
Faculty of Management

First Semester, 2021 – 22
MBA Course Handouts

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The ICFAI University, Raipur

Faculty of Management
First Semester, 2021 – 2022

Course Handout

| Course Code | Course Title | L | P | U |
|-------------|----------------------|---|---|---|
| INM 511 | Marketing Management | 3 | 0 | 3 |

Course Instructor: Dr.JAYANT ISAAC

Course Type: Regular

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.

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

Lecture Wise Plan *:

| Session | Topics | Reference |
|---------|---|--|
| 01 | BUSINESS OF MARKETING MANAGEMENT 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 | STRATEGIC PLANNING PROCESS IN MARKETING 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:

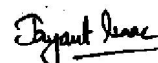
Student evaluation is based on the series of Assessment Tests and Tests conducted during the course of semester followed by a comprehensive examination.

| Evaluation Component | Duration | Weightage (%) | Date* | Syllabus (Lec.No.) | Remarks |
|---------------------------|-----------------|---------------|------------|--------------------|---------|
| Test 1 | 50 Minutes | 16 | 16.11.2021 | 1-10 | *CB |
| Test 2 | 50 Minutes | 17 | 07.12.2021 | 11-20 | *CB |
| Test 3 | 50 Minutes | 17 | 27.01.2022 | 21-40 | *CB |
| Quizzes (2) | 20 Minutes each | 5 each | | Continuous | *CB |
| Comprehensive Examination | 3 Hrs | 40 | 21.02.2022 | 1-40 | *CB |

*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.



Dr.JAYANT ISAAC
Course Instructor

Date: 11-10-2021

The ICFAI University, Raipur

Faculty of Management
First Semester, 2021 – 2022

Course Handout

| Course No | Course Title | L | P | U |
|-----------|--------------------------|---|---|---|
| INM541 | Organizational Behaviour | 3 | 0 | 3 |

Instructor-in-charge: Ms.R.VIJAYA LAKSHMI

Learning Outcomes:

After successful completion of the course student will be able to
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, K Aswathappa/ Himalaya Publishing House |
| Reference book(s) R1 | Organizational Behavior 10e, Stephen P Robbins/Prentice Hall |
| Reference book(s) R2 | Organizational Behavior , Fred Luthans/TMH |
| Reference book(s) R3 | Organizational Behavior & Human Behavior at Work, Keith Davis/TMH |

Lecture-wise plan:

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (Chapter/Sec./Page Nos. of Text/Ref. Books) |
|--------------|---|--|---|
| 1-2 | To understand What is an organization? Management functions | Introduction to Organizational Behavior and Nature of Organizational behaviour,What is an organization? Management functions | 1 - 33 |
| 3-4 | To learn Historical Evolution of Organizational behaviour | Historical Evolution of Organizational behaviour | 34 -42 |
| 5-6 | To understand research in OB | Research in organizational behaviour | 43-56 |
| 7-8 | To learn Foundations of individual behaviour | Foundations of individual behaviour | 57-70 |
| 9-10 | To understand the different types of personality | personality | 71-107 |
| 11-12 | To understand the different types of perception | perception | 108-132 |
| 13-14 | To understand the different types of learning | learning | 134-154 |
| 15-16 | To understand the different types of attitudes, values | Attitudes, values and job satisfaction | 15-188 |
| 17-18 | To understand the Basic motivational concepts | Basic motivational concepts | 189-235 |
| 19-20 | To understand the different | Application of concepts of motivation | 236-256 |

| | | | |
|-------|--|--|---------|
| | Application of concepts of motivation | | |
| 21 | To learn Foundations of group behaviour | Foundations of group behaviour | 257-274 |
| 22 | To learn Small groups in organizations | Small groups in organizations | 275-315 |
| 23-24 | To understand different leadership styles | Leadership | 316-354 |
| 25-26 | To learn power and politics | Power and politics | 355-383 |
| 27 | To understand importance of communication systems | communication | 384-415 |
| 28 | To understand the types of conflicts | conflict | 416-445 |
| 29 | To learn types of organizations | organizations | 446-477 |
| 30-31 | To learn organizational culture | Organizational culture | 478-495 |
| 32-33 | To understand Human resource policies and practices | Human resource policies and practices | 496-514 |
| 34-35 | To learn types of work stress | Work stress | 515-531 |
| 36-37 | To learn importance of Organizational change and development | Organizational change and development | 532-558 |
| 38 | To understand the Organizational effectiveness | Organizational effectiveness | 559-567 |
| 39-40 | To understand the International organizational behaviour | International organizational behaviour | 568-583 |

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 | 16.11.2021 | 1-15 | CB |
| Test 2 | 60 Minutes | 17 | 07.12.2021 | 16- 30 | CB |
| Test 3 | 60 Minutes | 16 | 27.01.2022 | 31- 40 | CB |
| Quizzes (2) | 20 Minutes each | 10 | ** | ** | CB |
| Comprehensive Exam | 3 Hours | 40 | -23.02.2022 | 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 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: 28-9-2021

Ms.R.VIJAYA LAKSHMI
Instructor-In-charge

The ICFAI University, Raipur

Faculty of Management
First Semester, 2021 – 2022

Course Handout

| Course Code | Course Title | L | P | U |
|-------------|---------------------------|---|---|---|
| INM 542 | Human Resource Management | 3 | 0 | 3 |

Course Instructor: Dr. JAYANT ISAAC

Course Type: Regular

Learning Outcomes:

1. To enable the students to understand the Human Resource Management (HRM) and system at various levels in general and in certain specific industries or organizations.
2. To help the students focus on and analyze the issues and strategies required to select and develop manpower resources.
3. To develop relevant 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 | Author/Publication | Remarks |
|-----------------------------|--------------------|---------|
| Human Resource Management | IUP | T1 |
| Reference Books / Magazines | Author/Publication | |
| Human Resource Management | VSP Rao | R1 |
| Human Resource Management | Garry Dessler | R2 |
| Human Resource Management | C.B.Mamoria | R3 |

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 - Operative Function and Managerial Function | (Handout-pdf/ Study Material-01)T1 |
| 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 |

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|----|---|--------------------------------------|
| 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 in a 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 compendation, 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 |

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| 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 | Characterstics 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:

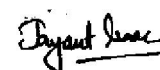
Student evaluation is based on the series of Assessment Tests and Tests conducted during the course of semester followed by a comprehensive examination.

| Evaluation Component | Duration | Weightage (%) | Date | Syllabus (Lec.No.) | Remarks |
|---------------------------|-----------------|---------------|------------|--------------------|---------|
| Test 1 | 50 Minutes | 16 | 17-11-2021 | 1-10 | *CB |
| Test 2 | 50 Minutes | 17 | 08-12-2021 | 11-20 | *CB |
| Test 3 | 50 Minutes | 17 | 21.01.2022 | 21-40 | *CB |
| Quizzes (2) | 20 Minutes each | 5 each | | Continuous | |
| Comprehensive Examination | 3 Hrs | 40 | 09.02.2022 | 1-40 | *CB |

*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.



Dr.JAYANT ISAAC
Course Instructor

Date: 11-10-2021

The ICFAI University, Raipur

Faculty of Management
First Semester, 2021 – 2022

Course Handout

| Course No | Course Title | L | P | U |
|-----------|------------------------|---|---|---|
| INM581 | Business Communication | 3 | 0 | 3 |

Instructor-in-charge: Ms.R.VIJAYA LAKSHMI

Learning Outcomes:

After successful completion of the course student will be able to

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 -sahityaBhawan 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, https://aqilkhans.files.wordpress.com/2011/10/business-communication.pdf | 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) |

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|-------|---|---|---------------------------------------|
| 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 | 164-174(T1) |
| 31-32 | Learn how to write Business letter | Business letter writing | 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 | 198-202(T1) |
| 37-38 | Learn how to write Business letter | Letter of complaint | 203-209(T1) |
| 39-40 | Learn how to write Business letter | Agency letters | 210-226(T1) |
| 41 | Learn how to write Business letter | Report writing ,Modern techniques of communication, International communication | 227-231(T1) 382-413(T1) 414(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 | 17 | 20.11.2021 | 1-15 | CB |
| Test 2 | 60 Minutes | 17 | 11.12.2021 | 16- 30 | CB |
| Test 3 | 60 Minutes | 16 | 25.01.2022 | 31- 41 | CB |
| Quizzes (2) | 20 Minutes each | 10 | ** | ** | CB |
| Comprehensive Exam | 3 Hours | 40 | 16.02.2022 | 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: 28-9-2021

Ms.R.VIJAYA LAKSHMI
Instructor-In-charge

The ICFAI University, Raipur

Faculty of Management
First Semester, 2021 – 2022

Course Handout

| Course Code | Course Title | L | P | U |
|-------------|-------------------|---|---|---|
| INM621 | Business Strategy | 3 | 0 | 3 |

Course Instructor: Mr. BHUWAN SHRIVASTAVA

Course Type: Regular

Course Objectives:

The course is designed to let student understand the basic and application part of Business Strategy

Pedagogy:

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

| Reference Books | Author/Publication |
|------------------------------------|--|
| Strategic Management | P Subba Rao/ Himalaya Publishing House |
| Various Research Paper and Article | Misc / HBSP |

| Session | Reading |
|---------|---|
| 01 | Introduction to Strategic Management |
| 02 | Introduction to Strategic Management – Understanding the importance of subject in corporate world |
| 03 | Evolution of concept of strategic management |
| 04 | Making Strategic Decision |
| 05 | Component of Strategic decision making |
| 06 | Different levels of Strategic decision making and planning |
| 07 | Linking the concept of strategic management to real life corporate world |
| 08 | Linking the concept of strategic management to real life corporate world |
| 09 | Formulating the strategy |
| 10 | Company Vision |
| 11 | Company Mission |
| 12 | Company Values |
| 13 | Company objective / targets / goals |
| 14 | Using Vision / Mission / Values |
| 15 | Using Vision / Mission / Values |
| 16 | Strategic decision making process |
| 17 | Analyzing the business environment |
| 18 | External analysis |
| 19 | External analysis – Michael Porter’s Five Forces Model |
| 20 | External analysis – Michael Porter’s Five Forces Model |
| 21 | Internal analysis – Mc Kinsey 7S Framework |
| 22 | Internal analysis – Mc Kinsey 7S Framework |
| 23 | Core Competency |

| | |
|----|--|
| 24 | GE Nine Cell Planning Grid |
| 25 | Learning Curve |
| 26 | Experience Curve |
| 27 | BCG matrix |
| 28 | BCG matrix – Uses and application |
| 29 | Generic Strategy / Price Competitiveness |
| 30 | Shortcomings in Generic Strategy |
| 31 | Competitive strategies at different phases of industry |
| 32 | Competitive strategies at different phases of industry |
| 33 | Value chain analysis |
| 34 | Value chain analysis |
| 35 | Value chain analysis |
| 36 | Competitive scope and Value chain |
| 37 | Competitive scope and Value chain |
| 38 | Organisational structure and Value chain |
| 39 | Organisational structure and Value chain |
| 40 | IP and Value chain |

* 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 | 50 Minutes | 16 | 22.09.2021 | 1-10 | *CB |
| Test 2 | 50 Minutes | 17 | 16.11.2021 | 11-20 | *CB |
| Test 3 | 50 Minutes | 17 | 11.12.2021 | 21-40 | *CB |
| Quizzes (2) | 20 Minutes each | 5 each | | continuous | *CB |
| Comprehensive Exam | 3 Hrs | 40 | 22.01.2022 | 1-40 | *CB |

* 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.

Mr.BHUWAN SHRIVASTAVA
Course Instructor

Date: 11-10-2021

The ICFAI University, Raipur

Faculty of Management
First Semester, 2021 – 2022

Course Handout

| Course Code | Course Title | L | P | U |
|-------------|--------------------------------|---|---|---|
| MKE 641 | Digital and Services Marketing | 3 | 0 | 3 |

Course Instructor: Mr. BHUWAN SHRIVASTAVA

Course Type: Regular

Course Objectives:

1. To enable students to build a sound theoretical and practical understanding of the Digital approach Service Marketing and the expectations of the customers from the service providers.
2. To develop an understanding of all the marketing mix for services and a clear distinction from the marketing mix of product and how to develop the different types of strategies for service marketing.
3. To learn specifically the different marketing strategies for different service-specific industries.

Pedagogy:

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

| Reference Books | Author/Publication |
|------------------------------------|---|
| Services Marketing | Valerie Zeithaml & Mary Jo Bitner/ Tata McGraw-Hill |
| Various Research Paper and Article | Misc / HBSP |

| Session | Reading |
|---------|--|
| 01 | What is Digital Marketing? |
| 02 | What is Digital Marketing? |
| 03 | Understanding Marketing Process Understanding Digital Marketing Process |
| 04 | What is visibility? |
| 05 | Increasing Visibility |
| 06 | What is engagement? |
| 07 | Inbound and outbound marketing |
| 08 | Inbound and outbound marketing |
| 09 | Understanding Conversion Process Tools |
| 10 | What is Online Advertising? |
| 11 | What is Online Advertising? Types Online Advertising, |
| 12 | 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 |
| 13 | 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 |
| 14 | ROI of online advertisement |
| 15 | Different Online advertising platforms, Creating Banner Ads Using Tools |

| | |
|----|--|
| 16 | Different Online advertising platforms, Creating Banner Ads Using Tools |
| 17 | Services Defined |
| 18 | Factors influencing the growth of the Service Sectors: Demographic Changes, Social Changes, Economic Changes, Technological Changes, Political and Legal Changes, Policy Changes |
| 19 | Factors influencing the growth of the Service Sectors: Demographic Changes, Social Changes, Economic Changes, Technological Changes, Political and Legal Changes, Policy Changes |
| 20 | Factors influencing the growth of the Service Sectors: Demographic Changes, Social Changes, Economic Changes, Technological Changes, Political and Legal Changes, Policy Changes |
| 21 | Tangibility Spectrum |
| 22 | Characteristics of Services: Intangibility, Heterogeneity, Inseparability and Perish ability |
| 23 | Characteristics of Services: Intangibility, Heterogeneity, Inseparability and Perish ability |
| 24 | Characteristics of Services: Intangibility, Heterogeneity, Inseparability and Perish ability |
| 25 | Characteristics of Services: Intangibility, Heterogeneity, Inseparability and Perish ability |
| 26 | Differences between characteristics of goods and services: Search qualities |
| 27 | Experience qualities, Credence qualities |
| 28 | Experience qualities, Credence qualities |
| 29 | Consumer decision–Making process |
| 30 | Need perception, Search for information and perceived risk, Evaluation of alternatives, Purchase behavior and post purchase Evaluation |
| 31 | Need perception, Search for information and perceived risk, Evaluation of alternatives, Purchase behavior and post purchase Evaluation |
| 32 | external factors influencing consumer behavior |
| 33 | Value chain analysis |
| 34 | Positioning Strategies |
| 35 | Value Chain in services |
| 36 | Service Quality Gap Model |
| 37 | Service Quality Gap Model |
| 38 | Zone of tolerance |
| 39 | Zone of tolerance |
| 40 | Monitoring Service Quality |

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

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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 | 50 Minutes | 16 | 24.09.2021 | 1-10 | *CB |
| Test 2 | 50 Minutes | 17 | 18.11.2021 | 11-20 | *CB |
| Test 3 | 50 Minutes | 17 | 09.12.2021 | 21-40 | *CB |
| Quizzes (2) | 20 Minutes each | 5 each | | Continuous | *CB |
| Comprehensive Exam | 3 Hrs | 40 | 08.01.2022 | 1-40 | *CB |

* 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.

Mr.BHUWAN SHRIVASTAVA
Course Instructor

Date: 11-10-2021

The ICFAI University, Raipur

Faculty of Management
First Semester, 2021 – 2022

Course Handout

| Course Code | Course Title | L | P | U |
|-------------|------------------------|---|---|---|
| HRE 621 | Training & Development | 3 | 0 | 3 |

Course Instructor: Dr.JAYANT ISAAC

Course Type: Elective

Learning Outcomes:

The course throw light on 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.

Pedagogy:

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

| Text Book | Author/Publication | Remarks |
|---|--|-----------|
| Training & Development | IUP | T1 |
| Reference Books | Author/Publication | Remarks |
| Training for Development | Lynton, R.P., & Pareek, U. New Delhi/ Vistaar Publications. | R1 |
| A handbook of training management | Robinson, K. R. New Delhi/ Aditya Books. | R2 |
| An A–Z training and development | Potts, M. Koganpage. | R3 |
| The art of training and development management | Rae, L. New Delhi/ Crest Publishing House. | R4 |
| Training interventions – managing employees development | Reid, M. A., Barrington, H. New Delhi/ Jaico Publishing House. | R5 |

Lecture Wise Plan *

| Session | Topics | Reference |
|---------|--|---|
| 1 | Introduction to Training and Development: Meaning, Definition, Scope of Training – Objectives of Training https://www.yourarticlelibrary.com/employee-management/training-of-employees-meaning-objectives-need-and-importance-employee-management/27909 | T1, R1 |
| 2 | Assumptions about Training – Basic Purposes of Training – Functions of Training | T1 , https://www.slideshare.net/Afeef161/need-amp-importance-of-training |

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| 3 | Benefits of Training – Training and Education – Training and Development | T1, https://www.slideshare.net/nverteji/training-development-16133193 |
| 4 | Distinctions Between Training and Development | T1, https://www.slideshare.net/shimnasali/pp2-difference-between-training-development |
| 5 | Training and Training Needs Assessment: Training needs assessment– The reasons for training needs assessment– levels of training needs assessment: | T1, https://www.slideshare.net/MonicaSelesDolor/es/training-need-assessment-17150376 |
| 6 | Organizational analysis, Task analysis, Individual analysis– steps in the ends assessment process– Techniques for investigating organizational and personal needs | T1, https://www.slideshare.net/6552dob/task-analysis-and-training-need-assessment |
| 7 | Advantages of Training Needs Assessment – Competency Mapping – Competency Model – Implementing the Competency Model https://www.google.com/search?client=firefox-b-d&q=Competency+Mapping+%E2%80%93+Competency+Model+%E2%80%93+Implementing+the+Competency+Model+ | T1, R1 |
| 8 | Mapping Career Path Through Competency Assessment | https://www.slideshare.net/suhaildn/competency-mapping-5570853 CASE STUDY: TRAVAILS OF A TRAINING MANAGER(321) |
| 9 | Performance Appraisal and Training: Performance Appraisal and Training Needs – Meaning of Performance Appraisal – Purpose of Performance Appraisal | T1, R1, https://www.slideshare.net/SoumyaSahoo1/performance-appraisal-and-training-copy |
| 10 | Significance of Performance Appraisal – Objectives of Performance Appraisal –Performance Appraisal Process | T1, R1, https://www.slideshare.net/SoumyaSahoo1/performance-appraisal-and-training-copy |
| 11 | Methods of Performance Appraisal – Post Appraisal Interviews and Feedback | T1, R1, https://www.slideshare.net/preeti52/appraisal-interview-9431246 |

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| 12 | Learning and Development: Concept of Learning – Definitions of Learning – Need for Individuals to Learn – Need for higher order skills www.slideshare.net/timothywooi/teaching-higher-order-thinking | T1, R1, R2 |
| 13 | Principles of Learning Adult Learning – Features of Adult Learner | T1, R1, R3, https://www.slideshare.net/YogeshArjunan/adult-learning-principlesmethods-and-types |
| 14 | Methods of Learning – Stages in Learning Process – Key Attributes of Learning Process | T1, R1, R2 https://www.slideshare.net/zulfiqer732/learning-process-theories-principles-and-characteristics-lecture11 |
| 15 | Elements in Learning Process – Outcomes of Learning – Learning Environment – Learning Imperatives and Strategic Alignment | T1, R1, R2, https://www.mckinsey.com/business-functions/organization/our-insights/the-essential-components-of-a-successful-l-and-d-strategy# |
| 16 | Training Strategy: Strategic Issues of a Training Program – Basic phases of a training program – Modalities in training – Training Objectives | T1, R1, R2, https://www.slideshare.net/GominiGupta1/strategic-training-96415672 |
| 17 | Elements of Objectives – Advantages of Training Objectives – Writing Training Objectives – Training Design – https://www.slideshare.net/D2LBarry/writing-learning-objectives-47336261 | T1, R1, R2 |
| 18 | Perspectives for Designing Training Programs https://www.slideshare.net/WelingkarDLP/chapter-4-designing-training-programs Case study: BACKFIRED SURMISE.(322) | T1, R1, R2 |
| 19 | Training Methods and Techniques https://www.slideshare.net/Abduljaleelvk/training-method-ppt | T1, R1, R2 |
| 20 | Factors in the Selection of Training Methods https://www.slideshare.net/WelingkarDLP/chapter-6-selection-training-of-trainers | T1, R1, R2 |

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| 21 | On-The-Job –Off-the-Job – Experiential Learning Method https://slideplayer.com/slide/13123038/ https://www.slideshare.net/HimaniPanwar3/on-the-job-training-61503967 | T1, R1, R2 |
| 22 | Training Aids https://www.slideshare.net/pragativerma9400/teaching-aids-ppt-003 Case study: MECHANIST’S INDISCIPLINED BEHAVIOUR(369) | T1, R1, R2 |
| 23 | Trainer and Training Styles https://www.slideshare.net/sohan460/trainers-skills-styles | T1, R1, R2 |
| 24 | Programmed Learning https://www.slideshare.net/PriyankaChaurasia3/programmed-learning-42861827 | T1, R1, R2 |
| 25 | Modern Management techniques https://www.slideshare.net/drravimr/modern-management-techniques | T1, R1, R2 |
| 26 | Training Budget https://slideplayer.com/slide/5727180/ | T1, R1, R2 |
| 27 | Training and Development Effectiveness https://www.slideshare.net/preeti52/training-development-157749081 Case study: PREJUDICES IN WORKPLACES: REAL OR PERCEIVED?(249) | T1, R1, R2 |
| 28 | Quality of Work Life https://www.slideshare.net/NITCALICUT_SOMS/quality-of-work-life-ppt | T1, R1, R2 |
| 29 | Cost and Value Effectiveness of Training https://www.slideshare.net/rahulsingla1/training-evaluation-ppt-6 | T1, R1, R2 |
| 30 | Training and Training System Design https://www.slideshare.net/NileshRajput/training-design-10054394 | T1, R1, R2 |
| 31 | Action Research for Training – Trainer – Researchers | T1, R1, R2 |
| 32 | Management Development Program https://www.slideshare.net/WelingkarDLP/hrm-ii-mgmt-devlpmnt-chap3 | T1, R1, R2 |
| 33 | Organizing and Implementing Management and Executive Development Programs https://www.slideshare.net/muditgupta1111/management-development-programpptxgovind | T1, R1, R2 |
| 34 | Evaluating Management Development Programs and Executive | T1, R1, R2 |

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| | Development https://www.slideshare.net/muditgupta1111/management-development-programpptxgovind | |
| 35 | Trainer as a Change Agent https://www.slideshare.net/vaishnaviRagunathan/change-agents | T1, R1, R2 |
| 36 | Knowledge Management https://www.slideshare.net/pujashrivastav1/knowledge-management-62132834 | T1, R1, R2 |
| 37 | Emerging Trends in Training and Development https://www.slideshare.net/ruhiberi/recent-trends-in-training-and-development | T1, R1, R2 |
| 38 | Computer Based Training Programs https://www.slideshare.net/binaraja75/computer-34823195 Case study: THE SAGA THAT INSPIRES(843) | T1, R1, R2 |
| 39 | E-Learning https://www.slideshare.net/nairarchana/e-learning-ppt-54353862 | T1, R1, R2 |
| 40 | Revision | |

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

Evaluation Scheme:

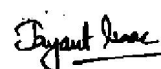
Student evaluation is based on the series of Assessment Tests and Tests conducted during the course of semester followed by a comprehensive examination.

| Evaluation Component | Duration | Weightage (%) | Date | Syllabus (Lec.No.) | Remarks |
|----------------------|-----------------|---------------|------------|--------------------|---------|
| Test 1 | 50 Minutes | 16 | 27.09.2021 | 1-10 | *CB |
| Test 2 | 50 Minutes | 17 | 19.11.2021 | 11-20 | *CB |
| Test 3 | 50 Minutes | 17 | 10.12.2021 | 21-40 | *CB |
| Quizzes (2) | 20 Minutes each | 5 each | | Continuous | *CB |
| Comprehensive Exam | 3 Hrs | 40 | 12.01.2022 | 1-40 | *CB |

* 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.



Dr. JAYANT ISAAC
Course Instructor

Date: 11-10-2021

The ICFAI University, Raipur

Faculty of Management
First Semester, 2021 – 2022

Course Handout

| Course No | Course Title | L | P | U |
|-----------|-------------------------------------|---|---|---|
| HRE612 | Strategic Human Resource Management | 3 | 0 | 3 |

Instructor-in-charge: Ms.R.VIJAYA LAKSHMI

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:

| Lect Nos. | Learning Objective | Topics to be covered | Reference (Chapter/Sec./Page Nos. of Text/Ref. Books) |
|-----------|--|--|---|
| 1-2 | Learn importance of HRM | Strategic Human Resource Management: Introduction to Strategic HRM People as Strategic Assets https://www.slideshare.net/rahulsharma3950178/9/introduction-to-strategic-hrm | 3(T1) |
| 3-4 | Understand roll of strategy on HR planning | Impact of Strategy on HR planning https://slideplayer.com/slide/13042494/ | 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) |

| | | | |
|-------|---|--|-----------------|
| 09 | 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 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 | 24.09.2021 | 1-15 | CB |
| Test 2 | 60 Minutes | 17 | 18.11.2021 | 16- 30 | CB |
| Test 3 | 60 Minutes | 16 | 09.12.2021 | 31- 40 | CB |
| Quizzes (2) | 20 Minutes each | 10 | | ** | CB |
| Comprehensive Exam | 3 Hours | 40 | 10.01.2022 | 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 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: 28-9-2021

Ms.R.VIJAYA LAKSHMI
Instructor-In-charge