
Faculty of Management Studies

Second Semester, 2022-23

Table of Contents

S.N.	Course Code	Course Name	Page No.
BBA First Year			
1	MG119	Research Methodology	01-03
2	MG120	E-Business	04-06
3	MATH102	Quantitative Methods	07-08
4	MG124	Business Communication	09-11
5	CB102	Computer Programming	12-13
6	HS204	Introductory Psychology	14-16
BBA Second Year			
7	MG202	Financial Management	17-18
8	MG213	Customer Relationship Management	19-20
9	MG222	Operations Management	21-24
10	MG215	B 2 B Marketing	25-27
11	MG242	Human Resource Management	28-31
12	SS202	Soft Skills II	32-34
BBA Third Year			
13	HS304	Current Affairs International	35-36
14	MG302	International Business	37-38
15	MG312	Money Banking & Financial Market	39-40
16	MG322	Insurance Management	41-42
17	MG332	Services Marketing Elective III	43-44
18	MG342	Consumer Behavior Elective IV	45-46
19	EVS200	Environmental Science	47-49
MBA First Year			
20	INM531	Financial Management	50-51
21	MKE622	Strategic Marketing Management	52-54
22	INM532	Operations Management	55-58
23	BNK641	Money and Banking	59-60
24	INM552	Macroeconomics & Business Environment	61-63
25	INM572	Enterprise Wide Information Systems	64-65
26	INM562	Business Research Methods	66-67
27	INM582	Legal Environment of Business	68-70
28	INM501	Soft Skill Lab-I	71-73
MBA Second Year			
29	INM612	Business Ethics & Corporate Governance	74-77
30	INM502	Soft Skill Lab-I	78-80
31	EVS200	Environmental Science	81-83
32	MKE631	Marketing Research Elective-V	84-86
33	MKE652	Consumer Behavior	87-89
34	HRE611	Leadership Skills & Change Management (HR)	90-92
35	HRE631	Corporate Communication (HR)	93-96
36	IVE621	Portfolio Management & Mutual Funds (FIN)	97-99
37	FIE641	Financial Risk Management (FIN)	100-101

The ICFAI University, Raipur

Faculty of Management
Second Semester, 2022-2023

Course Handout

Course Code	Course Title	L	P	U
MG119	Research Methodology	3	0	3

Instructor-in-charge: Dr.SANJAY KUMAR YADAV

Learning Outcomes:

To introduce students to the process of conducting Business Research
Students in the process will equip themselves to formulate problems, design the process, collect the information, analyze, interpret and apply research to arrive at solutions.
Understand different statistical techniques, its context of usage, application of software and interpret the results.

T1	Research Methodology , ICFAI University Publication 2005
R1	Business Research Methods,7e , William G Zikmund, Thomson South-Western, Singapore 2003

Lecture-wise Plan

Lecture Nos	Learning Objective	Topics to be covered	Reference
1-2	Introduction to Research: Meaning & definition of Research – Relevance and significance of Research in business – Types of Research. Ethics in research, consequences of Plagiarism.	Introduction to Research	T1:Chapter 1/ Pg. 4-10
3-5	Understand the Research Process: An overview- Introduction to critical review of literature- identification of research problem, formulation of constructs, statement of objectives, statement of hypothesis, identification of variables, data collection, data analysis, report writing.	Research Process	T1:Chapter 2/ Pg. 12-18
6-10	Understand the concept of Research design:- Exploratory research- Exploratory research with secondary data –types of secondary data, sources of secondary data, advantages and disadvantages of secondary data- testing the validity of secondary data, Explorative research through critical review of literature- Causal Research- concept of causality, concomitant variation, internal and external validity, causal studies with Experimentation, threats through validity, Experimental designs, causal studies through inferential statistics.	Research design	T1:Chapter 3/ Pg. 22-31
11-15	Learn to Scale and Measure: Measurements – Types of measurements –Different Scales –		T1:Chapter 4- 5/ Pg. 32-60

	Comparison between different scales- Characteristics – Validity – Different Methods of measurement Developing Scales – Classification of scales – Rating Scales – Attitude Scales – Thurston scale– Likert scale– Semantic Differential scale – Types of Errors in measurement – Test of Reliability – Measures of Stability – Threats to Reliability	Scales and Measurements	
16-20	Learn to Survey Research: Introduction– Purpose – Methods of data collection - Interviews, observation schedule, Questionnaire - Other methods of data collection - Panel research, warranty cards, Pantry audit and consumer panel- Mechanical Devices – Projective Techniques – Stoichiometry.	Survey Research	T1:Chapter 7,8,9/ Pg. 82-128
21-25	Understand the concept of Sampling- Sampling process- identification of sampling frame, sampling techniques, sample size determination	Sampling	T1:Chapter 6/ Pg. 62-77
26-30	Learn the Data Preparation: Data Coding, Data Cleaning, Identification Outlier, Handling Missing Values, and frequency tables, cross tabulation.	Data Preparation	T1:Chapter 12/ Pg.164-179
31-33	Introduced to Multivariate analysis:- Nature and techniques of Multivariate Analysis- Introduction to dependency and interdependency techniques, criteria on the choice of technique, assumptions behind the techniques, criteria on the scales of data for the usage of techniques.	Introduction to Multivariate analysis	T1:Chapter 16/ Pg.238-245
34-36	Learn to Analyze the Multivariate techniques with statistical packages: Multiple regression, Factor analysis	Analysis of Multivariate techniques	T1:Chapter 16/ Pg. 246-254
37-40	Learn the Report writing: types of reports – planning and organizing a research project, Harvard system of referencing – Bibliography – footnotes – checklist - evaluation of report.	Report writing	T1: Chapter 17/ Pg. 258-270

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	03.02.2023	1-10	CB
Test 2	50 Minutes	17	04.02.2023	11-20	CB
Test 3	50 Minutes	17	06.04.2023	21-40	OB
Quizzes (2)	20 Minutes each	5 each	**	**	CB
Comprehensive Examination	3 Hrs	40	12.05.2023	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 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-15-01-2023

Dr.SANJAY KUMAR YADAV
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management
Second Semester, 2022-2023

Course Handout

Course Code	Course Title	L	P	U
MG120	E-Business	3	0	3

Instructor-in-charge: Dr.JAYANT ISAAC

Learning Outcomes:

To give a comprehensive understanding of creating, funding and managing the E Business. To integrates professional skills in their learning through hands on experience so as to enhance the scope of employment and entrepreneurship.

Pedagogy:

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

Text Book	Author/Publication	Remarks
E-BUSINESS	IUP	T1
Reference Books / Magazines	Author/Publication	
Electronic Commerce: A Managerial Perspective	Turban, E. et al., Prentice Hall-2008	R1
Electronic Business and Electronic Commerce Management, 2nd edition	Dave Chaffey, Prentice Hall, 2006	R2
e-Learning Tools and Technologies	Horton and Horton, Wiley Publishing	R3

Lecture Wise Plan :

Lecture No	Topics	Reference
01	Introduction of E-Business: The Digital era, history of Internet, Evolution of E-Business, The Rise of E-Business	T1, R1, R2, R3
02	Traditional Business Vs E-Business, The Emergence of Infomediaries	T1, R1, R2, R3
03	Principles of E-Business	T1, R1, R2, R3
04	E-Business Infrastructure	T1, R1, R2, R3
05	Organizational culture for E-Business	T1, R1, R2, R3
06	E Business Models	T1, R1, R2, R3
07	E selling process: E-Browsing, E Buying	
08	E Purchasing: E auction, E-Sourcing	T1, R1, R2, R3
09	E-Business Strategy: Enabling the Value Chain, Procuring Raw Materials, Product Development	T1, R1, R2, R3

10	Formulating a Pricing Strategy	T1, R1, R2, R3
11	Basic steps in Business blueprint planning	T1, R1, R2, R3
12	Integrating E-Business Processes	T1, R1, R2, R3
13	Development of E Business Case	T1, R1, R2, R3
14	E Business execution plan	T1, R1, R2, R3
15	E-Collaboration	T1, R1, R2, R3
16	E Marketplaces: Evolution of E-Marketplaces	T1, R1, R2, R3
17	Phases of E-Marketplaces	T1, R1, R2, R3
18	E-Marketplaces models	T1, R1, R2, R3
19	Strategies for E-Marketplaces	T1, R1, R2, R3
20	Human element in E-Marketplaces	T1, R1, R2, R3
21	Benefits of E-Marketplaces	T1, R1, R2, R3
22	Success factors for E-Marketplaces	T1, R1, R2, R3
23	Current trends in E-Marketplaces	T1, R1, R2, R3
24	Supply Chain Management and E-Business: An Overview	T1, R1, R2, R3
25	Components of E-Supply Chain	T1, R1, R2, R3
26	Supply Chain Planning	T1, R1, R2, R3
27	Supply Chain Execution	T1, R1, R2, R3
28	The future of E-Supply Chain	T1, R1, R2, R3
29	Enterprise Resource Planning	T1, R1, R2, R3
30	Knowledge Management and E Business	T1, R1, R2, R3
31	E-Marketing	T1, R1, R2, R3
32	E-Banking	T1, R1, R2, R3
33	E-Governance	T1, R1, R2, R3
34	Mobile Business	T1, R1, R2, R3
35	E-Business Applications	T1, R1, R2, R3
36	E-Security	T1, R1, R2, R3
37	Issues in E-Business	T1, R1, R2, R3
38	Challenges in E-Business	T1, R1, R2, R3
39	Future of E-Business	T1, R1, R2, R3
40	Doubt Clearing	T1, R1, R2, R3

* 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	03.02.2023	1-10	CB
Test 2	50 Minutes	17	04.03.2023	11-20	CB
Test 3	50 Minutes	17	06.04.2023	21-40	OB
Quizzes (2)	20 Minutes each	5 each	**	**	CB
Comprehensive Examination	3 Hrs	40	13.05.2023	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 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:15-01-2023

Dr.JAYANT ISAAC
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management
Second Semester, 2022-2023

Course Handout

Course Code	Course Title	L	P	U
MATH102	Quantitative Methods	3	0	3

Instructor-in-charge: Ms.SNEHAL VAIRAGADE

Learning Outcomes:

The learning objectives of this course are to:

To teach the student the various statistical techniques to apply them on factual data so that they learn to derive statistical interpretation.

Text Book T1	Business Statistics ,By S.C.Gupta & Idra Gupta
Text Book T2	Quantitative Techniques in Management By N D Vohra
Reference book(s) R1	Quantitative Analysis for management By Barry Render, Ralph M.Stair

Lecture wise plan

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1-5	To learn the concept of Nature and Importance of quantitative Techniques in statistical data interpretation.(Part I)	Nature and Importance of quantitative Techniques in statistical data interpretation.(Part I):- Origin and Development of statistics, Definition of statistics' Importance and scope of statistic, Limitation of statistics	T1 Ch-1 1.1 to 1.13,
6-15	To learn the concept of Nature and Importance of quantitative Techniques in statistical data interpretation.(Part II)	Nature and Importance of quantitative Techniques in statistical data interpretation.(Part II) Introduction to collection of data, Classifications and tabulation	T1 Ch-2 2.1 to 2.20 T1 Ch-2 3.1to 3.37
16-22	To learn the concept of Standard Deviation, Variation, Covariance	Standard Deviation, Variation, Covariance.	T1 Ch-6 6.16 to 6.19 T1 Ch-6 6.32 to 6.39
23-30	To learn the concept of Forecasting	Forecasting – Concept, Techniques, Advantages, Disadvantages, Methods.	T2 Ch-18 839 to 865, 4.6
24-25	To learn the concept of Time Series	Time Series - Concept, Advantages, Disadvantages, Methods, Simple	T1 Ch-11 11.1 to 11.24

26-30	To learn the concept of Average Method	Average Method, Moving Average Method, Seasonal Variation Method.	T1 Ch-11 11.35 to 11.48
31-40	To learn the concept of Index Numbers	Index Numbers – Simple Average Method, Aggregative. Method, Marshall, Fisher Index Number	T1 Ch-10 10.1 to 10.17

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	04.02.2023	1-12	CB
Test 2	60 Minutes	17	06.03.2023	13- 28	CB
Test 3	60 Minutes	17	07.04.2023	29- 40	OB
Quizzes (2)	20 Minutes each	10	**	**	CB
Comprehensive Exam	3 Hours	40	15.05.2023	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 15-01-2023

**Ms.SNEHAL VAIRAGADE
Instructor-in-charge**

The ICFAI University, Raipur

Faculty of Management
Second Semester, 2022-2023

Course Handout

Course Code	Course Title	L	P	U
MG124	Business Communication	3	0	3

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

Learning Outcomes:

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
R2	Business Communication, Kitty O Locker, Stephen Kyo- Tata McGraw-Hill Publishing Company Ltd.

Lecture-wise plan:

Lect. 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,	1-23(T1) https://aqilkhans.files.wordpress.com/2011/10/business-communication.pdf
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 Behavior -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	<i>Barriers to communication</i>	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	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 enuiries, 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)

* 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	01.02.2023	1-10	CB
Test 2	50 Minutes	17	02.03.2023	11-20	CB
Test 3	50 Minutes	17	04.04.2023	21-41	OB
Quizzes (2)	20 Minutes each	5 each	**	**	CB
Comprehensive Exam	3 Hrs	40	06.05.2023	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:15-01-2023

Ms.R.VIJAYA LAKSHMI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management
Second Semester, 2022-2023

Course Handout

Course Code	Course Title	L	P	U
CB102	Computer Programming	3	0	3

Instructor-in-charge: Ms. SNEHAL VAIRAGADE

Learning Outcomes:

The learning objectives of this course are to:

Give students an in-depth understanding of why computers are essential components in business, education and society.

Text Book T1	V. Raja Raman, "Introduction to Computers", PHI.
Text Book T2	Pradeep K.Sinha, Priti Sinha, "Computers Fundamentals", BPB, Publishing House.
Text Book T3	E Commerce for Entrepreneurs: Launch your E-commerce startup with strong technology and digital marketing (English Edition), by Dr. Sudeshna Chakraborty, PriyankaTyagi
Reference book(s) R1	Norton Peter, "Introduction to computers", 10th Ed., TMH.

Lecture wise plan

Lect Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1-2	To learn the concept of Computer	building blocks of computers, I/O devices	T1 Ch2-2.1-3.5
3-4	To learn the concept of fundamentals of Computing	Introduction: Fundamentals of Computing, Fundamentals of Computing II,	T1 Ch1-1.1-3.5 T2-ch-2,2.1-2.4
5-6	To learn the concept of Computer Networking	Networks	T1 Ch14-14.1-14.5
7-8	To learn the concept of Programming Languages	Programming Languages	T1 Ch9-9.1-9.4
9-12	To learn the concept of Database	Relational Databases, Introduction to Microsoft® Access.	T2 Ch16-3..19-3.5
13-14	To learn the concept of Memory	concept of auxiliary and main memory and memory devices	T2 Ch7-2..7.6
15-17	To learn the concept of Number system	introduction to number systems	T2 Ch-3,2.3-3.2

18-20	To learn the concept of web applications	Web Technologies Fundamentals	T3 Ch-4,4.1-4.5
21-22	To learn the concept of security while using computers	Computer Security I: Encryption and Digital Signatures	T3 Ch-7,7.1-7.5
23-25	To learn the concept of Information representation	Information representation inside computer	T3 Ch-5,5.1-5.5
26-28	Understand UNIX operating System	Introduction to OS,window,UNIX.	T2 Ch-14.14.1-14.6
29-32	To learn the concept of Problem solving	Problem analysis, solution design and program coding using structural programming language	T2 Ch-21.,21-1-21.6
33-34	To learn the concept of Computers with business	Under the Hood" of a Commercial Website, Enterprise Systems, Systems that Span Multiple Enterprise	T3 Ch-5,5.1-5.5
35-38	To learn the concept of Emerging Technologies for data storage	Business Intelligence: Data Mining and Data Warehousing, Emerging Technologies	T3 Ch-9,9.1-9.5
39-40	Review all contents	Course Wrap-up.	T1, T2,T3

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	02.02.2023	1-12	CB
Test 2	60 Minutes	17	03.03.2023	13- 28	CB
Test 3	60 Minutes	17	05.04.2023	29- 40	OB
Quizzes (2)	20 Minutes each	10	**	**	CB
Comprehensive Exam	3 Hours	40	08.05.2023	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:15-01-2023

Ms. SNEHAL VAIRAGADE
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2022 – 2023

Course Handout

Course No	Course Title	L	P	U
HS204	Introductory Psychology	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 the students know the sources and processes of development of modern scientific psychology.
- 2.To help the students develop a scientific temperament in studying and understanding human behavior.

Reference book(s) R1	Introduction to psychology-Fernald, AITBS Publications,
Reference book(s) R2	Organisational Behavior – Robbins, Judge and Vohra, Pearson Education 2022, 18 e
Reference Material R3	An Introduction to the History of Psychology- B.R Hergenhahn and Tracy Henley
	Study material 1, Study material 2, Study material 3, PDF

Lecture wise plan

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1-2	Introduction to Psychology	Introduction	R1, pg -5 Ch-1, Study material 1, PDF
3-4	GD/Brainstorming	Why we need Psychology? Group Discussion	R1, pg -5 Ch-1, Study material 1, PDF
5-8	To understand the development of psychology as a science individual and the environment.	The development of psychology as a science individual and the environment.	R1, pg -5 Ch-1, Study material 1, PDF
7-8	To understand the Introduction and Nature of Perception	Introduction and Nature of Perception	R1 Ch-6 Pg 147, Study material 2, PDF
11-12	To understand Determinants of Perception	Determinants of Perception	R1 Ch-6 Pg 147, Study material 2, PDF

13-15	To learn about response mechanism and kinds of responses	response mechanism and kinds of responses	R3, Ch-5 Pg 45, Study material 3, PDF,
16-21	To get insights of motivation and theories	Motivation. (Inro, Types, Characteristics and Theories)	R2, Ch-5 Pg 16,17, Study material 3, PDF
22-23	To develop understanding of modifications of behavior through learning	Modifications of behavior through learning	R1, Ch-7 Pg 177, Study material 3, PDF
24-26	To develop understanding of memory and transfer of training	memory and transfer of training	, Study material 3, PDF
23-24	To develop public speaking skills	Presentation	---
25-26	To develop thought process among individuals	Thought processes.	Study material 3, PDF
27-28	To develop insight about a topic	Case Study	-----
29-30	To develop problem solving skills	Problem solving	Study material 3, PDF
31-32	To develop Creative thinking skills	creative thinking;	Study material 3, PDF
33-34	To develop nature and evaluation techniques of intelligence	nature and evaluation techniques of intelligence	R1, ch 14, pg 369. Study material 5, PDF
35-37	In depth understanding of the topic	Case study	R2, Study material 5, PDF
38-40	To develop nature and evaluation techniques of Personality	nature and evaluation techniques of Personality	R2, ch-7 pg 283, 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	02.02.2023	1-12	CB
Test 2	60 Minutes	17	03.03.2023	13- 26	CB
Test 3	60 Minutes	17	05.04.2023	27- 40	OB
Assignments	Continuous	10	**	**	CB
Comprehensive Exam	3 Hours	40	10.05.2023	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:15-01-2023

Dr. ARCHI DUBEY
Instructor-in-charge

The ICFAI University, Raipur
Faculty of Management
Second Semester, 2022-2023
Course Handout

Course Code	Course Title	L	P	U
MG202	Financial Management	3	0	3

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

<p>Learning Outcomes: After successful completion of the course student will be able to</p> <ol style="list-style-type: none"> 1.Efficient acquisition, utilization, and distribution of finance and then disposal of surplus or profit Tax projection 2.Review all investment to reduce overall tax burden 3 Identify opportunities to maximize the PROFIT

Text Book T	Financial Management by Dr. Awadhesh Pratap Singh, Sahityabhawan Publications
Reference book(s) R1	Dr. Anil Kumar Dhagat
Reference book(s) R2	Financial Management by John Tennent
R3	Financial Management by Eugene F. Brigham

Lecture-wise plan:

Lect Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
1-2	Financial Management – an Overview	Meaning definition, scope ,function, organizing finance	R1-1 to 14
3-4	Long term Financing	Introduction , financial market, long term sources of finance, shares debentures and term loans etc	R-1 23 to 43
5-7	Short term Financing	Definition, instruments for short term financing, short term financing, agencies providing short term financing	56 to 78
8-12	Concepts of organizational health and financial analysis	Introduction, parameters for deterring organizational health, tools of financial analysis	R 79 to 91
13-17	Cash flow and fund flow statement	Concepts and objectives and practical questions of cash flow and fund flow statement	129 to 149
18-23	leverages	Introduction, exploring the concept of leverages in finance	179 to 202

24- 27	Financial business decisions	Introduction, analyzing financial business decisions	208 o 227
28-32	Budget : concept and types	Concepts and types of budget	254 to 270
32-36	Capital structures management	Introduction , capital structure management , capitalization cost of capital	285 to 299
37- 42	Working capital management	Introduction, concept of working capital, principles affecting working capital management	359 to 400

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	02.02.2023	1-15	CB
Test 2	60 Minutes	17	03.03.2023	16- 30	CB
Test 3	60 Minutes	16	05.04.2023	31- 42	OB
Quizzes (2)	20 Minutes each	10	**	**	CB
Comprehensive Exam	3 Hours	40	08.05.2023	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:15-01-2023

Dr.W.RAMANA RAO
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2022 – 2023

Course Handout

Course No	Course Title	L	P	U
MG213	Customer Relationship Management	3	0	3

Instructor-in-charge: Mr.AMBARISH GHOSH

Learning Outcomes:

After successful completion of the course student will be able to understand how:-

To gain in sight in relationship marketing

To use strategic customer acquisition and retention techniques in CRM

To understand the structural implications of CRM

To plan and coordinate with various functional areas in management to arrive at the strategy

To understand the new technological developments in CRM

Text Book T1	Roger J . Baron, Robert J Galka, Daniel P Strunk “Customer Relationship Management”, Cengage learning
Reference book(s) R1	Jill Dyche’ The CRM Hand book- Pearson Education
R2	Alok Kumar “ Customer Relationship Management” Concept and application Biztantra 2008

Lecture wise plan

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1-3	Introduction to Customer Relationship Management	CRM, Relationship marketing , Evolution and growth of CRM, Need and importance of CRM	Handout/T1 Ch1- Page 2-34
4-6	Fundamental of CRM	Advantage of CRM, Elements of CRM, Features of CRM, Types of CRM	Handout/T1 Ch1- 36-38
7-10	Theory and development	Relationship marketing, Transaction vs relationship approach - CRM in marketing & IT in CRM, School of thoughts of CRM.	Handout/T1 Ch2- Page 54-70
11-15	Understanding Customer:	Customer profile analysis - Customer perception, Expectations , customer integration problem, Individual and group customer's - Selection of profitable Customer Segments.	Handout/T1 Ch2- Page 42-54
16-20	Understanding Customer: Customer information database -	Analysis –Types of data, methodology for managing data, common format, linkage of data	Handout/T1 , R1-156-158

21-23	CRM Planning and Implementation: plans.	Strategic CRM planning process - Implementation issues - CRM tools -Managing customer life cycle, sales force automation	Handout/T1 Ch11- Page 236-265
24-30	Strategies for CRM	Strategies for customer acquisition- Building,customer retention, customer loyalty ,CRM strategy	Handout/T1 Ch11- Page 200-210
31-35	Strategies for CRM	Case study analysis	Case analysis IUP
36-40	Value from customer communication	Value from customer communication - Value from seven P's of marketing,Trends in CRM: CRM in services product markets, B2B market, Call center management- Team selling- Person to person contacts;	Handout/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.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	16	31.01.2023	1-10	CB
Test 2	60 Minutes	17	01.03.2023	11- 20	CB
Test 3	60 Minutes	17	03.04.2023	21- 30	OB
Assignments	Continuous	10	**	**	CB
Comprehensive Exam	3 Hours	40	01.05.2023	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 : 15-01-2023

Mr.AMBARISH GHOSH
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2022- 2023

Course Handout

Course No	Course Title	L	P	U
MG222	Operation Management	3	0	3

Instructor-in-charge: DR. RUCHI GUPTA

Learning Outcomes:

After successful completion of the course student will be able to know the outcome of this course is an introduction to the concepts, principles, problems, models, tools, and techniques, practices of operation management. Emphasis is on managerial processes for effective operations in both goods-producing and service rendering organization.

Text Book T1	Production & Operations Management	K. Aswathappa & K. Sridhara Bhatt
T2	Operations Management	Fed Uni
Reference Books R1	Production and Operations Management	Everette E. Adam and Ronald J Ebert/Prentice Hall of India, NewDelhi,5th Edition
R2	Operations Management: Customer Focused	Principles Richard Schonberger & Edward M.Knod
R3	Production Operations Management: Manufacturing & Services	Richard B. Chase, Nicholas. J.Acquilano & F Robert Jacobs / Tata McGraw Hill

Lecture wise Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
01	Production Management	Introduction: Nature & Scope of Production Management,	T1,T2,R1,R2
02	Production Management	Introduction: Nature & Scope of Production Management,	T1,T2,R1,R2
05	Production Management	interrelationships with other functions,	T1,T2,R1,R2
06	Production Management	interrelationships with other functions,	T1,T2,R1,R2
07	Production Management	C	T1,T2,R1,R2

08	Production Management	Role of models in production management operations strategies	T1,T2,R1,R2
09	Allocating Resources to Strategic Alternatives:	Allocation Decisions in Operations Strategy:	T1,T2,R1,R2
10	Allocating Resources to Strategic Alternatives	Allocation Decisions in Operations Strategy:	T1,T2,R1,R2
11	Allocating Resources to Strategic Alternatives	Components of Constrained Optimization Models,	T1,T2,R1,R2
12	Allocating Resources to Strategic Alternatives	Components of Constrained Optimization Models,	T1,T2,R1,R2
13	Allocating Resources to Strategic Alternatives	Merits and Demerits of Constrained Optimization Models.	T1,T2,R1,R2
14	Allocating Resources to Strategic Alternatives	The transportation problem in Linear Programming	T1,T2,R1,R2
15	Allocating Resources to Strategic Alternatives	Developing an Initial Feasible Solution (Both Balanced and Unbalanced problems).	T1,T2,R1,R2
16	Allocating Resources to Strategic Alternatives	Developing an Initial Feasible Solution (Both Balanced and Unbalanced problems).	T1,T2,R1,R2
17	Design of Production Processes:	Introduction, Process Planning, and Design,	T1,T2,R1,R2
18	Design of Production Processes	Major factors affecting Process Design Decisions	T1,T2,R1,R2
19	Design of Production Processes	Nature of Demand, Degree of Vertical Integration, Flexibility, Degree of Automation,	T1,T2,R1,R2
20	Design of Production Processes	Quality Level and Degree of Customer Contact, Types of Process Designs:	T1,T2,R1,R2
21	Design of Production Processes	Product Focused, Process Focused, Group Technology	T1,T2,R1,R2
22	Design of Production Processes	Process Planning Aids: Assembly Charts,	T1,T2,R1,R2
23	Design of Production Processes	Process Charts,	T1, T2,R1,R2
24	Design of Production Processes	Selecting the type of Process Design - Variety and Volume.	T1, T2, R1,R2

25	Facility Location and Layout:	Introduction, Importance of Location - Factors Affecting The Location Decisions: Market Proximity, Integration with other parts of the Organization, Availability of Labour and Skills, Site Cost, Availability of Amenities,	T1, T2 ,R1,R2
26	Facility Location and Layout:	Availability of Transportation Facilities, Availability of Inputs, Availability of Services, Suitability of Land and Climate, Regional Regulations, Room for Expansion, Safety Requirements, Political, Cultural and Economic	T1,T2,R1,R2
27	Facility Location and Layout:	Special Grants and Import/Export Barriers – General Steps in Location Selection & Location Decision Process:	T1,T2,R1,R2
28	Facility Location and Layout:	Define the Location Objectives and Associated Constraints, Identify the Relevant Decision Criteria,	T1,T2,R1,R2
29	Facility Location and Layout:	Relate the Objectives to the Criteria Using Appropriate Models,	T1,T2,R1,R2
30	Facility Location and Layout:	Do Field Research to get Relevant Data and Use the Models to Evaluate the Alternative Locations,	T1,T2,R1,R2
31	Facility Location and Layout:	Select the Location that Best Satisfies the Criteria -Location	T1,T2,R1,R2
32	Facility Location and Layout:	Select the Location that Best Satisfies the Criteria -Location	T1,T2,R1,R2
33	Operation Scheduling	Introduction, Purpose of Scheduling, Scheduling Methods: Forward Scheduling, Backward Scheduling,	T1,T2,R1,R2
34	Scheduling Activities:	Routing, Loading, Dispatching, Scheduling by type of operations	T1,T2,R1,R2
35	Scheduling Activities:	Job Operations, Repetitive Operations, Labor-intensive Operations, Service Operations.	T1,T2,R1,R2
36	Scheduling Activities:	Scheduling Personnel in Service Operations: Scheduling Consecutive Days Off,	T1,T2,R1,R2
37	Scheduling Activities:	Scheduling Daily work Times,	T1,T2,R1,R2
38	Scheduling Activities:	Scheduling Hourly work Times.	T1, T2, R1, R2
39	Scheduling Techniques	Gantt Charts, Johnson's Job Sequencing Rules, Queuing Analysis, and Critical Ratio Method.	T1, T2, R1, R2

40	Scheduling Techniques	Gantt Charts, Johnson's Job Sequencing Rules, Queuing Analysis, and Critical Ratio Method.	T1, T2, R1, R2
----	-----------------------	--	----------------

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 Marks	01.02.2023	1-10	CB
Test 2	60 Minutes	17 Marks	02.03.2023	11-20	OB
Test 3	60 Minutes	17 Marks	04.04.2023	21-40	CB
Quiz(1)	20 Minutes each	10 Marks	**	**	CB
Comprehensive Exam	3 Hours	40 Marks	05.05.2023	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: 15-01-2023

Dr.RUCHI GUPTA
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management
Second Semester, 2022-2023

Course Handout

Course Code	Course Title	L	P	U
MG215	B 2 B Marketing	3	0	3

Instructor-in-charge: Dr.SANJAY KUMAR YADAV

Learning Outcomes:

To impart the fundamentals of the key elements of a business organization and to provide a critical perspective on theoretical knowledge and practical approach to various functional areas of management and decision making.

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

Reference Books / Magazines	Author/Publication	Remarks
Business 2 Business s Marketing Management ,a Global Perspective	Alan Zimmerman & Jim Blythe, (second -e)	R1
Business 2 Business s Marketing	Ross Brennan, Louise Canning, Raymond McDowell(second-e)	R2

Lecture Wise Plan :

Lecture	Topics	Reference
01	Introduction to Business to Business Marketing	R1 , R2
02	Defining the B2B Market	R1 , R2
03	Trapping Vs Substance	R1 , R2
04	Conversion Sequence	R1, R2
05	Impact of Internet , Size of Market	R1
06	Conceptual difference between B2B marketing and consumer marketing	R1
07	Relationship Building, The IMP Approach	R1
08	Business Goods Classification	R1
09	Case Study –Rising Sun	R1
10	Strategic Planning for Global Business Markets: Introduction	R1
11	Strategic Planning Process	R1
12	Mission , Vision and Objectives,	R1

13	Strategy, Planning and Competitive advantage	R1
14	Value Chain Analysis	R1
15	Value Network	R1
16	Competition and Hypercompetetion: The 7S Framework	R1
17	Globalization Strategy	R1
18	Case Study: Tullow Oil PLC	R1
19	Market Research: Introduction, The Need for Market Research	R1
20	Differences between Consumer and Business market Research	R1
21	Changes in Market Research	R1
22	Developing a Marketing Information System	R1
23	The Marketing Research Process	R1
24	Sampling and Validity	R1
25	Developing Questionnaires	R1
26	Analyzing the Data	R1
27	Market Potentian and Sales forecasts	R1
28	Organizing for Market Research	R1
29	Managing Research Projects	R1
30	Benchmarking	R1
31	The Future of Business Marketing : Introduction	R1
32	Globalization	R1
33	Rapidly changing Technology	R1
34	Social Networking	R1
35	Increased Visibility	R1
36	Product Development	R1
37	Post Modern Marketing	R1
38	Value Based Marketing , Relationship Marketing	R1
39	21 st century Market Place ,Importance of Basics	R1
40	Case Study: Formica Group	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	01.02.2023	1-10	CB
Test 2	50 Minutes	17	02.03.2023	11-20	CB
Test 3	50 Minutes	17	04.04.2023	21-40	OB
Quizzes (2)	20 Minutes each	5 each	**	**	CB
Comprehensive Exam	3 Hrs	40	06.05.2023	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 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:15-01-2023

Dr.SANJAY YADAV
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management
Second Semester, 2022-2023

Course Handout

Course Code	Course Title	L	P	U
MG242	Human Resource Management	3	0	3

Instructor-in-charge: Dr.JAYANT ISAAC

<p>Learning Outcomes:</p> <p>After successful completion of the course student will be able to</p> <ul style="list-style-type: none">• Discuss the scope of Human Resource Management functions.• Develop Human Resources Plan for an organization• Evaluate the effectiveness of Recruitment and Selection Process• Design Performance and Potential Appraisal• Explain Employee Training and Management Development Programs.• Assess Compensation Management• Explain Employee Relations, Collective Bargaining and Grievance Handling• Describe the contemporary trends in Human Resource Management <p>The course is aimed at developing an understanding of human resource function to enable the students to design and structure human resource processes and practices.</p>
--

Text Book T1	Human Resource Management-Text and Cases, VSP Rao, 2nd e, 2007, Excel Books
Reference book(s) R1	Personnel/Human Resource Management, 3rd e, Decenzo, David A. / Robbins, Stephen P. Prentice Hall of India, 2002
Reference book(s) R2	Personnel Management: Text & Cases, 27th e, Mamoria, C.B. /Gankar, S.V. Himalaya Publishing House, 2007
Other Resources	HR Magazine, The International Journal of HRM , www.peoplesmatters.in
	People Matters, Asia Pacific Journal of HR, www.shrm.org

Lect Nos.	Learning Objectives	Topics to be covered	Reference (Chapter/Sec./ Page Nos. (of Text/ Ref. Books)
-----------	---------------------	----------------------	--

1-4	Role of HR Executives-HRM Functions– Challenges of Human Resource Management– New Challenges for HR Executives. HR Management Competencies and Careers, Line Vs Staff Authority – Structure and Organizational Chart of HR Department. Globalization and its impact on HR- IT Systems and HR.	Introduction to HRM & HRM at Work (including case discussion)	T1/Chapter 1 & 2
5-6	Concept of Job Analysis and Design, Role analysis –Methods of Job analysis - Job Description - Job Specification – Modern Management Techniques: Job rotation – job enlargement – Job enrichment. Managing the dejobbed world, Competency mapping.	Job Analysis and Design	T1/Chapter 4
7-9	Definition – Need and Importance of HRP- Process of HRP–Levels and Types of HRP – Forecasting Demand for employees- Forecasting supply for employees-Balancing supply and demand considerations- HRP Model, Workforce Composition, HRIS	Human Resource Planning (including case discussion)	T1/Chapter 5
10-12	Definition and concept of Recruitment – Factors Affecting Recruitment–Recruitment Policy-Equal Employment, Diversity and Discrimination Issues- Sources of recruitment– Information technology and HR recruiting on the net(e-Recruitment) -Methods and Techniques of recruitment Selection Process- Person JobFit - Person Organization Fit–Elements of Selection Process	Recruitment & Selection (including case discussion)	T1/Chapter 6 & 7
13-15	Steps in the Selection Procedure – Various types of Tests – Reliability and Validity of Selection Process - Selection Interview: Methods and Process (including reference check and medical examination)Placement and induction- Competency testing systems.	Test, Interviews,	T1/Chapter 7&8
16-19	Concept of performance management and performance appraisal - Objectives of Performance Appraisal - The Appraisal Process - Traditional Methods and Modern Methods of Appraisal, (including MBO, 360 degree, Assessment Centre, Balance Scorecard, etc) –	Performance and Potential appraisal (including case discussion)	T1/Chapter 15
20-23	Importance and objectives - Distinction between Training and Development – Principles of Learning – Systems approach to Training and Development: Need Assessment, Program Design, Delivery and Evaluation On-the Job and Off-the-Job Training Methods, e-learning, Competency Mapping	Employee Training and Management Development	T1/Chapter 9 & 10

24-25	Concept – Career stages -Career Anchors – Career Development Cycle – Benefits of career planning to individual as well as organization –Internal mobility: promotions, transfers, Separation and Succession planning, downshifting.	Managing Careers (including case discussion)	T1/Chapter 11
26-27	Objectives - Methods of Job evaluation – Factors determining compensation- Pay Structures: pay grades, broad banding and ranges. – Current trends in compensation- Executive Compensation.	Compensation Management	T1/Chapter 16
28-30	Wage and Salary Administration - Nature and Purpose Minimum Wage, Fair Wage, Living Wage - Basic Kinds of Wage Plans - Elements of a Good Wage Plan, Rewards and Incentives - Short- term –and Long-term Incentive Plans – Individual, Group and Organizational (Profit Sharing, Employee Stock Ownership Plans) – Monetary and Non-monetary components of compensation, , Employee Benefits and Services. Payment of Bonus Act,1965, Payment of Gratuity Act 1972, Minimum Wage Act 1948, Payment of Wages Act 1936	Wage and Salary Administration Rewards and Incentives	T1/Chapter 17
31-33	Concept and purpose Industrial Relations - Collective Bargaining - Types – Process - Pre-requisites - Issues Involved - Worker Participation in Management, Trade Unions, Trade Union Act 1926, Industrial Disputes Act 1947, Factories Act 1948, Workmen’s Compensation Act 1923	Employee relations and collective Bargaining (including case discussion)	T1/Chapter 23, 25, 26
34-35	Definition of Grievance - Causes/Sources of Grievances - Grievance Redressal Machinery - Model Grievance Procedure Legislative Aspects of the Grievance Redressal Procedure in India.	Grievance Handling (including case discussion)	T1/Chapter 22
36-37	Discipline and disciplinary actions – The red hot stove rule, Domestic enquiry, Principle of Natural Justice, Dismissal and Discharge of an employee-Trade Unions.	Discipline and Disciplinary Action	T1/Chapter 22
38-42	Quality of Work Life – Concept, Strategies for Improving QWL, Family integration processes, Talent Management - PCMM- Entrepreneurship (Intrapreneurship), E-HRM, GHRM, QHRM, SHRM,Cyber Offences and penalties	Emerging trends in HRM	T1/Chapter 3, 29 & 30

* 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	31.01.2023	1-10	CB
Test 2	50 Minutes	17	01.03.2023	11-20	CB
Test 3	50 Minutes	17	03.04.2023	21-42	OB
Quizzes (2)	20 Minutes each	5 each	**	**	CB
Comprehensive Examination	3 Hours	40	03.05.2023	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-15-01-2023

Dr.JAYANT ISAAC
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2022-2023

Course Handout

Course Code	Course Title	L	P	U
SS202	Soft Skills	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 soft skills.
2. Learn the usage of effective soft skills and draw benefit from it.
3. Develop listening, writing and speaking skills.
4. Personality development and attributes of success.
5. Prepare students for interviews, group discussions and make them ready for corporate life.

Text books T1	Soft skills and Business Communication (SSBC) by Prof. Mahesh Kumar Soma
Reference books R1	Professional Communication by ArunaKoneru (Tata McGraw Hill)
R2	You can win by Shiv Khera (Bloomsbury)

Lecture-wise Plan

Lecture Nos	Learning Objective	Topics to be covered	Reference
1,2	Introduction techniques, samples and classroom practical	Effective self-introduction, language usage, self-appraisal and communication	PC by Aruna Koneru
3,4,5	Learning basic concepts & definitions	Introduction to soft skills, Basics of Communication	PC by Aruna Koneru
6,7,8	Develop effective speaking skills – includes practical sessions	Speaking skills - Theory & Concept, Practical (Extempore)	PC by Aruna Koneru
9,10	Dressing up	Effective occasion-based dressing, power dressing, appropriate vs inappropriate dressing	NA
11,12,13,14	Discipline	Attain discipline in daily behavior, setting rules, avoid distractions and result-orientation.	SSBC by Prof. Soma
15,16,17,18	Leadership	Leadership and interpersonal skills, leading and getting along with people	YCW by Shiv Khera

19,20,21	Self-awareness	SWOT analysis, career orientation based on individual SWOT, devotion towards success	PC by Aruna Koneru
22,23,24	Organizational skills	Goal charting, planning and prioritizing, effective time management	SSBC by Prof. Soma
25,26,27,28,29	Interviews and presentation	Job profile, prepare CV, cover letter, practice (in peer groups), time management and positive attitude – includes live mock sessions	PC and SSBC
30,31, 32	Public speaking	Contents, time-bound message delivery, language, confidence – includes live sessions	SSBC by Prof. Soma
33,34	Diary/ itinerary writing	Taking minutes of meeting, daily task tracking with dairy writing, event/ itinerary planning	NA
35,36	General awareness	Enhancement techniques, selective reading, web browsing, seminars/ webinar attendance	NA
37,38	Negotiations and assertiveness	Objective driven approach, quick mental calculations, give and take and deal closures	SSBC by Prof. Soma
39,40	Professionalism	Distinction between personal and professional space, avoid distractions, getting over emotions	SSBC by Prof. Soma

Classroom Practical

S.No	Name of the Practical
1	Professional Self-introduction, Specific Skills for PI
2	Public speaking, presentation and pitch delivery
3	Mock Interviews & GD
4	Job hunting, company/ profile short-listing, professional approach

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	Weight age	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	16	02.02.2023	1-15	CB
Test 2	60 Minutes	17	03.03.2023	16- 30	CB
Test 3	60 Minutes	17	05.04.2023	31- 40	OB
Practical's	Throughout the Semester	10	**	**	CB
Comprehensive Exam	3 Hours	40	10.05.2023	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 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:15-01-2023

Dr.SHUBHRA TIWARI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2022-2023

Course Handout

Course Code	Course Title	L	P	U
HS304	Current Affairs International	3	0	3

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

Learning Outcomes:

To impart the fundamentals of the key elements of a business organization and to provide a critical perspective on theoretical knowledge and practical approach to various functional areas of management and decision making.

Pedagogy:

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

Lecture Wise Plan *:

Session	Topics	Reference
01	Israel: Introduction, Land	https://www.britannica.com/place/Israel
02	People	https://www.britannica.com/place/Israel
03	Economy	https://www.britannica.com/place/Israel
04	Administration and Social Conditions	https://www.britannica.com/place/Israel
05	Cultural Life	https://www.britannica.com/place/Israel
06	History	https://www.britannica.com/place/Israel
07	Intelligence organization	https://www.britannica.com/topic/intelligence-international-relations/France#ref42304
08	Prime ministers of Israel	https://www.britannica.com/place/Israel
09	Nuclear Weapon	https://www.britannica.com/technology/nuclear-weapon/Pakistan#ref275665
10	The Israel Economy Today	https://embassies.gov.il/san-francisco/AboutIsrael/Economy/Pages/The-Israeli-Economy-Today.aspx
11	Australia: Introduction, Land	https://www.britannica.com/place/Australia
12	People	https://www.britannica.com/place/Australia
13	Economy	https://www.britannica.com/place/Australia
14	Government and society	https://www.britannica.com/place/Australia
15	Cultural Life	https://www.britannica.com/place/Australia
16	History	https://www.britannica.com/place/Australia
17	Facts and Stats: Australia	https://www.britannica.com/place/Australia
18	List of notable companies based in Australia.	https://en.wikipedia.org/wiki/List_of_companies_of_Australia
19	Presentation	
20	Indonesia: Introduction, Land	https://www.britannica.com/place/Indonesia
21	People	https://www.britannica.com/place/Indonesia

22	Economy	https://www.britannica.com/place/Indonesia
23	Government and society	https://www.britannica.com/place/Indonesia
24	Cultural Life	https://www.britannica.com/place/Indonesia
25	History	https://www.britannica.com/place/Indonesia
26	Facts and Stats: Indonesia	https://www.britannica.com/place/Indonesia
27	List of notable companies based in Indonesia	https://en.wikipedia.org/wiki/List_of_companies_of_Indonesia
28	Presentation	
29	Singapore: Introduction, Land	https://www.britannica.com/place/Singapore
30	People	https://www.britannica.com/place/Singapore
31	Economy	https://www.britannica.com/place/Singapore
32	Government and society	https://www.britannica.com/place/Singapore
33	Cultural Life	https://www.britannica.com/place/Singapore
34	History	https://www.britannica.com/place/Singapore
35	Facts and Stats: Singapore	
36	List of notable companies based in Singapore	https://en.wikipedia.org/wiki/List_of_companies_of_Singapore
37	Presentation: Singapore	
38	Presentation: Indonesia	
39	Presentation: Australia	
40	Presentation: Singapore	

* 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	03.02.2023	1-10	CB
Test 2	50 Minutes	17	04.03.2023	11-20	CB
Test 3	50 Minutes	17	06.04.2023	21-40	OB
Quizzes (2)	20 Minutes each	5 each	**	**	CB
Comprehensive Exam	3 Hrs	40	12.05.2023	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 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: 15-01-2023

Mrs.R.VIJAYA LAKSHMI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2022-2023

Course Handout

Course No	Course Title	L	P	U
MG302	International Business	3	0	3

Instructor-in-charge: Mr. AMBARISH GHOSH

Learning Outcomes:

After successful completion of the course student will be able:

To introduce students to the contemporary issues in International Business that illustrate the unique challenges faced by managers in the international business environment.

To help students understand the role of external and international environment in business.

Text Book T1	International Business by Vuytakesh Sharan Pearson Publication
Reference book(s) R1	International Business by Bimal Jaiswal, Himalaya Publication
Reference book(s) R2	International Business Environment by Subba Rao, Himalaya Publication

Course wise plan

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
.	Introduction to International Business	International business-an overview, forms of international business, International Vs Domestic business,	Handout/T1 Ch1-Page 4-13
6-10	Introduction to International Business	Drivers of international business, advantage and disadvantage of International Business	Handout/T1 Ch2-Page 331-344
11-13	International Business Environment	Political Environment, Economic Environment,	Handout/T1 Ch2-Page 188-219
14-20	International Business Environment	Socio Cultural Environment, Technological Environment & Legal Environment	Handout/T1 Ch2-Page 225-241
21-23	BOP analysis,	Structure of BOP, Equilibrium, disequilibrium and adjustment	Handout/T1 Ch11-Page 145-240
24-30	Regulation of international business	Free trade Vs protection , forms of trade regulation	Handout/T1 Ch-07-Page 110-125
31-35	International Strategy	International production operation, International Marketing Operation	Handout/T1 Ch-07-Page 110-125
36-37	International Strategy	GHRM, International Finance	Handout/T1 Ch-07-Page 110-125
38-40	Economic community	GATT, WTO, IMF, UNCTD	Handout/T1 Ch14-Page 135-160

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	31.01.2023	1-10	CB
Test 2	60 Minutes	17	01.03.2023	11- 20	CB
Test 3	60 Minutes	17	03.04.2023	21- 30	OB*
Assignments	Continuous	10	**	**	CB
Comprehensive Exam	3 Hours	40	01.05.2023	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 a 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:15-01-2023

Mr.AMBARISH GHOSH
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2022-2023

Course Handout

Course Code	Course Title	L	P	U
MG312	Money, Banking & Financial Services	3	0	3

Instructor-in-charge: Prof. D SHADANGI

Learning Outcomes:

After successful completion of the course student will be able to

1. Basics of Financial Market, Money market, Capital Market
2. Know details of banking products
- 3 Identify opportunities to know about banking operations & Financial Services
4. Able to handle banking assignments with a practical knowledge in banking

Text books T1	Dr. M.N Goliath Banking Operations & Management
Reference books R1	Principles & Practices of Banking by IIBF
R2	Money & Banking by IU Publication
SWAYAM	https://swayam.gov.in/course/management/direct banking -law and practice

Lecture-wise Plan

Lecture Nos	Learning Objective	Topics to be covered	Reference
1-2	General Introduction of Money	Meaning definition salient features & function of Money	R-1
3-4	Concept of financial system in India	Introduction Money Market	https://www.bankbazaar.com
5-7	Concept of Money Market	Definition, Condition, Types and products of money market	https://www.moneycontrol.com & R-1
8-10	Concept of Capital Market	Details of capital market including equity market and debt market	R-1
11-13	Money Market Regulation	Concepts and objectives of regulator in money market	R-1
14-18	Capital Market reregulation	Role ,function ,objectives & powers of SEBI	R-1
19-23	Theory of money supply	Monetary policy of RBI, Money supply, quantitative & qualitative measures	R-1
24-28	Theory of employment and Interest	Classical & Key Nevisian theory of employment and Interest	R-1
29-32	Concept of Banking	Definition, role, function, customer relationship in banking	R-1
33-38	Banking Products	Digital products, Liability products. and Asset products.	R-1
39-42	Banking reforms &	Latest changes in Banking , Reform	R-1

	regulatory reforms, Latest in Banking	measures of RBI	
--	---------------------------------------	-----------------	--

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	31.01.2023	1-18	CB
Test 2	60 Minutes	17	01.03.2023	19- 30	CB
Test 3	60 Minutes	17	03.04.2023	31- 42	OB
Quizzes (2)	20 Minutes each	10	**	**	CB
Comprehensive Exam	3 Hours	40	03.05.2023	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:15-01-2023

**Prof. D SHADANGI
Instructor-in-charge**

The ICFAI University, Raipur
Faculty of Management Studies
Second Semester, 2022 - 2023
Course Handout

Course No	Course Title	L	P	U
MG322	Insurance 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. Students are able to evaluate the use of insurance contracts in employee benefit programs.
2. Students are able to analyze information to determine if a loss exposure may be covered by liability insurance contract.
3. Students are able to evaluate the methods utilized by insurance carriers to manage their underwriting risk.

Text Book T1	Risk management and insurance, Thomsom south western, Triechmann Gustavson Hoyt, eleventh edition
T2	Risk management & insurance second edition, Harrington Niihau's, Tata McGraw- Hill Edition
T3	Investment analysis and portfolio management, Tata McGraw Hill, Third Edition, Prasanna Chandra
Swayam S1	www.icsi.edu/media/webmodules/publications/CapitalMarketandSecuritesLaw.pdf
Swayam S2	https://www.gopalancolleges.com/gcem/course-material/mba/finance-subjects/investment-banking-financial-services-14MBAFM302.pdf

Lecture-wise plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
1-2	Insurance	History and evolution	T1 & T2
3-4	Insurance	Definition and insurance vs assurance	T1 & T2
5-6	insurance	How insurance works?	T1 & T2
7-9	Concept of insurance	Concept and basic characteristic of insurance	T1 & T2
10-11	Insurance and risk	Concept of risk	T3

12-13	Details of Risk	Requirement of insurable risk	T3
14-16	Techniques of risk	Risk management technique	T3
17-19	Tools of risk	Insurance as a tool for managing risk	T1,T2 & T3
20-22	IRDA	History and all regulations of IRDA	T1 & T2
23-25	Benefits of insurance	Benefits of insurance for individual and society	T1 & T2
26-28	Classification of insurance	Details of general insurance	T1,T2 & T3
29-31	Principles of insurance	Principles and types of general insurance	T1,T2 & T3
32-34	Marine insurance	Concept and regulation of marine insurance	T1,T2 & T3
35-37	Grievances	Grievance redressal	T1,T2 & T3
38-40	Mechanism	Insurance mechanism	T1,T2 & T3

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	01.02.2023	1-11	CB
Test 2	60 Minutes	17	02.03.2023	12-25	CB
Test 3	60 Minutes	17	04.04.2023	26-40	OB
Quiz (1) Assignment(1)	20 Minutes each	10	**	**	**
Comprehensive Exams	3 Hours	40	06.05.2023	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 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: 15-01-2023

Dr.SHWETA DEWANGAN
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2022-2023

Course Handout

Course Code	Course Title	L	P	U
MG332	Services Marketing	3	0	3

Instructor-in-charge: Mr.AMBARISH GHOSH

Learning Outcomes:

This course is designed to familiarize students with the necessary information about theory and practicalities of differentiation between service and Product, Marketing Strategies of Services Sector, Services Taxes, trends in services.

Pedagogy:

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

	Text Book	Author/Publication
R1	Services Marketing and Management	Audrey Gilmore /Sage Publications
R2	Management and Marketing of Services	Peter Mudie and Angela Cottam/ Routledge
R3	Marketing Plans for Services Businesses	Malcolm McDonald, Adrian Payne/ - Butterworth Heinemann
R4	Principles of Service Marketing and Management	Christopher Lovelock Christopher H. Lovelock/ Pearson
R5	Services Marketing Management	Peter Mudie, Angela Pirrie/Routledge

Lecture-wise Plan

Session	Topics	Reference
1	Evolution of Services Economy,	R1, R2, R3, Studymaterial
2	Significance of Services Economy	R2, R3, Studymaterial
3	Examples of Services	R1 Studymaterial
4	Definition of a Service	R1, R2 Studymaterial
5	Characteristics of a Service	R1, R3 Studymaterial
6	Differentiation between a Product and Service	R3, R4 (studymaterial-02)
7	Marketing Mix of services	R2, R4 Studymaterial
8	Services Marketing Strategies	R2, R3, R4 Studymaterial
9	Physical evidence of a service	R1, R3, R4 Studymaterial
10	Significance of a Physical evidence of a service	R1, R2, R3 Studymaterial
11	Service Quality Significance	R1, R4, R3, R2 Studymaterial
12	Measurement of services Quality	R1, R4, R3, R2, Studymaterial
13	Demand and supply of services business	R4, R4, R2 Study material
14	Management and control of services marketing	R3, R4 Study material
15-16	Marketing research services businesses	R2, R3 Studymaterial
17-18	Management of the services marketing effort	R2, R3, R4 Studymaterial

19-22	Service tax provisions	R3, Studymaterial
23	Services characteristics	R4, Studymaterial
24	Service categories	R5, Studymaterial
25	Trends in services marketing	R4, Studymaterial
26	Consumer behavior	R4, Studymaterial
27	Marketing mix elements of services marketing	R4 Study Material
28	Product strategies in services marketing	R1, R4,R2 Study Material
29	Price strategies in services marketing	R1, R4,R2 Study Material
30	Place strategies in services marketing	R1, R4,R2 Study Material
31	Promotion strategies in services marketing	R4, R2, Study Material
32	Physical evidence strategies in services marketing	R3, R2,R1 Study Material
33	Process strategies in services marketing	R1, R2,R3 Study Material
34	Role of People in services marketing	R1,R3,R2, Study Material
35	Case study in Tourism & travel	R1, R2,R3 Study Material
36	Case study in medical services	R1, R4,R2 Study Material
37	Applications of services marketing	R1,R1,R3, Study Material
38	Technology role in services marketing	R1, R2 Study Material
39	Eductaional services	R1 R2, R3, Study Material
40	Entertainment in services	R1, R2, R3, Study Material

** 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	02.02.2023	1-10	CB
Test 2	50 Minutes	17	03.03.2023	11-20	CB
Test 3	50 Minutes	17	05.04.2023	21-40	OB
Quizzes (2)	20 Minutes each	5 each	**	**	CB
Comprehensive Examination	3 Hrs	40	08.05.2023	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.

Date:15-01-2023

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

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2022-2023

Course Handout

Course Code	Course Title	L	P	U
MG342	Consumer Behavior	3	0	3

Instructor-in-charge: Dr.RUCHI GUPTA

Course Objectives:

The objective of this course is to provide students with an understanding of consumer behavior.

Pedagogy:

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

Reference Books	Author/Publication	Remarks
Thomas Cline Publisher: Cengage Learning	Frank Kardes, Maria Cronley	R1
Consumer Behavior,	Schiffman, Wisenbilt and Kumar	R2

Lecture-wise Plan

Lecture	Topics	References
1-3	Concepts and characteristics of modern consumer behavior	R2) R1, ,(study material-02)
4-5	Marketer's and consumer's views of Consumer behavior.	R2,(study material-02)
6-8	Introduction and concept:-Introduction market strategy and consumer Behavior	R1,(study material-02)
9-10	Market Analysis, consumer decision process	R2, R1,(study material-02)
11-12	Market segmentation of consumers, consumers motivation,	R1,R2, ,(study material-02)
13-14	Personality, values and involvement. Culture and consumer Behavior: - Meaning of culture	R1,R2, ,(study material-02)
15	Characteristics of culture	R1,R2, study material-02)
16-17	Function of culture. types of culture, Cross-cultural consumer analysis:- cross cultural marketing objectives	R1,(study material-02)
18-19	Basic areas for cross-cultural marketing, problem in cross cultural marketing. Motivation and consumer	(study material-02) , R1, R1, R2
20	Behavior: - Introduction, motives and motivation, positive or negative motivation, Consumer motives	(study material-02) , R1, R1, R2
21	Personal ,social motives, Involvement:-types of involvement	(study material-02) , R1, R1, R2
22	Measuring involvement, values, values and attitudes, means and end chain model.	(study material-02) , R1,
23-24	Perception, learning and attitudes, external influences on consumer Behavior, Perception and consumer	(study material-02) , R1, , R2,

25	behavior:- Introduction, of groups , advantages and disadvantage of groups, reference group	(study material-02) , R1,R2
26	types of reference group	(study material-02) ,R2
27	social class and consumer behavior	(study material-02) , R1, R2
28	Introduction social class categorization	, R1, R2study material-02)
29	Social class life style and buying behavior, social class and market segmentation	(study material-02) ,R1, R2,
30	social factors, social class and consumer behavior- capabilities through Internal Marketing	(study material-02) , R1, R1, R2
31	Influences of sales persons and advertising	(study material-02) , R1, R1, R2, R2,R1
32	Consumer Behavior, consumers decision process. Perception and consumer Behavior	(study material-02) , R1, R2
33	Introduction, meaning, nature, Importance and limitation of perception	(study material-02) , R1, R2,
34	Barriers to accurate perception, Sensation, perception of values, perception of process.	(study material-02) , R1, R1, R2
35	Determining consumer buying Behavior:-Consumer purchase decision, types of decision,	(study material-02) , R1, R1, R2
36	types of decision Behavior, buying stage and situational influence	(study material-02) , R1, R2
37	models of consumer Behavior, Economic model,	(study material-02) , R1, R2,
38	learning model	(study material-02) ,R1, R2,
39	sociological model,	(study material-02)
40	Howard Sheth model of buying	(study material-02) ,R2,R1

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	01.02.2023	1-10	CB
Test 2	50 Minutes	17	02.03.2023	11-20	CB
Test 3	50 Minutes	17	04.04.2023	21-40	OB
Quizzes (2)	20 Minutes each	5 each	**	**	CB
Comprehensive Exam	3 Hrs	40	05.05.2023	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.

Date-15-01-2023

Dr.RUCHI GUPTA
Instructor-in-charge

The ICFAI University, Raipur
Faculty of Management Studies
Second Semester, 2022 – 2023
Course Handout

Course No	Course Title	L	P	U
EVS200	Environmental Science	3	0	3

Instructor-in-charge: Dr. PRATIK KUMAR JAGTAP

<p>Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Master core concepts and methods from ecological and physical sciences and their application in environmental problem solving. 2. To describe the challenges of maintaining Soil quality and solid waste Management 3. Understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales. 4. Apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes. 5. Understanding of earth processes, evaluating alternative energy systems, pollution control and mitigation, natural resource management, and the effects of global warming and climate change.
--

Textbook (s) T1	Principles of Environmental Science and Engineering, P. Venugopala Rao PHI Learning private limited, Publication)
T2	A Textbook of Environmental Chemistry and Pollution Control by S.S. Dara (S. Chand and Company)
Reference book (s) R1	Masters, G.M. Introduction to Environment Engineering and Science (Prentice Hall of India)
R2	Environmental Chemistry by A.K. Dey (Eastern Ltd.).
R3	Environmental Chemistry by B.K. Sharma (Krishna Prakashan).

Lecture Nos.	Learning objectives	Topics to be covered	Reference)
1-3	Observe and describe habitats within ecosystems	Definition, Characteristics of Ecosystem: Structure of Ecosystem	T1:40-44
4-6		Function of ecosystem, Food chain, Food web, Trophic level, Energy flow, ecological pyramids.	T1: 46-54
7-9		Types of ecosystems: Aquatic ecosystems Terrestrial ecosystems	T1:59-71
10-11	To describe the challenges of maintaining Soil quality	Land Pollution, Lithosphere, pollutants	T2 110-120
12-14		Pollutants & their origin and effect, collection of solid waste	T2: 132-147
15-18		Solid waste management, recycling and reuse of solid waste and their disposal techniques (open dumping, sanitary land filling, thermal, composting).	
19 -21	To describe the challenges of maintaining surface and ground water quality.	Aquatic Environment, water pollutants, Eutrophication	R2: 201-220
22-25		Chemical Speciation, monitoring techniques and methodology	R2: 12.11.1 - 12.11.12
26-27		Determination of temporary and permanent hardness of water	T1: 251-252
28-30		Waste water treatment	T1: 153-162
31- 33	To understand the sources of air pollution and describe the types of air pollutants.	Introduction- definition- classification of air pollutants- air quality standards.	T1: 125-131
34-37		Sources, Analysis, Effects and control measures for Sox, NOx, PM and CO	R2:146-172
38-40		Secondary [photochemical smog, acid rain, ozone, PAN (Peroxy Acetyl Nitrate)], Green-house effect, ozone depletion, atmospheric stability and temperature inversion,	T2 27-45

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	02.02.2023	1-12	CB
Test 2	60 Minutes	17	03.03.2023	13- 28	CB
Test 3	60 Minutes	17	05.04.2023	29- 40	OB
Quizzes (2)	20 Minutes each	10	**	**	CB
Comprehensive Exam	3 Hours	40	10.05.2023	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:15-01-2023

Dr.PRATIK KUMAR JAGTAP
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2022 – 2023

Course Handout

Course No	Course Title	L	P	U
INM531	Financial Management	3	0	3

Instructor-in-charge: Prof.D.SHADANGI

Objective:

To build the foundation in finance which will be useful for doing advance studies in finance and to provide the overview of corporate finance for financial analysis and decisionmaking

Text Book/Workbook	Author/Publication
Financial Management	FedUni
Reference Books	Author/Publication
Financial Management an policy, 12e	James C Van Horne / Pearson Education
Financial Management: Theory and Practice, 6e	Dr Prasanna Chandra / Tata Mc Graw-Hill
Financial Management, 8e	I M Pandey /Tata McGraw-Hill
Financial Management: Text, Problems & Cases	MY Khan and PK Jain / Tata McGraw-Hill
Financial Management, 6e	Ravi M.Kishore/ Taxmann's

Detailed Curriculum

Unit-1 (Session 1---15)

Introduction: Definition of Financial management, Concept of finance and finance function, Indian Financial System, Concept of Money Market , Capital Market and products

Financial Goal: Profit V/s. Wealth Maximization, Organization of finance functions,

Financial Planning: Objectives and considerations, capitalization- Over and undercapitalization, Financial Forecasting.

Unit-2 Capital Structure (26—30)

Optimum Capital Structure, Capital Structure, Theories, Features of sound Capital Mix, Leverage - Financial and Operating leverage, Sources of Finance.

Unit-3 Working Capital :(16—25)

Concept, Importance and Determinants, Sources of Working Capital Finance, Cash Management: Motive for holding Cash, Control of Cash Collection and Disbursement, Receivable Management, Nature and Goals of Credit Policy, Optimum Credit Policy, Credit Policy Variables, Inventory Management: Objective, Inventory Control Techniques.

Unit-4 Cost of Capital (31—35):

Concept, calculation of cost of capital of equity share, Preference Share, Debentures and retained earnings, Capital Budgeting: Features, Methods of Capital Budgeting: Features, Methods of Capital Budgeting

Unit-5 Dividend and Dividend Policy (36—40):

Management of Earnings, Dividend and Dividend Policy, Objectives and Determinants of dividend Policy, Stable Dividend Policy, Forms of Dividend, Concept of lease Financing, Hire Purchase, Financing Venture Capital, Factoring, Economic value added, Dividend policy and its impact on stock price.

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	04.02.2023	1-14	CB
Test 2	60 Minutes	17	06.03.2023	16- 23	OB
Test 3	60 Minutes	17	07.04.2023	24- 29	CB
Lab	Throughout the Semester	10	**	**	CB
Comprehensive Exam	3 Hours	40	15.05.2023	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 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: 15-01-2023

Prof.D.SHADANGI
Instructor-in-charge

The ICFAI University Raipur

Faculty of Management Studies

Second Semester, 2022-2023

Course Handout

Course Code	Course Title	L	P	U
MKE622	Strategic Marketing Management	3	0	3

Instructor-in-charge: DR.JAYANT ISAAC

Learning Outcomes:

1. To appreciate the characteristics and planning needs of organizations in a variety of sectors so that the marketing mix can be tailored in its detail to meet the wants/needs of identified market segments and to achieve specified strategic and tactical objective.
2. To have an understanding of the issues associated with the effective implementation and control of marketing plans and how the principal barriers to implementation might possibly be overcome.
3. To appreciate the needs to understand dimensions of the international environment within which marketing decisions are increasingly made.

Pedagogy:

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

Books	Title	Author/Publication
Text Book T1	Strategic Marketing	Richard M S Wilson, Coliin Gilliginam & David Pearson/ Butterworth Heinemann
R1	Strategic Marketing, 5e	David W Cravens / Irwin Inc
R2	Strategic Marketing	David Aaker / John Wiley & Sons
R3	A Strategic View of Marketing	Jayant Isaac / Himalaya Publications
R4	Marketing Management Strategies and Programs	Guiltinan /Tata Mcgraw- Hill
R5	Strategic Marketing : Cases & Concepts	John Atkinson & Ian Wilson / Addison – Wesley Longman

Lecture-wise-plan :

Session	Topics	Reference
01	Introduction to strategic marketing: Concepts of marketing, Concept of Strategic Marketing , Role of marketing in business,	(Handout- pdf/ Study Material-01)T1
02	Evolution of strategic management- Phase-I, phase-II, phase-III, phase-IV, Characteristics of Strategic Marketing	(Handout- pdf/ Study Material-01)T1
03	Components of strategy, Levels of strategy.	(Handout- pdf/ Study Material-01)T1
04	Strategic marketing- advantage of strategic marketing, strategic marketing process	(Handout- pdf/ Study Material-01)T1
05	Strategic Marketing and Marketing Management	(Handout- pdf/ Study Material-01)T1
06	Marketing Strategy and Planning: Deciding how to compete- vision	(Handout- pdf/ Study Material-01)T1
07	Identifying the competitive advantage	(Handout- pdf/ Study Material-01)T1
08	Designing marketing strategy- Targeting and positioning strategy, Implementing a marketing strategy	(Handout- pdf/ Study Material-01)T1
09	Marketing planning and marketing plans- Strategic marketing planning and tactical marketing planning	(Handout- pdf/ Study Material-01)T1
10	Marketing planning, Marketing plan.	(Handout- pdf/ Study Material-01)T1
11	Strategic Analysis: Corporate appraisal	(Handout- pdf/ Study Material-01)T1
12	Scope of Corporate Appraisal: Corporate Publics , Value orientation, of top management, Corporate Resources, Past performance of Business Units.	(Handout- pdf/ Study Material-01)T1
13	Understanding Competition: Meaning and theory of competition	(Handout- pdf/ Study Material-01)T1
14	Classifying Competitors	(Handout- pdf/ Study Material-01)T1
15	Competitive Intelligence	(Handout- pdf/ Study Material-01)T1
16	Procedure adopted to gather Competitive Intelligence	(Handout- pdf/ Study Material-01)T1
17	Environment Analysis	(Handout- pdf/ Study Material-01)T1
18	Strategic Marketing Process	(Handout- pdf/ Study Material-01)T1
19	Planning- (i) Situational analysis, (ii) Marketing objectives, (iii)Target Market, (iv) Product Positioning, (v)Marketing Mix Programme	(Handout- pdf/ Study Material-01)T1
20	Implementation and Evaluation	(Handout- pdf/ Study Material-01)T1
21	Product Strategies	(Handout- pdf/ Study Material-01)T1
22	Product levels	(Handout- pdf/ Study Material-01)T1
23	Product classifications schemes	(Handout- pdf/ Study Material-01)T1
24	Product strategies	(Handout- pdf/ Study Material-01)T1

25	Service strategies	(Handout- pdf/ Study Material-01)T1
26	Characteristics of services	(Handout- pdf/ Study Material-01)T1
27	The extended service marketing mix	(Handout- pdf/ Study Material-01)T1
28	Case Study	(Handout- pdf/ Study Material-01)T1
29	Market Orientation Service Strategy	(Handout- pdf/ Study Material-01)T1
30	Class Presentation	(Handout- pdf/ Study Material-01)T1
31	Growth strategy	(Handout- pdf/ Study Material-01)T1
32	Market/ Product Strategies	(Handout- pdf/ Study Material-01)T1
33	Services strategies	(Handout- pdf/ Study Material-01)T1
34	Market penetration strategies	(Handout- pdf/ Study Material-01)T1
35	Class Presentation	(Handout- pdf/ Study Material-01)T1
36	Market development strategy	(Handout- pdf/ Study Material-01)T1
37	Case Study & Class Presentation	(Handout- pdf/ Study Material-01)T1
38	Diversification strategy	(Handout- pdf/ Study Material-01)T1
39	Class Presentation	(Handout- pdf/ Study Material-01)T1
40	Turnaround strategy.	(Handout- pdf/ Study Material-01)T1

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	03.02.2023	1-10	CB
Test 2	50 Minutes	17	04.03.2023	11-20	CB
Test 3	50 Minutes	17	06.04.2023	21-40	OB
Quizzes (2)	20 Minutes each	5 each	**	**	CB
Comprehensive Examination	3 Hrs	40	13.05.2023	1-40	CB

* 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.
The students have to maintain 75% of attendance as per university norms

Date: 15-01-2023

Dr.JAYANT ISAAC
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester 2022 - 2023

Course Handout

Course No	Course Title	L	P	U
INM532	Operation Management	3	0	3

Instructor-in-charge: DR. RUCHI GUPTA

Learning Outcomes:

After successful completion of the course student will be able to know
 The outcome of this course is an introduction to the concepts, principles, problems, models, tools, and techniques, practices of operation management. Emphasis is on managerial processes for effective operations in both goods-producing and service rendering organization

Text Book	Author/Publication	
Text Books T1	K. Aswathappa & K. Sridhara Bhatt K. Aswathappa & K. Sridhara Bhatt	Production & Operations Management
T2	FedUni	Operations Management
Reference Books R1	Everette E. Adam and Ronald J Ebert Prentice Hall of India, New Delhi, 5th Edition	Production and Operations Management
R2	Principles Richard Schonberger & Edward M. Knod	Operations Management: Customer Focused
R3	Richard B. Chase, Nicholas J. Aquilano & F Robert Jacobs / Tata McGraw Hill	Production Operations Management: Manufacturing & Services

Lecture Wise Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
01	Production Management	Introduction: Nature & Scope of Production Management,	T1,T2,R1,R2
02	Production Management	Introduction: Nature & Scope of Production Management,	T1,T2,R1,R2
03	Production Management	Production as a sub system of the Organization.	T1,T2,R1,R2
04	Production Management	Production as a sub system of the organization	T1,T2,R1,R2

05	Production Management	interrelationships with other functions,	T1,T2,R1,R2
06	Production Management	interrelationships with other functions,	T1,T2,R1,R2
07	Production Management	C	T1,T2,R1,R2
08	Production Management	Role of models in production management operations strategies	T1,T2,R1,R2
09	Allocating Resources to Strategic Alternatives:	Allocation Decisions in Operations Strategy:	T1,T2,R1,R2
10	Allocating Resources to Strategic Alternatives	Allocation Decisions in Operations Strategy:	T1,T2,R1,R2
11	Allocating Resources to Strategic Alternatives	Components of Constrained Optimization Models,	T1,T2,R1,R2
12	Allocating Resources to Strategic Alternatives	Components of Constrained Optimization Models,	T1,T2,R1,R2
13	Allocating Resources to Strategic Alternatives	Merits and Demerits of Constrained Optimization Models.	T1,T2,R1,R2
14	Allocating Resources to Strategic Alternatives	The transportation problem in Linear Programming	T1,T2,R1,R2
15	Allocating Resources to Strategic Alternatives	Developing an Initial Feasible Solution (Both Balanced and Unbalanced problems).	T1,T2,R1,R2
16	Allocating Resources to Strategic Alternatives	Developing an Initial Feasible Solution (Both Balanced and Unbalanced problems).	T1,T2,R1,R2
17	Design of Production Processes:	Introduction, Process Planning, and Design,	T1,T2,R1,R2
18	Design of Production Processes	Major factors affecting Process Design Decisions	T1,T2,R1,R2
19	Design of Production Processes	Nature of Demand, Degree of Vertical Integration, Flexibility, Degree of Automation,	T1,T2,R1,R2
20	Design of Production Processes	Quality Level and Degree of Customer Contact, Types of Process Designs:	T1,T2,R1,R2
21	Design of Production Processes	Product Focused, Process Focused, Group Technology	T1,T2,R1,R2
22	Design of Production Processes	Process Planning Aids: Assembly Charts,	T1,T2,R1,R2
23	Design of Production Processes	Process Charts,	T1, T2,R1,R2
24	Design of Production Processes	Selecting the type of Process Design - Variety and Volume.	T1, T2, R1,R2
25	Facility Location and Layout:	Introduction, Importance of Location - Factors Affecting The Location Decisions: Market Proximity, Integration with other parts of the Organization,	T1, T2 ,R1,R2

		Availability of Labour and Skills, Site Cost, Availability of Amenities,	
26	Facility Location and Layout:	Availability of Transportation Facilities, Availability of Inputs, Availability of Services, Suitability of Land and Climate, Regional Regulations, Room for Expansion, Safety Requirements, Political, Cultural and Economic Situations, Regional Taxes,	T1,T2,R1,R2
27	Facility Location and Layout:	Special Grants and Import/Export Barriers – General Steps in Location Selection & Location Decision Process:	T1,T2,R1,R2
28	Facility Location and Layout:	Define the Location Objectives and Associated Constraints, Identify the Relevant Decision Criteria,	T1,T2,R1,R2
29	Facility Location and Layout:	Relate the Objectives to the Criteria Using Appropriate Models,	T1,T2,R1,R2
30	Facility Location and Layout:	Do Field Research to get Relevant Data and Use the Models to Evaluate the Alternative Locations,	T1,T2,R1,R2
31	Facility Location and Layout:	Select the Location that Best Satisfies the Criteria -Location	T1,T2,R1,R2
32	Facility Location and Layout:	Select the Location that Best Satisfies the Criteria -Location	T1,T2,R1,R2
33	Operation Scheduling	Introduction, Purpose of Scheduling, Scheduling Methods: Forward Scheduling, Backward Scheduling,	T1,T2,R1,R2
34	Scheduling Activities:	Routing, Loading, Dispatching, Scheduling by type of operations	T1,T2,R1,R2
35	Scheduling Activities:	Job Operations, Repetitive Operations, Labor-intensive Operations, Service Operations.	T1,T2,R1,R2
36	Scheduling Activities:	Scheduling Personnel in Service Operations: Scheduling Consecutive Days Off,	T1,T2,R1,R2
37	Scheduling Activities:	Scheduling Daily work Times,	T1,T2,R1,R2
38	Scheduling Activities:	Scheduling Hourly work Times.	T1, T2, R1, R2
39	Scheduling Techniques	Gantt Charts, Johnson's Job Sequencing Rules, Queuing Analysis, and Critical Ratio Method.	T1, T2, R1, R2
40	Scheduling Techniques	Gantt Charts, Johnson's Job Sequencing Rules, Queuing Analysis, and Critical Ratio Method.	T1, T2, R1, R2

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 Marks	01.02.2023	1-10	CB
Test 2	60 Minutes	17 Marks	02.03.2023	11-20	OB
Test 3	60 Minutes	17 Marks	04.04.2023	21-40	CB
Quiz(1) Assignment(1)	20 Minutes each	10 Marks	**	-----	CB
Comprehensive Exam	3 Hours	40 Marks	05.05.2023	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:15-01-2023

Dr.RUCHI GUPTA
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2022-2023

Course Handout

Course Code	Course Name	L	P	U
BNK641	Money & Banking	3	0	3

Instructor-in-charge: Prof. D SHADANGI

Learning Outcomes:

After successful completion of the course student will be able to

1. Basics of Financial Market, Money market, Capital Market
2. Know details of banking products
- 3 Identify opportunities to know about banking operations & Financial Services
4. Able to handle banking assignments with a practical knowledge in banking

Text books T1	Dr. M.N Goliath Banking Operations & Management
Reference books R1	Principles & Practices of Banking by IIBF
R2	Money & Banking by IU Publication
SWAYAM	https://swayam.gov.in/course/management/direct banking -law and practice

Lecture-wise Plan

Lecture Nos	Learning Objective	Topics to be covered	Reference
1-2	General Introduction of Money	Meaning definition salient features & function of Money	R-1
3-4	Concept of financial system in India	Introduction Money Market	https://www.bankbazaar.com
5-7	Concept of Money Market	Definition, Condition, Types and products of money market	https://www.moneycontrol.com & R-1
8-10	Concept of Capital Market	Details of capital market including equity market and debt market	R-1
11-13	Money Market Regulation	Concepts and objectives of regulator in money market	R-1
14-18	Capital Market reregulation	Role ,function ,objectives & powers of SEBI	R-1
19-23	Theory of money supply	Monetary policy of RBI, Money supply, quantitative & qualitative measures	R-1
24-28	Theory of employment and Interest	Classical & Key Nevisian theory of employment and Interest	R-1

29-32	Concept of Banking	Definition, role, function, customer relationship in banking	R-1
33-38	Banking Products	Digital products, Liability products. and Asset products.	R-1
39-42	Banking reforms & regulatory reforms, Latest in Banking	Latest changes in Banking , Reform measures of RBI	R-1

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	31.01.2023	1-18	CB
Test 2	60 Minutes	17	01.03.2023	19- 30	CB
Test 3	60 Minutes	17	03.04.2023	31- 42	OB
Quizzes (2)	20 Minutes each	10	**	**	CB
Comprehensive Exam	3 Hours	40	03.05.2023	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: 15-01-2023

**Prof.D.SHADANGI
Instructor-in-charge**

The ICFAI University, Raipur
Faculty of Management Studies
Second Semester, 2022 – 2023
Course Handout

Course No	Course Title	L	P	U
INM552	Macro Economics and Business Environment	3	0	3

Instructor-in-charge: Mr. AMBARISH GHOSH

Learning Outcomes:

After successful completion of the course student will be able to understand the concepts of macroeconomic and theories that are useful in decision making.

The course also provides an appreciation and application of various macroeconomic theories, in different situations and how the environmental changer has impact on any business.

Students would be acquainted with business objectives, dynamics of business and environment, various types of business environment and its analysis

Students would be acquainted with various strategies of Global Trade.

Text-bookT1	Lectures on Macroeconomics
Reference book(s) R1	Reference Books : Indian Economy Problems of Development and Planning, Managerial Economics
Macroeconomic Analysis Business Environment and Policy	Business Environment :Francis Cherunilam, 4th Edition 2005/ Himalaya Publishing House

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./PageNos of Text/Ref. Books)
1-4	Introduction to Economics Analysis	Introduction to macroeconomics, Positive and Normative Economics, Interdependence of Macroeconomics and Microeconomics	R 1, Ch-1 Pg-1 Study material and PDF
5-6	Economic Analysis.	Economic Analysis and Typical Managerial Decisions.	RM1, Study material and PDF
7-8	School of thoughts	Development of Macroeconomics: Schools of Thought,	RM1, Study material and PDF
9-10	Macroeconomic Policies	Macroeconomic policy and its Goals of Macroeconomic policy	RM4, Study material and PDF
11-12	National Income Concept	Introduction, the Concept of the National Product, Relationship among Eight Variants of National Product Aggregates, Real vs. Nominal GNP.	R1, Ch-5, pg 620, Study material and PDF
13-14	National Income Measurement	The Measurement of National Income	R1, Ch-5, pg 620 , Study material and PDF
15-16	Difficulties of National Income accounting	Difficulties in Measuring National Income, The uses of National Income Statistics.	RM5, Study material and PDF

17-18	Business Cycle	Introduction, Fluctuations in the Economic Growth, Business Cycles, Business Cycles: Indicator Forecasting	RM5, Study material and PDF, R2, ch1, pg1-12
19-20	Economic Fluctuations and Unemployment:	The concept of Full employment, Nature and Trends in Unemployment in India, Estimates of Unemployment in India,	R2 Ch-1 Pg13-34
21-22	Employment Program	Implementation of Employment Programs, Disguised Unemployment, Practical Difficulties in the Implementation of this Program	RM8, Study material and PDF
23-24	Modern Macroeconomics: Fiscal Policy, Budget Deficits and the Government Debt	Function of Money , Money supply and Money demand. Money Market, Capital Market and Foreign Exchange Market.	RM10, Study material and PDF
25-26	Inflation	Inflation and Deflation: Demand – Pull and Cost – Push Inflation. Impact of Inflation..	R2, ch-9-pg 199-212
27-30	Overview of Business Environment	Meaning and types of business environment, Internal and external environment, Micro and macro environment, Factors (Cultural, social, political, economic, demographic and technological) affecting business environment. Globalisation -; Drivers of Globalisation, LPG	R2, ch-9-pg 199-212
31-35	Financial System	Financial System: Meaning and Significance, Functions of the financial system, Financial Assets/Instruments, Financial markets- Classification. Role of Industrial Financial Institutions in economic development, RBI – Role and Functions, SEBI – Objectives – Functions – Powers, FDI's, FII's,	R1 Ch-15 Pg366
36-40	Economic Planning and Financial inclusion	Planning in India- needs and objectives, planning commission, NITI Aayog. EXIM Policy: Export processing zones, Export oriented units, Special economic zones (EPZ's, EOU's, SEZ's) and trading houses in India Business development policy initiatives in India.(Jan Dhan Yojna, SarvaShikshaAbhiyan, Financial Inclusion etc.).	RM7, Study materials and PDF

Lecture wise plan

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	01.02.2023	1-10	CB
Test 2	60 Minutes	17	02.03.2023	11- 20	CB
Test 3	60 Minutes	17	04.04.2023	21- 30	OB*
Assignments	Continuous	10	**	**	CB
Comprehensive Exam	3 Hours	40	06.05.2023	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:15-01-2023

Mr.AMBARISH GHOSH
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2022 – 2023

Course Handout

Course No	Course Title	L	P	U
INM572	Enterprise- Wide Information Systems	3	0	5

Instructor-in-charge: Ms. SNEHAL VAIRAGADE

Learning Outcomes:

The learning objectives of this course are to:

To help students acquire basic understanding of a few enterprise-wide business processes and their integration through IT enabled application. Also to help design and develop MIS and thereby to leverage these business processes for competitive advantage.

Text Book T1	Information Technology & Systems – 2 nd edition FedUni
Reference book(s) R1	Information Systems Today, 2e Leonard Jessup, Joseph Valacich, PHI
R 2	Enterprise Resource Planning Concepts and Practice Vinod Kumar Garg and N K Venkitakrishnan, PHI

Lecture wise plan

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1-6	To learn the concept of Foundations of Information Systems	Defining information – Classification of information – Presentation of information – Benefits of information – Quality of information – Basics of information systems – Use of information systems in business – Limitation of information systems – Information system design.	T 1
7-10	To learn the concept of Operating Systems	Managing System Resources – Operating System as a User Interface – Types of Operating Systems	T1
11-15	To learn the concept of Computer Networks	Basics of computer Networks, Classification of Networks, Peer-to –Peer and Client/Server Networks- Network Topologies-Network	T1, Notes
16-20	Understand the concept of Enterprise Collaboration Systems	Internet, Intranet, Extranet, Enterprise Collaboration Systems and Groupware, types of Groupware	T1, Notes
21-24	Understand the concept of MIS	MIS planning – MIS design – Systems	T1

	Planning and design	approach to problem solving – Make or	
25-30	Understand the concept of MIS Implementation, evaluation and maintenance	Organizational change and MIS implementation – Planning the MIS implementation – MIS implementation process – Evaluation of the MIS implementation – Challenges in MIS implementation – MIS control and maintenance.	T1
31-33	To learn the concept of Information Resource Management and IT Governance	Managing Information Resources and Technology, Information Technology and Organization needs, Information Security and Controls,	T1
34-36	To learn the concept of Information Resource Management and IT Governance	Ethical and Social Dimensions of Information Technology, Disaster Recovery and Business Continuity Planning, IT Governance.	T1
37-40	Understand the concept of Global IT Management	Information Technology in Global Business: Global Management Information Systems; Challenges in Global Information Technology Management.	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	02.02.2023	1-12	CB
Test 2	60 Minutes	17	03.03.2023	13- 28	CB
Test 3	60 Minutes	17	05.04.2023	29- 40	OB
Quizzes (2)	20 Minutes each	10	**	**	CB
Comprehensive Exam	3 Hours	40	08.05.2023	1- 42	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:15-01-2023

Ms.SNEHAL VAIRAGADE
Instructor-in-charge

THE ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2022- 2023

Course Handouts

Course Code	Course Name	L	P	U
INM562	Business Research methods	3	0	2

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

Learning Outcomes:

To Enable students to conceive and execute business research by giving theoretical input on research methodology and its applications

Business Research Methods	ICFAI center for Management Research
Business Research Methods, 7e	William G Zikmund/ Thomson South- Western, Singapore 2003
Business Research Methods	Donald R Cooper and Ramela S. Schindler/ Tata McGraw Hill Publishing Company Ltd, New Delhi, (2000)
Marketing Research	G C Beri/ Tata McGraw Hill, New Delhi, 2000

Lecture-Wise-Plan

Lecture Nos	Learning Objective	Topics to be covered	Reference
1-2	TO understand business research	Introduction to business research	3-11(T1)
3-4	TO understand RESEARCH PROCESS	Business Research Process	11-21(T1)
5-6	TO understand research design	Business Research design and implementation	21-32(T1)
6-7	TO understand measurement concepts	Measurement concepts in business research	32-43(T1)
8-9	TO understand attitude measurement	Attitude Measurement	43-61(T1)
10-11	TO understand sampling design	Sampling Design	61-81(T1)
12-13	TO understand secondary data	Secondary Data	81-96(T1)
14-15	TO understand survey research	Survey Research	96-116(T1)
16-17	TO understand questionnaire design	Questionnaire Design	116-129(T1)
18-19	TO understand qualitative and observation method	Qualitative And Observation Methods	129-144(T1)

20-21	TO understand experimentation	Experimentation	144-163(T1)
22-23	TO understand data preparation and preliminary analysis	Data Preparation And Preliminary Analysis	163-180(T1)
24-25	TO understand hypothesis testing - basic concepts	Hypothesis Testing - Basic Concepts	180-192(T1)
26-27-28	TO understand hypothesis testing -tests of differences	Hypothesis Testing -Tests Of Differences	192-220(T1)
29-30-31	TO understand correlation analysis and regression analysis	Correlation Analysis And Regression Analysis	220-238(T1)
32-33	TO understand multivariate analysis	Multivariate Analysis	238-257(T1)
34-35	TO understand business research reports	Business Research Reports	257-271(T1)
36-37	TO understand ethics in business research	Ethics In Business Research	271-280(T1)
38-39	TO Recollect	Revision	
40	TO Recollect	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	02.02.2023	1-15	CB
Test 2	60 Minutes	17	03.03.2023	16- 30	CB
Test 3	60 Minutes	16	05.04.2023	31- 41	OB
Quizzes (2)	20 Minutes each	10	**	**	CB
Comprehensive Exam	3 Hours	40	10.05.2023	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.

*Open Book Exam

Note: 75% of the attendance is required for Eligibility of Class Test

Date:15-01-2023

Mrs.R.VIJAYA LAKSHMI
Instructo-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2022 – 2023

Course Handout

Course Code	Course Name	L	P	U
INM582	Legal Environment of Business	3	0	3

Instructor-in-charge: Dr.PYALI CHATTERJEE

Learning Outcomes:

To familiarize the students with the legal environment in which the business entities operate and provide basic appreciation of relevant legal provisions and their impact on business decisions and operations

Text Book T1	Mercantile Law, N.D. Kapoor
R1	Dr. N.V. Paranjape , Company Law, Eastern Book Company
R2	Transfer of Property Act ,1882-Bare Act
R3	Avtar Singh, Law of Partnership(Principles, practice, and taxation), Eastern Book Company, Lucknow
R4	SARFAESI Act, 2002, Latest edition Bare
R5	Act Competition Act, 2002, Latest edition Bare Act
R6	Banking Law and Regulation– Banking Regulation Act, 1949, Latest edition Bare Act
R7	Reserve Bank of India Act, 1934 , Latest edition Bare Act
R8	Negotiable Instruments Act, 1881, Latest edition Bare Act
R9	Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest (SARFAESI) Act, 2002, Latest edition Bare Act
R10	Market Regulation by Companies Act, 1956, Latest edition Bare Act
R11	Securities Control and Regulation Act, 1956, Latest edition Bare Act

Lecture wise plan

Lecture no-	Learning Objective	Topics to be covered	Textbook/ reference book
1-4	Legal Elements of Contracts – Remedies for Breach of Contract	Introduction to contract	Volume-1 part- 1, Chapter 1,9,10 of T1
5-6	Contracts of Agency – Contracts of Guarantee – Contracts of Indemnity	Special contract	Part-2, chapter-1, 2 & 3 Of T1
7-10	Letter of Credit Contracts – Employment Contracts – Special Rights in Contracts – Documentation of Commercial Contracts	Types of contracts	To be announced later

11-19	The Partnership Act, 1932	Sole Proprietorship – One Person Company (OPC) – Hindu Undivided Family (HUF) Business Units – Partnership Firms – The Partnership Act, 1932 – Limited Liability Partnerships (LLP)	Part-2, chapter-5 of T1
20-23	Cooperative Societies – Non-Profit Companies ,Non-Governmental Organizations (NGO), Insolvency Law and Implications	Insolvency law	To be announced later
24-29	Company Act,2013	Salient Features of a Company – Corporate Veil and Limitations – Types of Companies – Incorporation of a Company – Doctrine of Ultra Vires – Doctrine of Indoor Management – Raising of Capital from Public – Share Capital – Dividend Payment – Transfer and Transmission – Company Management – Company Meetings – Reconstruction and Amalgamation – Changing Legal Entity on Mergers and Acquisitions – Winding Up and Dissolution	Volume-2, Chapter 1 -9 of T1
30-33	Law of Property	Classification of Property – Contract of Sale - Movable Property – Borrowing against Property as Security – Hire Purchase of Property – Lease of Property – Exchange/Gift/Assignment of Property – Intellectual Property Rights (IPR)	Reference book(s) R2
34-40	Financial Services – Legal and Regulatory Environment	Banking Regulation Act, 1949, Reserve Bank of India Act, 1934, Negotiable Instruments Act, 1881,Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest (SARFAESI) Act, 2002 ,Insurance Law and Regulation,Securities Law and Regulation – Market Regulation by Companies Act, 1956–Securities Control and Regulation Act, 1956	Reference book(s) R6, Reference book(s) R7, Reference book(s) R8, Reference book(s) R9, Reference book(s) R10, Reference book(s) R11

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	03.01.2023	1-10	CB
Test 2	60 Minutes	17	04.03.2023	11- 26	OB
Test 3	60 Minutes	17	06.04.2023	27- 40	CB
Assignments	Continuous	10	**	**	CB
Comprehensive Exam	3 Hours	40	12.05.2023	1- 40	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: 15-01-2023

Dr.PYALI CHATTERJEE
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2022 – 2023

Course Handout

Course Code	Course Name	L	P	U
INM501	Soft Skill Lab-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, and importance of internship in career path.
2. Learn the usage of verbal and non-verbal communication.
3. Explore skills and ability to effectively draft CV, participate in Group discussion and clear interview.
4. Understanding and develop interpersonal and goal setting skills.
5. Understand and develop time management skills.

Reference books	
R1	Soft skills lab-I Institution Material
R2	Business Vocabulary in Use Bill Mascull – Cambridge University Press
R3	Soft Skills- K.Alex
R4	Soft Skills- Manmohan Joshi

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,R4
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,R4
4	Communication in group	Communication with team members and managers, referencing for verbal communication	R1, R2, R3, PRACTICAL EXAMPLES FROM CONTEMPORAR Y WORLD

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, R4, 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, R4
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
33,34		office etiquette	R1, R2, R3 & ppt
35,36,37, 38		meeting etiquette; : telephone etiquette; presentation etiquette.	R1, R2, R3, R4 & audio-visual

39,40	Selling skills	Prospecting, presenting, negotiating, objection handling and closing.	R1, R2, R3, R4
-------	----------------	---	----------------

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

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	31.01.2023	1-9	CB
Test 2	60 Minutes	17	01.03.2023	10- 24	CB
Test 3	60 Minutes	17	03.04.2023	25- 40	OB
Practical/ Quiz	Throughout the Semester	10	**	**	CB
Comprehensive Exam	3 Hours	40	01.05.2023	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:15-01-2023

Dr.SHUBHRA TIWARI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2022 – 2023

Course Handout

Course Code	Course Name	L	P	U
INM612	Business Ethic & Corporate Governance	3	0	3

Instructor-in-charge: Dr.SANJAY KUMAR YADAV

Learning Outcomes:

1. The Course is intended to discuss the theories of ethics and corporate governance, and explains how they can be applied in various business situations in building successful business situations

Reference Books	Author/Publication
Business Ethics (a holistic approach) T	K B S KUMAR/The ICFA University
Ethics in Management (R)	S.A.SHERLEKAR/Himalaya Publication

Lecture-wise-plan:

Lecture No.	Learning Objectives/Ch	Topics to be covered	Reference (Ch./sec/page No of Text Book
1	Ethics- Nature of Ethics - Objectives of Ethics- Business Ethics - Nature of Business Ethics - Relationship between Ethics and Business - The Unitarian view of Ethics.	Business Ethics- An Overview	Ch 1 (T) 1.1-1.9,
2-3	The Separatist view of Ethics - The Integration view of Ethics- Stages of Ethical Consciousness in Business-Need for Business Ethics.	Role of ethics in business	Ch 2 (T) 2.1-2.5
4-5	Ethical Theories - Metaethics, Normative Theory -Applied Ethics - Market System - Impact of Unethical Behavior in the market system: Bribery coercion, Deception, Theft, Discrimination.	Importance of Ethics in Business:	Ch 3 (T) 3.1-3.15,
6	Trust and Ethics: Supplier Relations, Customers, Employees-Integrative Social Contract Theory: Hyper Norms, Macro Social Contract, Micro Social Contract.	Ethics at workplace	Ch 4(T) 4.1-4.11

7-8	The Ethical Organization - An Overview - Characteristics of an Ethical Organisation: Corporate Moral Excellence, Stakeholders, Corporate Governance, Definition of Corporate Code- Development of Corporate Code- Implementation of Corporate Code.	The Ethical Organization and Its Corporate Code	Ch 6 (T) 6.1-6.11
9-10	Environmental Ethics - Environmental Issues: Western Europe, India - Greening-Green Initiatives- India in 21 st Century	Business Ethics and Environment:	Ch 7 (R) 7.1-7.9
11-13	Marketing Management- An overview- Ethical issues in Marketing Strategy- Ethical issues in Marketing Mix: Product, Price, Place, Promotion, Process, People and Physical Evidence- Marketing Research.	Ethical Issue in Marketing Management	Ch 17 (T) 17.1-17.8
14-15	Operations Management- An Overview- Role of Operations Manager: Production, Administrative or Service, Quality Control- Ethical Dilemmas; Ethical Problems in Operations Management- An Analytical Framework for Ethical issues in Operations Management.	Ethical Issues in Operations Management	CH 6 (R) 6.1-6.11
16-18	Purchasing Function- An Overview- Role of Purchase Manager- Ethical issues in Purchasing- Code of Ethics- Purchasing- Empirical Evidence for Ethical issues in Global buyer- Supplier Relationships.	Ethical Issues in Purchase Management	CH 5 (R) 5.1-5.17
19-21	Nature of Employment contract- Hiring- The Principle of Ethical Hiring- Equality of Opportunity- Discrimination- Ethics and Remuneration- Ethics in Retrenchment.	Ethical Issues in Human Resource Management	Ch 3 (T) 3.1-3.10
22-24	Financial Management- An overview- Importance of Financial Statements- Ethical issues in Mergers and Acquisitions- Hostile takeovers (Poison pill, Greenmail, Golden Parachute, People Pill, Sandbag, Management Buyouts)- Insider Trading- Money Laundering.	Ethical Issues in Finance	Ch 20(T) 20.1-20.14
25-26	Accounting Profession- An Overview- The Importance of Financial Statements (Fictitious Revenues, Fraudulent Timing Differences, Concealed Liabilities and Expenses, Improper Fraudulent Disclosures or Omissions, Fraudulent Asset valuations)-	Ethical Issues in Accounting and other Functions	Ch 21(T) 21.1-21.9
27-29	Importance of Transparency in Disclosures- Role of Accountants - Accountants Employed within the Organizations (The Management Accountant, The Financial Accountant)- Accountants Professional	Ethical issues in Audit and Information technology.	CH 21(T) 21.9-21.16

	Practices (The Auditor) - The Rules Governing the Professional Conduct of Accountants - Ethical Audits - Information Technology: An Overview - Ethical issues in Information Technology- Importance of Software Audits.		
30-32	Stakeholders - An Overview - Internal Stakeholder: Shareholders, Employees, Management- External Stakeholders: Consumers, Suppliers, Creditors, Competitors, Community.	Corporate Responsibility - Stakeholders	CH 9 (R) 9.1-9.7
33-35	Definitions- Evolution of the Corporate Structure- Characteristics of Corporation: Limited Liability, Transferability, Legal Personality, Centralized Management- Purpose of a Corporation.	Corporation- An Overview	CH 8,9 (R) 8.9-8.12,9.1-9.9
36-37	Human Satisfaction, Social Structure, Efficiency and Efficacy, Ubiquity and Flexibility- Identity: Corporation as a 'Person'- Corporation as a 'Moral Person'- Corporation Expectations of Society and Market Place.	Efficiency and Efficacy	CH – 2 (R) 2.1-2.12
38-39	Issues in Corporate Governance- Definition of Corporate Governance- Difference between Corporate Governance and Corporate Management- Theories of Corporate Governance- Models of Corporate Governance: Anglo-American Model, German Model, Japanese Model, Indian Model- Evolution of Corporate Governance.	Corporate Governance- An Overview	CH 21,22(R) 21.1-21.7,22.1-22.11
40-41	Types of Board of Directors- Types of Board Structures: The all Executive Board, The Majority Board, The Majority Outside Board, The Two-tier Supervisory Board, The Advisory Board- Issues in Designing a Board- Styles of Functioning of Boards: Rubber Stamp Board, Representative Board, Country Club Board and Professional Board.	Corporate Governance- Board Structures and Styles	CH 23 ,24 (R) 23.1-23.7,24.1-24.13

* 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	03.02.2023	1-10	CB
Test 2	60 Minutes	17	04.03.2023	11-25	CB
Test 3	60 Minutes	17	06.04.2023	25-40	OB
Quizzes (2)	continuous	5 each	**	**	CB
Comprehensive Exam	3 Hours.	40	12.05.2023	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.

Note : 75 % attendance is mandatory to seat in the examinations

Date: 15-01-2023

Dr.SANJAY KUMAR YADAV
Instructo-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2022 – 2023

Course Handout

Course Code	Course Name	L	P	U
INM502	Soft Skill Lab-II	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, and importance of internship in career path.
2. Convert internship into placement.
3. Explore skills and ability to effectively draft CV, participate in Group discussion and clear interview.
4. Understanding and develop interpersonal to develop network
5. Find a mentor in industry

Reference books R1	Soft Skills- Prashant Sharma
R2	Business Vocabulary in Use Bill Mascull – Cambridge University Press
R3	Soft Skills- K.Alex

Lecture-wise-plan :

Lecture Nos	Learning Objective	Topics to be covered	Reference
1	Internship experience	Learning from internship	R1, R2, R3,R4
2,3		Sustaining interest in internship	R1, R2, R3,R4
4,5		Keeping track of company's updates and relationships	R1, R2, R3, PRACTICAL EXAMPLES FROM CONTEMPORARY WORLD
6,7	Training for final placement	Adaptability skills	R1, R2, R3, R4,
8,9		Corporate expectations, employment market	R1, R2, R3, R4
10,11		Demand supply dynamics	R1, R2, R3,R4
12,13		Self evaluation	

14		Realistic career expectations	R1, R2, R3
15		Post internship goal setting	R1, R2, R3, R4
16		Placement initiative and ownership	R1, R2, R3,R4
17,	CV	Post internship CV	R1, R2, R3, R4
18,19,			R1, R2, R3 examples from current time.
20, 21			Students' self-goal setting
22,23			R1, R2, R3 examples & case study
24			R1, R2, R3 exampes & case study
25			R1, R2, R3
26,		Job specific CVs	R1, R2, R3
27,28,29		Role of CVs in selection process	R1, R2, R3 & practical
30,31		Defending and validating CVs	R1, R2, R3 R4
32		Verbal aptitude training: comprehension, business phrasing; business phrases, vocabulary and verbal reasoning	R1, R2, R3, R4
33,34	Group Discussion	Foundational skills, challenges and approach	R1, R2, R3 & audio-visual
35,36,	Personal Interview	Professional self-introduction	R1, R2, R3,R4 & audio-visual
37		Different types of interviews	R1, R2, R3, R4
38,39,40	Networking	Introduction, seminar, panel discussion	

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

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	31.01.2023	1-9	CB
Test 2	60 Minutes	17	01.03.2023	10- 24	CB
Test 3	60 Minutes	17	03.04.2023	25- 40	OB
Practical/ Quiz	Throughout the Semester	10	**	**	CB
Comprehensive Exam	3 Hours	40	01.05.2023	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: 15-01-2023

Dr. SHUBHRA TIWARI
Instructor-in-charge

The ICFAI University, Raipur
Faculty of Management Studies
Second Semester, 2022 – 2023
Course Handout

Course Code	Course Name	L	P	U
EVS200	Environmental Science	3	0	3

Instructor-in-charge: Dr. PRATIK KUMAR JAGTAP

Learning Outcomes:

- Master core concepts and methods from ecological and physical sciences and their application in environmental problem solving.
- To describe the challenges of maintaining Soil quality and solid waste Management
- Understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales.
- Apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes.
- Understanding of earth processes, evaluating alternative energy systems, pollution control and mitigation, natural resource management, and the effects of global warming and climate

Textbook (s) T1	Principles of Environmental Science and Engineering, P. Venugopala Rao PHI Learning private limited, Publication)
T2	A Textbook of Environmental Chemistry and Pollution Control by S.S. Dara (S. Chand and Company)
Reference book (s) R1	Masters, G.M. Introduction to Environment Engineering and Science (Prentice Hall of India)
R2	Environmental Chemistry by A.K. Dey (Eastern Ltd.).
R3	Environmental Chemistry by B.K. Sharma (Krishna Prakashan).

Lecture Nos.	Learning objectives	Topics to be covered	Reference
1-3	Observe and describe habitats within ecosystems	Definition, Characteristics of Ecosystem: Structure of Ecosystem	T1:40-44
4-6		Function of ecosystem, Food chain, Food web, Trophic level, Energy flow, ecological pyramids.	T1: 46-54
7-9		Types of ecosystems: Aquatic ecosystems Terrestrial ecosystems	T1:59-71
10-11	To describe the challenges of maintaining Soil quality	Land Pollution, Lithosphere, pollutants	T2 110-120
12-14		Pollutants & their origin and effect, collection of solid waste	T2: 132-147
15-18		Solid waste management, recycling and reuse of solid waste and their disposal techniques (open dumping, sanitary land filling, thermal, composting).	
19 -21	To describe the challenges of maintaining surface and ground water quality.	Aquatic Environment, water pollutants, Eutrophication	R2: 201-220
22-25		Chemical Speciation, monitoring techniques and methodology	R2: 12.11.1 - 12.11.12
26-27		Determination of temporary and permanent hardness of water	T1: 251-252
28-30		Waste water treatment	T1: 153-162
31- 33	To understand the sources of air pollution and describe the types of air pollutants.	Introduction- definition-classification of air pollutants- air quality standards.	T1: 125-131
34-37		Sources, Analysis, Effects and control measures for Sox, NOx, PM and CO	R2:146-172
38-40		Secondary [photochemical smog, acid rain, ozone, PAN (Peroxy Acetyl Nitrate)], Green-house effect, ozone depletion, atmospheric stability and temperature inversion,	T2 27-45

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	02.02.2023	1-12	CB
Test 2	60 Minutes	17	03.03.2023	13- 28	CB
Test 3	60 Minutes	17	05.04.2023	29- 40	OB
Quizzes (2)	20 Minutes each	10	**	**	CB
Comprehensive Exam	3 Hours	40	13.05.2023	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: 15-01-2023

Dr.PRATIK KUMAR JAGTAP
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2022 – 2023

Course Handout

Course Code	Course Name	L	P	U
MKE631	Marketing Research	3	0	3

Instructor-in-charge: Dr. ARCHI DUBEY

Learning Outcomes:

After successful completion of the course student will be able to

Analyze the roles, the functions and the processes that surround marketing research, emphasizing the specification, collection and analysis of primary data.

Examine the research process, problem definition, alternative research designs, qualitative methods, survey methods, experiments, measurement & questionnaire design, data collection and foundational techniques for data analysis, as well as hands-on experience with computer application for data analysis. Emphasis is placed on the practical issues related to decision maker's use of marketing information. Marketing research provides the student with substantial experience in developing critical analysis and math/statistics skills.

Reference book(s) R1	Marketing Research-An Applied Orientation, Naresh K. Malholtra, 5 e, Pearson Education India, 2007.
Reference book(s) R2	Marketing Research –Tull : McMillan Publishers, 2007
Teaching Aids	Study material 1, Study material 2, Study material 3, Study material 4, Study material 5, PDF

Lecture-Wise-Plan

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1-2	Introduction to Management Research	Marketing Research defined – Need for Marketing Research – Functions of Marketing Research	R1, pg -32 Ch-1, Study material 1, PDF
3-4	Introduction to Management Research	Practice of Marketing Research – Manager – Researcher Relationship	R3, part-2, pg 170,
5-6	Introduction towards Scientific methods of research	Scientific Methods, Styles of thinking – Combination of Induction and Deduction – Scientific method and its Major characteristics	R1 Ch-3 Pg 103, Study material 1, PDF
7-8	Scientific methods of research and terminology of scientific research	Scientific method in Marketing as compared to Physical sciences – Terminology used in scientific method- laws	R1 Ch-4 Pg 128, Study material 2, PDF

9-10	To understand the Research design and objectives	Research Proposal and Design: Introduction -Basic and Applied Research – What is good Research?- Research Objectives – Types of Research	R1, Part-2, pg-105, Study material 2, PDF, Study material 3, PDF
11-12	To understand the Research design and research proposal	Benefits of Research Design – Research Proposal –Types of Research Proposal – Structuring the Research Proposal – Evaluating Research Proposal	R1, Part-2, pg-105, Study material 2, PDF,
13-14	To learn about research process	The Research Process: Introduction – steps in the Research Process – Problems in the Research Process	R2, Ch-6 (18),Study material 2, PDF,
15-17	To get insight about research designs	Types of Research: Introduction – Use of Exploratory Research, Design of Exploratory Studies – Conclusive Research	R2, Ch-5 (16,17), Study material 3, PDF
18-19	Introduction to primary and secondary data	Secondary Data: Introduction – The Nature of secondary data – Advantages of secondary data – Disadvantages of secondary data – Evaluating secondary data – Types of secondary data	R1, part-3, pg 439 (8,9,10), Study material 3, PDF
20-22	Understand the process of sampling	Sampling: Introduction – The Sampling Terminology – Need for sampling – characteristics of a good sample	R1 Part-2, pg 362 Study material 3, PDF
23-24	To understand the sampling designs and sample size	Sampling designs – Sampling concepts –Calculation of sample size – Types of sample designs,	R1 Part-2, pg 362 Study material 3, PDF
25-26	To understand the preparation of data before editing	Introduction – Data editing – Variable development, Coding – Categorizations –Data entry – Data mining	R1, part-3, pg 456, Study material 4, PDF
27-28	To understand the process of hypothesis testing	Introduction – Method of Hypothesis Testing – Parametric Tests – Chi Square Analysis	R1, part-3, pg 508, Study material 4, PDF
29-30	To understand data analysis-regression	Bivariate Measures of Association: Introduction – Cross Tabulations – Scatter diagrams – Regression analysis	R1, part-3, pg 564, Study material 4, PDF
31-32	To understand data analysis-correlation and discriminant	Correlation analysis – Linear Discriminant analysis - Automatic interaction detector	R1, part-3, pg 564 and pg 604, Study material 5, PDF

33-34	To understand multivariate data analysis- conjoint and cluster through software-	Multivariate Measures of Association: Introduction – Multiple Regression – LISREL- Conjoint analysis – Factor analysis- cluster Analysis	R1, part-3, pg 564, Study material 5, PDF
35-37	To understand ANOVA	Analysis of Variance (ANOVA): Introduction – Univariate ANOVA – Multivariate ANOVA – ANOVA for Randomized Block design	R1, part-3, pg 532, Study material 5, PDF
38-40	To understand ANOVA and ANCOVA	ANOVA for Latin Square design – ANOVA with Interaction - Factorial design – Analysis of Covariance	R1, part-3, pg 532, Study material 5, PDF
41-42	How to write research report	Introduction – Role of the report – Principles of report writing – The Report format–Presentation of Statistics – Oral presentations – Evaluation of the Research portion	R4, 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	01.02.2023	1-12	CB
Test 2	60 Minutes	17	02.03.2023	13- 26	CB
Test 3	60 Minutes	17	04.04.2023	27- 42	OB
Assignments	Continuous	10	**	**	CB
Comprehensive Exam	3 Hours	40	06.05.2023	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: 15-01-2023

Dr.ARCHI DUBEY
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2022 – 2023

Course Handout

Course Code	Course Name	L	P	U
MKE652	Consumer Behavior	3	0	3

Instructor-in-charge: Dr.SANJAY KUMAR YADAV

Learning Outcomes:

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

The outcome of this course is to provide students with an understanding of consumer behavior.

Remarks	Text Book	Author/Publication
Text Books T1	Consumer Behavior	Suja R.Nair Himalaya Publication House
T2	Consumer Behavior	IUP Book
Reference books R1	Frank Kardes, Maria Cronley,	Thomas Cline Publisher: Cengage Learning
R2	Consumer Behavior, 11 Ed, Schiffman, Wisenbilt and Kumar,	Publisher: Pearson India Publication Date: 2015

Lecture-wise-plan :

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
01	Consumer Behavior	Concepts and characteristics of modern consumer behavior,	T1,T2.R1.R2
02	Consumer Behavior concept	Concepts and characteristics of modern consumer behavior,	T1,T2.R1.R2
03	Consumer Behavior	Concepts and characteristics of modern consumer behavior,	T1,T2.R1.R2
04	Consumer Behavior	Marketer's & Consumer's views of Consumer Behavior.	T1,T2.R1.R2
05	Consumer Behavior	Introduction Market Strategy.	T1,T2.R1.R2
06	Consumer Behavior	Consumer Behavior,	T1,T2.R1.R2
07	Consumer Behavior	Market Analysis,	T1,T2.R1.R2
08	Consumer Behavior	Implications for Performance and satisfaction	T1,T2.R1.R2
09	Consumer Behavior	Introduction, Consumer decision process	T1,T2.R1.R2
10	Consumer Behavior	Consumer decision process.	T1,T2.R1.R2

11	Market segmentation of consumers,	Consumer's motivation, personality, values and involvement. Culture	T1,T2.R1.R2
12	Market segmentation of consumers,	Consumer's motivation, personality, values and involvement.	T1,T2.R1.R2
13	Culture and Consumer Behavior	Meaning and Characteristics of culture	T1,T2.R1.R2
14	Culture and Consumer Behavior	Functions and types of culture	T1,T2.R1.R2
15	Cross-cultural consumer analysis	Cross-cultural marketing objectives,	T1,T2.R1.R2
16	Cross-cultural consumer analysis	Basic areas for cross-cultural marketing,	T1,T2.R1.R2
17	Cross-cultural consumer analysis	Problem in cross cultural marketing.	T1,T2.R1.R2
18	Motivation and consumer Behavior	Introduction, motives and motivation, positive or negative motivation,	T1,T2.R1.R2
19	Consumer Motives	Personal , social motives,	T1,T2.R1.R2
20	Involvement	Types of involvement, measuring involvement, values , values and attitudes, means and end chain model.	T1,T2.R1.R2
21	Perception	learning and attitudes,	T1,T2.R1.R2
22	Perception	External influences on consumer behavior,	T1,T2.R1.R2
23	Perception	Perception and consumer Behavior.	T1,T2.R1.R2
24	Introduction of groups	Advantages and disadvantage of groups,	T1,T2.R1.R2
25	Introduction of groups	reference group, types of reference group,	T1,T2.R1.R2
26	Social class and consumer behavior	Introduction social class categorization	T1,T2.R1.R2
27	Social class and consumer behavior	Social class lifestyle and buying behavior,	T1,T2.R1.R2
28	Social class and consumer behavior	social class and market segmentation.	T1,T2.R1.R2
29	Social class and consumer behavior	Social factors	T1,T2.R1.R2
30	Social class and consumer behavior	Social class and consumer behavior.	T1,T2.R1.R2
31	Market segmentation of consumers	consumers motivation, Personality, Values and involvement	T1,T2.R1.R2
32	Market segmentation of consumers	consumers motivation, Personality, Values and involvement	T1,T2.R1.R2
33	Market segmentation of consumers	consumers motivation, Personality, Values and involvement	T1,T2.R1.R2
34	Cultural & Consumer Behavior	Meaning of culture, Characteristics of culture, functions of culture, types of culture.	T1,T2.R1.R2
35	Cross-cultural consumer analysis	cross cultural marketing objectives, Basic areas for cross-cultural marketing, problem in cross cultural marketing.	T1,T2.R1.R2
36	Motivation & Consumer Behavior	Introduction, motives and motivation,	T1,T2.R1.R2

37	Motivation & Consumer Behavior	Introduction, motives and motivation,	T1,T2.R1.R2
38	Consumer Motives	Personal ,social motives,	T1,T2.R1.R2
39	Involvement	Types of involvement, measuring involvement	T1,T2.R1.R2
40	Involvement	values , values and attitudes, means and end chain model.	T1,T2.R1.R2

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 Marks	02.02.2023	1-10	CB
Test 2	60 Minutes	17 Marks	03.03.2023	11-20	OB*
Test 3	60 Minutes	17 Marks	05.04.2023	21-30	CB
Quiz(1) Assignment(1)	20 Minutes each	10 Marks	**		CB
Comprehensive Exam	3 Hours	40 Marks	08.05.2023	1-40	CB

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

Date: 15-01-2023

Dr.SANJAY KUMAR YADAV
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2022 – 2023

Course Handout

Course Code	Course Name	L	P	U
HRE611	Leadership Skills & Change Management	3	0	3

Instructor-in-charge: Dr.ARCHI DUBEY

Learning Outcomes:

After successful completion of the course student will be able to

Analyze the roles, the functions and the processes that surround marketing research, emphasizing the specification, collection and analysis of primary data.

Examine the research process, problem definition, alternative research designs, qualitative methods, survey methods, experiments, measurement & questionnaire design, data collection and foundational techniques for data analysis, as well as hands-on experience with computer application for data analysis. Emphasis is placed on the practical issues related to decision maker's use of marketing information. Marketing research provides the student with substantial experience in developing critical analysis and math/statistics skills.

Reference book(s) R1	Management of Organizational Behavior -Hersey, Blanchard and Johnson 10e/ Pearson Education, 2007.
R2	Effective Leadership, Lussier and Achua, Thomson South-Western, 3e,2007.
R3	Organization Theory, Structure Design and Applications
R4	Robbins, Judge and Vohra, Pearson Education, 18 th e,2022
R5	Study material 1, Study material 2, Study material 3, Study material 4, Study material 5, PDF

Lecture-wise-plan

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./ Page Nos of Text/Ref. Books)
1-2	Differentiate between leadership and management	The Difference between Leadership and Management, Leadership provides a Direction for Change while Management deals with Planning and Budgeting,	R1, pg -8-9 Ch-1, Study material 1, PDF
3-4	To get insight of leadership and management	Leadership Deals with Aligning People while Management deals with Organizing and Staffing, Leadership Motivates People while Management Controls and Solves Problems,	R2 Ch-2 (2,3,4,5,6), Study material 1, PDF

5-6	To understand factors behind leadership theories/development	Evolution of Leadership Theories-Trait Theories, Behavioral Theories, The Ohio State Studies, University Of Michigan Studies, The Managerial Grid, Scandinavian Studies, Contingency Approaches to Leadership, Fiedler's Contingency Model,	R1 Ch-3 Pg 103, Study material 1, PDF
7-8	To understand motivation and social skills	Hersey and Blanchard's Situational Theory- Leader-Member Exchange Theory, Leadership-Participation Model, Path-Goal Theory- Attributes of Effective Leaders-SelfAwareness, Self-Regulation, Motivation, Empathy, Social Skills	R1 Ch-4, r3 part 1, 138, , Study material 2, PDF
9-10	To understand the different leadership styles and its implications	Leadership Styles-Authoritative Style, Autocratic Style, Benevolent Style, Coaching Style, Democratic Style, Pacesetter Style, Expert Style, Manipulative Style, Bureaucratic Style, Participative Style	R1, part 3, pg 298 Study material 2, PDF, Study material 3, PDF
11-12	To understand management Systems	Likert's Four Styles: System 1 Management, System 2 Management, System 3 Management, System 4 Management, Tannenbaum & Schmidt Continuum of Leadership Behavior,	R2, Ch-4 (14), Study material 2, PDF, R4, Part 4
13-14	To understand the role of leaders	The Patterns of Behavior, Leader as an Announcer, Leader as a Seller, Leader as a Clarifier, Leader as a Senior Partner	R1, part1-pg 362, Study material 2, PDF,
15-17	To understand the Impact of Leadership Styles on Work Climate	Leader as a Seeker, Leader as an Equal Partner, Leader as a Follower - The Impact of Leadership Styles on Work Climate	R1, part-2,pg-2 PDF
18-19	To understand persuasion skills	Persuasion skills-Skeptics- How to persuade Skeptics, Charismatics - How to persuade Charismatic? Followers- How to persuade Followers?	R2, Ch-3 (8,9,10), Study material 3, PDF
20-22	How to persuade Controllers and thinkers	Controllers - How to persuade Controllers? Thinkers- How to persuade a Thinker? Motivational skills -General methods of motivation-	R1, Part1, pg 22 Study material 3, PDF
23-24	To understand the virtue of truth, communication	Truth as the Highest Virtue, Desire to be Great, Communicate, Sharing the burden of Risk, Motivating by Caring	Study material 3, PDF
25-26	To get insight of motivation	Motivating people at different levels, Motivating by setting Difficult Goals,	R1, chapter3, pg 57 Study material 4, PDF
27-28	To understand learning and its process	Learning, The Learning Organization Innovative Learning, Peep into the past, Controlled experiments,	R4, part 6 Study material 4, PDF
29-30	Who is a leader – role of leader	learning through analysis, learning through formal and informal means, Unlearning,	R3, Study material 4,

		Leading a Learning Organization-Leader as a Designer, Leader as a Teacher, Leader as a Steward, Coaching Leaders:	PDF
31-32	To understand about coaching	Demystifying coaching, the leader as a coach, improving as a coach, What can a coach do to be a better coach?	R3, part-2, pg 170, Study material 4, PDF
33-34	To understand change management	Demystifying coaching, the leader as a coach, improving as a coach, What can a coach do to be a better coach? Factors that Inhibit Change-Classification of Change-	R3, part-2, pg 170, R3, Part 4- pg 381
35-37	To understand change management	Dramatic Change, Systematic Change, Organic Change-Mode of Change-Revolution, Reform, Educated Reform, Energized Reform, Planned Reform, Rejuvenation,	R3, Part 4-pg 381
38-40	To understand change management and transformation of organisation	Inadvertent Rejuvenation, Imperative Rejuvenation, Steady Rejuvenation, Driven Rejuvenation, Implementing Change: Transforming an Organization - Establishing a Sense of Urgency	R4, Study material 5, PDF
41-42	To understand the role of change agent and its role	, Creating a Guiding Coalition, CEOs as Change Agents-Middle - Level Managers as Change Agents-HR Personnel as Change Agents - Traditional Role in New Circumstances - New Role amid New Circumstances - Consultants as Change Agents	R4, 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	31.01.2023	1-12	CB
Test 2	60 Minutes	17	01.03.2023	13- 26	CB
Test 3	60 Minutes	17	03.04.2023	27- 42	OB*
Assignments	Continuous	10	**	**	CB
Comprehensive Exam	3 Hours	40	03.05.2023	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: 15-01-2023

Dr.ARCHI DUBEY
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2022 – 2023

Course Handout

Course Code	Course Name	L	P	U
HRE631	Corporate Communication (HR)	3	0	3

Instructor-in-charge: Mrs.R.VIJAY LAKSHMI

Learning Outcomes:

To understand the concepts and evolution of corporate communication in the context of organisations

To discuss the role and scope of CC in corporate brand management and image factors

iii. To review media especially the trade media and its relevance to the practice of CC

Marketing communication	ICFAI Publicationn
Essentials of corporate communication	Cees B.M. van Riel and Charles J. Fombrun

Lecture-wise-plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
01	To understand Corporate Communications	Corporate Communications: Overview, Importance of Corporate Communication, Importance of communication in the context of change, crises, principles of effective strategic communication,	(Handout- pdf/ Study Material)R1
02	To study Barriers of communication	barriers for adopting integrated communication, Corporate Advertising	(Handout- pdf/ Study Material)R1
03	To understand strategy	Communication Strategy	(Handout- pdf/ Study Material)R1
04	To understand the Corporate Branding and Reputation Management	Corporate Branding and Reputation Management Corporate Branding	(Handout- pdf/ Study Material)R1
05	To understand the Corporate	strategic vision, organization	(Handout- pdf/ Study

	Branding and Reputation Management	culture, corporate images; corporate branding in practice	Material)T1
06	To understand Reputation management	Reputation Management:	(Handout- pdf/ Study Material)T1
07	To study the corporate responsibility	Corporate responsibility to society and other stakeholders	(Handout- pdf/ Study Material)T1
08	To study Corporate Advertisign	Corporate Advertising	(Handout- pdf/ Study Material)T1
09	To study compartive advertisement	Comparative advertisement – Advantages and Disadvantages of comparative AdvertisementsDecoding corporate advertising	(Handout- pdf/ Study Material)T1
10	To u derstand the advertising objectives and planning	Advertising objectives and planning	(Handout- pdf/ Study Material)T1
11	To study project management	Project management, Present situation,	(Handout- pdf/ Study Material)T1
12	To understan advertising agency	The advertising agency, Types of Advertising agencies, Agency compensation	(Handout- pdf/ Study Material)T1
13	To understand the customer marketing	Customer Communication Marketing Communications– An Overview:	(Handout- pdf/ Study Material)T1
14	To study the Stages in the Product Life Cycle	Stages in the Product Life Cycle,	(Handout- pdf/ Study Material)T1
15	To understand the Stages in Consumer’s Adoption Process	Stages in Consumer’s Adoption Process, Nature of Competition – Marketing Communication Process	(Handout- pdf/ Study Material)T1
16	To study the Marketing Communication Planning Process	Marketing Communication Planning Process	(Handout- pdf/ Study Material)T1
17	To understand the Creating Brand Awareness and Building Brand Equity.	Objectives: Creating Brand Awareness and Building Brand Equity,Budget Planning	(Handout- pdf/ Study Material)T1
18	To study the Developing a Marketing Communications Program	Developing a Marketing Communications Program: Selection of Marketing Communications Mix,	(Handout- pdf/ Study Material)T1

19	To study the Developing a Marketing Communications Program	Marketing Communications Research:	(Handout- pdf/ Study Material)T1,R1,R2,R3,R4
20	To study the Developing a Marketing Communications Program	Research, Communications Content Research	(Handout- pdf/ Study Material)T1
21	To study the Developing a Marketing Communications Program	Sales Promotion Research: Evaluation of Sales Promotions Effectiveness	(Handout- pdf/ Study Material)T1
22	To study the Mass Media promotions	Mass Media Promotions: Newspapers and Advertising: Advantages of Newspaper Advertising	(Handout- pdf/ Study Material)T1
23	To study the Mass Media promotions	Advertising Rates in Newspapers – Magazines and Advertising: Advantages of Magazine	(Handout- pdf/ Study Material)T1
24	To study the Mass Media promotions	Disadvantages of Radio Advertising, Media Space Buying in Radio	(Handout- pdf/ Study Material)T1
25	To study the Brand management	Brand Management: Brands And Their Significance	(Handout- pdf/ Study Material)T1
26	To study the Brand management	Role of Brands	(Handout- pdf/ Study Material)T1
27	To study the Brand management	Brand Awareness	(Handout- pdf/ Study Material)T1
28	To study Integrated Marketing Communications	Integrated Marketing Communications: Definition of Integrated Marketing Communications	(Handout- pdf/ Study)T1
29	To study Integrated Marketing Communications	Information Sources for Consumers, Decline in Effectiveness of Mass Advertising, Technological Advances	(Handout- pdf/ Study Material)T1
30	To study Integrated Marketing Communications	Application of Information Technology, Financial and Strategic Integration	(Handout- pdf/ Study Material)T1
31	To study the Ethical Issues in Marketing Communication	Ethical Issues in Marketing Communications	(Handout- pdf/ Study Material)T1
32	To study the Ethical Issues in Marketing Communication	– Ethics in Advertising Research – Ethics in Advertorials and Infomercials	(Handout- pdf/ Study Material)T1
33	To study the Employee Communications	Other Issues of Corporate Communication Employee Communications:	(Handout- pdf/ Study Material)T1
34	To study the Employee Communications	External Communication, Communicating for higher performance, hurdles in	(Handout- pdf/ Study Material)T1

		communication	
35	To study Investor Communication	Investor Communication: Importance of shareholdersto a corporate, Managing mergers and Acquisitions,	(Handout- pdf/ Study Material)T1
36	To study Importance of communication	Importance of communication for successful mergers and acquisitions	(Handout- pdf/ Study Material)T1
37	To study Public Relations	Public Relations	(Handout- pdf/ Study Material)T1
38	To study Public Relations	Developing a PR Plan, Implementing the PR Program	(Handout- pdf/ Study Material)T1
39	To study Public Relations	Tools for Measuring PR Output, Tools for Measuring PR Outtakes	(Handout- pdf/ Study Material)T1
40	To understand the Crisis Management	Crisis Management	(Handout- pdf/ Study Material)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	01.02.2023	1-15	CB
Test 2	60 Minutes	17	02.03.2023	16- 30	CB
Test 3	60 Minutes	16	04.04.2023	31- 41	OB
Quizzes (2)	20 Minutes each	10	**	**	CB
Comprehensive Exam	3 Hours	40	05.05.2023	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.

*OPEN BOOK EXAM

Note: 75% of the attendance is required for Eligibility of Class Test

Date: 15-01-2023

Mrs.R.VIJAYA LAKSHMI
Instructor-in-charge

The ICFAI University, Raipur
Faculty of Management studies
 Second Semester, 2022 - 2023
 Course Handout

Course No	Course Title	L	P	U
IVE621	Portfolio Management And Mutual Fund	3	0	3

Instructor-in-charge: Dr. SHWETA DEWANGAN

Learning Outcomes:

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

- 1. Understand the importance and relevance of Investment Bankers in any Financial System.**
- 2. Students will have the knowledge and skills to develop portfolio strategies for individual and institutional investors**
- 3. Students will be able to develop an appropriate portfolio for a given investor and market conditions.**

Text Book T1	Investment analysis and portfolio management, Tata McGraw Hill, Third edition, Prasanna Chandra	e
Swayam S1	www.icsi.edu/media/webmodules/publications/CapitalMarketandSecuritesLaw.pdf	
Swayam S2	https://www.gopalancolleges.com/gcem/course-material/mba/finance-subjects/investment-banking-financial-services-14MBAFM302.pdf	

Lecture-wise plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
1-2	Introduction to portfolio management	Meaning of investment, investment policy, Investment Motives, risk in investment	T1
3-4	Portfolio management	Need and process of portfolio management	T1
5-6	Investment policy	Different Types of Investors, their Needs and Weaknesses	T1
6-7	Investment Strategies	Implementing, Objectives and Constraints of Different Types of Investors,	T1
7-8	Risk and behavior finance	Psychology of Risk, Significance of Behavioral Finance	T1
9-10	Capital Market Theory	Markowitz Model and Efficiency Frontier	T1
11-12	CAPM model	Evolution of Capital Asset Pricing Model	T1

13-14	CML and SML	Application of CML and SML	T1
15-16	Arbitrage Pricing Model(APT)	Application of Arbitrage Pricing Model	T1
17-18	Comparisons	Comparison of CAPM and APT	T1
19-20	Portfolio Analysis	Components of Risk and Return, Beta of a Portfolio	T1
21-23	Portfolio Diversification	Perils of Excessive Diversification, Marginal Productivity of Incremental Assets	T1
24-26	Optimal Portfolio selection	Concept of Indifference Curves, Efficient Set Theorem	T1
27-29	Portfolio Revision	Need and Importance of Portfolio Revision, Selection and Revision of Equity Portfolios	T1
30-31	Measuring Portfolio Performance	Meaning and Importance of Portfolio Performance Measurement, Measures of Return, Buying the Index Approach	T1
31-32	Evaluating Portfolio Performance	Performance Evaluation of the Portfolio Manager, Evaluating Asset Class Managers	T1
32-33	Equity Portfolio Management	Introduction, Efficient Market Hypothesis, Combining Active and Passive Styles	T1
33-34	Factor-Based Approach	Equity Style Management, Book Value/Market Value Ratio	T1
34-35	Fixed Income Portfolio Management	Introduction, Fixed Income Portfolio Management Strategies	T1
35-36	International Portfolio Management	International Fixed Income Portfolio Management	T1
37-38	Evolution of Mutual Funds	Introduction to Mutual Funds, History of Mutual Funds, Mutual Funds Industry in India	T1
38-39	Mutual Funds in India	The Different Types of Mutual Funds, The Players in the Mutual Funds Industry, The Structure of Mutual Funds	T1
40-41	Role in financial market	The Role of Mutual Funds in the Financial Market	T1
42-44	Marketing and Investment Aspects of Mutual Funds	Marketing of Mutual Funds, Operations, Investment Performance of Mutual Funds	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	31.01.2023	1-10	CB
Test 2	60 Minutes	17	01.03.2023	11-20	CB
Test 3	60 Minutes	17	03.04.2023	21-36	OB
Quiz (1) Assignment(1)	20 Minutes each	10	**	**	**
Comprehensive Exam	3 Hours	40	03.05.2023	1-44	CB

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: 15-01-2023

Dr.SHWETA DEWANGAN
Instructor –in- Charge

The ICFAI University, Raipur
Faculty of Management studies
 Second Semester, 2022 - 2023
Course Handout

Course No	Course Title	L	P	U
FIE641	Financial Risk Management	3	0	3

Instructor-in-charge: Dr.ABHA SHUKLA

Learning Outcomes:

After successful completion of the course student will be able to

1. Achieve a better understanding of risk for competitive advantage.
2. To low probability, critical, catastrophic risks. Build and improve capabilities to respond effectively
3. Achieve cost savings through better management of internal resources.

Text Book T	Risk Management & Derivatives, Rene M. Stulz, Thomson, South-Western, India Edition
Reference book(s) R1	Financial Risk Management, Jimmy Skoglund, Weichen, Wiley Finance Series
R2	Financial Risk M management, Aaron Brown
R3	Financial Management, Dr. Anil Kumar Dhagat, Dreamtech management text book.

Lecture wise plan

Lecture 3Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./ Page Nos of Text/Ref. Books)
1-3	Introduction	Meaning, scope, objectives Introduction to Financial Risk Management, Motivation for risk management,	T1 Ch-1 1 -20
4-8	Investors and Risk Management	Evaluating the risk and Return of individual securities and Portfolios	T1 Ch-2 21-35
9-15	Diversification and risk management	Risk management and shareholder wealth, Shareholders and Irrelevance proposition	T1 Ch-2 36-48
16-20	Creating value with Risk Management	Bankruptcy costs and costs of financial Distress, Taxes and risk management.	T1 Ch-3 51-63

21-26	Forward Contracts & Future contract	Pricing forward contracts on T-bills, Generalizing our results Counterparty risk with future contracts	T1 Ch-5 113-130
26-30	Cash, Marketable Securities and Foreign investment Risk management	Introduction, objectives & Motives for holding cash, Factors determining marketable securities, foreign investment Etc.	R3 Ch-16 485 - 500
31-35	Hedging exposures	Hedging exposures with forward and futures contracts	T1 Ch-6 151-170
36-40	Optimal Hedges for the real world	Implementing the minimum variance hedge in the real world	T1 Ch-7 191-205

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	01.02.2023	1-12	CB
Test 2	60 Minutes	17	02.03.2023	13- 28	CB
Test 3	60 Minutes	17	04.04.2023	29- 42	OB
Quizzes (2)	20 Minutes each	10	**	**	CB
Comprehensive Exam	3 Hours	40	05.05.2023	1- 42	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:15-01-2023

Dr. ABHA SHUKLA
Instructor-in-charge