

The ICFAI University, Raipur



**Faculty of Management
Studies**

**Second Semester, 2024–2025
Course Handouts**

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The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
MM121	Business Mathematics I	3	0	1	4

Instructor-in-charge: Dr.SHWETA DEWANGAN

Learning Outcomes:

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

1. Students will understand mathematical concepts and techniques essential for business analysis.
2. They will be able to apply quantitative methods to solve business problems, including topics
3. Like algebra, calculus, statistics, and financial mathematics.
4. Students will develop skills in data interpretation and decision-making based on mathematical reasoning.
5. They will be equipped to use mathematical tools to optimize business operations and strategies.

Text Book T1	Business Mathematics Dr. S. M. Shukla, Sahitya Bhavan Publication
Text Book T2	Business Mathematics J. K. Singh, Himalaya Publication
Reference Book R1	Business Mathematics and Statistics Oxford University Press

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: a. Group Learning and Teaching b. b.Game Based Learning c. c.Technology based Learning d. d.Peer teaching e. e.Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
1-2	Unit 1: Percentage	Meaning, practical use, and computation of percentages	a. Group Learning and Teaching.	T1
3-5	Percentage	Numerical problems	d.Peer teaching	T1

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: a. Group Learning and Teaching b. b.Game Based Learning c. c.Technology based Learning d. d.Peer teaching e. e.Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
6-7	Unit 2: Ratio, Proportion and Variation	Inverse ratio, continued ratio	a. Group Learning and Teaching	T1
8-11	Ratio	Numerical problems	a. Group Learning and Teaching.	T1
12-13	Proportion and Variation	Direct proportion and inverse proportion. Application to partnership.	d.Peer teaching	T1
14-16	Proportion and Variation	Numerical problems	d.Peer teaching	T1
17-18	Unit 3: Profit and Loss	Problems involving cost price selling price	a. Group Learning and Teaching.	T1 & T2
19-21	Profit and Loss	Numerical problems	d.Peer teaching	T1 & T2
22-23	Profit and Loss	Market price trade discount and cash discount.	a. Group Learning and Teaching.	T1 & T2
24-26	Profit and Loss	Numerical problems	d.Peer teaching	T1 & T2

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: a. Group Learning and Teaching b. b.Game Based Learning c. c.Technology based Learning d. d.Peer teaching e. e.Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
27-28	Unit 4: Commission and Brokerage	Rate of commission, types of commission agents, problems	a. Group Learning and Teaching	T1
29-31	Commission and Brokerage	Numerical problems	d.Peer teaching	T1
32-33	Unit 5: Simple and Compound Interest	Concept of principal rate of interest, period and amount by simple and compound interest.	a. Group Learning and Teaching	T1
34-36	Simple Interest	Numerical problems	d.Peer teaching	T1
37-38	Compound Interest	Calculation of compound interest when compounded quarterly half yearly and annually.	a. Group Learning and Teaching	T1
39-40	Compound Interest	Numerical problems	d.Peer teaching	T1

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	10	17-02-2025	1-11	CB
Test 2	60 Minutes	10	07-04-2025	8-18	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	**	CB
Comprehensive Exam	3 Hours	70	01-05-2025	1-40	CB

** To be announced in the class

CB= Close Book Exam

OB= Open 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

Date: 07/01/2025

Dr.SHWETA DEWANGAN
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
MG122	Organizational Behaviour	3	0	1	4

Instructor-in-charge: Dr. R VIJAYA LAKSHMI

Learning Outcomes:

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

Text Book T1	Organizational Behaviour, ICFAI Publications
Reference Book R1	Organizational Behaviour 10e, Stephen P Robbins/ Prentice Hall
Reference Book R2	Organizational Behaviour, K Aswathappa/ Himalaya Publishing House

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
01-02	To understand the Meaning	Introduction	a. Group Learning and Teaching.	1-21(T1)
03-04	To understand	Objectives, Importance	b. Technology based Learning.	22-42(T1)
04-05-06	To learn different Individual behavior organizations	Individual behavior in organization	a. Group Learning and Teaching	43-53(T1)

Lecture Nos.	Learning Objective	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
07-08	To study the Learning	Learning and Behavior management		54-68(T1)
09-10-11	To understand the perception	perception	a. Group Learning and Teaching	69-92(T1)
12-13-14	To study the personality	Personality and Attitudes	a. Group Learning and Teaching	93-117(T1)
15-16	To study the approaches	Motivation	b. Technology based Learning.	118-152(T1)
17-18	To understand the Stress management	Stress management	a. Group Learning and Teaching	153-172(T1)
19-20	To study the Group behavior	Foundations of Group behavior	b. Technology based Learning.	173-194(T1)
21-22	To understand Work teams	Understanding Work teams	b. Technology based Learning.	195-213(T1)
23-24	To understand the Power , authority and influence	Power , authority and influence	a. Group Learning and Teaching	214-236(T1)

Lecture Nos.	Learning Objective	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
25-26-27	To study the nature of learning	leadership		237-258(T1)
28-29	To study the management communication	Managing communication	a. Group Learning and Teaching	259-279(T1)
30-31	To study the Conflict and collaboration	Conflict and collaboration	a. Group Learning and Teaching	280-309(T1)
32-33	To study the learning Structure organizations	Organizational Structure	a. Group Learning and Teaching.	310-327(T1)
34-35	To study the models Organizational development	Organizational development and change	a. Group Learning and Teaching	328-353(T1)
36-37	To study the Quality of worklife	Quality of worklife- Emerging trends	a. Group Learning and Teaching.	354-363(T1)
38-39-40		Revision	a. Group Learning and Teaching	

Evaluation Scheme:

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Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	10	17-02-2025	1-15	CB
Test 2	60 Minutes	10	07-04-225	15-25	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	**	CB
Comprehensive Exam	3 Hours	70	05-05-2025	1-40	CB

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

Date: 05/01/2025

Dr.R VIJAYA LAKSHMI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
FM123	Financial Management	3	0	1	4

Instructor-in-charge: Dr.SHILPI GUPTA

Learning Outcomes:

1. The objective of this paper is to to learn financial aspects which is related to current business scenario
2. To interpret key concepts and theories with regard to Portfolio creation and management of cash, receivables and Inventory.

Text Book T1	S. P. Gupta / Sahitya Bhawan Publication / 2024 Edition
Reference Book R1	Khan and Jain: Financial Management, Tata Mc Graw Hill, New Delhi, 2023
Reference Book R2	R. K. Sharma and Shashi K. Gupta, Financial Management, 2023
Reference Book R3	PDF from the text books and Reference books attached from TMH

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
1	Introduction to FM	Nature, Scope and Environment of Financial Management,		PDF 1.1
2	Introduction to FM	Agency Problem, Financial Goals	Group Learning and Teaching- NISM Notes	PDF 1.1

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
3-4	Introduction to FM	Financial and Profit Planning		PDF 1.2
5-6	Introduction to FM	Value and Return		PDF 1.3/ IGNOU
7-8	Introduction to FM	Valuation of Bonds and Shares		PDF 1.4
9	Case	Case of valuation of goodwill of TATA	Project based learning	Discussion by the faculty
10	Time Value of Money:	Capital Budgeting– Nature and significance– Time Value of Money Discounting and Compounding, Annuity and Perpetuity	Technology Based Learning	Pdf 2.1
11	Time Value of Money:	PBP/ ARR		Pdf 2.2
12	Time Value of Money:	NPV	Peer Learning	Pdf 2.3

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
13	Time Value of Money:	IRR		Pdf 2.4
14	Time Value of Money:	PI index	Technology Based Learning	Pdf 2.5/NPTEL
15	Time Value of Money:	Computation of Cost of Capital.		Pdf 2.6
16	Time Value of Money:	$K_e/K_p/K_r/K_d$		Pdf 2.7
17	Time Value of Money:	Practice of Numerical		Pdf 2.7
18-19	Case	Case on value of a chocolate after 10 years	Project based learning	Discussion in the class by faculty
20-21	Portfolio Analysis	Risk and Return: Portfolio Theory and Asset Pricing Models. (CAPM&APT)	Technology Based Learning	Pdf 3.1
22	Portfolio Analysis	Numerical of CAPM		Pdf 3.2

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: <ol style="list-style-type: none"> Group Learning and Teaching Game Based Learning Technology based Learning Peer teaching Project based Learning. 	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
23	Portfolio Analysis	Estimation and Cost of Equity Analysis	Technology Based Learning	Pdf 3.3/RBI Bulletin
24	Portfolio Analysis	Interpretation of Financial Statements using the Techniques of Ratio Analysis	Peer teaching/ RBI Bulletin	Pdf 3.4
25-26	Portfolio Analysis	Funds Flow Analysis		Pdf 3.5
27-28	Portfolio Analysis	DU-PONT Analysis.	Group Learning and Teaching	Pdf 3.6
29-30	Case Study	Live Demo of Stock Market		By faculty
31	Working Capital Management	Nature of Working Capital–Need for Working Capital Estimation of working Capital Requirement, Financing Working Capital Requirement	Group Learning and Teaching	Pdf 4.1

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
32	Working Capital Management	Commercial Papers Management of Cash and Receivables– Factoring	Technology Based Learning	Moneycontrol.com
33	Working Capital Management	Leverage Analysis & Capital structure: Leverage Analysis,		Pdf 4.2
34-35	Working Capital Management	Financial Leverage, Operating Leverage, Compound Leverage. Significance of Leverage, its Effect on Profit,	Peer teaching	Pdf 4.3
36	Working Capital Management	Impact on Cost of Capital and Firms ability to raise Capital. Capital Structure.		Pdf 4.4
37	Working Capital Management	Impact on Cost of Capital and Firms ability to raise Capital. Capital Structure	Technology Based Learning	Pdf 4.5

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
38-39	Working Capital Management	Theory and Practice. Relevance of Capital Structure	Group based learning	Pdf 4.6
40	Working Capital Management	Practice of Numerical		Worksheet

Evaluation Scheme:

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Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	10	18-02-2025	1-20	CB
Test 2	60 Minutes	10	08-04-2025	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	70	07-05-2025	1- 40	CB

** To be announced in the class

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Date: 09/01/2025

Dr.SHILPI GUPTA
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
AEC102	English Language	1	0	1	2

Instructor-in-charge: Dr.RITU BENJAMIN

Learning Outcomes:

After successful completion of the course student will be able to

1. Enhance comprehension skills and enrich vocabulary through the reading of short and simple passages
2. Enhance comprehension skills and enrich vocabulary through the reading of short and simple passages
3. Enhance communication skills
4. Acquaint students with social formulae used to perform various everyday functions so that they can converse in English in simple situations

Reference Books R1	English at the Workplace. Delhi: Macmillan, 2006
Reference Book R2	Everyday English. Delhi: Pearson, 2005.
Reference Book R3	Developing Language Skills 2, Delhi: Doaba House, 1995
Reference Book R4	Effective Technical communication, Ashraf Rizvi, McGraw Hill, 2005
Reference Book R5	Essentials of Business Communication, Rajendra Pal, S Chand Publication

Lecture-Wise-Plan:

Lecture Nos	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference
1-2	To develop reading skills	Reading strategies	Group Learning and Teaching	R1

Lecture Nos	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference
3-4	To develop reading skills	Reading newspaper articles	Peer teaching	R1
5-6	Develop recitation skills	Reciting poems	Peer teaching	R2
7-8	Develop narrative skills	Reading and narrating novels	Peer teaching	R2
9-10	Evaluating reading skills	Exercises based on reading	Technology based Learning	R2
11	Develop summarizing skills	Summarizing the text	Group Learning and Teaching	R3
12	Develop paraphrasing skills	Paraphrasing the text	Technology based Learning	R4
13-14	Develop communication skills	Communication: Definition, forms, types	Technology based Learning	R5
15	Develop communication skills	Principles and barriers to communication	Technology based Learning	R5
16-20	Develop speaking skills	Socializing, Expression, greeting others, Introduction of self and others, Apologizing, excusing, Asking and giving information	Group Learning and Teaching Peer teaching	R2

Class Room Practical:

S.No	Name of the Practical
1	Group Discussion & Presentation
2	Quiz based on syllabus

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	5	18-02-2025	1-12	CB
Test 2	60 Minutes	5	08-04-2025	13-20	OB
Quiz/Assignment/Lab	Throughout the Semester	5	**	**	CB
Comprehensive Exam	3 Hours	35	09-05-2025	1-20	CB

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

Date: 02/01/2025

Dr.RITU BENJAMIN
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
VAC121	Personal Branding and Networking	1	0	1	2

Instructor-in-charge: Mrs.SONAKSHI KHANDELWAL

Learning Outcomes:

1. To Understand the importance and benefits of personal branding
2. To Build an Impactful Online Presence through social media profile and
3. Establish professional website
4. To Cultivate Meaningful Networking Relationships.

Text Book T1	Personal Branding for Dummies " by Susan Chritton The Art of Networking " by Robyn Henderson
Reference Book R1	Build Your Dream Network " by J. Kelly Hoey Networking for Dummies " by Doug Lipp

Lecture-Wise-Plan:

Lecture Nos	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference
1-5	Understanding Personal Branding	Introduction to Personal Branding – Definition, importance, and benefits. Understanding the concept of a unique value proposition. Conducting a personal SWOT analysis (Self-reflection exercise).	Group Learning and Teaching	R1

Lecture Nos	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference
		Personality tests and how they reveal strengths and areas for growth. Identifying skills, passions, and goals – Worksheet session.		
6-7	Crafting a personal brand statement	Crafting a personal brand statement – Step-by-step guide. Aligning personal goals with professional aspirations.	Game-Based Learning	R1
8-10	Introduction to audience analysis	Introduction to audience analysis – Identifying and understanding the target audience. Practical session: Refining personal brand statements based on audience insights. Case studies of successful personal brands – Discussion and takeaways.	Technology-Based Learning	R1
11-13	Importance of an online presence	Importance of an online presence in personal branding. Building and optimizing professional social	Peer Teaching	R1

Lecture Nos	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference
		media profiles (LinkedIn, Twitter). Managing and monitoring your digital footprint.		
14-16	Creating a personal website or blog	Creating a personal website or blog – Overview and examples. Practical session: Drafting content ideas for personal blogs or websites. Strategies for curating and sharing relevant content.	Project-Based Learning	R1
17-20	Introduction to visual branding	Introduction to visual branding – Importance of photos, graphics, and videos. Tools for creating visual branding elements (e.g., Canva, Adobe Spark). Optimizing LinkedIn profiles – Practical workshop. Reviewing social media profiles and feedback session.	Project-Based Learning	R1
21-26	Introduction to networking	Introduction to networking – Setting networking goals and identifying the target audience.	Peer Teaching	R1

Lecture Nos	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference
		<p>Preparing for and engaging at networking events – Key tips. Effective conversation starters – Practice session. Strategies for effective networking (e.g., follow-ups, genuine connections). Leveraging online networking platforms (LinkedIn, Twitter) – Practical guide. Collaborating and co-creating with professional connections.</p>		
27-30	Techniques for nurturing professional relationships	<p>Techniques for nurturing professional relationships over time. Measuring the impact of personal branding efforts – Tools and metrics. Real-world examples of successful networking. Networking activity: Role-playing and feedback session.</p>	Peer Teaching	R1

Lecture Nos	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference
31-35	Principles of effective time management	Principles of effective time management – Introduction and techniques. Tools for productivity (e.g., planners, apps like Trello or Notion). Balancing personal and professional life – Strategies for harmony. Verbal communication skills – Articulating thoughts effectively. Non-verbal communication skills – Body language, tone, and gestures.	Technology based Learning	R1
36-40	Public speaking tips and techniques	Public speaking tips and techniques – Overcoming stage fear. Practicing presentation skills – Interactive session. Effective listening and giving constructive feedback. Understanding emotional intelligence and its role in personal branding.	Technology based Learning	R1

Lecture Nos	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference
		Final review: Building a comprehensive personal branding and networking plan.		

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	5	19-02-2025	1-20	CB
Test 2	60 Minutes	5	09-04-2025	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	5	**	---	CB
Comprehensive Exam	3 Hours	35	12-05-2025	1- 40	CB

** To be announced in the class

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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: 07/01/2025

Ms.SONAKSHI KHANDELWAL
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
PA124	Introduction to Public Administration	3	0	1	4

Instructor-in-charge: Mr.PRAVEEN VAISHNAV

Learning Objectives:

Students after the completion of the Course will be able to-

1. Develop a better understanding of actual working of the public administration along with its theoretical underpinnings and practices.
2. Demonstrate analytical prowess to grasp the issues and concerns of administration and public.
3. Develop skills and aptitude to lead and manage the public and non-profit organization.
4. Discuss, debate and communicate effectively on any issues concerning administration politics and society
5. Be able to contribute/develop/formulate a public policy response to social or economic problems.

Text Book T1	Public Administration B.L Fadia/ Sahitya bhavan
Reference Book R1	Public Administration M Laxmikant/ Mc Graw Hill
Reference Book R2	Public Administration Awasthi & Maheshwari / Lakshmi Narain Agarwal

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology Based Learning d. Peer Teaching e. Project Based Learning	Reference (Ch/Sec. /Page Nos. of Text/Ref. Books)
1-4	Introduction of Public Administration as a discipline	Nature and scope of Public Administration	Group Learning and Teaching	T1 Ch-1 1-5

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology Based Learning d. Peer Teaching e. Project Based Learning	Reference (Ch/Sec./Page Nos. of Text/Ref. Books)
5-8	Characteristics of Discipline	Characteristics and scope	Technology based Learning	T1 Ch-1 6-9
9-10	Different Views of Public Administration	POSDCORB view, Managerial view	Technology based Learning	T1 Ch-1 10-20
11-12	Importance of Public Administration	Role of Public Administration in modern state	Group Learning and Teaching	T1 Ch-2 22-27
13-15	Public and Private Administration	Similarities and dissimilarities	Group Learning and Teaching	T1 Ch-4 38-45
16-19	Organisation and its Structure	Meaning, importance, types of organization, Basis of Organisation	Group Learning and Teaching	T2 ch-2 62-65
20-24	Organisation and its Structure	Line, Staff, Auxiliary and Chief Executive	Group Learning and Teaching	T2 ch2 81-90
25-29	Principles of Organisation	Important principles of Organisation like Hierarchy, Unity of Command, span of control, coordination, supervision etc	Group Learning and Teaching	T3 Ch-13 122-153
30-32	Administrative Approaches	Classical Approach	Technology based Learning	T-3 Ch-12 95-99
33-34	Administrative Approaches	Bureaucratic Approach (Weber)	Group Learning and Teaching	T-3 Ch-12 104-106

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology Based Learning d. Peer Teaching e. Project Based Learning	Reference (Ch/Sec./Page Nos. of Text/Ref. Books)
35-38	Administrative Approaches	Scientific Management(Taylor)	Group Learning and Teaching	T-3 Ch-12 103-104
39-40	Administrative Approaches	Human Relations (Mayo)	Technology based Learning	T-3 Ch-12 107-110
41-42	Administrative Approaches	Behavioural Approach	Group Learning and Teaching	T-3 Ch-12 110-111
43-45	Administrative Approaches	System Approach, Ecological Approach	Technology based Learning	T-3 Ch-12 112-116

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	10	19-02-2025	1-10	CB
Test 2	60 Minutes	10	09-04-2025	11-20	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	**	CB
Comprehensive Exam	3 Hours	70	14-05-2025	1-45	CB

** To be announced in the class

CB= Close Book Exam

OB= Open 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

Date: 07/01/2025

Mr.PRAVEEN VAISHNAV
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

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

Instructor-in-charge: Ms.BULBUL RASTOGI

Learning Outcomes:

1. Demonstrate and 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 R1	Financial Management by Shashi K. Gupta and R K Sharma

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Text/Ref. Books)
1	Understanding the basics of financial management.	Introduction to Financial Management: Nature	Group Learning and Teaching	T1, Ch1 Page 1.3- 1.26
2-3	Understanding the scope and environment of financial management	Scope and Environment of Financial Management	Group Learning and Teaching	T1, Ch1 Page 1.3- 1.7

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Text/Ref. Books)
4-5	To understand Agency problem	Agency Problem, Financial Goals, Financial and Profit Planning	Technology based Learning	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.	Technology based Learning	T1, Ch4 Page 4.1- 4.23
11	Understanding the Time value concepts.	Time Value of Money: Capital Budgeting – Nature and significance	Technology based Learning	T1, Ch9 Page 9.3- 9.79
12	Understanding Discounting and compounding	Time Value of Money– Discounting and Compounding	Technology based Learning	T1, Ch2 Page 2.1- 2.36
13	Understanding Annuity and Perpetuity	Annuity and Perpetuity	Group Learning and Teaching	T, Ch-2 Page 2.1- 2.36
14-16	Understanding Methods for Evaluating Capital Expenditure Proposals.	Methods for Evaluating Capital Expenditure Proposals.	Technology based Learning	T1, Ch-10 Page 10.1- 10.49

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Text/Ref. Books)
17-20	Understanding Computation of Cost of Capital.	Computation of Cost of Capital.	Technology based Learning	T1, Ch-1 Page 11.1- 11.46
21-22	To understand Risk and Return concepts.	Portfolio Analysis: Risk and Return: Portfolio Theory and Asset Pricing Models. (CAPM & APT) Beta Estimation.	Group Learning and Teaching	T1, Ch-3 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.	Technology based Learning	T1, Ch-6 Page 6.1- 6.81
25-27	Understanding funds flow analysis	Funds Flow Analysis.	Technology based Learning	R1, Ch-7 Page 7.1- 7.97
28-30	Understanding DU-PONT Analysis	DU-PONT Analysis	Group Learning and Teaching	R1, Ch9 Page 9.75- 9.76
31-32	Understanding the basics of working capital management	Working Capital Management – Nature of Working Capital – Need for Working Capital	Technology based Learning	T1, Ch-13 Page 13.3- 13.42

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Text/Ref. Books)
33-34	Understanding the estimation of working capital requirements.	Estimation of working Capital Requirement, Financing Working Capital Requirement,	Group Learning and Teaching	T1, Ch-13 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.	Group Learning and Teaching	T1, Ch-14 Page 14.1-14.46 T1 Ch15- Page 15.1-15.29
38-42	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.	Technology based Learning	T1, Ch-18 Page 18.3-18.43

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	10	17-05-2025	1-20	CB
Test 2	60 Minutes	10	07-04-2025	21-42	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	70	05-05-2025	1- 42	CB

** To be announced in the class

CB= Close Book Exam

OB= Open 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

Date: 02/01/2025

Ms.BULBUL RASTOGI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
MG213	Customer Relationship Management	3	0	0	3

Instructor-in-charge: Dr.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 Strunk “Customer Relationship Management”, Cengage learning
Reference Book R1	Jill Dyche’ The CRM Hand book- Pearson Education
Reference Book R2	Alok Kumar et al, Customer Relationship Management: Concepts and applications, Biztantra, 2008

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (ch/sec. /Page Nos of Text/Ref. Books)
1-3	Introduction to Customer Relationship Management	CRM, Relationship marketing , Evolution and growth of CRM, Need and	a. Group Learning and Teaching	Handout/T1 Ch1- Page 2-34

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (ch/sec. /Page Nos of Text/Ref. Books)
		importance of CRM BA5003 CRM 2021 - 2022 MBA St. Joseph's College of Engineering, Chennai Unit 1 – Introduction Part – A 1 CRM,		
4-6	Fundamental of CRM	Advantage of CRM, Elements of CRM, Features of CRM, Types of CRM	a. Group Learning and Teaching	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.	a. Group Learning and Teaching	Handout/T1 Ch2- Page 54-70
11-15	Understanding Customer:	Customer profile analysis - Customer perception, Expectations, customer integration	a. Group Learning and Teaching	Handout/T1 Ch2- Page 42-54

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (ch/sec. /Page Nos of Text/Ref. Books)
		problem, Individual and group customer's - Selection of profitable Customer Segments.		
16-20	Understanding Customer: Customer information database -	Analysis –Types of data, methodology for managing data, common format, linkage of data	c.Technology based Learning	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	c.Technology based Learning	Handout/T1 Ch11- Page 236-265
24-30	Strategies for CRM	Strategies for customer acquisition-Building,customer retention, customer loyalty ,CRM strategy	a. Group Learning and Teaching	Handout/T1 Ch11- Page 200-210
31-35	Strategies for CRM	Case study alalysis	c.Technology based Learning	Case analysis IUP

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (ch/sec. /Page Nos of Text/Ref. Books)
36-40	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;	a. Group Learning and Teaching	Handout/T1 Ch14- Page251-261

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	10	17-02-2025	1-10	CB
Test 2	60 Minutes	10	07-04-2025	11-20	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	**	CB
Comprehensive Exam	3 Hours	70	05-05-2025	1-40	CB

** To be announced in the class

CB= Close Book Exam

OB= Open 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

Date: 07/01/2025

Dr.AMBARISH GHOSH
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
MG222	Operation Management	3	0	0	3

Instructor-in-charge: Dr.RUCHI GUPTA

Learning Objectives:

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

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

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

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: <ol style="list-style-type: none"> Group Learning and Teaching Game Based Learning Technology based Learning Peer teaching Project based Learning. 	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
01	Production Management	Introduction: Nature & Scope of Production Management,	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No.1,2,3
02	Production Management	Introduction: Nature & Scope of Production Management,	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No.1,2,3
03	Production Management	Production as a sub system of the Organization.	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No. 4,5,6
04	Production Management	Production as a sub system of the organization	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No. 4,5,6
05	Production Management	interrelationships with other functions,	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No. 7,8,9
06	Production Management	interrelationships with other functions,	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No. 7,8,9
07	Production Management	interrelationships with other functions,	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No. 7,8,9

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: <ol style="list-style-type: none"> Group Learning and Teaching Game Based Learning Technology based Learning Peer teaching Project based Learning. 	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
08	Production Management	Role of models in production management operations strategies	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No. 10,11,12
09	Allocating Resources to Strategic Alternatives:	Allocation Decisions in Operations Strategy:	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No. 13,14,15,16
10	Allocating Resources to Strategic Alternatives	Allocation Decisions in Operations Strategy:	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No.13,14,15,16
11	Allocating Resources to Strategic Alternatives	Components of Constrained Optimization Models,	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No.17,18,19
12	Allocating Resources to Strategic Alternatives	Components of Constrained Optimization Models,	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No.17,18,19
13	Allocating Resources to Strategic Alternatives	Merits and Demerits of Constrained Optimization Models.	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No.20,21,22
14	Allocating Resources to Strategic Alternatives	The transportation problem in Linear Programming	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No. 23,24,25

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: <ol style="list-style-type: none"> Group Learning and Teaching Game Based Learning Technology based Learning Peer teaching Project based Learning. 	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
15	Allocating Resources to Strategic Alternatives	Developing an Initial Feasible Solution (Both Balanced and Unbalanced problems).	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No.26,27,28
16	Allocating Resources to Strategic Alternatives	Developing an Initial Feasible Solution (Both Balanced and Unbalanced problems).	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No.26,27,28
17	Design of Production Processes:	Introduction, Process Planning, and Design,	c.Technology based Learning	T1,T2,R1,R2 T1,T2,R1,R2 PPT Slide No.29,30,31,32
18	Design of Production Processes	Major factors affecting Process Design Decisions	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No. 29,30,31,32
19	Design of Production Processes	Nature of Demand, Degree of Vertical Integration, Flexibility, Degree of Automation,	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No.33,34,35,36,37
20	Design of Production Processes	Quality Level and Degree of Customer Contact, Types of Process Designs:	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No.38,39,40

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: <ol style="list-style-type: none"> Group Learning and Teaching Game Based Learning Technology based Learning Peer teaching Project based Learning. 	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
21	Design of Production Processes	Product Focused, Process Focused, Group Technology	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No.41,42,43
22	Design of Production Processes	Process Planning Aids: Assembly Charts,	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No.44,45,46
23	Design of Production Processes	Process Charts,	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No.47,48
24	Design of Production Processes	Selecting the type of Process Design - Variety and Volume.	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No.49,50,51
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,	c.Technology based Learning	T1, T2 ,R1,R2 T1,T2,R1,R2 PPT Slide No.52,53,54,55

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: <ol style="list-style-type: none"> Group Learning and Teaching Game Based Learning Technology based Learning Peer teaching Project based Learning. 	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
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,	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No.56,57,58,59
27	Facility Location and Layout:	Special Grants and Import/Export Barriers – General Steps in Location Selection & Location Decision Process:	c.Technology based Learning	T1,T2,R1,R2 T1,T2,R1,R2 PPT Slide No.60,61,62

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: <ol style="list-style-type: none"> Group Learning and Teaching Game Based Learning Technology based Learning Peer teaching Project based Learning. 	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
28	Facility Location and Layout:	Define the Location Objectives and Associated Constraints, Identify the Relevant Decision Criteria,	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No.63,64,65
29	Facility Location and Layout:	Relate the Objectives to the Criteria Using Appropriate Models,	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No.66,67,68
30	Facility Location and Layout:	Do Field Research to get Relevant Data and Use the Models to Evaluate the Alternative Locations,	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No.69,70,71
31	Facility Location and Layout:	Select the Location that Best Satisfies the Criteria - Location	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No.72,73,74
32	Facility Location and Layout:	Select the Location that Best Satisfies the Criteria - Location	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No. 72,73,74

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: <ol style="list-style-type: none"> Group Learning and Teaching Game Based Learning Technology based Learning Peer teaching Project based Learning. 	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
33	Operation Scheduling	Introduction, Purpose of Scheduling, Scheduling Methods: Forward Scheduling, Backward Scheduling,	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No. 75,76,77,78
34	Scheduling Activities:	Routing, Loading, Dispatching, Scheduling by type of operations	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No. 79,80,81
35	Scheduling Activities:	Job Operations, Repetitive Operations, Labor-intensive Operations, Service Operations.	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No.82,83,84
36	Scheduling Activities:	Scheduling Personnel in Service Operations: Scheduling Consecutive Days Off,	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No.85,86,87,88
37	Scheduling Activities:	Scheduling Daily work Times,	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No.89,90

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
38	Scheduling Activities:	Scheduling Hourly work Times.	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No. 89,90
39	Scheduling Techniques	Gantt Charts, Johnson's Job Sequencing Rules, Queuing Analysis, and Critical Ratio Method.	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No.91,92,93,94
40	Scheduling Techniques	Gantt Charts, Johnson's Job Sequencing Rules, Queuing Analysis, and Critical Ratio Method.	c.Technology based Learning	T1,T2,R1,R2 PPT Slide No.91,92,93,94

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	10	18-02-2025	1-20	CB
Test 2	60 Minutes	10	08-04-2025	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	**	CB
Comprehensive Exam	3 Hours	70	07-05-2025	1- 40	CB

** To be announced in the class

CB= Close Book Exam

OB= Open 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

Date: 08/01/2025

Dr.RUCHI GUPTA
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

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

Instructor-in-charge: Dr.PRATIBHA BARIK

Learning Objective:

1. Understanding B2B Marketing Fundamentals.
2. Understand how to segment B2B markets based on firmographics, behaviors, and needs.
3. Learn how to design marketing strategies tailored for businesses, including value propositions, positioning, and messaging.

B2B Marketing	PDF (1-8)
B2B Marketing	H.Micheal Hayes & Per Jenster- Irwin/ Tata Mc.Graw-Hill

Lecture-Wise-Plan:

Lecture No.	Learning Objectives	Topics to be Covered	Teaching Learning Strategies a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Ch./sec/ page No of Text Book)
1-2	Introduction to Marketing	Introduction to industrial marketing	Group Learning and Teaching	PDF-1
3-4	Introduction to Marketing	Business Markets versus Consumer-Goods Markets	Project based Learning	PDF-1
5-6	Characteristics of B2B	Characteristics Of Business Market Customers		PDF-1

Lecture No.	Learning Objectives	Topics to be Covered	Teaching Learning Strategies a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Ch./sec/ page No of Text Book
7-8	Customer Analysis	Market segmentation	Project based Learning	PDF-2
9-10	Customer Analysis	Demand concept for Industrial product		PDF-2
11-12	Organizational Buyer Behaviour	Organizational Buyer Behaviour	Game Based Learning	PDF-2(63-87)
13-14	Organizational Buyer Behaviour	Industrial buyer behavior, webster and wind model, the sheth model		PDF-2
15-17	Customer Relationship Management Strategies for Business Markets.	Relationship Management Strategies for Business Markets.	Group Learning and Teaching	PDF-2(pg-91-118)
18		Revision	Game Based Learning	
19-23	Market Planning	Introduction to Market Planning		PDF-3(Pg-17)
24-26	Market Planning	Market research Process		PDF-3(Pg-17)

Lecture No.	Learning Objectives	Topics to be Covered	Teaching Learning Strategies <ul style="list-style-type: none"> a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning. 	Reference (Ch./sec/ page No of Text Book
27-29	Marketing Mix-I	Managing Products for Business Markets	Group Learning and Teaching	PDF-6
30-32	Marketing Mix-I	Managing Business Marketing Channels		PDF-7(Pg1-10)
33-34	Pricing	Pricing	Group Learning and Teaching	PDF-8
35-36	Marketing Mix-II	Business Marketing Communication	Project based Learning	PDF-7
37	Marketing Mix-II	Marketing Mix-II (Advertising, Trade)		PDF7
38-39	Marketing Mix-II	IMC	Game Based Learning	IMC-PDF6
40	Business Marketing Communication	Business Marketing Communication-B2B Branding		

Evaluation Scheme:

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Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	10	18-02-2025	1-20	CB
Test 2	60 Minutes	10	08-04-2025	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	70	09-05-2025	1- 40	CB

** To be announced in the class

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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: 09/01/2025

Dr.PRATIBHA BARIK
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
MG242	Human Resource Management	3	0	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 and organizations.
2. To help the students focus on and analyze the issues and strategies required to select and develop manpower resources.
3. To develop relevant skills necessary for application in HR and related issues.
4. To enable students to integrate the understanding of various HR concepts along with the domain concept in order to take corrective business decisions.

Pedagogy:

The faculty plans to use a combination of lectures, case studies 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	<u>Human Resource Management</u> <u>C.B.Mamoria</u>

Lecture-Wise-Plan:

Session	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning. f. Case based Learning	Reference
01	Overview of Human Resource Management: Introduction to HRM	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1
02	Importance of HRM, Definition of HRM	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1
03	The Three Cs of HRM, HRM Activities ,Role of HR Executives	c.Technology based Learning	(Handout- pdf/ Study Material-01)T1
04	Functions of HRM -Operative Function and Managerial Function	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1
05	Challenges of HRM, Organizational Chart /Structure of HR Department.	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1
06	Man Power Planning- Introduction , Concept of MPP , Need and importance of MPP	c.Technology based Learning	(Handout- pdf/ Study Material-01)T1
07	Benefits of MPP, MPP & HRP	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1
08	Job Analysis-What is Job?, Concept of Job Analysis	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1

Session	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning. f. Case based Learning	Reference
09	Process of Job Analysis	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1
10	Job Analysis Methods: Observational Method , Individual Interview Method, Group Interview Method	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1
11	Job Analysis Methods: Questionnaire Method , Technical Conference method	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1
12	Job Analysis Methods: Dairy method, Functional Job Analysis, Positional Analysis questionnaire, Critical Incident Technique.	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1
13	The Job Analysis System, Job analysis in a jobless world, Dejobbing- Definition, trends leading to dejobbing, need for dejobbing, how organizations are responding, flat and boundaryless organizations	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1
14	Competency based Job analysis, why to use competency analysis ,skills matrix for one job	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1
15	Job description : Drafting and maintaining job description, Job Specification –Use of Job analysis	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1

Session	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning. f. Case based Learning	Reference
16	Steps involved in MPP process, Limitations and barrier of Man Power Planning. Related Case Study	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1
17	<i>Case Study discussion on Job Analysis</i>	f. Case Based Learning	(Handout- pdf/ Study Material-01)T1
18	Performance Appraisal: Introduction, Concepts	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1
19	What is Appraisal ? , Objectives of Performance Appraisal,	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1
20	Different methods of Performance Appraisal, Rating Errors	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1
21	Training and Development - Training Process and Methodology -	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1
22	Need and objectives - Training Procedure - Methods of Training - Tools and Aids-	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1
23	Evaluation of Training Programs – Career Planning	c. Technology based Learning	(Handout- pdf/ Study Material-01)T1

Session	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning. f. Case based Learning	Reference
24	Retirement / Separation - Kinds of Retirement - Resignation, Discharge, Dismissal,	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1
25	Suspension, Retirement, Layoff, Voluntary Retirement / Separation Schemes, Golden handshake	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1
26	Managerial effectiveness through - Kaizen - Quality Circles - Time Management, TQM	c.Technology based Learning	(Handout- pdf/ Study Material-01)T1
27	Industrial Relations – Grievance Procedure- Collective bargaining- settlement of disputes	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1
28	Concept of Wage and salary administration-Purpose, concepts of different wages, basic wage plans, Variable compensation	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1
29	Executive compensation, concept of rewards, non monetary benefits, guidelines of effective incentive plans. Employee benefits	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1
30	Occupational Safety & health, provision to prevent accidents in workplace	c.Technology based Learning	(Handout- pdf/ Study Material-01)T1

Session	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning. f. Case based Learning	Reference
31	Stress and its consequences in employee performance, definition and concept of discipline,	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1
32	Types of disciplinary action conflict resolution	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1
33	Definition and concepts of trade unions,	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1
34	Characterstics of trade unions	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1
35	Functions of trade unions, types of trade unions	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1
36	Case study-Tradeunions	f. Case Based Learning	(Handout- pdf/ Study Material-01)T1
37	Classification of unions according to membership structure , Method adopted by trade union	c.Technology based Learning	(Handout- pdf/ Study Material-01)T1
38	Issues of trade union	c.Technology based Learning	(Handout- pdf/ Study Material-01)T1

Session	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning. f. Case based Learning	Reference
39	Quality of Work Life (QWL), Methods to improve QWL	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1
40	Benefits of QWL, Challenges in implementing QWL programs.	a. Group Learning and Teaching	(Handout- pdf/ Study Material-01)T1

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

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination. The evaluation of students admitted in the programme shall be on:

1. End Semester Examination 70% marks of total marks and
2. Continuous Internal Assessment – 30% Marks of total marks

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	10	19-02-2025	1-20	CB
Test 2	50 Minutes	10	09-04-2025	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	70	12-05-2025	1- 40	CB

** To be announced in the class

CB= Close Book Exam

OB= Open 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

Date: 07/01/2025

Dr.JAYANT ISAAC
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
SS202	Soft Skill Lab II	3	0	1	4

Instructor-in-charge: Dr.SHUBHRA TIWARI

Learning Objectives:

After Successful Completion of the course, the 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.

Text Book T1	Soft Skills K.Alex
Reference Book R1	Soft Skills, Personality Development and Soft Skills by Barun.K.Mitra
Reference Book R2	Soft Skills ICFAI institutional Material
Reference Book R3	Soft Skills Enhancing Employability Connecting Campus With Corporate by M S Rao, Dreamtech Press
Website	www.slideshare.com, many you-tube channels as per topic

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. b.Game Based Learning c. c.Technology based Learning d. d.Peer teaching e. e.Project based Learning.	Reference (Ch/Sec. /Page Nos. of Text/Ref. Books)
01	Public Speaking	The power of Public Speaking	a. Group Learning and Teaching.	T1,R1, R2, R3
02		Developing confidence	b. Peer teaching	T1,R1, R2, R3

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. b.Game Based Learning c. c.Technology based Learning d. d.Peer teaching e. e.Project based Learning.	Reference (Ch/Sec. /Page Nos. of Text/Ref. Books)
03		Planning	a. Group Learning and Teaching	T1,R1, R2, R3
04		Preparation	Technology based learning	T1,R1, R2, R3
05		Successful and effective delivery of speech	a. Group Learning and Teaching	T1,R1, R2, R3
06	Writing Skills	Basics of writing	a. Group Learning and Teaching	T1,R1, R2, R3
07		Writing paragraphs	Group Learning and Teaching	T1,R1, R2, R3
08		Writing research articles	a. Group Learning and Teaching	T1,R1, R2, R3
09		Diary Writing	b. Technology based Learning.	T1,R1, R2, R3
10		Itinerary Writing	b. Technology based Learning.	T1,R1, R2, R3
11	Personality and the Self	Positive self-image and negative self-image	a. Group Learning and Teaching	T1,R1, R2, R3
12		Problems of maladjustment	Group Learning and Teaching	T1,R1, R2, R3
13		Building self-esteem and confidence	a. Group Learning and Teaching	T1,R1, R2, R3
14	Attitude and Motivation	Importance of possessing the right attitude	a. Group Learning and Teaching	T1,R1, R2, R3

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. b.Game Based Learning c. c.Technology based Learning d. d.Peer teaching e. e.Project based Learning.	Reference (Ch/Sec. /Page Nos. of Text/Ref. Books)
15		Factors affecting attitudes	Game based learning	T1,R1, R2, R3
16		Positive and negative attitudes	Game and technology based	T1,R1, R2, R3
17		Internal and external motives	Game and technology based	T1,R1, R2, R3
18		Importance of self-motivation	Game and technology based	T1,R1, R2, R3
19		Factors leading to de-motivation	Technology based	T1,R1, R2, R3
20		Goal setting and prioritization	Case based & technology based	T1,R1, R2, R3
21		Effective planning	b. Technology based Learning.	T1,R1, R2, R3
22		Time management	Peer and group learning	T1,R1, R2, R3
23		Discipline in problem solving	Game based	T1,R1, R2, R3
24	Communication	Inter-personal communication	Game based	T1,R1, R2, R3
25		Relationships	a. Group Learning and Teaching	T1,R1, R2, R3
26		Leadership		T1,R1, R2, R3
27		Team building	a. Group Learning and Teaching	T1,R1, R2, R3

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. b.Game Based Learning c. c.Technology based Learning d. d.Peer teaching e. e.Project based Learning.	Reference (Ch/Sec. /Page Nos. of Text/Ref. Books)
28	Projecting a Positive Social Image	Grooming		T1,R1, R2, R3
29		Body language		T1,R1, R2, R3
30		Eye contact	a. Group Learning and Teaching	T1,R1, R2, R3
31		Social etiquette	Technology based Learning.	T1,R1, R2, R3
32		Manners in conversations	a. Group Learning and Teaching	T1,R1, R2, R3
33	Presentations/ discussions	presentations	a. Group Learning and Teaching	T1,R1, R2, R3
34	Presentations/ discussions	Presentations/ discussions	Peer learning	T1,R1, R2, R3
35	Presentations/ discussions	Presentations/ discussions	b. Technology based Learning.	T1,R1, R2, R3
36	Presentations/ discussions	Presentations/ discussions	b. Technology based Learning. Group learning	T1,R1, R2, R3
37	Presentations/ discussions	Presentations/ discussions	b. Technology based Learning.	T1,R1, R2, R3
38	Presentations/ discussions	Presentations/ discussions	Technology based Learning.	T1,R1, R2, R3
39	Presentations/ discussions	Presentations/ discussions	a. Group Learning and Teaching	T1,R1, R2, R3
40	Presentations/ discussions	Presentations/ discussions	Technology based Learning.	T1,R1, R2, R3

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	10	19-02-2025	1-10	CB
Test 2	60 Minutes	10	09-04-2025	11-24	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	25-40	CB
Comprehensive Exam	3 Hours	70	14-05-2025	1-40	CB

** To be announced in the class

CB= Close Book Exam

OB= Open 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

Date: 09/01/2025

Dr.SHUBHRA TIWARI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
HS304	Current Affairs International	3	0	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 Nos.	Learning Objective	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
1-2	To understand	International USA & UK & European Union , Australia, Africa	a. Group Learning and Teaching.	Web Site
3	To understand	Four Geopolitical Hotspots that could impact Markets in 2023	b. Technology based Learning.	Web Site
4	To understand	Fifa worldcup History	a. Group Learning and Teaching	Web Site

Lecture Nos.	Learning Objective	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
5-6	To understand	Constitutions		Web Site
7	To understand	International leadership	a. Group Learning and Teaching	Web Site
8	To understand	Economic policies	a. Group Learning and Teaching	Web Site
9-10	To understand	International committees and recommendations	b. Technology based Learning.	Web Site
11-12	To understand	Geographical event around the Country	a. Group Learning and Teaching	Web Site
13-14	To understand	International Security	b. Technology based Learning.	Web Site
15-16	To understand	International Political Economy	b. Technology based Learning.	Web Site
17-18	To understand	Human Rights	a. Group Learning and Teaching.	Web Site
19-20	To understand	Environment: Global Warming, Kyoto Protocol, Copenhagen Accord	b. Technology based Learning.	Web Site
21-22	To understand	Population: world population trends, world population policies	a. Group Learning and Teaching	Web Site
23-24	To understand	Terrorism and Counter Terrorism	b. Technology based Learning.	Web Site

Lecture Nos.	Learning Objective	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
25-26	To understand	Global Energy Politics	b. Technology based Learning.	Web Site
27-28	To understand	Nuclear Proliferation and Nuclear Security	a. Group Learning and Teaching	Web Site
29-30	To understand	Nuclear Politics in South Asia	b. Technology based Learning.	Web Site
31-32	To understand	International Trade (Doha Development Round and Bali Package)	a. Group Learning and Teaching	Web Site
33-34	To understand	Cooperation and Competition in Arabian Sea, Indian and Pacific Oceans.	b. Technology based Learning.	Web Site
35-36	To understand	Millennium Development Goals, Current Status	b. Technology based Learning.	Web Site
37-38	To understand	Globalization	b. Technology based Learning.	Web Site
39-40	To understand	International committees and recommendations Geographical event around the Country	b. Technology based Learning.	Web Site

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	10	17-02-2025	1-10	CB
Test 2	60 Minutes	10	07-04-2025	11-24	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	**	CB
Comprehensive Exam	3 Hours	70	01-05-2025	1-42	CB

** To be announced in the class

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OB= Open 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

Date: 08/01/2025

Dr.R. VIJAYA LAKSHMI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
MG302	International Business	3	0	0	3

Instructor-in-charge: Dr.AMBARISH GHOSH

Learning Outcome:

After successful completion of the course student will be able:

1. To introduce students to the contemporary issues in International Business that illustrate the unique challenge faced by managers in the international business environment.
2. To help students understand the role of external and international environment in business

Text Book T1	International Business by Vuytatesh Sharan Pearson Publication
Reference Book R1	International Business by Bimal Jaiswal, Himalaya Publication
Reference Book R2	International Business Environment by Subba Rao, Himalaya Publication

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (CH/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,	a. Group Learning and Teaching	Handout/T1 Ch1- Page 4-13

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (CH/sec. /Page Nos of Text/Ref. Books)
6-10	Introduction to International Business	Drivers of international business, advantage and disadvantage of International Business	a. Group Learning and Teaching	Handout/T1 Ch2- Page 331-344
11-13	International Business Environment	Political Environment, Economic Environment,	d. Peer teaching	Handout/T1 Ch2- Page 188-219
14-20	International Business Environment	Socio Cultural Environment, Technological Environment & Legal Environment	a. Group Learning and Teaching	Handout/T1 Ch2- Page 225-241
21-23	BOP analysis,	Structure of BOP, Equilibrium, disequilibrium and adjustment	a. Group Learning and Teaching	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	a. Group Learning and Teaching	Handout/T1 Ch-07- Page 110-125

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (CH/sec. /Page Nos of Text/Ref. Books)
36-37	International Strategy	GHRM, International Finance	c.Technology based Learning	Handout/T1 Ch-07- Page 110-125
38-40	Economic community	GATT, WTO, IMF, UNCTD	c.Technology based Learning	Handout/T1 Ch14- Page 135-160

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	10	17-02-2025	1-20	CB
Test 2	60 Minutes	10	07-04-2025	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	70	05-05-2025	1- 40	CB

** To be announced in the class

CB= Close Book Exam

OB= Open 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

Date: 07/01/2025

Dr.AMBARISH GHOSH
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
MG312	Money Banking and Financial Market	3	0	0	3

Instructor-in-charge: Dr.SHILPI GUPTA

Learning Objectives:

1. The objective of this paper is designed to provide the students with an understanding of basic concepts and practices of investment, risk and return
2. To enable them to establish the valuable linkage between modern theories of finance and the analytical techniques used by investors for valuing securities.

Text Book T1	Money, Banking and Financial Markets Lloyd B Thomas/McGraw Hill Primis Custom Publishing
Reference Book R1	Principles of Money, Banking and Financial Markets Lawrence S Ritter, William L Silber, Gregory Fudell /Longman Science & Technology
Reference Book R2	Economics of Money Banking and Financial Markets Frederic S Mishkin / Addison–Wesley Publishing
Reference Book R3	PDF (Portion from all relevant books)

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Ch/Sec. /Page Nos. of Text/Ref. Books)
1	Money and Financial markets	Money and its functions,	Group Learning and Teaching	Pdf 1.1/ pdf 1.2
2	Money and Financial markets	Financial system and Money markets	RBI Bulletin-Group Learning	Pdf 1.3

Lecture Nos.	Learning Objective	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Ch/Sec. /Page Nos. of Text/Ref. Books)
3-4	Money and Financial markets	Functions of money; quantity theory of money; determination of money supply and demand;	Peer Learning	Example of a live project in class. Discussion/RBI Bulletin
5-6	FOREX market	Credit creation; tools of monetary policy.	Group Based Learning	Pdf 1.4/ NISM
7-8	Derivatives	Foreign exchange markets		Pdf 1.5
9	Revision	Financial derivatives, use, implications	NISM- Technology Based Learning	Pdf 1.6
10	Case Study	Related to Monetary policy of India		Case 1 pdf
11	Banking Firm	The banking firm	Technology Based Learning	Pdf 2.1
12-13	NBFC	Non-banking financial institutions		Pdf 2.2
14-15	Indian Banking System	Indian Banking flowchart	Group Learning	Pdf 2.3/2.4
16	Indian Banking System	Monetary transmission mechanisms.	Peer Learning	Pdf 2.5

Lecture Nos.	Learning Objective	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Ch/Sec. /Page Nos. of Text/Ref. Books)
17-18	Indian Banking System	Types of Banks and their term structure		Pdf 2.6
19-20	RBI Directives	RBI rules for Private/Public banks	Peer Learning	Pdf 2.7
21	RBI Directives	NBFC Rules		Pdf 2.8
22	Discussion	Case Study (related to term structure)		Case 2-pdf
23	Money and inflation	Money and inflation, Inflationary theories	Technology Based Learning	Pdf 3.1
24-25	Theory of Money	Theory of rational expectations,		Pdf 3.2/3.3
26	CBS	Central banking system	Technology Based Learning	Pdf 3.4/ Zerodha varsity notes
27	CBS	Federal Open Market Committee (FOMC):	Peer teaching	Pdf 3.5
28	Flow of Money	Detriments of money supply		Pdf 3.6
29	Money supply	Managing money supply	Group Learning and Teaching	Pdf 3.7/3.8

Lecture Nos.	Learning Objective	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Ch/Sec. /Page Nos. of Text/Ref. Books)
30	Discussion	Case Study (related to inflation and money value)		Case 3 pdf
31	Monetary Policy	Tools of monetary policy	Group Learning and Teaching	Pdf 4.1
32	Monetary Policy		Technology Based Learning	Pdf 4.2/4.3
33	Monetary Policy	IMF and its policies	Group learning	Pdf 4.4/ IGNOU Notes
34-35	Monetary Policy	IMF and its policies	Peer teaching	Pdf 4.5
36	Monetary Policy and International financial system	Governments, traditional banks, shadow banks and any other entity that produces some sort of money or liquidity.	RBI Bulletin 2024	Pdf 4.6
37	International financial system	International financial system, Components, Scope	Technology Based Learning	Pdf 4.7/ NISM Notes
38	International financial system	Intersection of Monetary Policy and Financial system		Pdf 4.8/ NPTEL Video

Lecture Nos.	Learning Objective	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Ch/Sec. /Page Nos. of Text/Ref. Books)
39	International financial system	Case Study (related to inflation and money value)	Group Based Learning	Case 4 pdf
40	Revision	Complete syllabus		

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	10	18-02-2025	1-14	CB
Test 2	60 Minutes	10	08-04-2025	15-28	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	**	CB
Comprehensive Exam	3 Hours	70	09-05-2025	1- 40	CB

** To be announced in the class

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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: 07/01/2025

Dr.SHILPI GUPTA
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
MG322	Insurance Management	3	0	0	3

Instructor-in-charge: Ms.BULBUL RASTOGI

Learning Outcomes:

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.

Text Book T1	Insurance Management, David J. Mullen Jr.s
Reference Book R1	Insurance Management, Dr.A Murthy
Reference Book R2	Insurance Management, IRDA 1999

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based c. Learning Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Text/Ref. Books)
1-2	Understanding the basic of insurance	Insurance – History and evolution, definition of insurance.	Group Learning and Teaching	T1
3-6	Concept of assurance and risk	Insurance vs assurance, how insurance works? Concept of Risk.	Group Learning and Teaching	T1

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based c. Learning Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Text/Ref. Books)
7-10	Understanding insurable risk and different risk management techniques.	Requirement of insurable risk, Risk management techniques	Technology based Learning	T1
11-12	Learning tools for risk management	Insurance as a tool for managing risk,	Technology based Learning	T1
13-16	Understanding the characteristics of insurance	Concept of insurance, basic characteristics of insurance.	Group Learning and Teaching	T1
17-18	Concept and importance of IRDA	IRDA	Group Learning and Teaching	T1
19-23	Understanding benefits of insurance to individual and society.	Benefits of insurance to an individual, benefits of insurance to a society.	Technology based Learning	T1
24-27	Learning the principles of insurance	Principles of insurance.	Technology based Learning	T1
28-31	Understanding the types of GI	Types of General Insurance (GI)	Group Learning and Teaching	T1
32-35	Better understanding of grievance redressal mechanisms	Grievance redressal mechanism in insurance.	Peer teaching + Technology based Learning	T1
36		Case study I	Project based Learning.	
37		Case Study II	Project based Learning.	
38		Case Study III	Project based Learning.	

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based c. Learning Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Text/Ref. Books)
39		Case Study IV	Project based Learning.	

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	10	18-02-2025	1-12	CB
Test 2	60 Minutes	10	08-04-2025	13-28	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**		CB
Comprehensive Exam	3 Hours	70	09-05-2025	1-39	CB

** To be announced in the class

CB= Close Book Exam

OB= Open 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

Date: 08/01/2025

Ms.BULLBUL RASTOGI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
MG332	Service Marketing	3	0	0	3

Instructor-in-charge: Dr.PRATIBHA BARIK

Learning Objective:

1. To develop a comprehensive understanding of service marketing
2. To develop effective service marketing strategies
3. Students will learn the key element of the service marketing mix

Reference Books	Author/Publication
Services Marketing	IUP
Services Marketing	3eChristopher Lovelock– Prentice Hall/ International Edition

Lecture-Wise-Plan:

Lecture No.	Learning Objectives	Topics to be Covered	Teaching Learning Strategies a. Group Learning and Teaching b. Game Based c. Learning d. Technology based Learning e. Peer teaching f. Project based Learning.	Reference (Ch./sec /page No. of Text Book)
1	Understanding Services	Introduction to Services	Peer teaching	Ch-1
2	Defining Services	Factors, Characteristics		Ch-1
3-4	Classification	Classification of services	Technology based Learning	Ch-1
5-6	Evolution and Approaches	Marketing Mix		Ch-2

Lecture No.	Learning Objectives	Topics to be Covered	Teaching Learning Strategies a. Group Learning and Teaching b. Game Based c. Learning d. Technology based Learning e. Peer teaching f. Project based Learning.	Reference (Ch./sec /page No. of Text Book)
7-8	Service Quality	Conceptual Model, Decision making process	Peer teaching	Ch-3
9-10	Customer Expectations and perceptions	Customer expectations, factors that influence customers' expectations		Ch-4
11	Demand and Supply	Concept of demand,	Project based Learning.	Ch-8
12-13	Demand and Supply	Strategies to match demand and capacity	Technology based Learning	Ch-8
14-15	Concept of service quality	Service quality		Ch-22
16	Marketing research	Marketing research in services, Stages of research	Peer teaching	Ch-5
17-18	Service Marketing	Strategic issues in services marketing		Ch-6
19-20	Concept of Positioning and differentiation	Positioning and differentiation	Project based Learning.	Ch-7
21-22	Service Tax	Service Tax	Technology based Learning	PDF-1

Lecture No.	Learning Objectives	Topics to be Covered	Teaching Learning Strategies a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Ch./sec /page No. of Text Book)
22-24	Marketing Mix	Marketing Mix	Peer teaching	Ch-9
25-26	Categories	Services product level		Ch-10
27-28	Services development process	New services development process, PLC	Peer teaching	Ch-10
29-30	Understanding Pricing	Pricing services		Ch-11
30-31	Understanding Pricing	Approaches to pricing		Ch-11
32-33	Promotion	Promotion and communication	Project based Learning.	Ch-12
34-36	Location in service marketing	Significance of location		Ch-13
37	Strategies in service marketing	Marketing planning for services		Ch-21
38-39	Role of people	People in Services	Peer teaching	Ch-14
40	Trends in Marketing services	Globalization of services	Technology based Learning	Ch-23

**The course instructor might make mirror 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 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	10	19-02-2025	1-15	CB
Test 2	60 Minutes	10	09-04-2025	16-30	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	**	CB
Comprehensive Exam	3 Hours	70	12-05-2025	1-40	CB

** To be announced in the class

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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: 08/01/2025

Dr.PRATIBHA BARIK
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

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

Instructor-in-charge: Mrs.SONAKSHI KHANDELWAL

Learning Outcomes:

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

Text Book T1	Frank Kardes, Maria Cronley, Thomas Cline Publisher: Cengage Learning
Reference Books R1	Consumer Behaviour, 11 Ed, Schiffman, Wisenbilt and kumar, Publisher Pearson India Publication Date: 2015

Lecture-Wise-Plan:

Lecture Nos	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology Basd Learning d. Peer Teaching e. Project Based Learning	Reference
1-10	Concept of Consumer Behavior	Introduction to modern consumer behavior: Concepts and characteristics. Marketer's and consumer's views of consumer behavior. Importance of consumer behavior in marketing strategy. Overview of market analysis and its role in understanding	Group Discussion	R1

Lecture Nos	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology Basd Learning d. Peer Teaching e. Project Based Learning	Reference
		consumer behavior. Introduction to the consumer decision process. Detailed steps of the consumer decision process. Factors influencing the consumer decision process. Case studies: Examples of effective market strategies using consumer insights.		

Lecture Nos	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology Basd Learning d. Peer Teaching e. Project Based Learning	Reference
11-15	Consumer Segmentation	Introduction to market segmentation and its importance. Understanding consumer motivation: Personal and social motives. Exploring personality and its impact on consumer behavior. Consumer values and involvement: Concepts and types. Culture and consumer behavior: Meaning and characteristics of culture.	Peer Teaching	R1

Lecture Nos	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology Basd Learning d. Peer Teaching e. Project Based Learning	Reference
16-22	Motivation, and Culture	Functions and types of culture in consumer behavior. Cross-cultural consumer analysis: Objectives and challenges. Problems in cross-cultural marketing and strategies to overcome them. Means-end chain model: Linking values and attitudes to consumer behavior. Measuring consumer involvement and its role in marketing. Case studies: Cultural differences in consumer decision-making.	Game Based Learning	R1
23-27	Perception	Introduction to perception and its importance in consumer behavior. Factors affecting perception: Sensation,	Technology-Based Learning	R1

Lecture Nos	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology Basd Learning d. Peer Teaching e. Project Based Learning	Reference
		barriers, and process. Learning and attitudes: Definition, formation, and impact on behavior. External influences on consumer behavior: Groups and their types. Advantages and disadvantages of group influence on behavior		
28-30	Learning and Social Influence	Social class and consumer behavior: Categorization and lifestyle. Social class segmentation and its impact on marketing strategies. Social factors influencing consumer behavior and decision-making.	Peer Teaching	R1

Lecture Nos	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology Basd Learning d. Peer Teaching e. Project Based Learning	Reference
31-40	Buying Behavior and Decision Models	<p>Role of salespersons and advertising in influencing consumer behaviour. Consumer purchase decisions: Types of decisions and buying stages. Models of consumer behaviour: Economic and learning models. Models of consumer behavior: Sociological and Howard-Sheth model. Situational influences on buying behavior. Strategies to analyze and predict consumer buying behaviour. Case studies: Application of consumer behavior models in marketing.</p>	Project-Based Learning	R1

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	10	19-02-2025	1-15	CB
Test 2	60 Minutes	10	09-04-2025	15-27	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	**	CB
Comprehensive Exam	3 Hours	70	14-05-2025	1-40	CB

** To be announced in the class

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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: 08/01/2025

Ms.Sonakshi Khandelwal
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
EVS200	Environmental Science	3	0	0	3

Instructor-in-charge: Dr.AMENA KHANANI

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 analyse and understand interactions between social and environmental process.
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

Text Book T1	Principles of Environmental Science and Engineering, P.Venugopala Rao PHI Learning Private Limited, Publication)
Text Book T2	A Text Book of Environmental Chemistry and Pollution Control by S.S Dara (S.Chand and Company)
Reference Book R1	Masters, GM Introduction to Environment Engineering and Science (Prentice Hall of India)
Reference Book R2	Environmental Chemistry by AK Dey (Eastern LTD)
Reference Book R3	Environmental Chemistry by B.K Sharma (Krishna Prakashan)

Lecture-Wise-Plan:

Lecture Nos.	Learning objectives	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Ch./Sec./ Page Nos.of Text Book)
1-3	Observe and describe habitats within ecosystems	Definition, Characteristics of Ecosystem: Structure of Ecosystem	a. Group Learning and Teaching.	T1:40-44
4-6		Function of ecosystem, Food chain, Food web, Trophic level, Energy flow, ecological pyramids.	a. Group Learning and Teaching.	T1: 46-54
7-9		Types of ecosystems: Aquatic ecosystems Terrestrial ecosystems	a. Group Learning and Teaching.	T1:59-71
10-11	To describe the challenges of maintaining Soil quality	Land Pollution, Lithosphere, pollutants	a. Group Learning and Teaching.	T2 110-120
12-14		Pollutants & their origin and effect, collection of solid waste	a. Group Learning and Teaching.	T2: 132-147
15-18		Solid waste management, recycling and reuse of solid waste and their disposal techniques (open dumping, sanitary land filling, thermal, composting).	a. Group Learning and Teaching.	
19 -21	To describe the challenges of maintaining	Aquatic Environment , water pollutants, Eutrophication	b. Technology based Learning.	R2: 201-220

Lecture Nos.	Learning objectives	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Ch./Sec./ Page Nos.of Text Book)
22-25	surface and ground water quality.	Chemical Speciation, monitoring techniques and methodology	b. Technology based Learning.	R2: 12.11.1 - 12.11.12
26-27		Determination of temporary and permanent hardness of water	b. Technology based Learning.	T1: 251-252
28-30		Waste water treatment	b. Technology based Learning.	T1: 153-162
31- 33	To understand the sources of air pollution and describe the types of air pollutants.	Introduction-definition-classification of air pollutants- air quality standards.	a. Group Learning and Teaching.	T1: 125-131
34-37		Sources, Analysis, Effects and control measures for Sox, NOx, PM and CO	b. Technology based Learning.	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,	b. Technology based Learning.	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	10	20-02-2025	1-12	CB
Test 2	60 Minutes	10	10-04-2025	13-28	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---**	CB
Comprehensive Exam	3 Hours	70	16-05-2025	1-40	CB

** To be announced in the class

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

Date: 09/01/2025

Dr.AMENA KHANANI
Instructor-in-charge

The ICAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
INM121	Micro Economics and Business Environment	3	0	0	3

Instructor-in-charge: Dr.AMBARISH GHOSH

Learning Outcomes:

1. After successful completion of the course student will be able to understand the concepts of macroeconomic and theories that are useful in decision making
2. The course also provides and appreciation and application of various macroeconomics theories, indifferent situations and how the environmental changer has impact on any business.
3. Students would be acquainted with business objectives, dynamics of business and environment, various types of business environment and its analysis
4. Students would be acquainted with various strategies of Global Trade

Text Book T1	Lectures on Macroeconomics
Reference Book R1	Indian Economy Problems of Development and Planning, Managerial Economics
Reference Book R2	Francis Cherunilam : (2005)Business Environment 4th Edition 2005/ Himalaya Publishing House
Reference Book R3	Microeconomics Analysis Business Environmental Policy Business Environment :Francis Cherunilam, 4th Edition 2005/ Himalaya Publishing House

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. b.Game Based Learning c. c.Technology based Learning d. d.Peer teaching e. e.Project based Learning.	Reference (ch/sec./Page Nos of Text/Ref. Books)
1-2	Introduction to Economics Analysis	Introduction to macro economics, Positive and Normative Economics, Interdependence of	Group Learning and Teaching	R 1, Ch-1 Pg-1 Study material and PDF

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. b.Game Based Learning c. c.Technology based Learning d. d.Peer teaching e. e.Project based Learning.	Reference (ch/sec./Page Nos of Text/Ref. Books)
		Macroeconomics and Microeconomics		
3-4	Macro-economic Analysis.	Macroeconomic Analysis and Typical Managerial Decisions.	Group Learning and Teaching	RM1, Study material and PDF
5-8	Macro-economiza Policies	Macroeconomic policy and its Goals of Macroeconomic policy	Group Learning and Teaching	RM1, Study material and PDF
09-10	National Income Concept	Introduction, the Concept of the National Product, Real vs. Nominal GNP.	Group Learning and Teaching	RM4, Study material and PDF
11-12	National Income Measurement	The Measurement of National Income	d.Peer teaching	R1, Ch-5, pg 620, Study material and PDF
13-14	Difficulties of National Income accounting	Difficulties in Measuring National Income, The uses of National Income	Technology based Learning	R1, Ch-5, pg 620 , Study material and PDF
15	Case Study	Case Study	d.Peer teaching	Study material and PDF
16-17	Introduction to Business Environment :	Concepts, Significance and Nature of Business Environment; Elements of Business environment:	Technology based Learnin	RM5, Study material and PDF, R2, ch1, pg1-12

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. b.Game Based Learning c. c.Technology based Learning d. d.Peer teaching e. e.Project based Learning.	Reference (ch/sec./Page Nos of Text/Ref. Books)
18-19	Environmental Scanning	Internal and External; Techniques of Environmental Scanning and Monitoring. Political, Economic, Sociological Technological, Legal Environment for business	Technology based Learnin	R2 Ch-1 Pg13-34
20-21	Industrial Policies and Regulations	The new industrial policy; An evaluation of the new policy, IDRA and Industrial Licensing:-Industries (Development and Regulation) Act;	Technology based Learnin	RM8, Study material and PDF
22-25	Presentation	Student Presentation	d.Peer teaching	
26-28	Public sector	Public sector; Growth and performance of public sector; Nationalization; Private sector; Joint sector; Cooperative sector	Technology based Learnin	RM10, Study material and PDF
29-31	Privatization and Disinvestment	Privatization and Disinvestment :- Expansion of public sector and its defects; Privatization reaction; Ways of privatization; Obstacles; Conditions for success of privatization; Benefits	e.Project based Learning.	R2, ch-9-pg 199-212

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. b.Game Based Learning c. c.Technology based Learning d. d.Peer teaching e. e.Project based Learning.	Reference (ch/sec./Page Nos of Text/Ref. Books)
		of privatization; Arguments against privatization; Sins and pitfalls of privatization		
32	Internal Assessment	Internal Assessment	Technology based Learnin	
33-34	Global Environment	GATT/WTO and Global Liberalization Objectives:- An evaluation of GATT; GATT and WTO; Functions of WTO; GATS; TRIMS; TRIPS;	Technology based Learning	R2, ch-9-pg 199-212
35-37	International Investments	International Investments:- Significance of foreign investment; Trade and investment; Types of foreign investment; Factors affecting international investment; Growth of foreign investment; Foreign investment in India; Foreign investment by Indian companies	Technology based Learnin	R1 Ch-15 Pg366
38-40	Revision	Revision		RM7, Study materials and PDF

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	20	17-02-2025	01-10	CB
Test 2	60 Minutes	20	07-04-2025	11-20	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	**	CB
Comprehensive Exam	3 Hours	40	05-05-2025	1-40	CB

** To be announced in the class

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

Date: 05/01/2025

Dr.AMBARISH GHOSH
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
INM122	Financial Management II	3	0	0	3

Instructor-in-charge: Dr.SHILPI GUPTA

Learning Outcomes:

1. To familiarize students with Advanced Financial Management concepts and underscore the critical role of decision-making in finance.
2. To cultivate an appreciation for the diverse tools and strategies available for mitigating these risks, including derivatives, hedging techniques, and portfolio diversification.

Text Book T1	Financial Management, S.P Gupta/ 2024 Edition
Reference Book R1	Advanced Financial Management, Becker Educational Development Corp., 2022
Reference Book R1	Advanced Financial Management, Kaplan Publishing, 2016
Reference Book R1	PDF given to students of each lecture extracted from TMH book

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
1	Introduction	Concept of finance and finance function, Financial Goal: Profit V/s. Wealth Maximization,		Pdf 1.1
2	Introduction	Organization of finance functions, Financial Planning	Group Learning and Teaching	Pdf 1.2

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
3-4	Introduction	Objectives and considerations of Financial Planning		Pdf 1.2
5-6	Introduction	Capitalization-Over and under capitalization, Financial Forecasting		Pdf 1.3
7-8	Introduction	Case based on Time value of Money	Game Based Learning	Case 1: pdf
9	Financial Statements of a Sole Proprietor	Preparation of trading, Profit & Loss A/c/ Numericals	Technology Based Learning	Pdf 2.1
10-11	Financial Statements of a Sole Proprietor	Balance Sheet with adjustments, Numericals		Pdf 2.2
12	Financial Statements of a Sole Proprietor	Statements of Companies as per Revised Schedule III of the Companies Act, 2013		Pdf 2.3
13-14	Financial Statements of a Sole Proprietor	Compiled statements from trading account to Balance sheet	Peer learning	Live project from Moneycontrol.com
15	Financial Statements of a Sole Proprietor	Compiled statements from trading account to Balance sheet		Pdf 2.4

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
16	Case Study	Presentation by students of any firm of their choice	Project Based learning	Case 2:PDF
17	Capital Structure	Optimum Capital Structure, Capital Structure, Theories	Group Learning and Teaching	Pdf 3.1
18-19	Capital Structure	Features of sound Capital Mix		Pdf 3.1
20-21	Capital Structure	Leverage - Financial and Operating leverage		Pdf 3.2
22-23	Capital Structure	Leverage - Financial and Operating leverage/ Numericals	Project Based Learning	Pdf 3.3
24	Capital Structure	Sources of Finance		Pdf 3.4
25	Case Study	Case of leverage in Tata Motors	Project Based Learning	C 3:PDF
26	Working Capital	Concept, Importance and Determinants, Sources of Working Capital Finance,	Peer teaching	Pdf 4.1

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
27	Working Capital	Cash Management: Motive for holding Cash, Control of Cash Collection and Disbursement,		Pdf 4.1
28	Working Capital	Receivable Management, Nature and Goals of Credit Policy, Optimum Credit Policy, Credit Policy Variables,	Group Learning and Teaching	Pdf 4.2
29-30	Working Capital	Inventory Management: Objective, Inventory Control Techniques.		Pdf 4,3
31	Working Capital	Practice of Numericals.		Pdf 4.4
32	Case Study	Case on Credit Policy of Infrastructural projects in India	Group Learning and Teaching	Case 4:PDF
33	Cost of Capital	Concept, calculation of cost of capital of equity share	Technology Based Learning	Pdf 5.1
34-35	Cost of Capital	Preference Share, Debentures and retained earnings,		Pdf 5.2

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
36-37	Cost of Capital	Capital Budgeting: Features, Methods of Capital Budgeting:	Peer teaching	Pdf 5.3
38	Cost of Capital	Methods of Capital Budgeting		Pdf 5.4
39	Cost of Capital	Combined Numericals of COC	Project Based Teaching	Case 5:PDF
40	Cost of Capital	HOTS (High order thinking skills question)- Of all Modules		Pdf 5.5

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	20	17-02-2025	1-14	CB
Test 2	60 Minutes	20	07-04-2025	15-28	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	1-40	CB
Comprehensive Exam	3 Hours	40	05-05-2025	1-40	CB

** To be announced in the class

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OB= Open 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

Date: 05/01/2025

Dr.SHIPI GUPTA
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
INM123	Personal Effectiveness Management	3	0	0	3

Instructor-in-charge: Dr.ARCHI DUBEY

Learning Outcomes:

After successful completion of the course student will be able to

1. After completion of the course Students will learn to set clear goals, prioritize tasks efficiently, and develop strategies to achieve their objectives, leading to enhanced personal and professional Productivity.
2. Students will understand the importance of effective time management and learn techniques to manage their time, prioritize tasks, and maintain a sense of Organization, resulting in better work-life balance and increased efficiency.

Reference Book R1	Singh, Abha. (2013). Behavioural Science – Achieving Behavioural Excellence for Success. New Delhi: Wiley.
Reference Book R2	Blerkom, D. L. V. (2009). College Study Skills: Becoming a Strategic Learner. (6thed.). Boston, MA: Wadsworth Cengage Learning
	Study materials and PDF

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning	Reference (ch/sec. /Page Nos of Text/Ref. Books)
1-2	Introduction to Self-Awareness	Introduction and Self-Awareness Personal effectiveness, meaning, And	Group learning	R1, pg -32 Ch-l, Study material 1, PDF

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning	Reference (ch/sec. /Page Nos of Text/Ref. Books)
		conceptual framework		
3-4	Description of Self Awareness	Johari Window. Self-awareness, Meaning; Importance, Strategies for gaining self-awareness; important self-awareness issues	Group learning	R2, part-2, pg 170,
5-6	Introduction to Self Esteem	Individual Differences, Self-esteem, Meaning; Importance; Six pillars of self-esteem; eight factors for building positive self-esteem.	Group learning	R1 Ch-3 Pg 103, Study material 1, PDF
7-8	To Understand the insights of leadership	Leadership meaning, types: authoritarian, participative, delegative, Case study, Role play	Peer teaching	R1 Ch-4 Pg 128, Study material 2, PDF
9-10	To Understand the insights of personality	personality attributes; developing effective leadership and people management	Peer teaching	R1, Part-2, pg-105, Study material 2, PDF, Study material 3, PDF

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning	Reference (ch/sec. /Page Nos of Text/Ref. Books)
		skills. Field work, role play		
11-12	To understand the importance of goal setting	Goal setting, meaning; types of goals and their effectiveness; Principles of effective goal-setting;	Peer teaching	R1, Part-2, pg-105, Study material 2, PDF,
13-14	How to make and write effective goals	Writing effective goal-statements; Goal setting and positive change.	Project based learning	R2, Ch-6 (18), Study material 2, PDF,
15-17	To get insight about GRA and power learning	The Goal Reward Achievement System (GRA) The POWER Learning, Case study	Project based learning Case Teaching	R2, Ch-5 (16,17), Study material 3, PDF
18-19	Introduction to assertiveness	Obstacles to assertiveness; Handling obstacles in assertiveness. Advantages of assertive behavior	Group learning	R1, part-3, pg 439 (8,9,10), Study material 3, PDF
20-22	Understand the behavioral process	Behavioral Adjustments and Positive Outcome: Behaviour,	Game based learning	R1 Part-2, pg 362 Study material 3, PDF

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning	Reference (ch/sec. /Page Nos of Text/Ref. Books)
		Importance of adjustment; Unhealthy behaviors; Healthy behavior and assertiveness		
23-24	To understand stress and its management	Stress Management Meaning; Types, acute stress, episodic stress, chronic stress; Sources, Case Study/field work	Group teaching/case-based teaching	R1 Part-2, pg 362 Study material 3, PDF
25-26	To understand changes in body due to stress	internal and external, body's response - physiological changes, General Adaptation Syndrome (GAS);	Case based learning, game-based learning	R1, part-3, pg 456, Study material 4, PDF
27-28	To understand the physical stress management techniques	Management techniques, Physical: yoga, meditation, relaxation technique, deep breathing, physical exercise, psychological: alter, avoid, accept, adapt;	Group learning	R1, part-3, pg 508, Study material 4, PDF
			Group learning	

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning	Reference (ch/sec. /Page Nos of Text/Ref. Books)
29-30	To understand cognitive behaviour	Cognitive behaviour therapy and stress management.		R1, part-3, pg 564, Study material 4, PDF
31-32	To understand listening	Effective listening, Importance; Difference between listening and hearing;	Peer teaching	R1, part-3, pg 564 and pg 604, Study material 5, PDF
33-34	To understand listening barriers and types	Barriers to effective listening; Types of listening;	Peer teaching	R1, part-3, pg 564, Study material 5, PDF
35-37	Effective listening	Becoming a better listener; Effective listening in different situations,	Peer teaching	R1, part-3, pg 532, Study material 5, PDF
38-40	To understand non-verbal communication	nonverbal involvement, pay attention to speaker, non-judgmental, tolerate silence, paraphrase, ask questions.	Peer teaching	R1, part-3, pg 532, Study material 5, PDF
41-42	---	Revision		R2, Study material 5, PDF

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	20	18-02-2025	1-16	CB
Test 2	60 Minutes	20	08-04-2025	17-32	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	**	CB
Comprehensive Exam	3 Hours	40	09-05-2025	1-41	CB

** To be announced in the class

CB= Close Book Exam

OB= Open 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

Date: 08/01/2025

Dr.ARCHI DUBEY
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
INM124	Human Resource Management	3	0	0	3

Instructor-in-charge: Dr.R VIJAYA LAKSHMI

Learning Outcomes:

The Course is aimed at developing and understanding of human resource function of human to enable the student to design and structure and human resource processes and practice.

Text Book T1	Human Resource Management Text and Cases, VSP Rao, 2 nd e, 2007, Excel Books
Reference Book R1	Personnel/Human Resource Management (R1) 3rd e, Decenzo, David A. / Robbins, Stephen P. Prentice Hall of India, 2002
Reference Book R2	Personnel Management Text & Cases, 27th e, Mamoria, C.B. /Gankar, S.V. Himalaya Publishing House, 2007

Lecture-Wise-Plan:

Lecture/ Session Nos.	Learning Objectives	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. b.Game Based Learning c. c.Technology based Learning d. d.Peer teaching e. e.Project based Learning.	Reference
1-4	To Understand HRM	Introduction to HRM & HRM at Work (including case discussion)	a. Group Learning and Teaching.	T1/Chapter 1 & 2
5-6	To Study Job Analysis	Job Analysis and Design	b. Technology based Learning.	T1/Chapter 4
7-9	To understand	Human Resource Planning (including case discussion)	a. Group Learning and Teaching	T1/Chapter 5

Lecture/ Session Nos.	Learning Objectives	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. b.Game Based Learning c. c.Technology based Learning d. d.Peer teaching e. e.Project based Learning.	Reference
10-12	To study Recruitment	Recruitment & Selection (including case discussion)	a. Group Learning and Teaching	T1/Chapter 6 & 7
13-15	To Understand Selection process	Test, Interviews, Placement and Induction	a. Group Learning and Teaching	7 & 8T1/Chapter
16-19	To Study Performance appraisal	Performance and Potential appraisal	a. Group Learning and Teaching	15T1/Chapter
20-23	To understand Training	Employee Training and Management Development	b. Technology based Learning.	T1/Chapter9 & 10
24-25	TO understand Career Planning	Career Planning	a. Group Learning and Teaching	T1/Chapter11
25-27	To study Compensation Management	Compensation Management	b. Technology based Learning.	T1/Chapter16
28-30	To understand Wage and salary	Wage and Salary Rewards and Incentives Administration	b. Technology based Learning.	T1/Chapter 17
31-33	To study Employee Relationship	Employee relations and collective Bargaining	a. Group Learning and Teaching	T1/Chapter 26, 23, 25
34-35	To understand Grievance	GrievanceHandling	a. Group Learning and Teaching	T1/Chapter 22

Lecture/ Session Nos.	Learning Objectives	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. b.Game Based Learning c. c.Technology based Learning d. d.Peer teaching e. e.Project based Learning.	Reference
36-37	To study Discipline and Disciplinary Action	Discipline and Disciplinary Action	a. Group Learning and Teaching	T1/Chapter22
38-40	To understand Emerging trends in HRM	Emerging trends in HRM	a. Group Learning and Teaching	T1/Chapter 3, 29 & 30

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	20	18-02-2025	1-15	CB
Test 2	60 Minutes	20	08-04-2025	15-25	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	1-25	CB
Comprehensive Exam	3 Hours	40	09-05-2025	1-40	CB

** To be announced in the class

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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: 08/01/2025

Dr.R VIJAYA LAKSHMI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
INM125	Marketing Management II	3	0	0	3

Instructor-in-charge: Dr.JAYANT ISSAC

Learning Outcomes:

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

1. Develop Advanced Marketing Strategies: Design and implement sophisticated marketing strategies to address complex business challenges and enhance competitive positioning.
2. Utilize Data Analytics in Marketing: Leverage data analytics and insights to make informed marketing decisions and measure marketing performance.
3. Manage Customer Relationships: Apply advanced concepts in customer relationship management (CRM) to enhance customer engagement and loyalty.
4. Evaluate Global Marketing Practices: Assess and adapt marketing strategies to suit global markets and diverse cultural contexts.

Reference Book R1	Marketing Management by Philip Kotler and Kevin Lane Keller, 15th Edition, Pearson.
Reference Book R2	Strategic Market Management by David A. Aaker and Christine Moorman, 11th Edition, Wiley.
Reference Book R3	Marketing Metrics: The Definitive Guide to Measuring Marketing Performance by Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer, and David J. Reibstein, 3rd Edition, Pearson.
Reference Book R4	Customer Relationship Management: Concepts and Technologies by Francis Buttle and Stan Maklan, 4th Edition, Routledge.
Reference Book R5	Digital Marketing: Strategy, Implementation and Practice by Dave Chaffey and Fiona Ellis-Chadwick, 8th Edition, Pearson.

Lecture-Wise-Plan:

Lecture Nos.	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning. f. Case based Learning	Reference
1	Unit 1: Strategic Marketing Management – Strategic Marketing Planning	a. Group Learning and Teaching	R1 ,R2, R3, R4
2	Marketing Planning Process	a. Group Learning and Teaching	R1 ,R2, R3, R4
3	Strategic Marketing Frameworks (e.g., SWOT, PESTLE)	a. Group Learning and Teaching	R1 ,R2, R3, R4
4	Competitive Analysis: Assessing Competitors	a. Group Learning and Teaching	R1 ,R2, R3, R4
5	Developing Competitive Strategies	c. Technology based Learning	R1 ,R2, R3, R4
6	Market Segmentation and Targeting	a. Group Learning and Teaching	R1 ,R2, R3, R4
7	Advanced Segmentation Techniques	f. Case Based Learning	R1 ,R2, R3, R4
8	Target Market Selection Strategies	c. Technology based Learning	R1 ,R2, R3, R4
9	Unit 2: Advanced Consumer Insights and Analytics – Consumer Behaviour Analysis	a. Group Learning and Teaching	R1 ,R2, R3, R4

Lecture Nos.	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning. f. Case based Learning	Reference
10	Psychological and Behavioural Factors	a. Group Learning and Teaching	R1 ,R2, R3, R4
11	Decision-Making Processes	f. Case Based Learning	R1 ,R2, R3, R4
12	Data-Driven Marketing	c.Technology based Learning	R1 ,R2, R3, R4
13	Data Collection and Analysis Methods	a. Group Learning and Teaching	R1 ,R2, R3, R4
14	Predictive Analytics in Marketing	a. Group Learning and Teaching	R1 ,R2, R3, R4
15	Customer Insights	a. Group Learning and Teaching	R1 ,R2, R3, R4
16	Identifying Consumer Trends	a. Group Learning and Teaching	R1 ,R2, R3, R4
17	Using Insights for Personalization	c.Technology based Learning	R1 ,R2, R3, R4
18	Unit 3: Advanced Customer Relationship Management (CRM) - CRM Systems and Technologies	a. Group Learning and Teaching	R1 ,R2, R3, R4
19	Overview of CRM Software	c.Technology based Learning	R1 ,R2, R3, R4

Lecture Nos.	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning. f. Case based Learning	Reference
20	Integrating CRM with Business Processes	c.Technology based Learning	R1 ,R2, R3, R4
21	Customer Engagement Strategies	a. Group Learning and Teaching	R1 ,R2, R3, R4
22	Building Long-Term Customer Relationships	a. Group Learning and Teaching	R1 ,R2, R3, R4
23	Techniques for Enhancing Customer Loyalty	a. Group Learning and Teaching	R1 ,R2, R3, R4
24	Measuring Customer Lifetime Value (CLV)	f. Case Based Learning	R1 ,R2, R3, R4
25	Customer Satisfaction and Retention Metrics	c.Technology based Learning	R1 ,R2, R3, R4
26	Unit 4: Innovative Marketing Practices - Digital Marketing Strategies	a. Group Learning and Teaching	R1 ,R2, R3, R4
27	Social Media Marketing	a. Group Learning and Teaching	R1 ,R2, R3, R4
28	Search Engine Optimization (SEO) and Search Engine Marketing (SEM)	c.Technology based Learning	R1 ,R2, R3, R4
29	Content Marketing	a. Group Learning and Teaching	R1 ,R2, R3, R4

Lecture Nos.	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning. f. Case based Learning	Reference
30	Developing Effective Content Strategies	a. Group Learning and Teaching	R1 ,R2, R3, R4
31	Metrics for Content Performance	f. Case Based Learning	R1 ,R2, R3, R4
32	Emerging Marketing Technologies	a. Group Learning and Teaching	R1 ,R2, R3, R4
33	Artificial Intelligence in Marketing	c.Technology based Learning	R1 ,R2, R3, R4
34	Augmented Reality (AR) and Virtual Reality (VR) Marketing	c.Technology based Learning	R1 ,R2, R3, R4
35	Unit 5: Global and Ethical Marketing - Global Marketing Strategies	a. Group Learning and Teaching	R1 ,R2, R3, R4
36	Adapting Marketing Strategies for Global Markets	a. Group Learning and Teaching	R1 ,R2, R3, R4
37	Cross-Cultural Marketing Considerations	a. Group Learning and Teaching	R1 ,R2, R3, R4
38	Ethical Marketing	a. Group Learning and Teaching	R1 ,R2, R3, R4
39	Ethical Issues in Marketing	a. Group Learning and Teaching	R1 ,R2, R3, R4

Lecture Nos.	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning. f. Case based Learning	Reference
40	Corporate Social Responsibility (CSR)	f. Case Based Learning	R1 ,R2, R3, R4
41	Sustainable Marketing	a. Group Learning and Teaching	R1 ,R2, R3, R4
42	Green Marketing Practices and Measuring Sustainability in Marketing	a. Group Learning and Teaching	R1 ,R2, R3, R4

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. The evaluation of students admitted in the programme shall be based on.

1. End Semester Examination – 40% Marks of total marks
2. Continuous Internal Assessment- 60% Marks of total marks

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	20	19-02-2025	1-20	CB
Test 2	50 Minutes	20	09-04-2025	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	1-42	CB
Comprehensive Exam	3 Hours	40	12-05-2025	1- 42	CB

** To be announced in the class

CB= Close Book Exam

OB= Open 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

Date: 03/01/2025

Dr.JAYANT ISAAC
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
INM126	Information System for Managers	3	0	0	3

Instructor-in-charge: Mr.VARUN KUMAR

Learning Outcomes:

1. After the successful completion of this course students will be able to Recognize the basic components of Information Systems for Managers and the new role of the CIO (Chief Information Officer)
2. Explain the influence of Information Systems (IS) on organizational goals and how Information System is transforming business today.
3. Recognize and explain the ethical and social issues related to the information systems and information system security
4. Describe the information technology infrastructure Understand what are the main activities in the software development process.

Reference Book R1	IT for Managers Supplementary Material for Exercises FedUni
Reference Book R2	Database System Concepts, 5e Silberschatz, Korth, Sudarshan/ Mc-Graw Hill
	Management Information Systems Gordon B Davis & Margrethe H Olson/ TMH

Lecture-Wise-Plan:

Lecture Nos	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning	Reference (ch/sec. /Page Nos of Text/Ref. Books)
01-03	Fundamentals of information systems	Introduction, Data vs. Information, Open System vs. Closed System, Classification	Group Learning and Teaching	R1 Ch.1, pg 01-04

Lecture Nos	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning	Reference (ch/sec. /Page Nos of Text/Ref. Books)
		of IS in Organization, Information Quality Attributes.		Study Materials and PDF
04-06	Database Management	DBMS, Advantages and Disadvantages of DBMS, Data Models, Entity, Attributes, Relationship, Keys, E-R Model, Normalization.	Group Learning and Teaching	R1 Ch.2, pg 06-20 Study Materials and PDF
07-09	Design and build Access databases	Developing Microsoft Access Database: Starting Microsoft Access, Tables, Relationships, and Queries.	Group Learning and Teaching	R1 Ch.3, pg 23-35 Study Materials and PDF
10-12	Understanding system development principles	Information System Development: Introduction, Definition of System, System Development Approaches, System Development Life Cycle (SDLC), Systems Prototype Method, RAD	Group Learning and Teaching	R1 Ch.4, pg 36-42 Study Materials and PDF
13-15	Define and gather user requirements	Requirement Analysis Process-Requirements Definition and Gathering	Group Learning and Teaching	R1 Ch.4, pg 42-49 Study Materials and PDF
16-17	Understand decision-making processes	Decision Making, Types of Decision, Stages of the Decision Processes, Decision-Levels,	Group Learning and Teaching	R1 Ch.6, pg 64-68 Study Materials and PDF

Lecture Nos	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning	Reference (ch/sec. /Page Nos of Text/Ref. Books)
18	Internal Assesment			
19	The purpose and functionality of information system categories	Categories of Information System Transaction Processing System (TPS), Management Information System (MIS). Decision Support System (DSS)	Group Learning and Teaching	R1 Ch.6, pg 68-71 Study Materials and PDF
20-21	The scope of information systems	Executive Information System (EIS), Expert System (ES), Scope of Information System, Office Automation System (OAS).	Group Learning and Teaching	R1 Ch.6, pg 71-76 Study Materials and PDF
22-25	Presentation		Project based Learning	
26-27	Information Systems in Functional Areas	Enterprise Resource Planning, SAP AG, ORACLE Application 11i	Group Learning and Teaching	R1 Ch.7, pg 78-82 Study Materials and PDF
28-29	Applications of Customer Relationship Management	Customer Relationship Management, Supply Chain Management.	Group Learning and Teaching	R1 Ch.7, pg 82-86 Study Materials and PDF
30	Internal Assesment			

Lecture Nos	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning	Reference (ch/sec. /Page Nos of Text/Ref. Books)
31-32	Computer Communication Networks	Telecommunication and Computer Networks, Interpersonal Communication Applications,	Group Learning and Teaching	R1 Ch.8, pg 87-90 Study Materials and PDF
33-36	Computer network fundamentals	Computer Networks, Types of Networks, Communication Medium	Group Learning and Teaching	R1 Ch.8, pg 90-108 Study Materials and PDF
37-40		Revision		

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	20	19-02-2025	1-12	CB
Test 2	60 Minutes	20	09-04-2025	12-21	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	**	CB
Comprehensive Exam	3 Hours	40	14-05-2025	1-40	CB

** To be announced in the class

CB= Close Book Exam

OB= Open 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

Date: 07/01/2025

Mr.VARUN KUMAR
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
INM127	Legal Environment of Business	3	0	0	3

Instructor-in-charge: Mr.VARUN KUMAR

Learning Outcomes:

1. Understanding of the legal environment in business, including the philosophy of law, classification of laws, and the distinction between national and international laws.
2. Students will acquire the necessary skills to comprehend and draft various business contracts, including agency, guarantee, indemnity, letter of credit, and employment contracts.
3. Students will gain insights into corporate law, including the salient features of companies.
4. Students will develop expertise in property law relevant to business operations, including contracts of sale, lease agreements, intellectual property rights (IPR) etc..

Reference Books (s) R1	Elements of Mercantile Law ND Kapoor, Sultan Chand and Sons
Reference Book (s) R2	Business Law Including Company law, SS Gulshan, GK Kapoor, New Age International Publishers
	Labour and Industrial Laws, 2nd edition, 2007 by N.D. Kapoor, published by S Chand.

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning	Reference (ch/sec. /Page Nos of Text/Ref. Books)
1-2	Introduction to Legal Environment	Philosophy of Law, Classification of Law, Torts, National Law and	Group Learning and Teaching	R1, Ch-1 Pg- 5

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning	Reference (ch/sec. /Page Nos of Text/Ref. Books)
		International Law, Justice Delivery System in India.		Study material and PDF
3-4	Understand business contract law	Business Contracts: Legal Elements of Contracts, Remedies for Breach of Contract, Contracts of Agency,	Group Learning and Teaching	R1 Pg 8, 133 Study material and PDF
5-8	Specialized contract types	Contracts of Guarantee, Contracts of Indemnity Letter of Credit Contracts, Employment Contracts, Special Rights in Contracts, Documentation of Commercial Contracts	Group Learning and Teaching	R1, Pg 155 Study material and PDF
09-10	Forms of business ownership.	Sole Proprietorship, One Person Company (OPC), Hindu Undivided Family (HUF) Business Units Partnership Firms , The Partnership Act, 1932,	Group Learning and Teaching	R1, Pg 275-283 Study material and PDF
11-12	Understand LLPs, cooperatives, non-profits, and insolvency.	Limited Liability Partnerships (LLP) , Cooperative Societies Non-Profit Companies , Non-Governmental Organizations (NGO) , Insolvency Law and Implications.	Group Learning and Teaching	R1, pg 322, 559 Study material and PDF

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning	Reference (ch/sec. /Page Nos of Text/Ref. Books)
13-14	Understand company features	Salient Features of a Company, Corporate Veil and Limitations, Types of Companies, Incorporation of a Company,	Group Learning and Teaching	R1, Vol 2, pg 1-39 Study material and PDF
15-16	Understand corporate powers, capital raising, and share capital.	Doctrine of Ultra Vires, Doctrine of Indoor Management, Raising of Capital from Public, Share Capital	Group Learning and Teaching	R1 Vol 2, pg 40,49,81 Study material and PDF
17-18	Understand company operations, governance, and restructuring.	Dividend Payment, Transfer and Transmission, Company Management, Company Meetings Reconstruction and Amalgamation.	Group Learning and Teaching	R1 Vol 2, pg 109,125,147,201 Study material and PDF
19	Internal Assessment			
20-21	Understand M&A legalities and company dissolution.	Changing Legal Entity on Mergers and Acquisitions, Winding Up and Dissolution.	Group Learning and Teaching	R1 pg 311, vol 2, pg 227-260 Study material and PDF

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning	Reference (ch/sec. /Page Nos of Text/Ref. Books)
22-23	Understand property law and secured transactions	Classification of Property, Contract of Sale - Movable Property Borrowing against Property as Security	Group Learning and Teaching	R1 vol 1, pg 217-227 Study material and PDF
24-26	Presentation		Project based Learning	
27-28	Understand property hire-purchase, lease, transfer, and IPR.	Hire Purchase of Property, Lease of Property, Exchange/Gift/Assignment of Property , Intellectual Property Rights (IPR).		R1, pg 239-252 Study material and PDF
29	Internal Assesment			
30-31	Understand key banking laws and regulations in India	Banking Law and Regulation Banking Regulation Act, 1949 , Reserve Bank of India Act, 1934 , Negotiable Instruments Act, 1881,	Group Learning and Teaching	R1, pg 373-376, R2 pg 183 Study material and PDF

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning	Reference (ch/sec. /Page Nos of Text/Ref. Books)
32-34	Understand SARFAESI Act, insurance law, principles, and regulation.	Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest (SARFAESI) Act, 2002 , Insurance Law and Regulation , Essential Elements of Insurance Contracts Legal Principles of Insurance , Standard Clauses in Insurance Policies , Regulation of Insurance Business	Group Learning and Teaching	R1, pg 486-497, R2 pg 557-577 Study material and PDF
35-37	Understand securities laws and market regulation in India	Securities Law and Regulation, Market Regulation by Companies Act, 1956, Securities Control and Regulation Act, 1956 An Overview.	Group Learning and Teaching	R2, pg 580-604, pg 642-654 Study material and PDF
38-40	Revision	Revision		

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	20	20-02-2025	1-10	CB
Test 2	60 Minutes	20	10-04-2025	11-20	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	**	CB
Comprehensive Exam	3 Hours	40	16-05-2025	1-40	CB

** To be announced in the class

CB= Close Book Exam

OB= Open 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

Date: 03/01/2025

Mr.VARUN KUMAR
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
INM128	Business Statistics	3	0	0	3

Instructor-in-charge: Dr.PRATIBHA BARIK

Learning Objective:

1. To teach students fundamental concepts in statistical research methods
2. To cultivate abilities in structuring and analysing problems
3. To foster the capability to implement solutions for decision making problems

Reference Books	Author/Publication
Business Statistics	Beri G., McGraw Hill Education India
Business Statistics	N D Vohra, McGraw Hill; 2nd edition (25 June 2021); McGraw Hill Education (India) Private Limited

Lecture No.	Learning Objectives	Topics to be Covered	Teaching Learning Strategies a. Group Learning and Teaching b. Game Based Learning c. Technology Based Learning d. Peer Teaching e. Project Based Learning	Reference (Ch./sec/page No of Text Book)
1-3	Understanding the basic concept of business statistics	Introduction: Meaning of Statistics. Applications of Statistics in various fields of business.	Technology based Learning	Ch-1
4-5	Classification and Tabulation of Data	Definition of data. Types of data-Primary and Secondary data, Qualitative and Quantitative data.		Ch-2

Lecture No.	Learning Objectives	Topics to be Covered	Teaching Learning Strategies a. Group Learning and Teaching b. Game Based Learning c. Technology Based Learning d. Peer Teaching e. Project Based Learning	Reference (Ch./sec/page No of Text Book)
6	Practice Session	Numerical Problems	Peer teaching	
7-9	Graphical and Diagrammatic Representation	Graphical and Diagrammatic Representation of data		Ch-3 and Ch-4
10-11	Learning with Excel	Graphical representation with excel	Technology based Learning	
12-14	Sampling	Definition of Population and Sample	Project based Learning	Ch-10
15-16	Measures of Central Tendency	Meaning of Central Tendency :Various measures of central tendency- Arithmetic mean, Geometric mean, Harmonic		Ch-5
17-19	Measures of Central Tendency	Empirical relation between Mean, Median and Mode. Numerical problems based on various forms of data	Peer teaching	Ch-5

Lecture No.	Learning Objectives	Topics to be Covered	Teaching Learning Strategies a. Group Learning and Teaching b. Game Based Learning c. Technology Based Learning d. Peer Teaching e. Project Based Learning	Reference (Ch./sec/page No of Text Book)
20-21	Practice Session	Numerical Problems	Technology based Learning	
22-24	Various measures of dispersion	Range and coefficient of range, Quartile Deviation and coefficient of quartile deviation		Ch-6
25-27	Various measures of dispersion	Numerical problems based on various forms of data.	Project based Learning	Ch-6
28-29	Practice Session	Numerical Problems, hands on excel	Technology based Learning	
30-32	Correlation analysis	Karl Pearson's Co-efficient of Correlation and Spearman's Co-efficient of Correlation by Ranking Method.		Ch-16
33-35	Regression Analysis	Concept of Regression and the Difference between Correlation and Regression.		Ch-16

Lecture No.	Learning Objectives	Topics to be Covered	Teaching Learning Strategies a. Group Learning and Teaching b. Game Based Learning c. Technology Based Learning d. Peer Teaching e. Project Based Learning	Reference (Ch./sec/page No of Text Book)
36	Practice Session	Numerical Problems, hands on SPSS	Peer teaching	
37-39	Classification and Tabulation	Univariate - Bivariate - Multivariate Data - Data Classification and Tabulation. Chi-Square distribution	Project based Learning	Ch-13
40	Practice Session	Numerical Problems, hands on SPSS	Peer teaching	

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	20	20-02-2025	1-14	CB
Test 2	60 Minutes	20	10-04-2025	15-27	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	**	CB
Comprehensive Exam	3 Hours	40	19-05-2025	1-40	CB

** To be announced in the class

CB= Close Book Exam

OB= Open 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

Note: 75 % Attendance is mandatory to seat in the examinations.

Date: 03/01/2025

Dr.PRATIBHA BARIK
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
SS129	Soft Skills Lab 1	3	0	0	3

Instructor-in-charge: Dr.SHUBHRA TIWARI

Learning Objectives:

After Successful completion of the course, the 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

Soft Skills	K.Alex	T1
Soft Skills	Personality Development and Soft Skills by Barun.K.Mitra	R1
Soft Skills	ICFAI institutional Material	R2
Soft Skills	Enhancing Employability Connecting Campus With Corporate by M S Rao, Dreamtech Press	R3
Website & You-tube	www.slideshare.com, many you-tube channels as per topic	

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Ch/Sec. /Page Nos. of Text/Ref. Books)
01	Understanding verbal & non-verbal comm	Verbal and Non-Verbal Communication Skills: Introduction	a. Group Learning and Teaching.	T1,R1, R2, R3

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Ch/Sec./Page Nos. of Text/Ref. Books)
02	Understanding different communication skills with special focus on listening.	Listening to customers, team members and managers; listening to electronic media; communication with customers.	b. Peer teaching	T1,R1, R2, R3
03	Communication in group	Communication with team members and managers, referencing for verbal communication	a. Group Learning and Teaching	T1,R1, R2, R3
04	Career preparation	Introduction; SOP; career objective; educational qualification; achievements and interests;	Technology based learning	T1,R1, R2, R3
05	CV	Types and preparation	Technology based	T1,R1, R2, R3
06	GD	Introduction to GD; foundation skills in GD;	a. Group Learning and Teaching	T1,R1, R2, R3
07	PI	Introduction to PI; foundation skills in PI.	Group Learning and Teaching, technology based	T1,R1, R2, R3
08	Executive Skills: Interpersonal skills	Definition; understanding, analysis and response to the needs, requirements and capabilities of	a. Group Learning and Teaching	T1,R1, R2, R3

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Ch/Sec./Page Nos. of Text/Ref. Books)
		people at different levels.		
09	Goal Setting Skills	Introduction; SWOT	b. Technology based Learning.	T1,R1, R2, R3
10		Students SWOT analysis	b. Technology based Learning.	T1,R1, R2, R3
11		relevance of SWOT on goal setting	a. Group Learning and Teaching	T1,R1, R2, R3
12		setting career goal	Group Learning and Teaching	T1,R1, R2, R3
13		action plan	a. Group Learning and Teaching	T1,R1, R2, R3
14		measures to achieve career goal	a. Group Learning and Teaching	T1,R1, R2, R3
15		corporate role models	Game based learning	T1,R1, R2, R3
16		three to five years career roadmap	Game and technology based	T1,R1, R2, R3
17		three to five years career roadmap	Game and technology based	T1,R1, R2, R3
18		three to five years career roadmap	Game and technology based	T1,R1, R2, R3
19		three to five years career roadmap	Technology based	T1,R1, R2, R3

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Ch/Sec./Page Nos. of Text/Ref. Books)
20		competitive work environment and realization of goals	Case based & technology based	T1,R1, R2, R3
21		competitive work environment and realization of goals	b. Technology based Learning.	T1,R1, R2, R3
22		competitive work environment and realization of goals	Peer and group learning	T1,R1, R2, R3
23		anticipating challenges and utilizing opportunities	Game based	T1,R1, R2, R3
24		anticipating challenges and utilizing opportunities	Game based	T1,R1, R2, R3
25	Time Management Skills	Understanding the concept & planning,	a. Group Learning and Teaching	T1,R1, R2, R3
26		Scheduling, Prioritizing;		T1,R1, R2, R3
27		multitasking	a. Group Learning and Teaching	T1,R1, R2, R3
28	Etiquette	Corporate Etiquette		T1,R1, R2, R3
29	Etiquette	Customer interaction etiquette		T1,R1, R2, R3
30	Etiquette	Customer interaction etiquette	a. Group Learning and Teaching	T1,R1, R2, R3

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Ch/Sec./Page Nos. of Text/Ref. Books)
31	Etiquette	Customer interaction etiquette	Technology based Learning.	T1,R1, R2, R3
32	Etiquette	Customer interaction etiquette	a. Group Learning and Teaching	T1,R1, R2, R3
33	Etiquette	office etiquette	a. Group Learning and Teaching	T1,R1, R2, R3
34	Etiquette	office etiquette	Peer learning	T1,R1, R2, R3
35	Etiquette	meeting etiquette	b. Technology based Learning.	T1,R1, R2, R3
36	Etiquette	meeting etiquette	b. Technology based Learning. Group learning	T1,R1, R2, R3
37	Etiquette	telephone etiquette	b. Technology based Learning.	T1,R1, R2, R3
38	Etiquette	telephone etiquette	Technology based Learning.	T1,R1, R2, R3
39	Etiquette	presentation etiquette	a. Group Learning and Teaching	T1,R1, R2, R3
40	Etiquette	presentation etiquette	Technology based Learning.	T1,R1, R2, R3

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	20	21-02-2025	1-10	CB
Test 2	60 Minutes	20	11-04-2025	11-24	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	25-40	CB
Comprehensive Exam	3 Hours	40	21-05-2025	1- 40	CB

** To be announced in the class

CB= Close Book Exam

OB= Open 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

Date: 07/01/2025

Dr.SHUBHRA TIWARI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
INM612	Business Ethics & Corporate Governance	3	0	0	3

Instructor-in-charge: Dr.PRATIBHA BARIK

Learning Objective:

1. Understand the foundational concepts of business ethics, moral reasoning, and ethical decision-making.
2. Learn about different ethical frameworks such as utilitarianism, deontology, virtue ethics, and stakeholder theory.
3. Understand how businesses can balance profitability with social, environmental, and ethical responsibilities.

Lecture No.	Learning Objectives	Topics to be Covered	Teaching Learning Strategies a. Group Learning and Teaching b. Games Based Learning c. Technology Based Learning d. Peer Teaching e. Project Based Learning	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	Group Learning and Teaching	Ch 1 (T) 1.1-1.9,
2-3	The Separatist view of Ethics - The Integration view of Ethics- Stages of Ethical Consciousness	Role of ethics in business		Ch 2 (T) 2.1-2.5

Lecture No.	Learning Objectives	Topics to be Covered	Teaching Learning Strategies a. Group Learning and Teaching b. Games Based Learning c. Technology Based Learning d. Peer Teaching e. Project Based Learning	Reference (Ch./sec/page No of Text Book)
	in Business-Need for Business Ethics.			
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:	Group Learning and Teaching	Ch 3 (T) 3.1-3.15,
6	Trust and Ethics: Supplier Relations, Customers, Employees-Integrative Social Contract Theory: Hyper Norms, Macro Social Contract, Micro Social Contract.	Ethics at workplace		Ch 4(T) 4.1-4.11
7-8	The Ethical Organization - An Overview - Characteristics of an Ethical Organisation: Corporate Moral Excellence, Stakeholders, Corporate Governance, Definition of Corporate Code-	The Ethical Organization and Its Corporate Code	Project based Learning	Ch 6 (T) 6.1-6.11

Lecture No.	Learning Objectives	Topics to be Covered	Teaching Learning Strategies a. Group Learning and Teaching b. Games Based Learning c. Technology Based Learning d. Peer Teaching e. Project Based Learning	Reference (Ch./sec/page No of Text Book)
	Development of Corporate Code-Implementation of Corporate Code.			
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	Group Learning and Teaching	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	Ethical Issues in Operations Management		CH 6 (R) 6.1-6.11

Lecture No.	Learning Objectives	Topics to be Covered	Teaching Learning Strategies a. Group Learning and Teaching b. Games Based Learning c. Technology Based Learning d. Peer Teaching e. Project Based Learning	Reference (Ch./sec /page No of Text Book
	Analytical Framework for Ethical issues in Operations Management.			
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	Game Based Learning	CH 5 (R) 5.1-5.17
19-21	Nature of Employment contract- Hiring- The Principle of Ethical Hiring- Equality of Opportunity- Discrimination- Ethics and Remuneration- Ethics in Retrenchment.	Ethical Issues in Human Resource Management		Ch 3 (T) 3.1-3.10
22-24	Financial Management- An overview- Importance of Financial Statements- Ethical issues in Mergers and Acquisitions- Hostile takeovers (Poison pill, Greenmail, Golden Parachute, People Pill, Sandbag, Management Buyouts)- Insider	Ethical Issues in Finance	Group Learning and Teaching	Ch 20(T) 20.1-20.14

Lecture No.	Learning Objectives	Topics to be Covered	Teaching Learning Strategies a. Group Learning and Teaching b. Games Based Learning c. Technology Based Learning d. Peer Teaching e. Project Based Learning	Reference (Ch./sec/page No of Text Book)
	Trading- Money Laundering.			
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	Ethical issues in Audit and Information technology.	Game Based Learning	CH 21(T) 21.9-21.16

Lecture No.	Learning Objectives	Topics to be Covered	Teaching Learning Strategies a. Group Learning and Teaching b. Games Based Learning c. Technology Based Learning d. Peer Teaching e. Project Based Learning	Reference (Ch./sec /page No of Text Book
	Rules Governing the Professional Conduct of Accountants - Ethical Audits - Information Technology: An Overview - Ethical issues in Information Technology- Importance of Software Audits.			
30-32	Stakeholders - An Overview - Internal Stakeholder: Shareholders, Employees, Management- External Stakeholders: Consumers, Suppliers, Creditors, Competitors, Community.	Corporate Responsibility - Stakeholders		CH 9 (R) 9.1-9.7
33-35	Definitions- Evolution of the Corporate Structure- Characteristics of Corporation: Limited Liability, Transferability, Legal Personality, Centralized Management- Purpose of a Corporation.	Corporation- An Overview		CH 8,9 (R) 8.9-8.12,9.1-9.9
36-37	Human Satisfaction, Social Structure,	Efficiency and Efficacy	Project based Learning	CH – 2 (R)

Lecture No.	Learning Objectives	Topics to be Covered	Teaching Learning Strategies a. Group Learning and Teaching b. Games Based Learning c. Technology Based Learning d. Peer Teaching e. Project Based Learning	Reference (Ch./sec /page No of Text Book
	Efficiency and Efficacy, Ubiquity and Flexibility- Identity: Corporation as a 'Person'- Corporation as a 'Moral Person'- Corporation Expectations of Society and Market Place.			2.1-2.12
38-39	Issues in Corporate Governance- Definition of Corporate Governance- Difference between Corporate Governance and Corporate Management- Theories of Corporate Governance- Models of Corporate Governance: Anglo-American Model, German Model, Japanese Model, Indian Model- Evolution of Corporate Governance.	Corporate Governance- An Overview		CH 21,22(R) 21.1-21.7,22.1-22.11

Lecture No.	Learning Objectives	Topics to be Covered	Teaching Learning Strategies a. Group Learning and Teaching b. Games Based Learning c. Technology Based Learning d. Peer Teaching e. Project Based Learning	Reference (Ch./sec/page No of Text Book)
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	Group Learning and Teaching	CH 23, 24 (R) 23.1-23.7, 24.1-24.13

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	20	17-0-2025	1-10	CB
Test 2	60 Minutes	20	07-04-2025	11-25	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	**	CB
Comprehensive Exam	3 Hours	40	01-05-2025	1-40	CB

** To be announced in the class

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

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

Date: 02/01/2025

Dr.PRATIBHA BARIK
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
INM502	Soft Skills Lab II	3	0	0	3

Instructor-in-charge: Mrs.SONAKSHI KHANDELWAL

Learning Outcomes:

Soft Skills Lab - III focuses on developing the employability skills of the students and enables them to perform successfully.

Text Books T1	Bill Mascull – Cambridge University Press McGraw–Hill
Reference Books R1	Bill Mascull – Cambridge University Press

Lecture-Wise-Plan:

Lecture Nos	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology Based Learning d. Peer Teaching e. Project Based Learning	Reference
1-8	Internship Experiences	Reflecting on internship experiences – Identifying achievements. Discussing personal and professional learnings from internships (oral presentations). Writing about internship learnings – Crafting structured reports. Sustaining interest in the internship sector –	Group Learning and Teaching	R1

Lecture Nos	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology Based Learning d. Peer Teaching e. Project Based Learning	Reference
		Exploring career prospects. Keeping track of company updates – Tools and techniques for staying informed. Building and maintaining professional relationships post-internship. Group discussion on challenges faced during internships and lessons learned. Practical session: Creating a detailed internship achievement portfolio.		
9-16	Training for Final Placement	Understanding adaptability skills – Importance and techniques for developing adaptability. Corporate expectations – Insights into employer needs and workplace culture. Employment market demand-supply dynamics – Current trends and analysis. Self-evaluation: Assessing skills, strengths, and weaknesses. Setting realistic career expectations based on market research.	Technology based Learning	R1

Lecture Nos	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology Based Learning d. Peer Teaching e. Project Based Learning	Reference
		Post-internship goal setting – Short-term and long-term career planning. Placement initiatives – Understanding the process and taking ownership. Practical session: Preparing a personalized placement action plan.		
17-24	Curriculum Vitae and Verbal Aptitude Training	Post-internship CV – Highlighting internship experiences effectively. Crafting job-specific CVs – Tailoring for different roles and industries. Role of a CV in the selection process – Insights from recruiters. Defending and validating CV content – Preparing for potential questions. Introduction to verbal aptitude – Understanding the basics. Verbal reasoning skills – Practicing logical and analytical thinking. Building vocabulary and business phrases for professional communication.	Peer Teaching	R1

Lecture Nos	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology Based Learning d. Peer Teaching e. Project Based Learning	Reference
		Practical session: CV review and mock verbal aptitude exercises.		
25-32	Group Discussion (GD)	<p>Foundation skills for group discussion – Overview and importance.</p> <p>Challenges in GDs – Strategies to overcome nervousness and conflicts.</p> <p>Approaching various GD topics – Structured frameworks for analysis.</p> <p>GD-specific communication skills – Clarity, confidence, and conciseness.</p> <p>Integrating current updates into GD – Staying relevant and informed.</p> <p>Practical session: Mock GDs with feedback from peers and mentors.</p> <p>Common GD mistakes and how to avoid them.</p> <p>Advanced GD techniques – Role-playing and managing diverse perspectives.</p>	Group Learning Teaching	R1

Lecture Nos	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology Based Learning d. Peer Teaching e. Project Based Learning	Reference
33-40	Personal Interview and Industry Networking	Professional self-introduction – Crafting and practicing a compelling pitch. Skills for handling various types of interviews (personal, group, phone, video). Practical session: Mock interviews with real-time feedback. Introduction to industry networking – Importance and strategies. Attending sector seminars, panel discussions, and career fairs – Maximizing opportunities. Building relationships with industry mentors and networking locally. Campus placement preparation – Tips for standing out during interviews. Final review: Combining all skills for professional growth and placement readiness.	Group Learning Teaching	R1
29-35	Marketing Research	Importance of marketing research in services marketing – Overview. Techniques for conducting marketing research in services.	Game Based Learning	R1

Lecture Nos	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology Based Learning d. Peer Teaching e. Project Based Learning	Reference
		<p>Practical session: Designing a marketing research plan for a service industry. Management of service marketing efforts – Strategic planning and implementation. Challenges in managing service marketing efforts – Discussion. Practical session: Developing a service marketing strategy. Case study on successful service marketing management.</p>		
36-40	Service Tax Provisions	<p>Overview of service tax provisions and compliance. Practical session: Understanding tax compliance for a service business. Emerging trends in service marketing – AI, personalization, and sustainability. Group discussion: Future of services marketing in a digital world. Final review: Integration of all concepts – Developing a comprehensive service marketing plan.</p>	Technology based Learning	R1

Evaluation Scheme:

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Test 1	60 Minutes	20	17-02-2025	1-10	CB
Test 2	60 Minutes	20	07-04-2025	11-25	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	26-40	CB
Comprehensive Exam	3 Hours	40	05-05-2025	1-40	CB

** To be announced in the class

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OB= Open 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

Date: 10/01/2025

Ms.SONAKSHI KHANDELWAL
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
MKE631	Marketing Research	3	0	0	3

Instructor-in-charge: Dr.ARCHI 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
	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	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1-2		Marketing Research defined – Need for	Group Learning	

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (chapter/sec./Page Nos of Text/Ref. Books)
	Introduction to Management Research	Marketing Research – Functions of Marketing Research		R1, pg -32 Ch-1, Study material 1, PDF
3-4	Introduction to Management Research	Practice of Marketing Research – Manager – Researcher Relationship	Group Learning	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	Group Learning	R1 Ch-4 Pg 128, Study material 2, PDF

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (chapter/sec./Page Nos of Text/Ref. Books)
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	Project based learning	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	Group Learning	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	Group Learning	R2, Ch-6 (18), Study material 2, PDF,
15-17	To get insight about research designs	Types of Research: Introduction – Use of Exploratory	Peer learning	R2, Ch-5 (16,17), Study

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (chapter/sec./Page Nos of Text/Ref. Books)
		Research, Design of Exploratory Studies – Conclusive Research		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	Peer Teaching	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	Peer Teaching	R1 Part-2, pg 362 Study material 3, PDF
23-24	To understand the sampling designs and sample size	Sampling designs – Sampling concepts – Calculation of sample size –	Peer Teaching	R1 Part-2, pg 362 Study material 3, PDF

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (chapter/sec./Page Nos of Text/Ref. Books)
		Types of sample designs,		
25-26	To understand the preparation of data before editing	Introduction – Data editing – Variable development, Coding – Categorizations – Data entry – Data mining	Technology based learning	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	Technology Based Technology, Group Learning	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	Technology Based Technology, Group Learning	R1, part-3, pg 564, Study material 4, PDF
31-32	To understand data analysis-	Correlation analysis – Linear	Technology Based Technology, Group Learning	R1, part-3, pg 564 and

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (chapter/sec./Page Nos of Text/Ref. Books)
	correlation and discriminant	Discriminant analysis - Automatic interaction detector		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	Technology Based Technology	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	Technology Based Technology	R1, part-3, pg 532, Study material 5, PDF
38-40		ANOVA for Latin Square design – ANOVA with	Technology Based Technology	R1, part-3, pg 532, Study

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (chapter/sec./Page Nos of Text/Ref. Books)
	To understand ANOVA and ANCOVA	Interaction - Factorial design – Analysis of Covariance		material 5, PDF
41-42	How to write research report	Introduction – Role of the report – Principles of report writing – The Report format– Presentation of Statistics – Oral presentations – Evaluation of the Research portion	Project based learning	R4, Study material 5, PDF

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	20	18-02-2025	1-16	CB
Test 2	60 Minutes	20	08-04-2025	17-32	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	**	CB
Comprehensive Exam	3 Hours	40	09-05-2025	1-42	CB

** To be announced in the class

CB= Close Book Exam

OB= Open 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

Date: 09/01/2025

Dr.ARCHI DUBEY
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
MKE652	Consumer Behaviour	3	0	0	3

Instructor-in-charge: Dr.AMBARISH GHOSH

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.

Reference Book R1	Consumer Behaviour David L Louon & albert J Dello, Tata McGraw-Hills
Text Book T1	Consumer Behaviour Suja R.Nair Himalaya Publication House
Text Book T2	Consumer Behaviour Consumer Behavior IUP Book
Reference Book R2	Consumer Behaviour Frank Kardes, Maria Cronley, Thomas Cline Publisher: Cengage Learning
Reference Book R3	Consumer Behaviour 11 Ed, Schiffman, Wisenbilt and Kumar, Publisher: Pearson India Publication Date: 2015

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (ch/sec. /Page Nos of Text/Ref. Books)
1-2	Introduction to CB	Concepts and characteristics of	a. Group Learning and Teaching.	Handout/T1 Ch1- Page 2-34

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (ch/sec. /Page Nos of Text/Ref. Books)
		modern consumer behavior.		
3-5	Introduction to CB	Marketer's & Consumer's views of Consumer Behavior. Market Strategy based on Consumer Behavior,	d. Peer teaching	Handout/T1 Ch1- 36-38
6-8	Market Analysis	Market Analysis Consumer decision process, Consumer decision process.	a. Group Learning and Teaching.	Handout/T1 Ch2- Page 54-70
9-10	Consumers motivation	Consumer's motivation, personality, values and involvement. Culture- Meaning and Characteristics of culture, Functions and types of culture	a. Group Learning and Teaching.	Handout/T1 Ch2- Page 42-54
11		Revision		
12		Case study	a. Group Learning and Teaching.	Case analysis IUP
13-15	Cross-cultural marketing	Cross-cultural marketing objectives, Basic areas for cross-cultural marketing, Problem in cross cultural marketing.	a. Group Learning and Teaching.	Handout/T1 , R1-156-158

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (ch/sec. /Page Nos of Text/Ref. Books)
16-17	Consumer Motivation	Introduction, motives and motivation, positive or negative motivation, Personal , social motives,	a. Group Learning and Teaching.	Handout/T1 Ch11- Page 236-265
17-19	Consumer involvemen	Types of involvement, measuring involvement, values , values and attitudes, means and end chain model. learning and attitudes,	a. Group Learning and Teaching.	Handout/T1 Ch11- Page 200-210
20		Assessment/ Assignment		
21-23	Perception and consumer	External influences on consumer behavior, Perception and consumer Behavior, Advantages and disadvantage of groups, reference group, types of reference group,	c. Technology based Learning	Handout/T1 Ch14- Page 251- 261
24-25	Social class	Introduction social class categorization, Social class lifestyle and buying behavior, social class and market segmentation.	c. Technology based Learning	Handout/T1 Ch11- Page 200-210

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (ch/sec. /Page Nos of Text/Ref. Books)
26		Revision		
27		Case study	a. Group Learning and Teaching.	Case analysis IUP
28	Influence of Social factors	Social factors, Social class and consumer behavior. Personality, Values and involvement	c.Technology based Learning	Handout/T1 , R1-156-158
29-32		Meaning of culture, Characteristics of culture, functions of culture, types of culture cross cultural marketing objectives, Basic areas for cross-cultural marketing, problem in cross cultural marketing.	d.Peer teaching	Handout/T1 Ch11- Page 236-265
33-35		Presentation	d.Peer teaching	
36-37		Introduction, motives and motivation, Personal ,social motives, types of involvement, values and attitudes	a. Group Learning and Teaching.	Handout/T1 , R1-156-158

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (ch/sec. /Page Nos of Text/Ref. Books)
38-39		Case study	a. Group Learning and Teaching.	Case analysis IUP
40		Revision		

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	20	19-02-2025	1-10	CB
Test 2	60 Minutes	20	09-04-2025	11-20	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	**	CB
Comprehensive Exam	3 Hours	40	12-05-2025	01-40	CB

** To be announced in the class

CB= Close Book Exam

OB= Open 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

Date: 08/01/2025

Dr.AMBARISH GHOSH
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
FIE641	Financial Risk Management	3	0	0	3

Instructor-in-charge: Mrs.BULBUL RASTOGI

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 T1	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 Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Ch/Sec./Page Nos. of Text/Ref. Books)
1-3	Introduction to Financial risk	Meaning, scope, objectives, Introduction to Financial Risk Management, Motivation for risk management	Group Learning and Teaching	T 1, Ch-1 Pg no. 1 - 20

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: <ol style="list-style-type: none"> Group Learning and Teaching Game Based Learning Technology based Learning Peer teaching Project based Learning. 	Reference (Ch/Sec./Page Nos. of Text/Ref. Books)
4-8	To Understand Investors and Risk Management	Evaluating the risk and Return of individual securities and Portfolio	Technology based Learning	T1, Ch-2 Pg. no. 21-35
9-15	To Understand Diversification and Risk management	Risk management and shareholder wealth, Shareholders and Irrelevance proposition	Technology based Learning	T1, Ch-2 Pg. no. 36-48
16-20	To Understand Creating value with Risk Management	Bankruptcy costs and costs of financial Distress, Taxes and risk management	Group Learning and Teaching	T1, Ch-3 Pg.no.51-63
21-25	To Understand Forward Contracts & Future contract	Pricing forward contracts on T-bills, Generalizing our results Counterparty risk with future contracts	Technology based Learning + Peer Teaching	T1, Ch-5 Pg.no.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.	Group Learning and Teaching	R3, Ch-16 Pg.no. 485 - 500

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Ch/Sec./Page Nos. of Text/Ref. Books)
31-35	To Understand Hedging exposures	Hedging exposures with forward and futures contracts	Technology based Learning	T1, Ch-6 Pg.no.151-170
36-40	To Understand Optimal Hedges for the real world	Implementing the minimum variance hedge in the real world	Group Learning and Teaching	T1, Ch-7 Pg.no.191-205

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	20	19-02-2025	1-20	CB
Test 2	60 Minutes	20	09-04-2025	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	**	CB
Comprehensive Exam	3 Hours	40	14-05-2025	1- 40	CB

** To be announced in the class

CB= Close Book Exam

OB= Open 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

Date: 03/01/2025

Ms.BULBUL RASTOGI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
HRE611	Leadership Skills and Change Management	3	0	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	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning. f. Case based Learning	Reference (ch/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,	a. Group Learning and Teaching	R1, pg -8-9 Ch-I, 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,	f. Case Based Learning	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	c. Technology based Learning	R1 Ch-3 Pg 103, Study material 1, PDF

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning. f. Case based Learning	Reference (ch/sec. /Page Nos of Text/Ref. Books)
		Studies, University Of Michigan Studies, The Managerial Grid, Scandinavian Studies, Contingency Approaches to Leadership, Fiedler's Contingency Model,		
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	a. Group Learning and Teaching	R1 Ch-4, r3 part 1, 138, , Study material 2, PDF

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning. f. Case based Learning	Reference (ch/sec. /Page Nos of Text/Ref. Books)
9-10	To understand the different leadership styles and its implications	Leadership Styles- Authoritative Style, Autocratic Style, Benevolent Style, Coaching Style, Democratic Style, Pacesetter Style, Expert Style, Manipulative Style, Bureaucratic Style, Participative Style	c. Technology based Learning	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,	a. Group Learning and Teaching	R2, Ch-4 (14), Study material 2, PDF, R4, Part 4

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning. f. Case based Learning	Reference (ch/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	f. Case Based Learning	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	a. Group Learning and Teaching	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?	c. Technology based Learning	R2, Ch-3 (8,9,10), Study material 3, PDF

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning. f. Case based Learning	Reference (ch/sec. /Page Nos of Text/Ref. Books)
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-	a. Group Learning and Teaching	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	a. Group Learning and Teaching	Study material 3, PDF
25-26	To get insight of motivation	Motivating people at different levels, Motivating by setting Difficult Goals,	f. Case Based Learning	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,	a. Group Learning and Teaching	R4, part 6 Study material 4, PDF

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning. f. Case based Learning	Reference (ch/sec. /Page Nos of Text/Ref. Books)
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:	c. Technology based Learning	R3, Study material 4, PDF
31-32	To understand about coaching	Demystifying coaching, the leader as a coach, improving as a coach, What can a coach do to be a better coach?	a. Group Learning and Teaching	R3, part-2, pg 170, Study material 4, PDF

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning. f. Case based Learning	Reference (ch/sec. /Page Nos of Text/Ref. Books)
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-	a. Group Learning and Teaching	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,	f. Case Based Learning	R3,Part 4- pg 381
38-40	To understand change management and transformation of organization	Inadvertent Rejuvenation, Imperative Rejuvenation, Steady Rejuvenation, Driven	c. Technology based Learning	R4, Study material 5, PDF

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning. f. Case based Learning	Reference (ch/sec. /Page Nos of Text/Ref. Books)
		Rejuvenation, Implementing Change: Transforming an Organization - Establishing a Sense of Urgency		
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	a. Group Learning and Teaching	R4, Study material 5, PDF

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.

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Test 1	60 Minutes	20	19-02-2025	1-20	CB
Test 2	60 Minutes	20	09-04-2025	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	1-42	CB
Comprehensive Exam	3 Hours	40	14-05-2025	1- 42	CB

** To be announced in the class

CB= Close Book Exam

OB= Open 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

Date: 07/01/2025

Dr.JAYANT ISAAC
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
HRE631	Corporate Communication	3	0	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 T1	Corporate Communication, Printed Material
Reference Book R1	Essential of Corporate Communication, Essential of Corporate

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference
1-2	To understand importance of corporate communication	Corporate Communications: Overview, Importance of Corporate Communication, Importance of communication in the context of change,	a. Group Learning and Teaching.	PDF
3-4	To study principles of effective strategic communication	Importance of communication in the context of	b. Technology based Learning.	PDF

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference
1-2	To understand importance of corporate communication	Corporate Communications: Overview, Importance of Corporate Communication, Importance of communication in the context of change,	a. Group Learning and Teaching.	PDF
		crises, principles of effective strategic communication, model for developing integrated communication interventions, barriers for adopting integrated communication.		
5-6	To learn Internal and external functions	Internal and External Functions of Corporate Communication	a. Group Learning and Teaching	PDF
7	To accumulate Knowledge of Corporate Communication in India	Corporate Communication in India	a. Group Learning and Teaching.	PDF
8	To understand Need and relevance	Need and relevance of corporate	b. Technology based Learning.	PDF

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference
1-2	To understand importance of corporate communication	Corporate Communications: Overview, Importance of Corporate Communication, Importance of communication in the context of change,	a. Group Learning and Teaching.	PDF
		communication in contemporary scenario.		
9-10	To study Key concept	Key concept in Corporate communication Corporate Identity	a. Group Learning and Teaching	PDF
11-12	To learn corporate image	Corporate Image	a. Group Learning and Teaching	PDF
13	To accumulate Knowledge on Corporate reputation	Corporate reputation	a. Group Learning and Teaching	PDF
14-15	To understand Ethics	Ethics and law in corporate communication	a. Group Learning and Teaching	PDF
16	To study Defamation	Defamation	b. Technology based Learning.	PDF
17	To learn Invasion Privacy	Invasion of Privacy	a. Group Learning and Teaching	PDF

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference
1-2	To understand importance of corporate communication	Corporate Communications: Overview, Importance of Corporate Communication, Importance of communication in the context of change,	a. Group Learning and Teaching.	PDF
18	To accumulate Knowledge on Copy right Act	Copy right Act	b. Technology based Learning.	PDF
19	To understand Digital privacy	Digital privacy	b. Technology based Learning.	PDF
20	To study online piracy in India	Online piracy in India	a. Group Learning and Teaching	PDF
21	To learn RTI	Right to Information (RTI)	a. Group Learning and Teaching	PDF
22-23	To accumulate Knowledge Comparative advertisement	Comparative advertisement	a. Group Learning and Teaching	PDF
24-25	To understand Advertising objectives and planning	Advertising objectives and planning	a. Group Learning and Teaching	PDF
26-27	To study Evaluating advertising effectiveness	Evaluating advertising effectiveness	a. Group Learning and Teaching.	PDF

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference
1-2	To understand importance of corporate communication	Corporate Communications: Overview, Importance of Corporate Communication, Importance of communication in the context of change,	a. Group Learning and Teaching.	PDF
28-29	To learn advertising production process	The advertising production process – Conceptualization, Execution, Evaluation, Goals of corporate advertising, Organization of advertising function,	a. Group Learning and Teaching	PDF
30-31	To accumulate Knowledge on Marketing Communications	Marketing Communications– An Overview	a. Group Learning and Teaching	PDF
32-33	To understand Factors Affecting the Marketing Communication Mix	Sponsorships, Exhibitions, Packaging, Point-of-Purchase Displays, Internet, Word-of-Mouth, Corporate Identity –	a. Group Learning and Teaching	PDF

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference
1-2	To understand importance of corporate communication	Corporate Communications: Overview, Importance of Corporate Communication, Importance of communication in the context of change,	a. Group Learning and Teaching.	PDF
34-35	To study Marketing Communication Planning Process	Marketing Communication Planning Process	a. Group Learning and Teaching	PDF
36-37	To learn Developing a Marketing Communications Program	Customer Analysis	a. Group Learning and Teaching	PDF
38-39	To understand Marketing Communications Research	Marketing Communications Research	a. Group Learning and Teaching	PDF
40	To study Mass Media Promotions	Mass Media Promotions	a. Group Learning and Teaching	PDF

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	20	20-02-2025	1-15	CB
Test 2	60 Minutes	20	10-04-2025	16-25	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	1-25	CB
Comprehensive Exam	3 Hours	40	19-05-2025	1-40	CB

** To be announced in the class

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Date: 07/01/2025

Dr.R VIJAYA LAKSHMI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
IVE621	Portfolio Management and Mutual Funds	3	0	0	3

Instructor-in-charge: Dr.SHILPI GUPTA

Learning Outcomes:

1. The objective of this paper is designed to provide the students with an understanding of basic concepts and practices of investment, risk and return
2. To enable them to establish the valuable linkage between modern theories of finance and the analytical techniques used by investors for valuing securities.

Text Book T1	Security Analysis and Portfolio Management-S. KEVIN
Reference Book R1	Investment Management, V K Bhalla / S Chand & Sons Co.,2022
Reference Book R2	Security Analysis and Portfolio Management, Donald E Fischer and Ronald J Jordan/ Prentice Hall of India
Reference Book R3	PDF (Extracted from all books and compiled)

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Ch/Sec. /Page Nos. of Text/Ref. Books)
1	Introduction to Portfolio Management:	Meaning of Investment, the Necessity of Investment Policy, Inputs to a Policy Statement, Investment Motives or Goals,	Technology Based Learning	Pdf 1.1/ NSE Notes

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Ch/Sec. /Page Nos. of Text/Ref. Books)
2	Introduction to Portfolio Management	Risks in Investment, Need for Portfolio Management, The Process of Portfolio Management	Group Learning and Teaching- NISM Notes	Pdf 1.2/
3-4	Introduction to Portfolio Management:	Investment Policy: Different Types of Investors, their Needs and Weaknesses, Implementing Investment Strategies, Investment Objectives and Constraints of Different Types of Investors	RBI Bulletin-Group Learning	Pdf 1.3/1,4/
5	Introduction to Portfolio Management:	Psychology of Risk, Significance of Behavioral Finance, Individual Investors, Institutional Investors, Drivers of Investment Policies,	Game Based Learning	Pdf 1.5
6	Introduction to Portfolio Management:	Setting Objectives for the Institutional Investors, Investment Policies of the Institutional Investors		Notes from sebi.gov.in
7-8	Discussion	CASE STUDY	Group Based Learning	PDF C-1
9	Capital Market Theory	Markowitz Model and Efficiency Frontier, Evolution of Capital Asset Pricing Model (CAPM),	Technology Based Learning	Pdf 2.1/2.2

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Ch/Sec. /Page Nos. of Text/Ref. Books)
10	Capital Market Theory	The Capital Market Line (CML), The Capital Asset Pricing Model (CAPM), Security Market Line (SML)		Pdf 2.3
11	Capital Market Theory	Application of CML	Group Learning	Pdf 2.4/2.5/2.6
12	Capital Market Theory	CAPM Arbitrage Pricing Theory: Arbitrage Pricing Model,		Pdf 2.7/ NISM
13	Capital Market Theory	Arbitrage Mechanism, The Dominant Portfolio 'M', The Separation Theorem	Technology Based Learning	Pdf 2.8/NISM
14	Capital Market Theory	Comparison of CAPM and APT, Applications of APT	Peer teaching	Pdf 2.9/Zerodha Notes
15	Capital Market Theory	Types of securitisable assets, Benefits of Securitization, Issues in Securitization		Pdf 2.10
16	Discussion	CASE STUDY		Pdf C-2
17	Portfolio Analysis	Components of Risk and Return, Systematic and Unsystematic Risk, Beta of a Portfolio,	Technology Based Learning	Pdf 3.1/ Live Market
18-19	Portfolio Analysis	Portfolio Diversification, Marginal Productivity		Pdf 3.2/3.2

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Ch/Sec. /Page Nos. of Text/Ref. Books)
		of Incremental Assets, Perils of Excessive Diversification,		
20	Portfolio Analysis	Optimal Portfolio selection: Concept of Indifference Curves, Efficient Set Theorem, Optimal Portfolio Selection, Portfolio Revision: Need and Importance of Portfolio Revision	Technology Based Learning	Pdf 3.3/IGNOU Notes
21	Portfolio Analysis	Pitfalls to be avoided in Portfolio Revision, Portfolio Revision Techniques,	Peer teaching	Pdf 3.4
22	Portfolio Analysis	Practical Problems in Portfolio Revision, Selection and Revision of Equity Portfolios		Pdf 3.5/ From Kevin
23	Portfolio Analysis	Practical Problems in Portfolio Revision, Selection and Revision of Equity Portfolios	Group Learning and Teaching	Pdf 3.6/ from kevin
24	Presentation	Live market Demo		In class by Faculty
25	Measuring and Evaluating Portfolio Performance:	Meaning and Importance of Portfolio Performance Measurement, Measures of Return, Buying the Index Approach (Sharpe's	Group Learning and Teaching	Pdf 4.1/ Numericals from Kevin

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Ch/Sec. /Page Nos. of Text/Ref. Books)
		Measure-Reward Per Unit of Unit of Total Risk, Jensen's Differential Return Approach), Performance Evaluation of the Portfolio Manager,		
26	Measuring and Evaluating Portfolio Performance:	Evaluating Asset Class Managers, Equity Portfolio Management: Introduction, Efficient Market Hypothesis, Passive vs. Active Management Strategies, Types of Passive Portfolios, Active Management Styles and Strategies, Combining Active and Passive Styles,	Technology Based Learning	Pdf 4.2
27	Measuring and Evaluating Portfolio Performance:	Fixed Income Portfolio Management: Introduction, Fixed Income Portfolio Management Strategies – Passive Management – Semi-active Management – Active Management,	Group learning/ RBI Bulletin 2024	Pdf 4.3/

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Ch/Sec. /Page Nos. of Text/Ref. Books)
28-29	Measuring and Evaluating Portfolio Performance:	Use of Derivatives in Fixed Income Portfolio Management,	Peer teaching	Pdf 4.4/ Numerical from kevin
30	Measuring and Evaluating Portfolio Performance:	Sharpe/Treynor/Jenson Ratio calculation		Pdf 4.5/Numerical
31	Measuring and Evaluating Portfolio Performance:	Factor-Based Approach, Equity Style Management, Book Value/Market Value Ratio	Technology Based Learning	Pdf 4.6/4.7
32	Discussion	CASE STUDY		Pdf C-4
33	Evolution of Mutual Funds	Introduction to Mutual Funds, History of Mutual Funds, Mutual Funds Industry in India, Mutual Funds Industry-Abroad, Factors Conducive to Growth of Mutual Funds Industry, Mutual Funds in India: The Different Types of Mutual Funds		Pdf 5.1
34	Evolution of Mutual Funds	The Players in the Mutual Funds Industry, The Structure of Mutual Funds, Organization	Technology Based Learning	Pdf 5.2

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Ch/Sec. /Page Nos. of Text/Ref. Books)
		and Management Pattern of UTI		
35	Evolution of Mutual Funds	Tax Treatment and Benefits, The Role of Mutual Funds in the Financial Market Marketing and Investment Aspects of Mutual Funds: Marketing of Mutual Funds,	Project Based learning from Zerodha	Pdf 5.3
36-37	Evolution of Mutual Funds	Operations, Investment Performance of Mutual Funds: Performance of Mutual Funds in the US, Performance Analysis of Indian Mutual Fund Industry,		Pdf 5.4/ NISM
38	Evolution of Mutual Funds	Calculation of NAV of Mutual funds.	Peer teaching	Pdf 5.5
39	Evolution of Mutual Funds	Calculation of NAV of Mutual funds.	Group Learning and Teaching	Kevin
40	Discussion	CASE STUDY		Pdf C-5

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.

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Test 1	60 Minutes	20	20-02-2025	1-14	CB
Test 2	60 Minutes	20	10-04-2025	15-28	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	1-40	CB
Comprehensive Exam	3 Hours	40	19-05-2025	1-40	CB

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Date: 07/01/2025

Dr.SHILPI GUPTA
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Second Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
EVS200	Environmental Sciences	3	0	0	3

Instructor-in-charge: Dr.AMENA KHANANI

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

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

Lecture-Wise-Plan:

Lecture Nos.	Learning objectives	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Ch./Sec./ Page Nos.of Text Book)
1-3	Observe and describe habitats within ecosystems	Definition, Characteristics of Ecosystem: Structure of Ecosystem	a. Group Learning and Teaching.	T1:40-44
4-6		Function of ecosystem, Food chain, Food web, Trophic level, Energy flow, ecological pyramids.	a. Group Learning and Teaching.	T1: 46-54
7-9		Types of ecosystems: Aquatic ecosystems Terrestrial ecosystems	a. Group Learning and Teaching.	T1:59-71
10-11	To describe the challenges of maintaining Soil quality	Land Pollution, Lithosphere, pollutants	a. Group Learning and Teaching.	T2 110-120
12-14		Pollutants & their origin and effect, collection of solid waste	a. Group Learning and Teaching.	T2: 132-147
15-18		Solid waste management, recycling and reuse of solid waste and their disposal techniques (open dumping, sanitary land filling,	a. Group Learning and Teaching.	

Lecture Nos.	Learning objectives	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Ch./Sec./ Page Nos.of Text Book)
		thermal, composting).		
19 -21	To describe the challenges of maintaining surface and ground water quality.	Aquatic Environment, water pollutants, Eutrophication	b. Technology based Learning.	R2: 201-220
22-25		Chemical Speciation, monitoring techniques and methodology	b. Technology based Learning.	R2: 12.11.1 - 12.11.12
26-27		Determination of temporary and permanent hardness of water	b. Technology based Learning.	T1: 251-252
28-30		Waste water treatment	b. Technology based Learning.	T1: 153-162
31- 33	To understand the sources of air pollution and describe the types of air pollutants.	Introduction-definition-classification of air pollutants- air quality standards.	a. Group Learning and Teaching.	T1: 125-131
34-37		Sources, Analysis, Effects and control measures for Sox, NO _x , PM and CO	b. Technology based Learning.	R2:146-172

Lecture Nos.	Learning objectives	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Ch./Sec./ Page Nos.of Text Book)
38-40		Secondary [photochemical smog, acid rain, ozone, PAN (Peroxy Acetyl Nitrate)], Green-house effect, ozone depletion, atmospheric stability and temperature inversion,	b. Technology based Learning.	T2 27-45

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Date: 03/01/2025

Dr.AMENA KHANANI
Instructor-in-charge