

Faculty of Management Studies

Second Semester, 2023–2024
Course Handouts

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The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

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

Instructor-in-charge: Dr.R VIJAYA LAKSHMI

Learning Outcomes:

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

| | |
|----------------------|---|
| Text Book T1 | Rsearch Methodolgoy, CR Kothari, Gaurav Garg |
| Reference Book(s) R1 | Business Research Methods, William G Zikmund, Thomson South-Western |

Lecture-wise-plan:

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (Chapter/Sec./Page Nos. of Text/Ref. Books) |
|--------------|---|--------------------------------------|---|
| 1-2 | To study the Importance of Research | An Introduction, Meaning of Research | 1-19 |
| 3-5 | To understand the Research methods | Research Methods | 1-19 |
| 6-7 | To study the research problem | Research Problem | 22-25 |
| 8-9 | To understand the research design | Research Design | 29-50 |
| 10-11 | To study sample design | Sampling Design | 52-56 |
| 12-13 | To understand Scale of measurement | Measurement and Scaling Techniques. | 66-86 |
| 14-15 | To study the Methods of data collection | Methods of Data Collection | 89-109 |
| 15-19 | To understand the Analysis of Data | Processing and Analysis of Data | 114-126 |
| 20-21 | To study the Sampling fundamentals | Sampling Fundamentals,. | 147-156 |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (Chapter/Sec./Page Nos. of Text/Ref. Books) |
|--------------|--|--|---|
| 22-24 | To understand the types of Hypothesis | Testing of Hypotheses-I | 179-200 |
| 25-27 | To study the chi-square Test | Measures of central tendency, skewness, Dispersion | 235-244 |
| 28-30 | To study the ANOVA | ANOVA | 261-277 |
| 31-33 | To study the Quantitative and Qualitative Data | Quantitative and Qualitative Data | 66-75 |
| 34-36 | To understand the Report writing | Interpretation and Report Writing | 416-433 |
| 37-39 | To study the Discriminant analysis, | Discriminant analysis, SPSS, Smart PLS | 382-394 |
| 40 | Revision | Revision | |

Evaluation Scheme:

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

| Evaluation Component | Duration | Weightage | Date | Syllabus (Lec.No.) | Remarks |
|----------------------|-----------------|-----------|------------|--------------------|---------|
| Test 1 | 60 Minutes | 16 | 12-02-2024 | 1-10 | CB |
| Test 2 | 60 Minutes | 17 | 11-03-2024 | 11-24 | OB |
| Test 3 | 60 Minutes | 17 | 15-04-2025 | 25-38 | CB |
| Presentations | 20 Minutes each | 10 | ** | ** | ** |
| Comprehensive Exam | 3 Hours | 40 | 16-05-2024 | 1-42 | CB |

** To be announced OB= Open Book Exam CB= Closed Book Exam Presentation

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: 08/01/2024

Dr.R VIJAYA LAKSHMI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

| 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 integrate 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 and group assignments to achieve the course objectives.

| | |
|--------------------|--|
| Text Book | IUP |
| Reference Books | Electronic Commerce: A Managerial Perspective Turban, E etal, Prentice Hall-2008 |
| Reference Books R2 | Dave Chaffey, Prentice Hall, 2006 |
| Reference Books R3 | Horton and Horton, Wiley Publishing |

Lecture-wise- plan:

| Lecture No | Topics to be Covered | 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 |

| Lecture No | Topics to be Covered | Reference |
|-------------------|---|------------------|
| 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 |

| Lecture No | Topics to be Covered | Reference |
|------------|----------------------|----------------|
| 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 | 12-02-2024 | 1-10 | CB |
| Test 2 | 50 Minutes | 17 | 11-03-2024 | 11-20 | OB |
| Test 3 | 50 Minutes | 17 | 15-04-2024 | 21-40 | CB |
| Quizzes (2) | 20 Minutes each | 5 each | ** | Continuous | CB |
| Comprehensive Examination | 3 Hrs | 40 | 18-05-2024 | 1-40 | CB |

* The dates mentioned are tentative. ** OB= Open Book, CB=Closed Book

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: 07/01/2024

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

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

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

Instructor-in-charge: Dr.R VIJAYA LAKSHMI

Learning Outcomes:

After successful completion of the course student will be able to

1. The objective of this course is to enhance the students's business communication skills, which include business reports, presentation, telephone, and email etiquette, CVs and applications, memorandum, business claims business proposals, agenda and minutes of meeting.

| | |
|----------------------|---|
| Text Book T1 | Business Communication N.Gupta and P Mahajan Sahitya Bhawan Publication |
| Reference Book(s) R1 | Business Vocabulary in use, Bill Mascull- Cambridge University Press |
| Reference Book(s) R2 | Business Communication, Kitty O Locker, Stephen Kyo- Tata McGraw Hill Publishing Company LTD. |

Lecture-wise-plan:

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (Chapter/Sec./Page Nos. of Text/Ref. Books) |
|--------------|---|---|---|
| 1-2 | Understand the importance of communication | Introduction: Communication-Definition. Nature, objectives, Importance to Managers, https://aqlkhans.files.wordpress.com/2011/10/business-communication.pdf | 1-23(T1) |
| 2-3 | To learn different channels of communication | Channels of communication | 24-48(T1) |
| 4 | Understand the differences between types of communication | Formal and informal communication | 49-54(T1) |

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

Evaluation Scheme:

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

| Evaluation Component | Duration | Weightage | Date | Syllabus (Lec.No.) | Remarks |
|-----------------------------|-----------------|------------------|-------------|---------------------------|----------------|
| Test 1 | 60 Minutes | 16 | 13-02-2024 | 1-10 | CB |
| Test 2 | 60 Minutes | 17 | 12-03-2024 | 11-24 | OB |
| Test 3 | 60 Minutes | 17 | 16-04-2024 | 25-38 | CB |
| *PI/GD | 20 Minutes each | 10 | ** | ** | ** |
| Comprehensive Exam | 3 Hours | 40 | 22-05-2024 | 1-42 | CB |

Date: 08/01/2024

Dr.R VIJAYA LAKSHMI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

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

Instructor-in-charge: Ms.SNEHAL YADAV

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, "Introductaion to computers", PHI |
| Text Book T2 | Alex Leon and Mathews Leon, Introduction to computers: Vikas Publishing Hose |
| Reference | Norton Peter, "Introduction to computers", 10 th Ed. TMH |

Lecture-wise-plan:

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (chapter/sec./Page Nos of Text/Ref. Books) |
|--------------|--|--|--|
| 1-2 | To learn the concept of Computer | Introduction: Fundamentals of Computing, building blocks of computers, I/O devices | T 1, ch-3, 3.1-3.3 |
| 3-4 | To learn the concept of fundamentals of Computing and Memory | concept of auxiliary and main memory and memory devices, Fundamentals of Computing II, | T 1, ch-6, 6.1-6.9 T 1, ch-4, 4.1-4.9 |
| 5-6 | To learn the concept of Problem solving | Problem analysis, solution design and program coding using structural programming language | T1, T2 |
| 7-10 | To learn the concept of Programming Languages | Programming Languages | T 1, ch-9, 9.1-9.5 |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (chapter/sec./Page Nos of Text/Ref. Books) |
|--------------|--|---|--|
| 11-12 | To learn the concept of Information representation | Information representation inside computer | T1, T2 |
| 13-14 | To learn the concept of Number system | introduction to number systems | T1, ch-6, 6.1-6.9 |
| 15-17 | To learn the concept of Computer Networking | Networks | T1, ch-14, 14.1-14.7 |
| 18-21 | To learn the concept of web applications | Web Technologies Fundamentals | Notes/PDF |
| 22-23 | To learn the concept of security while using computers | Computer Security I: Encryption and Digital Signatures | Notes/PDF |
| 24-25 | To learn the concept of Database | Relational Databases, Introduction to Microsoft® Access. | Notes/PDF |
| 26-28 | Understand UNIX operating System | Introduction to UNIX. | T1, T2 |
| 29-33 | To learn the concept of Computers with business | "Under the Hood" of a Commercial Website, Enterprise Systems, Systems that Span Multiple Enterprise | T1, T2 |
| 34-38 | To learn the concept of Emerging Technologies for data storage | Business Intelligence: Data Mining and Data Warehousing, Emerging Technologies | T1, T2 |
| 39-40 | Review all contents | Course Wrap-up. | T1, T2 |

Evaluation Scheme:

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

| Evaluation Component | Duration | Weightage | Date | Syllabus (Lect. No.) | Remarks |
|----------------------|-----------------|-----------|------------|----------------------|---------|
| Test 1 | 60 Minutes | 16 | 14-02-2025 | 1-12 | CB |
| Test 2 | 60 Minutes | 17 | 13-03-2024 | 13- 25 | OB |
| Test 3 | 60 Minutes | 17 | 18-04-2024 | 26- 40 | CB |
| Quizzes (2) | 20 Minutes each | 10 | ** | ** | CB |
| Comprehensive Exam | 3 Hours | 40 | 24-05-2024 | 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: 06/01/2024

Mrs.SNEHAL YADAV
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

| Course Code | Course Title | L | P | U |
|-------------|-------------------------|---|---|---|
| HS204 | Introductory Psychology | 3 | 0 | 3 |

Instructor-in-charge: Dr.PRATIBHA BAIRK

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 behaviour

| | |
|-------------------------|--|
| Reference Book(s) R1 | Introduction to psychology-Fernald, AITBS Publications, |
| Reference Book(s) R2 | Organisational Behaviour – L.M. Prasad, Sultan Chand & Sons; Fifth edition (1 January 2014) |
| Reference –R3 | Note 1, Note 2 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, definition of psychology | R1, pg -5 Ch-1, Notes 1 |
| 3-4 | Introduction to psychology | Origin and development of Psychology | R1, pg -5 Ch-1, Notes 1 |
| 5-6 | Introduction to psychology | Subfields of psychology, psychology in India | R1, pg -5 Ch-1, Notes 1 |
| 7-8 | Introduction to Perception | Introduction, Definition, Kinds | R1, pg -5 Ch-1, Notes 1 |
| 9-9 | Factors of Perception | Factors effecting Perception, Perceptual process | R-2, pg-110-113, Ch-6 |
| 10-11 | Principles of Perception | Principles of Perceptual Organization | R-2, pg-114-116, Ch-6 |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (chapter/sec./Page Nos of Text/Ref. Books) |
|---------------------|--|---|---|
| 12-13 | Developing Perceptual Skill | Developing Perceptual Skill, Johari Window | R-2, pg-121, Ch-6 |
| 14-14 | Introduction to Motivation | Introduction to Motivation | R-2, pg-144-145, Ch-8 |
| 15-16 | Theories of Motivation | Maslow's, Hezberg | R-2, pg-151-152, Ch-8 |
| 17-18 | Theories of Motivation | ERG, Theory X and Y | R-2, pg-155-157, Ch-8 |
| 18-18 | | Assignment | |
| 19-20 | Introduction to Modifications of behaviour | Modifications of behaviour through learning | R-2, pg-125-127, Ch-7 |
| 21-22 | Introduction to Modifications of behaviour | Memory and transfer of training; | R-2, pg-128-130, Ch-7 |
| 23-24 | Introduction to Modifications of behaviour | Concept of transfer of training | R-2, pg-134-139, Ch-7 |
| 25-26 | Memory and transfer of training | Thought processes | R-2, pg-139-141, Ch-7 |
| 27-28 | | Case Study | ----- |
| 29-30 | Problem solving and creative thinking; | Meaning and Aspects of Creativity | R-3, Note-1 |
| 31-32 | Problem solving and creative thinking; | R-3, Note-1 | R-3, Note-1 |
| 33-34 | Problem solving and creative thinking; | R-3, Note-1 | R-3, Note-1 |
| 35-36 | Problem solving and creative thinking; | R-3, Note-1 | R-3, Note-1 |
| 37-37 | | Presentation | |
| 38-38 | Nature and evaluation techniques of intelligence | Concept and definition of Intelligence | R1, ch 14, pg 369., Note-2 |
| 39-39 | Nature and evaluation techniques of intelligence | Theories and Assessment of Intelligence | R1, ch 14, pg 370., Note-2 |
| 40-40 | nature and evaluation techniques of intelligence | Assessment of personality | R1, ch 14, pg 371., Note-2 |

Evaluation Scheme:

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

| Evaluation Component | Duration | Weightage | Date | Syllabus (Lec.No.) | Remarks |
|-----------------------------|-----------------|------------------|-------------|---------------------------|----------------|
| Test 1 | 60 Minutes | 16 | 14-02-2024 | 1-6 | CB |
| Test 2 | 60 Minutes | 17 | 13-03-2024 | 7- 18 | OB |
| Test 3 | 60 Minutes | 17 | 18-04-2024 | 20-40 | CB |
| Presentation / case study | Continuous | 10 | ** | ** | CB |
| Comprehensive Exam | 3 Hours | 40 | 27-05-2024 | 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 Test, Tests and Comprehensive Examinations, etc.

Date: 07/01/2024

Dr.PRATIBHA BARIK
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

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

Instructor-in-charge: Ms.SNEHAL YADAV(VF)

Learning Outcomes:

1. The Learning objectives of this course are to:
2. To teach the student the various statistical techniques to apply them on factual data so that they. Earn to derive statistical interpretation.

| | |
|----------------------|--|
| Text Book T1 | Business Statistics, By S.C Gupta and Idra Gupta |
| Text Book T2 | Quantitative Technique in Mangaemnt By N D Vohra |
| Reference Book(s) R1 | Quantitative Analysis for management by Barry Render, Ralph M. Stair |

| 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 |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (chapter/sec./Page Nos of Text/Ref. Books) |
|---------------------|---|---|---|
| 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 | 13-02-2024 | 1-12 | CB |
| Test 2 | 60 Minutes | 17 | 12-03-2024 | 13- 28 | OB |
| Test 3 | 60 Minutes | 17 | 16-04-2024 | 29- 40 | CB |
| Quizzes (2) | 20 Minutes each | 10 | ** | ** | CB |
| Comprehensive Exam | 3 Hours | 40 | 20-05-2024 | 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: 08/01/2024

**Ms.SNEHAL YADAV(VF)
Instructor-in-charge**

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

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

Instructor-in-charge: Dr.W RAMANA RAO

Learning Outcomes:

1. Demonstrate an understanding of the overall role and importance of the finance function
2. Demonstrate basic finance management knowledge.
3. Communicate effectively using standard business terminology

| | |
|----------------------|---|
| Text Book T1 | Financial Management by M Y Khan and P K Jain |
| Reference book(s) R1 | Financial Management by Shashi K. Gupta and R.K. Sharma |

Lecture-wise-plan:

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (Chapter/Sec./Page Nos. of Text/Ref. Books) |
|--------------|--|--|---|
| 1 | Understanding the basics of financial management. | Unit-I Introduction to Financial Management: Nature, | T1 Ch1- Page 1.3-1.26 |
| 2-3 | Understanding the scope and environment of financial management. | Scope and Environment of Financial Management, | T1 Ch1- Page 1.3-1.7 |
| 4-5 | To understand Agency problem | Agency Problem, Financial Goals, Financial and Profit Planning – | T1 Ch1- Page 1.18-1.20 |
| 6-10 | To understand the valuation of bonds and shares. | Value and Return – Valuation of Bonds and Shares. | T1 Ch4- Page 4.1-4.23 |
| 11 | Understanding the Time value concepts. | Unit-II Time Value of Money: Capital Budgeting – Nature and significance | T1 Ch9- Page 9.3-9.79 |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (Chapter/Sec./Page Nos. of Text/Ref. Books) |
|---------------------|--|--|--|
| 12 | Understanding Discounting and compounding | Time Value of Money– Discounting and Compounding, | T1 Ch2- Page 2.1-2.36 |
| 13 | Understanding Annuity and Perpetuity | Annuity and Perpetuity | T1 Ch2- Page 2.1-2.36 |
| 14-16 | Understanding Methods for Evaluating Capital Expenditure Proposals. | Methods for Evaluating Capital Expenditure Proposals. | T1 Ch10- Page 10.1-10.49 |
| 17-20 | Understanding Computation of Cost of Capital. | Computation of Cost of Capital. | T1 Ch11- Page 11.1-11.46 |
| 21-22 | To understand Risk and Return concepts. | Unit-III Portfolio Analysis: Risk and Return: Portfolio Theory and Asset Pricing Models. (CAPM & APT) Beta Estimation. | T1 Ch3- Page 3.1-3.43 |
| 23-24 | Understanding cost of equity analysis and interpretation using ratio analysis. | Cost of Equity Analysis and Interpretation of Financial Statements using the Techniques of Ratio Analysis. | T1 Ch6- Page 6.1-6.81 |
| 25-27 | Understanding funds flow analysis. | Funds Flow Analysis. | R1 Ch7- Page 7.1-7.97 |
| 28-30 | Understanding DU-PONT Analysis. | DU-PONT Analysis. | R1 Ch9- Page 9.75-9.76 |
| 31-32 | Understanding the basics of working capital management. | Unit-IV Working Capital Management:– Nature of Working Capital – Need for Working Capital | T1 Ch13- Page 13.3-13.42 |
| 33-34 | Understanding the estimation of working capital requirements. | Estimation of working Capital Requirement, Financing Working Capital Requirement, | T1 Ch13- Page 13.3-13.42 |
| 35-37 | Understanding commercial papers management of cash and leverage. | Commercial Papers Management of Cash and Receivables – Factoring, Leverage Analysis & Capital structure: Leverage Analysis, Financial Leverage, Operating Leverage, Compound Leverage. | T1 Ch14- Page 14.1-14.46 T1 Ch15- Page 15.1-15.29 |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (Chapter/Sec./Page Nos. of Text/Ref. Books) |
|--------------|--|---|---|
| 38-40 | Understanding the significance of leverage and its effect. | Significance of Leverage, its Effect on Profit, its Impact on Cost of Capital and Firms ability to raise Capital. Capital Structure: Theory and Practice. Relevance of Capital Structure. | T1 Ch18- Page 18.3-18.43 |

Evaluation Scheme:

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

| Evaluation Component | Duration | Weightage | Date | Syllabus (Lec.No.) | Remarks |
|---------------------------|------------|-----------|------------|--------------------|---------|
| Test 1 | 60 Minutes | 16 | 14-02-2024 | 1-10 | CB |
| Test 2 | 60 Minutes | 17 | 13-03-2024 | 11-20 | OB |
| Test 3 | 60 Minutes | 17 | 18-04-2024 | 1-30 | CB |
| Presentations /Assignment | Continuous | 10 | ** | ** | ** |
| Comprehensive Exam | 3 Hours | 40 | 27-05-2024 | 1-40 | CB |

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

Make-up-policy: Make-up-policy 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 Examination, etc. The student is required to refer the books and journals in the library and attend all present.

Date: 08/01/2024

Dr.W RAMANA RAO
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

| Course Code | 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:

1. To gain in sight in relationship marketing
2. To use strategic customer acquisition and retention techniques in CRM
3. To understand the structural implications of CRM
4. To plan and coordinate with various functional areas in management to arrive at the strategy
5. To understand the new technological developments in CRM

| | |
|----------------------|---|
| Text Book T1 | Roger J. Baron, Robert J Galka, Daniel P Stunk "Customer Relationship |
| Reference book(s) R1 | Jill Dyche' The CRM Hand book- Pearson Education |
| Reference book(s) 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 BA5003 CRM 2021 - 2022 MBA St. Joseph's College of Engineering, Chennai Unit 1 – Introduction Part – A 1 CRM, | Handout/T1 Ch1- Page 2-34 |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (chapter/sec./Page Nos of Text/Ref. Books) |
|---------------------|---|--|---|
| 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 | 12-02-2024 | 1-10 | CB |
| Test 2 | 60 Minutes | 17 | 11-03-2024 | 11- 20 | OB |
| Test 3 | 60 Minutes | 17 | 15-04-2024 | 21- 30 | CB |
| Assignments | Continuous | 10 | ** | ** | CB |
| Comprehensive Exam | 3 Hours | 40 | 18-05-2024 | 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: 08/01/2024

Dr.W RAMANA RAO
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

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

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 |

| Lecture | Topics | Reference |
|----------------|---|------------------|
| 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 Hypercompetition: 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 Potential 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 |

Evaluation Scheme:

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

| Evaluation Component | Duration | Weightage | Date | Syllabus (Lec.No.) | Remarks |
|-----------------------------|-----------------|------------------|-------------|---------------------------|----------------|
| Test 1 | 60 Minutes | 16 | 13-02-2024 | 1-10 | CB |
| Test 2 | 60 Minutes | 17 | 12-03-2024 | 11- 20 | OB |
| Test 3 | 60 Minutes | 17 | 16-04-2024 | 21- 30 | CB |
| Assignments | Continuous | 10 | ** | ** | CB |
| Comprehensive Exam | 3 Hours | 40 | 22-05-2024 | 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: 08/01/2024

Dr.SANJAY KUMAR YADAV
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

| Course Code | Course Title | L | P | U |
|-------------|----------------------|---|---|---|
| MG222 | Operation Management | 3 | 0 | 3 |

Instructor-in-charge: Dr.RUCHI GUPTA

Learning Outcomes:

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

The outcomes of this course is an introduction to the concepts, principles, problems, models, tools, and techniques, practices of operation managements, Emphasis is on managerial processes for effective operation in both goods-producing and service. Organization.

| | |
|--------------------|--|
| Textbook T1 | K.Aswhathappa and K.Sridhara Bhatt K. Aswhathappa & K. Sridhara Bhatt |
| Textbook T2 | Oeration Management FedUni |
| Reference Books | Production and Operations Management Everette E. Adam and Ronald J Ebert /Prentice Hall of India, NewDelhi,5th Edition |
| Reference Books R2 | Operations Management: Customer Focused Principles Richard Schonberger & Edward M.Knod |
| Reference Books R3 | Production Operations Management: Manufacturing & Services Richard B. Chase, Nicholas. J.Acquilan & 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 |
| 03 | Production Management | Production as a sub system of the Organization. | T1,T2,R1,R2 |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (Chapter/Sec./Page Nos. of Text/Ref. Books) |
|---------------------|---|--|--|
| 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 | interrelationships with other functions, | 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 |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (Chapter/Sec./Page Nos. of Text/Ref. Books) |
|---------------------|--------------------------------|---|--|
| 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 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 |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (Chapter/Sec./Page Nos. of Text/Ref. Books) |
|---------------------|-------------------------------|---|--|
| 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 | 13-02-2024 | 1-10 | CB |
| Test 2 | 60 Minutes | 17 | 12-03-2024 | 11- 24 | OB |
| Test 3 | 60 Minutes | 17 | 16-04-2024 | 25- 40 | CB |
| Presentations/ Assignments/ | Continuous | 10 | ** | ** | ** |
| Comprehensive Exam | 3 Hours | 40 | 20-05-2024 | 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: 09/01/2024

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

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

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

Instructor-in-charge: Dr.JAYANT ISAAC

Learning Outcomes:

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

Pedagogy:

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

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

| Lec No | Topics | Reference |
|--------|--|--------------------------------------|
| 01 | Overview of Human Resource Management: Introduction to HRM | (Handout- pdf/ Study Material-01)T1 |
| 02 | Importance of HRM, Definition of HRM | (Handout- pdf/ Study Material-01)T1 |

| Lec No | Topics | Reference |
|---------------|---|--------------------------------------|
| 03 | The Three Cs of HRM, HRM Activities ,Role of HR Executives | (Handout- pdf/ Study Material-01)T1 |
| 04 | Functions of HRM -Operative Function and Managerial Function | (Handout- pdf/ Study Material-01)T1 |
| 05 | Challenges of HRM, Organizational Chart /Structure of HR Department. | (Handout- pdf/ Study Material-01)T1 |
| 06 | Man Power Planning- Introduction , Concept of MPP , Need and importance of MPP | (Handout- pdf/ Study Material-01)T1 |
| 07 | Benefits of MPP, MPP & HRP | (Handout- pdf/ Study Material-01)T1 |
| 08 | Job Analysis-What is Job?, Concept of Job Analysis | (Handout- pdf/ Study Material-01)T1 |
| 09 | Process of Job Analysis | (Handout- pdf/ Study Material-01)T1 |
| 10 | Job Analysis Methods: Observational Method , Individual Interview Method, Group Interview Method | (Handout- pdf/ Study Material-01)T1 |
| 11 | Job Analysis Methods:Questionnaire Method , Technical Conference method | (Handout- pdf/ Study Material-01)T1 |
| 12 | Job Analysis Methods:Dairy method, Functional Job Analysis, Positional Analysis questionnaire,Critical Incident Technique. | (Handout- pdf/ Study Material-01)T1 |
| 13 | The Job Analysis System, Job analysis ina jobless world, Dejobbing- Definition, trends leading to dejobbing,need for dejobbing, how organizations are responding, flat and boundaryless organizations | (Handout- pdf/ Study Material-01)T1 |
| 14 | Competency based Job analysis, why to use competency analysis ,skills matrix for one job | (Handout- pdf/ Study Material-01)T1 |
| 15 | Job description : Drafting and maintaining job description, Job Specification –Use of Job analysis | (Handout- pdf/ Study Material-01)T1 |
| 16 | Steps involved in MPP process, Limitations and barrier of Man Power Planning.Related Case Study | (Handout- pdf/ Study Material-01)T1 |
| 17 | <i>Case Study discussion on Job Analysis</i> | (Handout- pdf/ Study Material-01)T1 |
| 18 | Performance Appraisal: Introduction, Concepts | (Handout- pdf/ Study Material-01)T1 |

| Lec No | Topics | Reference |
|---------------|---|--------------------------------------|
| 19 | What is Appraisal ? , Objectives of Performance Appraisal, | (Handout- pdf/ Study Material-01)T1 |
| 20 | Different methods of Performance Appraisal, Rating Errors | (Handout- pdf/ Study Material-01)T1 |
| 21 | Training and Development - Training Process and Methodology - | (Handout- pdf/ Study Material-01)T1 |
| 22 | Need and objectives - Training Procedure - Methods of Training - Tools and Aids- | (Handout- pdf/ Study Material-01)T1 |
| 23 | Evaluation of Training Programs – Career Planning | (Handout- pdf/ Study Material-01)T1 |
| 24 | Retirement / Separation - Kinds of Retirement - Resignation, Discharge, Dismissal, | (Handout- pdf/ Study Material-01)T1 |
| 25 | Suspension, Retirement, Layoff, Voluntary Retirement / Separation Schemes, Golden handshake | (Handout- pdf/ Study Material-01)T1 |
| 26 | Managerial effectiveness through - Kaizen - Quality Circles - Time Management, TQM | (Handout- pdf/ Study Material-01)T1 |
| 27 | Industrial Relations – Grievance Procedure- Collective bargaining- settlement of disputes | (Handout- pdf/ Study Material-01)T1 |
| 28 | Concept of Wage and salary administration- Purpose, concepts of different wages, basic wage plans, Variable compensation | (Handout- pdf/ Study Material-01)T1 |
| 29 | Executive compendation, concept of rewards, non monetary benefits, guidelines of effective incentive plans. Employee benefits | (Handout- pdf/ Study Material-01)T1 |
| 30 | Occupational Safety & health, provision to prevent accidents in workplace | (Handout- pdf/ Study Material-01)T1 |
| 31 | Stress and its consequences in employee performance, definition and concept of discipline, | (Handout- pdf/ Study Material-01)T1 |
| 32 | Types of disciplinary action conflict resolution | (Handout- pdf/ Study Material-01)T1 |
| 33 | Definition and concepts of trade unions, | (Handout- pdf/ Study Material-01)T1 |
| 34 | Characterstics of trade unions | (Handout- pdf/ Study Material-01)T1 |
| 35 | Functions of tradeunions, types of tradeunions | (Handout- pdf/ Study Material-01)T1 |

| Lec No | Topics | Reference |
|--------|---|--------------------------------------|
| 36 | Case study | (Handout- pdf/ Study Material-01)T1 |
| 37 | Classification of unions according to membership structure , Method adopted by tradeunion | (Handout- pdf/ Study Material-01)T1 |
| 38 | Issues of trade union | (Handout- pdf/ Study Material-01)T1 |
| 39 | Quality of Work Life (QWL), Methods to improve QWL | (Handout- pdf/ Study Material-01)T1 |
| 40 | Benefits of QWL, Challenges in implementing QWL programs. | (Handout- pdf/ Study Material-01)T1 |

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 | 14-02-2024 | 1-10 | CB |
| Test 2 | 50 Minutes | 17 | 13-03-2024 | 11-20 | OB |
| Test 3 | 50 Minutes | 17 | 18-04-2024 | 21-40 | CB |
| Quizzes (2) | 20 Minutes each | 5 each | ** | | CB |
| Comprehensive Examination | 3 Hours | 40 | 24-05-2024 | 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 student have to maintains 75% of attendance as per university norms

Date: 09/01/2024

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

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

| Course Code | Course Title | L | P | U |
|-------------|----------------|---|---|---|
| SS202 | Soft Skills-II | 3 | 0 | 3 |

Instructor-in-charge: Dr.SHUBHRA TIWARI

Learning Outcomes:

After successful completion of the course student will be able to

1. Dress formally as per occasion.
2. Learn the usage of effective body language and work as a team.
3. Explore skills and ability to effectively participate in public speaking.
4. Understanding and develop interpersonal skills.
5. Understand and develop leadership, art of diary writing and itinerary writing.
6. Build positive self-image

| | |
|--------------------|--|
| Text books T1 | |
| Reference Books R1 | Soft skills University Material |
| R2 | Business Vocabulary in Use Bill Mascull – Cambridge University Press |
| R3 | Soft Skills- K.Alex |
| R4 | |

Lecture-wise-plan:

| Lecture No | Learning Objective | Topics to be covered | Reference |
|------------|--------------------|---|-----------|
| 1 | Public Speaking | The power of Public Speaking | |
| 2 | | • Developing confidence | |
| 3 | | • Planning | |
| 4 | | Preparation | |
| 5 | | Successful and effective delivery of speech | |

| Lecture No | Learning Objective | Topics to be covered | Reference |
|-------------------|---------------------------|---|------------------|
| 6 | Writing Skills | Basics of writing | |
| 7&8 | | Writing paragraphs | |
| 9&10 | | Writing research articles | |
| 11 | | Diary Writing | |
| 12 | | Itinerary Writing | |
| 13&14 | Personality and the Self | Positive self-image and negative self-image | |
| 15 | | Problems of maladjustment | |
| 16&17 | | Building self-esteem and confidence | |
| 18&19 | Attitude and Motivation | Importance of possessing the right attitude | |
| 20 | | Factors affecting attitudes | |
| 21 | | Positive and negative attitudes | |
| 22 | | Internal and external motives | |
| 23 | | Importance of self-motivation | |
| 24 | | Factors leading to de-motivation | |
| 25&26 | | Goal setting and prioritization | |
| 27 | | Effective planning | |
| 28&29 | | Time management | |
| 30 | | Discipline in problem solving | |
| 31&32 | Communication | Inter-personal communication | |
| 33 | | Relationships | |
| 34 | | Leadership | |

| Lecture No | Learning Objective | Topics to be covered | Reference |
|------------|------------------------------------|--------------------------|-----------|
| 35 | | Team building | |
| 36 | Projecting a Positive Social Image | Grooming | |
| 37 | | Body language | |
| 38 | | Eye contact | |
| 39 | | Social etiquette | |
| 40 | | Manners in conversations | |

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

| Evaluation Component | Duration | Weightage | Date | Syllabus (Lec.No.) | Remarks |
|----------------------|-------------------------|-----------|------------|--------------------|---------|
| Test 1 | 60 Minutes | 16 | 12-02-2024 | 1-9 | CB |
| Test 2 | 60 Minutes | 17 | 11-03-2024 | 10- 24 | OB |
| Test 3 | 60 Minutes | 17 | 15-04-2024 | 25- 40 | CB |
| Practical/quiz | Throughout the Semester | 10 | ** | --- | CB |
| Comprehensive Exam | 3 Hours | 40 | 16-05-2024 | 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: 08/01/2024

Dr.SHUBHRA TIWARI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

| Course Code | Course Title | L | P | U |
|-------------|-------------------|---|---|---|
| MG302 | Internal 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 Vuyptakesh Sharan Pearson Publication |
| Reference book(s) R1 | International Business by Bimal Jaiswal, Himalaya Pulpication |
| Reference book(s) R2 | International Business Environment by Subba Rao, Himalaya Publication |

Lecture-wise-plan:

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (chapter/sec./Page Nos of Text/Ref. Books) |
|--------------|--|--|--|
| 1-5 | 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 |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (chapter/sec./Page Nos of Text/Ref. Books) |
|---------------------|--------------------------------------|---|---|
| 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 |

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

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 | Weighted | Date | Syllabus (Lec No.) | Remarks |
|-----------------------------|--------------------|-----------------|-------------|---------------------------|----------------|
| Test 1 | 60 Minutes | 16 | 12-02-2024 | 1-12 | CB |
| Test 2 | 60 Minutes | 17 | 11-03-2024 | 12-24 | OB |
| Test 3 | 60 Minutes | 17 | 15-04-2024 | 24-40 | CB |
| Quiz (1) Assignment | 20 Minutes each | 5 5 | ** | | CB |
| Comprehensive Exam | 3 Hours | 40 | 16-05-2024 | 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: 08/01/2024

Mr.AMBARISH GHOSH
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

| Course Code | Course Title | L | P | U |
|-------------|---------------------------------------|---|---|---|
| MG312 | Money, Banking and Financial Services | 3 | 0 | 3 |

Instructor-in-charge: Mrs.SONAKSHI KHANDELWAL

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

Lecture-wise-plan:

| Lecture Nos | Learning Objective | Topics to be covered | Reference |
|-------------|---------------------------|---|-----------|
| 1-2 | Money and its functions, | Money and its function | R1 |
| 3-4 | Money markets, | Concepts and objectives of regulator in money market | R1 |
| 4-6 | Foreign exchange markets, | Details of capital market including equity market and debt market | R1 |
| 6-8 | Financial markets, | Primary market | R1 |
| 8-10 | Financial markets, | Secondary market | R1 |
| 10-12 | Financial Derivatives. | Future and Forwards market | R1 |
| 12-14 | Financial Derivatives. | Option and swaps | R1 |

| Lecture Nos | Learning Objective | Topics to be covered | Reference |
|--------------------|--|---|------------------|
| 14-16 | The banking firm, | Types of banks | R1 |
| 16-18 | Non-banking financial institution | Function and importance | |
| 18-20 | Monetary transmission Mechanisms. | process by which asset prices and general economic conditions are affected as a result of monetary policy decisions. | R1 |
| 20-22 | Money and inflation, | Understanding of money and its supply | R1 |
| 22-24 | Theory of rational expectations, | Understanding how rational expectations suggests that people use all available information and economic models to form forward-looking expectations | R1 |
| 24-26 | Central banking, | Function of central bank | R1 |
| 26-28 | Detriments of money supply. | Understanding of money supply | R1 |
| 28-30 | Tool foals and targets of monetary policy, | Understanding how through monetary policy economic stability can achieve | R1 |
| 30-32 | Tool foals and targets of monetary policy, | Understanding how through monetary policy economic stability can achieve | R1 |
| 32-34 | International monetary | Understanding of International policy | R1 |
| 34-36 | International monetary | Understanding of International policy | R1 |
| 36-38 | Financial system. | Explanation of different financial system | R1 |
| 38-40 | Financial system | Explanation of different financial system | R1 |

Evaluation Scheme:

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

| Evaluation Component | Duration | Weighted | Date | Syllabus (Lec No.) | Remarks |
|-----------------------------|--------------------|-----------------|-------------|---------------------------|----------------|
| Test 1 | 60 Minutes | 16 | 13-02-2024 | 1-12 | CB |
| Test 2 | 60 Minutes | 17 | 12-03-2024 | 12-24 | OB |
| Test 3 | 60 Minutes | 17 | 16-04-2024 | 24-40 | CB |
| Quiz (1) Assignment | 20 Minutes each | 5 5 | ** | | CB |
| Comprehensive Exam | 3 Hours | 40 | 20-05-2024 | 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: 08/01/2024

**Ms.SONAKSHI KHANDELWAL
Instructor-in-charge**

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

| Course Code | Course Title | L | P | U |
|-------------|----------------------|---|---|---|
| MG322 | Insurance Management | 3 | 0 | 3 |

Instructor-in-charge: Mr.AMIT KUMAR JANGHEL

Course Objectives:

1. This course aims at giving in-depth knowledge of insurance business in terms of structure, products, pricing and risk management.
2. Its aim is to reduce financial uncertainty and make accidental loss manageable. It does this substituting payment of a small, known fee—an insurance premium—to a professional insurer in exchange for the assumption of the risk a large loss, and a promise to pay in the event of such a loss.

Pedagogy:-

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

| | | |
|--------------|----------------------|---|
| Text Book T1 | Insurance Management | David J. Mullen Jr.s |
| Text Book T2 | Insurance Management | Dr. A Murthy. Margham publications, Chennai |
| Text Book T3 | Insurance Management | IRDA 1999. |

Lecture-wise-plan:

| Lecture No | Topics to be covered | Reference |
|------------|--|-----------|
| 01 | Definition of insurance | |
| 02 | History and Evolution of Insurance | |
| 03 | Insurance advantage and it's importance | |
| 04 | Insurance organization in India | |
| 05 | Recent development of insurance sector. | |
| 06 | Legal dimensions of Insurance – IRDA 1999 | |
| 07 | Insurance agent – procedure for becoming agent | |

| Lecture No | Topics to be covered | Reference |
|-------------------|--|------------------|
| 08 | duration of license –suspension, revocation and termination of agent | |
| 09 | functions of agent – remuneration to agent – code of conduct and unfair practices. | |
| 10 | Life insurance – meaning – feature | |
| 11 | principles and functions – merits and demerits | |
| 12 | Types of life insurance – Claims (Death and Maturity) | |
| 13 | Surrender Value. Fire insurance – Health Insurance. | |
| 14 | How insurance works and Concept of Risk | |
| 15 | Insurance vs assurance | |
| 16 | Requirement of insurable risk | |
| 17 | Risk Management techniques | |
| 18 | Insurance as a tool for managing risk | |
| 19 | Concept of insurance | |
| 20 | Basic of characteristics of insurance | |
| 21 | Benefits of insurance to an individual | |
| 22 | Benefits of insurance to a society | |
| 23 | Classification of insurance | |
| 24 | Concept of general insurance | |
| 25 | Principles of insurance | |
| 26 | Types of General insurance | |
| 27 | Details of Marine insurance | |
| 28 | Details of Lift insurance | |
| 29 | Details of Travel insurance | |
| 30 | Details of fire and group health insurance | |
| 31 | Grievance redressal mechanism in insurance | |
| 32 | Introduction to risk management | |
| 33 | Risk management process – Identifying and evaluating potential losses | |
| 34 | policyholders’ protection under IRDA – Exposure/Prudential norms. | |
| 35 | Rate making in general insurance business | |

| Lecture No | Topics to be covered | Reference |
|------------|--|-----------|
| 36 | Principles – Basic methods of rate making – Judgment rating – Class rating – Merit rating. | |
| 37 | Project I | |
| 38 | Project II | |
| 39 | Project III | |
| 40 | Project IV | |

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

Evaluation Scheme:

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

| Evaluation Component | Duration | Weightage | Date** | Syllabus (Lec.No.) | Remarks |
|----------------------|------------|-----------|------------|--------------------|---------|
| Test 1 | 60 Minutes | 17 | 13-02-2024 | 1-15 | CB |
| Test 2 | 60 Minutes | 17 | 12-03-2024 | 16- 30 | OB |
| Test 3 | 60 Minutes | 16 | 16-04-2024 | 31- 40 | CB |
| *PR/CS/A/Q/GD | Ongoing | 10 | ** | ** | CB |
| Comprehensive Exam | 3 Hours | 40 | 22-05-2024 | 1- 40 | CB |

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

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

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

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

Date: 07/01/2024

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

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

| Course Code | Course Title | L | P | U |
|-------------|-------------------|---|---|---|
| MG332 | Service Marketing | 3 | 0 | 3 |

Instructor-in-charge: Mr.AMBARISH GHOSH

Learning Outcomes:

After successful completion of the course student will be able:

1. Difference between service and product industry.
2. To develop an understanding of all the marketing mix for services and a clear distinction from the marketing mix of product and how to develop the different types of strategies for service marketing.
3. To understand the knowledge of marketing issues associated with service productivity, perceived quality, and customer satisfaction and loyalty.

| | |
|----------------------|---|
| Text Book T1 | 1.Services Marketing Valerie Zeithaml & Mary Jo Bitner/ Tata McGraw–Hill |
| Reference book(s) R1 | . Services Marketing, 3e Christopher Lovelock– Prentice Hall/ International Edition |
| Reference book(s) R2 | . Marketing Services: Competing Through Quality Leonard L Berry and A Parasuraman |

Lecture wise plan:

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (chapter/sec./Page Nos of Text/Ref. Books) |
|--------------|--|--|--|
| 1-5 | Introduction to Services Marketing, , Product versus Services, | Factors responsible for service industry, Characteristics, differences between product and services, classification, service environment | Handout/T1 Ch1- Page 4-13 |
| 6-10 | Measurement, | Service marketing triangle, Measurement, and control of Service quality | Handout/T1 Ch2- Page 331-344 |
| 11-13 | Demand and supply management. | Demand and supply management. | Handout/T1 Ch2- Page 42-54 |

| | | | |
|-------|---|---|----------------------------------|
| 14-20 | Marketing research in services marketing, | Marketing research in services marketing, | Handout/T1 Ch2- Page 56-80 |
| 21-23 | Marketing Segmenting and targeting | Marketing Segmenting and targeting | Handout/T1 Ch11- Page 145-240 |
| 24-30 | Positioning and differentiation of services | Concept, Positioning strategies, role of positioning in marketing strategies, Differentiation | Handout/T1 Ch-07- Page 110-125 |
| 31-35 | Services marketing Mix | Marketing mix elements for services. | Handout/T1 Ch14- Page 245-250 |
| 36-40 | Managing services | Developing and managing customer service | 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 | 14-02-2024 | 1-10 | CB |
| Test 2 | 60 Minutes | 17 | 13-03-2024 | 11- 20 | OB |
| Test 3 | 60 Minutes | 17 | 18-04-2024 | 21- 30 | CB |
| Assignments | Continuous | 10 | ** | ** | CB |
| Comprehensive Exam | 3 Hours | 40 | 24-05-2024 | 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: 07/01/2024

Mr.AMBARISH GHOSH
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

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

Instructor-in-charge: Dr.SANJAY KUMAR YADAV

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 Book R1 | Thomas Cline Publisher: Cengage Learning | Frank Kardes, Maria Cronley |
| Reference Book R2 | Consumer Behavior, | Schiffman, Wisenbilt and Kumar |

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) |

| Lecture | Topics | References |
|---------|---|---|
| 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 |

| Lecture | Topics | References |
|---------|--|----------------------------------|
| 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 Tests and Quizzes conducted during the course of semester followed by a comprehensive examination.

| Evaluation Component | Duration | Weightage | Date | Syllabus (Lec.No.) | Remarks |
|----------------------|------------|-----------|------------|--------------------|---------|
| Test 1 | 60 Minutes | 16 | 14-02-2024 | 1-10 | CB |
| Test 2 | 60 Minutes | 17 | 13-03-2024 | 11- 20 | CB |
| Test 3 | 60 Minutes | 17 | 19-04-2024 | 21- 30 | OB* |
| Assignments | Continuous | 10 | ** | ** | CB |
| Comprehensive Exam | 3 Hours | 40 | 27-05-2024 | 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: 07/01/2024

Dr.SANJAY KUMAR YADAV
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

| Course Code | Course Title | L | P | U |
|-------------|-----------------------|---|---|---|
| EVS200 | Environmental Science | 3 | 0 | 3 |

Instructor-in-charge: Dr.ARCHI DUBEY

Learning Outcomes:

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 wise Plan:

| Lecture Nos. | Learning objectives | Topics to be covered | Reference (Ch./Sec./ Page Nos.of Text Book) |
|--------------|---|--|---|
| 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 Solid waste management, recycling and reuse of solid waste and their disposal techniques (open dumping, sanitary land filling, thermal, composting). | T2: 132-147 |
| 15-18 | | | |
| 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 pollutionand 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)], | T2 27-45 |

| Lecture Nos. | Learning objectives | Topics to be covered | Reference (Ch./Sec./ Page Nos.of Text Book) |
|--------------|---------------------|---|--|
| | | Green-house effect, ozone depletion, atmospheric stability and temperature inversion, | |

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 | 15-02-2024 | 1-12 | CB |
| Test 2 | 60 Minutes | 17 | 14-03-2024 | 13- 28 | OB |
| Test 3 | 60 Minutes | 17 | 15-04-2024 | 29- 40 | CB |
| Quizzes (2) | 20 Minutes each | 10 | ** | ** | CB |
| Comprehensive Exam | 3 Hours | 40 | 18-05-2024 | 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: 08/01/2024

Dr.ARCHI DUBEY
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

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

Instructor-in-charge: Dr.R Vijaya Lakshmi

Learning Outcomes:

Current affairs are an integral part of the general awareness section of the major government sector exams. To prepare for any competitive exam, one of the important sections to read and learn is general awareness

| | |
|--------------------------------|---|
| Current Affairs International | eBooksheir.org |
| Current Affairs International | https://thecsspoint.com/css-syllabus/current-affairs/ |
| Current Affairs- International | https://byjus.com/current-affairs |

Lecture-wise plan:

| Lecture No. | Learning Objective | Topics to be covered | Reference Chapter/Sec/Page No. of Text/Ref Books) |
|-------------|--------------------|--|---|
| 1-2 | To understand | International USA & UK & European Union, Australia, Africa | Web Site |
| 3 | To understand | Four Geopolitical Hotspots that could impact Markets in 2023 | Web Site |
| 4 | To understand | Fifa worldcup History | Web Site |
| 5-6 | To understand | Constitutions | Web Site |
| 7 | To understand | International leadership | Web Site |
| 8 | To understand | Economic policies | Web Site |
| 9-10 | To understand | International committees and recommendations | Web Site |
| 11-12 | To understand | Geographical event around the Country | Web Site |
| 13-14 | To understand | International Security | Web Site |

| Lecture No. | Learning Objective | Topics to be covered | Reference Chapter/Sec/Page No. of Text/Ref Books) |
|--------------------|---------------------------|--|--|
| 15-16 | To understand | International Political Economy | Web Site |
| 17-18 | To understand | Human Rights | Web Site |
| 19-20 | To understand | Environment: Global Warming, Kyoto Protocol, Copenhagen Accord | Web Site |
| 21-22 | To understand | Population: world population trends, world population policies | Web Site |
| 23-24 | To understand | Terrorism and Counter Terrorism | Web Site |
| 25-26 | To understand | Global Energy Politics | Web Site |
| 27-28 | To understand | Nuclear Proliferation and Nuclear Security | Web Site |
| 29-30 | To understand | Nuclear Politics in South Asia | Web Site |
| 31-32 | To understand | International Trade (Doha Development Round and Bali Package) | Web Site |
| 33-34 | To understand | Cooperation and Competition in Arabian Sea, Indian and Pacific Oceans. | Web Site |
| 35-36 | To understand | Millennium Development Goals, Current Status | Web Site |
| 37-38 | To understand | Globalization | Web Site |
| 39-40 | To understand | International committees and recommendations Geographical event around the Country | Web Site |

Evaluation Scheme:

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

| Evaluation Component | Duration | Weightage | Date | Syllabus (Lec.No.) | Remarks |
|-----------------------------|-----------------|------------------|-------------|---------------------------|----------------|
| Test 1 | 60 Minutes | 16 | 12-02-2024 | 1-10 | CB |
| Test 2 | 60 Minutes | 17 | 11-03-2024 | 11-24 | OB |
| Test 3 | 60 Minutes | 17 | 15-04-2024 | 25-38 | CB |
| Presentations | 20 Minutes each | 10 | ** | ** | ** |
| Comprehensive Exam | 3 Hours | 40 | 16-05-2024 | 1-42 | CB |

** To be announced OB = Open Book Exam CB = Closed Book Exam *Presentations

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: 07/01/2024

Dr.R VIJAYA LAKSHMI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

| Course Code | Course Title | L | P | U |
|-------------|---------------------|---|---|---|
| INM501 | Soft Skills 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.

| | |
|--------------------------|--|
| Text books-T1 | |
| Reference booksR1 | 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 |

| Lecture Nos | Learning Objective | Topics to be covered | Reference |
|--------------------|--|---|---|
| 4 | Communication in group | Communication with team members and managers, referencing for verbal communication | R1, R2, R3, PRACTICAL EXAMPLES FROM CONTEMPORARY WORLD |
| 5-9 | 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 |

| Lecture Nos | Learning Objective | Topics to be covered | Reference |
|-------------|------------------------|---|--|
| 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 |
| 27-29 | | 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 |
| 35-38 | | 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 | 16-02-2024 | 1-9 | CB |
| Test 2 | 60 Minutes | 17 | 15-03-2024 | 10- 24 | OB |
| Test 3 | 60 Minutes | 17 | 19-04-2024 | 25- 40 | CB |
| Practical/Quiz | Throughout the Semester | 10 | ** | --- | CB |
| Comprehensive Exam | 3 Hours | 40 | 03-06-2024 | 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: 09/01/2024

Dr.SHUBHRA TIWARI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

| Course Code | Course Title | L | P | U |
|-------------|----------------------|---|---|---|
| INM31 | Financial Management | 3 | 0 | 3 |

Instructor-in-charge: Dr.W RMANA RAO

Learning Outcomes:

1. Demonstrate an understanding of the overall role and importance of the finance function.
2. Demonstrate basic finance management knowledge.
3. Communicate effectively using standard business terminology.

| | |
|----------------------|--|
| Text Book T1 | Financial Management by I M Pandey |
| Reference book(s) R1 | Financial Management & Policy by R.M. Srivastava |

Lecture wise plan:

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (Chapter/Sec./Page Nos. of Text/Ref. Books) |
|--------------|--|---|---|
| 1 | Understanding basic concepts. | Unit I Introduction: Concept of Finance: Meaning & Definition of Finance, Types of Finance, Financial Management and Finance Function. | T1 Ch1- Page 2-3 |
| 2 | Understanding Financial Goals | Financial Goal: Profit V/s Wealth Maximization. | T1 Ch1- Page 7-10 |
| 3 | Understanding Finance Functions | Organization of finance function, Objectives and Considerations. | T1 Ch1- Page 12-15 |
| 4-6 | Understanding financial planning | Capitalization: Over and under capitalization, Financial forecasting | |
| 7-8 | Understanding the theories of the relationship between | Unit II Capital Structure: Meaning & Definitions of capital structure, Optimum | T1 Ch15- Page 342-374 |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (Chapter/Sec./Page Nos. of Text/Ref. Books) |
|---------------------|--|--|--|
| | capital structure and the value of the firm | Capital structure, Factors determining capital structure. | |
| 9-10 | Understanding the theories of the relationship between capital structure and the value of the firm | Capital structure Theories | T1 Ch15- Page 342-374 |
| 11 | Understanding the sound capital mix | Features of Sound capital mix | T1 Ch15- Page 342-374 |
| 12-13 | Understanding the concept of leverage and its effect | Leverage: Meaning, Financial & Operating Leverage, Significance of leverage, Leverage disadvantages. | T1 Ch15- Page 316-329 |
| 14-15 | Understanding the various sources of finance | Sources of Finance | T1 Ch15- Page 342-374 |
| 16 | Understanding the benefits and costs of trade credit & Working capital | Unit III Working Capital: Concept, Importance & determinants | T1 Ch31- Page 747-756 |
| 17 | Understanding the benefits and costs of trade credit & Working capital | Sources of working capital finance | T1 Ch31- Page 747-756 |
| 18-19 | Understanding the reasons for holding cash | Cash Management: Motive for holding cash | T1 Ch31- Page 726-738 |
| 20-21 | Underline the need for cash management | Control of cash collection & Disbursement | T1 Ch31- Page 726-738 |
| 22 | Understanding the need and goals of establishing a sound credit policy | Receivable management | T1 Ch31- Page 681-697 |
| 23 | Understanding how an optimum credit policy can be established | Nature & Goals of Credit Policy | T1 Ch31- Page 681-697 |
| 24 | Understanding the credit policy variables | Optimum credit policy & credit policy variables | T1 Ch31- Page 681-697 |
| 25 | Understanding the need for and nature of inventory management | Inventory Management: Objectives, Inventory control techniques. | T1 Ch31- Page 708-721 |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (Chapter/Sec./Page Nos. of Text/Ref. Books) |
|--------------|---|---|---|
| 26 | Understanding the concept of cost | Unit IV Cost of Capital: Concept, | T1 Ch 09- Page 187-204 |
| 27-30 | Understanding the estimation of cost of capital | Calculation of cost of capital of equity shares, preference shares, Debentures & Retained earnings. | T1 Ch 09- Page 187-204 |
| 31 | Understand the nature and importance of investment decisions | Capital Budgeting: Features | T1 Ch 08- Page 156-176 |
| 32-34 | Understanding the methods of estimating capital budgeting projects | Methods of capital budgeting | T1 Ch 08- Page 156-176 |
| 35 | Understanding dividend and dividend policy | Unit V Dividend & Dividend Policy: Meaning, Management of earnings, Objectives of dividend and dividend policy | T1 Ch 17- Page 418-431 |
| 36 | Understanding issues of dividend policy | Determinants of dividend policy, Stable dividend policy, Forms of dividend. | T1 Ch 18- Page 439-454 |
| 37-38 | Understanding the concept of lease financing, hire purchase and venture capital | Concept of lease financing, Hire Purchase, Financing venture capital | T1 Ch 22& 23- Page 508-543 |
| 39-40 | Understanding Economic value added | Factoring, Economic value added, Dividend policy & its impact on stock price. | R1 Ch 28- Page 722-732 |

Evaluation Scheme:

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

| Evaluation Component | Duration | Weightage | Date | Syllabus (Lec.No.) | Remarks |
|------------------------------|------------|-----------|------------|--------------------|---------|
| Test 1 | 60 Minutes | 16 | 12-02-2024 | 1-06 | CB |
| Test 2 | 60 Minutes | 17 | 11-03-2024 | 07-15 | OB |
| Test 3 | 60 Minutes | 17 | 15-04-2024 | 01-25 | CB |
| Presentations/ Assignment | Continuous | 10 | ** | ** | ** |
| Comprehensive Exam | 3 Hours | 40 | 16-05-2024 | 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: 07/01/2024

Dr.W RAMANA RAO
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

| Course Code | Course Title | L | P | U |
|---------------|-----------------------------|----------|----------|----------|
| INM532 | Operation Management | 3 | 0 | 3 |

Instructor-in-charge: Mr.AMBARISH GHOSH

Learning Outcomes:

1. The objective of the course is to introduce the concepts, models, tools and techniques, to manage operations in manufacturing and service organizations.
2. Appreciate the strategic role of OM in creating and enhancing a firm's competitive advantages
3. Understand key concepts and issues of OM in both manufacturing and service organizations
4. Identify the operational issues in the value addition processes of a firm

Apply analytical skills and problem-solving tools to resolve the operational issues

| | | | |
|----------------------|---|--|--|
| Text Book T1 | Operation Management: Richard B Chase, F Robert Jacobs, Nitin K Agarwal | | |
| Reference book(s) R1 | Production & Operations Management | K. Aswathappa &K. Sridhara Bhatt | |
| Reference book(s) R2 | Operations Management | Roberta S. Russell &Bernard W. Taylor 4thEdition | |

Lecture wise plan:

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (chapter/sec./Page Nos of Text/Ref. Books) |
|--------------|---|--|--|
| 1-5 | Unit 1: Introduction to operation management | Nature & Scope of Production Management, Production as a sub system of the organization, inter relationships with other functions, Role of models in production management operations strategies | Handout/T1 Ch1-Page 4-23 |
| 6-7 | Case Study | | |
| 8-14 | Allocating Resources to Strategic Alternatives | Allocation Decisions in Operations Strategy: Components of Constrained | |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (chapter/sec./Page Nos of Text/Ref. Books) |
|---------------------|---------------------------------------|---|---|
| | | Optimization Models, Merits and Demerits of Constrained Optimization Models. | Handout/T1 Ch2-Page 331-344 |
| 15-16 | Case Study and Revision | | |
| 17-19 | Design of Production Processes | Introduction, Process Planning and Design, Major Factors Affecting Process Design Decisions: Nature of Demand, Degree of Vertical Integration, Flexibility, Degree of Automation, Quality Level and Degree of Customer Contact - Types of Process Designs: Product Focused, Process Focused, Group Technology - Process Planning Aids: Assembly Charts, Process Charts, Selecting the Type of Process Design - Variety and Volume | Handout/T1 Ch2-Page 42-54 |
| 20-23 | Facility Location and Layout | Introduction, Importance of Location - Factors Affecting The Location Decisions: Market Proximity, Integration with other parts of the Organization, Availability of Labor and Skills, Site Cost, Availability of Amenities, Availability of Transportation Facilities, Availability of Inputs,, Availability of Services, Suitability of Land and Climate, Regional Regulations, Room for Expansion, Safety Requirements, | Handout/T1 Ch2-Page 56-80 |
| 21-23 | Facility Location and Layout | Political, Cultural and Economic Situations, Regional Taxes, Special Grants and Import/Export Barriers – General Steps in Location | Handout/T1 Ch11-Page 145-240 |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (chapter/sec./Page Nos of Text/Ref. Books) |
|---------------------|-------------------------------|---|---|
| | | Selection & Location Decision Process: Define the Location Objectives and Associated Constraints, Identify the Relevant Decision Criteria | |
| 24-30 | Presentation | Presentation | Handout/T1 Ch-07- Page 110-125 |
| 31-35 | Operations Scheduling: | Introduction, Purpose of Scheduling, Scheduling Methods: Forward Scheduling, Backward Scheduling, Scheduling Activities: Routing, Loading, Dispatching, Scheduling by type of operations: Job Operations, Repetitive Operations | Handout/T1 Ch14-Page 245-250 |
| 36-99 | Operations Scheduling: | Labor-intensive Operations, Service Operations,. Scheduling Personnel in Service Operations: Scheduling Consecutive Days Off, Scheduling Daily work Times, Scheduling Hourly work Times. Scheduling Techniques: Gantt Charts, Johnson's Job Sequencing Rules, Queuing Analysis, and Critical Ratio Method | Handout/T1 Ch14-Page251-261 |
| 40 | Revision | | |

Evaluation Scheme:

Student evaluation is based on the series of Tests and Qizzes conducted during the course of Semester followed by a comprehensive equation

| Evaluation Component | Duration | Weightage | Date | Syllabus (Lec.No.) | Remarks |
|-----------------------------|-----------------|------------------|-------------|---------------------------|----------------|
| Test 1 | 60 Minutes | 16 | 13-02-2024 | 1-10 | CB |
| Test 2 | 60 Minutes | 17 | 12-03-2024 | 11- 20 | OB |
| Test 3 | 60 Minutes | 17 | 16-04-2024 | 21- 30 | CB |
| Assignments | Continuous | 10 | ** | ** | CB |
| Comprehensive Exam | 3 Hours | 40 | 20-04-2024 | 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: 07/01/2024

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

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

| Course Code | Course Title | L | P | U |
|-------------|--|---|---|---|
| INM552 | Macro Economics and Business Environment | 3 | 0 | 3 |

Instructor-in-charge: Dr.PRATIBHA BARIK

Learning Outcomes:

1. The course aims at providing an explanation on how macro-economic concepts and theories are useful in decision making.
2. The course also provides an appreciation and application of various macroeconomic theories, in different situations and how the environmental changers effect the business

| | |
|-----------|--|
| Reference | Blanchard and Fischer : Lectures on Macro-economics |
| Reference | Francis Cherunilam : Business Environment and Policy |
| Reference | Rudiger Dornbusch: Macroeconomics |

Lecture-wise plan:

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (chapter/sec./Page Nos of Text/Ref. Books) |
|--------------|---------------------------------------|--|--|
| 1-2 | An Introduction to Economics Analysis | Introduction, Positive and Normative Economics | 1-3 |
| 3-4 | An Introduction to Economics Analysis | Interdependence of Macroeconomics and Microeconomics | 3-4 |
| 5-6 | An Introduction to Economics Analysis | Economic Analysis and Typical Managerial Decisions | 4-5 |
| 7-8 | An Introduction to Economics Analysis | Economists, Finance manager and Functional Areas of Management | 6-9 |
| 9 | | Revision | |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (chapter/sec./Page Nos of Text/Ref. Books) |
|---------------------|---|---|---|
| 10-11 | Macroeconomics Analysis: An Over View | Development, Goals and Concepts | 10-13 |
| 12-13 | Macroeconomics Analysis: An Over View | The Goals of Macroeconomic policy | 14-22 |
| 14-15 | Macroeconomics Analysis: An Over View | The model Building | 23-26 |
| 15-16 | Measurement of Macroeconomic Aggregates | Introduction, the Concept of the National Product | 28-30 |
| 17-18 | Measurement of Macroeconomic Aggregates | Eight Variants of National Product Aggregates | 31-34 |
| 19-21 | Measurement of Macroeconomic Aggregates | Index Numbers of Production, Money and Credit, The Measurement of National Income | 35-39 |
| 22-24 | Measurement of Macroeconomic Aggregates | Other measures of National Output, Difficulties in Measuring National Income, The uses of National Income Statistics. | 40-44 |
| 25 | | Assignment | |
| 26-27 | Economic Fluctuations and Unemployment: | Introduction, Fluctuations in the Economic Growth, Business Cycles, Theories of Business Cycles | 190-191 |
| 28-29 | Economic Fluctuations and Unemployment: | Business Cycles, The concept of Full employment, Estimates of Unemployment in India | 192-200 |
| 30-31 | Modern Macroeconomics | Introduction, The Fiscal Instruments, Tax Policy and Structure | 245-254 |
| 32-33 | Modern Macroeconomics | Government Revenue, Government Expenditure. | 255-261 |
| 34-34 | Modern Macroeconomics | Public Debt, Measurement of Public Debt in India, | 262-268 |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (chapter/sec./Page Nos of Text/Ref. Books) |
|--------------|--|--|--|
| 35 | | Presentation | |
| 36-38 | Modern Macroeconomics: Monetary Policy and Interest Rate Structure | Introduction to Modern Macroeconomics | 270-275 |
| 38-39 | Modern Macroeconomics: Monetary Policy and Interest Rate Structure | Impact of Monetary policy on Aggregate Demand, Effectiveness of the Monetary Policy to increase AD | 276-280 |
| 40 | | Revision | 280 |

Evaluation Scheme:

| Evaluation Component | Duration | Weightage | Date | Syllabus (Lec.No.) | Remarks |
|---------------------------|------------|-----------|------------|--------------------|---------|
| Test 1 | 60 Minutes | 16 | 14-02-2024 | 1-9 | CB |
| Test 2 | 60 Minutes | 17 | 13-03-2024 | 10- 24 | OB |
| Test 3 | 60 Minutes | 17 | 19-04-2024 | 25- 34 | CB |
| Presentation / case study | Continuous | 10 | ** | ** | CB |
| Comprehensive Exam | 3 Hours | 40 | 24-05-2024 | 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: 07/01/2024

**Dr.PRATIBHA BARIK
Instructor-in-charge**

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

| Course Code | Course Title | L | P | U |
|-------------|--|---|---|---|
| INM562 | Business Ethics and 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 in various business situations in building successful business situations

| | | |
|-------------------|--|---------------------------------------|
| Reference Book R1 | Business Ethics (a holistic approach) T | K B S KUMAR/The ICFA University |
| Reference Book R2 | 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, |

| Lecture No. | Learning Objectives/Ch | Topics to be covered | Reference (Ch./sec/page No of Text Book |
|--------------------|---|---|--|
| 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 |

| Lecture No. | Learning Objectives/Ch | Topics to be covered | Reference (Ch./sec/page No of Text Book |
|--------------------|--|---|--|
| 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 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. | Ethical issues in Audit and Information technology. | CH 21(T) 21.9-21.16 |
| 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 |

| Lecture No. | Learning Objectives/Ch | Topics to be covered | Reference (Ch./sec/page No of Text Book |
|-------------|---|---|---|
| 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 |

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 (Lect. No.) | Remarks |
|----------------------|-----------------|-----------|------------|----------------------|---------|
| Test 1 | 60 Minutes | 16 | 15-02-2024 | 1-12 | CB |
| Test 2 | 60 Minutes | 17 | 14-03-2024 | 13- 28 | OB |
| Test 3 | 60 Minutes | 17 | 18-04-2024 | 29- 40 | CB |
| Quizzes (2) | 20 Minutes each | 10 | ** | ** | CB |
| Comprehensive Exam | 3 Hours | 40 | 29-04-2024 | 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: 07/01/2024

Dr.SANJAY KUMAR YADAV
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

| Course Code | Course Title | L | P | U |
|-------------|--------------------------------------|---|---|---|
| INM572 | Enterprise- Wide Information Systems | 3 | 0 | 3 |

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 – 2nd edition FedUni |
| Reference book(s) R1 | Information Systems Today, Leonard Jessup, Joseph Valacich, 2e PHI |
| Reference book(s) R2 | Enterprise Resource Planning Concepts and Practice Vinod Kumar Garg and N K Venkita krishnan, 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 |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (chapter/sec./ Page Nos of Text/Ref. Books) |
|---------------------|---|--|--|
| 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 Planning and design | MIS planning – MIS design – Systems approach to problem solving – Make or buy decision. | T1 |
| 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 (Lect. No.) | Remarks |
|-----------------------------|-----------------|------------------|-------------|-----------------------------|----------------|
| Test 1 | 60 Minutes | 16 | 14-2-2024 | 1-12 | CB |
| Test 2 | 60 Minutes | 17 | 13-03-2024 | 13- 28 | OB |
| Test 3 | 60 Minutes | 17 | 22-04-2024 | 29- 40 | CB |
| Quizzes (2) | 20 Minutes each | 10 | ** | ** | CB |
| Comprehensive Exam | 3 Hours | 40 | 27-05-2024 | 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: 07/01/2024

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

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

| Course Code | Course Title | L | P | U |
|-------------|-------------------------------|---|---|---|
| INM582 | Legal Environment of Business | 3 | 0 | 3 |

Instructor-in-charge: Dr.PRATIBHA BARIK

Learning Outcomes:

1. The course aims at providing an explanation on how macro-economic concepts and theories are useful in decision making.
2. The course also provides an appreciation and application of various macroeconomic theories, in different situations and how the environmental changes effect the business.

| | |
|--------------|---|
| Reference-R1 | N.D. Kapoor: Elements of Mercantile Law |
| Reference-R2 | Notes -PDF |
| Reference-R3 | Notes -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 Legal Environment | Philosophy of Law – Classification of Law | R2, Ch-1 pg1-18 |
| 3-4 | Introduction to Legal Environment | Torts – National Law and International Law Justice Delivery System in India | R2, Ch-10 pg27-29 |
| 5-6 | Business Contracts | Legal Elements of Contracts – Remedies for Breach of Contract | R1, Pg-5-10 |
| 7-7 | Business Contracts | Contracts of Agency – Contracts of Guarantee | R1, Pg-11-35 |
| 8-8 | | Revision | |
| 9-11 | Non-Corporate Business Entities | Sole Proprietorship – One Person Company (OPC) – Hindu Undivided Family (HUF) | R2, Ch-3 pg.1-2 |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (chapter/sec./Page Nos of Text/Ref. Books) |
|---------------------|---|---|---|
| 12-13 | Non-Corporate Business Entities | Business Units – Partnership Firms – The Partnership Act, 1932 – Limited Liability Partnerships (LLP) | R2, Ch-3 pg.1-2 |
| 14-15 | Non-Corporate Business Entities | Cooperative Societies – Non-Profit Companies | R2, Ch-3 pg.3-4 |
| 16-16 | Non-Corporate Business Entities | Non-Governmental Organizations (NGO) – Insolvency Law and Implications | R2, Ch-3 pg.5-6 |
| 17-18 | Law Relating to Corporate Business Entities | Salient Features of a Company – Corporate Veil and Limitations | R2, Ch-4 pg.1-7 |
| 19-21 | Law Relating to Corporate Business Entities | Types of Companies – Incorporation of a Company | R2, Ch-4 pg.8-10 |
| 22-24 | Law Relating to Corporate Business Entities | Doctrine of Indoor Management – Raising of Capital from Public – Share Capital | R2, Ch-4 pg.11-13 |
| 25-25 | Law Relating to Corporate Business Entities | Company Management – Company Meetings – Reconstruction and Amalgamation – Changing Legal Entity on Mergers and Acquisitions | R2, Ch-4 pg.14-16 |
| 26-27 | Property Law for Business | Classification of Property – Contract of Sale - Movable Property | R1, Pg.245-249 |
| 28-28 | Property Law for Business | Hire Purchase of Property | Notes –R3 |
| 29-30 | Financial Services – Legal and Regulatory Environment | Introduction, The Fiscal Instruments, Tax Policy and Structure | Notes –R3 |
| 31-32 | Financial Services – Legal and Regulatory Environment | Banking Law and Regulation Banking Regulation Act, 1949 – Reserve Bank of India Act, 1934 – | Notes –R3 |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (chapter/sec./Page Nos of Text/Ref. Books) |
|---------------------|---|--|---|
| 33-34 | Financial Services – Legal and Regulatory Environment | Negotiable Instruments Act, 1881 – Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest (SARFAESI) | Notes –R3 |
| 35-35 | | Presentation | |
| 36-37 | Financial Services – Legal and Regulatory Environment | Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest (SARFAESI) Act, 2002 | Notes –R3 |
| 38-39 | Insurance Law and Regulation | Insurance Law and Regulation – Essential Elements of Insurance Contracts – Legal Principles of Insurance | Notes –R3 |
| 40-40 | Insurance Law and Regulation | Standard Clauses in Insurance Policies – Regulation of Insurance Business | Notes –R3 |

Evaluation Scheme:

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

| Evaluation Component | Duration | Weightage | Date | Syllabus (Lec.No.) | Remarks |
|-----------------------------|-----------------|------------------|-------------|---------------------------|----------------|
| Test 1 | 60 Minutes | 16 | 15-02-2024 | 1-7 | CB |
| Test 2 | 60 Minutes | 17 | 14-03-2024 | 9- 25 | OB |
| Test 3 | 60 Minutes | 17 | 18-04-2024 | 26- 40 | CB |
| Presentation / case study | Continuous | 10 | ** | ** | CB |
| Comprehensive Exam | 3 Hours | 40 | 31-05-2024 | 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: 07/01/2024

Dr.PRATIBHA BARIK
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

| 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.

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

Lecture wise plan:

| Session | Topics | Reference |
|----------------|---|--------------------------------------|
| 01 | Introduction to strategic marketing: Concept of Strategic Marketing ,Marketing role in the organization | (Handout- pdf/ Study Material-01)T1 |
| 02 | Origin of strategic marketing: strategic marketing and Marketing Management, Characteristics of strategic Marketing,Importance of Strategic Marketing | (Handout- pdf/ Study Material-01)T1 |
| 03 | Marketing strategic triangle: The Strategic Cs | (Handout- pdf/ Study Material-01)T1 |
| 04 | Strategic marketing implementation, Components of strategy, Levels of strategy | (Handout- pdf/ Study Material-01)T1 |
| 05 | Identifying the competitive advantage | (Handout- pdf/ Study Material-01)T1 |
| 06 | Designing marketing strategy- Targeting and positioning strategy, Implementing a marketing strategy | (Handout- pdf/ Study Material-01)T1 |
| 07 | Marketing planning and marketing plans- Strategic marketing planning and tactical marketing planning | (Handout- pdf/ Study Material-01)T1 |
| 08 | Marketing planning, Marketing plan. | (Handout- pdf/ Study Material-01)T1 |
| 09 | Strategic marketing- advantage of strategic marketing, strategic marketing process | (Handout- pdf/ Study Material-01)T1 |
| 10 | Marketing Strategy and Planning: Deciding how to compete- vision | (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 | Understading Competition: Meaning and theory of competition | (Handout- pdf/ Study Material-01)T1 |
| 14 | Classifying Competitors | (Handout- pdf/ Study Material-01)T1 |

| Session | Topics | Reference |
|----------------|---|--------------------------------------|
| 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 |

| Session | Topics | Reference |
|---------|---------------------------------|--------------------------------------|
| 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 | 12-02-2024 | 1-10 | CB |
| Test 2 | 50 Minutes | 17 | 11-03-2024 | 11-20 | OB |
| Test 3 | 50 Minutes | 17 | 15-04-2024 | 21-40 | CB |
| Quizzes (2) | 20 Minutes each | 5 each | ** | continuous | CB |
| Comprehensive Examination | 3 Hrs | 40 | 18-05-2024 | 1-40 | CB |

* The dates mentioned are tentative. ** To be announced

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: 07/01/2024

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

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

| Course Code | Course Title | L | P | U |
|-------------|-------------------|---|---|---|
| BNK641 | Money and Banking | 3 | 0 | 3 |

Instructor-in-charge: Mrs.SONAKSHI KHANDELWAL

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 |

| Lecture Nos | Learning Objective | Topics to be covered | Reference |
|-------------|---|---|-----------|
| 11-13 | Money Market Regulation | Concepts and objectives of regulator in money market | R-1 |
| 14-18 | Capital Market regulation | 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 | 13-02-2024 | 1-18 | CB |
| Test 2 | 60 Minutes | 17 | 12-03-2024 | 19-30 | OB |
| Test 3 | 60 Minutes | 17 | 16-04-2024 | 31-42 | CB |
| Quizzes (2) | 20 Minutes each | 10 | ** | | CB |
| Comprehensive Exam | 3 Hours | 40 | 22-05-2024 | 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: 07/01/2024

**Mrs.SONAKSHI KHANDELWARL
Instructor-in-charge**

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

| Course Code | Course Title | L | P | U |
|-------------|-----------------------|---|---|---|
| EVS200 | Environmental Science | 3 | 0 | 3 |

Instructor-in-charge: Dr.ARCHI DUBEY

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 change.

| | |
|--------------------------|---|
| Textbook (s) T1 | Principles of Environmental Science and Engineering, P. Venugopala Rao PHI Learning private limited, Publication) |
| Textbook (s) 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) |
| Reference Book s R2 | Environmental Chemistry by A.K. Dey (Eastern Ltd.). |
| Reference Books R3 | Environmental Chemistry by B.K. Sharma (Krishna Prakashan). |

| Lecture Nos. | Learning objectives | Topics to be covered | Reference (Ch./Sec./ Page Nos.of Text Book) |
|--------------|---|--|---|
| 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 Solid waste management, recycling and reuse of solid waste and their disposal techniques (open dumping, sanitary land filling, thermal, composting). | T2: 132-147 |
| 15-18 | | | |
| 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 pollutionand 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 | 15-02-2024 | 1-12 | CB |
| Test 2 | 60 Minutes | 17 | 14-03-2024 | 13- 28 | OB |
| Test 3 | 60 Minutes | 17 | 15-04-2024 | 29- 40 | CB |
| Quizzes (2) | 20 Minutes each | 10 | ** | ** | CB |
| Comprehensive Exam | 3 Hours | 40 | 18-05-2024 | 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: 07/01/2024

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

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

| Course Code | 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 |
| Reference book(s) R2 | Financial Risk M management, Aaron Brown |
| Reference book(s) 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 | To Understand Introduction Financial risk | Meaning, scope, objectives Introduction to Financial Risk Management, Motivation for risk management, | T1 Ch-1 1 -20 |
| 4-8 | To Understand Investors and Risk Management | Evaluating the risk and Return of individual securities and Portfolios | T1 Ch-2 21-35 |

| Lecture 3Nos | Learning Objective | Topics to be covered | Reference (chapter/sec./Page Nos of Text/Ref. Books) |
|--------------|--|---|--|
| 9-15 | To Understand Diversification and risk management | Risk management and shareholder wealth, Shareholders and Irrelevance proposition | T1 Ch-2 36-48 |
| 16-20 | To Understand Creating value with Risk Management | Bankruptcy costs and costs of financial Distress, Taxes and risk management. | T1 Ch-3 51-63 |
| 21-26 | To Understand 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 | To Understand 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 | To Understand Hedging exposures | Hedging exposures with forward and futures contracts | T1 Ch-6 151-170 |
| 36-40 | To Understand 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 | 14-02-2024 | 1-12 | CB |
| Test 2 | 60 Minutes | 17 | 13-03-2024 | 13- 28 | OB |
| Test 3 | 60 Minutes | 17 | 18-04-2024 | 29- 42 | CB |
| Quizzes (2) | 20 Minutes each | 10 | ** | ** | CB |
| Comprehensive Exam | 3 Hours | 40 | 27-05-2024 | 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: 07/01/2024

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

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

| Course Code | Course Title | L | P | U |
|-------------|---|---|---|---|
| HRE611 | Leadership Skills and Change Management | 3 | 0 | 3 |

Instructor-in-charge: DR.JAYANT ISAAC

Learning Outcomes:

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

1. Demonstrate an understanding of various leadership theories and models, including situational, transformational, and servant leadership, and apply these concepts to real-world scenarios.
2. Gain a comprehensive understanding of change management principles, including identifying change catalysts, assessing impacts, and implementing strategies to manage resistance and facilitate successful organizational change.
3. These outcomes are designed to equip learners with a comprehensive understanding of leadership theories, change management strategies, and practical skills necessary to navigate and lead in dynamic organizational environments.

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

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (chapter/sec./Page Nos of Text/Ref. Books) |
|---------------------|---|--|---|
| 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, Charismatic - 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, Leading a Learning Organization-Leader as a Designer, Leader as a Teacher, Leader as a Steward, Coaching Leaders: | R3, Study material 4, PDF |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (chapter/sec./Page Nos of Text/Ref. Books) |
|---------------------|--|--|---|
| 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 organization | 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 |

Evaluations Scheme:

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

| Evaluation Component | Duration | Weightage (%) | Date | Syllabus (Lec.No.) | Remarks |
|-----------------------------|-----------------|----------------------|-------------|---------------------------|----------------|
| Test 1 | 60 Minutes | 16 | 14-02-2024 | 1-10 | CB |
| Test 2 | 60 Minutes | 17 | 13-03-2024 | 11-20 | OB |
| Test 3 | 60 Minutes | 17 | 18-04-2024 | 21-40 | CB |
| Presentation | Continuous | 10 | ** | ** | |
| Comprehensive Examination | 3 Hours | 40 | 24-05-2024 | 1-40 | CB |

****To be announced**

OB= Open Book

CB=Closed Book

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: 07/01/2024

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

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

| Course Code | Course Title | L | P | U |
|-------------|-------------------------|---|---|---|
| HRE631 | Corporate Communication | 3 | 0 | 3 |

Instructor-in-charge: Dr.R VIJAYA LAKSHMI

Learning Outcomes:

After successful completion of the course student will be able to

1. The course equips the students on the importance of sharing of corporate information with different stakeholders of the business such as customers, employees, and investors and managing the corporate brand and corporate image

| | |
|-------------------------|--|
| Text Book T | Corporate Communication , printed material |
| Reference book(s) R1 | Essentials of Corporate Communication, Essentials of Corporate Communication |
| Reference book(s) R2 | |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (Chapter/Sec./Page Nos. of Text/Ref. Books) |
|--------------|--|---|---|
| 1-2 | To understand importance of corporate communication | Corporate Communications: Overview, Importance of Corporate Communication, Importance of communication in the context of change, | PDF |
| 3-4 | To study principles of effective strategic communication | Importance of communication in the context of crises, principles of effective strategic communication, model for developing integrated communication interventions, barriers for adopting integrated communication. | PDF |
| 5-6 | To learn Internal and external functions | Internal and External Functions of Corporate Communication | PDF |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (Chapter/Sec./Page Nos. of Text/Ref. Books) |
|---------------------|---|---|--|
| 7 | To accumulate Knowledge of Corporate Communication in India | Corporate Communication in India | PDF |
| 8 | To understand Need and relevance | Need and relevance of corporate communication in contemporary scenario. | PDF |
| 9-10 | To study Key concept | Key concept in Corporate communication Corporate Identity | PDF |
| 11-12 | To learn corporate image | Corporate Image | PDF |
| 13 | To accumulate Knowledge on Corporate reputation | Corporate reputation | PDF |
| 14-15 | To understand Ethics | Ethics and law in corporate communication | PDF |
| 16 | To study Defamation | Defamation | PDF |
| 17 | To learn Invasion Privacy | Invasion of Privacy | PDF |
| 18 | To accumulate Knowledge on Copy right Act | Copy right Act | PDF |
| 19 | To understand Digital privacy | Digital privacy | PDF |
| 20 | To study online piracy in India | Online piracy in India | PDF |
| 21 | To learn RTI | Right to Information (RTI) | PDF |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (Chapter/Sec./Page Nos. of Text/Ref. Books) |
|---------------------|---|---|--|
| 22-23 | To accumulate Knowledge Comparative advertisement | Comparative advertisement | PDF |
| 24-25 | To understand Advertising objectives and planning | Advertising objectives and planning | PDF |
| 26-27 | To study Evaluating advertising effectiveness | Evaluating advertising effectiveness | PDF |
| 28-29 | To learn advertising production process | The advertising production process – Conceptualization, Execution, Evaluation, Goals of corporate advertising, Organization of advertising function, The advertising agency, Types of Advertising agencies, Agency compensation | PDF |
| 30-31 | To accumulate Knowledge on Marketing Communications | Marketing Communications–An Overview | PDF |
| 32-33 | To understand Factors Affecting the Marketing Communication Mix | Sponsorships, Exhibitions, Packaging, Point-of-Purchase Displays, Internet, Word-of-Mouth, Corporate Identity – Factors Affecting the Marketing Communication Mix: Stages in the Product Life Cycle, Stages in Consumer’s Adoption Process, Nature of Competition – Marketing Communication Process | PDF |
| 34-35 | To study Marketing Communication Planning Process | Marketing Communication Planning Process | PDF |
| 36-37 | To learn Developing a Marketing Communications Program | Customer Analysis, Positioning Analysis – Marketing Communication Objectives: Creating Brand Awareness and Building Brand Equity, Providing Information, Increasing Sales. | PDF |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (Chapter/Sec./Page Nos. of Text/Ref. Books) |
|--------------|---|--|---|
| 38-39 | To understand Marketing Communications Research | Marketing Communications Research | PDF |
| 40 | To study Mass Media Promotions | Mass Media Promotions | 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 | 14-02-2024 | 1-10 | CB |
| Test 2 | 60 Minutes | 17 | 13-03-2024 | 11-24 | OB |
| Test 3 | 60 Minutes | 17 | 18-04-2024 | 25-38 | CB |
| *Presentations | 20 Minutes each | 10 | ** | ** | CB |
| Comprehensive Exam | 3 Hours | 40 | 27-05-2024 | 1-42 | CB |

** To be announced 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: 08/01/2024

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

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

| Course Code | Course Title | 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

| | |
|---------------------------|--|
| Text books T1 | |
| 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 |

| Lecture Nos | Learning Objective | Topics to be covered | Reference |
|-------------|------------------------------|---|--|
| 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, | | Students' self-goal setting | R1, R2, R3 examples from current time. |
| 20, 21 | | Job specific CVs | R1, R2, R3 examples & case study |
| 22,23 | | Job specific CVs | R1, R2, R3 examples & case study |
| 24 | | Role of CVs in selection process | R1, R2, R3 examples & case study |
| 25 | | Critical analysis of CV | R1, R2, R3 |
| 26, | | Updating CV | R1, R2, R3 & practical |
| 27,28,29 | | Defending and validating CVs | R1, R2, R3, R4 |
| 30,31,32 | | Verbal aptitude training: comprehension, business phrasing; business phrases, | R1, R2, R3 R4 |

| Lecture Nos | Learning Objective | Topics to be covered | Reference |
|-------------|--------------------|--|-------------------------------|
| | | vocabulary and verbal reasoning | |
| 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 | R1, R2, R3, R4& practical |

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 |

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: 08/01/2024

Dr.SHUBHRA TIWARI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

| Course Code | Course Title | L | P | U |
|-------------|---|---|---|---|
| INM612 | Business Ethic and Corporate Governance | 3 | 0 | 3 |

Instructor-in-charge: Dr.PRATIBHA BARIK

Learning Outcomes:

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 R1 | Business Ethics (a holistic approach) T | K B S KUMAR/The ICFA University |
| Reference BooksR2 | 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 |

| Lecture No. | Learning Objectives/Ch | Topics to be covered | Reference (Ch./sec/page No of Text Book |
|--------------------|---|---|--|
| 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 |

| Lecture No. | Learning Objectives/Ch | Topics to be covered | Reference (Ch./sec/page No of Text Book |
|--------------------|--|---|--|
| 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 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. | Ethical issues in Audit and Information technology. | CH 21(T) 21.9-21.16 |
| 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'- | Efficiency and Efficacy | CH – 2 (R) 2.1-2.12 |

| Lecture No. | Learning Objectives/Ch | Topics to be covered | Reference (Ch./sec/page No of Text Book |
|-------------|---|---|---|
| | Corporation Expectations of Society and Market Place. | | |
| 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 |

Evaluation Scheme:

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

| Evaluation Component | Duration | Weightage | Date | Syllabus (Lec.No.) | Remarks |
|----------------------------|-----------------|-----------|------------|--------------------|---------|
| Test 1 | 60 Minutes | 16 | 12-02-2024 | 1-10 | CB |
| Test 2 | 60 Minutes | 17 | 11-03-2024 | 11-20 | OB |
| Test 3 | 60 Minutes | 17 | 15-04-2024 | 21-41 | CB |
| Quiz (1) Assignment (1) | 20 Minutes each | 10 | ** | ** | CB |
| Comprehensive Exam | 3 Hours | 40 | 16-05-2024 | 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 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: 07/01/2024

Dr.PRATIBHA BARIK
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

| Course Code | Course Title | L | P | U |
|-------------|--------------------------------------|---|---|---|
| IVE621 | Portfolio Management and Mutual Fund | 3 | 0 | 3 |

Instructor-in-charge: Mrs.SONAKSHI KHANDELWAL

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 e Edition,Prasanna Chandra |
| Swayam S1 | http://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 |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (Chapter/Sec./Page Nos. of Text/Ref. Books) |
|---------------------|------------------------------|---|--|
| 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 |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (Chapter/Sec./Page Nos. of Text/Ref. Books) |
|---------------------|------------------------------------|--|--|
| 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 |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (Chapter/Sec./Page Nos. of Text/Ref. Books) |
|---------------------|--|--|--|
| 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 | 14-02-2024 | 1-10 | CB |
| Test 2 | 60 Minutes | 17 | 13-03-2024 | 11-20 | OB |
| Test 3 | 60 Minutes | 17 | 18-04-2024 | 21-36 | CB |
| Quiz (1) Assignment (1) | 20 Minutes each | 10 | ** | ** | CB |
| Comprehensive Exam | 3 Hours | 40 | 24-05-2024 | 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: 07/01/2024

Mrs.Sonakshi Khandelwal
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

| Course Code | Course Title | L | P | U |
|-------------|--------------------|---|---|---|
| MKE631 | Marketing Research | 3 | 0 | 3 |

Instructor-in-charge: Dr.Arch Dubey

Learning Outcomes:

After successful completion of the course student will be able to

1. Analyze the roles, the functions and the processes that surround marketing research, emphasizing the specification, collection and analysis of primary data.
2. 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 |
| Reference Material R3 | |
| Reference Material R4 | |
| | 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 |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (chapter/sec./Page Nos of Text/Ref. Books) |
|---------------------|---|--|--|
| 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 |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (chapter/sec./Page Nos of Text/Ref. Books) |
|---------------------|--|---|---|
| 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 | R4, Study material 5, PDF |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (chapter/sec./Page Nos of Text/Ref. Books) |
|--------------|--------------------|--------------------------------------|--|
| | | – Evaluation of the Research portion | |

Evaluation Scheme:

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

| Evaluation Component | Duration | Weightage | Date | Syllabus (Lec.No.) | Remarks |
|----------------------|------------|-----------|------------|--------------------|---------|
| Test 1 | 60 Minutes | 16 | 13-02-2024 | 1-12 | CB |
| Test 2 | 60 Minutes | 17 | 12-03-2024 | 13- 26 | OB |
| Test 3 | 60 Minutes | 17 | 16-04-2024 | 27- 42 | CB |
| Assignments | Continuous | 10 | ** | ** | CB |
| Comprehensive Exam | 3 Hours | 40 | 20-05-2024 | 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: 08/01/2024

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

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2023-2024

Course Handouts

| Course Code | Course Title | L | P | U |
|-------------|-------------------|---|---|---|
| MKE652 | Consumer Behavior | 3 | 0 | 3 |

Instructor-in-charge: Dr.SANJAY KUMAR YADAV

Learning Outcomes:

1. After successful completion of the course student will be able to know
2. The outcome of this course is to provide students with an understanding of consumer behavior.

| | | |
|-----------------------|---|--|
| 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 |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (Chapter/Sec./Page Nos. of Text/Ref. Books) |
|---------------------|-----------------------------------|--|--|
| 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 |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (Chapter/Sec./Page Nos. of Text/Ref. Books) |
|---------------------|------------------------------------|---|--|
| 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 |

| Lecture Nos. | Learning Objective | Topics to be covered | Reference (Chapter/Sec./Page Nos. of Text/Ref. Books) |
|--------------|--------------------------------|---|---|
| 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 |

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