instructor-in-charge: Dr.R VIJAYA LAXMI**

## Learning Objective

The Course is intended to discuss the types of environment and explains how they can be applied in various business situations in building successful business situations.

<b>Text Book</b>	<b>Business Environment</b>
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Lecture No.	Learning Objective	Topics to be covered	Reference (Ch./sec/page No of Text Book
1-3	To understand An overview of Business Environment	Business Environment	3-29
4-5	To study the Environmental analysis and forecasting.	Environment Analysis And Forecasting	30-42
6	To understand the Economic environment: nature of the economy;	Economic Environment	43-53
7-8	To study the Political and government	Political And Government Environment	54-78
9-10	To understand Natural and technological environments	Natural, Technological	79-104
11-12	To understand the object and demographic environments	Demographic Environment	105-112
13-14	To study Principles of labour legislation; labour legislation in india;	Labour Legislation	465-472
15-16	To understand the Welfare outside the establishment; social security ;	Labour Welfare And Social Security	473-482
17-19	To understand the Industrial dispute	Industrial Relations	483-498
20-22	To study the Trade unions and its role; objective	Trade unions	499-508

23-25	To study the Workers participation in management	Workers Participation In Management	509-518
26-27	To study Need for exit policy	Exit Policy	519-524
28-29	To understand the Origin and development of quality circle	Quality Circles	525-532
30-32	To study the GATT; objectives; evaluation;	Gatt/ Wto And Global Liberalization	575-599
33-34	To study the Definition and meaning; of MNC's	Multinational Corporations	620-631
35-37	To understand the Globalization of world economy.	Globalization	632-657
38-39	To study the Objectives; holding of foreign exchange etc	Foreign Exchange Management Act	676-682
40	To understand the Social orientations of business	Social Responsibility	147-165

**Evaluation Scheme:**

Student evaluation is based on the series of Tests and Case study Analysis/Presentations conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	16	12.09.2023	1-15	CB
Test 2	60 Minutes	17	17.10.2023	16- 30	OB
Test 3	60 Minutes	17	21.11.2023	31- 41	CB
*Case study Analysis/Presentations	20 Minutes each	10		**	CB
Comprehensive Exam	3 Hours	40	15.12.2023	1- 41	CB

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Date: 01/08/2023**

**Dr.R VIJAYA LAXMI**  
Instructor-in-charge

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
MG331	Sales Management (EI)	3	0	3

**Instructor-in-charge: Dr.W RAMANA RAO**

### Learning Outcomes:

After successful completion of the course student will be able to

1. Understand the study of Sales Management deals with issues related to sales force management and focuses on 'selling' as a tool of Marketing Communication.
2. Understand the study of Channel Management offers an appreciation of logistics of information and goods and exposes students to the types of systems required to optimize organizational efficiency through this function.

<b>Text Book T1</b>	Sales & Distribution Management, The ICFAI University Press
<b>Reference Book(s) R1</b>	Sales Management-Decisions, Strategies and Cases, 5e, Richard R Still, Edward W Cundiff, Norman A P Govoni/ Prentice-Hall,India
<b>Reference Book(s) R2</b>	Sales and Distribution management, Aftab Alam, Wisdom publications Delhi Sales and Distribution -IUP

### Lecture wise plan

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1-5	Introduction to sales management	<b>Unit I-</b> Sales management definition, Nature and role of selling, Objectives of Sales Management, Sales and Marketing management, Environmental changes affecting sales management,	T1 Ch1- Page 4-13
6-10	Sales organization	Sales organization: basis for designing a sales organization; types of organizations.	T1 Ch2- Page 18-31

11-13	<b>Sales functions</b>	<b>Unit II-</b> Role of a sales manager, Responsibilities of a sales manager, Role and responsibility of a sales executive	T1 Ch2- Page 42-54
14-20	Theories of personal selling	Theories of personal selling: buyer seller dyads, sales force strategies AIDAS Theory; Buying Formula Theory of Selling; Behavioral Equational Theory Approaches to personal selling: Stimulus-response approach; Need satisfaction approach; Problem-situation approach.	T1 Ch2- Page 56-80
21-23	<b>Hiring and training sales personnel</b>	<b>Unit III-</b> Recruitment and its importance, Criteria used to select sales personnel, Sales person selection process,	T1 Ch11- Page 188-199
24-30	Importance of sales training	Importance of sales training, Types of sales training: Initial sales training; Follow-up or refresher training; training by manufacturer to distributors sales force; training by manufacturer to the customers. Benefits of sales training.	T1 Ch11- Page 200-210
31-35	<b>Motivating the sales force</b>	<b>Unit IV-</b> Concept of motivation, motivational theories: Maslow's Hierarchy theory; Herzberg's Two Factor Theory; Goal setting theory; expectancy theory.	T1 Ch14- Page 245-250
36-40	Motivation and Productivity	Motivation and productivity of sales force, Effect of personal characteristics on sales force motivation: Competitor; Achiever; Ego driven; service oriented, Ethical and social issues in Sales management.	T1 Ch14- Page251-261

**Evaluation Scheme:**

Student evaluation is based on the series of Tests and Quizzes conducted during the course of semester followed by a comprehensive examination.

<b>Evaluation Component</b>	<b>Duration</b>	<b>Weightage</b>	<b>Date</b>	<b>Syllabus (Lec.No.)</b>	<b>Remarks</b>
Test 1	60 Minutes	16	13.09.2023	1-10	CB
Test 2	60 Minutes	17	18.10.2023	11- 20	OB
Test 3	60 Minutes	17	22.11.2023	1- 30	CB
Assignments	Continuous	10	Continuous	**	CB
Comprehensive Exam	3 Hours	40	18.12.2023	1- 40	CB

\*\* To be announced in the class      OB\* = Open Book Exam      CB = Closed Book Exam

**Make-up Policy:** Make up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Date: 01/08/2023**

**Dr.W RAMANA RAO**  
**Instructor-in-charge**

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
MG341	Advertising & Sales Promotion	3	0	3

**Instructor-in-charge: Dr.SANJAY KUMAR YADAV**

### Learning Outcomes:

This course is designed to familiarize students with the necessary background about marketing, advertising and sales , product lines and new product development, branding, pricing, channels of marketing, marketing promotion

Pedagogy:

The faculty plans to use a combination of lectures, case studies & group assignments to achieve the course objectives.

Text Books	Author/Publication	References
1 Marketing Management	FedUni	T1
Marketing Management: Analysis, Planning Implementation and Control, 11e, (Millennium Edition)	Philip Kotler / Prentice Hall Of India	R2
Services Marketing, 3e	Christopher P Lovelock / Prentice Hall	R2
Brand Positioning: Strategies for competitive advantage	Subroto Sengupta / Tata McGraw Hill	R3
Marketing Management	S.A Sherlekar/ Himalya publishing House, Bombay	R4
Fundamentals of Marketing	William J. Stanton and Charles Futrell / Tata McGraw Hill, New York	R5

### Lecture wise plan

Session	Topics	References
1	Introduction of Advg& sales promotion	R1 ,T1, ,(study material-02)
2	Communication process Introduction, uses and abuses of Advertising Meaning, scope and importance of advertising,.	R2, T1,(study material-02)
3	Advertising and Consumer; Advertising and Society;	R2, T1,(study material-02)
4	Objections leveled against advertising; Is	R1,(study material-02)



5	A wasteful expenditure; Economic objections;	T1,(study material-02)
6	Social objections; Ethical objections	R3, ,(study material-02)
7	Benefit of advertising; -Distinction between advertising & publicity and propaganda; types of advertisement	R2, R4,(study material-02)
8	Advertising and Consumer; Advertising and Society	R2, R3,(study material-02)
9	Typography in advertising	R1, R4,(study material-02)
10	Role and importance of media/advertising agency,	T1,R4,R5,R2,(study material-02)
11	Types of media,	T1,R4,R5,R2,(study material-02)
12	their weaknesses and strengths	T1,R4,R5,R2,(study material-02)
13	a) Media planning	R3,R4,R5,R2,(study material-02)
14	b) Media schedule,	R3,(study material-02) , T1, R2, R1
15	Preparing advertising budget	R3,(study material-02)
16-18	Advertising budget	R3,(study material-02)
19-22	Sales promotion	(study material-02) , T1, R3, R2
23	Types of Sales promotion	(study material-02) , T1, R3, R2, R4,R1
24	Techniques, of Sales promotion	(study material-02)
25	Sales promotion strategy,	(study material-02) , T1, R3, R2
26	Measuring of Sales promotion:.,	(study material-02) ,R2
27	Effectiveness of promotional program,	(study material-02) , T1, R4, R2
28	Regulations of advertising and communication	T1, R2, R1, R4,R5,(study material-02)
29	Extending marketing	(study material-02) , T1, R4, R2, R4,R5
30	Communication to social	(study material-02) , T1, R5, R2
31	Communication,	(study material-02) , R4, R5, R2, R4,R5
32	Personal selling,	(study material-02) , R3, R2, R1
33	International advertising	(study material-02) , T1, R2, R3, R4,R5
34	Interactive advertising,	(study material-02) , T1, R3,

35	Advertising laws	(study material-02) , T1, R2, R3, R4,R5
36	Social value	(study material-02) , T1, R4, R2
37	Ethical value	(study material-02) , T1, R1, R3, R4,R5
38	Moral issues	(study material-02) , T1, R2, R2, R4,R5
39	Social issues	(study material-02)
40	Legal issues	(study material-02) , T1, R2, R2, R4,R5

\* The course instructor might make minor changes in the session plan. In such case, the class will be informed in advance.

### Evaluation Scheme:

Student evaluation is based on the series of Assessment Tests and Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage (%)	Date*	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	16	13.09.2023	1-10	CB
Test 2	60 Minutes	17	18.10.2023	11- 24	OB
Test 3	60 Minutes	17	22.11.2023	25- 35	CB
Presentation	Continuous	10		**	Presentation
Comprehensive Examination	3 Hours	40	20.12.2023	1- 40	CB

\*\* To be announced in the class      OB\* = Open Book Exam      CB = Closed Book Exam\* **The dates mentioned are tentative.**

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Date: 01/08/2023**

**Dr.SANJAY KUMAR YADAV**  
**Instructor-in-charge**

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
INM511	Marketing Management	3	0	3

**Instructor-in-charge: Dr.JAYANT ISAAC**

## Course Objectives:

1. This Introductory course in marketing is designed to help students learn the basic concepts and practices of modern marketing as used in a wide variety of situations in product and service firms, consumer and business markets, profit and non-profit organizations, domestic, global, small and large companies.
2. The focus of this course is to understand marketing and marketing processes, analyzing market opportunity and selecting target markets.

## Pedagogy:

The faculty plans to use a combination of lectures, case studies & group assignments to achieve the course objectives.

Remarks	Text Book	Author/Publication
Text Book T1	Marketing Management	IUP
Reference Book R1	Marketing Management: Analysis, Planning, Implementation & Control	Philip Kotler & Kevein Keller/ Prentice Hall of India
Reference Book R2	Marketing Management Planning, Implementation & Control	V.S Ramasamy & S.Namakumary / McMillan India Ltd
Reference Book R3	Cases In Marketing Management	Luiz Moutinho / Addison Wesley Longman
Reference Book R4	Principles of Marketing	Philip Kotler and Gary Armstrong / Pearson Education
Reference Book R5	Brand Positioning: Strategies for competitive advantage	Subroto Sengupta /Tata McGraw Hill
Reference Book R6	Marketing Management	S.A Sherlekar / Himalya publishing House, Bombay
Reference Book R7	Principles and Practice of Marketing in India	C.B Matoria & R.L Joshi / Kitab Mahal, Allahabad

**Lecture Wise Plan :**

<b>Session</b>	<b>Topics</b>	<b>Reference</b>
01	<b>BUSINESS OF MARKETING MANAGEMENT</b> Introduction Marketing Definition: Concept of Exchange	( Handout- pdf/ Study Material-01)T1&R1
02	Needs and Wants; Evolution of Marketing – Production; Sales; Marketing	T1
03	Societal Marketing: Marketing Myopia – Significance of Marketing	( Handout- pdf/ Study Material-01)T1
04	Marketing Dynamics: Company and Marketer Responses	( Handout- pdf/ Study Material-01)T1,R1,R2
05	Business Components: Stakeholders; Processes; Resources; Organization	( Handout- pdf/ Study Material-01)T1,R1
06	Customer Satisfaction	( Handout- pdf/ Study Material-01) T1,R1
07	Concept of Value – Value Chain; Value Delivery System	T1,R1
08	Value – Cost Balance	( Handout- pdf/ Study Material-01)
09	Attracting and Retaining Customers	( Handout- pdf/ Study Material-01) T1,R1
10	Business Environment of a Firm.	( Handout- pdf/ Study Material-01) T1,R1
11	<b>STRATEGIC PLANNING PROCESS IN MARKETING</b> Introduction, Scope and Importance of Strategic Planning	( Handout- pdf/ Study Material-02) T1,R1
12	Defining Strategic Market Planning – Corporate and Divisional Strategic Planning	T1,R1
13	The BCG Competitive Advantage Matrix	( Handout- pdf/ Study Material-02)
14	General Electric Model; Planning New Businesses and Downsizing	( Handout- pdf/ Study Material-02)
15	Existing Businesses Intensive, Integrative and Diversification Growth;	( Handout- pdf/ Study Material-02) T1,R1
16	Strategic Business Planning: Business Mission	( Handout- pdf/ Study Material-02)
17	SWOT Analysis	( Handout- pdf/ Study Material-02)
18	Marketing Process, Value Delivery Sequence	( Handout- pdf/ Study Material-02)
19	Steps in Planning Process	( Handout- pdf/ Study Material-02)
20	Marketing Plan	( Handout- pdf/ Study Material-02)
21	Understanding consumer buying behaviour Introduction, Factors influencing consumer buying behavior, buying decisions, Buying Roles; Buying Behavior	( Handout- pdf/ Study Material-03) T1,R1

22	Buying Decision Process: Problem Recognition; Information Search; Evaluation of Alternatives – Purchase Decision Post Purchase Behavior; Post Purchase Behavior and Disposal.	( Handout- pdf/ Study Material-03) T1,R1
23	The Concepts of Organizational Buying – Differences Between Organizational Markets and Consumer Markets	( Handout- pdf/ Study Material-03) T1,R1
24	Factors Influencing Organizational Buying: Participants in Organizational Buying; Procurement Process – Stages of Buying.	( Handout- pdf/ Study Material-03)
25	Market segmentation and market targeting Introduction, Need for Segmenting Markets	( Handout- pdf/ Study Material-04) T1,R1
26	Market Segmentation Levels: Segment Marketing; Individual Marketing; Niche Marketing; Local Marketing;	( Handout- pdf/ Study Material-04) T1,R1
27	Selection of Segmentation Variables	( Handout- pdf/ Study Material-04)
28	Criteria for Segmenting Consumer Markets –	( Handout- pdf/ Study Material-04)
29	Criteria for Segmenting Organizational Markets,	( Handout- pdf/ Study Material-04)
30	Target Market Selection Process.	( Handout- pdf/ Study Material-04)
31	Ethical and social dimensions of marketing management Introduction, social impact of marketing, individual Customer; Society	( Handout- pdf/ Study Material-04) T1,R1
32	Financial Tasks; Economic Tasks; Production Tasks	( Handout- pdf/ Study Material-04) T1,R1
33	Maintenance Tasks; Political Tasks and Environmental Tasks;	( Handout- pdf/ Study Material-04)
34	Other Businesses; Social Regulations in Marketing	( Handout- pdf/ Study Material-04) T1,R1
35	Customer Rights: Community relations, Green Marketing.	( Handout- pdf/ Study Material-04) T1,R1
36	Environmentalism; Business Regulations in Marketing:	( Handout- pdf/ Study Material-04) T1,R1
37	Enlightened Marketing, Marketing Ethics	( Handout- pdf/ Study Material-04) T1,R1,R2
38	Corporate Code	( Handout- pdf/ Study Material-04)
39	Principles of Public Policy Towards Marketing.	( Handout- pdf/ Study Material-04)
40	Digital marketing	( Handout- pdf/ Study Material-04) T1,R1

\* The course instructor might make minor changes in the session plan. In such case, the class will be informed in advance.

**Evaluation Scheme:**

Student evaluation is based on the series of Tests and PR/CS/A/Q/GD \* conducted during the course of semester followed by a comprehensive examination.

<b>Evaluation Component</b>	<b>Duration</b>	<b>Weightage</b>	<b>Date**</b>	<b>Syllabus (Lec.No.)</b>	<b>Remarks</b>
Test 1	60 Minutes	17	11/09/2023	1-15	CB
Test 2	60 Minutes	17	16/10/2023	16- 30	OB
Test 3	60 Minutes	16	20/11/2023	31- 40	CB
*PR/CS/A/Q/GD	Ongoing	10	**	**	CB
Comprehensive Exam	3 Hours	40	08/12/2023	1- 40	CB

\*PR- Presentation / CS-Case Study / A- Assignment / Q- Quiz / GD- Group Discussion

\*\*The examination dates are Tentative subject to change with prior notice.

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Date: 01/08/2023**

**Dr.JAYANT ISAAC  
Instructor-in-charge**

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
INM541	Organizational Behavior	3	0	3

**Instructor-in-charge: Dr.RUCHI GUPTA**

### Learning Outcomes:

After successful completion of the course, students will be able to know

1. It gives an enriching experience with the help of management behavioral techniques and activities
2. Exercise the different models of OB.
3. Will learn about the various stages of personality development.
4. Will learn about the concepts of motivation and group dynamics.
5. Get knowledge about conflict management

Text Book T1	Organizational Behavior	Shashi K. Gupta/ Kalyani Publication House
Reference Books R1	Organizational Behavior	ICFAI Center for Management Research
Reference Book R2	Organizational Behavior 10e	Stephen P Robbins/Prentice Hall
Reference Book R3	Organizational Behavior	K Aswathappa/ Himalaya Publishing House
Website	<a href="http://www.slideshare.com">www.slideshare.com</a> , <a href="https://www.iedunote.com/path-goal-theory">https://www.iedunote.com/path-goal-theory</a> .	

### Lecture wise Plan\*:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
01	Organizational Behaviour	Introduction to Organizational Behavior. What is an organization? Management functions	T1, R1,R2, R3 <a href="http://www.slideshare.com">www.slideshare.com</a>
02	Organizational Behaviour	Roles, Definition of Organizational Behaviour.	T1,R1,R2, R3
03	Nature and historical background	Nature of organizational behavior, Historical background of OB-Scientific	T1,R1,R2,R3 <a href="http://www.slideshare.com">www.slideshare.com</a>

<b>Lecture Nos.</b>	<b>Learning Objective</b>	<b>Topics to be covered</b>	<b>Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)</b>
04	Theories	Fayol's, Administrative management,	T1,R1,R2, R3
05	Theories	Bureaucracy	T1,R1,R2, R3
06	Theories	Hawthorne experiments and human relations	T1,R1,R2
07	Different Approaches	Social systems approach, Human Behavior approach	T1,R1,R2
08	Approaches	Systems and contingency approach.	T1,R1,R2
09	Models in OB	Autocratic, Custodial, Supportive, Collegial	T1,R1,R2
10	Case Study		T1,R1,R2
11	Personality Introduction	Definition and meaning	T1,R1,R2
12	Personality Introduction	Personality Characteristics in Organization	T1,R1,R2
13	Personality Development	Meaning.	T1,R1,R2 www.slideshare.com
14	Development of personality	Various stages	T1,R1,R2
15	Types of personality	Types of Personality	T1,R1,R2
16	Personality	Determinants of Personality	T1,R1,R2
17	Attitude	Introduction and Definition	T1,R1,R2
18	Attitude	Components	T1,R1,R2
19	Attitude	Factors in Attitude formation	T1,R1,R2
20	Attitude	Attitude associated with job satisfaction, organizational commitment	T1,R1,R2
21	Motivation & Group dynamics	Introduction , concept of motivation, motive, classification of motive	T1,R1,R2



Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
22	Motivating and Motivation (according to McFarland)	Introduction and Definition	T1,R1,R2
23	Theories of Motivation and basic assumptions	Theories of Motivation and basic assumptions	T1,R1,R2
24	Theories	Frederick Hertzberg's motivation-hygiene theory.	T1,R1,R2
25	Theories	Motivational & Hygiene Factors according to Herzberg	T1,R1,R2
26	Morale-nature	importance and indicators of morale, relationship between morale and productivity.	T1,R1,R2
27	Group dynamics	Introduction, What is a group? , Concept of group dynamics	T1,R1,R2
28	Groups	What makes people join groups	T1,R1,R2
29	Group Vs Teams	Different types of groups, Theories of group formation- Propinquity theory, Homans interaction theory, balance theory and exchange theory	T1,R1,R2
30	Formal and Informal groups	Characteristics of formal organization, Individual versus group decision-making	T1,R1,R2
31	Team	Importance, types of teams, team effectiveness model, homogeneous and heterogeneous teams	T1,R1,R2
32	Stages of team development	Causes of team cohesiveness, Effective teamwork through trust, and cohesiveness. High-performance team.	T1,R1,R2
33	Leadership and Conflict management	Definition of leadership, the distinction between leaders and manager	T1,R1,R2 www.slideshare.com
34	Leadership styles	Theories of leadership styles- Power orientation.	T1,R1,R2
35	Leadership	Leadership as a continuum, Likert's management system	T1,R1,R2 www.slideshare.com
36	Managerial grid	Path-Goal leadership model. Charismatic Leaders, the concept of leadership 360.	T1,R1,R2, <a href="https://www.iedunote.com/path-goal-theory">https://www.iedunote.com/path-goal-theory</a> ,

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
			<a href="https://www.edapp.com/blog/path-goal-theory-in-online-leadership-training/#:~:text=The%20path%2Dgoal%20theory%20">https://www.edapp.com/blog/path-goal-theory-in-online-leadership-training/#:~:text=The%20path%2Dgoal%20theory%</a>
37	Conflict management	Causes and concept of conflict management	T1, R1, R2
38	Types of Conflict	Relationship conflict, data conflict, interest conflict, structural conflict, and value conflict. Case Study	T1
39	Stages of a conflict episode	latent, perceived, felt, manifest, conflict aftermath.	T1
40	Conflict resolution	Problem-solving, avoiding, smoothing, compromise, confrontation.	www.slideshare.com

### Evaluation Scheme:

Student evaluation is based on the series of Tests and Quizzes conducted during the course of the Semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	16	11.09.2023	1 to 10	CB
Test 2	60 Minutes	17	16.10.2023	11 to 20	OB
Test 3	60 Minutes	17	20.11.2023	21-40	CB
Lab/Project/Case study/Presentation/Fieldwork/GD	20 Minutes each	10		**	
Comprehensive Exam	3 Hours	40	11.12.2023	1-40	CB

\*\* To be announced in the class

OB\* = Open Book Exam

CB = Closed Book Exam

**Make-up Policy:** Make-up will be given only under genuine circumstances for Tests Only. However, prior and proper intimation to the competent authority is required.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc. The student is required to refer the books and journals in the library and attend all presentation sessions and submit assignments to enhance the subject knowledge.

**Date: 03/08/2023**

**Dr.RUCHI GUPTA  
Instructor-in-charge**

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
INM542	Human Resource Management	3	0	3

**Instructor-in-charge: Dr.JAYANT ISAAC**

1. To enable the students to understand the Human Resource Management(HRM) and system at various levels in general and in certain specific industries aor organizations.
2. To help the students focus on and analyze the issues and strategies required to select and develop manpower resources.
3. To develop revelent skills necessary for application in HR and related issues.
4. To enable students to integrate the understanding of various HR concepts along with the domain concept in order to take corrective business decisions.

## Pedagogy:

The faculty plans to use a combination of lectures, case studies & group assignments to achieve the course objectives.

Text Book T1	Human Resource Management	IUP
R1	Human Resource Management	VSP Rao
R2	Human Resource Management	Garry Dessler
R3	Human Resource Management	C.B.Mamoria

## **Lecture Wise Plan :**

Session	Topics	Reference
01	Overview of Human Resource Management: Introduction to HRM	( Handout- pdf/ Study Material-01)T1
02	Importance of HRM, Definition of HRM	( Handout- pdf/ Study Material-01)T1
03	The Three Cs of HRM, HRM Activities ,Role of HR Executives	( Handout- pdf/ Study Material-01)T1
04	Functions of HRM	( Handout- pdf/ Study Material-01)T1

	-Operative Function and Managerial Function	
05	Challenges of HRM, Organizational Chart /Structure of HR Department.	( Handout- pdf/ Study Material-01)T1
06	Man Power Planning- Introduction , Concept of MPP , Need and importance of MPP	( Handout- pdf/ Study Material-01)T1
07	Benefits of MPP, MPP & HRP	( Handout- pdf/ Study Material-01)T1
08	Job Analysis-What is Job?, Concept of Job Analysis	( Handout- pdf/ Study Material-01)T1
09	Process of Job Analysis	( Handout- pdf/ Study Material-01)T1
10	Job Analysis Methods: Observational Method , Individual Interview Method, Group Interview Method	( Handout- pdf/ Study Material-01)T1
11	Job Analysis Methods: Questionnaire Method , Technical Conference method	( Handout- pdf/ Study Material-01)T1
12	Job Analysis Methods: Dairy method, Functional Job Analysis, Positional Analysis questionnaire,Critical Incident Technique.	( Handout- pdf/ Study Material-01)T1
13	The Job Analysis System, Job analysis ina jobless world, Dejobbing- Definition, trends leading to dejobbing,need for dejobbing, how organizations are responding, flat and boundaryless organizations	( Handout- pdf/ Study Material-01)T1
14	Competency based Job analysis, why to use competency analysis ,skills matrix for one job	( Handout- pdf/ Study Material-01)T1
15	Job description : Drafting and maintaining job description, Job Specification –Use of Job analysis	( Handout- pdf/ Study Material-01)T1
16	Steps involved in MPP process, Limitations and barrier of Man Power Planning. Related Case Study	( Handout- pdf/ Study Material-01)T1
17	<i>Case Study discussion on Job Analysis</i>	( Handout- pdf/ Study Material-01)T1
18	Performance Appraisal: Introduction, Concepts	( Handout- pdf/ Study Material-01)T1
19	What is Appraisal ? , Objectives of Performance Appraisal,	( Handout- pdf/ Study Material-01)T1
20	Different methods of Performance Appraisal, Rating Errors	( Handout- pdf/ Study Material-01)T1
21	Training and Development - Training Process and Methodology -	( Handout- pdf/ Study Material-01)T1
22	Need and objectives - Training Procedure - Methods of Training - Tools and Aids-	( Handout- pdf/ Study Material-01)T1
23	Evaluation of Training Programs – Career Planning	( Handout- pdf/ Study Material-01)T1

24	Retirement / Separation - Kinds of Retirement - Resignation, Discharge, Dismissal,	( Handout- pdf/ Study Material-01)T1
25	Suspension, Retirement, Layoff, Voluntary Retirement / Separation Schemes, Golden handshake	( Handout- pdf/ Study Material-01)T1
26	Managerial effectiveness through - Kaizen - Quality Circles - Time Management, TQM	( Handout- pdf/ Study Material-01)T1
27	Industrial Relations – Grievance Procedure- Collective bargaining- settlement of disputes	( Handout- pdf/ Study Material-01)T1
28	Concept of Wage and salary administration-Purpose, concepts of different wages, basic wage plans, Variable compensation	( Handout- pdf/ Study Material-01)T1
29	Executive compensation, concept of rewards, non monetary benefits, guidelines of effective incentive plans. Employee benefits	( Handout- pdf/ Study Material-01)T1
30	Occupational Safety & health, provision to prevent accidents in workplace	( Handout- pdf/ Study Material-01)T1
31	Stress and its consequences in employee performance, definition and concept of discipline,	( Handout- pdf/ Study Material-01)T1
32	Types of disciplinary action conflict resolution	( Handout- pdf/ Study Material-01)T1
33	Definition and concepts of trade unions,	( Handout- pdf/ Study Material-01)T1
34	Characteristics of trade unions	( Handout- pdf/ Study Material-01)T1
35	Functions of trade unions, types of trade unions	( Handout- pdf/ Study Material-01)T1
36	Case study	( Handout- pdf/ Study Material-01)T1
37	Classification of unions according to membership structure , Method adopted by trade union	( Handout- pdf/ Study Material-01)T1
38	Issues of trade union	( Handout- pdf/ Study Material-01)T1
39	Quality of Work Life (QWL), Methods to improve QWL	( Handout- pdf/ Study Material-01)T1
40	Benefits of QWL, Challenges in implementing QWL programs.	( Handout- pdf/ Study Material-01)T1

\* The course instructor might make minor changes in the session plan. In such case, the class will be informed in advance.

### **Evaluation Scheme:**

Student evaluation is based on the series of Tests and PR/CS/A/Q/GD \* conducted during the course of semester followed by a comprehensive examination.

<b>Evaluation Component</b>	<b>Duration</b>	<b>Weightage</b>	<b>Date**</b>	<b>Syllabus (Lec.No.)</b>	<b>Remarks</b>
Test 1	60 Minutes	17	12/09/2023	1-15	CB
Test 2	60 Minutes	17	17/10/2023	16- 30	OB
Test 3	60 Minutes	16	21/11/2023	31- 40	CB
*PR/CS/A/Q/GD	Ongoing	10	**	**	CB
Comprehensive Exam	3 Hours	40	13/12/2023	1- 40	CB

\*PR- Presentation / CS-Case Study / A- Assignment / Q- Quiz / GD- Group Discussion

\*\*The examination dates are Tentative subject to change with prior notice.

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Date: 01/08/2023**

**Dr.JAYANT ISAAC  
Instructor-in-charge**

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
<b>INM551</b>	<b>Managerial Economics</b>	<b>3</b>	<b>0</b>	<b>3</b>

**Instructor-in-charge: Dr.W RAMANA RAO**

**Learning Outcomes:**

After successful completion of the course student will be able to

1. The course aims at providing basic theories and tools of analysis and develops an understanding of the behavior of various economic agents (individuals and firms).
2. The course also provides an appreciation and application of various microeconomic theories, in different situations.

Text Book T1	Microeconomics, FedUni
Reference Book(s) R1	Managerial Economics, Mark Hirschey, 10e, Thomson
Reference Book(s) R2	Introduction to economics, FedUni

**Lecture wise plan:**

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1-2	<b>Unit I-</b> Introduction to Managerial Economics	Concept of Economics, Economic Rationality, Alternative economic systems, Economic role of government, Marginalism, opportunity cost. General Equilibrium.	T1 Ch1- Page 2
3-4	Introduction to Managerial Economics	Nature & scope of managerial economics.	T1 Ch1- Page3-10
5	Introduction to Managerial Economics	Significance of managerial economics, Role and responsibility of managerial economists.	R1 Ch1- Page-1-19
6-7	<b>Unit II-</b> Utility Analysis	Concept of Utility, Measurement of utility, Law of diminishing marginal utility.	T1- Ch3- Page 70-76
08-09	Consumer Equilibrium	Indifference curve analysis	T1-Ch3- Page 87-91
11-13	Budget line	Budget line and consumer surplus	T1-Ch3- Page 92-95



14	<b>Unit III-Demand Analysis</b>	Law of Demand, Factors affecting demand	T1-Ch2- Page 12-17 R1- Page 98-140
15-16	Elasticity	Elasticity of demand, Techniques of forecasting demand - Survey and statistical methods.	T1-Ch2- Page 18-43 R1- Page 143-226
17-18	Production Analysis	Production function with one variable or law of variable proportions,	T1-Ch4- Page 108-112, R1- Page 232-277
19	Production fn two variables	Production function with two variables or isoquant,	T1-Ch4- Page 113-122
20	Returns to scale	Production function with all variables or Returns to scale	T1-Ch4- Page 117-120
21-22	Supply analysis	Law of supply and classification of cost	T1-Ch2- Page 44-49 Ch5-140-143
23-24	Numerical on Elasticity	Practical problems.	T1-Ch2- Page 18-41
25-26	<b>Unit IV-Market Structure I- Perfect competition</b>	Perfect Competition	R2- Ch4- Page 66-67
27-28	Market Structure II- Monopoly	Monopoly	R2- Ch4- Page 68
29-30	Market Structure III- Monopolistic Competition	Monopolistic Competition	R2- Ch4- Page 69-70
31-32	Market Structure IV- Oligopoly	Oligopoly	R2- Ch4- Page 69-73
33-35	<b>Unit V-Profit Management</b>	Concept nature and measurement of profit, Theories of profit	R2- Ch7- Page 121-124
36-38	Choice under uncertainty	Risk and uncertainty	R2- Ch5- Page 89-95
39-40	Business Cycles	Causes and control	R2- Ch6- Page 97-104

### Evaluation Scheme:

Student evaluation is based on the series of Tests and Quizzes conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	16	12.09.2023	1-5	CB
Test 2	60 Minutes	17	17.10.2023	06- 13	OB
Test 3	60 Minutes	17	21.11.2023	1- 24	CB
Quiz/Assignment	Continuous	10	Continuous	**	CB
Comprehensive Exam	3 Hours	40	15.12.2023	1- 40	CB

\*\* To be announced in the class

OB\* = Open Book Exam

CB = Closed Book Exam

**Make-up Policy:** Make up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Date: 01/08/2023**

**Dr.W RAMANA RAO**  
**Instructor-in-charge**

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
INM521	Quantitative Methods	3	0	3

**Instructor-in-charge: Mrs.SNEHAL YADAV**

### Learning Outcomes:

The learning objectives of this course: The course provides the important concepts of the Quantitative Methods and an introduction to the use of various Quantitative/Mathematical tools / techniques for analyzing business situations and making business decisions.

<b>Text Book T1</b>	Quantitative Methods, FedUni
<b>Reference Book(s) R1</b>	Quantitative Methods for Business, David R Anderson, Dennis J Sweeny and Thomas A Williams Thomsan Learning, New Delhi.
<b>Reference Book(s) R2</b>	Foundation of Mathematical Statistics, S C Gupta and V K Kapoor / S Chand Publications.

### Lecture wise plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1-5	To understand the basics of Statistics	Introduction to Quantitative techniques, Concept, significance and limitations, collection of primary and secondary data, classification and tabulation.	Notes PDF
6-10	To learn the concepts of Statistics	Frequency distributions and their graphical representation, Measures of central tendency, Measures of dispersion, Measures of skewness and kurtosis.	Notes PDF
11-16	To learn the concepts of Bivariate analysis	Regression Analysis Index numbers, time series-its components and their determination	Notes PDF
17-21	To learn the concepts of Probability	Definition, additive and Multiplicative Rules, Conditional Probability, Bayes Theorem,	Notes PDF

22-26	To understand Probability	Probability Distribution: Binomial Poisson, Normal, Law of Large numbers and central limit theorem	Notes PDF
27-33	To understand concept of introduction to Matrix and set theory	Matrix Operations, ad joint and inverse of matrix, salutation of simultaneous linear equations with matrix method. Types of sets, Operations on sets, Venn diagrams.	Notes PDF
34-40	To learn the concepts of Introduction to Calculus	Limits, Functions, Differentiation, Problems of Maxima, and Minima. And Simple integration (Problems related to only Algebraic functions)	Notes PDF

### Evaluation Scheme:

Student evaluation is based on the series of Tests and Quizzes conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec. No.)	Remarks
Test 1	60 Minutes	16	13/09/2023	1-15	CB
Test 2	60 Minutes	17	18/10/2023	16- 28	OB
Test 3	60 Minutes	17	22/11/2023	29- 40	CB
Quizzes (2)	20 Minutes each	10	**	**	CB
Comprehensive Exam	3 Hours	40	18/12/2023	1- 40	CB

\*\* To be announced in the class

**Make-up Policy:** Make up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Date: 01/08/2023**

**Mrs.SNEHAL YADAV  
Instructor-in-charge**

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
INM561	Information Systems for Managers	3	0	3

**Instructor-in-charge: Mrs.SNEHAL YADAV**

## Learning Outcomes:

The learning objectives of this course are to:

1. The course provides the important concepts and practices of information system and related technologies like Database and Computer Networks. The course also provides practical skills that are required for Managers in handling day-to-day activities.

<b>Text Book T1</b>	IT for Managers Supplementary Material for Exercises, FedUni
<b>Text Book T2</b>	Introduction to Information systems, 8e, James O' Brien/ Galgotia
<b>Reference Book(s) R1</b>	MIS: Managing Information Technology in the Networked Enterprise, James A O' Brien/PHI
<b>Reference Book(s) R2</b>	Database System Concepts, 5e, Silberschatz, Korth, Sudarshan/ Mc-Graw Hill

## Lecture wise plan :

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1-5	To understand the basics of Information System	Introduction, Data vs. Information, Open System vs. Closed System, Classification of IS in Organization, Information Quality Attributes.	T2, Ch-1, Section 1-2 2-42
6-10	To learn the concepts of Database Management	DBMS, Advantages and Disadvantages of DBMS, Data Models, Entity, Attributes, Relationship, Keys, E-R Model, Normalization.	T2, Ch-5, Section 1-2 169-205
11-15	To learn the concepts of Developing Microsoft Access Database	Starting Microsoft Access, Tables, Relationships, Queries.	T2, Ch-5, Section 1 177-200

16-20	To learn the concepts of Information System Development	Introduction, Definition of System, System Development Approaches, System Development Life Cycle (SDLC), Systems Prototype Method, RAD, Requirement Analysis Process-Requirements Definition and Gathering.	T2, Ch-10, Section 1 405-423
21-23	To understand concept of Organizational Systems	Decision Making, Types of Decision, Stages of the Decision Processes, Decision- Levels.	T2, Ch-9, Section 1-2 349-403
24-28	To understand concept of Categories of Information System	Transaction Processing System (TPS), Management Information System (MIS). Executive Information System (EIS), Decision Support System (DSS), Expert System (ES), Scope of Information System, Office Automation System (OAS).	T2, Ch-9, Section 1-2 349-403
29-34	To learn the concepts of Information Systems in Functional Areas	Enterprise Resource Planning, SAP AG, ORACLE Application 11i, Customer Relationship Management, Supply Chain Management.	T2, Ch-7, Section 1-2 259-308
35-40	To understand concept of Computer Communication Networks	Telecommunication and Computer Networks, Interpersonal Communication Applications, Computer Networks, Types of Networks, Communication Media.	T2, Ch-6, Section 1-2 207-255

### Evaluation Scheme:

Student evaluation is based on the series of Tests and Quizzes conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	16	13/09/2023	1-15	CB
Test 2	60 Minutes	17	18/10/2023	16- 28	OB
Test 3	60 Minutes	17	22/11/2023	29- 40	CB
Quizzes (2)	20 Minutes each	10	**	**	CB
Comprehensive Exam	3 Hours	40	20/12/2022	1- 40	CB

\*\* To be announced in the class

**Make-up Policy:** Make up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Date: 01/08/2023**

**Mrs.SNEHAL YADAV**  
**Instructor-in-charge**

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
INM571	Accounting for Manager	3	0	3

**Instructor-in-charge: Dr.ABHA SHUKLA**

### Learning Outcomes:

After successful completion of the course student will be able to

1. To provide Financial information that is useful to existing and potential investors and other creditors.
- 2 Identify opportunities to maximize the profit
- 3.Filing tax returns

<b>Text Book T</b>	Accounting For Managers, The ICFAI University, Hyderabad
<b>Text Book T</b>	Dr. Karim, Khanuja & Mehta FINANCIAL ACCOUNTING Sanjay Sahitya bhawan
<b>Reference Book(s) R1</b>	Dr.S.M.Shukla“Financial Accounting” Sahitya bhawan publication Agra
<b>Reference Book(s) R2</b>	Charles T. Horngren, Introduction to financial accounting
<b>R3</b>	John A. Ellitt, Introduction to Financial Accounting

### Lecture-wise plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
1-5	Accounting : An Introduction	Meaning, classification, Needs Objectives, Branches of accountings, special terminology , Basic Concept and principles,	T 1-20
6-8	Accounting Standards	Concepts, International accounting standards board, AS At India Level, List of accounting standards of India	T 22-40
9-12	Accounting Trancations	Introduction, concept of Debit & Credit, Journal , ledger ,Sub Division of ledger	T 82-100



13-15	Trial balance	Concept and methods of preparing trial balance, Practical questions of Trial Balance	T 109-124
19-25	Final Accounts	Concepts of trading , profit and loss accounts & Balance-sheet, Adjustments Entries, Practical Questions of Final accounts	T-142-165
26-32	Statutory Audit and Annual reports	Persons Responsible for keeping proper books of accounts, Appointment of Auditors	T 230-250
33-35	Cash Flow Statement	Meaning of cash flow statement, Operational, Financial and & Investing Activities	T 253-280
36-40	Cost Accounting and cost concepts	Introduction Meaning, definition of cost accounting System	T 303-320
41-42	Cost-volume-Profit Analysis	Concepts of Marginal Costing	T- 323-355

Student evaluation is based on the series of Tests and Quizzes conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	16	14/09/2023	1-15	CB
Test 2	60 Minutes	17	19/10/2023	16- 30	OB
Test 3	60 Minutes	17	23/11/2023	31- 42	CB
Quizzes (2)	20 Minutes each	10		**	
Comprehensive Exam	3 Hours	40	22/12/2023	1- 42	CB

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Date: 03/08/2023**

**Dr.ABHA SHUKLA**  
**Instructor-in-charge**

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
INM581	Business Communication	3	0	3

**Instructor-in-charge: Dr.R VIJAYA LAKSHMI**

## Learning Outcomes:

After successful completion of the course student will be able to

1. The objective of this course is to enhance the student's business communication skills, which include business reports, presentations, telephone and e-mail etiquette, CVs and applications, memorandum, business claims, business proposals, agenda and minutes of meeting.

Text Book T	Business Communication N.Gupta and P.Mahajan - Sahitya Bhawan publication
Reference Book(s) R1	Business Vocabulary in Use, Bill Mascull – Cambridge University Press
Reference Book(s) R2	Business Communication, Kitty O Locker, Stephen Kyo-Tata McGraw-Hill Publishing Company Ltd.

## Lecture Wise Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
1-2	Understand the importance of communication	Introduction: Communication- Definition. Nature, objectives, Importance to Managers, <a href="https://aqilkhans.files.wordpress.com/2011/10/business-communication.pdf">https://aqilkhans.files.wordpress.com/2011/10/business-communication.pdf</a>	1-23(T1)
2-3	To learn different channels of communication	Channels of communication	24-48(T1)
4	Understand the differences between types of communication	Formal and informal communication	49-54(T1)
5-6	Understand the types of Ego states	Interpersonal behaviour -Transactional analysis	55-62(T1)

7	To learn importance of Non-verbal communication	Non -verbal communication	63-72(T1)
8	Learn different barriers to communication	Barriers to communication	73-82(T1)
9-10	To Understand the 7'C of communication	Principle of effective communication and audience analysis	83-89(T1)
11-12	Accumulate the listening skills	Listening skills or effective listening	90-99(T1)
13-14	Understand the importance of SWOT analysis	Swot analysis and Self Development	100-108(T1)
15-16	To learn positive personal attitudes	Development of positive personal attitudes	109-113(T1)
17-18	Learn corporate communication in business context	Whole communication and corporate communication	114-118(T1)
19-20	Learn Speech or oral presentation	Speech or oral presentation	119-130(T1)
21-22	Improve the interview skills	interview	131-148(T1)
23-24	Improve the Group discussion skills	Group discussion	149-152(T1)
25-26	Improve the Conference and seminar participation skills	Conference and seminar	153-159(T1)
27-28	Improve the Written communication	Written communication	160-163(T1)
29-30	Learn Dictation ,reading , effective writing skills	Dictation ,reading , effective writing skills, Letter of complaint	164-174(T1)
31-32	Learn how to write Business letter	Business letter writing, Report writing ,Modern techniques of communication, International communication	175-186(T1)
33-34	Learn how to write Business letter	Letter regarding enquiries, quotations , and orders	187-197(T1)
35-36	Learn how to write Business letter	Letters regarding trade references , Agency letters	198-202(T1)

**Evaluation Scheme:**

Student evaluation is based on the series of Tests and Quizzes conducted during the course of semester followed by a comprehensive examination.

<b>Evaluation Component</b>	<b>Duration</b>	<b>Weightage</b>	<b>Date</b>	<b>Syllabus (Lec.No.)</b>	<b>Remarks</b>
Test 1	60 Minutes	16	14.09.2023	1-15	CB
Test 2	60 Minutes	17	19.10.2023	16- 25	OB
Test 3	60 Minutes	17	23.11.2023	26- 35	CB
*PI/GD	20 Minutes each	10	-	**	CB
Comprehensive Exam	3 Hours	40	26.12.2023	1- 35	CB

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

\*

**Date: 03/08/2023**

**Dr.R VIJAYA LAKSHMI**  
**Instructor-in-charge**

## The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
<b>INM611</b>	<b>Management Control Systems</b>	<b>3</b>	<b>0</b>	<b>3</b>

**Instructor-in-charge: Mr.AMBARISH GHOSH**

**Learning Outcomes:**

The objective of the course is to give students a broad understanding of the control process, management control systems, and their applications to different contexts and in different functional areas.

Reference Book	Anthony, Robert N and Vijay Govindarajan, 12e/ Tata McGraw Hill, 2007.
Modern Management Control Systems – Text and Cases	Merchant, Kenneth A. Delhi: Pearson Education (Singapore) Pte. Ltd/ Indian Branch, 2002.
Management Control Systems - Using Adaptive Systems to Attain Control	Maciariello, Joseph A. and Calvin J. Kirby. Second ed. New Delhi/ Prentice Hall India, 2000.
Management Information Systems	Post, Gerald V and David L. Anderson/ Tata McGraw Hill, 1998
Management Control Systems- Text and Cases	Robert N Anthony & John Deardon/Irwin Inc.
Management Control Systems- Text and Cases	Subash Sharma / TMH

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1-4	Fundamentals of Management Control	Management Control-An Overview; Objectives of Management Control; Schemes for Classifying Management Controls; Factors Influencing Management Control, Importance	Page no 1-29
5-8	Design of Organization Structure and Control Systems	: Organization Structure; Responsibility Structure; Designing Control Systems	Page no 30-111

9-10	Management Control of International Businesses	Management Control of International Businesses	Page no 125-138
11-12	Management Control of Non-Profit Organizations; Control Systems for Empowerment, Innovation, and Creativity	Management Control of Non-Profit Organizations; Control Systems for Empowerment, Innovation, and Creativity	Page no 205-255
13-18		Presentation	
19-22	Strategic Performance Control:	Strategy and Control;	Page : 152-369
23-25	Strategic Performance Control:	Information Technology and Systems for Strategic Control; The Balanced Scorecard	Page : 379-392
26-28	Business Ethics and Management Control:	Ethical Behavior in Organization; Management Control and Ethical issues in Different Functions; Regulating Ethical Conduct Financial Control of the Enterprise: Introduction to Financial Controls; Tools of Financial Control; Controlling Assets Employed in the Business; Financial Information Systems and Control	Page no 178-225
29-30	Strategic Performance Control:	<b>Marketing Control:</b> Types of Marketing Controls; Marketing Audit; Sales Control; Distribution Control; Marketing Communications Control; Marketing Control in Branding; Information Systems for Marketing Control	Page no 278-333
31-34	Management Control of Production and Operations-I:	: Control of Production and Operations-an Overview; Production Controls; Operations Controls; Supply Chain Management; Information Systems in Production and Operations Management	Page no 405-435

35-38	Management Control of Service Operations	Characteristics of Services; Generic Techniques for Control of Services; Classification of Service Organizations; Control of Different Categories of Service Organizations	Page no 436-449
38-40	Revision		

**Evaluation Scheme:**

Student evaluation is based on the series of Tests and case study / Presentation/ Assignment conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	16	11/09/2023	1-10	CB
Test 2	60 Minutes	17	16/09/2023	11- 20	OB
Test 3	60 Minutes	17	20/11/2023	21- 30	CB
Presentation / case study	Continuous	10	**	**	
Comprehensive Exam	3 Hours	40	08/12/2023	1- 40	CB

\*\* To be announced in the class      OB\* = Open Book Exam      CB = Closed Book Exam

**Make-up Policy:** Make up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Date: 03/08/2023**

**Mr.AMBARISH GHOSH**  
**Instructor-in-charge**

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
<b>INM621</b>	<b>Business Strategy</b>	<b>3</b>	<b>0</b>	<b>3</b>

**Instructor-in-charge: Dr.SHWETA DEWANGAN**

**Learning Outcomes:**

1. Critically analyze businesses' internal and external environments and assess their significance for strategic planning.
2. Apply an understanding of the theories, concepts, and tools that support strategic management in organizations.
3. Build an understanding of the nature and dynamics of strategy formulation and implementation processes at the corporate and business level.
4. Enhanced ability to identify strategic issues and design appropriate courses of action.

Text Book T1	Business policy and strategic management, Azhar Kazmi, Tata McGraw-Hill Publishing
Text Book T2	Business policy and strategic management, P. Subba Rao, Himalaya Publishing House
Reference book(s) R1	Business policy and strategic management concept & application, Vipin Gupta, Kamala Gollakota, R. Srinivasan, PHI publication

**Lecture-wise plan:**

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
1-2	Introduction to strategic management	Evolution and components of strategic management- <b>Unit 1</b>	T1 & T2
3-4	Strategic planning	Levels of strategic planning	T1 & T2
5-6	Strategic decision	Making strategic decision	T1 & T2
7-8	Strategic management process	Process of strategic management- <b>Unit 2</b>	T1 & T2
9-10	Strategic management model	Limitation of strategic management model	T1 & T2
11-12	Company Mission	Mission, vision, formulating a mission statement	T1 & T2
13-15	Analyzing the business environment	External environment, industry level analysis- <b>Unit 3</b>	T1, T2 & R1
16-17	Analysis of firm	Internal analysis of the firm	T1 & T2
18-19	Vulnerability analysis	Strategic analysis	T1 & T2



20-21	Planning grid	The GE Nine planning grid	T1 & T2
22-23	Analysis	SWOT analysis	T1 & T2
24-25	Generic competitive strategy	Cost leadership, differentiation <b>Unit 4</b>	T1 & T2
26-27	Focus	Other strategic issues	T1 & T2
28-29	Competitive strategies	Different types of industry-formulating strategies is an emerging industry	T1 & T2
30-31	Industries	Maturing and declining industries	T1 & T2
32-33	Gaining and sustaining competitive advantage	Define value chain, the competitive scope of the value chain <b>Unit 5</b>	T1 & T2
34-35	Value chain and buyer value	Competitive scope and value chain	T1 & T2
36-40	Organizational structure	Intellectual property as the competitive advantage	T1 & T2

#### Evaluation Scheme:

Student evaluation is based on the series of Tests and Quizzes conducted during the course of semester, followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	16	11.09.2023	1-10	CB
Test 2	60 Minutes	17	16.10.2023	11-25	OB
Test 3	60 Minutes	17	20.11.2023	26-34	CB
Quiz (1) Assignment	20 Minutes each	10		**	CB
Comprehensive Exam	3 Hours	40	11.12.2023	1- 40	CB

\*\* To be announced in the class      OB\* = Open Book Exam      CB = Closed Book Exam

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the competent authority is required.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc. The student is required to refer the books and journals in the library and attend all presentation sessions and submit assignments to enhance the subject knowledge.

**Date: 01/08/2023**

**Dr.SHWETA DEWANGAN**  
**Instructor-in-charge**

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
MKE662	Product and Brand Management	3	0	3

**Instructor-in-charge: Dr.SANJAY KUMAR YADAV**

### Learning Outcomes:

This Introductory course in Product & Brand Management is designed to help students learn the basic concepts and practices of modern scenario of wide variety of situations in product,. Understand the brand , brand value brand equity etc.

### Pedagogy:

The faculty plans to use a combination of lectures, case studies & group assignments to achieve the course objectives.

Text Book	Product Strategy and Management, Person Education, Third Edition	Kevin Lane Keller, M.G. Rameswaram and Isaac Jacob
Reference Book	Product Management,	Donald R. Lehmann and Russell S. Winer, Fourth Edition, TMH
Reference Book	Innovation Management and New Product Development, Paul Trott, Fourth Edition, Pearson	Engene M Johnshon, David Kurtz & Eberhard Scheuing /Tata Mc Graw Hill
Reference Book	Strategic Brand Management,	Kapferer, J.-N. (1997). London: Kogan Page Limited
Reference Book	Building Brand Value : Five Steps of Building Powerful Brands,	- M. G.Parameswaran,
Reference Book	Successful Branding,	Prank K Chaudhary, University (India) Press Limited, Hyderabad, 2001

### Lecture wise plan

Lecture Nos.	Learning Objective	References
1	Introduction of Product	R1) T1, ,(study material-02)
2	Introduction of Brand Management	R1) T1,(study material-02)
3	Competition & Product Strategy,	R1, T1,(study material-02)
4	Product Features	R1,(study material-02)

5	Product Characteristics	T1,(study material-02)
6	New Product Strategy,	R3, ,(study material-02)
7	New Product Strategy	R1, R4,(study material-02)
8	Product In Theory	R1, R3,(study material-02)
9	Product In Practice	R1, R4,(study material-02)
10	Product Life Cycle,	R3,R4,R5,R2,(study material-02)
11	Strategies of Managing Growth, Managing The Mature	R3,R4,R5,R2,(study material-02)
12	Product Portfolio	R3,R4,R5,R2,(study material-02)
13	New Product Development Process	R3,R4,R5,R2,(study material-02)
14	New Product Strategy, Commercialization,	R3,(study material-02) , T1, R1, R2
15	Case: Samsung's Mobile Business	R3,(study material-02)
16	The Concept Of Brand Equity,	R3,(study material-02)
17	Creating Brands In A Competitive Market,	(study material-02) , T1, R3, R2
18	Brand Positioning And Brand Associations,	(study material-02) , T1, R1, R2
19	Using Brand Elements To Create Brand Equity,	(study material-02) , T1, R1, R2
20	Leveraging Secondary	(study material-02) , R4, R1, R2
21	Brand Associations	(study material-02) , T1, R1, R2, R4,R5
22	Case: Intel: Building A Technology Brand	(study material-02) , T1, R1, R2, R4,R5
23	Case: Brand Elements Of Parle-G Biscuit Brand	(study material-02) , T1, R1, R2, R4,R5
24	Growing And Sustaining Brand Equity:.	(study material-02)
25	Designing And Implementing Branding Strategies,	(study material-02) , T1, R1, R2
26	Launching Brand Extensions Products	(study material-02) ,R1
27	Managing Brands Overtime	(study material-02) , T1, R1, R2
28	Geographic Boundaries	T1, R1, R2, R4,R5,(study material-02)
29	Developing A Brand Equity Management System.	(study material-02) , T1, R1, R2, R4,R5
30	Measuring Sources Of Brand Equity And	(study material-02) , T1, R1, R2
31	Brand Equity Measurement Approaches	(study material-02) , R4, R1, R2, R4,R5
32	Aaker Model,.	(study material-02) , R3, R1, R2
33	Keller's Model,.	(study material-02) , T1, R1, R3, R4,R5
34	Brand Asset Valuator (Bav) Model	(study material-02) , T1, R1, R2, R4,R5

35	Brandz Model	(study material-02) , T1, R1, R3, R4,R5
36	Presentation on product management	(study material-02) , T1, R1, R2
37	Presentation on brand t management	(study material-02) , T1, R1, R3, R4,R5
38		(study material-02) , T1, R1, R2, R4,R5
39		(study material-02)
40		(study material-02) , T1, R1, R2, R4,R5

\* The course instructor might make minor changes in the session plan. In such case, the class will be informed in advance.

### Evaluation Scheme:

Student evaluation is based on the series of Assessment Tests and Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage (%)	Date*	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	16	12.09.2023	1-10	CB
Test 2	60 Minutes	17	17.10.2023	11-25	OB
Test 3	60 Minutes	17	21.11.2023	25-35	CB
Prsentation (2)	continuous	5 each	***	**	Presentation
Comprehensive Examination	3 Hrs	40	15.12.2023	1-40	CB

\*\*To be announced in the class      OB\* = Open Book Exam      CB = Closed Book Exam

\* **The dates mentioned are tentative.**

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Date: 03/08/2023**

**Dr.SANJAY KUMAR YADAV**  
**Instructor-in-charge**

**The ICFAI University, Raipur**  
Faculty of Management Studies  
First Semester, 2023-2024  
Course Handouts

Course Code	Course Title	L	P	U
MKE641	Digital and Services Marketing	3	0	3

**Instructor-in-charge: Dr.ARCHI DUBEY**

**Learning Outcomes:**

After successful completion of the course student will be able to know:

1. Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.
2. Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.
3. Investigate and evaluate issues in adapting to globalized markets that are constantly changing and increasingly networked.

Text Book T1	Seema Gupta, Tata MC. Graw Hill
Reference book(s) R1	Valarie Zeithaml, Lovelock, PHI
Reference book(s) R2	Persuraman and Berry, Tata McGraw Hill
Reference book(s) R3	PDF and notes

**Lecture-wise plan:**

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
1-3	Meaning of marketing and Digital Marketing	Marketing, Digital Marketing, Digital Marketing Process	T1 & R3
4-5	Technique of visibility	Visibility, Types of visibility, Example of visibility	T1 & R3
6-7	Inbound outbound marketing	Examples of visibility Visitors Engagement, what is engagement? Why it is important Examples of engagement, Bringing Targeted Traffic Inbound and outbound marketing Converting Traffic into Leads	T1 & R3

<b>Lecture Nos.</b>	<b>Learning Objective</b>	<b>Topics to be covered</b>	<b>Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)</b>
<b>8-10</b>	Advertising technique	Types of Conversion, Understanding Conversion Process Tools Needed	T1 & R3
<b>11-13</b>	growth of the Service Sectors	What is Online Advertising? Types Online Advertising, Display Advertising, Banner ads, Rich Media ads, Pop ups and Pop under ads, Contextual advertising, In Text ads, In Image ads, In video ads, In page ads	R1 and R3
<b>14-16</b>	Evolution of service firms	What are Payment Modules? Companies that provide online advertising solution, Tracking & Measuring ROI of online advertising	R1 and R3
<b>17-19</b>	Qualities of consumers	Assignment on allocating funds to various, Different Online advertising platforms, Creating Banner Ads Using Tool	R1 and R3,
<b>20-23</b>	Positioning Strategies	Understanding Services: Factors influencing the growth of the Service Sectors: Demographic Changes, Social Changes, Economic Changes, Technological Changes, Political and Legal Changes,	R1 and R3,
<b>23-26</b>	Quality and its significance	Policy Changes–Services Defined–Tangibility Spectrum – Characteristics of Services: Intangibility, Heterogeneity, Inseparability and Perishability	R1 and R3,
<b>27-29</b>	Evolution of service firms	Evolution of service firms – A different approach for marketing services: narrow definitions of marketing, Lack of Appreciation for Marketing Skills,	R2 and R3
<b>30-31</b>	Consumer behaviour in service sector	Consumer Behavior in Services: Differences between characteristics of goods and services: Search qualities, Experience qualities, Credence qualities– Consumer decision–Making process:	R2 and R3

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
32-33	Consumer decision making process	Need perception, Search for information and perceived risk, Evaluation of alternatives, Purchase behavior and post purchase Evaluation// external factors influencing consumer behavior– Implications for	R2 and R3
34-35	STP (segmenting, targeting and positioning)	Positioning and Differentiation of Services: Definition and concept– Positioning Strategies– Value Chain in services– Differentiation– role of positioning in Marketing strategy– Steps in developing a Positioning strategy	R2 and R3
36-37	STP	Determining levels of positioning, Identification of attributes, Location of attributes on positioning map, evaluating positioning Options, Implementing the position	R2 and R3
38-39	Service quality concepts	Service Quality: Definitions of Quality and its significance– Measuring Service Quality– Service Quality Gap Model–	R2 and R3
40	Service quality concepts	Service Quality Standards– Benchmarking – Total Quality Management– Strategies for improving Service Quality– Monitoring Service Quality.	R2 and R3

#### Evaluation Scheme:

Student evaluation is based on the series of Tests and Quizzes conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	16	12/9/2023	1-12	CB
Test 2	60 Minutes	17	17/10/23	13-28	OB
Test 3	60 Minutes	17	21/11/23	28-40	CB
Presentation/Case Study	20 Minutes each	10	***	***	***
Comprehensive Exam	3 Hours	40	15-12-23	Complete syllabus	***

**\*\* To be announced in the class      OB\* = Open Book Exam      CB = Closed Book Exam**  
**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only.  
However prior and proper intimation to the competent authority is required

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc. The student is required to refer the books and journals in the library and attend all presentation sessions and submit assignments to enhance the subject knowledge.

**Date: 01/08/2023**

**Dr.ARCHI DUBEY**  
**Instructor-in-charge**



## The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
MKE632	Sale Logistics and Retail Management	3	0	3

**Instructor-in-charge: Mr.AMBARISH GHOSH**

**Learning Outcomes:**

The objective of the course is to give students a broad understanding of the control process, management control systems, and their applications to different contexts and in different functional areas.

Sales Management-Decisions, Strategies and Cases, 5e	Richard R Still, Edward W Cundiff, Norman A P Govoni/ Prentice-Hall,India
Marketing Channels, 5e	Louis W Stern, Adel I EI-Ansary & Anne T Coughlan/ Prentice-Hall, India
Strategic Logistics Management, 3e	Douglas Lambert & James R Stock/ Tata Mc Graw Hill
Marketing Channels: A Relationship Approach	Lou E Pelton, David Strutton & James R Lumpkin
Logistical Management: The Integrated Supply Chain Process	Donald J Bowersox & David Closs / Tata Mc Graw Hill
Professional Sales Management, 2e	Rolph E Anderson, Joshep H Hair & Alan J Bush / Tata Mc Graw Hill
Sales Management, 2e	Engene M Johnshon, David Kurtz & Eberhard Scheuing /Tata Mc Graw Hill
Retail Management	Ronald W Hasty & James Reardon / Tata Mc Graw Hill
Sales Force Management, 5e	Gilbert A Churchil, Neil H Ford & Orvillie C Walker / Tata Mc Graw Hill

**Lecture wise plan:**

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1-4	Introduction to Sales Management	: Evolution of the sales concept, Nature and role of selling, Image of selling,	1-20
5-8	Introduction to Sales Management	Objectives of sales management, Integrating sales and marketing management	21-29

9-10	Introduction to Sales Management	, Environmental changes affecting sales management, Entry of women in sales management.	35-44
11-12	Introduction to Sales Management	Case study / Presentation	45-90
13-18	Introduction to Sales Management	<b>Sales Functions and Policies:</b> Role of a sales manager, / Executive	91-54
19-22		Case study / Presentation/ Assignment	
23-25	International Sales Management	: Role of the sales manager in the international marketing International sales and marketing opportunities, Challenges in international sales management, Strategic issues for international sales and marketing, International sales techniques, Structures for international sales organizations, International sales management practices.	195-251
26-28	Logistics Management: Marketing Logistics:	Logistics and its importance, Functions in logistics management, Importance of communication in logistics, Technology in logistics, Streamlining the logistics process, Strategic issues in logistics management, Local and global challenges in logistical management.	2-20
29-30	Channel Management:	Recruiting channel members, Criteria for selecting channel partners, Motivating channel members, Evaluating channel members, Modifying channel arrangements, Managing channel relationships. Managing Channel Conflicts: Sources of Conflict, Types of conflicts, Conflict management techniques, Channel leadership.	36-75

31-34	Introduction to Retailing, Retailing–	An Overview: Definition and scope– Retailer– Evolution of retailing industry – Factors behind the change of Indian Retailing industry– Economic growth- Retailers’ role in distribution channels– Benefits of retailing– Retailing Environment – The Legal Environment, Economic Environment, Technological Environment, Competitive Environment.	2-24
35-38	Understanding the Retail Customer	Understanding the Retail Customer: The Market Structure: Structure of buying population and their behavior.. Buying Centers– Buying influences, consumer buying process, Types of consumer decision making, Buying Scenes.	58-196
38-40	<b>Revision</b>	<b>Revision</b>	

### Evaluation Scheme:

Student evaluation is based on the series of Tests and Case study / Assignment/ Presentation conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	16	13/09/2023	1-10	CB
Test 2	60 Minutes	17	18/10/2023	11- 20	OB
Test 3	60 Minutes	17	22/11/2023	21- 30	CB
Presentation / Case study	Continuous	10	**	**	CB
Comprehensive Exam	3 Hours	40	18/12/2023	1- 40	CB

\*\* To be announced in the class      OB\* = Open Book Exam      CB = Closed Book Exam

**Make-up Policy:** Make up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc

**Date: 01/08/2023**

**Mr.AMBARISH GHOSH  
Instructor-in-charge**

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
FIE612	Project Management	3	0	3

**Instructor-in-charge: Dr.RUCHI GUPTA**

Learning Outcomes:

After successful completion of the course, students will be able to know

1.All aspects of Project management covering project identification-tabulation-planning scheduling &control.

2.The course will enable the students to acquire knowledge of the concepts & techniques of Project Management.

<b>Text Book T1</b>	Project Management	Prasanna Chandra/McGraw Hill
<b>Text Book T2</b>	Project Management	Vasant Desai/Himalaya Publishing House
<b>Reference Book R1</b>	Project Management	C Gray & E Larson/McGraw Hill-2002.

**Lecture wise Plan\*:**

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
01	An overview of Project Planning	What is Project Management? Why is PM.	T1,T2 ,R1
02	An overview of Project Planning	Life Cycle of the project- Managing the project scope-	T1,T2 ,R1
03	An overview of Project Planning	Who should be a project manager. Project Manager vs Line Manager.	T1,T2 ,R1
04	An overview of Project Planning	Project Communication Management.	T1,T2 ,R1
05	An overview of Project Planning	Growth of project Management.	T1,T2 ,R1
06	An overview of Project Planning	Project management in India	T1,T2 ,R1
07	An overview of Project Planning	Ethics in Project Management	T1,T2 ,R1

08	An overview of Project Planning	Management of International project.	T1,T2 ,R1
09	Project Initiation and Resource Allocation	Resource Allocation at corporate level	T1,T2 ,R1
10	Project Initiation and Resource Allocation	Resource allocation at business level unit	T1,T2 ,R1
11	Project Initiation and Resource Allocation	Identification of opportunities	T1,T2 ,R1
12	Technical Analysis	Project procurement management	T1,T2 ,R1
13	Technical Analysis	Solicitation-Vendor selection-Contract administration	T1,T2 ,R1
14	Technical Analysis	Project Equipment and Materials	T1,T2 ,R1
15	Technical Analysis	Plant location-project Design	T1,T2 ,R1
16	Technical Analysis	Work schedule.	T1,T2 ,R1
17	Project Planning	Meaning and objective.	T1,T2 ,R1
18	Project Planning	The process planning-Components of General plan.	T1,T2 ,R1
19	Project Planning	Project life cycle and planning, Informational input for project planning.	T1,T2 ,R1
20	Project Planning	Reason for project failure.	T1,T2 ,R1
21	Project Organization	The traditional organization,	T1,T2 ,R1
22	Project Organization	Product organization, Matrix organization.	T1,T2 ,R1
23	Project Scheduling	The importance of Scheduling	T1,T2 ,R1
24	Project Scheduling	Techniques of scheduling, Resource loading and resource leveling.	T1,T2 ,R1
25	Project Monitoring and Control	The need for monitoring and control-The planning Scheduling	T1,T2 ,R1
26	Project Monitoring and Control	Monitoring cycle-Design of information system	T1,T2 ,R1
27	Project Monitoring and Control	Data Collection-Report Generation	T1,T2 ,R1
28	Project Monitoring and Control	Performance Management	T1,T2 ,R1
29	Project Monitoring and Control	Types of control system	T1,T2 ,R1
30	Project Monitoring and Control	Features of control system.	T1,T2 ,R1
31	Project Monitoring and Control	Managerial perspective in control.	T1,T2 ,R1
32	Project Monitoring and Control	Project Quality Management, Project Auditing.	T1,T2 ,R1

33	Managing E-Business projects	Planning E-Business projects,	T1,T2 ,R1
34	Managing E-Business projects	Resource and Infrastructure analysis of E-Projects	T1,T2 ,R1
35	Managing E-Business projects	Resource and Infrastructure analysis of E-Projects	T1,T2 ,R1
36	Managing E-Business projects	Cost E-Projects	T1,T2 ,R1
37	Managing E-Business projects	Valuation Model of E-Business projects	T1,T2 ,R1
38	Managing E-Business projects	Sourcing Financing of E-Business projects	T1, T2 ,R1
39	Managing E-Business projects	Sourcing Financing of E-Business projects	T1, T2 ,R1
40	Managing E-Business projects	E-Projects Communication.	T1, T2 ,R1

**Evaluation Scheme:**

Student evaluation is based on the series of Tests and Quizzes conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec. No.)	Remarks
Test 1	60 Minutes	16	13.09.2023	1 to 10	CB
Test 2	60 Minutes	17	18.10.2023	11 to 20	OB
Test 3	60 Minutes	17	22.11.2023	21 to 40	CB
Lab/Project/Case study/Presentation/Fieldwork/GD	20 minutes each	10		**	CB
Comprehensive Exam	3 Hours	40	20.12.2023	1 to 40	CB

\*\* To be announced in the class

OB\* = Open Book Exam

CB = Closed Book Exam

**Make-up Policy:** Make-up will be given only under genuine circumstances for Tests Only. However, prior and proper intimation to the competent authority is required..

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc. The student is required to refer the books and journals in the library and attend all presentation sessions and submit assignments to enhance the subject knowledge.

**Date: 03/08/2023**

**Dr.RUCHI DUBEY  
Instructor-in-charge**

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
IVE621	Investment Banking & Financial Services	3	0	3

**Instructor-in-charge: Dr.ABHA SHUKLA**

### Learning Outcomes:

After successful completion of the course student will be able to

1. To advise businesses and government on how to meet their financial challenges.
- 2 Identify opportunities to maximize the profit
3. To investment & Financial Analysts

Text Book T	Prasanna Chandra, Investment Analysis and Portfolio Management Tata McGraw-Hill Publishing company ltd.
Text Book T	Investment Banking, MATT Krantz, Robert R. Jonson.
Reference book(s) R1	Dr. S.K. Sharma, Fundamentals of Investment, Sultan Chand
Reference book R2	P.M. Sundaram, P.N. Varshney, Banking, law & Practice.

### Lecture-wise plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
1-7	Investment Banking : An Introduction	Meaning, classification, Needs Objectives, Branches of Banking, special terminology , Basic Concept and principles,	R 1 1-20 Investopedia.com
8-12	Depository System	Depository System: Objectives, activities, interacting systems, role of depositories and them services, Advantages of depository system - NSDL and CDSL.	T 22-40
13-18	Investment Alternatives	Introduction, concept, Non-market financial assets. Financial derivatives.	T 3 - 25

19-25	Securities Market	Concept, Primary Equity Market, Secondary market and its operations	T 72-100
26-35	Housing Finance	Housing Finance: Role, Types of housing loans, Institutions and banks offering Housing Finance, Procedure and Interest rates. Income Tax Implication. Reverse mortgage loan. Non-Banking Finance Companies: Types, Growth, Functions, RBI Guidelines, and Prudential Norms. Factoring:	R2-101-121
36-42	Theory of Central Banking	Types and functions of central Banking Relationship between bankers and customer, Underwriting, Hire purchase System	R-2 2.1-2.39

Student evaluation is based on the series of Tests and Quizzes conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	17	14/09/2023	1-15	CB
Test 2	60 Minutes	17	19/10/2023	16- 30	OB
Test 3	60 Minutes	16	23/11/2023	31- 42	CB
Presentation	20 Minutes each	10		**	CB
Comprehensive Exam	3 Hours	40	22/12/2023	1- 42	CB

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Date: 02/08/2023**

**Dr.ABHA SHUKLA  
Instructor-in-charge**



# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
HRE612	Strategic HRM	3	0	3

**Instructor-in-charge: Dr.JAYANT ISAAAC**

### Learning Outcomes:

After successful completion of the course student will be able to

1. The course is designed to provide linkages of Business Strategy to HR strategies, Policies and Strategies.
2. The course is aimed at creating a practical understanding about the interaction of an organization's strategy with human resource management function to create sustained competitive advantage.
3. This course focuses on issues on how HR function can create an alignment with business strategy and contributes to business performance. It will help to appreciate how HRM is critical to the firm's survival and its relative success.

Text Book T1	Strategic Human Resource Management(T1), Jeffrey A. Mello
Text Book T2	Managing Human Resources (T2), Charles R. Greer
Reference Book(s) R1	Strategic Management (R1), Pearce II & Robinson J R
Reference Book(s) R2	Strategic Human Resource Management (R2), Srinivas . R. Kanduls

### Lecture-wise plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./ Page Nos. of Text/Ref. Books)
1-2	Learn importance of HRM	<b>Strategic Human Resource Management:</b> Introduction to Strategic HRM People as Strategic Assets <a href="https://www.slideshare.net/raahulsharma39501789/introduction-to-strategic-hrm">https://www.slideshare.net/raahulsharma39501789/introduction-to-strategic-hrm</a>	3(T1)

3-4	Understand roll of strategy on HR planning	Impact of Strategy on HR planning <a href="https://slideplayer.com/slide/13042494/">https://slideplayer.com/slide/13042494/</a>	179(T2)
5-6	Understand different methods of training	Training and development	271(T1)
7-8	Helps to identify different trends affecting HRM	Trends Affecting Human resource management	37(T1)
9	Learn importance of restructuring	Designing and redesigning of work systems	171(T1)
10	Understand strategic approaches	Strategic hrm approaches	99(T1)
11	Understand types of organizational structure	Human resource environment , Technology and organizational structure	58(T2)
12	Learn trend of management	Management trends	66(T2)
13	International developments of HRM	International developments of HRM, International human resource management	86(T2), 401(T1)
14-15	Learn legal relation with HRM	Human resource legal environment , Equal employment opportunity	100(T2)
16-17	Understand the importance of compensation	compensation	117(T2)
18-19	Learn Industrial relations	Employee Relations and labour relations	120(T2)
20	Understand the methods of collective bargaining	Collective bargaining and strategic impact of the legal environment	130(T2)
21	To learn international strategy	Strategic formulation and international strategy	141(T2)
22	To learn international strategy	International strategy	149(T2)
23	Understand Human resource contribution to strategy	Human resource contribution to strategy	154(T2)
24	To learn workforce utilization and employment practices	Strategy implementation: workforce utilization and employment practices	212(T2)
25	Understand different selection process	Selection of employees	221(T2)
26-27	Understand Job analysis	Job analysis	223(T2)
28	Learn Dealing with Employee surplus	Dealing with employee surplus	226(T2)

29	To understand the reward and development systems	Strategy implementation reward and development systems	245(T2)
30-31	To learn how to Strategically oriented compensation systems	Strategically oriented compensation systems	251(T2)
32	To learn methods and techniques of Employee development	Employee development	259(T2)
33	To understand the practices of high performances	Individual high performance practices	278(T2)
34	To learn internal labour markets	Industrial relations and internal labour market	287,290(T2)
35	To understand evaluation of HR	Human resource evaluation	320(T2)
36	To learn types of staffing	Staffing	237(T1)
37	Helps to apply performance systems in the organizations	Performance management and feed back	297(T1)
38-39		Employee separation	373(T1)
40		Revision	-----

### Evaluation Scheme:

Student evaluation is based on the series of Tests and PR/CS/A/Q/GD \* conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date**	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	17	14/09/2023	1-15	CB
Test 2	60 Minutes	17	19/10/2023	16- 30	OB
Test 3	60 Minutes	16	23/11/2023	31- 40	CB
*PR/CS/A/Q/GD	Ongoing	10	**	**	CB
Comprehensive Exam	3 Hours	40	26/12/2023	1- 40	CB

\*PR- Presentation / CS-Case Study / A- Assignment / Q- Quiz / GD- Group Discussion

\*\*The examination dates are Tentative subject to change with prior notice.

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Date: 02/08/2023**

**Dr.JAYANT ISAAC  
Instructor-in-charge**

# The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2023-2024

Course Handouts

Course Code	Course Title	L	P	U
HRE621	Training and Development	3	0	3

**Instructor-in-charge: Dr.R VIJAYA LAKSHMI**

### Learning Outcomes:

After successful completion of the course student will be able to understand the basic process of training, principles of learning, designing a training program, evaluating a training program, organizing an effective training program and emerging trends in training and development which help the student to be conversant with the concept.

Text Book T1	Training for Development, ICFAI Publication
Reference Book(s) R1	Robinson, K. R. New Delhi/ Aditya Books.
Reference Book(s) R2	Potts, M. Koganpage.

### Lecture-wise plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
1-4	To understand the training	Training and Training Needs Assessment:	1-11 (T1)
5-7	Find the differences	Learning and Development:	39-44(T1)
8-10	Learn training design	Training Program Design	45-58(T1)
11-13	Study the strategy	Training Strategy	59-76(T1)
14-16	To understand techniques	Training Methods and Techniques:	77-94(T1)
17-19	To learn styles	Trainer and Training Styles:	95-110(T1)
20-23	To understand performance appraisal	Performance Appraisal and Training:	25-38(T1)

24-26	To study evaluation	Training Evaluation and ROI:	127-135(T1)
27-29	To understand Effectiveness	Effectiveness of training and development Training and Development Effectiveness:	147-158(T1)
30-33	To learn change agent	Trainer as a Change Agent:	205-225(T1)
34-35	To understand Training Administration	Training Administration	113-124(T1)
36-37	To study evaluation of training programmer	Evaluation of Training programmer	125-135(T1)
38	To understand Management Development Program:	Perspectives and emerging trends Management Development Program	175-192(T1)
39	To learn Training and Training System Design:	Training and Training System Design:	161-174(T1)
40	To understand Emerging Trends in Training and Development:	Emerging Trends in Training and Development:	225-240(T1)

### Evaluation Scheme:

Student evaluation is based on the series of Tests and Quizzes conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	16	15.09.2023	1-15	CB
Test 2	60 Minutes	17	20.10.2023	16- 30	OB
Test 3	60 Minutes	17	23.11.2023	31- 41	CB
Quiz	20 Minutes each	10	-	**	CB
Comprehensive Exam	3 Hours	40	22.12.202	1- 41	CB

**Make-up Policy:** Make –up will be given only under genuine circumstances for Tests Only. However prior and proper intimation to the concerned instructor is must.

**General:** It shall be the responsibility of individual students to attend all sessions, to take prescribed Assessment Tests, Tests and Comprehensive Examinations, etc.

**Date: 04/08/2023**

**Dr.R.VIJAYA LAKSHMI**  
**Instructor-in-charge**