

SCHOOL OF COMMERCE AND MANAGEMENT



CURRICULUM AND SCHEME OF EXAMINATION

LINGAYA'S
VIDYAPEETH

(MBA Program)

Deemed-to-be University
u/s 3 of UGC Act 1956
BATCH: 2023-25

choose to know

FOREWORD

This is to certify that this booklet contains the entire Curriculum and Scheme of Examination of MBA-Master of Business Administration being offered at school of Commerce and management at this University. This has been duly vetted and finally approved by the Board of studies vide its 24th meeting and Academic Council of the University vide its 25th meeting (Agenda items 24.5, 24.6, 24.8 and 24.9, 24.10) held on 4th July 2023 for Batch 2023-26 onwards and changes, if any deemed appropriate, shall be duly incorporated after the necessary approval by the Academic Council.

This Curriculum and Scheme of Examination of MBA has been implemented w.e.f. AY 2023-25 for Batch 2023 -25.

LINGAYA'S
VIDYAPEETH

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know

Preamble

The MBA is a two year program that is designed in a manner so as to train students towards taking up challenging managerial roles. In other words, the MBA program equips students with the subject based and lifelong skills which are required to be successful in the fast moving business environment. Within the structure of the program, the design draws on the choice-based credit system, ensuring that students get ample opportunity and options to expand their horizons of learning. Interdisciplinary learning broadens and diversifies the skill set, complementing the management-oriented domain knowledge. While the first two semesters of the program lay a strong foundation for management concepts, the third and fourth semesters provide deeper insights into the students' elected/ chosen areas of specialization. Each student specializes in two domain areas of management, from those offered by the department.

At a time when India is attaining recognition as a world economic power and when the availability of demographic dividend is increasing, there are various facets of management and business administration which have been incorporated into the curriculum. The cornerstones of the curriculum structure are digitization, globalization, professional skilling, entrepreneurship and creative thinking. It is for this reason that a variety of specialization areas and a significant exposure to interdisciplinary learning have been provided.

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know

Program Focus on Regional, National and Global Needs

In sync with the program outcomes of managerial competency, critical thinking, multicultural appreciation and ethical decision making, the MBA program seeks to prepare talent which makes an impact at a gradient of levels, viz., from the local level, to regional level, to national and the global level. A few such courses are Business Communication, Managerial Economics, Organization Behavior, Entrepreneurship and New Venture Development, Human Resource Management, Strategic Management, Supply Chain and Logistics Management, Waste Management Banks, Marketing to Base of the Pyramid etc.

The complete list of courses catering to Regional, National and Global needs is provided in Appendix A.

LINGAYA'S
VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

Program Focus on Environment, Human Values and Diversity

As a professional program, the MBA equips students to learn and groom themselves as managers in contemporary times. With increasing diversity at places of work, skills are required in order to uphold basic human values, as well as to respect our environment and the society. The curriculum includes a number of courses to address these requirements, a few of which are Organization Behavior, Employability Skills, Consumer Behavior, International HRM, Managing Multinational Enterprises, Managing Corporate Entrepreneurship, Coaching, Counseling and Mentoring etc.

The complete list of courses focusing on Environment, Human Values and Diversity is provided in Appendix B.

Program Focus on Ability Enhancement

Focusing more on outcomes, the MBA program emphasizes on the lifelong skills which students imbibe from or develop through the program. The courses have been designed so as to enhance the ability for employability, entrepreneurship and/or skill development. The statements delineating the outcomes of various courses indicate the thrust of the course, towards the specific type of ability. A few of these courses are Managerial Economics, Business Environment and Legal Aspects, Communication Development Programme-I, Professional Competency, Indian Ethos and Values, Summer Internship Project, Legal Aspects of Healthcare, Credit Evaluation, Monitoring and Recovery Management etc.

The complete list of courses focusing on Ability enhancement is provided in Appendix C.

Contents

	Page Nos.
Vision and Mission of the Department	1
About the Department	2
Program Educational Objectives and Program Outcomes	3
Semester System and Choice Based Credit System	4
Study Scheme: MBA	5
Course Contents in Detail (Foundation, Core and Domain Specific courses)	
Course Contents in Detail (Open elective courses)	
Appendices A–G	

LINGAYA'S
VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

Vision of the Department

To build the Department of Management Studies as a center for total quality education through a focus on holistic development to the individual, the nation and the world

Mission of the Department

To be a centre of excellence for management education with an aim to: -

- Develop knowledge and skills, for creating future thought leaders for transformational changes in the global context
- Enhance individual capabilities by working towards maximizing potential and leadership skills
- Encourage the spirit of innovation, entrepreneurship and empowerment for nation building
- Inculcate ethics and values for inclusive growth through institutional social responsibility and participation of stakeholders.

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know

About the Department

The School of Commerce & Management stands out as a leading center of excellence for management studies. SOCM was established in 2004-2005 with a vision to create world-class managers, entrepreneurs, and change leaders who can create new benchmarks of professional excellence in the industry. The department offers six programs: BBA, B.Com (Hons), BMI (Integrated MBA+BBA), MBA, MBA Executive & Ph.D. In the dual specialization MBA program, we offer specializations in Human Resource Management, Marketing Management, Financial Management, Business Analytics and International Business, Operation & Management, Entrepreneurship & Small Business Management, Event & Media Management, Management Information System, Health Care Management. We will introduce more streams in the curriculum as per demand in the industry.

SOCM Pillars

Our essential strong pillars include our intellectual capital, a robust industry-oriented curriculum and the innovative learning delivery that provides training by industry mentors, industry visits, case study workshops and graded evaluation, live projects, workshops, seminars, conferences and corporate guest lectures. We have a separate career development cell for our students, which is to impart knowledge and skills and meet the human resources requirements of the industry. Not surprisingly, we have exemplary students and an illustrious alumni network spread across the globe.

Our faculty members are seasoned professionals and come with a rich industrial and academic experience. We ensure that students are abreast with the latest trends and technologies through our regular teaching-learning process and additional enrichment programs.

We are dedicated to the advanced quality of education with a futuristic outlook and enhanced and embedded employability certifications in every specialization. We have an excellent departmental library and a central library at the University. Inventiveness and transformation are the main characteristics of the School of Commerce & Management. We have developed rigorous syllabi that aim to create future managers to become outstanding entrepreneurs and business professionals of tomorrow with the right attitude and analytical and problem-solving skills through experiential pedagogy. Programs in Management are the flagship amongst all programs of Lingaya's.

The Board of Studies, which comprises experts from IIM and other prestigious institutions, through their insight, help in ensuring that the syllabi are tailor-made to impart the requisite knowledge. The department also has a strong research focus, evident from an increasing number of research scholars who enroll in our PhD program every year.

The broad vision of the School is to strive to achieve excellence in management education, research, training and consultancy. Accordingly, the Programs offered have a significant component of working in real-world situations under the careful guidance of mentors.

The major programs offered at SOCM are:

S.No	Programme	Duration
1	BBA	3 years
2	B.Com (Hons.)	3 years
3	BMI - (BBA MBA integrated)	4.5 years
4	MBA-Dual specialization	2 years
5	MBA (Executive)	1 year
6	Ph.D.in Management	3-5 years

VIDYAPEETH

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know

Program Educational Objectives (PEO's) of the MBA Program – These are broad statements that describe the career and professional accomplishments that the program is preparing graduates to achieve:

Program Educational Objectives	The graduating student is expected to.....
PEO1	Have an integrated knowledge of the various disciplines of management
PEO2	Acquire and be equipped with skills in the application of management theory and practice for real life problem solving in an increasing complex and dynamic business world
PEO3	Be well informed, ethical and committed corporate citizens contributing to the industry and community at large
PEO4	Acquire entrepreneurial capabilities for their own ventures or for their Employer organization

Program Outcomes (PO's) of the MBA Program– These are statements that describe what learners will know and be able to do when they graduate from the program. The intended outcomes are aligned with the educational objectives and are listed below

Program Outcomes	By the end of the program graduating students should
PO1	Be able to work collaboratively in a team, with competencies in disciplines of management and business
PO2	Be able to apply management theory and analysis for problem solving, critical thinking and decision-making
PO3	To acquire skills to develop value-based leadership and interpersonal relations
PO4	Be able to identify and analyze economic, multicultural, national and international issues in the global business

	environment
PO5	Be aware of legal, ethical and social responsibilities and translate them into effective corporate policies

Mapping Program Educational Objectives to Program Outcomes

PEO's	Program Outcomes(PO's)				
	PO1	PO2	PO3	PO4	PO5
PEO1	3	3	2	3	
PEO2	3	3	3		
PEO3					3
PEO4			3	3	

**LINGAYA'S
VIDYAPEETH**

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

Semester System and Choice Based Credit System (CBCS)

Credit based system of study and student's performance/progress is measured by the number of credits that he/she has earned, i.e. completed satisfactorily. Based on the course credits and grade obtained by the student, grade point average is calculated

(a) Course credits assignment

Each course has a certain number of credits assigned to it depending upon its duration in periods for lecture, tutorial and laboratory/clinical practice in a week. A few courses/activities are without credit (s) and are referred to as Audit Pass Courses (APC) but are mandatory to pass as a partial fulfillment of award of degree.

(b) Earning of credits

At the end of every course, a letter "Grade" shall be awarded in each course for which a student has registered. On obtaining a minimum Pass Grade, students shall accumulate the course credits as Earned Credits. A student's performance shall be measured by the number of credits that he/she has earned and by the weighted grade point average. Grades obtained in the audit courses shall not be counted for computation of grade point average, however shall be mandatory to pass as a partial fulfillment of award of degree.

For the Award of Degree of a program- MBA, he/she has to earn a minimum 102 credits during the 2 year duration of the program in 4 semesters.

The total credits required to be earned have been further classified under two baskets of courses: "Compulsory Courses Basket", and "Elective Courses Basket". The total 92 credits required to be earned under "Compulsory Courses Basket" and 10 credits under "Elective Courses Basket".

All courses under "Compulsory Courses Basket" and "Elective Courses Basket" are required to be qualified and cleared/passed by each and every student enrolled under the program and are semester-wise listed in the study scheme along with credits assigned to each course.

Under Elective Courses Basket, there will be three types of courses:

- Semester-wise courses offered by the department itself
- Open/Inter-disciplinary courses offered at the Institute/University level notified from the office of Dean-Academics.
- Massive Open Online Courses (MOOCs) available on SWAYAM Platform or any other platform as recommended by UGC/AICTE and notified from the office of Dean-Academics.

Each course shall have credits assigned to it. Student shall be required to register courses every semester for as many courses/credits specified under “Elective Courses Basket” depending upon his/her interest, capability/pace of learning and availability of time slot (without any clash in time table) so as to earn all required total credits under the “Elective Courses Basket” during the entire program duration.

However, for registration of courses [including courses under “Compulsory Courses Basket”, “Elective Courses Basket” and Previous Semester Courses (wherein he/she was declared ineligible on the basis of attendance or he/she could not clear the course within permissible given chances)], if any, the maximum limit in a semester shall be 30 credits.

LINGAYA'S
VIDYAPEETH

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know

Study Scheme

Program: MBA Program

Program brief-The MBA program is spread over four semesters of 16-18 weeks each. The courses covered in the first two semesters are designed to give an insight into the various functional areas of management, enhance communication skills and decision making ability. At the end of the first two terms, the students go for an industry internship or summer training with an organization spanning 8-10 weeks. In the second year, the students shall take elective / optional courses to specialize in a maximum of two functional areas. All elective packages, however, may not be offered, as this would be determined by the number (s) of students showing interest in specializing in different areas.

All courses are guided by course outcomes (CO) statements, indicating the knowledge, skills and attitudes which students should develop through the course. Each CO statement is mapped to the attainment of the program outcomes (PO). The degree of mapping between CO and PO statements is symbolized by the following:

Strong Mapping	3
Medium Mapping	2
Weak Mapping	1

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know

LINGAYA'S VIDYAPEETH
SCHEME OF STUDIES

Session: 2023-2025

School: School of Commerce and Management **Batch:2023-2025**

Department: Commerce and Management **Year: 1**

Course: MBA **Semester: I**

Compulsory Courses

S. N	Cate gory	Cours e Code	Course Name	Periods			Cr edi ts	Evaluation Scheme					Subject Total Marks
				L	T	P		Theory			Practic al		
								A B Q	M S E	E S E	I P	E X P	
1	PCC	MBA N 101	Managerial Economics	3	-	-	3	15	25	60	-	-	100
2	PCC	MBA N 103	Accounting for Managers	3	-	-	3	15	25	60	-	-	100
3	PCC	MBA N 105	Human Resource Management	2	1	-	3	15	25	60	-	-	100
4	PCC	MBA N 107	Business environment and legal aspects	3	-	-	3	15	25	60	-	-	100
5	PCC	MBA N 109	Marketing Management	3	-	-	3	15	25	60	-	-	100
6	PCC	MBA N 111	Business Research	3	-	-	3	15	25	60	-	-	100
7	PCC	MBA N 113	Ethics and Corporate Governance	2	1	-	3	15	25	60	-	-	100
8	SEC	HPP - 171	Holistic & Professional	1	-	2	2	-	-	-	-	-	100

			proficiency										
9	CC	CC-181	Design Thinking for Innovation (With Assessment)	1	1	-	2	-	-	-	-	100	100
			Total				25						

ABBREVIATIONS

MBA	Master's in Business Administration	ABQ	Assignment Based Quiz
PCC	Programme Core Course	MSE	Mid Semester Examination
AECC	Ability Enhancement Compulsory Course	ESE	End Semester Examination
PEC	programme Elective Course	L	Lecture
SEC	Skill Enhancement Category	T	Tutorial
CC	Certification Course	P	Practical
		IP	Internal Practical
		EXP	External Practical

LINGAYA'S VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

School: School of Commerce and Management							Batch:2023-2025						
Department: Commerce and Management							Year: 1						
Course: MBA							Semester: II						
S. N	Cate gory	Cours e Code	Course Name	Periods			C re di ts	Evaluation Scheme					Subject Total Marks
				L	T	P		Theory			Practi cal		
								A B Q	M S E	E S E	I P	E X P	
1	PCC	MBA N 102	Compensation and Reward Management	2	1	-	3	15	25	60	-	-	100
2	PCC	MBA N 104	Production and Operation Management	3	-	-	3	15	25	60	-	-	100
3	PCC	MBA N 106	Corporate Finance & Indian Financial System	3	-	-	3	15	25	60	-	-	100
4	PCC	MBA N 108	Digital Marketing in E-Commerce	2	1	-	3	15	25	60	-	-	100
5	PCC	MBA N 110	Project Management	2	1	-	3	15	25	60	-	-	100
6	PCC	MBA N 112	Marketing Research	2	1	-	3	15	25	60	-	-	100
7	SEC	MBA N 114	Legal Environment of International	3	-	-	3	15	25	60	-	-	100

			Business										
8	CC	CC-182	Business analytics for decision making (With Assessment)	1	1	-	2						
9	SEC	HPP - 172	Holistic & Professional proficiency	1	-	2	2	-	-	-	-	-	100
10	PROJ	MBA - 152	Mini Project - I	-	-	4	2	-	-	-	40	60	100
			MOOC	3	-	1	4	-	-	-	-	-	100
			Total				27						

ABBREVIATIONS

MBA	Master's in Business Administration	ABQ	Assignment Based Quiz
PCC	Programme Core Course	MSE	Mid Semester Examination
SEC	Skill Enhancement Course	ESE	End Semester Examination
PROJ	Mini Projects	L	Lecture
CC	Certification Course	T	Tutorial
		P	Practical
		IP	Internal Practical
		EXP	External Practical

Note: Immediately after the completion of Second Semester, the students shall proceed for their Summer Vacation Training (SVT). The summer training report prepared after the completion of training shall be assessed in the third semester as a compulsory course. The SVT will be submitted by the candidate in the manner as specified in the ordinance.

choose to know

School: School of Commerce and Management							Batch:2023-2025						
Department: Commerce and Management							Year: 2						
Course: MBA & BMI							Semester: III & VII						
Compulsory Courses													
S.N	Category	Course Code	Course Name	Periods			Credits	Evaluation Scheme					Subject Total Marks
				L	T	P		Theory			Practical		
								A B Q	M SE	ES E	IP	E X P	
1	SEC	HPP - 173	Holistic & Professional proficiency	1	-	2	2	-	-	-	-	-	100
2	Pref - 1	ABMA_MC M	Education basket	4	-		4	20	40	40			
3	Pref 2	ABMA_MC M	Education basket	2	-		2	20	40	40			
4			MOOC	3	-	1	4		-	-	-	-	100
Students will opt any two Specialisation areas and from each area select any THREE specialised subjects													
*Education basket will be offered. Subjective students have to opt two subjects from the University Education basket. Once opted the same Education Basket will continue in IVth, Vth & VI Semester.													
Specialisation – 1													
u/s 3 of UGC Act 1956 Human Resources and Organizational Behaviour													
5	DS E	MBA N 205A	Employee Relations & Labour Law	3	-	-	3	20	40	40	-	-	100

		MBA N 205B	HR Analytics	2	1	-	3	20	40	40	-	-	100
		MBA N 205C	Diversity and Inclusion of HR Professionals	3	-	-	3	20	40	40	-	-	100
		MBA N 205D	Compensation Management	3	-	-	3	20	40	40	-	-	100
		MBA N 205E	Talent Acquisition & Succession Planning	3	-	-	3	20	40	40	-	-	100
		MBA N 205F	Change Management & Organisation Transformation	3	-	-	3	20	40	40	-	-	100
Specialisation – 2													
Marketing													
		MBA N 207A	Service Marketing	3	-	-	3	20	40	40	-	-	100
		MBA N 207 B	Marketing Analytics	3	-	-	3	20	40	40	-	-	100
	DS	MBA N 206 C	Social Media & Web Analytics	3	-	-	3	20	40	40	-	-	100
	E	MBA N 207 D	Sales & Retail Management	3	-	-	3	20	40	40	-	-	100
6		MBA N 207E	Consumer Behaviour & integrated Marketing Communication	3	-	-	3	20	40	40	-	-	100

		MBA N 207 F	Advertising & Branding	3	-	-	3	20	40	40	-	-	100	
Specialisation – 3														
Finance														
		MBA N 209 A	Risk Analytics	3	-	-	3	20	40	40	-	-	100	
		MBA N 209 B	Financial Derivatives	3	-	-	3	20	40	40	-	-	100	
		MBA N 209 C	Personal Financial Management	3	-	-	3	20	40	40	-	-	100	
	DS E	MBA N 209 D	Financial Planning & Tax Management	3	-	-	3	20	40	40	-	-	100	
		MBA N 209 E	Investment Analysis & Portfolio Management	3	-	-	3	20	40	40	-	-	100	
7		MBA N 209 F	Financial & Credit Risk Analytics	3	-	-	3	20	40	40	-	-	100	
Specialisation – 4														
International Business														
			MBA N 211 A	International Banking	3	-	-	3	20	40	40	-	-	100
	DSE	MBA N 211 B	Global Mergers & Acquisitions	3	-	-	3	20	40	40	-	-	100	
		MBA N 211	Export - import Procedures and	3	-	-	3	20	40	40	-	-	100	

		C	Documentation										
8		MBA N 211 D	International marketing	3	-	-	3	20	40	40	-	-	100
		MBA N 211 E	Foreign Exchange management	3	-	-	3	20	40	40	-	-	100
		MBA N 211 F	International HRM	3	-	-	3	20	40	40	-	-	100
Specialisation – 5													
Business Analytics													
		MBA N 213 A	Data Visualization for managers	2	1	-	3	20	40	40	-	-	100
		MBA N 213 B	Data Science using R	2	1	-	3	20	40	40	-	-	100
	DS E	MBA N 213 C	Advanced Analytics	2	1	-	3	20	40	40	-	-	100
		MBA N 213 D	Financial Modelling Using Excel	2	1	-	3	20	40	40	-	-	100
		MBA N 213 E	Business Data Analytics Using Python	2	1	-	3	20	40	40	-	-	100
9		MBA N 213 F	Business Forecasting	2	1	-	3	20	40	40	-	-	100
Specialisation – 6													
Operations & Management													

	DS E	MBA N 215 A	Management of Manufacturing System	3	-	-	3	20	40	40	-	-	100
		MBA N 215 B	Demand and Business Forecasting	3	-	-	3	20	40	40	-	-	100
		MBA N 215 C	Technology and Business Transformation	3	-	-	3	20	40	40	-	-	100
10		MBA N 215 D	Operations Planning and Control	3	-	-	3	20	40	40	-	-	100
		MBA N 215 E	Supply Chain & Logistics Management	3	-	-	3	20	40	40	-	-	100
		MBA N 215 F	Sustainable Operation Management	3	-	-	3	20	40	40	-	-	100

Specialisation – 7

Entrepreneurship and Small Business Management

	DS E	MBA N 217 A	Managing Corporate Entrepreneurship	3	-	-	3	20	40	40	-	-	100
		MBA N 217 B	Planning and Structuring New venture	3	-	-	3	20	40	40	-	-	100
		MBA N 217 C	Social Entrepreneurship	3	-	-	3	20	40	40	-	-	100
11		MBA N 217 D	Strategies and Practices of Entrepreneurial Firms	3	-	-	3	20	40	40	-	-	100

		MBA N 217 E	Creativity, Innovation and Entrepreneurship	2	1	-	3	20	40	40	-	-	100
		MBA N 217 F	Managing Strategic Partnership and Negotiation	2	1	-	3	20	40	40	-	-	100

Specialisation – 8

Event and Media Management

		MBA N 219 A	Event and Media Production & Logistics	3	-	-	3	20	40	40	-	-	100
		MBA N 219 B	Event and Media Research	3	-	-	3	20	40	40	-	-	100
		MBA N 219 C	Event Leadership and Team building	3	-	-	3	20	40	40	-	-	100
	DS E	MBA N 219 D	Event and Media Management	3	-	-	3	20	40	40	-	-	100
		MBA N 219 E	Managing Sponsorships for Events	2	1	-	3	20	40	40	-	-	100
12		MBA N 219 F	PR for Events and Media	3	-	-	3	20	40	40	-	-	100

Specialisation – 9

Management Information System

	DS E	MBA N 221 A	Data mining for business decision	3	-	-	3	20	40	40	-	-	100
--	-----------------	-------------------	--------------------------------------	---	---	---	---	----	----	----	---	---	-----

13	MBA N 221 B	Information security and risk management	3	-	-	3	20	40	40	-	-	100
	MBA N 221 C	Business intelligence	3	-	-	3	20	40	40	-	-	100
	MBA N 221 D	Enterprise resource planning	3	-	-	3	20	40	40	-	-	100
	MBA N 221 E	Digital innovation and transformation	2	1	-	3	20	40	40	-	-	100
	MBA N 221 F	IT Consulting	3	-	-	3	20	40	40	-	-	100

Specialisation – 10

Healthcare management

14	MBA N 223 A	Health care and social policy	3	-	-	3	20	40	40	-	-	100	
	MBA N 223 B	Quality assurance for health care-2	3	-	-	3	20	40	40	-	-	100	
	DS E	MBA N 223 C	HR practices in healthcare	3	-	-	3	20	40	40	-	-	100
		MBA N 223 D	Legal aspects of health care	3	-	-	3	20	40	40	-	-	100
		MBA N 223 E	Quality assurance for health care-1	3	-	-	3	20	40	40	-	-	100

		MBA N 223 F	Biomedical waste management	3	-	-	3	20	40	40	-	-	100
			Total				26						

ABBREVIATIONS

MBA:	Master's in Business Administration	ABQ:	Assignment Based Quiz
PCC:	Programme Core Course	MSE:	Mid Semester Examination
AECC	Ability Enhancement Compulsory Course	ESE:	End Semester Examination
PROJ	Summer Vacation Training report & Presentation	L:	Lecture
DSE	Discipline Specific Elective	T:	Tutorial
SEC	Skill Enhancement Course	P:	Practical
		IP:	Internal Practical
		EXP:	External Practical

LINGAYA'S VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

School: School of Commerce and Management						Batch:2023-2025							
Department: Commerce and Management						Year: 2							
Course: MBA & BMI						Semester: IV & VIII							
Compulsory Courses													
S.N	Cate gory	Cou rse Cod e	Course Name	Periods			Cr edi ts	Evaluation Scheme					Subject Total Marks
				L	T	P		Theory			Practi cal		
								A B Q	M S E	E S E	I P	E X P	
1	RPP ROJ	MB A STP R 01	Professional Company Internship Project	-	-	40	20	-	-	-	100		100
			Total				20						

***Education basket will be offered. Subjective to student has to opt two subjects from the University Education basket. Once opted the same Education Basket will continue in IVth, Vth & VI Semester.**

ABBREVIATIONS			
MBA:	Master's in Business Administration	ABQ:	Assignment Based Quiz
PCC:	Programme Core Course	MSE:	Mid Semester Examination
DSE	Discipline Specific Elective	ESE:	End Semester Examination
RPROJ	Research Paper project	L:	Lecture
SEC	Skill Enhancement Course	T:	Tutorial
		P:	Practical
		IP:	Internal Practical
		EXP:	External Practical

Summer Training Project Report - Students have to go for 150 to 180 days of Summer Training Project (Internship Training immediately after completion of 3rd Semester. The students who arrange their training by themselves are required to submit the details about company, contact person and corporate guide to the placement coordinator/SVT Mentor allotted

<u>Sr. No.</u>	<u>Mooc Semester</u>	<u>Total Credit</u>
<u>1</u>	2	4
<u>2</u>	3	4
	Total	8

Total Course Credit to = 98
Total Mooc Credit is = 08

Total Credits of MBA = 106

LINGAYA'S
VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

School: School of Commerce and Management							Batch:2023-2025						
Department: Commerce and Management							Year: 4.5						
Course: BMI							Semester: IX						
Compulsory Courses													
S.N	Category	Course Code	Course Name	Periods			Credits	Evaluation Scheme					Subject Total Marks
				L	T	P		Theory			Practical		
								A	M	E		E	
								B	S	S		X	
								Q	E	E	IP	P	
1	PC	MBA	Minor IX/ Any	3	1	-	4	15	25	60	-	-	100
2	PC	MBA	Strategic Service	4	-	-	4	15	25	60	-	-	100
3	PC	MBA	Global	3	1	-	4	15	25	60	-	-	100
4	RP	MBA	Dissertation Work	-	-	20	10	-	-	-	40	60	100
	PR	DW											
	OJ	01											
Total							22						

Deemed-to-be University
 u/s 3 of UGC Act 1956

choose to know



Semester - I

LINGAYA'S
VIDYAPEETH

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 101	Managerial Economics	L-T-P:3-0-0
------------------	-----------------------------	--------------------

Objective:

The objective of the paper is to acquaint the students with the economic concepts and principles and to enable them to use them to address business problems in a globalized economic environment.

Unit-I

➤ **Introduction to Managerial Economics: Managerial Economics:**

Meaning, Nature, Scope & Relationship with other disciplines, Role of managerial economics in decision Making, Opportunity Cost Principle, Production Possibility Curve, Incremental Concept, Scarcity Concept.

➤ **Demand:** Demand and its Determination: Demand function; Determinants of demand; Demand elasticity – Price, Income and cross elasticity, Use of elasticity for analyzing demand, Demand estimation.

➤ **Demand forecasting,** Demand forecasting of new products.

➤ **Indifference Curve Analysis:** Meaning, Assumptions, Properties, Consumer Equilibrium, Importance of Indifference Analysis, Limitations of Indifference Theory.

Unit-II

➤ **Production Function :** Production function Meaning, Concept of productivity and technology, Short Run and long run production function, Isoquants; Least cost combination of inputs, Producer's equilibrium; Returns to scale; Estimation of production function.

CHOOSE TO KNOW

- **Theory of Cost:** Cost Concepts and Determinants of cost, short run and long run cost theory, Modern Theory Cost, Relationship between cost and production function.
- **Revenue Curve:** Concept of Revenue, Different Types of Revenues, concept and shapes of Total Revenue ,Average revenue and marginal revenue, Relationship between Total Revenue ,Average revenue and marginal revenue, Elasticity of Demand and Revenue relation.

Unit-III

- **Market Structure:** Market Structure: Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly: Price and output determination under collusive oligopoly, Price and output determination under non-collusive oligopoly, Price leadership model.
- **Supply:** Introduction to supply and supply curves.
- **Pricing:** Pricing practices; Commodity Pricing: Economics of advertisement costs; Types of pricing practices.
- **Factor Pricing:** Demand and supply of factors of production; Collective bargaining, Concept of rent, profit, interest- Rate of return and interest rates; Real vs. Nominal interest rates. Basic capital theory–Interest rate and return on capital, Measurement of profit.

Unit-IV

- **Product market:** Saving and Investment function, Consumption function, Aggregate supply and Aggregate demand, Investment multiplier, Foreign trade and budget multiplier.
- **Money market:** Motive for holding money; Liquidity preference, Money demand, Money market equilibrium. IS-LM Analysis: Derivation of nominal IS-LM and equilibrium.
- **National Income:** Conceptual Framework, Measures of National Income, Methods of Measurement, Limitations of National Income.

CHOOSE TO KNOW

- **Consumption Function:** Meaning, and Nature, Determinants and Measures to Raise Propensity to Consume. Keynes Psychological Law of Consumption - Meaning, Properties and Implications,
- **Inflation:** Meaning, Types, Theories Causes, Effects and Control, Unemployment Trade off, Trade Cycles: Concept and Theories of trade cycles.

Note: Relevant Case Studies will be discussed in class.

Suggested Readings/ Books:

- D.M.Mithani, *Managerial Economics Theory and Applications*, Himalaya Publication
- Peterson and Lewis, *Managerial Economic*, Prentice Hall of India
- Gupta, *Managerial Economics*, TataMcGraw Hills
- Geetika, *Managerial Economics*, Tata McGraw Hills
- Froeb, *Managerial Economics*, Cengage Learning
- Koutsoyiannis, A, *Modern Micro Economics*, Palgrave Macmillan Publishers, New Delhi.
- Thomas Christopher R., and Maurice S. Charles, *Managerial Economics – Concepts and Applications*, 8th Edition,
- Peterson and Lewis, *Managerial Economics*, 4th Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
- Shapiro, *Macro Economics*, Galgotia Publications.
- H. L Ahuja *Advanced Economic Analysis*, S. Chand & Co. Ltd, New Delhi. 7.
- G.S Gupta, *Managerial Economics*, Tata McGraw Hill.
- Goel Dean, *Managerial Economics*, Prentice Hall of India, Pvt. Ltd., New Delhi
- K.K.Dewett, *Modern Economic Theory*, S. Chand Publication

CO 1: Capable of analyzing fundamentals of managerial economics such as demand, Opportunity Cost, Demand forecasting of new products.

CO 2: Understand the concept of various production functions.

CO 3: Examine the concepts of cost, production, price & output decisions of firms under the various market structure and their relationship to business operations.

CO 4: Determine the concepts of money market, national income, consumption function, inflation and trade cycles.

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO2
CO1	2	2	-	2	1	1	2	2
CO2	1	2	-	1	-	-	2	1
CO3	1	2	-	1	-	-	2	2
CO4	2	1	1	1	-	-	2	2

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 103	Accounting for Managers	L-T-P:3-0-0
------------------	--------------------------------	--------------------

Objective:

This course aims to familiarize the students with various accounting concepts, tools and techniques and its application in managerial decision making. It also acquaints the students with the latest accounting practices and reporting standards.

Unit I

- **Introduction to Accounting:** Accounting as an information system, Accounting Process, concepts, convention and principles of Accounting, Role of accountant in an organization. Branches of accounting: Financial, Cost and Management Accounting and their inter- relationships, Exposure to format of schedule VI of Public Limited, Banking and Insurance Companies.

➤ **Unit II**

- **Cost Accounting:** Meaning, Objectives, Scope and Classification of costs, Preparation of Cost Sheet.
- **Marginal Costing** –Concept of Marginal Cost; Marginal Costing Vs Absorption Costing;
- **Cost-Volume-Profit Analysis;** Break-Even Analysis; Assumptions and its practical applications for managerial Decision making with special reference to pricing, make or buy decisions, selection of Sales-Mix.
- **Standard Costing:** Introduction, Variance Analysis, types of Variances-Materials and Labour Variances.

C H O O S E T O K N O W

- **Budgetary Control-** Types of Budgets Master budget Zero base budgeting, Fixed Budget and Flexible Budgets, Zero Base Budget, Participative Budget and Performance Budget.

- **Unit III**

- **Financial Statement Analysis:** Concepts and objectives,
- **Tools of Financial Analysis:** trend analysis, common size statements, comparative statements, Ratio analysis-Liquidity, solvency, profitability, turnover ratios, Cash flow statements and funds flow statements.

- **Unit IV**

- **Recent Developments in Accounting:** Introduction to concept of Price Level Accounting, Human Resource Accounting, Transfer Pricing. Target Costing, Kaizen costing, Activity based costing, Life Cycle Costing.
- **Financial Reporting and Regulations:** Meaning, objectives, principles and environment of financial reporting; Introduction to Accounting Standards issued by ICAI, US GAAPs, International Accounting Standards, IFRS, Applicability of various accounting standards, comparison and the process of harmonization.

Suggested Readings:

- Ahuja, N. L. and Dawar, V. 'Financial Accounting and Analysis' Taxmann Publishers
- Khan and Jain, 'Management Accounting', Tata McGraw.
- J. Madegowda, 'Accounting for Managers', Himalaya Publishing.
- 4. Horngren, Charles T., Gary L. Sundem and William O. Stratton, "Introduction to Management Accounting", Pearson Education Asia.
- Ramchandran, 'Financial Accounting for Management', Tata McGraw
- Pandey, I.M, "Essentials of Management Accounting", Vikas Publishing House.
- Sehgal, A. and Sehgal, D., '*Advanced Accounting – Financial Accounting I*, Taxmann Publications
- Shukla, M.C. and Grewal, T.S. *Advanced Accounts Vol. I & Vol. II*, S. Chand and Co.

- Horngren, C. T., Sundem, G. L. and Stratton, W. O., 'Introduction to Management Accounting', Pearson Education
- Elliott, B. and Elliott, J., 'Financial Accounting and Reporting', Pearson
- Gibson, C. H., 'Financial Reporting Analysis (Using Financial Accounting Information)', South- Western Publications
- Christopher, N. and Parker, R., 'Comparative International Accounting', Prentice Hall

CO1 Understand the branches, principles & standards of accounting and also analyze the role of accounting in organizations.

CO2 Know the practical applications for managerial Decision making with special reference to pricing, and selection of Sales-Mix.

CO3 Knowledge about funds flow and cash flow analysis by preparing Funds Flow Statement and Cash Flow Statements

CO4 Analyze the recent developments in accounting and financial Reporting and Regulation.

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO2
CO1	2	3	1	-	-	1	2	2
CO2	2	2	1	-	-	1	2	2
CO3	2	2	1	-	-	-	2	2
CO4	2	2	1	-	-	-	2	2

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 105	Human Resource Management	L-T-P:3-0-0
------------------	----------------------------------	--------------------

Objective:

To teach relevant, practical and applicable human resource management skills to equip the student with the foundation competencies for working as HR practitioners in business. To highlight the important challenges facing managers and employees in today's business climate. To introduce contemporary theory and practice in modern human resource management and the range of tools and methods available to address HR challenges and problems.

Unit I

Meaning, Scope & Objectives of HRM, Evolution of HRM, Difference between PM & HRM, HRM functions, HR Policy & procedures. Competitive challenges influencing HRM Qualities & qualification of HR Manager, Line & Staff Roles and Responsibilities of HR Manager/Departments, HR as a factor of Competitive Advantage.

Unit II

Human Resource Planning – Job Analysis and Design -Recruitment - Selection and placement process – Types of interviews, Placement, Orientation & Induction, Determining training needs analysis, Evaluation, Capacity Building.

Unit III

Career Planning & Development. Career stages – Career Choices and Preferences, Mentoring and Coaching, Time Management. Employee Separations, Downsizing & Outplacement, HRIS, Purposes of Performance Management, Performance Appraisal Methods, limitations and problems, Punishment and Promotion, Job evaluation. Wage & Salary fixation, incentives, bonus, ESOPs.

Insurance, Fringe Benefits.

Unit IV

Talent Management, Competency Mapping, Industrial Relations – Health & Safety issues, grievance handling, D Work Life Balance, Quality of Work Life, HRD in India, International HRM

Text Books:

1. Aswathappa.K, Human Resource Management, Text and Cases, Tata McGraw Hill, New Delhi. 2014
2. Gupta. S.C, Advanced Human Resource Management, Strategic Perspective, ANE Books Pvt. Ltd, New Delhi.2009.
3. V.S.P. Rao, Human Resource Management, Taxmann Publications Pvt. Ltd, 18-Aug-20 Angela Baron and Michael Armstrong, Human Capital Management (Achieving Added Value through People), Kogan Page Limited, United States. 2007
4. 4.Anuradha Sharma and Aradhana Khandekar Strategic Human Resource Management. Response Books, New Delhi. 2006
5. 5.Beer et al, Managing Human Assets, The Free Press: Maxwell MacMillan Inc, New York. 1984

CO1: Understand the role of human resources management and HR as a factor of Competitive Advantage.

CO2: Demonstrate knowledge of practical application of training and employee development.

CO3: Understand the role of Career Choices and Preferences of employees.

CO4: Ability to analyze and manage work life balance, quality of work life.

CO'S/ PO'S	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	1	1	3	3	3	1	2	-
CO2	-	2	2	2	-	-	1	-
CO3	2	1	-	-	2	1	-	-
CO4	1	-	1	-	2	-	2	3

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 107	Business Environment & Legal Aspects	L-T-P:3-1-0
------------------	---	--------------------

Objective:

By the end of the course, a student should be able to:

1. Develop a deeper understanding of the environmental factors & laws influencing Indian business organizations.
2. Analyze the implication of business policies & laws for decision making in business organizations.
3. Identify the fundamental legal principles in companies act and partnership act.
4. Examine the importance of Indian Contract Act and international factors influencing Indian business organizations

Unit I

- Nature and Structure of Business Environment
- Risk Assessment in Business Environment
- Emerging Sectors of Indian Economy
- Design and Strategy of Economic Reforms
- Role of Regulatory Institutions in Indian Financial System
- Case study 1

Unit II

- Balance of Payments Trends; Environment for Foreign Trade and Investment
- Exchange Rate Movements and their Impact
- External Influences on India's Business Environment
- Growth of MNCs in India
- Foreign Trade and Investment Policy
- Case study 2

Unit III

- Technological Environment
- Globalization Trends and Challenges
- Exchange Rate Movements and Their Impact
- Nature and Kinds of Contracts
- Concepts Related To Offer, Acceptance And Consideration
- Principles Governing Capacity Of Parties And Free Consent
- Case study

Unit IV

- Legality of Objects, Performance and Discharge of Contract
- Breach of Contract & its Remedies
- Company – Formation and regulation
- Memorandum and Articles of Association
- Meetings and Resolutions
- Appointment and Remuneration of Managerial Persona
- Case study

Unit V

- Winding Up of Company
- Characteristics, Nature & Types of Partnership
- Minor's Position in Partnership
- Registration and Dissolution of Firm
- Liability of Partners
- Case Study 5

choose to know

Recommended Texts and Readings:

- i. I. J. Ahluwalia and I.M.D Little, 2012, India's Economic Reform and Development, Oxford University Press.
- ii. S.K. Mishra and V.K. Puri, 2010, Economic Environment of Business, Latest edition, Himalaya Publishing House.
- iii. G. Stonehouse and D. Campbell, 2004, Global and Transnational Business, John Wiley Publishing.
- iv. J.D. Daniels and H. Lee Radesbaugh, 2007, International Business-Environment and Operations, Pearson.
- v. W.L. Charles Hill, 2003, International Business, 2003-competency in the Global Marketplace, Tata McGraw Hill.
- vi. K.R. Bulchandani, 2018, Business Law for Management, Himalaya Publishing House.
- vii. K. Ramachandra and B. Chandershekar, 2016, Legal Aspects of Business, Himalaya Publishing House.
- viii. M. C. Kuchhal and V. Kuchhal, 2018, Business Law, Vikas Publishing.

Notes:

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only the latest available editions of the above books are recommended.
3. Website references will be announced at the time of the launch of the course by the concerned faculty.

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know

Course Articulation Matrix

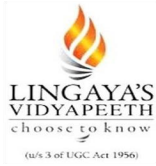
CO Statement (MBA-DS- 104)	PO1	PO2	PO3	PO4	PO5
MBA-DS-104.1	3	2	2	3	2
MBA-DS-104.2	2	2	3	1	2
MBA-DS-104.3	3	2	2	3	2
MBA-DS-104.4	3	2	3	2	2



**LINGAYA'S
VIDYAPEETH**

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know



LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 109	Marketing Management	L-T-P:3-0-0
------------------	-----------------------------	--------------------

Objectives:

To understand the basics of market, marketing, marketing environment and business environment and its domain knowledge. To understand the core concepts in marketing concepts, critical thinking, problem solving and Analysis.

Unit I

Understanding the term Marketing-Importance of Marketing-Scope of Marketing-Core Concepts-Company Orientation toward marketplace-Marketing and Customer Value-Marketing Environment- Micro and Macro Environment.

Unit II

Consumer Markets: Model of Consumer Behavior, Seven Os Structure, Factors Affecting Consumer Behavior, Stages in the Adoption Process, Industrial Markets -Characteristics, Industrial Buyer Behavior, Service Marketing-Characteristics-Marketing Strategy.

Unit III

Market Segmentation: Levels and Bases for Segmentation, Segmenting Consumer Markets, Business Markets, Market Targeting -Evaluating Market Segments -Product Positioning for competitive advantage, Positioning Strategies.

Unit IV

Marketing Programme: Decisions Involved in Product, Branding, Packaging, Product Extension Strategies - Product Line and Product Mix Decisions, New Product Development, Product Life Cycle. Pricing Products, Strategies, Distribution -Channels, Channel Management Decisions, Promotion Mix - Advertising, Sales Promotion, Public Relations, Personal Selling, Promotion Decisions, Place.

Text Book

Philip Kotler and Kevin Lane Keller, Marketing Management, PHI 14th Edition, 20 2. KS Chandrasekar, “Marketing management-Text and Cases”, Tata McGraw-Hill-Vijaynicole, First edition, 2010.

Lamb, Hair and McDaniel, Marketing, 8th Edition, Thomson Learning, 2005, Rajan Saxena,

Marketing management, TMH, 2006.

Keith Blois, Marketing, Oxford University Press, 2005.

Ramaswamy V.S. Namakumari S, Marketing Management - The Indian Context, Macmillan India Ltd, 2006.

CO1 Understand the concepts of marketing, marketing environment and planning

CO2 Gain understanding of model of consumer behavior.

CO3 Recognize the levels and bases for segmentation, targeting and positioning.

CO4 To analyze how facets of marketing mix interact and in turn lead to creation of customer value.

CO'S/ PO'S	PO2	PO3	PO4	PO5	PO6	PSO1	PSO 2	PSO2
CO1	3	3	3	1	2	-	3	2
CO2	3	3	3	1	1	-	3	2
CO3	3	3	3	1	1	-	3	2
CO4	3	3	3	1	1	-	3	2

LINGAYA'S VIDYAPEETH

(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 111	Business Research	L-T-P:3-0-0
------------------	--------------------------	--------------------

Objectives:

To identify and how to obtain appropriate marketing information for strategic and tactical marketing decisions. To develop analytical skills and critical thinking to properly interpret the results of a marketing research exercise.

Unit-I

- **Marketing Research:** Definition, Nature and Scope for Marketing Decision Making. Marketing Research Process. Types of Research – Descriptive Research, Exploratory Research and Causal Research,
- **Sources of Data:** Commercial (Syndicated) and Non-commercial Sources of Secondary Data for Marketing Research.

Unit-II

- **Causal Research Designs:** Basic Designs – After-Only Design, Before-After design, After only with control Group Design, Before-After with Control Group Design, Time Series Design Latin Square Design, Factorial Design, Ex-Post Facto Design, Completely Randomized Design, Randomized Block Design,
- **Observation Research:** Direct Observation, Indirect Observation, Observational Variables,
Developing Research Proposal: Purpose, Nature and Evaluation, Content and Format

Unit-III

- **Questionnaire Design:** Principles of Writing Questionnaire,
- **Reliability and Validity:** Basic Concepts; True Score Model; Measurement Errors in Marketing; Scales of Measurement – Nominal, Ordinal, Interval and Ratio; Coefficient Alpha and Internal Consistency; Types of Reliability – Test-retest Reliability, Alternative Forms and Split-Half Reliability; Types of Validity – Content, Criterion, Concurrent, Predictive Convergent, Construct, Discriminant and Nomological Validity; Concept of Generalizability.

Unit-IV

- **Data Preparation:** Understanding SPSS, Creating SPSS Sheet; Entry of Data in SPSS; Basic Computations of Descriptive Statistics, **Basic Data Analytic Techniques:** Assessing Reliability; Computing Coefficient Alpha Scale Refinement and Item Analysis, **Advanced Data Analytic Techniques:** Correlation Analysis, Factor Analysis, Regression Analysis.

Text Books:

1. Fundamentals in Marketing Research, Scott Smith and Gerald Albaum
2. Research Methods for Business Students, Mark Saunders, Philip Lewis and Adrian Thornhi
3. Business Research Methods, Emma Bell, Alan Bryman and Bill Harley.
4. Management & Business Research, Mark Easterby-Smith, Richard Thorpe, Paul R. Jackson and Lena J. Jaspersen
5. Marketing Research: An Applied Orientation, Naresh K.
6. Marketing Research: Text and Cases, Rajendra Nargundkar

- CO 1 :** Discuss the significance of concepts & theories of marketing research.
- CO 2 :** Analyse the concepts of various marketing designs.
- CO 3 :** Demonstrate analytical skills in identification of types of questionnaire and designing them.
- CO 4 :** Evaluate and interpret the data preparation.

CO'S/ PO'S	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO2
CO1	3	1	1	2	1	1	2	3
CO2	2	3	1	2	1	2	1	3
CO3	2	3	1	2	1	1	3	3
CO4	2	2	2	3	1	3	2	3

VIDYAPEETH

Deemed-to-be University
u/s 3 of UGC Act 1956

MBA N 113	Ethics and Corporate Governance	L-T-P 2-1-0
------------------	--	--------------------

Course Objectives:

1. To introduce MBA students to the principles of ethical behaviour and corporate governance in a business context.
2. To provide students with an understanding of the importance of ethics and governance in organizational success and sustainability.
3. To develop students' ability to identify ethical dilemmas and make informed decisions in complex business situations.
4. To equip students with knowledge of best practices in corporate governance and their impact on organizational performance.
5. To foster critical thinking and ethical reasoning skills through analysis of real-world case studies.

Course Purpose:

The purpose of this course is to provide MBA students with a comprehensive understanding of ethics and corporate governance and their relevance in modern business environments. By exploring key concepts, case studies, and ethical frameworks, students will gain practical insights into the role of ethical behaviour and effective governance in maintaining trust, reputation, and sustainability.

Prerequisite: None

Course Outcomes:

Upon completion of this course, students will be able to:

1. Understand the principles and concepts of business ethics and corporate governance.
2. Analyze ethical dilemmas and make ethical decisions in business contexts.
3. Evaluate the impact of corporate governance on organizational performance.
4. Apply ethical reasoning and best practices in corporate governance.
5. Communicate and present ethical and governance insights effectively.

Program Outcomes:

This course aligns with the following program outcomes of the MBA program:

1. **Ethical Leadership:** Students will understand ethical considerations and demonstrate ethical leadership in business.
2. **Critical Thinking:** Students will develop critical thinking skills to analyze ethical dilemmas and governance issues.
3. **Global Perspective:** Students will analyze international trends and practices in business ethics and governance.
4. **Communication Skills:** Students will effectively communicate ethical insights and governance recommendations.
5. **Strategic Thinking:** Students will apply ethical and governance considerations in strategic decision-making.

Syllabus:

Module 1: Introduction to Business Ethics and Corporate Governance

- Overview of business ethics and its importance
- Principles and values in ethical decision-making
- Introduction to corporate governance and its role
- Ethical theories and frameworks for business decisions
- Case studies in ethical misconduct and governance failures

Module 2: Ethical Dilemmas and Decision-Making

- Identifying ethical dilemmas in business scenarios
- Ethical decision-making models and processes
- Balancing stakeholder interests and ethical considerations
- Ethical challenges in a global business environment
- Case studies of ethical decision-making in organizations

Module 3: Corporate Governance Structures and Practices

- Role of boards of directors and governance committees
- Governance codes and regulations
- Stakeholder engagement and accountability
- Executive compensation and incentive structures
- Case studies of effective and ineffective corporate governance

Module 4: Sustainability and Social Responsibility

- Ethical considerations in sustainability and CSR
- Triple bottom line: People, planet, profit
- Corporate citizenship and community engagement
- Ethical challenges in supply chain management
- Case studies of sustainable and responsible organizations

Module 5: Ethics, Governance, and Organizational Culture

- Building an ethical organizational culture
- Whistleblowing and protection of ethical behavior
- Managing ethical risks and conflicts of interest
- Measuring and reporting ethical and governance performance
- Case studies of ethical culture transformation

Recommended Reference Books:

1. "Business Ethics: Concepts and Cases" by Manuel G. Velasquez
2. "Ethics and Governance: Developing and Maintaining an Ethical Corporate Culture" by W. Michael Hoffman and Robert E. Frederick
3. "Corporate Governance and Ethics" by Zabihollah Rezaee
4. "Business Ethics and Corporate Governance" by Andrew Crane and Dirk Matten
5. "Corporate Governance Matters: A Closer Look at Organizational Choices and Their Consequences" by David Larcker and Brian Tayan

Program Outcomes / Program Specific Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1 - Understand the principles and concepts of business ethics and corporate governance.	3							
CO2 - Analyze ethical dilemmas and make ethical decisions in business contexts.	2	3						
CO3 - Evaluate the impact of corporate governance on organizational performance.			3					
CO4 - Apply ethical reasoning and best practices in corporate governance.				3				
CO5 - Communicate and present ethical and governance insights effectively.					3			

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

HPP 171	Holistic & Professional Proficiency	L-T-P 0-0-2
----------------	--	--------------------

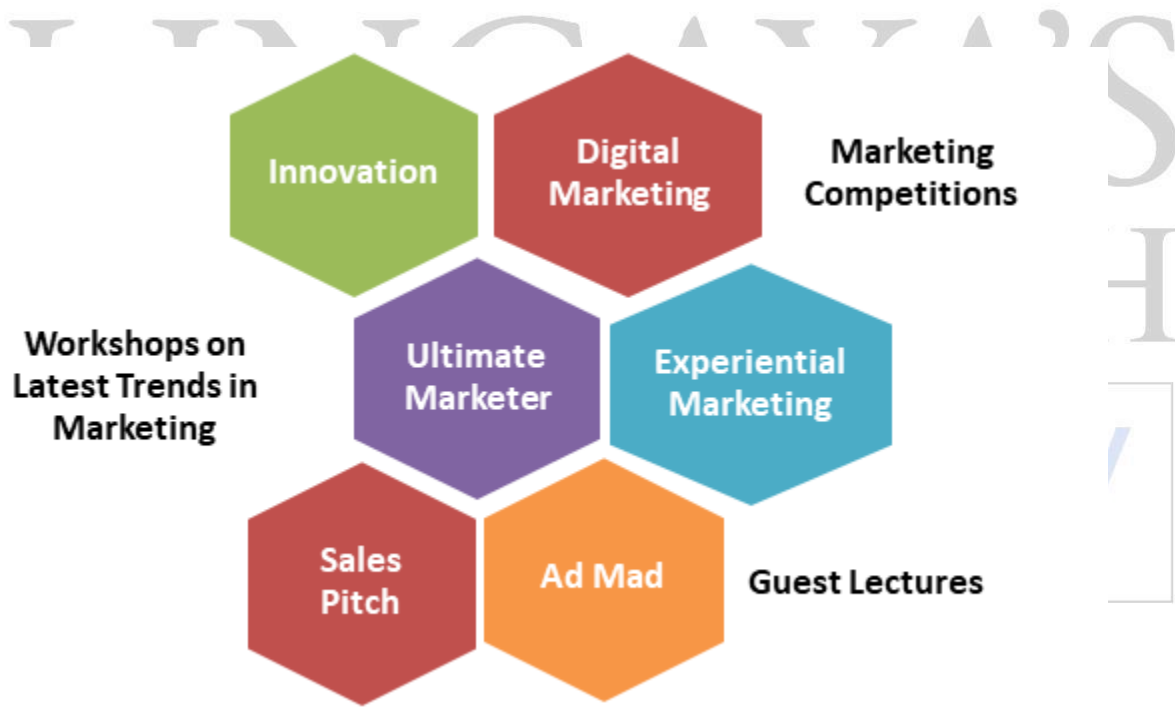
List of different clubs

1) Markaizen Club of Lingayas (MCL)

"CONNECTING PEOPLE"

Introduction:

As the name suggests, MCL is a step forward to make the students opt for Marketing as a specialization to excel in their creative learning and thinking abilities. The club is formed as a platform for the students to showcase their individual talents as well as their collaborative participation in groups. The club intends to mix and match different activities and workshops for the students, which will be helpful in giving finishing touches to their grooming and sharpening their marketing skills. The sole objective of the club is to make students industry-fit and equip them for the competitive times ahead.



choose to know

Objectives of Club:

- To make students come up with creative thinking abilities in solving problems and marketing issues.
- To make students abreast of the current scenario and the happenings around the world in the marketing space.
- To groom the personality of the students and make them more self-confident in facing this world.
- To provide and teach them art and techniques related to marketing which would help them be industry ready
- To make students understand the importance of teamwork and make them realize their leadership qualities.

Vision: To represent and support an inclusive and vibrant student community in which members can expand their horizons with the new marketing trends, reach their full potential with the conceptual knowledge, and change the world around them with the help of marketing themselves in the hypercompetitive environment

Club Members- President, event coordinator, club coordinator

Faculty Incharge:

ASSISTANT PROFESSOR

Email:

Contact:

Activities

This club will bring students together through events, sponsorships, publicity, and awareness of LV hosted events providing opportunities for development and social interaction that are central to many students' college experience. This club can bring in promotion stalls for Fresher's Day. The club can also conduct events like Ad-Venture - Creating an Advertising Campaign, inquisitive- A quiz on Marketing, Market Encounter- A puzzle-based game the best managers would compete. Cracking Cliché-Designing a Marketing Plan given a company and unusual product, What's in a name? Controversy Suggesting a New name and Marketing Campaign (Controversial debates), role play, AD MAD Show

1) War of Brands

It can be a three-stage competition which can be organized by the Club and it is nothing short of a battlefield, wherein participants engage in ambush marketing to not only design campaigns for various brands but also market their ideas through social media platforms.

2) Ulta Pulta

It can be organized under the umbrella of "Jingstad" and as the name suggests, everything is in reverse. You think you know a brand, till we take it and completely change it to its polar opposite. This event is for the creative geniuses out there.

3) X-Marketer

The specialty of X-Marketer lies in its dynamism, as it changes its rules and formats every year. While its underlying principle is to test participants' acumen and creativity. X-Marketer presents itself with new twists for all Marketing experts on campus.

4) Touchstone

"Touchstone", can be a case study competition which can provide budding marketers across the country the stage to prove their marketing acumen by delving into the marketing and branding strategies for products and services. Past participants from other colleges can be included.

2) VAANIJYA: THE FINANCE CLUB

"LEARN TODAY EARN TOMORROW"

About the Club: Vaanijya - The Finance club is the fountainhead of knowledge and new ideas in the field of knowledge. The club fosters an environment of discovery of recent trends and developments in the field of finance and provides a comprehensive understanding of the finance industry.

Objectives

- 1) It imparts the knowledge of finance to the students in a very interesting manner.
- 2) To provide a comprehensive understanding of finance & economics.
- 3) To foster an environment among the students that encourages the continuous learning and discovery of recent trends in the area of finance.
- 4) To provide a platform to the students to bring out their best and improvise upon their concepts with a practical understanding.

Vision

To represent and support an inclusive and vibrant student community in which members can expand their horizons with the new trends in finance & economics, reach their full potential with the conceptual and practical knowledge to make them industry ready.

Club Members- President, event coordinator, club coordinator

Faculty In-charge:

ASSISTANT PROFESSOR

Email:

Contact:

Activities:

Knowledge Sharing Sessions: Guest lecturers/ Webinars related to finance/economics/ commerce are organized by inviting speakers from academia & industry.

1) FinQ / BusinessQ

To equip students of various finance and economics concepts along with its relevant practices in the real world. This is the quiz series.

2) News Blast

A series to update students about the latest development in the finance and economics world. It comprises four sections, namely, Big Story, Economic. Market and Startup. Presentations about the latest developments in the economy & financial industry are given by students.

3) Budget Discussion

The Financial Budget of the country stands as one of the most important events of the entire year. It encloses the future ideas, plans and flow of the economy in the near future. The budget discussion focuses on a sector-wise presentation on key announcements & their impact on the sector, accompanied with an overall takeaway for various stakeholders of the economy.

4) Vaanijya Game

Puzzle games related to finance like Jumble Words & Newspaper Geek are there for students to check their knowledge in an interesting manner.

3) CONQUERORS-ENTREPRENEURSHIP CLUB

"PROFIT NINJAS"

The vision is to be acknowledged as a program of International renown, where students, faculty, alumni, industry and policy makers collaborate, learn, and innovate. The team comprises faculty from different functional areas and disciplines.

Objectives

Center for entrepreneurship aims to collaborate with faculty and fellows who have thesis topics on subjects related to entrepreneurship and innovation. The center will also collaborate with industry to develop research cases for further study. Main focus areas will be:

1. To Promote First Generation Businessman and Industrialists
2. To Create Awareness about Availability of Resources
3. To Promote Small, Cottage & Local Industries
4. To Encourage Self Employment Tendencies
5. To Provide Knowledge about Government Plans and Programmes
6. To Make a Successful Entrepreneur
7. To Provide Training to Operate Business

Vision

Center for entrepreneurship provides support to creation of new ventures opportunities, identifying resource requirements, assisting in resource acquisitions and managing new ventures in tie-up with Lingayas University.

Club Members- President, event coordinator, club coordinator

**Faculty
ASSISTANT**

Email:

Contact:

**In-charge:
PROFESSOR**

choose to know

Activities

Events: As part of a new initiative, the Center for Entrepreneurship will organize events that will give experiences and insights to help young entrepreneurs make a smooth transition from the idea to implementation. An Annual Entrepreneurship Summit is planned to be held every year.

Women Entrepreneurship Programmes

Center for entrepreneurship will conduct free one on one management consulting sessions for women entrepreneurs of areas nearby Lingayas Vidyapeeth, Faridabad. It will provide implementable solutions faced by these entrepreneurs in their ventures through problem analysis, research and brain-storming

4) VISVICT- HR CLUB

"PERFORM AND MAKE YOUR FUTURE"

The purpose of "HR Club" is to bring together students interested in the field of Human Resources Management, help them develop interpersonal skills needed in the corporate world. Encourage them to meet professionals who work in the field of Human Resources Management. This club is designed to help students learn more about Human Resource and what Human Resource Professionals do.

The club promotes the active participation of the students. The HR students take the lead in arranging the events. This enables the students to plan and arrange for the events successfully. The club activities are organized on a regular basis to promote the team spirit and implement the HR concepts practically.



Vision:

To foster highly proficient future Human Resource professionals with a humanitarian approach.

Objectives:

1. To enhance the skills and competencies of the members through sharing and learning.
2. To provide a forum for discussion and interaction and a platform for enhancing skills.
3. To make students understand what is expected in a real job interview and to improve the student's self-presentation.
4. Establishing contacts between HR managers in order to share the information and experience organizing and conducting the seminars.
5. To provide accurate instruction and realistic activities intended to stimulate discussion and provide the knowledge, skills and abilities necessary to perform HR roles and further an individual's career.
6. To continuously strive for academic and professional excellence in the field of HRM

Club Members- President, event coordinator, club coordinator

Faculty In charge:

ASSISTANT PROFESSOR

Email:

Contact:

Activities:

1. Recruitment and Selection Role Play

Round 1 consists of Aptitude Test on various management fields and current affairs where 50 objective questions are given and 50 minutes are allotted. This was a pen paper round. All the students attempted the test out of which 12 students were picked for the 2nd round based on the marks awarded.

Second Round: Group Discussion will be conducted to the 8 students on any selected topic. From this GD round 3 students shall be selected for the final round of recruitment process based on their performance.

Third Round: In Final round or Personal interview selected students shall answer the interview panel consisting of student co-coordinators.

2. Group Discussion Activity

The class will be divided into 4 groups consisting of 6-8 members per group. Topics which will be given to groups such as

1. Reservation for woman would help the society
2. What is most helpful for being successful in life knowledge, power or wealth...?
3. Impact of social media.
4. Indian culture vs. western culture. It will be an interactive section and groups shall share their perception about the topics.

3) Activity 3: 24

The 24-hour event where the contestants shall be asked to capture an image and elucidate their vision with a small write-up. Any theme will be given to students for this. Activity 4: HR Conclave

The one-day long signature event where eminent speakers from various backgrounds share their thoughts and experiences to the students. It also involves a panel discussion with industry experts and HR managers from different sectors engaging in creative conversations among themselves and as well as the audience.

4) Activity 5: HR Fest

Quiz Regarding various aspects of HR, HR policies, laws etc.

HR Slat-Making a play incorporating various HR policies and other things. A team plays a corporate scenario, which shows the best practices of HR Crisis-Giving some crisis scenarios and judging them based on the solution they give.

Preparing Recruitment advertisement-

Outcome:

The club will promote the active participation of the students. It will help them in attaining inter-personal skills required in the corporate field. The HR students shall make an active contribution in arranging the event. The club enhanced the knowledge on Recruitment and selection process. Participation in group discussion will enable them to express their views on the latest topics. It also helps promote team spirit, decision making, and motivation.

5) ARPAN — THE CSR CLUB

At the School of Commerce and Management we believe that a truly successful organization is one that looks beyond serving its own interests to serve society. As we shape the business professionals and leaders of tomorrow, it is important to not only equip them with knowledge and resources, but also the spirit of service and civic responsibility.

At Arpan, the CSR Club of SOCM, we educate students on the symbiotic relationship between society and businesses. We create awareness on the need for — and the importance of — corporate social responsibility, and emphasize the future role of students in the same.

The Club's activities are designed to help acquaint students with societal issues. Students are also taught to work in teams and develop social leadership to address the problems of the day. The aim is to help students work and lead businesses that play a strong social role.

Club Members- President, event coordinator, club coordinator

Faculty In-charge:

ASSISTANT PROFESSOR

Email:

Contact:

6) Operations Management Club

“OPER8 in Action”

OPER8 - Operations Management Club is an establishment under the mentorship of distinguished operations faculty members. The purpose of the club is to foster interest in the core aspects of operations as a whole henceforth capturing the essence of a business and re modelling those ideas into activities, games and learning experience.

The club endeavors to move learning beyond books and encourages students in brainstorming and creativity in real life problem solving and management games.

Club Members- President, event coordinator, club coordinator

Faculty In-charge:

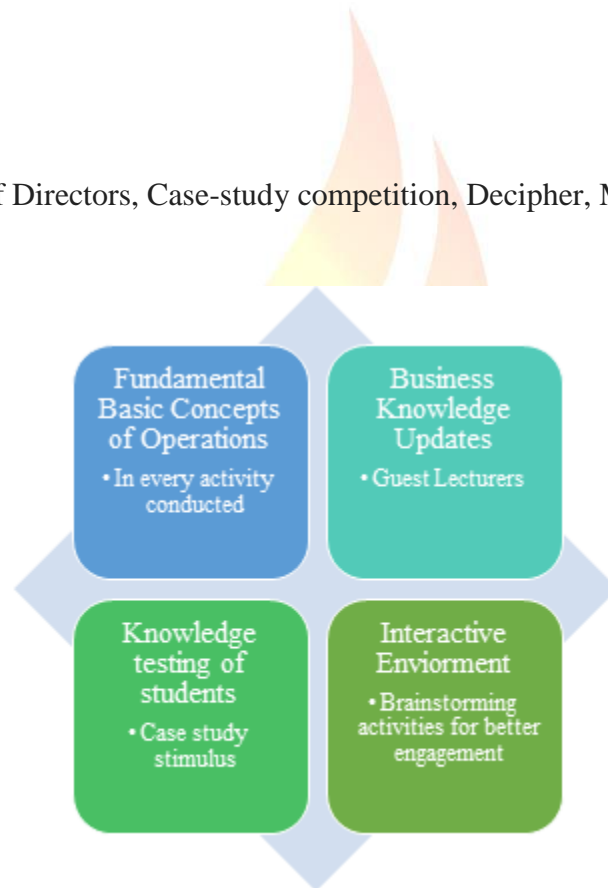
ASSISTANT PROFESSOR

Email:

Contact:

Activities:

Rush Hour, Board of Directors, Case-study competition, Decipher, Maze the Matrix and Beer Game etc.



L I N G A Y A ' S

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

CC – 181	Design Thinking & Innovation	L-T-P:2-0-0
----------	---	-------------

Course Objective:

To transform creative thinking into design thinking in every stage of your problem.

To apply design thinking to your real life problems/ situations in order to evolve innovative and workable solutions.

Unit-1:

Innovation and Creativity: Meaning of Innovation and Creativity. Difference between innovation and creativity, and its role in Industry and Organizations, dynamics of creative thinking, Process of Design Thinking, Implementing the process in driving innovation.

Unit-2:

An exercise in design thinking & implementing design thinking through workshop & exercise case studies in design thinking, design thinking process.

Unit-3:

Design thinking in various sectors (Health sector, Finance, Education, Infrastructure) Design thinking case studies in retail, Design thinking case studies in banking, Design thinking case studies in management decisions.

Unit-4:

Invention and Discovery Process, Typology- Innovation in action like lateral thinking, out of the box thinking, Disruptive ideas. Case studies on innovation business ideas like RED BUS, Flipkart, Ola, Big-Basket.

Text books-

1. "Design a Better Business: New Tools, Skills, and Mindset for Strategy and Innovation" by Patrick Van Der Pijl, Justin Lokitz, and Roland Winkler
2. "The Design Thinking Playbook: Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems" by Michael Lewrick, Patrick Link, and Larry Leifer
3. "Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation" by Tim Brown
4. "Design Thinking for Strategic Innovation: What They Can't Teach You at Business or Design School" by Idris Mootee

CO1: Understand the Foundations of Design Thinking

CO2: Apply the Design Thinking Process

CO3: Develop User-Centered Solutions

CO4: Foster Creative Ideation Techniques

CO6: Collaborate in Cross-Disciplinary Teams

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO2
CO1	2	3	1	-	-	1	2	2
CO2	2	2	1	-	-	1	2	2
CO3	2	2	1	-	-	-	2	2
CO4	2	2	1	-	-	-	2	2



**LINGAYA'S
VIDYAPEETH**

Deemed-to-be University
u/s 3 of UGC Act 1956



 choose to know



Semester –II

LINGAYA'S
VIDYAPEETH

Deemed to be University

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 102	Compensation & Reward Management	L-T-P:2-1-0
------------------	---	--------------------

Course Objective:

To devise “SMART” annual performance objectives (e.g., objectives that are specific, measurable, attainable, relevant and trackable).

Unit 1:

Introduction to Performance Management System: Meaning, Uses and purpose of Performance Management, Performance Management vs Performance Appraisal, Performance management and its challenges in current scenario, Performance management as a System and Process, Establishing Performance Criterion of developing an Effective Appraisal System, Criteria (KRA, KSA VS KPI).

Unit 2:

Managing Performance: Methods of managing performance of all the levels of Management (including labour), 360-degree Performance Appraisal, Performance Feedback & Counselling methods, Performance analysis for Individual and organizational development.

Unit 3:

Contemporary Issues: Potential appraisal, Competency mapping & its linkage with Career Development and Succession planning, Balance score card: Introduction and Applications, Advantages and limitations, Advantage & Disadvantage of online appraisal.

Unit 4:

Reward System: Compensation- Meaning, Function, Job evaluation: Methods of job evaluation, Inputs to job evaluation, Practical implication for technical/non-technical and executive/managerial positions and significance of wage differentials.

Unit 5:

Compensation: Method of pay and Allowances, pay structure: Basic Pay, DA, HRA, Gross Pay, take home pay etc. Incentive schemes; Methods of payment: Time and piece rate. Fringe benefits & other allowances: Overtime, City compensatory, Travelling etc. Regulatory compliance: Introductions, Wage and Pay commissions, Overview of minimum wages Act 1948 and Equal Remuneration Act-1976. Profit Sharing options.

Suggested Reading:

1. T V Rao: Performance Management: Towards organizational Excellence (SAGE Publishing)
2. Michael, Armstrong Performance Management. Kogan Page.
3. Shrinivas R Kandula, Performance Management: Strategies, Intervention & Drivers. Pearson
4. Chadha, P. Performance Management: It's About Performing Not Just Appraising. McMillan India Ltd.
5. B D Singh, Compensation and Reward Management, Excel Book

CO1: Understanding of the key concepts of performance management and contemporary methods for administering compensation and rewards in practices.

CO2: Articulate the benefits of using a performance development plan and the consequences of not having one in place.

CO3: Distinguish the elements of an effective, integrated performance development system.

CO4: Familiarize the students with the concept of competency mapping and understanding its role in career development.

CO5: Familiarize students with various aspects of compensation system in India and make them understand various issues linked with the process of fixing salary dearness allowance, bonus, incentive scheme and benefits.

CO'S/ PO'S	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	1	1	3	3	3	1	2	-
CO2	-	2	2	2	-	-	1	-
CO3	2	1	-	-	2	1	-	-
CO4	1	-	1	-	2	-	2	3

Deemed-to-be University

choose to know

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 104	Production and Operations Management	L-T-P:3-0-0
------------------	---	--------------------

Objectives: To know the basic concept and function of Production and Operation Management.
To understand the Production process and planning

Unit I Nature and Scope of Production/Operations Management, POM Relationship with other Systems in the Organisation, Factors that affect System and Concept of Production and Operation Management. Facility Location, Types of Manufacturing Systems, Lean Manufacturing, Student Planning and Analysis.

Unit II: Production System and Related Concepts, Functions of Production and Material Management, Types of Production Systems, Productivity Variables, and Productivity Measurement, Production Planning and Control in Mass Production, Batch Production, Job Order Production, Selection, Product Design and Development, Process Selection, Capacity Design, Determination of Material Required, Procedure for Purchasing, Stocking and Distribution of Materials.

Unit III: Scheduling and measuring Production Activities, Scheduling, Maintenance Management Concepts, TPM, Work-Study, Method Study, Work Measurement, Work Sampling, Work Environment and Safety, Material Management.

Unit IV: Material and Inventory Management, An overview of Material Management, Material Planning and Inventory Control, Inventory Models, (Classical EOQ, Model with Shortages), JIT, Budgeting and Material Planning, Purchase Management, Store Management, Safety Management. Quality in Prod. & Ops Management: Quality Assurance, Accepting Sampling, Statistical Process Control, Total Quality Management, QMS and ISO Standards.

Text Books:

1. Everett E. Adam and Ronald J Ebert, Production and Operation Management: Concepts, Models & Behaviour, PHI New Delhi
2. Ajay Garg, Production and Operations Management, TMH, Delhi
3. Richard B Chase, Ravi Shankar, F.R. Jacobs, N.J. Aquilano, Operations and
4. Supply Management TMH, Delhi
5. R Panneerselvam Book, Production and Operations Management, PHI New Delhi
6. Joseph Martinich, Production and Operations Management, TMH, Delhi
7. K Aswathappa, Production and Operations Management, TMH, Delhi

CO1: Recognize the factors that affect system and concept of production and operation management.. CO2: Develop understanding of production planning and control in mass production, batch production.

CO3: Know the various scheduling and measuring production activities.

CO4: Describe various material and inventory controls.

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO2
CO1	3	2	1	-	-	-	3	2
CO2	2	3	1	-	-	-	3	2
CO3	2	3	1	-	-	-	2	2
CO4	2	3	1	-	-	-	2	2

U/S 3 of UGC Act 1956

choose to know

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 106	Corporate Finance & Indian Financial System	L-T-P:3-0-0
------------------	--	--------------------

Objective: To provide an in-depth understanding of the core finance functions and decisions in the area of corporate financial management. Further provide practical and problem insight for effective financial decision-making.

Unit-I Introduction to Financial Management and Corporate Finance: Meaning, nature, evolution, objectives, functions and scope of corporate finance. Interface of financial management with other functional areas, environment of corporate finance, functions and role of financial manager. **Time Value of Money**-Introduction, types of cash flows, future value of single cash flow, multiple flows and Annuity. **Valuation of Securities:** Concept of Valuation, Methods for valuation of equity, debt and hybrid securities.

Unit-II Capital Structure Decision-Capital Structure Theories: Meaning and features of capital structure decision, Net Income Approach, Net Operating Income Approach, Traditional Approach, Modigliani-Miller Hypotheses with special reference to the process of arbitrage and Agency Cost. **Capital Budgeting Decision:** Nature of investment decisions; process of capital budgeting, investment evaluation criteria: Discounted and Non-Discounted Methods (Pay-Back Period, Average rate of return, Net Present Value, Benefit Cost Ratio and Internal Rate of Return). Risk analysis in capital budgeting and Capital rationing.

Unit-III Dividend Decision-: Issues in dividend decisions. forms of dividend, theories of relevance and irrelevance of dividends. **Management of Working Capital:** Meaning, nature, objectives and Approaches of Working Capital (Conservative, Matching and Aggressive approaches), Static vs. Dynamic View of Working Capital. Factors determining the amount and composition of Working Capital .Methods for financing of working capital.

Unit-IV Introduction to Financial System: Overview, evolution of Indian financial system. Structure and functions of Indian financial system. Financial sector reforms-major reforms in the last decade. **Financial Institutions:** Introduction to Reserve Bank of India, Securities and Exchange Board of India, Insurance Regulatory and Development Authority of India, Introduction to commercial banks, co-operative banks, NBFCs, insurance companies, mutual funds, stock exchanges, commodity exchanges, and Depositories. **Financial Markets:** Introduction, evolution, capital market and money market, functions and operations of primary market and secondary market. **Financial Instruments:** Shares, Debentures, Bonds, Money Market Instruments, Derivatives, Global Depository Receipts, Foreign Currency Convertible Bonds.

Text Books:

1. Corporate Finance and Indian Financial System, , 2021-22
2. Corporate Finance & Indian Financial System, Gupta Shashi K., Sharma R.K., Gupta Neeti, Kalyani Publisher
3. Corporate Finance and Indian Financial System, Shweta Sharma
4. Indian Financial System, Pathak Bharti, Pearson Education

CO 1 Enlighten them with the Concepts and Practical dynamics of Financial Services.

CO 2 Examine the Capital Structure Decision-Capital Structure Theories.

CO 3 Analyze the methods for financing of working capital.

CO 4 Recognize the Financial sector reforms-major reforms in the last decade.

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO2
CO1	3	3	2	-	-	-	2	3
CO2	3	3	2	-	-	-	2	3
CO3	3	3	2	-	-	-	2	2
CO4	3	3	2	-	-	-	2	1

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 108	Digital Marketing in E-Commerce	L-T-P:2-1-0
------------------	--	--------------------

Objective: This course attempts to help students to understand both functional and management roles required to plan and execute effective Digital Marketing campaigns.

Unit I

Introduction to Digital Marketing: Digital Marketing: Origin of digital marketing; Traditional Vs Digital Marketing; Internet Users in India; Graham's 4Ps of digital marketing; The consumer decision journey; The P-O-E-M Framework; The digital landscape; Digital Marketing Plan.

Unit II

Display Advertising and email Marketing: Concept of Display Advertising; Types of display Ads; Buying Models; Display Plan; Targeting – Contextual targeting- Placement Targeting-Remarketing- Interest categories- Geographic Language Tagging; What makes a good Ad? Programmatic digital advertising; Analytics tools – viewability, on target reach, Ad fraud, Brand Health.

E-mail Marketing – Building a List- Content Strategies – e-mail newsletter – Automating email marketing- Analytics

Unit III

Social Media Marketing: How to build a successful social media strategy? Facebook Marketing- Facebook for Business-Anatomy of an Ad campaign – Adverts - Facebook Insights

Linkedin Marketing – Linkedin Strategy- Sales lead generation – Content Strategy – Linkedin Analytics – Targeting – Ad Campaign

Twitter Marketing – Getting started with Twitter – Building a content strategy – Twitter Ads – Twitter Analytics

Instagram Marketing – Objectives – Content Strategy – Style guidelines – Hashtags – Videos- Sponsored Ads – Apps – Generate leads

Unit IV

Search Engine Advertising and Search Engine Optimization: **Why pay for Search Advertising? Understanding Ad Placement; Understanding Ad ranks; Creating the first Ad campaign; Enhancing the Ad campaigns; Performance reports. Google AdSense.**

Search Engine Optimization – How search engine works? SEO Phases; On page Optimization; Off-page Optimization; Social Media Reach; Maintenance

Mobile Advertising – Mobile Marketing toolkit – Mobile Marketing Features – Mobile Analytics

Web Analytics – Key Metrics – Making web analytics actionable – Types of tracking codes

Suggested Readings:

1. Seema Gupta. (2018). Digital Marketing (1st Ed). Tata Mc Graw Hill
2. Evans. D. & Bratton, S. (2008). Social Media Marketing: An Hour a Day (2nded.). Wiley.
3. Ryan, D. & Jones, C. (2012). Understanding digital marketing: Marketing strategies for engaging the digital generation. Kogan Page.
4. Teixeira, J. (2010). Your Google Game Plan for Success: Increasing Your Web Presence with Google AdWords, Analytics and Website Optimizer. Wiley.

CO1 DEFINE various concepts related to Digital Marketing.

CO2 EXPLAIN the role of Facebook, Google Ad words, YouTube and Email in digital marketing.

CO3 MAKE USE OF Facebook, Google Ad words, YouTube and Email for carrying out digital marketing of real life products.

CO4 ILLUSTRATE the use of Facebook, Google Ad words, YouTube and Email in various contexts of Digital Marketing.

Pos Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2
CO 1	3	2	1	-	1	1	2	1
CO 2	-	2	3	-	1	3	1	2
CO 3	1	2	1	1	-	2	2	3
CO 4	-	3	2	-	1	2	2	2

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 110	Project Management	L-T-P:2-1-0
------------------	---------------------------	--------------------

Objective: To enable the student to evolve a suitable framework for the preparation, appraisal, monitoring and control and hedge risk of industrial project.

Unit I:

Introduction

Objectives of Project Planning, monitoring and control of investment projects. Relevance of social cost benefit analysis, identification of investment opportunities. Pre-feasibility studies.

Unit II:

Project Preparation

Technical feasibility, estimation of costs, demand analysis and commercial viability, risk analysis, collaboration arrangements; financial planning; Estimation of fund requirements, sources of funds. Loan syndication for the projects. Tax considerations in project preparation and the legal aspects.

Unit III:

Project appraisal

Business criterion of growth, liquidity and profitability, social cost benefit analysis in public and private sectors, investment criterion and choice of techniques. Estimation of shadow prices and social discount rate.

Unit IV:

Issues in Project Planning and Management

Cost and Time Management issues in Project planning and management.

Suggested Readings:

1. Chandra. Prasanna, Project Preparation Appraisal and Implementation. Tata McGraw Hill.
2. Gray, Clifford .F. Project Management. McGraw Hill.

Note: Latest edition of text books may be used.

CO 1: Analyze the concept of project planning .

CO 2: Recognize the tax considerations and fund requirements.

CO 3: Understand the liquidity and profitability.

CO 4: Understand the various issues .in project planning

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO2
CO1	3	2	1	-	-	-	2	2
CO2	2	2	-	1	-	-	2	2
CO3	2	2	-	2	2	1	2	2
CO4	2	2	-	-	-	-	2	2

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know

Objectives: To identify and how to obtain appropriate marketing information for strategic and tactical marketing decisions. To develop analytical skills and critical thinking to properly interpret the results of a marketing research exercise.

Unit-I Marketing Research: Definition, Nature and Scope for Marketing Decision Making. Marketing Research Process. Types of Research – Descriptive Research, Exploratory Research and Causal Research, **Sources of Data:** Commercial (Syndicated) and Non-commercial Sources of Secondary Data for Marketing Research.

Unit-II Casual Research Designs: Basic Designs – After-Only Design, Before-After design, After only with control Group Design, Before-After with Control Group Design, Time Series Design Latin Square Design, Factorial Design, Ex-Post Facto Design, Completely Randomised Design, Randomised Block Design, **Observation Research:** Direct Observation, Indirect Observation, Observational Variables, **Developing Research Proposal:** Purpose, Nature and Evaluation, Content and Format.

Unit-III Questionnaire Design: Principles of Writing Questionnaire, **Reliability and Validity:** Basic Concepts; True Score Model; Measurement Errors in Marketing; Scales of Measurement – Nominal, Ordinal, Interval and Ratio; Coefficient Alpha and Internal Consistency; Types of Reliability – Test-retest Reliability, Alternative Forms and Split-Half Reliability; Types of Validity – Content, Criterion, Concurrent, Predictive Convergent, Construct, Discriminant and Nomological Validity; Concept of Generalisability.

Unit-IV Data Preparation: Understanding SPSS, Creating SPSS Sheet; Entry of Data in SPSS; Basic Computations of Descriptive Statistics, **Basic Data Analytic Techniques:** Assessing Reliability; Computing Coefficient Alpha Scale Refinement and Item Analysis, **Advanced Data Analytic Techniques:** Correlation Analysis, Factor Analysis, Regression Analysis.

Text Books:

1. Fundamentals in Marketing Research, Scott Smith and Gerald Albaum
2. Research Methods for Business Students, Mark Saunders, Philip Lewis and Adrian Thornhi
3. Business Research Methods, Emma Bell, Alan Bryman and Bill Harley.
4. Management & Business Research, Mark Easterby-Smith, Richard Thorpe, Paul R. Jackson and Lena J. Jaspersen
5. Marketing Research: An Applied Orientation, Naresh K.
6. Marketing Research: Text and Cases, Rajendra Nargundkar

CO 1 : Discuss the significance of concepts & theories of marketing research.

CO 2 : Analyse the concepts of various marketing designs.

CO 3 : Demonstrate analytical skills in identification of types of questionnaire and designing them.

CO 4 : Evaluate and interpret the data preparation.

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	1	1	2	1	1	2	3
CO2	2	3	1	2	1	2	1	3
CO3	2	3	1	2	1	1	3	3
CO4	2	2	2	3	1	3	2	3

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA A 114	Legal Environment of International Business	L-T-P:3-0-0
------------------	--	--------------------

Objectives: To create an environment conducive to the growth of business; and to make sure that business operates within the larger framework of governance in the country.

Unit I: Foundational Principles, The Legal System, Distinguishing Law, Legal Reasoning, Law and Business, Alternate Dispute Resolution (ADR), Torts Section.

Unit 2: Law of Contracts, Contracts and Components, Legality and Unconscionability, Breach of Contract and Remedies Section.

Unit 3: Business and Ethics, Ethical Foundations, Ethical Misconduct, the Ethical Organization Section

Unit 4: Forms of Business Organizations, Forms of Organizations, Managing the Corporation Section, Global Legal Environment, Going Global, Global Dispute Settlement, Global Business and Taxation, International Trade.

Suggested Readings:

1. Kuchhal M.C. - Business Law (Vikas Publication)
2. Gulshan S.S. - Business Law Including Company Law (Excel Books)
3. N D Kapoor – Elements of Mercantile Law – Sultan Chand-2014
4. Dr Avatar Singh- Principles of Mercantile Law, Eastern Book Company 2014
5. NandanKamath- Law relating to Computer, Internet and E-Commerce (A Guide to cyber Laws), Universal Law Publishing Co. Ltd.New Delhi, 2012. 6. Relevant Acts.

CO 1: Analyze the concept of Law and Business .

CO 2: Recognize the law of Contracts.

CO 3: Understand the ethical foundations, ethical misconduct.

CO 4: Understand the various forms of Business Organizations.

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO2
CO1	3	2	-	-	-	-	2	2
CO2	2	2	-	-	-	-	2	2
CO3	2	2	-	-	-	-	2	2
CO4	2	2	-	-	-	-	2	2

LINGAYA'S
VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

LINGAYA'S VIDYAPEETH
 (A Deemed to be University u/s 3 of UGC Act, 1956)

HPP 172	Holistic & Professional Proficiency	L-T-P 0-0-2
----------------	--	--------------------

List of different clubs

1) Markaizen Club of Lingayas (MCL)

"CONNECTING PEOPLE"

Introduction:

As the name suggests, MCL is a step forward to make the students opt for Marketing as a specialization to excel in their creative learning and thinking abilities. The club is formed as a platform for the students to showcase their individual talents as well as their collaborative participation in groups. The club intends to mix and match different activities and workshops for the students, which will be helpful in giving finishing touches to their grooming and sharpening their marketing skills. The sole objective of the club is to make students industry-fit and equip them for the competitive times ahead.



Objectives of Club:

- To make students come up with creative thinking abilities in solving problems and marketing issues.

- To make students abreast of the current scenario and the happenings around the world in the marketing space.
- To groom the personality of the students and make them more self-confident in facing this world.
- To provide and teach them art and techniques related to marketing which would help them be industry ready
- To make students understand the importance of teamwork and make them realize their leadership qualities.

Vision: To represent and support an inclusive and vibrant student community in which members can expand their horizons with the new marketing trends, reach their full potential with the conceptual knowledge, and change the world around them with the help of marketing themselves in the hypercompetitive environment

Club Members- President, event coordinator, club coordinator

Faculty Incharge:

ASSISTANT PROFESSOR

Email:

Contact:

Activities

This club will bring students together through events, sponsorships, publicity, and awareness of LV hosted events providing opportunities for development and social interaction that are central to many students' college experience. This club can bring in promotion stalls for Fresher's Day. The club can also conduct events like Ad-Venture - Creating an Advertising Campaign, inquisitive- A quiz on Marketing, Market Encounter- A puzzle-based game the best managers would compete. Cracking Cliché-Designing a Marketing Plan given a company and unusual product, What's in a name? Controversy Suggesting a New name and Marketing Campaign (Controversial debates), role play, AD MAD Show

1) War of Brands

It can be a three-stage competition which can be organized by the Club and it is nothing short of a battlefield, wherein participants engage in ambush marketing to not only design campaigns for various brands but also market their ideas through social media platforms.

2) Ulta Pulta

It can be organized under the umbrella of "Jingstad" and as the name suggests, everything is in reverse. You think you know a brand, till we take it and completely change it to its polar opposite. This event is for the creative geniuses out there.

3) X-Marketer

The specialty of X-Marketer lies in its dynamism, as it changes its rules and formats every year. While its underlying principle is to test participants' acumen and creativity. X-Marketer presents itself with new twists for all Marketing experts on campus.

4) Touchstone

"Touchstone", can be a case study competition which can provide budding marketers across the country the

stage to prove their marketing acumen by delving into the marketing and branding strategies for products and services. Past participants from other colleges can be included.

2) VAANIJYA: THE FINANCE CLUB

"LEARN TODAY EARN TOMORROW"

About the Club: Vaanijya - The Finance club is the fountainhead of knowledge and new ideas in the field of knowledge. The club fosters an environment of discovery of recent trends and developments in the field of finance and provides a comprehensive understanding of the finance industry.

Objectives

- 1) It imparts the knowledge of finance to the students in a very interesting manner.
- 2) To provide a comprehensive understanding of finance & economics.
- 3) To foster an environment among the students that encourages the continuous learning and discovery of recent trends in the area of finance.
- 4) To provide a platform to the students to bring out their best and improvise upon their concepts with a practical understanding.

Vision

To represent and support an inclusive and vibrant student community in which members can expand their horizons with the new trends in finance & economics, reach their full potential with the conceptual and practical knowledge to make them industry ready.

Club Members- President, event coordinator, club coordinator

Faculty In-charge:

ASSISTANT PROFESSOR

Email:

Contact:

Activities:

Knowledge Sharing Sessions: Guest lecturers/ Webinars related to finance/economics/ commerce are organized by inviting speakers from academia & industry.

1) FinQ / BusinessQ

To equip students of various finance and economics concepts along with its relevant practices in the real world. This is the quiz series.

2) News Blast

A series to update students about the latest development in the finance and economics world. It comprises four sections, namely, Big Story, Economic, Market and Startup. Presentations about the latest developments in the economy & financial industry are given by students.

3) Budget Discussion

The Financial Budget of the country stands as one of the most important events of the entire year. It encloses the future ideas, plans and flow of the economy in the near future. The budget discussion focuses on a sector-wise presentation on key announcements & their impact on the sector, accompanied with an overall takeaway for various stakeholders of the economy.

4) Vaanijya Game

Puzzle games related to finance like Jumble Words & Newspaper Geek are there for students to check their knowledge in an interesting manner.

Deemed-to-be University

u/s 3 of UGC Act 1956

3) CONQUERORS-ENTREPRENEURSHIP CLUB

"PROFIT NINJAS"

The vision is to be acknowledged as a program of International renown, where students, faculty, alumni, industry and policy makers collaborate, learn, and innovate. The team comprises faculty from different

functional areas and disciplines.

Objectives

Center for entrepreneurship aims to collaborate with faculty and fellows who have thesis topics on subjects related to entrepreneurship and innovation. The center will also collaborate with industry to develop research cases for further study. Main focus areas will be:

1. To Promote First Generation Businessman and Industrialists
2. To Create Awareness about Availability of Resources
3. To Promote Small, Cottage & Local Industries
4. To Encourage Self Employment Tendencies
5. To Provide Knowledge about Government Plans and Programmes
6. To Make a Successful Entrepreneur
7. To Provide Training to Operate Business

Vision

Center for entrepreneurship provides support to creation of new ventures opportunities, identifying resource requirements, assisting in resource acquisitions and managing new ventures in tie-up with Lingayas University.

Club Members- President, event coordinator, club coordinator

Faculty ASSISTANT

In-charge: PROFESSOR

Email:

Contact:

Deemed-to-be University

Activities

Events: As part of a new initiative, the Center for Entrepreneurship will organize events that will give experiences and insights to help young entrepreneurs make a smooth transition from the idea to implementation. An Annual Entrepreneurship Summit is planned to be held every year.

Women Entrepreneurship Programmes

Center for entrepreneurship will conduct free one on one management consulting sessions for women entrepreneurs of areas nearby Lingayas Vidyapeeth, Faridabad. It will provide implementable solutions faced by these entrepreneurs in their ventures through problem analysis, research and brain-storming

4) VISVICT- HR CLUB

"PERFORM AND MAKE YOUR FUTURE"

The purpose of "HR Club" is to bring together students interested in the field of Human Resources Management, help them develop interpersonal skills needed in the corporate world. Encourage them to meet professionals who work in the field of Human Resources Management. This club is designed to help students learn more about Human Resource and what Human Resource Professionals do.

The club promotes the active participation of the students. The HR students take the lead in arranging the events. This enables the students to plan and arrange for the events successfully. The club activities are organized on a regular basis to promote the team spirit and implement the HR concepts practically.



Vision:

To foster highly proficient future Human Resource professionals with a humanitarian approach.

Objectives:

1. To enhance the skills and competencies of the members through sharing and learning.
2. To provide a forum for discussion and interaction and a platform for enhancing skills.
3. To make students understand what is expected in a real job interview and to improve the student's self-presentation.

4. Establishing contacts between HR managers in order to share the information and experience organizing and conducting the seminars.
5. To provide accurate instruction and realistic activities intended to stimulate discussion and provide the knowledge, skills and abilities necessary to perform HR roles and further an individual's career.
6. To continuously strive for academic and professional excellence in the field of HRM

Club Members- President, event coordinator, club coordinator

Faculty In charge:

ASSISTANT PROFESSOR

Email:

Contact:

Activities:

1. Recruitment and Selection Role Play

Round 1 consists of Aptitude Test on various management fields and current affairs where 50 objective questions are given and 50 minutes are allotted. This was a pen paper round. All the students attempted the test out of which 12 students were picked for the 2nd round based on the marks awarded.

Second Round: Group Discussion will be conducted to the 8 students on any selected topic. From this GD round 3 students shall be selected for the final round of recruitment process based on their performance.

Third Round: In Final round or Personal interview selected students shall answer the interview panel consisting of student co-coordinators.

2. Group Discussion Activity

The class will be divided into 4 groups consisting of 6-8 members per group. Topics which will be given to groups such as

1. Reservation for woman would help the society
2. What is most helpful for being successful in life knowledge, power or wealth...?
3. Impact of social media.
4. Indian culture vs. western culture. It will be an interactive section and groups shall share their perception about the topics.

3) Activity 3: 24

The 24-hour event where the contestants shall be asked to capture an image and elucidate their vision with a small write-up. Any theme will be given to students for this. Activity 4: HR Conclave

The one-day long signature event where eminent speakers from various backgrounds share their thoughts and experiences to the students. It also involves a panel discussion with industry experts and HR managers from different sectors engaging in creative conversations among themselves and as well as the audience.

4) Activity 5: HR Fest

Quiz Regarding various aspects of HR, HR policies, laws etc.

HR Slat-Making a play incorporating various HR policies and other things. A team plays a corporate scenario, which shows the best practices of HR Crisis-Giving some crisis scenarios and judging them based on the solution they give.

Preparing Recruitment advertisement-

Outcome:

The club will promote the active participation of the students. It will help them in attaining inter-personal skills required in the corporate field. The HR students shall make an active contribution in arranging the event. The club enhanced the knowledge on Recruitment and selection process. Participation in group discussion will enable them to express their views on the latest topics. It also helps promote team spirit, decision making, and motivation.

5) ARPAN — THE CSR CLUB

At the School of Commerce and Management we believe that a truly successful organization is one that looks beyond serving its own interests to serve society. As we shape the business professionals and leaders of tomorrow, it is important to not only equip them with knowledge and resources, but also the spirit of service and civic responsibility.

At Arpan, the CSR Club of SOCM, we educate students on the symbiotic relationship between society and businesses. We create awareness on the need for — and the importance of — corporate social responsibility, and emphasize the future role of students in the same.

The Club's activities are designed to help acquaint students with societal issues. Students are also taught to work in teams and develop social leadership to address the problems of the day. The aim is to help students work and lead businesses that play a strong social role.

Club Members- President, event coordinator, club coordinator

Faculty In-charge:

ASSISTANT PROFESSOR

Email:

Contact:

6) Operations Management Club

“OPER8 in Action”

OPER8 - Operations Management Club is an establishment under the mentorship of distinguished operations faculty members. The purpose of the club is to foster interest in the core aspects of operations as a whole henceforth capturing the essence of a business and re modelling those ideas into activities, games and learning experience.

The club endeavors to move learning beyond books and encourages students in brainstorming and creativity in real life problem solving and management games.

Club Members- President, event coordinator, club coordinator

Faculty In-charge:

ASSISTANT PROFESSOR

Email:

Contact:

Activities:

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

Rush Hour, Board of Directors, Case-study competition, Decipher, Maze the Matrix and Beer Game etc.



LIU
VII

Deem
u/s

choose to know

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

CC – 182	Business Analytics for Decision Making	L-T-P:1-1-0
----------	--	-------------

Objective:

To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making. To become familiar with the processes needed to develop, report, and analyze business data.

Unit I Introduction to Analytics, Davenport article - Competing on Analytics, LaValle et al. article - Analytics: The New Path to Value.

Unit II Visualization/ Data Issues, Organization/sources of data, Importance of data quality, Dealing with missing or incomplete data, Data Classification, Davenport and Harris article - The Dark Side of Customer Analytics.

Unit III Introduction to Data Mining, Introduction to Data Mining, Data Mining Process, Data mining tool XLMiner, Loveman article – Diamonds in the Data Mine, Market Basket Analysis – Shmueli Classification and Regression Trees – Shmueli.

Unit IV Introduction to Decision Modeling, Optimization Use of Excel to solve business problems: e.g. marketing mix, capital budgeting, portfolio optimization, Decision Making under Uncertainty Simulation Introduction to Risk, Types of problems: inventory management, capital investment analysis, market share estimation, sensitivity analysis.

Text Books:

1. Business Analytics, James Evans, 10 February 2012.
2. Business Analytics: Data Analysis & Decision Making, Wayne Winston, South-Western College Publishing, 1 January 2014,
3. Business Analytics: Text and Cases, Arindam Banerjee and Tanushri Banerjee, 15 December 2019
4. Fundamentals Of Business Analytics, R. N. Prasad and Seema Acharya, August 2011

CO 1 Develop understanding related to analytics and davenport article .

CO 2 Create appropriate knowledge about dealing with missing or incomplete data.

CO 3 Recognize the concept of Loveman article – Diamonds in the Data Mine,

CO 4 Understand the basis optimization use of excel to solve business problems.

Pos Cos	PO1	PO2	PO13	PO4	PO5	PO6	PSO 1	PSO2
CO1	3	3	1	-	-	-	3	2
CO2	3	3	1	-	-	-	1	2
CO3	3	3	1	-	-	-	1	2
CO4	3	3	1	-	-	-	1	2



LINGAYA'S VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know



Semester – III

LINGAYA'S
VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

LINGAYA'S VIDYAPEETH

 (A Deemed to be University u/s 3 of UGC Act, 1956)

HPP 173	Holistic & Professional Proficiency	L-T-P 0-0-2
----------------	--	--------------------

List of different clubs

1) Markaizen Club of Lingayas (MCL)

"CONNECTING PEOPLE"

Introduction:

As the name suggests, MCL is a step forward to make the students opt for Marketing as a specialization to excel in their creative learning and thinking abilities. The club is formed as a platform for the students to showcase their individual talents as well as their collaborative participation in groups. The club intends to mix and match different activities and workshops for the students, which will be helpful in giving finishing touches to their grooming and sharpening their marketing skills. The sole objective of the club is to make students industry-fit and equip them for the competitive times ahead.



Objectives of Club:

choose to know

- To make students come up with creative thinking abilities in solving problems and marketing issues.
- To make students abreast of the current scenario and the happenings around the world in the marketing space.
- To groom the personality of the students and make them more self-confident in facing this world.
- To provide and teach them art and techniques related to marketing which would help them be industry ready
- To make students understand the importance of teamwork and make them realize their leadership qualities.

Vision: To represent and support an inclusive and vibrant student community in which members can expand their horizons with the new marketing trends, reach their full potential with the conceptual knowledge, and change the world around them with the help of marketing themselves in the hypercompetitive environment

Club Members- President, event coordinator, club coordinator

Faculty Incharge:

ASSISTANT PROFESSOR

Email:

Contact:

Activities

This club will bring students together through events, sponsorships, publicity, and awareness of LV hosted events providing opportunities for development and social interaction that are central to many students' college experience. This club can bring in promotion stalls for Fresher's Day. The club can also conduct events like Ad-Venture - Creating an Advertising Campaign, inquisitive- A quiz on Marketing, Market Encounter- A puzzle-based game the best managers would compete. Cracking Cliché-Designing a Marketing Plan given a company and unusual product, What's in a name? Controversy Suggesting a New name and Marketing Campaign (Controversial debates), role play, AD MAD Show

1) War of Brands

It can be a three-stage competition which can be organized by the Club and it is nothing short of a battlefield, wherein participants engage in ambush marketing to not only design campaigns for various brands but also market their ideas through social media platforms.

2) Ulta Pulta

It can be organized under the umbrella of "Jingstad" and as the name suggests, everything is in reverse. You think you know a brand, till we take it and completely change it to its polar opposite. This event is for the creative geniuses out there.

3) X-Marketer

The specialty of X-Marketer lies in its dynamism, as it changes its rules and formats every year. While its underlying principle is to test participants' acumen and creativity. X-Marketer presents itself with new twists for all Marketing experts on campus.

4) Touchstone

"Touchstone", can be a case study competition which can provide budding marketers across the country the stage to prove their marketing acumen by delving into the marketing and branding strategies for products and services. Past participants from other colleges can be included.

2) VAANIJYA: THE FINANCE CLUB

"LEARN TODAY EARN TOMORROW"

About the Club: Vaanijya - The Finance club is the fountainhead of knowledge and new ideas in the field of knowledge. The club fosters an environment of discovery of recent trends and developments in the field of finance and provides a comprehensive understanding of the finance industry.

Objectives

- 1) It imparts the knowledge of finance to the students in a very interesting manner.
- 2) To provide a comprehensive understanding of finance & economics.
- 3) To foster an environment among the students that encourages the continuous learning and discovery of recent trends in the area of finance.
- 4) To provide a platform to the students to bring out their best and improvise upon their concepts with a practical understanding.

Vision

To represent and support an inclusive and vibrant student community in which members can expand their horizons with the new trends in finance & economics, reach their full potential with the conceptual and practical knowledge to make them industry ready.

Club Members- President, event coordinator, club coordinator

Faculty In-charge:

ASSISTANT PROFESSOR

Email:

Contact:

Activities:

Knowledge Sharing Sessions: Guest lecturers/ Webinars related to finance/economics/ commerce are organized by inviting speakers from academia & industry.

1) FinQ / BusinessQ

To equip students of various finance and economics concepts along with its relevant practices in the real world. This is the quiz series.

2) News Blast

A series to update students about the latest development in the finance and economics world. It comprises four sections, namely, Big Story, Economic. Market and Startup. Presentations about the latest developments in the economy & financial industry are given by students.

3) Budget Discussion

The Financial Budget of the country stands as one of the most important events of the entire year. It encloses the future ideas, plans and flow of the economy in the near future. The budget discussion focuses on a sector-wise presentation on key announcements & their impact on the sector, accompanied with an overall takeaway for various stakeholders of the economy.

4) Vaanijya Game

Puzzle games related to finance like Jumble Words & Newspaper Geek are there for students to check their knowledge in an interesting manner.

Deemed-to-be University
u/s 3 of UGC Act 1956

3) CONQUERORS-ENTREPRENEURSHIP CLUB

"PROFIT NINJAS"

choose to know

The vision is to be acknowledged as a program of International renown, where students, faculty, alumni,

industry and policy makers collaborate, learn, and innovate. The team comprises faculty from different functional areas and disciplines.

Objectives

Center for entrepreneurship aims to collaborate with faculty and fellows who have thesis topics on subjects related to entrepreneurship and innovation. The center will also collaborate with industry to develop research cases for further study. Main focus areas will be:

1. To Promote First Generation Businessman and Industrialists
2. To Create Awareness about Availability of Resources
3. To Promote Small, Cottage & Local Industries
4. To Encourage Self Employment Tendencies
5. To Provide Knowledge about Government Plans and Programmes
6. To Make a Successful Entrepreneur
7. To Provide Training to Operate Business

Vision

Center for entrepreneurship provides support to creation of new ventures opportunities, identifying resource requirements, assisting in resource acquisitions and managing new ventures in tie-up with Lingayas University.

Club Members- President, event coordinator, club coordinator

Faculty ASSISTANT In-charge: PROFESSOR

**Email:
Contact:**

Activities

Events: As part of a new initiative, the Center for Entrepreneurship will organize events that will give experiences and insights to help young entrepreneurs make a smooth transition from the idea to implementation. An Annual Entrepreneurship Summit is planned to be held every year.

Women Entrepreneurship Programmes

Center for entrepreneurship will conduct free one on one management consulting sessions for women entrepreneurs of areas nearby Lingayas Vidyapeeth, Faridabad. It will provide implementable solutions

faced by these entrepreneurs in their ventures through problem analysis, research and brain-storming

4) VISVICT- HR CLUB

"PERFORM AND MAKE YOUR FUTURE"

The purpose of "HR Club" is to bring together students interested in the field of Human Resources Management, help them develop interpersonal skills needed in the corporate world. Encourage them to meet professionals who work in the field of Human Resources Management. This club is designed to help students learn more about Human Resource and what Human Resource Professionals do.

The club promotes the active participation of the students. The HR students take the lead in arranging the events. This enables the students to plan and arrange for the events successfully. The club activities are organized on a regular basis to promote the team spirit and implement the HR concepts practically.



LINGAYA'S
VIDYAPEETH

Vision:

To foster highly proficient future Human Resource professionals with a humanitarian approach.

Objectives:

1. To enhance the skills and competencies of the members through sharing and learning.
2. To provide a forum for discussion and interaction and a platform for enhancing skills.

3. To make students understand what is expected in a real job interview and to improve the student's self-presentation.
4. Establishing contacts between HR managers in order to share the information and experience organizing and conducting the seminars.
5. To provide accurate instruction and realistic activities intended to stimulate discussion and provide the knowledge, skills and abilities necessary to perform HR roles and further an individual's career.
6. To continuously strive for academic and professional excellence in the field of HRM

Club Members- President, event coordinator, club coordinator

Faculty In charge:

ASSISTANT PROFESSOR

Email:

Contact:

Activities:

1. Recruitment and Selection Role Play

Round 1 consists of Aptitude Test on various management fields and current affairs where 50 objective questions are given and 50 minutes are allotted. This was a pen paper round. All the students attempted the test out of which 12 students were picked for the 2nd round based on the marks awarded.

Second Round: Group Discussion will be conducted to the 8 students on any selected topic. From this GD round 3 students shall be selected for the final round of recruitment process based on their performance.

Third Round: In Final round or Personal interview selected students shall answer the interview panel consisting of student co-coordinators.

2. Group Discussion Activity

The class will be divided into 4 groups consisting of 6-8 members per group. Topics which will be given to groups such as

5. Reservation for woman would help the society
6. What is most helpful for being successful in life knowledge, power or wealth...?
7. Impact of social media.
8. Indian culture vs. western culture. It will be an interactive section and groups shall share their perception about the topics.

3) Activity 3: 24

The 24-hour event where the contestants shall be asked to capture an image and elucidate their vision with a small write-up. Any theme will be given to students for this. Activity 4: HR Conclave

The one-day long signature event where eminent speakers from various backgrounds share their thoughts and experiences to the students. It also involves a panel discussion with industry experts and HR managers from different sectors engaging in creative conversations among themselves and as well as the audience.

4) Activity 5: HR Fest

Quiz Regarding various aspects of HR, HR policies, laws etc.

HR Slat-Making a play incorporating various HR policies and other things. A team plays a corporate scenario, which shows the best practices of HR Crisis-Giving some crisis scenarios and judging them based on the solution they give.

Preparing Recruitment advertisement-

Outcome:

The club will promote the active participation of the students. It will help them in attaining inter-personal skills required in the corporate field. The HR students shall make an active contribution in arranging the event. The club enhanced the knowledge on Recruitment and selection process. Participation in group discussion will enable them to express their views on the latest topics. It also helps promote team spirit, decision making, and motivation.

5) ARPAN — THE CSR CLUB

At the School of Commerce and Management we believe that a truly successful organization is one that looks beyond serving its own interests to serve society. As we shape the business professionals and leaders of tomorrow, it is important to not only equip them with knowledge and resources, but also the spirit of service and civic responsibility.

At Arpan, the CSR Club of SOCM, we educate students on the symbiotic relationship between society and businesses. We create awareness on the need for — and the importance of — corporate social responsibility, and emphasize the future role of students in the same.

The Club's activities are designed to help acquaint students with societal issues. Students are also taught to work in teams and develop social leadership to address the problems of the day. The aim is to help students work and lead businesses that play a strong social role.

Club Members- President, event coordinator, club coordinator

Faculty In-charge:

ASSISTANT PROFESSOR

Email:

Contact:

6) Operations Management Club

“OPER8 in Action”

OPER8 - Operations Management Club is an establishment under the mentorship of distinguished operations faculty members. The purpose of the club is to foster interest in the core aspects of operations as a whole henceforth capturing the essence of a business and re modelling those ideas into activities, games and learning experience.

The club endeavors to move learning beyond books and encourages students in brainstorming and creativity in real life problem solving and management games.

Club Members- President, event coordinator, club coordinator

Faculty In-charge:

ASSISTANT PROFESSOR

Email:

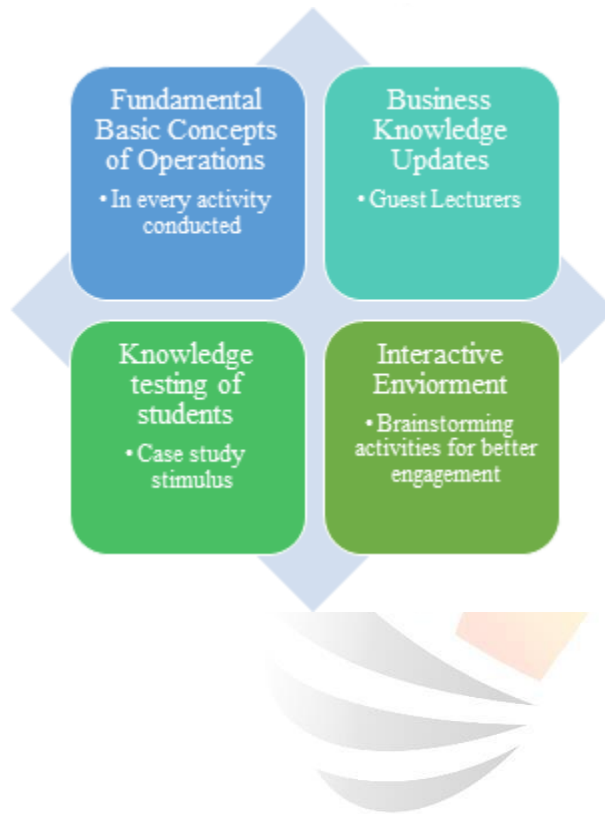
Contact:

Activities:

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

Rush Hour, Board of Directors, Case-study competition, Decipher, Maze the Matrix and Beer Game etc.



LINGAYA'S VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

EB MBA 201 A

Education Basket

L-T-P 4-0-0



LINGAYA'S VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

EB MBA 201 B

Education Basket

L-T-P 4-0-0



LINGAYA'S VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

EB MBA 203 A

Education Basket

L-T-P 2-0-0



LINGAYA'S VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know



LINGAYA'S VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know



Specialisation –I

Human Resources and Organizational Behaviour

LINGAYA'S
VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 205A	Employee Relations & Labour Laws	L-T-P:3-0-0
-------------------	---	--------------------

Course Objectives:

To provide a conceptual framework of Industrial Relation, to make students aware with the Indian Labour legislation. To make students aware with the basic requirements and mandate of labour legislations.

Unit -I

Introduction: Concept, objectives, functions, significance and aspects of Industrial Relations Emerging challenges of IR in India, Linking Industrial Relations with economic growth of a country.

Trade Unionism: Development of trade unionism, functions, type and structure, problems and suggestive remedial measures of trade unions

The Trade Unions Act 1926- objectives, recognition and registration, Industrial Democracy and Participative Management.

Unit -II

Collective Bargaining: Significance, types and Procedure of collective bargaining Discipline: definition and objectives, Misconduct, Disciplinary Action, Types of punishments, Code of Discipline, Domestic Enquiry. Grievance Function in IR: Meaning and content presentation of grievances, role of HR department, evaluation of grievance redressal machinery, grievance settlement procedure.

Unit -III

The Factories Act, 1948, The Payment of Wages Act, 1923, The Workmen's compensation Act, 1972. The Industrial Disputes Act, 1947.

Unit -IV

The Payment of Minimum wages act 1936, The Contract Labour (Abolition and regulative) act. The ESI Act, 1948.

The payment of Bonus Act, 1965, The payment of Gratuity Cat, 1972 The Maternity Benefit Act, 1961. Employee's Provident fund and Miscellaneous Provisions Act, 1952.

References:

1. Mamoria CB, Mamoria, Gankar; Dynamics of Industrial Relations; Himalaya Publishing House, 15th Ed.)
2. Singh B.D; Industrial Relations and Labour Laws; Excel, 1st Ed.
3. Srivastava SC; Industrial Relations and Labour Laws; Vikas Publishing, 2000, 4th Ed.
4. Venkata Ratnam; Industrial Relations; Oxford University Press, 2006, 2nd Ed.
5. Monappa Arun; Industrial Relations; McGraw Hill Education

CO1: To understand the concept of employee relations.

CO2: To demonstrate the employee conduct and grievances.

CO3: able to illustrate the role of trade union in the industrial setup.

CO4: able to elaborate Industrial Dispute settlement procedures.

CO5: able to summarize the important provisions of labour laws.

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO2
CO1	1	-	3	-	3	-	2	-
CO2	-	2	-	-	-	-	-	-
CO3	2	-	-	-	-	1	-	-
CO4	-	-	1	-	2	-	-	3

MBA N 205 B	HR Analytics	L-T-P:2-1-0
-------------	--------------	-------------

COURSE OBJECTIVES:

1. This course introduces the student to the theory, concepts, and business application of HR analytics, and the ability to track, store, retrieve, analyze and interpret HR data to support decision making.
2. The student will use applicable benchmarks/metrics to conduct research and statistical analyses related to Human Resource Planning and Recruitment and Selection.
3. Employ appropriate software to record, maintain, retrieve and analyze Performance and training effectiveness.
4. Apply quantitative and qualitative analysis to understand and design compensation systems.
5. Demonstrate how to connect HR results to business results.

UNIT 1

8 Hours

Introduction to HR Analytics: Evolution of HR Analytics, HR information systems and data sources, Evolution of HR Analytics; HR Metrics and HR Analytics; Intuition versus analytical thinking; HRMS/HRIS and data sources; Analytics frameworks like LAMP, HR Scorecard & Workforce Scorecard.

UNIT 2

8 Hours

Human Resource Planning and forecasting: Quantitative and Qualitative Dimensions of HR Planning, Methods and Techniques of HR Demand Forecasting, Data Base for Manpower Forecasting.

Recruitment and Selection Analytics: Evaluating Reliability and validity of selection models ,Finding out selection bias, Predicting the performance and turnover.

UNIT 3

8 Hours

Performance Analysis: Predicting employee performance, Training requirements, evaluating training and development, Optimizing selection and promotion decisions, Analyzing and Classifying training needs, Measuring training effectiveness, Predicting training effectiveness and performance.

Designing a Compensation System: Understanding compensation Analytics, quantifiable data, Factors affecting Compensation & Benefits, Analytics for compensation planning, Competency Scorecard.

UNIT 4

4 Hours

Monitoring impact of Interventions: Tracking impact interventions, Evaluating stress levels and value-change. Formulating evidence based practices and responsible investment, Evaluation Mediation process, moderation and interaction analysis.

UNIT 5

8 Hours

Applications of HR Metrics and Creating HR Dashboards: HR Metrics, Types of HR Metrics, Staffing Metrics, Training and Development Metrics, Application-oriented Exercises :Dashboards: Few Key Excel Add-ins/Functions to Help Create Dashboards, Name Range, The Developer Tab, Form Controls, Important Excel Formulas Useful for Creating Dashboards, VLOOKUP, INDEX, SUMIF, AVERAGEIF and COUNTIF, Application of Excel Functions in Creating HR Dashboards, Storyboarding: Connecting the Dots and Integrating the Findings.

Suggested Readings

1. Bhattacharya Kumar Dipak, HR Analytics Understanding Theories and Applications ,SAGE Publishing
2. Banerjee Pratyush, Pandey Jatin and Gupta Manish (2019), Practical Applications of HR Analytics,SAGE Publishing
3. Sesil. J, Applying advanced analytics to HR management decisions: Methods for recruitment,managing performance and improving knowledge management. Prentice Hall.
4. Barnett K, Berk J, Human Capital Analytics. Word Association Publication. Fitz-Enz J,
5. The HR Analytics: Predicting the Economic Value of your Company's Human Capital Investments, AMACOM.

Course Outcome:

CO1: Apply HR Analytical techniques in the areas of HRP, recruitment and selection, Compensation and Benefits and Training etc.

CO2: Demonstrate HR function in adding value in business terms.

CO3: Utilize soft factors in a people management context and convert them into measurable variables.

CO4: Design a Metrics and Analysis index for recruitment, performance and or training and development context

CO5: Predict the issues using the available HR data and formulate the best strategies.

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2
CO1	2	-	2	2	-	2	1	2
CO2	2	2	-	3	-	-	1	-
CO3	1	1	-	3	2	1	-	-
CO4	-	1	2	1	-	-	3	-



LINGAYA'S VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

MBA N 205 C	Diversity and Inclusion of HR Professionals	L-T-P:3-0-0
-------------	---	-------------

Course Objectives:

Organizations are unlikely to remain competitive without high performing employees to execute team and organizational strategy. The objective of this course is to facilitate students in developing insights and understanding of effective management and development of talent in teams and organizations. The syllabus is intended to help students identify best practices and approaches for talent management. The course is designed for students and executives who will be significantly involved in creating and managing talent.

Course Contents

Unit I

Define Talent and Talent Management: historical context of talent management; Challenges and Dilemmas; single-ladder pipeline versus multiple pipelines; aligning strategy and talent management for competitive advantage.

Unit II

Best HRM Practices for managing talent/star employees (hiring, rewarding, retaining, performance management and succession planning etc.); employer branding and talent management; Role of social media in talent management.

Unit III

Talent management in different organizational contexts: global context, disruptive organizations, complex and uncertain scenarios etc.

Unit IV

Diversity and Talent: Talent management and future directions, Talent Analytics; preparing a talent development plan.

Suggested Readings

- Collings, D.G., Mellahi, K. & Cascio, W.F. (2017). The Oxford Handbook of Talent Management: Oxford University Press.
- Wilcox, M. (2016). Effective Talent Management: Aligning Strategy, People and Performance. Routledge.
- Sparrow, P., Scullion, H. & Tarique, I. (eds) (2014) Strategic Talent Management: Contemporary Issues in Global Context. Cambridge: Cambridge University Press.
- Sparrow, P., Hird, M., and Cooper, C.L. (2015). Do We Need HR? Repositioning People Management for Success. Palgrave Macmillan
- Born, M. and Heers, M. (2009) Talent Management: Alternatives to the single-ladder approach. DEA, EHRM, Denmark (Faculty Report)
https://dea.nu/sites/default/files/Report_EHRM.pdf (accessed 19/08/2018).

CO1: Understand the concept of talent management.

CO2: To learn about the best practices for talent management.

CO3: Analyze talent management in different contexts.

CO4: Evaluate the concept of diversity & talent.

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Pos C os	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PS O 1	PS O 2
CO 1	3	1	1	2	-	1	1	1
CO 2	-	-	3	-	1	-	-	-
CO 3	2	1	-	-	1	1	-	1
CO 4	-	3	2	1	2	-	3	-

LINGAYA'S VIDYAPEETH

(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 205 D	Compensation Management	L-T-P: 3-0-0
--------------------	--------------------------------	---------------------

OBJECTIVE

The primary concern of this course is to develop in depth understanding of the concepts and issues related to compensation in corporate sector and impart skills in designing, analysis, and restructuring compensation management system, policies and strategies.

UNIT I. Compensation: Introduction to Compensation and Rewards; Objective of Compensation and Rewards; Introduction to Framework of Compensation Policy; Labour market characteristics and pay relatives.

UNIT II. Wage Determination & Wage Deferral: Compensation structure and Differentials; Wage Determination Process, Factors Influencing Wage and Salary Structure and Principles of Wage and Salaries Administration; Theory of Wages: Minimum, Fair and Living Wage; Basic Kinds of Wage Plans; Wage Differentials & Elements of a Good Wage Plans; Institutional Mechanisms for Wage Determination; Wage Fixation

UNIT III. Job Evaluation: Nature and Objectives of Job Evaluation; Principles and Procedure of Job Evaluation Programs; Job Evaluation Methods; Rewards and Incentives – Objective, Role Importance and Classification

UNIT IV. Profit Sharing & Benefits: Cafeteria Style of Compensation; Compensation policy; Fringe Benefits; Benefit Programs; Concepts of Compensation Survey & Methodology; Planning Compensation for Executives & knowledge Workers.

UNIT V. Tax Planning: Introduction to Tax Planning; Comparative International Compensation; Downsizing; Voluntary Retirement Scheme; Pay Restructuring in Mergers & Acquisition

REFERENCE BOOKS

1. Luis R. Gomez-Mejia & Steve Werner, Global compensation - Foundations and perspectives Routledge.
2. Richard I. Henderson, Compensation Management in a Knowledge-Based World, Pearson Education, 10th Edition.
3. B D Singh, Compensation And Reward Management, Excel Books

4. Tapomoy Deb, Compensation Management, Text and Cases, Excel Books
5. Milkovich, George T and Newman J.M., "Compensation", Tata McGraw Hill
6. Martocchio, J.J., "Strategic Compensation", Pearson Education
7. Armstrong, M and Murlis, H, "Reward Management", Kogan Page, UK
8. Henderson, R.O., "Compensation Management", Pearson Education

Course Outcome

CO1: Recognize how pay decisions help the organization achieve a competitive advantage.

CO2: Gain knowledge to determine the wages of employees in an organization.

CO3: Demonstrate comprehension by constructing a compensation system encompassing internal consistency, external competitiveness, employee contributions, organizational benefit systems, and administration issues.

CO4: Design rational and contemporary compensation systems in modern organizations.

CO5: Applying the compensation techniques and models in real life scenarios of the companies.

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Pos COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	1			1				1
CO2			1				1	1
CO3	1	1	1	1				1
CO4	1		2	1		1	1	1
CO5	1	2	1				1	1

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 205 E	Talent Acquisition & Succession Planning	L-T-P:3-0-0
--------------------	---	--------------------

Course Objective

This course would enable the students to gain an in-depth understanding of the process of strategic staffing. Students will be able to identify the competencies required for a given job title, identify appropriate recruitment sources, selection tools and techniques and design a customized staffing procedure.

UNIT - 1

Talent Acquisition: Defining Talent Acquisition, develop high potential employee - High performance workforce, Importance of Talent Development Process, Steps in Developing Talent, Succession Planning, Difference between Talent Acquisition and Recruitment, Current Trends in Talent Acquisition.

UNIT - 2

Talent Retention: "SMR Model" (Satisfy, Motivate and Reward) – The Formula to Win Your Employees & Retain Them, Employee Retention Programs, Career Planning & Development, Return on Investment (ROI) on Talent Management, Employee Engagement, Best Practices in Employee Retention.

UNIT -3

Opportunities and Challenges in Talent Management: Talent Management Challenges, Strategies to Overcome the Challenges, Opportunities in Talent Management, Talent Management in the Digital Era, Current trends in Talent Management.

UNIT – 4

Introduction to Succession Planning, Nature, objectives, Why Succession Planning is Essential, The Succession Planning Process, Understanding the Fundamentals of Succession and Transition Planning, Creating an Effective Succession Plan.

References

1. Gowri Joshi & Veena Vohra, Talent Management, Cengage Learning .
2. Mamta Mohapatra & Swati Dhir, Talent Management, SAGE Publishing India
3. Dessler Gary, Varkkey Biju, Fundamentals of Human Resource Management, Pearson Publication,
4. Lance A Berger, Dorothy R Berger, Talent Management Hand Book, McGraw Hill
5. Hasan, M., Singh, A. K., Dhamija, S., Talent management in India: Challenges and opportunities, Atlantic Publication

CO1: Identify key employee development activities and build developmental plans. Develop organizational coaching and mentoring programs.

CO2: Perform career development activities.

CO3: Manage an organizational succession plan.

CO 4: Understanding for analysis of the impacts of Talent management in the organization

CO 5: Competency to implement Talent Management practices

CO 6: Competency to develop leadership qualities among subordinate

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO2
CO1	3	-	1	2	-	1	1	1
CO2	-	-	3	-	1	-	-	-
CO3	2	1	-	-	1	1	-	1
CO4	-	3	2	1	2	-	3	-

(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 205 F	Change Management & Organization Transformation	L-T-P:3-0-0
--------------------	--	--------------------

Course Objectives:

To learn how an organization can be designed and developed to deal with the challenges from environment, technology, and its own processes. Gaining knowledge about organizational development processes.

How to change and develop organizations. Better understanding of the change management model. Skills needed to develop an action plan for the development process. Better understanding of change resistance and how to handle it.

Unit –I

Organization and Its Environment: Meaning of Organization – Need for existence – Organizational Effectiveness – Measuring Organizational Effectiveness – External Resources Approach, Internal Systems Approach and Technical approach – Internal organizational Relationships – global implications of Organizational Design – Corporate Restructuring.

Unit- II

Organizational transformation: Organizational Design – Determinants – Components – Types - Basic Challenges of design – Differentiation, Integration, Centralization, Decentralization, Standardization, - Technological and Environmental Impacts on Design Importance of Design – Success and Failures in design – Design Principles and set of choices - Implications for Managers.

Unit- III

Organizational Culture: Understanding Culture – Strong and Weak Cultures – Types of Cultures – Importance of Culture - Creating and Sustaining Culture - Culture and Strategy – STAR Model in decision making - Implications for practicing Managers.

Unit- IV

Organizational Change: Meaning – Forces for Change - Resistance to Change – Types and forms of change – Evolutionary and Revolutionary change – Change process – role of change agent – Organisation Development – HR functions and Strategic Change Management - Implications for practicing Managers.

Unit- V

Organization Evaluation and Learning Organizations: Organizational life cycle – Organizational Learning - individual skill sets in Learning Organizations – Change mastery – models of Organizational change – Innovation, Entrepreneurship and Creativity-HR implications.

References:

1. Gareth R. Jones; Organizational Theory, Design and Change; Pearson Education, 6th Edition 2011
2. Richard L. Daft; Understanding the theory and Design of Organization's; Cengage Learning Western, 10th Edition 2012
3. M.G. Rao and V.S.P. Rao; Organization Design, Change and Development; Discovery Publishing House, New Delhi.
4. Kavita Singh, Thomson G. Cummings and Christopher G. Worley; Organisational development and Change; Cengage learning, 9th edition 201.
5. Robbins; Organization Theory: Structure Design and Applications; Prentice Hall of India, 2009.
6. Bhupen Srivastava; Organizational Design and Development: Concepts Application; Biztantra. 2010.
7. Robert A Paton, James Mc Calman, Change Management, A guide to effective implementation; Response Books, 2012.
8. Adrian Thornhill, Phil Lewis, Mike Millmore and Mark Saunders; Managing Change -A Human Resource Strategy Approach; Wiley, 2010.

CO1 : To Understand the concept of IHRM.

CO2 : Analyze the cross cultural negotiations.

CO3 : To evaluate the concept of international business approaches.

CO4 : To evaluate the concept of change management and international labor.

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

CO'S/ PO'S	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	1	1	2	-	3	2	3	-
CO2	1	-	-	3	-	-	-	-
CO3	2	-	-	-	-	1	2	-
CO4	-	-	1	-	2	-	-	2

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know



Specialisation –II

Marketing

LINGAYA'S
VIDYAPEETH

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 207 A	Service Marketing	L-T-P:3-0-0
--------------------	--------------------------	--------------------

Course objectives

1. Make students have an understanding of B2B marketing and its characteristics
2. To enhance knowledge of emerging trends in integrated marketing communication and Distribution channels.
3. To understand pricing strategy of B2B marketing and its impact on selling
4. To analyze consumer behaviour in service marketing
5. To understand service delivery promises and gaps.

UNIT I

Fundamentals of B2B marketing: Consumer market Vs Business market, Classification of business products & customers, Elements of B2B offering, Strategic tools for managing product offerings.

Organizational Buying Behaviour: Organizational buying process, buying situations, buying grid, buying center. **Buyer seller relationships:** Types, Managing relationships with suppliers, Customers and Distributors, CRM process, Strategic alliances,

UNIT II

Market communication Brand expression, Communication mix and customer acquisition process .Relationship communication, sales responsibilities. The relationship communication process ,call preparation, selling to low-priority and high-priority customers. Value selling and consequences-order fulfillment-relationship building.

Marketing Distribution: Distinctive nature, Channel design, Managing and administering channel members, Direct & Indirect channels, Supply chain and Logistics management.

UNIT III

Pricing & Negotiation: Pricing basics and objectives, Price models and skills, pricing tactics, Negotiated pricing. **Price setting in B2B markets:** 3 C's of pricing cost, Customer and competition pricing strategy, Price positioning, Roles of sales force in pricing, Bid pricing, Internet auctions, Ethical aspects of B2B pricing.

Managing the personal selling function: Personal selling, Industrial sales force management, Sales force selection, Training, Control and evaluation.

UNIT- 4

Service Design: Services vis-à-vis goods, Customer Expectations and Perceptions of Services, the Gaps Model of Service Quality. Service innovation & Design, Customer Defined Service Standards, Physical Evidence,

Delivering, Pricing and Managing Service Promise .Delivering Services: Role of Employees and Customers in service delivery; Demand and Capacity Management., **Managing Service Promise:** Pricing of Services: Pricing Considerations and Strategies, Role of Advertising, Personal Selling, Sales Promotion, Publicity and Public Relations.

Suggested Readings:

1. Services marketing, Zeithaml Valerie and Mary jo Bitner, Gremler & Pandit, TataMcGraw Hill.
2. Services Marketing, Lovelock, Christopher, Prentice Hall
3. B2B Marketing , Hutt, M.D. & Speh, T.W., Cengage Learning
- 4 Business to Business Marketing, Ross Brennan, Louise Canning & RaymondMcDowell, Sage Publications,
- 5.B2B Marketing Strategy: Differentiate, Develop and Deliver LastingCustomerEngagement, Heidi Taylor, Kogan page,
- 6.Innovative B2B Marketing: New Models, Processes and Theory, Simon Hall,Kogan Page

COURSE OUTCOME:

CO1. Understand and nature of B2B marketing

CO2. Ability to create an integrated marketing communications plan which includes promotional strategies

CO3. Define and apply knowledge of various aspects of managerial decision making related to pricing strategy and tactics.

CO4. Be able to identify critical issues related to servicedesign, such as identifying and managing customer service experience, expectations, perceptions and outcomes.

CO5. Use critical analysis to perceive service shortcomings in reference to ingredients to create service excellence.

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Pos Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2
CO 1	1	1	1	-	1	1	2	1
CO 2	-	2	2	-	2	-	1	1
CO 3	2	1	1	1	-	2	2	3
CO 4	-	-	1	-	1	2	2	1

choose to know

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 207 B	Marketing Analytics	L-T-P:3-0-0
--------------------	----------------------------	--------------------

Objective: The course will introduce marketing analytics and its commonly used tools. It would focus on developing an understanding of the data available to marketing managers and the tools for generating insights from data and how such insights are used in marketing decision making.

Unit I

Introduction to Marketing Analytics: Meaning and scope of marketing analytics, Sources of marketing data, Marketing metrics and measurements, Offline and digital marketing measures, Marketing analytics in the age of big data.

Unit II

Product analytics: Pricing and revenue management; Segmentation, targeting and positioning; Marketing mix analytics; Assortment optimization; New product and service design.

Unit III

Customer Analytics: Customer lifetime value, Customer choice, Market basket analysis, Cross-selling and optimization.

Unit IV

Emerging issues in marketing Analytics: Data collection and Protection laws; Ethical use of data and analytics; Future of marketing analytics.

Text Book

1. Moutusy Maity & Pavankumar Gurazada, First edition Marketing Analytics, Oxford university press.

Reference Books

1. Blattberg, R. C., Do- Kim, B., Neslin, S. A. (2008) Database marketing: analyzing and managing customers. New York: Springer.
2. Jeffery, M. (2010). Data Driven Marketing. Wiley.
3. Lilien, G. L., Rangaswamy, A., & De Bruyn, A. (2017). Principles of Marketing Engineering and Analytics. Decision Pro.
4. Stephan, S. (2013). Marketing Analytics: Strategic Models and Metrics (1st ed.). Createspace Independent Publishing
5. Venkatesan, R., Farris, P., & Wilcox, R. T. (2014). Cutting-edge marketing analytics: real world cases and data sets for hands-on learning. Pearson Education.

CO1: Understanding the concept of marketing analytics

CO2: Learn the product analytics concept

CO3: Analyse the customer analytics

CO4: Evaluate the emerging issues in marketing analytics

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	1	1	1	-	1	1	2	1
CO2	-	2	2	-	2	-	1	1
CO3	2	1	1	1	-	2	2	3
CO4	-	-	1	-	1	2	2	1

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 207 C	Social Media and Web Analytics	L-T-P:3-0-0
-------------	--------------------------------	-------------

- To provide basic understanding of the use and deployment of Digital marketing tools and web/social/mobile analytics platforms
- Gaining a grounded understanding of web analytics and business implication.
- To prepare the students with growth potentials for Web Analysts professionals

Unit 1

Social Media & Analytics: Introduction to Social Media, Social media landscape, Social Media Analytics & its need. SMA in Small and large organizations; Application of SMA in different social media platforms.

Introduction to Web Analytics: Definition, Process, Key terms: Site references, Keywords and Key phrases; building block terms: Visit characterization terms, Content characterization terms ,Conversion metrics; Categories: Offsite web, on site web; Web analytics platform, Web Analytics evolution, Need of web analytics, Advantages & Limitations.

Unit 2

Network fundamentals: The social networks perspective - nodes, ties and influencers, Social network, web data and methods.

Data Collection and Web Analytics Fundamentals: Capturing Data: Web logs, web Beacons, java script tags, packet sniffing; Outcome data: E-commerce, Lead generation, Brand/ Advocacy and support; Competitive Data: Panel Based measurement, ISP based measurement, Search Engine Data; Organizational Structure.Type and size of data, identifying unique page definition, cookies, Link Coding Issues.

Unit 3

Web Metrics & Analytics: Common metrics: Hits, Page views, visits, unique page views, Bounce, Bounce rate & its improvement, Average time on site, Real time report, traffic source report, custom campaigns, content report, Google analytics; Key Performance Indicator: Need, characteristics, perspective and uses. Graphs and Matrices- Basic measures for individuals and networks. Random graphs & network evolution, Social Context: Affiliation & Identity

Web analytics tools: A/B testing, online surveys, Web crawling and Indexing. Natural Language Processing Techniques for Micro-text Analysis

Unit 4

Facebook Analytics: Introduction, parameters, demographics. Analyzing page audience: Reach and engagement analysis. Post-Performance on FB; Social Campaigns: Goals and evaluating outcomes, Measuring and analyzing social campaigns, Social Network Analysis like Instagram, twitter, LinkedIn, YouTube etc. Ad Words, Benchmarking, Categories of traffic: Organic traffic, Paid traffic;

Google Analytics: Brief introduction and working, Google website optimizer, Implementation Technology, Limitations, Performance concerns, Privacy issues.

Suggested Readings

1. Rob Stokes, (2014), e marketing: The Essential Guide to Digital Marketing, Quirk Education.
2. Tuten & Bikramjit Rishi, Social Media Marketing, 3rd Ed. 2020, SAGE Publishing India
3. Dave Chaffey, Fiona Ellis-Chadwick, Richard Mayer, Kevin Johnston, (2012), Internet Marketing: Strategy, Implementation and Practice, Prentice Hall.
4. Liana Evans, Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media, Que Publishing.
5. Vandana Ahuja, (Digital Marketing, 1st edition, Oxford University Press.
6. Avinash Kaushik, Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity,
7. Clifton B., Advanced Web Metrics with Google Analytics, Wiley Publishing, Inc. 2nd ed.
8. Kaushik A., Web Analytics 2.0, The Art of Online Accountability and Science of Customer Centricity, Wiley Publishing, Inc. 1st ed.

9. Sterne J., Web Metrics: Proven methods for measuring web site success, John Wiley and Sons
10. Annmarie Hanlon, Digital Marketing, SAGE Publishing India

COURSE OUTCOME

CO1: Students will develop knowledge, understanding and skills in analysis of Social Media

CO2: Acquainted with better understanding of implementation Web Analytics tool

CO3: Develop analytical skills for effective decision alternatives in social media problems

CO4: Develop the knowledge, understanding and skills in Facebook and google analytics.

CO5: Acquainted with better understanding of implementation of web analytics strategies and develop analytical skills for effective decision alternatives in social media operations.

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Pos Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2
CO 1	1	1	1	-	1	1	2	-
CO 2	-	2	2	-	2	-	1	-
CO 3	2	1	1	1	-	-	-	-
CO 4	-	-	1	-	1	2	2	1

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 207 D	Sales & Retail Management	L-T-P:3-0-0
--------------------	--------------------------------------	--------------------

Objectives:

1. To build knowledge, understanding, and skills in Sales and Retail Management.
2. Enable development and implementation of Sales and Retail Management strategies.
3. Help to analyze decision alternatives and criteria in the context of realistic problem situations in Sales and Retail Management.

Unit1:

Introduction to Sales: Role of selling in marketing, Personal selling, Types of sales personnel, Characteristics of a successful salesman, Process of effective selling.

UNIT 2:

Negotiation and Bargaining: Negotiation Strategies, conflicts and dispute resolution, negotiation and discussion stages. Listening skills - Controlling emotions, Art of persuasion and emotions, ethics in sales, Influencing and assertiveness skills, Spotting the signs, non-verbal communication and voice clues The Bargaining and Closing Stage -• Making concessions, the techniques, Closing techniques, Confirming agreement

UNIT 3:

Building Sales Organization: Types of sales organizations and their structure, Functions and responsibilities of sales person. Filling sales positions: Recruitment, Selection, Training and Development. Leading Sales Organization: Sales force motivation & compensation, designing incentives and contests, Sales forecasting, Sales budget, Sales quota, Sales territory, Building sales reporting mechanism and monitoring, Sales force productivity, Sales force appraisal.

UNIT 4:

Introduction to retailing: Factors Influencing Retailing, Strategic Retail Planning Process, Retail Organization, Retail Models and Theory of Retail Development, Modern retail formats in India, Store Location & Site Selection: Trading Area Analysis, Types of Location, Location and Site Evaluation, Objectives of Good store Design

Suggested Readings

1. Still, R.R., Cundiff, E.W. and Govani, N.A.P.; Sales Management; Pearson Education
2. Venugopal, Pingali, Sales and Distribution Management, SAGE Publishing
3. Berman, Evans, Retail Management Strategic approach, Pearson
4. Chaudhary Prashant , Selling and Negotiation, SAGE Publishing
5. Tapan Panda: Sales and Distribution Management, OUP.
6. Havaldar, K.K., and Cavale, V.M.; Sales and Distribution Management; McGraw- Hill Education.
7. Pradhan Swapna; Retailing Management; McGraw-Hill Education

CO1: Understand the basics of sales and retail marketing

CO2: Learn the strategy of sales and retail marketing

CO3: To analyze the promotional techniques.

CO4: Evaluate the various layout and design of marketing.

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Pos Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PS O 1	PS O 2
CO1	3	1	1	2	-	1	1	1
CO2	2	1	3	3	1	2	2	3
CO3	2	1	-	2	2	1	2	1
CO4	-	3	3	1	2	-	3	-

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 207 E	Consumer Behaviour & Integrated Marketing Communication	L-T-P:3-0-0
--------------------	--	--------------------

Course Objectives: To understand consumer behaviour and explain the consumer decision making process
To define external and internal influences on buying behaviour
To provide an understanding of integrated marketing communications (IMC) and its influences on other marketing functions and other promotional activities.
Help to understand what advertising is and its role in advertising and brand promotion.
Understand the importance of message design and the creativity involved in message designing.

UNIT-1

Introduction: Consumer Behaviour & the Marketing Mix, Consumer Goals, **Consumer Decision Making Process:** Need Recognition, Search for information, Pre purchase evaluation of alternatives, Purchase, Consumption, Post consumption Evaluation & Divestment, Interrupts in buying process & their effects, Customer involvement, **Consumer Journey through the World of Technology**

UNIT-2

Consumers as individuals and in the social context: Consumer Perception, Consumer Learning & Knowledge, Consumer Attitude Formation & Change, Reference Groups, Family Gender & Age Influences, Culture and Social Mobility

UNIT-3

Marketing Communication: The Role of Marketing Communication **Developing Effective Communication:** Target Audience, Communication Objectives Design the Communication, Select the Communication Channels & Total Marketing Communication Budget. Communication Mix & Managing the IMC Process
Advertising Management: Meaning, Nature and Scope of Advertising, Classification of advertising, Process of Advertising, Fundamentals of Advertising Campaigns, The Creative Brief, and Advertising Appeal. Advertising Agencies – their role, functions. Global vs local advertising

UNIT-4

Developing the Advertising Campaign: Message Strategies, Executional Framework of messages, Sources And Spokespersons, Source Characteristics, Advertising Effectiveness & its measurement

Media Planning and Strategy: Steps involved in media planning, Media Types and their characteristics ;Setting Media objectives, Media Selection & Media Strategy

Interactive Marketing: Its advantage and disadvantages, Placing Ads and Promotions online, Buzz Marketing, Viral Marketing, and Mobile marketing

Suggested Readings

1. Consumer Behavior, Schiffman, L. G. and Kanuk, L. L., Pearson.
2. Consumer Behaviour : Sethna Zubin & Blythe Jim, SAGE Publishing India
3. Integrated Advertising, Promotion and Marketing Communications: Clow, Kenneth E.& Baack Donald E., Pearson
4. Advertising & promotions an IMC perspective: Kruti Shah & Alan D' Souza, McGrawHill education
5. Advertising and promotion- An integrated Marketing Communication Perspective, George E Belch & Michael A Belch, McGraw Hill Education
6. 6. Advertising, Brand and Consumer Behaviour, 2020, S. Ramesh Kumar, SAGE Publishing India

CO1. Understand the three major influences on customer choice: the process of human decision making in a marketing context; the individual customers make up; the environment in which the customer is embedded.

CO2. Develop the cognitive skills to enable the application of the above knowledge to marketing decision making and activities

CO3. Be able to demonstrate how concepts may be applied to marketing strategy.

CO4. Apply an IMC approach in the development of an overall advertising and promotional plan.

CO5. Enhance creativity, critical thinking and analytical ability through developing an integrated marketing communication campaign

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Pos Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PS O 1	PS O 2
CO1	3	1	2	2	-	1	1	1
CO2	2	1	3	3	1	2	2	3
CO3	2	2	1	2	2	2	2	1
CO4	-	3	3	1	2	-	3	-

u/s 3 of UGC Act 1956

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 207 F	Advertising & Branding	L-T-P:3-0-0
--------------------	-----------------------------------	--------------------

Unit 1:

Advertising industry: advertisers, agencies, media companies and other organizations. The communication model: communication process, stages and challenges. Economic, social, ethical and regulatory aspects of advertising. Demand creation role of advertiser in primary and secondary demand. How advertising works" Hierarchy of effects model advertising objectives, routes to persuasion.

Unit 2:

Customer behavior and advertising: segmentation, motivation analyses, and value proposition. Advertising message: message objectives, recall, attitude, emotions and feelings. Message tact creative approaches. Copy writing Creative aspects of advertising: copy writing, advertising artwork, copy in conventional media and Cyberspace.

Unit 3:

Advertising, Objectives: goals and objectives, DAGMAR, Media strategy: budgeting, approach and allocation. Media planning types, class, vehicle, scheduling and new media forms. Advertising effectiveness; pro and post launch research. Advertising in the evolving marketing environment.

Unit-4:

Branding context: assets and the asset, concept of value, brand and marketing metrics; Brand meaning: brand image and personality, brand and product; Brand planning; brand vision and visioning process, business of brand: Brand audit brand reality check and brand appraisal. Brand positioning; choice of context, parity and differentiation. Repositioning brand equity: brand assets and liabilities, equity creation and management

Suggested Readings:

1. Belch and Belch, Advertising and Promotion, Tata McGraw Hill Co.
2. Sharma, Kavita, Advertising: Planning and Decision Making, Taxmann Publication Pvt. Ltd.
3. Mahajan, J.P., and Ramki, Advertising and Brand Management, Ane Books Pvt Ltd,

New Delhi.

4. Burnett, Wells, and Moriarty, Advertising: Principles and Practice, Pearson Education
5. Terence A. Shimp, Advertising and Promotion: An IMC Approach, South Western, Cengage Learning.

CO1. Demonstrate alternative ways of thinking about consumers as individuals.

CO2. Interpret the role of personality and learning in consumer behavior.

CO3. Analyze social and cultural factors that affect consumer behavior.

CO4. Develop marketing strategies that are consumer based and also create and enhance customer value.

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

P o s t c o s	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PS O1	PS O2
CO1	2		2	1	1	1	1	3
CO2	1	3	1	2				1
CO3	3		3	-		1		
CO4		1	-	2	1	1	2	1

DEEMED-TO-BE UNIVERSITY
u/s 3 of UGC Act 1956

choose to know



Specialisation – III

LINGAYA'S Finance VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

MBA N 209 A	Risk Analytics	L-T-P 3-0-0
--------------------	-----------------------	--------------------

Objective: *To make students to understand the Risk Analytics*

UNIT I:

REGRESSION, FORECASTING:

Bivariate regression: Identify linear regression models and their application in data analysis - Calculate linear bivariate regressions in order to model commonly encountered problems - Determine the quality of fit of a linear model, establishing its usefulness for prediction - Multivariate regression: Identify multivariate linear regression models in data analytics - Calculate linear multivariate regressions in order to model commonly encountered problems - Determine the quality of fit of a multivariate linear model, establishing its usefulness for prediction - Other regressions: Identify logistic regression models and apply those models to common business problems - Determine the quality of fit of a multivariate linear model - Forecasting in time: Identify the components of a time forecast in order to predict future values from a model - Differentiate seasonal variations from trends in order to improve prediction of future values from a model.

UNIT II:

CLASSIFICATION:

Classification k Nearest Neighbor (KNN): Determine core aspects of classification in order to understand when it's an appropriate technique - Calculate kNN algorithm with fixed or variable number of k and assess the quality of the results - Classification Naïve Bayes: Identify Naïve Bayes classification and when it is applicable - Apply a Naïve Bayes classification to a common business problem - Classification Support Vector Machine: Identify the basics of the support vector machine (SVM) classification algorithm - Identify what a support vector is and its use in the classification algorithm - Calculate a SVM classification to solve common business problems - Classification Decision Trees: Identify the steps to build a decision tree classifier - Apply the steps to create a basic decision tree - Use a decision tree algorithm and appropriate metrics to solve a business problem and assess the quality of the solution

choose to know

UNIT III:

CLUSTERING & Optimization:

Determine core aspects and types of clustering in order to properly apply the algorithms to business problems - Apply various clustering algorithms to data sets in order to solve common, applicable business problems. Identify the goals and constraints of a linear optimization - Calculate a linear optimization in order to solve a business problem.

UNIT IV:

SIMULATION:

Use data analysis performed on historical data and any applicable theory to construct a model - Use a Monte Carlo analysis with the model in order to generate and assess the likelihood of predictions from the model.

SUGGESTED READINGS:

1. Forecasting and Predictive Analytics Certificate; AICPA Data Analytics with R; Bharti Motwani; Wiley
2. Fundamentals of Business Analytics, 2nd Edition; R N Prasad, Seema Acharya; Wiley
3. Business Analysis with Microsoft Excel an
4. Course Outcome

Course Outcome:

CO 1: Identify the regression models and analysis.

CO 2: Apply the steps to create a basic of different techniques.

CO 3: Determine core aspects and types of clustering in order to properly apply the algorithms to business problems

CO 4: Know the techniques and theory to construct a model.

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	2	1	-	2	-	-	3	1
CO2	3	2	-	1	-	1	2	2
CO3	1	-	2	2	-	-	3	2
CO4	2	1	-	1	1	1	1	1



LINGAYA'S VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 209 B	Financial Derivatives	L-T-P:3-0-0
--------------------	------------------------------	--------------------

Course Objectives:

1. To make students aware of different types of Derivatives.
2. To develop an understanding amongst students of financial derivatives and associated regulatory framework
3. To have an understanding of the derivative tools such as options, futures and their application to hedging.

Unit 1

Introduction: Derivatives Market; Definition, Evolution and Features of Derivatives, Types of Derivatives, forward , futures and options market, Forward market transactions, Forward Contracts, Forward market in India , Hedging with forwards.

Unit 2

Forwards and Futures Contracts: Introduction to Forward Contracts, features of forward contracts, Futures Contract-types , functions , distinction between futures and forward contracts ,pricing of future contracts, Currency Futures , Hedging in Currency-Futures, Speculation and Arbitrage in Currency Futures , Pricing of Futures, Cost of Carry Model , Application of Market Index , Index Futures in the Stock Market , Indian Derivatives Market.

Unit 3

Options: Introduction to options, hedging with Currency Options, Speculation and Arbitrage with Options, Pricing Options, General Principles of Pricing, Black Scholes option pricing Model. Index Options, Hedging with Index Options, Speculation and Arbitrage with Index Options, Index Options Market in Indian Stock Market, use of different option strategies to mitigate the risk.

Unit 4

Introduction to Commodity Markets- History of commodity trading, Major commodities traded in derivatives exchange in India, Participant in commodity derivative markets, Commodity Market Indices, Commodity Futures, Commodity Options, Uses of commodity derivatives-Hedging, Speculation and Arbitrage.

Swaps and other derivatives: Financial Swaps, Types of swaps, Derivatives v/s swaps, Interest Rate Exposure, Interest Rate Swaps, Currency Swaps, Forward Rate Agreement (FRA).

Suggested Readings

1. Thomas Susan, Derivatives Market in India; Tata McGraw Hill,
2. Financial Derivatives: Theory, Concepts and practices by S.L. Gupta ,PHI
3. Financial Derivatives by S.S.S Kumar, PHI ,.
4. Options, Futures and other Derivatives, John C. Hull; Prentice Hall of India; New Delhi,

Websites:

1. www.bseindia.com
2. www.nseindia.com
3. www.nism.ac.in
4. www.sebi.com
5. www.careratings.com
6. www.crisil.com
7. www.icraindia.com

COURSE OUTCOME

CO1: Understand about various derivatives instruments and derivative Market structure

CO2 Understand the forward and future pricing mechanism and strategies for hedging using various futures products

CO3 Understand the option pricing mechanism and using options strategies for mitigating risk

CO4 Understand the Commodity derivative market

CO5 Understand the Swaps derivatives and their mechanism

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	1	2	2	-	1	1	-	-
CO2	-	2	2	-	-	-	1	-
CO3	2	1	1	1	-	-	-	-
CO4	-	-	1	-	1	-	2	1

CHOOSE TO KNOW

MBA N 209 C	Personal Financial Planning	L-T-[P 3-0-0]
--------------------	------------------------------------	----------------------

UNIT I

Setting Financial Goals and Assessing Your Situation Budgeting and Cash Flow Management, importance of budgeting in the financial planning and management process, and resources available for cash flow management.

UNIT II

Basic process of budgeting, a panel discussion with practicing investment advisors, and a comparative discussion of the more common tools and methods for managing cash flows.
Saving strategies, best practices for building saving habit and barriers to saving.

UNIT III

Mental accounting, the time value of money, borrowing and credit, the ability to use debt and credit to finance purchases and its advantages and disadvantages.
Loan repayment, credit report, investment terms and key investment strategies. Investment choices and risk Management. Insurance, personal risk tolerance and individualized risk management strategies. Financial planning as a career, career opportunities in financial planning.

UNIT IV

Personal & Family Financial Planning
Financial Statements, tools and budgets, managing your flows and reviewing your statements. Managing income taxes, income tax basics. Building and maintaining good credit. Credit basics. Managing Risk, Risk management basics and insurance overview. Investment Fundamentals, Rules of investing; Debt and equity. Investing Through Mutual Funds
Mutual funds and managed portfolios; create a personal investment plan. Personal Plan of Action

CO1: To understand the basics of finance and assess the cash flows.

CO2: To learn the process of budgeting

CO3: Analyses the investment strategies

CO4: Evaluate the tools for calculation Of finances.

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2
CO1	2	1	1	2	-	1	-	-
CO2	-	1	-	-	1	1	-	2
CO3	2	1	-	2	2	1	1	1
CO4	-	3	3	1	2	-	-	-

u/s 3 of UGC Act 1956

choose to know

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 209 D	Financial Planning & Tax Management	L-T-P:3-0-0
-------------	-------------------------------------	-------------

Unit I

Financial Planning:

Definition , Need of financial Planning and process of Financial Planning, Role of Financial Planner , Myths about Financial Planning, Factors that influence that influence the personal financial planning ,Investors life cycle, Financial goals of investors , Risk Appetite, Risk Profiling, Systematic approach to investing: SIP,SWP,STP, Financial Plan; Goal based Financial Plan; Comprehensive Financial Plan; Financial Blood Test Report.

Unit II

Asset Allocation:

Guidelines for asset Allocation, Classification of Assets, Risk return characteristics of assets, Factors involved in Asset allocation ,Principles of Asset Allocation, Retirement planning , Need for retirement planning , Golden Rules of retirement planning, Retirement planning process, Retirement planning investment options, Estate planning Definition and Need of Estate Planning.

Unit III

Introduction to Tax:

Definition, Cannons of Taxation Person, Assesse, Income, Previous Year, Assessment Year, Income Tax Important Dates and Forms. Residential Status & Tax Incidence: Individual Income Exempted from Tax.

Unit IV

Heads of Income:

Salaries, Income from House Property, Profits & Gains from Business or Profession, Capital Gains, Income from Other sources., Clubbing of incomes, Calculation of Taxable Income, Tax Calculation including Surcharge and Marginal relief, Deduction, Rebate, Relief, Set Off & Carry Forward of Losses-Principles, Meaning, Inter-sources & Inter-head Set Off

Unit V

Tax Planning & Management:

Tax Avoidance, Planning & Evasion, Income Tax Authorities Their appointment, Jurisdiction, Powers and functions, Provisions relating to collection and recovery of tax, refund of tax, offences, penalties and prosecutions, appeals and revisions, Advance Tax, TDS, Advance Rulings, Avoidance of Double Taxation Agreements.

Suggested Readings

1. Dr. Vinod K. Singhania & Dr. Monica Singhania Students Guide to Income Tax (Taxmann Publication, Latest Edition according to assessment year)
2. Yashwant Sinha, Vinay K. Shrivastava, Indirect Tax reform in India, SAGE Publishing
3. Sid Mitra & Shailendra Kumar Rai, Financial Planning, SAGE Publishing India
4. Dr. B.K. Agarwal & Dr. Rajeev Agarwal Tax Planning and Management (Nirupam Publication, Latest Edition according to assessment year)
5. Paolo M. Panteghini Corporate Taxation in a Dynamic World (Springer, Latest Edition)
6. Girish Ahuja & Ravi Gupta Direct Tax Laws & Practice (Bharat Law House, Latest Edition)
7. Personal Financial Planning (Wealth Management): S. Murali, K.R. Subbakrishna, (Himalaya Publishing House)

CO1: Understanding the concept of global financial

CO2: Understand the scope tax planning concerning various business and managerial and strategic activities

Can be explored

CO3: Have Know about various Tax Dates Rates and Forms

CO4: Have Knowledge of Financial Planning and its Process

CO5: Have knowledge about asset allocation and retirement planning process

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Pos Co s	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2
CO1	1	3	3	2	2	1	-	-
CO2	2	3	-	-	-	-	-	-
CO3	2	1	2	1	1	2	-	-
CO4	1	2	3	1	-	-	-	-

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 209 E	Investment Analysis & Portfolio Management	L-T-P:3-0-0
-------------	--	-------------

Unit I

Investment

Overview of Capital Market: Market of securities, Stock Exchange and New Issue Markets - their nature, structure, functioning and limitations; Trading of securities: equity and debentures/ bonds. Securities trading - Types of orders, margin trading, clearing and settlement procedures. Regularity systems for equity markets, Type of investors, Aim & Approaches of Security analysis.

Unit II

Portfolio Theory

Risk & Return: Concept of Risk, Component & Measurement of risk, covariance and correlation, Fundamental coefficient, Measurement of systematic Analysis: Economic, Industry, Company Analysis, Portfolio risk and return, Beta as a measure of risk, calculation of beta, Selection of Portfolio: Markowitz's Theory, Single Index Model, Case Studies.

Unit III

Capital Market & Asset Pricing

Technical Analysis: Dow Theory, Support and Resistance level, Type of charts & its interpretations, Trend line, Gap Wave Theory, Relative strength analysis, Technical Versus Fundamental analysis. Nature of Stock Markets: EMH (Efficient Market Hypothesis) and its implications for investment decision. Capital market theorem, CAPM (Capital Asset Pricing Model) and Arbitrage Pricing Theory. Case Studies.

Unit IV

Bond, Equity and Derivative Analysis:

Valuation of Equity Discounted Cash flow techniques: Balance sheet valuation, Dividend discount models, Intrinsic value and market price, earnings multiplier approach, P/E ratio, Price/Book value, Price/sales

ratio, Economic value added (EVA). Valuation of Debentures/Bonds: nature of bonds, valuation, Bond theorem, Term structure of interest rates.

Unit V Active Portfolio Management

Portfolio Management and Performance Evaluation: Performance Evaluation of existing portfolio, Sharpe, Treynor and Jensen measures; Finding alternatives and revision of portfolio; Portfolio Management and Mutual Fund Industry

Suggested Readings:

1. Bhatt- Security Analysis and Portfolio Management
2. Pandian P - Security Analysis and Portfolio Management (Vikas)
3. Bodie, Kane, Marcus & Mohanti - Investment and Indian Perspective (TMH) William F. Sharpe, Gordon J. Alexander and Jeffery V. Bailey: Investments, (PrenticeHall).
4. Abhishek Kumar, Index Investing, 2020, SAGE Publishing
5. Donald E. Fischer and Ronald J. Jordan: Security Analysis and Portfolio Management, (Pearson Education,)

Course Outcome:

CO 1: Understand about various investment avenues.

CO 2: Understand the value of assets and manage investment portfolios.

CO 3: Understand various Models of Investment and its application

CO 4: Understand and create various investment strategies on the basis of various market conditions.

CO 5: Measure riskiness of a stock or a portfolio position.

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Pos Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2
CO1	1	3	2	1	2	1	-	-
CO2	2	2	3	2	-	-	-	-
CO3	1	2	3	1	2	2	-	-
CO4	2	2	3	1	-	-	-	-

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 209 F	Financial & Credit Risk Analytics	L-T-P:3-0-0
--------------------	--	--------------------

Unit I

Introduction

Financial Credit: Meaning & Objectives, Credit Risk, Credit Analysis, Seven C's, Credit Analysis Process, Credit Process, Documentation, Loan Pricing and Profitability Analysis. Regulations, Types of Credit Facilities: Various types of Credit Facilities- Cash Credit, Overdrafts, Demand Loan, Bill Finance – Drawee Bill Scheme, Bill Discounting. Cash Delivery: Types of Facilities, Modes of Delivery.

UNIT II:

Trade Credit Risk

Sole -Banking Arrangement, Multiple Banking Arrangement, Consortium Lending, Syndication. Credit Thrust, Credit Priorities, Credit Acquisitions, Statutory & Regulatory restrictions on Advances. Credit Appraisal: Validation of proposal, Dimensions of Credit Appraisals, Structuring of Loan documents, Credit Risk, Credit Risk Rating, Credit Worthiness of Borrower, Purpose of Loan, Source of Repayment, Cash Flow, Collateral.

UNIT III:

Letter of Credit and Loan Commitments

Quasi Credit Facilities: Advantages of Non-Fund Facilities, Various types of NFB Facilities, Various types Letter of Credits, Assessment of LC limits, Bills Purchase/ Discounting under LC. Loan commitments, Un-funded lines of credit and their characteristics Various types of Bank Guarantees: Performance Guarantee, Financial Guarantees, Deferred Payment Guarantees, Types of Performance and Financial Guarantees, Assessment of Bank Guarantees Limit, Period of Claim under Guarantee.

UNIT IV:

Operational Risk: Overview

Risk & Uncertainty, Financial Sector, Risk Types, Operational Risk Management- Recruitment & Training, Work flow Design, Work Flow Documentation, Delegation of Authority, Independent

Internal Audit, Independent Compliance Function, Independent Risk Management Function, System Audit, Corporate Governance, Whistle Blower Policy, Risk Management Culture.

UNIT V:

Credit Analysis & Rating

Importance of credit analysis, Stages of credit analysis profitability analysis and pricing of loans, Credit risk analysis (Debt ratios and risk of leverage), Analysis of working capital, liquidity, operating and cash cycle risk. Credit Rating: Measurement of Risk, Objective of Rating, Internal & External Rating, Model Credit Rating, Methodology of Rating, Internal & External Comparison, Model Rating Formats.

Suggested Readings

1. Fundamentals of Credit and Credit Analysis: Corporate Credit Analysis Kindle Edition by Arnold Ziegel (Author), Ronna Ziegel (Editor)
2. Credit Appraisal Risk Analysis & Decision Making by V.Rajaraman (Author)
3. Financial Engineering, Risk Management & Financial Institutions (English, Paperback, Rao S.S. Prasada)
4. The Bank Credit Analysis Handbook: A Guide for Analysts, (Wiley Finance) Hardcover by Jonathan Golin (Author), Philippe Delhaise (Author)
5. Credit Risk Measurement: New Approaches to Value at Risk and Other Paradigms (Wiley Finance) by Anthony Saunders (Author), Linda Allen (Author)
6. Credit Risk Analytics: Measurement Techniques, Applications, and Examples in SAS (Wiley and SAS Business Series) Hardcover – by Daniel Roesch (Author), Harald Scheule (Author), Bart Baesens (Author)
7. Credit Risk Modeling Theory And Applications by David Lando, NewAge International (P) Ltd., Publishers

Course Outcome:

- CO1: Understand about various types of financial credit.
- CO2: Understand the credit risk and its rating.
- CO3: Understanding of credit commitments and its application.
- CO4: Understanding of risk management and corporate governance.

CO5: Measure riskiness of a stock or a portfolio position.

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	1	3	2	1	2	1	-	-
CO2	2	2	3	2	1	1	-	-
CO3	1	2	3	1	2	2	-	-
CO4	1	2	3	1	-	-	-	-

LINGAYA'S
VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know



Specialisation 4 International Business

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 211 A	International Banking	L-T-P 3.0.0
--------------------	-----------------------	--------------------

Pre-requisites: -

Course Type: Domain Specific Elective

Course Outcomes:

By the end of the course, a student should be able to:

- MBA-DS-IB-404.1. Get acquainted with the institutional and operational aspects of multinational banking.
- MBA-DS-IB-404.2. Analyze how international banks operate in global market.
- MBA-DS-IB-404.3. Compare and contrast regulatory and supervisory processes among central bankers.
- MBA-DS-IB-404.4. Be familiar with risk management and money laundering activity in international banking.
- MBA-DS-IB-404.5. Analyze the nature and importance of the international banking's business

Unit I

- Nature and Growth of International Banking
- Global Trends and Development in International Banking
- Structuring Overseas Operations
- Commercial vs. Investment Banking
- Growth of Eurocurrency Deposits and Credit
- Determination of Eurocurrency Interest Rates, Instruments
- Case study 1

Unit II

- Regulatory Environment for International Banking
- International Banking Risks

Capital Adequacy; Syndication Techniques in International Lending
Transferability and Trading of Loans
International Bank Credit Rating
Role of Bank for International Settlements
Case study 2

Unit III

International Financial Centers
Offshore Banking Unit
Special Economic Zones
Foreign Exchange Management Control
International Loan Agreements
International Loan Syndication
Case study 3

Unit IV

International Payment Systems;
International Asset and Liabilities Management
Bank Asset Portfolio Management
Strategies for Managing Non-Performing Assets
International Credit Appraisal Techniques
Case study 4

Unit V

International Banking Mergers and
Acquisitions
Treasury and Risk Management
Banks' Participation in International Money and Capital Markets
Case study 5

choose to know

Recommended texts and readings:

1. S. S. Macdonald and K. W. Timothy, 2015, Management of Banking, Thomson Learning
2. F. Modigliani, F. J. Fabozzi and M. Ferri, 2009, Foundations of Financial Markets and Institutions, Pearson Education
3. I. H. Giddy, 2010, Global Financial Markets, AITBS
4. S. W. Robinson, 1999, Multinational Banking, A.W. Sijthoff International
5. F. A. Lees, 1974, International Banking and Finance,

John Wiley Notes:

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only latest available editions of the above books are recommended.
3. Website references will be announced at the time of the launch of the course by the concerned faculty.

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Course Articulation Matrix

CO Statement (MBA-DS- IB-404)	PO1	PO2	PO3	PO4	PO5
MBA-DS-IB-404.1		3	2		2
MBA-DS-IB-404.2	2			3	
MBA-DS-IB-404.3	2	2			2
MBA-DS-IB-404.4			3	2	2
MBA-DS-IB-404.5	2		3		

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 211 B	Global Mergers and Acquisitions	L-T-P 3.0.0
--------------------	--	--------------------

Pre-requisites: -

Course Type: Domain Specific

Elective Course Outcomes:

At the completion of course, the student should be able to:

- MBA-DS-IB-401.1. Understand the steps involved in merger and acquisitions.
- MBA-DS-IB-401.2. Understand the role of merger and acquisitions in world economic growth.
- MBA-DS-IB-401.3. Gain understanding of government policies concerning merger and acquisitions.
- MBA-DS-IB-401.4. Understand human resource challenges in international merger and acquisition.

Unit I

Nature and Scope Of International Merger and Acquisitions
 Basic Steps Involved in International Merger and Acquisition Process.
 Motives Behind International Merger and Acquisitions
 Synergy in International Merger and Acquisitions and the Role of International Life Cycle
 Role of International Merger and Acquisition in World Economic Growth
 Case study 1

Unit II

Threats and Opportunities in International Merger and Acquisitions
 Major Government Policy and Procedures Concerning International Merger and Acquisition
 Steps for Effective Cross Border Merger and Acquisition
 Factors of Success in International Merger and Acquisition
 Future Scenario of International Merger and Acquisition Case study 2

Unit III

Business Valuation Process and Determination of Right Price
 Standard Approaches to Standard Valuation Issues Relating to Valuation of Intangibles
 An Overview of Business Valuation Standard Practices Across Countries
 Valuing Synergy in International Merger and Acquisition
 Resolution of Valuation

Disputes Case study 3

Unit IV

An Overview of Integration Issues in International Merger and Acquisitions
 Challenges of Human Resource Integration
 Timing and Speed of Integration
 Integration of Corporate, Culture and Redesigning Post Merger Cultural Process
 Factors of Successful
 Integration Case study 4

Unit V

Nature and Characteristics of Joint Venture
 Joint Venture as International Business Strategy
 Equity and Risk Sharing in Joint Ventures
 Aspects Relating to the Sharing of Technology Resolving Conflict of Interest in International
 Joint Ventures
 Factors of Success of International Joint
 Ventures Case study 5

Recommended texts and readings:

1. K. G. Ray, 2010, Merger and acquisitions- strategy, valuation and integration; Prentice Hall of India
2. J. F. Weston, 2001, Merger and Acquisitions as Adjustment Processes. Journal of industry, competition and trade, 1(4), 395-410
3. V. S. Kaveri, 2018, Financial analysis of company mergers in India; Himalayan Publishing

Notes:

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only the latest available editions of the above books are recommended.
3. Website references will be announced at the time of the launch of the course by the concerned faculty.

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Course Articulation Matrix

CO Statement (MBA-DS-IB-401)	PO1	PO2	PO3	PO4	PO5
MBA-DS-IB-401.1	3	3			
MBA-DS-IB-401.2	2	3			2
MBA-DS-IB-401.3		2		3	2
MBA-DS-IB-401.4	2	1		2	

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 211 C	Export & Import Procedures and Documentation	L-T-P:3-0-0
--------------------	---	--------------------

Course Objectives:

- 1.The basic objective of this course is to provide to the country a steady stream of competent young men & women with the necessary knowledge, skills and foundations for acquiring a wide range of rewarding careers into the rapidly expanding world of Import & Export Management
- 2 To promote basic understanding on the concepts of export & import documentations to enable them to realize

Unit 1:

Introduction to exports, Registration process, Selection of products and market Payment Terms, Export costing and pricing, Preliminaries for exports. Registration – IEC, RCMC, EPC ,Central Excise. (*BCMC changed to RCMC*) Categories of Export, Physical – Direct & Indirect, Deemed Exports Merchant Or Manufacturer Exports

Unit 2 :

Shipment procedures, Role of clearing and forwarding agent, Cargo management Containerization, Shipping documents and terms used in shipping, Export Procedures Excise Clearance for exports, Marine insurance of Export cargo Shipment goods, Quality and Pre Shipment inspection, EGC Services, GSP rules of origin

Unit 3:

Meaning and importance of letter of credit, Documentation papers of L/C EXPORT incentives, risk and insurance, Benefits of Exports, excise clearance Benefit / Rebate, Income Tax Benefit ,(IPRS is discontinued), Shipment & Transport – Sea, Air, Rail, Road, Pipeline, Role of overseas agent & remittance of commission.

Unit 4:

The organization of exports –imports firms and business planning, planning of export/import operations. Import procedures Overview of various export promotion schemes Duty Drawback- Advance License, (*Replenishment Licenses, Special Interest License is discontinued*), RemissionScheme, DEPB Scheme

Unit 5 : Export Promotion Capital Goods Scheme. Diamond & Jewelry, Agricultural & Pharmaceutical Product exports promotion scheme. Export of Principal Commodities in India, SEZ,EHTP,STP & EOU's, Types of Export Houses. (*Free trade zones have been changed to SEZ*)

Suggested Readings

1. Ram Singh, Export and Import Management, 2021, SAGE Publishing
2. C Ramagopal, Export import Policy Procedure & Documentation ,Newage publisher
3. Kiran rai Usha,Export import & logistics management--,Eastern economy edition
4. Singh, ram,International trade Logistics , Oxford publishing house.
5. New Import Export Policy - Nabhi Publications
6. EXIM Policy & Handbook of EXIM Procedure – VOL I & II
7. A Guide on Export Policy Procedure & Documentation– Mahajan
8. How to Export – Nabhi Publications
9. Export Management – D.C. Kapoor

COURSE OUTCOME

CO1: Identify the process of Registration process ,Payment terms, Export costing and pricing.

CO2: Interpret the process of Shipment Procedures, & summarize the various documents used in Shipping,

CO3: Classify the concept of various incentives, benefits risk involved in shipping process

CO4: Discuss the various business planning Import procedures & various export promotion schemes

CO5: Demonstrate the various export promotion schemes & Types of Export Houses.

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Pos Co s	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	2	3	2	1	1	3	-	1
CO2	2	2	2	-	1	1	-	-
CO3	1	2	3	-	2	2	1	2
CO4	3	1	3	1	-	-	-	-

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 211 D	International Marketing	L-T-P:3-0-0
-------------	--------------------------------	--------------------

Pre-requisites: -

Course Type: Domain Specific

Elective Course Outcomes:

By the end of the course, a student should be able to:

- MBA-DS-IB-301.1. Critically evaluate theoretical and functional approaches to International Marketing.
- MBA-DS-IB-301.2. Analyze all forms of International Marketing strategies for the underlying strategic and tactical objectives
- MBA-DS-IB-301.3. Assess and evaluate different forms of IM tools and strategy for functional relevance
- MBA-DS-IB-301.4. Critique and analyze the relationship between International brand and their stakeholders.

Unit I

- Overview of World Business and Framework of International Marketing
- International Dimensions of Marketing
- Domestic vs. International Marketing
- Benefits of International Marketing.
- Global Marketing Environment
- Case study 1

choose to know

Unit II

- Planning for International Marketing
- Marketing Research
- Marketing Information sources
- Market Analysis
- Foreign Market Entry strategies
- Case study 2

Unit III

- Product Policy and Planning
- Product Design and Standardization
- Developing and International Product Lines
- Foreign Product Diversification
- International Branding Decisions
- International Packaging
- Case study 3

Unit IV

- Terms of Sale and Methods of Financing in International Marketing
- International Pricing Decisions and Strategies
- International Channels of Distribution
- Issues in International Channel Management
- Aspects of International Supply Chain Management
- Case study 4

Unit V

- Elements of International Promotion Mix
- International Promotion Strategies
- Issues in International Advertising and Media Selection
- International Sales Negotiation
- Ethical Issues in International
- Promotions Case study 5

Recommended texts and readings:

1. S. Onkvisit and J. J. Shaw, 2004, International Marketing – Analysis and Strategy, PHI
2. D. Isobel and R. Lawe, 2019, International Marketing Strategy, Thomson Learning
3. W. J., Keegan, 2014, Global Marketing Management, Pearson Education
4. R. M. Joshi, 2014, International Marketing, Oxford University Press
5. C. Rajagopal, 2007, International Marketing, Vikas

Notes:

1. Focus shall be on case studies, learning by doing exercises, role plays and experiential activities.
2. Only the latest available editions of the above books are recommended.
3. Website references will be announced at the time of the launch of the course by the concerned faculty.

5 Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Course Articulation Matrix

CO Statement (MBA-DS-IB- 301)	PO1	PO2	PO3	PO4	PO5
MBA-DS-IB-301.1		2	3	2	
MBA-DS-IB-301.2		2	3		2
MBA-DS-IB-301.3	3	3	1		
MBA-DS-IB-301.4	2			3	2

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know

LINGAYA'S VIDYAPEETH

(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 211 E	Foreign Exchange Management	L-T-P 3.0.0
--------------------	------------------------------------	--------------------

Pre-requisites: -

Course Type: Domain Specific Elective

Course Outcomes:

By the end of the course, a student should be able to:

- MBA-DS-IB-302.1. Examine movements in exchange rates
- MBA-DS-IB-302.2. Examine the contemporary approaches by which exchange rates are determined
- MBA-DS-IB-302.3. Understand the operational aspects of foreign exchange management and their instruments
- MBA-DS-IB-302.4. Apply the knowledge of exchange rates in dealing with foreign exchange risk and exposure.

Unit I

- Nature of Foreign Exchange: Sources of Demand For and Supply of Foreign Exchange
- Balance of Payments (BOP) Framework
- Nominal, Real and Effective Exchange Rates; Determination of Rate of Exchange
- Monetary Portfolio Balances, Purchasing Power Parity Approaches
- Overvalued and Undervalued Currencies; Exchange Rate Systems
- Case study 1

Unit II

- General Factors of Exchange Rate Fluctuations
- The Dornbusch Sticky -Price Theory of Exchange Rate Volatility
- Exchange Rate Overshooting and the J-Curve Effect
- Central Banking Interventions for Exchange Rate Stability
- Effect of Depreciation on Trade Balance
- Case study 2

Unit III

- Nature Functions and Participants of Foreign Exchange Market
- Spot and Forward Markets; Forward Premium
- Forwards in Hedging and Arbitrage
- Methods of Quoting Exchange Rates; Cross Rates of Exchange
- The Interest Rate Parity Theorem; The Expectation Theory; International Fisher Effect
- Case study 3

Unit IV

- Currency Futures
- Options and Determination of their Market Value
- Over-The-Counter Options; Fisher Black's Optional-Pricing Model
- Currency and Interest Rate Swaps; Credit Risk of Swaps
- Euro Currency Market and Its Instruments
- Case study 4

Unit V

- Foreign Exchange Risk vs. Exposure
- Measuring Foreign Exchange Risk and Exposure
- Basic Techniques of Exposure Management
- Foreign Exchange Regulation in India
- Case study 5

Recommended texts and readings:

1. I. A. N. Giddy, 1997, Global Financial Markets, AITBS
2. D. L. Maurice, 2010, International Finance, Prentice Hall of India
3. A. Buckley, 1996, Multinational Finance, Prentice Hall of India
4. P. Roth, 1997, Mastering Foreign Exchange and Money Markets, Pitman
5. P.G. Apte, 2011, International Financial Management, Tata McGraw Hill

Notes:

1. Focus shall be on case studies, learning by doing exercises, role plays and experiential activities.
2. Only latest available editions of the above books are recommended.
3. Website references will be announced at the time of the launch of the course by the concerned faculty.

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Course Articulation Matrix

CO Statement (MBA-DS-IB- 302)	PO1	PO2	PO3	PO4	PO5
MBA-DS-IB-302.1		2		3	2
MBA-DS-IB-302.2	3		2	2	2
MBA-DS-IB-302.3		3	2		
MBA-DS-IB-302.4	2	2		2	

LINGAYA'S
VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

MBA N 211 F	International Human Resource Management (IHRM)	L-T-P 3-0-0
--------------------	---	--------------------

Course Objectives:

1. To introduce MBA students to the principles and practices of international human resource management.
2. To provide students with an understanding of the challenges and opportunities in managing a global workforce.
3. To develop students' ability to apply HRM strategies in cross-cultural contexts.
4. To equip students with practical skills in selecting, training, and managing employees across borders.
5. To foster critical thinking and problem-solving skills in the context of international HRM.

Prerequisite: Basic understanding of a field of study that focuses on the management of human resources in multinational corporations and other global organizations. It involves the application of HRM principles and practices to managing people in different cultural, institutional, and legal aspects internationally.

Course Learning Outcomes: Upon completion of this course, students will be able to:

1. Understand the principles and concepts of international human resource management.
2. Analyze the challenges and opportunities in managing a global workforce.
3. Develop cross-cultural communication and leadership skills.
4. Apply HRM strategies to effectively manage international employees.
5. Analyze the impact of cultural differences on HRM practices.

Unit 1: Introduction to International HRM

- Overview of international human resource management
- Role of HRM in a global business environment
- Importance of cross-cultural understanding in HRM
- Ethical considerations in managing a global workforce
- Case studies of international HRM challenges

Unit 2: Cross-Cultural Communication and Leadership

- Cultural dimensions and their impact on communication
- Effective cross-cultural communication strategies
- Leading diverse and multicultural teams
- Developing cultural intelligence in HRM
- Case studies of successful cross-cultural leadership

Unit 3: Staffing and Talent Management in a Global Context

- Global talent acquisition and recruitment strategies
- Expatriate management: Selection, training, and repatriation
- Local, global, and transnational staffing approaches
- Developing global leaders and successors
- Case studies of international staffing challenges

Unit 4: Compensation and Benefits in a Global Workforce

- International compensation and reward systems
- Managing compensation disparities and equity
- Localization and international benefits packages
- Incentive structures for international employees
- Case studies of effective global compensation strategies

Unit 5: HRM in Global Mergers and Acquisitions

- HRM challenges in mergers and acquisitions (M&A)
- Role of HRM in post-M&A integration
- Cultural due diligence and workforce harmonization
- Managing change and resistance in M&A scenarios
- Case studies of successful HRM in global M&A

Recommended Reference Books:

1. "International Human Resource Management" by Peter Dowling, Marion Festing, and Allen Engle
2. "Global HR: Challenges Facing the Function" by Paul Sparrow, Chris Brewster, and Hilary Harris
3. "International Management: Culture, Strategy, and Behaviour" by Fred Luthans and Jonathan Doh
4. "Global HR Competencies: Mastering Competitive Value from the Outside-In" by Dave Ulrich, Jon Younger, Wayne Brockbank, and Mike Ulrich
5. "International Human Resource Management: Policies and Practices for Multinational Enterprises" by Dennis R. Briscoe, Randall S. Schuler, and Ibraiz Tarique

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Program Outcomes / Program Specific Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1 - Understand the principles and concepts of international human resource management.	2	2	2	2	-	-	-	-
CO2 - Analyze the challenges and opportunities in managing a global workforce.	3	3	2	2	-	-	-	-
CO3 - Develop cross-cultural communication and leadership skills.	2	2	3	-	3	-	-	-
CO4 - Apply HRM strategies to effectively manage international employees.	2	2	2	-	-	2	-	-
CO5 - Analyze the impact of cultural differences on HRM practices.	2	2	3	-	-	-	-	-

Specialisation 5

Business Analytics

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 213 A	Data Visualization for Managers	L-T-P 2.1.0
--------------------	--	--------------------

Pre-requisites: -

Course Type: Domain Specific

Elective Course Outcomes:

By the end of the course, the student should be able to:

- MBA- DS-BA-403.1 Understand best practices in data visualization to develop charts, maps, tables, and other visual representations of data
- MBA- DS-BA-403.2 Evaluate Tableau's visualization tools to conduct data analysis, especially exploration of an unfamiliar dataset
- MBA- DS-BA-403.3 Create compelling, interactive dashboards to combine several visualizations into a cohesive and functional whole
- MBA- DS-BA-403.4 Utilize data visualizations, dashboards and Tableau Stories to support relevant communication for diverse audiences

Unit I

Introduction to the Art and Science of Data Visualization
 Overview of Data Visualization
 Prepare the data for Visualization, Various visualisation techniques
 Exploratory visualization, Standardized reporting & compliances,
 Decision Models - Pivot grid & charts
 Case Study

Unit II

Introduction to Tableau
 Interactive Visualization Features
 Importing Data / Connecting to External Sources Interface;
 Creating Sheets and Dashboard
 Case study 2

Unit III

Business Intelligence & Data Warehousing – Architectures
 Components of D/W,
 Data Integration & transformations (ETL Vs ELT)
 Predictive modelling
 Case study 3

Unit IV

Design Fundamentals Design Principles, Colors, and “Chart Junk” Design perspectives.
The Shaffer 4 C’s of Data Visualization
Creating a good data set for analysis
Data modeling fundamentals for analytics
Selecting data for your KPIs.
Case study 4

Unit V

Storytelling using visualization : Importance of context
Choosing an effective visual tool, Focus audience’s attention
Design Thinking, Dissecting model visuals, Prepare Lessons.
Dashboards vs. Storyboards vs. Info graphics - Designing with the user in
mind Case study 5

Recommended Texts and Readings :

1. S. Murray, 2013, Interactive Data Visualization for the Web: An Introduction to Designing with D, O’Reilly Media Inc.
2. A. Cairo, 2014, The Functional Art: An Introduction to Information Graphics and Visualization. New Riders
3. A. Cairo, 2019, The Truthful Art: Data, Charts, and Maps for Communication. New Riders

Notes:

1. Focus shall be on case studies, learning by doing exercises, role plays and experiential activities.
2. Only the latest available editions of the above books are recommended.
3. Website references will be announced at the time of the launch of the course by the concerned faculty.

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Course Articulation Matrix

CO Statement (MBA-DS-BA-403)	PO1	PO2	PO3	PO4	PO5
MBA-DS-BA-403.1	3	2		3	2
MBA-DS-BA-403.2	2	3			2
MBA-DS-BA-403.3			3		
MBA-DS-BA-403.4	3	2			3

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 213 B	Data Science using R	L-T-P:2-1-0
--------------------	-----------------------------	--------------------

Objectives: The availability of large data in the organizations are compelling them to find patterns in them for better decision making. This course will help the students to analyze the data using data exploration and modelling techniques.

Course Contents

Unit I

Introduction to Data Analysis with R, R packages for data analysis, Loading and Handling Data in R, Exploring Data in R. Data Wrangling or data pre-processing (categorized or mapped to other data, creating predictable relationships between them, and making it easier to build the models you need to answer questions about your data).

Unit II

An introduction to data pre-processing in R, the tools to identify and handle missing values in the dataset, transforming data formats to align them with other data, normalizing data, create categories of information through data binning, and convert categorical variables into quantitative values that can then be used in numeric-based analyses.

Unit III

Exploratory Data Analysis

Exploratory data analysis, or EDA, exploratory data analysis techniques .

Unit IV

Model Development in R

regression techniques for determining the correlation between variables dataset, and evaluating the result both visually and through the calculation of metrics.

CO1: Learn the basics of data analysis with R

CO2: Understand the practical use of R tool

CO3: Evaluating the exploratory data

CO4: Developing the techniques of data calculation

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2
CO1	3	1	1	2	-	1	1	1
CO2	2	1	3	3	1	2	2	3
CO3	2	1	-	2	2	1	2	1
CO4	-	3	3	1	2	-	3	-

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 213 C	Advanced Analytics	L-T-P 2.1.0
--------------------	---------------------------	--------------------

Pre-requisites: -

Course Type: Domain Specific

Elective Course Outcomes

By the end of the course, a student should be able to:

- MBA-DS-BA-402.1 Understand and acquaint with the data management and visualization for business decision making
- MBA-DS-BA-402.2 Develop strategic thinking while demonstrating critical thinking.
- MBA-DS-BA-402.3 Perform exploratory and statistical analysis for navigating the complex demands of dynamic business environment.
- MBA-DS-BA-402.4 Design and develop strategic decision making with advanced analytics

Unit I

Handling Data: Cleaning and Transformation

“Tidy Data”: Shaping the Data for Analysis

Variables and Observations: Types, Distribution, Exploratory Data Analysis &

Confirmatory Data Analysis

Master Data

Management Case study

1

Unit II

Exploratory Data Analysis and Visual Analytics using Tableau

Applications of Data Visualization

Visual Analytics using Tableau- Basics of Descriptive Analytics,

Measures and Dimensions, Variable Types

Building Charts: Histogram, Box Plot, Bar Chart, Line Chart, Pareto Chart, Scatter Plot,

Matrix Plot, Mosaic Plot

Case study 2

Unit III

Advanced Data Analysis Features in Tableau
Performing Calculations Calculated Fields, Table Calculations, Time Series Forecasting,
Regression Lines, Creating Sets, Groups for Aiding Dynamic Analysis
Clustering Techniques for Segmentation
Analysing and Understanding Relationship Between a Large Number of Variables:
Creating Dashboards and Interactive Visualizations
Case study 3

Unit IV

Introduction to Qlickview
Custom Reporting and D3js
Building and Publishing Reports in Tableau and Qlickview
Real time Reporting and Mobile
Analytics Case study 4

Unit V

Social Media Analytics
CRM Analytics
Pitfalls of Data Usage and Dependence
Creating a Data driven Organization
Culture Case study 5
Tools required for the course:

1. Microsoft Excel
2. Tableau Public (Free tool by Tableau)- <https://public.tableau.com/en-us/s/download>

Recommended texts and readings:

1. T. H. Daveport, 2013, Big Data at work: Dispelling the myths, uncovering the opportunities, Harvard Business Review Press
2. R. D., Peng and E. Matsui, 2012, The Art of Data Science- A Guide for Anyone Who Works with Data, Skybtude Consulting, LLC
3. J. Leek, 2015, The Elements of Data Analytic Style, Victoria
4. B. Jones, 2015, Communicating Data with Tableau- Designing, Developing and Delivering Visualizations Data Visualization, O'Reilly Media Inc.

5. E. Siegal, 2016, Predictive Analytics: The Power to Predict who will click, buy, lie or die, John Wiley & Sons

Notes:

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only latest available editions of the above books are recommended.
3. Website references will be announced at the time of the launch of the course by the concerned faculty

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Course Articulation Matrix

CO Statement (MBA-DS-BA-402)	PO1	PO2	PO3	PO4	PO5
MBA-DS-BA-402.1	3	3	2	2	2
MBA-DS-BA-402.2	2	2	2	3	
MBA-DS-BA-402.3	2	1	2	2	3
MBA-DS-BA-402.4	3	3			2

MBA N 213 D	Financial Modelling using Excel	L-T-P 2-1-0
--------------------	--	--------------------

Course Objectives:

1. To introduce MBA students to the principles and techniques of financial modelling using Microsoft Excel.
2. To provide students with an understanding of how financial models support decision-making and analysis in business.
3. To develop students' ability to construct and analyze financial models for various business scenarios.
4. To equip students with practical skills in building models for valuation, budgeting, forecasting, and investment analysis.
5. To foster critical thinking and problem-solving skills through hands-on application of financial modelling.

Prerequisite: Basic understanding of tools used for preparing the expected financial statements predicting the company's financial performance in a future period using the assumptions and historical performance information. One may use such financial models in DCF valuations, mergers and acquisitions, private equity, project finance, etc.

Course Learning Outcomes: Upon completion of this course, students will be able to:

1. Understand the principles and concepts of financial modelling.
2. Create and manipulate financial models using Excel.
3. Analyze financial data to support decision-making.
4. Apply modelling techniques for valuation, budgeting, and forecasting.
5. Develop and present insights from financial models.

Unit 1: Introduction to Financial Modelling and Excel Basics

- Overview of financial modelling and its importance
- Essential Excel functions for modelling
- Data organization and formatting in Excel
- Building a simple financial model: Cash flow projection

Unit 2: Financial Statements and Valuation Modelling

- Constructing income statements, balance sheets, and cash flow statements
- Introduction to discounted cash flow (DCF) valuation

- Using Excel formulas for financial statement analysis
- Valuation modelling: Forecasting cash flows and applying discount rates

Unit 3: Budgeting and Forecasting Models

- Budgeting techniques and best practices
- Building budget models in Excel: Revenues, expenses, and capital expenditures
- Sensitivity analysis and scenario planning
- Rolling forecasts and dynamic budget models

Unit 4: Investment Analysis and Decision Models

- Capital budgeting and investment analysis techniques
- Evaluating investment opportunities using Excel functions
- Risk and return analysis: Applying Net Present Value (NPV) and Internal Rate of Return (IRR)
- Developing decision models for investment choices

Unit 5: Advanced Financial Modelling Techniques

- Data analysis and visualization in Excel
- Monte Carlo simulation for risk assessment
- Complex financial models: Mergers and acquisitions, project finance
- Model auditing, error checking, and sensitivity analysis
- Presenting insights from financial models

Recommended Reference Books:

1. "Financial Modelling in Excel For Dummies" by Danielle Stein Fairhurst
2. "Financial Modelling: Build a Complete DCF Valuation Model" by Udemy
3. "Excel Best Practices for Business: Covers Excel 2003, 2002, and 2000" by Loren Abdulezer
4. "Financial Modelling: An Introductory Guide to Excel and VBA Applications in Finance" by Joachim Häcker and Dietmar Ernst
5. "Financial Modelling and Valuation: A Practical Guide to Investment Banking and Private Equity" by Paul Pignataro

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Program Outcomes / Program Specific Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1 - Understand the principles and concepts of financial modeling.	3	2	-	-	-	-	-	-
CO2 - Create and manipulate financial models using Excel.	2	3	-	-	-	-	-	-
CO3 - Analyze financial data to support decision-making.	2	3	-	-	2	-	-	-
CO4 - Apply modeling techniques for valuation, budgeting, and forecasting.	3	2	-	-	-	-	-	-
CO5 - Develop and present insights from financial models.	2	2	-	-	3	-	-	-

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 213 E	Business Data Analytics Using Python	L-T-P 3.1.0
--------------------	---	--------------------

Pre-requisites: -

Course Type: Domain Specific Elective

Course Outcomes

By the end of the course, a student should be able to:

MBA-DS-BA-303.1 Understand and exercise basic coding sequential, conditional, and looping structure for business decision making

MBA-DS-BA-303.2 Application of advanced data management tasks using Python for reading, writing, cleaning of data and reshaping datasets.

MBA-DS-BA-303.3 Perform exploratory and statistical analysis with Python for various business functions.

MBA-DS-BA-303.4 Design and develop analytical skills for creating data structures and applications in business data management

Unit I

- Introduction to Business Data Analysis
- Knowledge Domains of Data Analyst
- Understanding the Nature of Data
- Data Analysis Process
- Quantitative and Qualitative data analysis Case study 1

Unit II

- NumPy-Types of Data
- Arithmetic Operations
- Universal Functions Matrix
- Indexing Arrays, Loading Files
- Reading Files with Tabular Data; Introduction to SciPy
- Case study 2

Unit III

- Pandas Function by Element; Function by Row/Column
- CSV and Text Files
- Merging, Concatenating; Data Transformation
- Data Aggregation
- Case study 3

Unit IV

- Matplotlib, Plotting Windows
- Plotting Charts; Adding Text, Bar Chart, Histogram, Pi Charts, Line Charts
- Writing Mathematical Expressions
- Case study 4

Unit V

- Open Data Sources Analysis: Political and Government
- Data Sources Analysis: Climate and Health Data
- Reports Generation
- Inferences from Secondary Open Source
Data Case study 5

Recommended texts and readings:

1. W. McKinney, 2017, Python for Data Science, O'Reilly Media Inc.
2. F. Nelli, 2015, Python Data Analytics, Apress
3. J. Rogel, 2018, Salazar, Chapman and Hall, Data Science and Analytics with Python, CRC Press
4. A. B. Downey, 2014, ThinkStats2, O'Reilly Media Inc.

Notes:

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only the latest available editions of the above books are recommended.
Website references will be announced at the time of the launch of the course by the concerned faculty



LINGAYA'S VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Course Articulation Matrix

CO Statement (MBA-DS-BA-303)	PO1	PO2	PO3	PO4	PO5
MBA-DS-BA-303.1	3			2	3
MBA-DS-BA-303.2	2	2	3	3	2
MBA-DS-BA-303.3	2	3	3	1	2
MBA-DS-BA-303.4	3	2	2	3	2

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 213 F	Business Forecasting	L-T-P 3.1.0
--------------------	-----------------------------	--------------------

Pre-requisites: -

Course Type: Domain Specific

Elective Course Outcomes:

By the end of the course, the student should be able to:

MBA- DS-BA-305. 1 Understand the importance of forecasting in making accurate decisions in economic and business environments.

MBA- DS-BA-305. 2 Evaluate the basics in time series analysis and their applications in forecasting

MBA- DS-BA-305. 3 Analyze the trend, seasonal and cyclical issues in forecasting analysis

MBA- DS-BA-305. 4 Create forecasting reports to higher level management for vital decision-making processes.

Unit I

- Introduction to Forecasting & Demand Analysis: An Overview
- Significance of Demand Analysis and Forecasting
- Determinants of Demand, Elasticity of Demand, Revenue and Profit of a Firm Estimation of Demand
- Forecasting Demand -Techniques, Purposes & type of Users
- Case Study 1

Unit II

- Marketing Research Techniques
- Statistical Estimations, Variable Identification, Time Series and Cross-Sectional Data Collection, 2.3 Specification of the Model
- 2.4 Estimation of the Parameters,
- Case study 2

Unit III

- Interpretation of Regression Statistics
- Time Series Regression
- Forecasting with Regression Model: Unconditional Forecasting
- Forecasting with Serially Correlated Errors, Conditional Forecasting
- Case study 3

Unit IV

- Univariate time series: Linear model, Stationarity, Autocorrelation, Partial Auto correlation, Multicollinearity, ARIMA, ARMA process Stationarity and Unit Roots Tests: Introduction, Unit Roots tests, Stationarity tests Univariate Time Series: Volatility Models-Introduction, The ARCH Model, The GARCH Model
- Multivariate Time Series Analysis: Vector Autoregression Model–Cointegration
- Case study 4
-

Unit V

- Qualitative Forecasting Techniques and Other Advanced Techniques,
- Barometric Techniques, Leading, Lagging and Coincident Economic Indicators, Diffusion and Composite Indexes, Accuracy of Forecast - Short Run & long term Forecast Use of Software Packages for Forecasting
- Case study 5

Recommended Texts and Readings :

1. G. E. P. Box, G. M. Jenkins and G. C. Reinsel, 2015, Time Series Analysis: Forecasting and Control; Wiley & Sons, Publications
2. F. X. Diebold, 2007, Elements of Forecasting, South-western Cengage Learning
3. J. H. Wilson and B. Keating, 2019, Business Forecasting with Forecast X™, McGraw Irwin, John Galt Solutions, Inc.
4. M.I K. Evans, 2003, Practical Business Forecasting. UK: Blackwell

Notes:

Focus shall be on case studies, learning by doing exercises, role plays and experiential activities.

1. Only the latest available editions of the above books are recommended.
2. Website references will be announced at the time of the launch of the course by the concerned faculty.

choose to know

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Course Articulation Matrix

CO Statement (MBA-DS-BA-305)	PO1	PO2	PO3	PO4	PO5
MBA-DS-BA-305.1	3	2		3	
MBA-DS-BA-305.2	3	3		3	
MBA-DS-BA-305.3			3	3	
MBA-DS-BA-305.4				3	3

LINGAYA'S
VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know



Specialisation – 6

Operations & Management

LINGAYA'S
VIDYAPEETH

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 215 A	Management of Manufacturing System	L-T-P:3-0-0
--------------------	---	--------------------

Course Objective:

1. Understand the practical application of different type of manufacturing system.
2. Understanding the use of IT enabled technology in manufacturing system.
3. Understanding the entire value chain.
4. Develop an ability to analyze the capacity utilization & Strategy.
5. Understanding of tools for maintenance and capacity planning

Unit 1

Manufacturing System: Introduction and components, Importance of Manufacturing for Technological And Socio Economic developments, Production versus Productivity; Strategic benefit of Plant location & Plant Layouts. Types of manufacturing System: Job shop. Mass, Batch, Project shop, Continuous process Linked cell system (Cellular manufacturing system), Flexible Manufacturing System (FMS)

Unit 2

Manufacturing Support System: Process Planning, Computer Aided Process Planning, Production Planning and Control Systems, Aggregate Planning and Master Production schedule, Material Requirement Planning, Capacity Planning; Shop Floor Control: Introduction, Overview of Automatic Identification and Data capture, Bar Code Technology and Radio Frequency Identification

Unit 3:

Describe the key components of the entire value chain including supplier, Relationships between manufacturing cost and customer satisfaction, internal and external customer relationship, Evaluate the effective use of Lean techniques, Adopting Continuous Process Improvement (CPI), Just in Time, Enterprise Resource Planning (ERP, Analyze sustainable and green manufacturing practices.

Unit 4:

Capacity planning: Analysis of designed capacity, installed capacity, commissioned capacity, utilized capacity, factors affecting productivity and capacity expansion strategies.

Maintenance System: Maintenance strategies and planning, Maintenance economics: quantitative analysis, optimal number of machines, Replacement strategies and policies, economic service life ,opportunity cost, replacement analysis using specific time period, spares management.

Suggested Readings

1. Kalpakjian and Schmid, Manufacturing Engineering and Technology, Pearson.
2. Lindberg, Processes & Materials of Manufacture, Prentice Hall India.
3. J P Kaushik: Manufacturing Processes , PHI
4. James. B. Dilworth, “Operations Management – Design, Planning and Controlfor Manufacturing and Services”, McGraw Hill Inc. Management Series,
5. P. Radhakrishnan, S. Subramanyan and V. Raju, “CAD / CAM / CIM”, New AgeInternational (Pvt.) Ltd. Publishers

COURSE OUTCOME

CO 1: Conceptual knowledge of working of Manufacturing unit and complete system

CO 2: Understanding of the processes of and activities of Manufacturing

CO 3: Competency to implement effective managerial practices in manufacturing

CO 4: Understanding of tools for maintenance and capacity planning

CO 5: Knowledge about the support systems of manufacturing

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO2
CO1	2	3	-	-	1	-	2	2
CO2	2	3	-	-	1	-	1	1
CO3	2	3	-	-	1	-	1	1
CO4	2	3	-	-	1	-	1	1

**LINGAYA'S
VIDYAPEETH**

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 215 B	Demand and Business Forecasting	L-T-P:3.0.0
--------------------	---------------------------------	--------------------

Pre-requisites: -

Course Type: Domain Specific Elective

Course Outcomes:

By the end of the course, a student should be able to:

- MBA-DS-OM-402.1 Understand the importance of forecasting in making accurate decisions in economic and business environments.
- MBA-DS-OM-402.2 Comprehend the basics in regression analysis, time series analysis and their applications in forecasting.
- MBA-DS-OM-402.3 Analyze forecasting reports to higher level management for vital decision making process.
- MBA-DS-OM-402.4 Discuss concepts related to demand analysis.
- MBA-DS-OM-402.5 Estimate and forecast demand through various techniques

Unit I

Demand Analysis: An Overview
Significance of Demand Analysis and Forecasting
Determinants of Demand
Elasticity of Demand
Revenue and Profit of a Firm
Case study 1

Unit II

Estimation of Demand
Forecasting Demand, Purpose of Forecast, Marketing Research Techniques
Consumer Surveys, Consumer Clinics, Market Experiments in Test Stores.
Survey and Opinion Polling Techniques
Reasonability, Trend Analysis, Business
Cycles
Case study 2

choose to know

Unit III

Statistical Estimation, Variable Identification,
Specification of the Model, Estimation of the Parameters
Time Series and Cross Sectional Data Collection
Moving Average
Exponential Smoothing
Techniques
Case study 3

Unit IV

Regression Method, Interpretation of Regression Statistics
General Linear Model
Deviation from general linear model
Modelling and forecasting cycles- ARMA models
Use of Software Packages for
Forecasting
Case study 4

Unit V

Accuracy of Forecast, Short Run Forecast, Long Run Forecast
accuracy measures and their importance
Evaluating and combining forecast
Practical issues in developing industry/firm level models
Interfacing with commercial economic forecasting
services
Case study 5

Recommended texts and readings:

1. J. H. Wilson and B. Keating, 2009, Business Forecasting, McGraw Hill/Irwin
2. E. Hanke and D. W. Wichern, 2008, Business Forecasting. Pearson International
3. C. W. Chase Jr., 2003, Demand-Driven Forecasting, A Structured Approach to Forecasting, Wiley
4. S. Kolassa and E. Siemsen, 2016, Demand forecasting for managers, Business Expert Express

Notes:

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only the latest available editions of the above books are recommended.
3. Website references will be announced at the time of the launch of the course by the concerned faculty.

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Course Articulation Matrix

CO Statement (MBA-DS-OM-402)	PO1	PO2	PO3	PO4	PO5
MBA-DS-OM-402.1	1	2		3	2
MBA-DS-OM-402.2	2	2	3	1	2
MBA-DS-OM-402.3	3	1		2	
MBA-DS-OM-402.4		2	2	2	3
BA-DS-OM-402.5	3	3	3	3	3

LINGAYA'S
VIDYAPEETH

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 215 C	Technology and Business Transformation	L-T-P:3-0-0
--------------------	--	--------------------

Pre-requisites: -

Course Type: Domain Specific Elective

Course Outcomes:

By the end of the course, a student should be able to:

- MBA-DS-OM-404.1 Understand the key principles, terms and definitions used in the management of Technology
- MBA-DS-OM-404.2 Comprehend the capabilities and tools needed for technology management in the transformation of a business
- MBA-DS-OM-404.3 Apply appropriate technology policies and strategies within a changing context for an organization
- MBA-DS-OM-404.4 Analyze the range of contemporary and pervasive issues regarding technology and its management

Unit I

Introduction to concepts of technology and business transformation
Technology developments & implications of Technology Management,
Technology change, lifecycle & Growth of Technologies
Technology Policy and Planning,
Case study 1

Unit II

Technology Development and Acquisition
Forecasting and Technology
Innovation chain - approaches and methodologies
Technology Strategy, Generation, and Development.
Case study 2

choose to know

Unit III

Technology Transfer - Models, Modes,
Technology search strategy
Dimensions of Technology Transfer, Features & Routes of Technology Transfer
Technology absorption capabilities
Pricing of Technology Transfer agreements & Code of conduct for Technology transfer
Government initiative, Technology transfer and absorption process at unit level.
Case study 3

Unit IV

Technology absorption - technology package, dependence, concept, constraints & benefits
Technology import & Government initiatives
Technology Assessment (TA) - Organization and Management
Technology Evaluation.
Diffusion - Major diffusion activities, Diffusion Strategy.
Case study 4

Unit V

Technological Environment
Technology Support Systems: Financing
Human & organizational Aspects in Technology Management
Social Issues in Management – Rationalization & Automation, EIA Process
Case study 5

Recommended texts and readings:

1. B. Fredrick, 2018, Managing Technology. Prentice Hall
2. G. H. Gaynor, 2015, Handbook of Technology Management, McGraw Hill
3. T. Khalil, 1999, Management of Technology, McGraw Hill International
4. N. Harrison and D. Samson, 2001, Technology Management: Text and International Cases, McGraw-Hill Publishing Co.
5. M. Ciampa, 2014, Security + Guide to Network Security Fundamentals, Cengage Learning
6. C. N. Madu, 2001, Management of New Technologies for Global Competitiveness, Jaico Publishing House

Notes:

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only latest available editions of the above books are recommended.
3. Website references will be announced at the time of the launch of the course by the concerned faculty.

choose to know

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Pos Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PS O 1	PS O 2
CO1	3	1	2	2	-	1	1	1
CO2	2	1	3	3	1	2	2	3
CO3	2	2	1	2	2	2	2	1
CO4	-	3	3	1	2	-	3	-

LIT
VID

Deemed to be University

u/s 3

choose to know



School of Commerce &
Lingaya's Vidyapeeth

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 215 D	Operations Planning and Control	L-T-P:3-0-0
--------------------	--	--------------------

Course Objectives:

1. To understand the various fundamentals and functions of production planning and control.
2. To impart learning on work study procedures and practices.
3. To generate understanding on the essentials of product/ process planning and useful tools to accomplish both.
4. To develop knowledge and ability to undertake production scheduling procedures.
5. To know the recent trends in production planning and control such as manufacturing requirement Planning (MRP II) and Enterprise Resource Planning (ERP) and global practices.

Unit 1

Introduction: Meaning and objective of Production Planning & Control, functions, roles & responsibilities of PPC manager. Forecasting – qualitative and quantitative analysis techniques.

Unit 2

Process of Production Planning and Control –

Capacity planning – Concept, types, plant capacity, capacity planning strategies - Routing – procedure, materials flow patterns - Scheduling – production scheduling, machine scheduling and Line Balancing With numerical - Loading – process, strategies and relationship between capacity and loading-numerical, PPC in different production systems ie. Job, batch, Mass (assembly) and continuous

Unit 3

Aggregate Planning –Meaning, Strategies and Cost, concept of Aggregate planning; capital-intensive, labor-intensive, and fashion industries. Materials requirement planning (MRP I), MRP-Manufacturing Resource planning (MRP II) – Master production scheduling, Enterprise Resource Planning (ERP) and global practices.

Unit 4

Waste Management: Value and waste, Types of waste; 5S techniques of eliminating wastes, Lean process to minimize wastages

Control Systems: Production control systems, Gantt Charts, Bar Charts, production progress reporting and performance analysis, system feedback, strategies for corrective actions, role of control rooms in production plants.

Suggested Readings

1. Martand Telsang, “Industrial Engineering and Production Management”, S. Chand and Company,
2. S.K. Mukhopadhyay, Production Planning and Control, Prentice Hall of India private limited,
3. James.B.Dilworth, “Operations Management – Design, Planning and Control for manufacturing and services” Mcgraw Hill International edition.
4. S.N.Chary, “Theory and Problems in Production & Operations Management”, Tata McGrawHill,
5. Kanishka Bedi, “Production and Operations management”, Oxford university press,
6. Elwood S.Buffa, and Rakesh K.Sarin, “Modern Production / Operations Management”, John Wiley and Sons,
7. Norman Gaither, G. Frazier, “Operations Management” Thomson learning
8. K.C.Jain & L.N. Aggarwal, “Production Planning Control and Industrial Management”, Khanna Publishers

COURSE OUTCOME

CO1 : It will help in understanding the fundamentals of production planning and profit considerations.

CO2: It will provide quantitative knowledge and capability to use various product/process planning tools.

CO3: It will enable them to devise appropriate strategies concerning aggregate planning and cost.

CO4: It help in resolving complex scheduling issues byway of implementing standard scheduling procedures.

CO5: It will enhance exposure to recent trends in production planning and control and increased adaptability with latest global-production practice

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2
CO1	2	2	1	2	-	1	1	1
CO2	1	1	2	1	2	1	2	-
CO3	2	2	-	2	2	1	-	-
CO4	-	3	3	1	2	-	3	-

choose to know

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 215 E	Supply Chain & Logistics Management	L-T-P:3-0-0
--------------------	--	--------------------

Course Objective:

This course is intended to provide an understanding of the

1. Components and processes of supply chain and logistics management
2. Drivers of Supply Chain & Creating Strategic Fit
3. Performance drivers of supply chain.
4. Understanding about logistics, transportation & warehousing.
5. Understanding the factors of Global Supply Chain.

Unit 1

Supply Chain Concepts: Objectives of a Supply Chain, Stages of Supply chain, Value Chain Process, Cycle view of Supply Chain Process, Key issues in SCM, logistics & Supply Chain Drivers and obstacles, Supply chain strategies, strategic fit, Best practices in SCM, Obstacles of streamlined SCM.

Unit 2

Logistics : Evolution, Objectives, Components and Functions of Logistics Management, Distribution Related Issues and Challenges; Gaining competitive advantage through Logistics Management ,Transportation- Functions, Costs, and Mode; Network and Decision, Containerization, Cross docking.

Unit 3

Supply Chain Performance: Bullwhip effect and reduction, Performance measurement: Dimension, Tools of performance measurement, SCOR Model. Demand chain management, Global Supply chain-Challenges in establishing Global Supply Chain, Factors that influences designing Global Supply Chain Network.

choose to know

Unit 4

Warehousing: Concept and types, Warehousing strategy, Warehouse facility location & network design, Reverse logistics, Outsourcing- Nature and concept, Strategic decision to Outsourcing, Third party logistics(3PL), Fourth party logistics(4PL).

Supply Chain and CRM- Linkage, IT infrastructure used for Supply Chain and CRM, Functional components for CRM, Green supply chain management, Supply Chain sustainability.

Suggested Readings:

1. Chopra, Sunil, Meindl, Peter and Kalra, D. V.; Supply Chain Management: Strategy, Planning and Operation; Pearson Education
2. Altekar, Rahul V.; Supply Chain Management: Concepts and Cases; PHI Learning Reference Books
3. Ballou, Ronald H.; Supply Chain Management; Pearson Education
4. Sahay, B.S.; Supply Chain Management; Macmillan
5. Ballou, R.H. Business Logistics Management. Prentice-Hall Inc.
6. Bowersox D.J. ,Closs D.J. , Logistical Management, McGraw-Hill,

COURSE OUTCOME

CO 1: Apply the basic framework of Supply Chain Management and basic concepts in logistics

CO 2: Knowledge about distribution, warehousing and its roles in strategic planning with supply chain

CO 3: Competency to analyze and use inventory management methodologies and evaluate and select transportation modes

CO 4: Assess the strategic role and impact of IT on supply chain integration

CO 5: Knowledge about the latest trends in SCM and logistic

choose to know

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2
CO1	1	-	1	-	-	1	1	1
CO2	1	1	2	1	-	1	2	-
CO3	2	2	-	3	2	1	-	-
CO4	-	3	3	3	2	-	3	-

LINGAYA'S
VIDYAPEETH

Deem
u/s

choose to know

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 215 F	Sustainable Operation Management	L-T-P:3-0-0
--------------------	---	--------------------

Course Objective: We examine how operations management can contribute to sustainability through product design, production design, flow management and other operational measures. We also discuss the interface of operations management with other disciplines such as psychology, marketing and policy making in terms of sustainability.

Session 1 –

- Topics: Overview of Sustainable Operations Management
- Readings: Sustainable Operations Management: An enduring stream or a passing fancy?
- Readings: Sustainability: What Does it Mean for the Operations Manager?

The first class session will review class structure and procedures, assignments, grading, etc. We illustrate the role of operations management in the big picture of all business functions related to sustainability. In particular, we introduce the concepts of green supply chain and sustainable product design. We also provide an overview of leading institutions and scholars, and their work in sustainable operations.

Session 2 –

- Topics: Closed Loop Supply Chain: Remanufacturing and Recycling
- Readings: Remanufacturing: The next great opportunity for boosting US productivity
- Assignment 1 due

In this session, we learn three key concepts in sustainable operations: remanufacturing, recycling, close loop supplychain. They are among the most commonly used techniques to achieve sustainability with operations management. We will learn about their implementation. We also provide detailed case studies on how the industry leaders such as CAT, Xerox, StGobain implement these concepts.

Session 3 –

- Topics: Green Product Design
- Readings: Product Modularity and the Design of Closed Loop Supply Chains
- Assignment 2 due

The carbon footprint of a product is largely fixed in its design stage. Therefore, it is essential to understand the role of product design to achieve sustainability. In this session, we particularly discuss the concept of "environmental attributes" and its relation with consumer psychology. We also discuss how to best balance product performance with its environmental friendliness, which can be a zero sum game.

Session 4 –

Topics: Green Supply Chain Management

Readings: Developing Strategies for Green Supply Chain Management

Green Supply Chain refers to ‘greening’ requirements to both upstream and downstream supply chain activity such as purchasing material components, and technology choice. The focus of the study is on the management efficacy and costs to the supply chain from altering its traditional focus of cost, quality, and service to include environmental performance.

Session 5 –

Guest Lecture: An Example of Sustainable Operations Management

Suggested Readings:

Business dailies and weeklies can be accessed through the library. **Business Eastern Europe** by EIU is a weekly briefing on operating a business in Eastern Europe. **Country Reports** also by EIU provide in-depth economic, political and business analysis and short-term market outlooks. Electronic versions of **The WSJ** are in PressDisplay. **The Economist** is included by EbscoHost. For **The Fin. Times** online, see Journal Search.

New business databases include OneSource, the most comprehensive company & executive information. Global Market Information Database has comprehensive data and reports across industries, countries and type of consumers.

Thomson One Banker provides data on internationally quoted companies, international stock exchange indices, private equity, and financial deals.

Science Direct is an extensive full-text database covering authoritative titles from the core scientific literature.

The Company Dossier in Lexis Nexis Academic allows users to browse in-depth company profiles and industry reports. Core statistical databases include IFS, GFS Online, OECD Main Economic Indicators, National Accounts Statistics, and Tax Statistics.

Econlit at the CSA/Proquest platform provides bibliographic coverage of a wide range of economics-related literature.

<http://www.library.ceu.hu/databases.html>

Course Outcome:

CO1: Express and supplement their own analysis and conclusions in financial terms, the common business language.

CO2: Understanding and acceptance of diversities of viewpoints

CO3: Apply mathematical and statistical models

CO4: Applicability of conventional prescriptions, as well as the impact of non-quantitative information.

CO5: Motivated to consider the ethical limitations of shareholder wealth maximization.

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2
CO1	1	-	1	-	-	1	1	1
CO2	2	1	2	2	-	2	2	-
CO3	1	2	-	3	2	1	-	-
CO4	-	3	2	1	-	-	3	-

VIDYAPEETH

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know



Specialisation – 7

Entrepreneurship and small business Management

LINGAYA'S
VIDYAPEETH

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 217 A	Managing Corporate Entrepreneurship	L-T-P:3-0-0
--------------------	--	--------------------

Pre-requisites: -

Course Type: Domain Specific

Elective Course Outcomes:

By the end of the course a student should be able to:

MBA-DS-ESBM-401.1. Understand corporate entrepreneurship and innovation

MBA-DS-ESBM-401.2. Develop an in-depth understanding of the organizational processes and culture to encourage corporate entrepreneurship

MBA-DS-ESBM-401.3. Formulate strategies and plans conducive to Entrepreneurship

MBA-DS-ESBM-401.4. Appreciate the role of innovation and corporate policies in dynamic business environment for managing corporate entrepreneurship

Unit I

Defining the Corporate Entrepreneur

Difference between an Entrepreneur and Corporate Entrepreneur

The Role of Corporate Entrepreneurship in the Current Organizational and Economic Landscape

Innovations in the Corporate World: Reason, Strategy and Opportunities

Business Selection

Case study 1

Unit II

Corporate Incubators as Facilitators of Entrepreneurial Performance

Funding Requirements

Treatment of Risks

Venture Capital

Case study 2

choose to know

Unit III

Behavioral Aspects of Corporate Entrepreneurship
How to Succeed as an Intrapreneur
Selecting, Evaluating and Compensating Corporate Entrepreneurs
Building the Climate for Intrapreneurship
Case study 3

Unit IV

The Process of Intrapreneurship- Locating The Venture in the Organization
Organizing and Controlling the Venture
Constraints on Entrepreneurial Performance Outcomes
Intrapreneurship vs. Buyouts, Mergers and Acquisitions
Case study 4

Unit V

Ethical Issues in Intrapreneurship
Intrapreneurship and KPIs
Technology Push vs. Technology Pull
Framework for Sustainable Entrepreneurship
Case study 5

Recommended texts and readings:

1. V. Sathe, 2007, Corporate Entrepreneurship: Top managers and New Business Creation, Cambridge
2. D. F. Kuratkoa, 2016, Corporate Entrepreneurship and Innovation, Cengage Learning
3. R. Wolcott and M. Lippitz, 2009, Grow from within – Mastering Corporate Entrepreneurship and Innovation, McGraw Hill Education

Notes

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only latest editions of the above books are recommended.
3. Website references will be announced at the time of the launch of the courses by the concerned faculty

u/s 3 of UGC Act 1956

choose to know

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Course Articulation Matrix

CO Statement (MBA-DS-ESBM-401)	PO1	PO2	PO3	PO4	PO5
MBA-DS-ESBM-401.1	2	3			
MBA-DS-ESBM-401.2	3	3	2	3	1
MBA-DS-ESBM-401.3		1		2	3
MBA-DS-ESBM-401.4	2	2	2	2	3

LINGAYA'S
VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

LINGAYA'S VIDYAPEETH

(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 217 B	Planning and Structuring New Venture	L-T-P:3-0-0
--------------------	---	--------------------

Pre-requisites: -

Course Type: Domain Specific

Elective Course Outcomes:

By the end of the course a student should be able to:

MBA-DS-ESBM-402.1. Get acquainted with theory and practice of new venture management

MBA-DS-ESBM-402.2. Develop understanding of how to carry- out a new venture planning from start to finish to get results.

MBA-DS-ESBM-402.3. Design appropriate business plan to meet the contemporary need of a new venture.

MBA-DS-ESBM-402.4. Work with different stakeholders in generating revenue, profits and growth.

Unit I

New Ventures Identification

Source and Techniques of Idea Generation

Imagination and Creativity for Entrepreneurial Intellect

Role of Technology in Creating and Changing Business Aspects

Case study 1

Unit II

Eco System to Set off New Ventures

Inorganic Growth: Advantages of Acquiring an Existing Venture

Value Creation and Assessment of Key Issues

Evaluating the Opportunities

Laws Concerning Creation of New Ventures

Case study 2

Unit III

Legal System for Protection and Promotion of New Venture in India

Intellectual Property Rights, Patents, Trademarks and Copyrights

Processes and Procedures for Getting Patents, Trademarks and Copyrights

Organization Structure: Sole Proprietorship, Partnership, Limited Liability Partnership (LLP) and Company

Case study 3

Unit IV

Business Planning New Ventures: Concept and Development of a Business Plan

Elements for Developing an Acceptable Business Plan, Executive Summary

Aspects of Business: Finance, Marketing, Human Resource Management

Operations Management in Developing a Sustainable Business Plan and Strategy for Future

Case study 4

Unit V

Financing New Venture: Criteria for Evaluating New Venture Proposals

Stages in Financing New Ventures

Sources of Financing Indian Entrepreneurs: Bank, State Financial Corporation's (SFs), Angel Investors, Business Incubators and Facilitators Government Policies

Marketing New Venture

Case study 5

Recommended texts and readings:

1. S. Spinelli and R. Adams, 2011, New Venture Creation: Entrepreneurship for the 21st Century, McGraw Hill
2. K. R. Allen, 2011, Launching New Ventures: An Entrepreneurial Approach, Cengage Publishing
3. A. Zacharakis, W. D. Bygrave and A. C. Corbett, 2016, Entrepreneurship, Wiley Publication

4. P. Forsyth, 2003, Business Planning: Enterprise, Wiley

Publication Notes:

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only latest editions of the above books are recommended.
3. Website references will be announced at the time of the launch of the courses by the concerned faculty.

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Course Articulation Matrix

CO Statement (MBA-DS-ESBM-402)	PO1	PO2	PO3	PO4	PO5
MBA-DS-ESBM-402.1	2			3	2
MBA-DS-ESBM-402.2	3	2	3	3	1
MBA-DS-ESBM-402.3	2	3	2	2	3
MBA-DS-ESBM-402.4	1	2	2	1	2

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know

MBA N 217 C	Social Entrepreneurship	L-T-P 3-0-0
-------------	-------------------------	-------------

Course Objectives:

1. To introduce MBA students to the principles and practices of social entrepreneurship.
2. To provide students with an understanding of the role of entrepreneurship in addressing social challenges.
3. To develop students' ability to identify, design, and implement innovative solutions for social issues.
4. To equip students with practical skills in developing and scaling social enterprises.
5. To foster critical thinking and problem-solving skills in the context of social entrepreneurship.

Prerequisite: Basic understanding of person who pursues novel applications that have the potential to solve community-based problems. Social entrepreneurship is an approach by individuals, groups, start-up companies or entrepreneurs, in which they develop, fund and implement solutions to social, cultural, or environmental issues.

Course Learning Outcomes:

1. Understand the principles and concepts of social entrepreneurship.
2. Identify social challenges and opportunities for entrepreneurship.
3. Design and develop sustainable business models for social enterprises.
4. Apply critical thinking to assess the impact and scalability of social ventures.
5. Develop a comprehensive social entrepreneurship plan.

Unit 1: Introduction to Social Entrepreneurship

- Overview of social entrepreneurship and its significance
- Role of entrepreneurship in addressing social challenges
- Characteristics of successful social entrepreneurs

- Ethical considerations in social entrepreneurship
- Case studies of prominent social enterprises

Unit 2: Identifying Social Challenges and Opportunities

- Identifying and analysing social problems and needs
- Mapping stakeholders and understanding their perspectives
- Identifying market gaps and social innovation opportunities
- Assessing the feasibility of social entrepreneurship initiatives
- Developing a social mission and vision

Unit 3: Designing and Developing Social Enterprises

- Business models for social enterprises: Non-profit, for-profit, hybrid
- Building a sustainable revenue model
- Legal and regulatory considerations for social enterprises
- Building partnerships and collaborations for impact
- Measuring and reporting social impact

Unit 4: Scaling and Impact

- Strategies for scaling social ventures
- Balancing impact and financial sustainability
- Creating a growth strategy and scaling plan
- Managing resources and building organizational capacity
- Case studies of scaling successful social enterprises

Unit 5: Entrepreneurial Leadership and Sustainability

- Leadership skills for social entrepreneurs
- Building a team and organizational culture
- Navigating challenges and failures in social entrepreneurship
- Ensuring long-term sustainability and social impact
- Reflection and future directions in social entrepreneurship

Recommended Reference Books:

1. "How to Change the World: Social Entrepreneurs and the Power of New Ideas" by David Bornstein
2. "The Power of Unreasonable People: How Social Entrepreneurs Create Markets That Change the World" by John Elkington and Pamela Hartigan
3. "Social Entrepreneurship: What Everyone Needs to Know" by David Bornstein and Susan Davis
4. "Creating a World Without Poverty: Social Business and the Future of Capitalism" by Muhammad Yunus
5. "Lean Impact: How to Innovate for Radically Greater Social Good" by Ann Mei Chang

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Program Outcomes / Program Specific Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1 - Understand the principles and concepts of social entrepreneurship.	-	-	-	-	-	2	-	-
CO2 - Identify social challenges and opportunities for entrepreneurship.	1	-	-	-	-	-	-	-
CO3 - Design and develop sustainable business models for social enterprises.	-	2	-	-	-	-	-	-
CO4 - Apply critical thinking to assess the impact and scalability of social ventures.	-	-	3	-	-	-	-	-
CO5 - Develop a comprehensive social entrepreneurship plan.	-	-	-	-	-	3	-	-

LINGAYA'S VIDYAPEETH

(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 217 D	Strategies and Practices of Entrepreneurial Firms	L-T-P 3.0.0
--------------------	---	--------------------

Pre-requisites: -

Course Type: Domain Specific Elective

Course Outcomes:

By the end of the course, a student should be able to:

MBA-DS-ESBM-301.

1.Understand the concepts and tools required for designing and implementing entrepreneurial strategies

MBA-DS-ESBM-301.2.Assessing the unique performance requirements and capabilities of entrepreneurial firms.

MBA-DS-ESBM-301.3.Develop a working knowledge of how to address the idiosyncratic organizational, management, financial and relational dynamics present in entrepreneurial firms.

MBA-DS-ESBM-301.4. Understand the strategies and practices for strategic renewal, growth, and exit for entrepreneurial firms.

Unit I

- Processes to Explore Innovations: from Idea to Market
- Design Thinking
- Cooperation and Collaboration with Established

Firms Strategy for building right team

- Licensing deals
- Case study 1

Unit II

- Executing Innovation Processes
- Innovation Platforms
- Funding for growth stages
- Creating and Scaling Company Culture
- Demand Forecasting and Acquiring

Customers Case study 2

Unit III

- Blue Ocean Strategy
- IP strategy,
- Disruptive Strategy
- Architectural Strategy
- Case study 3

Unit IV

- Renewing Innovation Foundations
- Disruptive Innovations
- Open Innovation Strategies
- Value Chain Re engineering
- Case study 4

Unit V

- Entrepreneurial Strategy and Dynamic Capabilities
- Thin and Lean Business Strategy
- Growth and Survival – Turnaround Strategies
- Internationalization Strategy
- Case study 5

choose to know

Recommended texts

1. H. W. Chesbrough, 2003, Open innovation: The new imperative for creating and profiting from technology, Harvard Business School Press
2. K. Lakhani and B. Wolf, 2005, Why hackers do what they do: Understanding motivation and effort in free/open source software projects. in J. Feller and B. Fitzgerald & S. Hissam& K. Lakhani (Eds.), Perspectives on free and open source software: 3-21: MIT Press
3. J. Katzenbach and D. Smith, 2015, The Wisdom of Teams: Creating the High Performance Organization. Harper Business

Notes:

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only the latest available editions of the above books are recommended.
3. Website references will be announced at the time of the launch of the course by the concerned faculty.

4. Distribution of Marks for Continuous Evaluation:

5.

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Course Articulation Matrix

CO Statement (MBA-DS-ESBM-301)	PO1	PO2	PO3	PO4	PO5
MBA-DS-ESBM-301.1	2	3	2		3
MBA-DS-ESBM-301.2	3			2	2
MBA-DS-ESBM-301.3	1		2		3
MBA-DS-ESBM-301.4	3	2		2	1

LINGAYA'S VIDYAPEETH

(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 217 E	Creativity, Innovation and Entrepreneurship	L-T-P 2.1.0
--------------------	--	--------------------

Pre-requisites: -

Course Type: Domain Specific Elective

Course Outcomes:

By the end of the course, a student should be able to:

MBA-DS-ESBM-302.1. Understand what makes an organization creative and innovative?

MBA-DS-ESBM-302.2. Recognize the creative problem solving process and apply tools for solving innovation dilemmas and challenges.

MBA-DS-ESBM-302.3. Develop a practical framework for the design and implementation of a systematic innovation strategy.

MBA-DS-ESBM-302.4. Connect the theoretical issues with the concrete reality through work on actual experiences of companies that have a culture in innovation and studying successful study cases

Unit I

Concept and Models of Innovation
The Underpinning of Profits: Assets, Competences and Knowledge Sources and Transfer of Innovation
Creating a Culture of Innovation
Case study 1

Unit II

Schumpeter and Creative Destruction
The Evolutionary Theory of Nelson and Winter
Models of the Dynamic Capabilities, Competitive Advantages, Extended Rivalry
Drucker and the Systematic Innovation
Role of Von Hippel User
Rodgers and the Innovations Diffusion Speed
Adoption Case study 2

Unit III

Key Elements in Managing Innovation Learning Cycle

The Roles of the Innovator

The Generation of Ideas and Brainstorming

Creativity Business Model V/S Classical Approach.

The Business Model Canvas by Alex Osterwalde; Principles and Applications

The Business Plan

Case study 3

Unit IV

The Entrepreneur Profile

Analysis Behaviour and

Motivations

Lean Start –Up

The Entrepreneurial Ecosystem: Entrepreneurs and Strategic

Decisions Case study 4

Unit V

Globalization of Innovations

Innovation for Emerging Economies

Role of National Government in Innovation

Strategic Innovation Process

Case study 5

Recommended texts and readings:

1. A. Afuah 2002, Innovation Management, Oxford Publications
2. R. D. Hisrich, 2013 ,Entrepreneurship, McGraw Hill Education
3. S. Fisher and J.-N. Duane, 2016, The Startup Equation, McGraw Hill
4. S. Conway and F. Steward, 2012, Managing & Shaping Innovation, Oxford

University Press Notes:

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only the latest editions of the above books are recommended.
3. Website references will be announced at the time of the launch of the courses by the concerned faculty.

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Course Articulation Matrix

CO Statement (MBA-DS-ESBM-302)	PO1	PO2	PO3	PO4	PO5
MBA-DS-ESBM-302.1	1	2			3
MBA-DS-ESBM-302.2	3			2	2
MBA-DS-ESBM-302.3	3		2		2
MBA-DS-ESBM-302.4	2	3	3	3	2

LINGAYA'S
VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

LINGAYA'S VIDYAPEETH

(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 217 F	Managing Strategic Partnership and Negotiation	L-T-P 2.1.0
--------------------	---	--------------------

Pre-requisites: -

Course Type: Domain Specific Elective

Course Outcomes:

By the end of the course a student should be able to:

MBA-DS-ESBM-303.1. Understand the role of partnerships play within an overall business strategy

MBA-DS-ESBM-303.2. Understand fundamentals and drivers of strategic partnerships and negotiations between organizations.

MBA-DS-ESBM-303.3. Analyze the various degrees of partnership agreements and apply them in a business context.

MBA-DS-ESBM-303.4. Design and implement a successful negotiation settlement in outsourced relationships.

Unit I

Objectives of Strategic Partnerships
Partnerships – Causes and Consequences
Strategic Alliances-Impact on Economy
Analyzing Competitive Advantage in International Context
Implications of International Linkages for Industry Analysis Case study 1

Unit II

The Role of Corporate Management in Partnerships
Managing Individual Businesses
Managing Linkages across Businesses
Managing Change in Multinational Corporation
Governance of Multi Business Corporation Case study 2

Unit III

Negotiation-Definition and Aspects of Negotiation Research and Practice
Identifying Goals, Options and Criteria of Success
Catalysts and Barriers of Successful Collaboration
Designing a Negotiation Plan
3 Phases of Negotiations: Initial, Exploratory and Finalization Case study 3

Unit IV

Tactics for Promoting a Constructive Negotiation Climate

Principled Negotiations

3-D Negotiation

Transactional Analysis in Negotiations

Mixed Negotiating

Case study 4

Unit V

Post-Negotiation Stage: Implementation and Compliance

Post-Negotiation Assessment and Evaluation

International and Cross-Cultural Negotiations

Crisis Negotiations

Case study 5

Recommended texts and readings:

1. D.A. Lax and J. K. Sebenius, 2006, 3-D Negotiation: Powerful Tools to Change the Game in Your Most Important Deals. Harvard Business Press
2. C. Lyons, 2007, I Win, You Win: The Essential Guide to Principled Negotiation. A&C Black Business Information and Development,
3. E.A. Berghoff, 2007, The International Negotiations Handbook. Success through Preparation, Strategy, and Planning. PILPG and Baker & McKenzie.

Notes:

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only the latest editions of the above books are recommended.
3. Website references will be announced at the time of the launch of the courses by the concerned faculty.

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Course Articulation Matrix

CO Statement (MBA-DS-ESBM-303)	PO1	PO2	PO3	PO4	PO5
MBA-DS-ESBM-303.1	3	2			2
MBA-DS-ESBM-303.2	2		3	3	3
MBA-DS-ESBM-303.3	1		2	2	2
MBA-DS-ESBM-303.4	3	2	2	3	2

**LINGAYA'S
VIDYAPEETH**

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know



Specialisation 8

Event and Media Management

LINGAYA'S
VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 219 A	Event and Media Production & Logistics	L-T-P:3-0-0
--------------------	---	--------------------

Pre-requisites: -

Course Type: Domain Specific

Elective Course Outcomes:

By the end of the course, a student should be able to:

- MBA-DS-EMM-401.1 Get acquainted with theory and practice of event and media production and logistics management.
- MBA-DS-EMM-401.2 Develop understanding of event objectives in creating planning documents and execution of event production.
- MBA-DS-EMM-401.3 Design appropriate supplier and vendor support system for achieving event management goals.
- MBA-DS-EMM-401.4 Work with different stakeholders in event and media production and logistics management

Unit I

Event Management: Characteristics and Definitions

Analysis of The External Environment

Defining Service Provision Customers, Stakeholders and Gap Analysis

Analysis of The Internal Environment

Developing the Proposed Event Operations Management

Model Case study 1

choose to know

Unit II

Event Design and Themes
Events Law and Administration
Health and Safety Requirements
Contingency Planning
Event Operations and Ethics
Case study 2

Unit III

Sponsorship and Fundraising
Event Coordination
Teamwork and Group Performance
Risk assessment and Risk Management
Role of IT in Event Operations Management
Case study 3

Unit IV

Detailed planning
Planning, product portfolios, and product and service development
Product development
Supply chain management Location management and choice Risk management for event managers
Case study 4

Unit V

Implementation and Delivery People Power – The Most Valuable Resource
Forecasting and Capacity Management
Scheduling and Time Management
Performance Evaluation
Awareness of Quality
Case study 5

Deemed-to-be University

u/s 3 of UGC Act 1956

choose to know

Recommended texts and readings:

1. J. Allen, 2005, Time Management for Event Planners, Wiley
2. R. Johnston and G. Clark, 2012, Service Operations Management, Prentice Hall
3. B. Skinner and V. Rukavina, 2002, The Event Sponsorship, Wiley
4. J. Tum, P. Norton, J. N. Wright, 2005, Management of Event Operations, Oxford
5. C. Voss, C. Armistead, B. Johnston and B. Morris, B., 1985, Operations Management in Service Industries and the Public Sector: Texts & Cases Wiley

Notes

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only latest available editions of the above books are recommended.
3. Website references will be announced at the time of the launch of the course by the concerned faculty

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Course Articulation Matrix

CO Statement (MBA-DS- EMM- 401)	PO1	PO2	PO3	PO4	PO5
MBA-DS- EMM-401.1	2			3	3
MBA-DS- EMM-401.2	3	2	3	1	2
MBA-DS- EMM-401.3	3	2	2	3	2
MBA-DS- EMM-401.4	1	2	2	2	1

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 219 B	Event and Media Research	L-T-P:3-0-0
--------------------	---------------------------------	--------------------

Pre-requisites: -

Course Type: Domain Specific

Elective Course Outcomes:

By the end of the course, a student should be able to:

MBA-DS-EMM-402.1	Identify, formulate and analyze business problems for events and media
MBA-DS-EMM-402.2	Understand qualitative, quantitative and mixed approaches to research
MBA-DS-EMM-402.3	Understand the technical and ethical issues linked with the media research process
MBA-DS-EMM-402.4	Appreciate the role of research in organizational decision making and business performance

Unit I

1. Criteria of Good Research and Ethical Issues in Research
2. Research Variables
3. Hypothesis Development
4. Literature Survey
5. Case study 1

Unit II

1. Business Research Design: Exploratory, Descriptive, and Causal Research
2. Experimental Research Design
3. Questionnaire Development
4. Rating and Ranking Scales
5. Reliability and Validity
6. Case study 2

choose to know

Unit III

1. Techniques of Data Presentation
2. Data Collection Techniques
3. Primary and Secondary Sources of Data
4. Advantages and Disadvantages of Data Sources
5. Case study 3

Unit IV

1. Sampling Design
2. Sampling Errors
3. Data Preparation for Analysis
4. Data Analysis
5. Case study 4

Unit V

1. Research on Primary and Secondary Data
2. Statistical Analysis Using SPSS
3. Univariate and Bivariate Data Analysis
4. Multivariate Measures: Multiple Regression, Conjoint Analysis, Factor Analysis, Cluster Analysis and Analysis of Variance (ANOVA)
5. Case study 5

1. Structural Equation Modelling
2. Econometrics
3. Writing Research Reports

choose to know

Recommended texts and readings:

1. N. Bajpai, 2011, Business Research Methods, Pearson Education
2. D. R. Cooper, P. S. Schnidler and J. K. Sharma, 2006, Business Research Methods, Tata McGraw Hill

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Course Articulation Matrix

CO Statement (MBA-DS- EMM- 402)	PO 1	PO 2	PO3	PO4	PO5
MBA-DS- EMM-402.1	3	2		3	
MBA-DS- EMM-402.2	2	2	2		
MBA-DS- EMM-402.3	3	2			2
MBA-DS- EMM-402.4				2	

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know

LINGAYA'S VIDYAPEETH

(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 219 C	Event Leadership and Team Building	L-T-P:3-0-0
-------------	------------------------------------	-------------

Pre-requisites: -

Course Type: Domain Specific

Elective Course Outcomes:

By the end of the course, a student should be able to:

MBA-DS-EMM-404.1 Enhance their leadership and organizational skills through working with others and through the overall program planning process

MBA-DS-EMM-404.2 Learn about budget management and the financial process of program planning including sponsorships, revenue generation, and working with fundraising boards

MBA-DS-EMM-404.3 Understand a variety of marketing strategies including publicity and promotions

MBA-DS-EMM-404.4 Understand the structural aspects of program planning including design, operations, and staffing patterns (recruitment and retention)

Unit I

Introduction to Event Management

Role of Team Formation In Event Management

Process and Stages of Organizing an Event

Criteria of Choosing Teams and Leaders for an Event

Criteria to Evaluate Performance of Team Leaders in

Events Case study 1

Unit II

1. Event Roles. Attributes and Leadership
2. Role of Leadership in Events
3. Leadership Theories and Relevance in Event Management
4. Leadership and Behavioural Issues for Events
5. Methods to Resolve Conflicts In
6. Events Case study 2

Unit III

1. Concept of Team Work in Event Management
2. Relevance of Team Formation for Events
3. Structure and Types Of Teams for Events
4. Role of IT in Team Management for Events
5. Case study 3

Unit IV

1. Parameters of Team Performance in Events
2. Measures of Productivity
3. Team Effectiveness Mechanisms
4. Team Rewards and Appreciation Methods
5. Effective Strategies for Working with Groups
6. Case study 4

Unit V

1. Communication- Role in Event Management
2. Ethical Communication Channels Between Teams in Events
3. Managing Meetings in Organization
4. Informal Communication- Mode and Repercussions
5. Case study

Recommended texts and readings:

1. U. K. Haldar, 2010, Leadership And Team Building, Oxford University Press, Oxford
2. C. Mohan, 2017, Leadership and Management, Himalaya Publishing House
3. R. Hughes, R. C. Ginnett and G. J. Curphy, 2001, Leadership: enhancing the lessons of Experience, McGraw –Hill Publication

Notes:

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only the latest available editions of the above books are recommended.
3. Website references will be announced at the time of the launch of the course by the concerned faculty.

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Course Articulation Matrix

CO Statement (MBA-DS- EMM- 404)	PO1	PO2	PO3	PO4	PO5
MBA-DS- EMM-404.1	3	2			3
MBA-DS- EMM-404.2	3		3	2	2
MBA-DS- EMM-404.3	2		1	3	2
MBA-DS- EMM-404.4	1	2	3	2	2

MBA N 219 D	Event and Media Management	L-T-P 3-0-0
--------------------	-----------------------------------	--------------------

Course Objectives:

1. To introduce MBA students to the principles and practices of event management and media management.
2. To provide students with an understanding of the event planning process and media strategies.
3. To develop students' ability to plan, execute, and evaluate events and media campaigns.
4. To equip students with practical skills in event coordination, media communication, and crisis management.
5. To foster critical thinking and problem-solving skills in the context of event and media management.

Prerequisite:

Basic understanding of planning and executing the event, taking responsibility for the creative, technical, and logistical elements. This includes overall event design, brand building, marketing and communication strategy, audio-visual production, script writing, logistics, budgeting, negotiation, and client service.

Course Learning Outcomes:

1. Understand the principles and concepts of event management and media management.
2. Plan and execute successful events for various purposes.
3. Develop media strategies for effective communication and brand promotion.
4. Manage event logistics, media content, and communication channels.
5. Apply critical thinking to address challenges in event and media management.

Unit 1: Introduction to Event and Media Management

- Overview of event management and its importance
- Introduction to media management and its role in communication
- Types of events: Corporate, social, entertainment, and more
- Media channels and platforms: Print, digital, social media, and broadcasting
- Ethical considerations in event and media management

Unit 2: Event Planning and Execution

- Event planning process: Conceptualization to execution
- Budgeting and financial management for events

- Venue selection, logistics, and event coordination
- Event promotion and marketing strategies
- Event evaluation and post-event analysis

Unit 3: Media Communication Strategies

- Media planning and media mix for effective communication
- Content creation and storytelling for media campaigns
- Media buying, negotiation, and campaign execution
- Crisis communication and reputation management
- Measuring media campaign effectiveness

Unit 4: Brand Promotion and Sponsorship

- Role of events and media in brand promotion
- Event sponsorship: Opportunities and challenges
- Integrating brand messaging in media campaigns
- Maximizing brand visibility through events and media
- Case studies of successful brand promotion campaigns

Unit 5: Trends in Event and Media Management

- Emerging trends in event management: Virtual events, hybrid events, experiential marketing
- Digital media and its impact on media management
- Sustainable event and media practices
- Global perspectives in event and media management
- Future directions and challenges in the field

Recommended Reference Books:

1. "Events Management: An Introduction" by Charles Bladen, James Kennell, Emma Abson, and Nick Wilde
2. "Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events" by Judy Allen
3. "Strategic Event Creation" by D. Allen, J. O'Toole, H. McDonnell, and S. Harris
4. "Integrated Marketing Communication: Advertising and Promotion in a Digital World" by Jerome M. Juska
5. "Media Planning & Buying in the 21st Century: Integrated Marketing Communication" by K. Srinivas Rao

Distribution of Marks for Continuous Evaluation:

Parameters		Weightage							
ABQ		20							
Mid Sem		40							
Program Outcomes / Program Specific Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	
CO1 - Understand the principles and concepts of event management and media management.	3	-	-	-	-	-	-	-	
CO2 - Plan and execute successful events for various purposes.	2	3	-	-	-	-	-	-	
CO3 - Develop media strategies for effective communication and brand promotion.	-	-	3	-	-	-	-	-	
CO4 - Manage event logistics, media content, and communication channels.	-	-	-	3	-	-	-	-	
CO5 - Apply critical thinking to address challenges in event and media management.	2	2	-	-	-	-	-	-	
End Sem		40							

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 219 E	Managing Sponsorships for Events	L-T-P 2.1.0
--------------------	----------------------------------	--------------------

Pre-requisites: -

Course Type: Domain Specific Elective

Course Outcomes:

By the end of the course, a student should be able to:

- MBA-DS- EMM-302.1 Understand the process of development and management of event sponsor relationships.
- MBA-DS- EMM-302 2 Design compelling and attractive sponsorship proposal strategies
- MBA-DS- EMM-302 3 Develop an effective event marketing plan to take the correct business decisions.
- MBA-DS- EMM-302 4 Identify key elements of effective Sponsorship strategies for special event marketing.

Unit I

- Introduction to the Events Marketing Industry
- Marketing Through Events
- Product Decision un Events Marketing
- Events as Communications Tools
- Relationship Marketing in the Business of Events
- Case study 1

Unit II

- Sponsorship - Concepts, Objectives and Components
- Sponsors and Sponsorship, Types
- Sponsorship Strategy and Planning
- Developing and Designing the Sponsorship Proposal
 - Corporate Marketing vs Brand Marketing
 - Case study 2

Unit III

Selling the Sponsorship Proposal
Assessment of Sponsorship Opportunities
Leveraging Techniques for Sponsorship
Rights Holders and Sponsorship
Sponsorship Implementation and
Activation Case study 3

Unit IV

Post-Event Sponsorship Evaluation
Identifying Reasons for Sponsorship Failure and Success
Special Sponsorship Forms
Venue Naming Rights
Licensing and Endorsement.
Case study 4

Unit V

Current Issues, Trends and Developments
Ethical Sponsorship
The Sponsorship Contract
Sponsorship Research and Management

Legal Aspects of Sponsorship
Case study 5

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know

Recommended texts and readings:

1. L. V. Wagen and B. R. Carlos, 2005, Event Management: for Tourism, Cultural, Business, and Sporting Events, Pearson
2. A. Saget, 2006, The Event Marketing Handbook: Beyond Logistics and Planning, Dearborn Trade Publishing
3. B. E. Skinner and V. Rukavina, 2003, Event Sponsorship, The Wiley event management series
4. I. Macdonnell and M. Moir, 2013, Event Sponsorship and Fundraising: An advance guide, Routledge

Notes

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only the latest available editions of the above books are recommended.
3. Website references will be announced at the time of the launch of the course by the concerned faculty.

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Course Articulation Matrix

CO Statement (MBA-DS- EMM- 302)	PO1	PO2	PO3	PO4	PO5
MBA-DS- EMM-302.1	3	2			3
MBA-DS- EMM-302.2	2		3	2	3
MBA-DS- EMM-302.3	3		2	3	
MBA-DS- EMM-302.4	1	2		2	1

MBA N 219 F	Public Relations for Event and Media	L-T-P 3-0-0
--------------------	---	--------------------

Course Objectives:

1. To introduce MBA students to the principles and practices of public relations (PR) in the context of events and media.
2. To provide students with an understanding of the role of PR in event promotion and media communication.
3. To develop students' ability to plan and execute PR strategies for events and media campaigns.
4. To equip students with practical skills in managing PR crises and building positive relationships with stakeholders.
5. To foster critical thinking and problem-solving skills in the context of PR for events and media.

Prerequisite: Basic understanding of communication principles and media concepts, how information about an organization or person is shared with the public. This is especially true when it comes to the media. The key concepts of PR are to communicate significant business news or events.

Course Learning Outcomes:

1. Plan and execute PR strategies to enhance event promotion and media communication.
2. Develop media relations, stakeholder engagement, and crisis management skills.
3. Apply critical thinking to address PR challenges in events and media contexts.
4. Analyze the impact of effective PR on brand reputation and communication.

Unit 1: Introduction to PR for Events and Media

- Overview of public relations and its role in event and media contexts
- Importance of effective communication and relationship building
- PR ethics and professionalism in event and media management
- The PR planning process and its components
- Ethical considerations in PR practices

Unit 2: PR Strategies for Event Promotion

- Role of PR in enhancing event visibility and attendance
- Identifying target audiences and crafting event messaging
- Media relations and media pitching for event coverage
- Leveraging social media for event promotion

- Measuring PR effectiveness for events

Unit 3: Media Relations and Crisis Management

- Building and maintaining positive media relationships
- Media interviews, press releases, and media kits
- PR crisis management: Identifying and mitigating potential crises
- Strategies for managing negative media coverage
- Case studies of successful media relations and crisis management

Unit 4: Stakeholder Engagement and Brand Reputation

- Identifying and engaging key stakeholders in events and media
- Building brand reputation through effective PR strategies
- Corporate social responsibility (CSR) and PR initiatives
- Event sponsorships and endorsements: PR implications
- Measuring stakeholder engagement and brand perception

Unit 5: Emerging Trends in PR for Events and Media

- Digital PR and its impact on event and media communication
- Influencer partnerships and brand ambassadors in PR
- Sustainable PR practices and green events
- Global perspectives in event and media PR
- Future directions and challenges in PR for events and media

Recommended Reference Books:

1. "Effective Public Relations" by Scott M. Cutlip, Allen H. Center, and Glen M. Broom
2. "Public Relations: Strategies and Tactics" by Dennis L. Wilcox and Glen T. Cameron
3. "The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly" by David Meerman Scott
4. "Strategic Communications Planning for Effective Public Relations and Marketing" by Laurie J. Wilson and Joseph D. Ogden
5. "Measuring Public Relations: An Evaluation Framework" by Tom Watson and Paul Noble

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Program Outcomes / Program Specific Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1 - Understand the principles and concepts of public relations in the context of events and media.	1	-	-	-	-	-	-	-
CO2 - Plan and execute PR strategies to enhance event promotion and media communication.	2	3	-	-	-	-	-	-
CO3 - Develop media relations, stakeholder engagement, and crisis management skills.	-	-	3	-	-	-	-	-
CO4 - Apply critical thinking to address PR challenges in events and media contexts.	-	-	-	3	-	-	-	-
CO5 - Analyze the impact of effective PR on brand reputation and communication.	-	-	-	-	2	-	-	-

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know



Specialisation -9

Management information system

LINGAYA'S
VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

LINGAYA'S VIDYAPEETH

(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 221 A	Data mining for Business Decisions	L-T-P:3-0-0
-------------	---	--------------------

Course Outcomes:

By the end of the course, a student should be able to:

- MBA-DS-MIS-402.1 Comprehend the functionality of the various data mining & data warehousing components.
- MBA-DS-MIS-402.2 Evaluate the strengths and limitations of various data mining and data warehousing models.
- MBA-DS-MIS-402.3 Differentiate the various approaches to data warehousing and data mining implementation
- MBA-DS-MIS-402.4 Utilize the techniques of warehousing and data mining systems for real- world applications.

Unit I

Introduction to Data Mining and Knowledge Discovery
Relation to Statistics and Databases
Data Mining Functionalities
Steps in Data Mining Process
Architecture of a Typical Data Mining System
Case study 1

Unit II

Classification of Data Mining Systems
Overview of Data Mining Techniques
Mining Association Rules in Large Databases
Classification and Prediction
Decision Tree Induction, Bayesian
Classification Case study 2

Unit III

Cluster Analysis-Introduction and Relevance in Mining Process
Clustering Methods-K Means
Partitioning and Hierarchical Methods
Clustering and Segmentation Software
Evaluating Clusters
Case study 3

Unit IV

Web Mining- Introduction & Terminologies
Categories of Web Mining-Web Mining Content & Structure
Web Mining Applications in Real World
Agent Based and Data Base Approaches of Mining
Web Mining Software
Case study 4

Unit V

Application of Data Mining- Introduction
Business Application of Data Mining-Risk Management & Targeted Marketing
Medical Applications – (Diabetic Screening)
Scientific Applications Using Data Mining
Recent Changes and Developments in the Concepts
Case study 5

Recommended texts and readings:

1. P. Adriaans, 2016, Data mining, Addison- Wesley
2. M. Dunham, 2002, Data Mining: Introductory and Advanced Topics, Prentice Hall
3. S. M. Weiss, 1997, Predictive data mining : a practical guide, Morgan Kaufmann
4. J. Han and M. Kamber, 2000, Data Mining: Concepts and Techniques, Morgan Kaufmann

Notes:

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only latest available editions of the above books are recommended.
3. Website references will be announced at the time of the launch of the course by the concerned faculty.

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Course Articulation Matrix

CO Statements (MBA-DS-MIS-402)	PO1	PO2	PO3	PO4	PO5
MBA-DS-MIS-402.1	2	3			3
MBA-DS-MIS-402.2	1		2	3	3
MBA-DS-MIS-402.3	3		3		2
MBA-DS-MIS-402.4	2	2		2	1

LINGAYA'S
VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 221 B	Information Security and Risk Management	L-T-P:3-0-0
--------------------	---	--------------------

By the end of the course, a student should be able to:

- MBA-DS-MIS-403.1 Understand the key issues associated with protecting information assets
- MBA-DS-MIS-403.2 Determine the levels of protection and response to security incidents.
- MBA-DS-MIS-403.3 Evaluate the information security standards and policies and security management maintenance models.
- MBA-DS-MIS-403.4 Apply the tools & Techniques for maintenance of security of IT assets

Unit I

Critical Characteristics of information
Information System Components
Business Needs of Security
Attacks and Threats
Security Model
Case study 1

Unit II

Law and Ethics in Information Security
Security Laws
International Laws and legal Bodies
Ethics and Information Security
Case study 2

choose to know

Unit III

An Overview of Risk Management

Risk Identification and Assessment

Risk Control Strategy

Selecting a Risk Control Strategy

Quantitative Versus Qualitative Risk Control

Case study 3

Unit IV

Information Security Planning and Governance

Information Security Policy, Standards and Practices

Issue-Specific Security Policy (ISSP)

Systems-Specific Policy (SysSP)

Policy Management Case study 4

Unit V

Security Technology : Firewall and VPNs

Security Management Maintenance Models

Planning and Risk Assessment

Vulnerability Assessment and Remediation

Digital Forensics Case study 5

Recommended texts and readings:

1. M. E. Whitman, 2009, Principals of Information Security, Cengage Learning
2. J. Vacca, 2012, Computer and Information Security Handbook, Morgan Kaufmann
3. M. Ciampa, 2014, Guide to Network Security Fundamentals, A press Publishers

choose to know

Notes:

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only latest available editions of the above books are recommended.
3. Website references will be announced at the time of the launch of the course by the concerned faculty

4. Distribution of Marks for Continuous Evaluation:

5.

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Course Articulation Matrix

CO Statements (MBA-DS-MIS-403)	PO1	PO2	PO3	PO4	PO5
MBA-DS-MIS-403.1	3		2		3
MBA-DS-MIS-403.2	2	3		2	
MBA-DS-MIS-403.3		2	3		2
MBA-DS-MIS-403.4	2	1		2	

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 221 C	Business Intelligence	L-T-P:3-1-0
--------------------	------------------------------	--------------------

Pre-requisites:-

Course Type: Domain Specific

Elective Course Outcomes:

By the end of the course, a student should be able to:

MBA-DS-MIS-404.1 Understand the key issues associated with business intelligence

MBA-DS-MIS-404.2 Determine the platform, types and role of business intelligence

MBA-DS-MIS-404.3 Evaluate the business intelligence life cycle and Implementation

MBA-DS-MIS-404.4 Apply the tools of business intelligence.

Unit I

Definition, History and Evolution.

Difference between Information and Intelligence.

Defining Business Intelligence Value Chain.

Segments and factors of Business Intelligence systems.

Real time Business Intelligence and Applications.

Case study 1

Unit II

Creating Business Intelligence Environment and Landscape

Types of Business Intelligence

Business Intelligence Platform

Dynamic roles in Business Intelligence

Roles of Business Intelligence in Modern Business.

Case study 2

Unit III

1. Multiplicity of Business Intelligence Tools, Types of Business Intelligence Tools
2. Modern Business Intelligence
3. The Enterprise Business Intelligence, Information Workers
4. Case study 3

Unit IV

1. Business Intelligence Lifecycle,
2. Enterprise Performance Life Cycle (EPLC)
3. Framework Elements and Life Cycle Phases,
4. Human Factors in BI Implementation,
5. Case study 4

Unit V

1. Implementing a Business Intelligence Solution,
2. Uses and Advantages of BI,
3. Limitations of Business Intelligence,
4. The Big Four Business Intelligence vendors
5. Business Intelligence Issues and Challenges
6. Case study 5

Recommended texts and readings:

1. E. Turban, R. Sharda, J. E. Aronson and D. King, 2012, Business Intelligence: A Managerial Approach, Prentice Hall
2. C. Howson, 2019, Successful Business Intelligence, Morgan Kauffman Publisher

Notes

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only latest available editions of the above books are recommended.
3. Website references will be announced at the time of the launch of the course by the concerned faculty

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

LINGAYA'S
VIDYAPEETH

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 221 D	Enterprise Resource Planning	L-T-P:3-0-0
--------------------	-------------------------------------	--------------------

Course Objective

1. To understand the basic concept of ERP systems
2. To study the steps and activities in the ERP life cycle
3. To develop a process driven thinking towards business processes

Unit-1: Introduction to ERP

1. Evolution of ERP;
2. What is ERP?
3. Reasons for the Growth of ERP
4. Scenario and Justification of ERP in India;
5. Evaluation of ERP;
6. Various Modules of ERP;
7. Advantage of ERP.

Unit-2: An Overview of Enterprise

1. An Overview of Enterprise;
2. Integrated Management Information;
3. Business Modelling;
4. ERP for Small Business;
5. ERP for Make to Order Companies;
6. Business Process Mapping for ERP Module Design;
7. Hardware Environment and its Selection for ERP Implementation.

Unit-3: ERP and Related Technologies

1. ERP and Related Technologies;
2. Business Process Reengineering (BPR);
3. Management Information System (MIS);
4. Executive Information System (EIS);
5. Decision support System (DSS);

Unit- 4: ERP Implementation Cycle

1. Issues in Implementing ERP Packages;
2. Pre-evaluation Screening;
3. Package Evaluation;
4. Project Planning Phase; Gap Analysis; Reengineering; Configuration; Implementation; Team Training; Testing; Going Live; End-User Training; Post Implementation (Maintenance Mode).

Suggested Resources:

1. Manufacturing Resource Planning (MRP II) with Introduction to ERP; SCM; an CRM by Khalid Sheik,
Publisher: McGraw-Hill
2. The Impact of Enterprise Systems on Corporate Performance: A study of ERP, SCM, and CRM System Implementations [An article from: Journal of Operations Management] by K.B. Hendricks; V.R. Singhal; and
J.K. Stratman, Publisher: Elsevier
3. ERP and Supply Chain Management by Christian N. Madu, Publisher: CHI
4. Implementing SAP ERP Sales & Distribution by Glynn C. Williams, Publisher McGraw-Hill

Course Outcome

CO1: Demonstrate a good understanding of the basic issues in ERP systems

CO2: Analyze the strategic options for ERP identification and adoption

CO3: Design the ERP implementation strategies

CO4: Understand the need of Business Systems and Processes through strategic analysis of ERP system

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Pos Co s	PO 1	PO2	PO 3	PO4	PO 5	PO6	PSO 1	PSO 2
CO 1	1	1	1	2	-	1	1	1
CO 2	-	-	-	3	1	2	-	-
CO 3	1	1	-	-	-	1	-	1
CO 4	-	2	2	1	2	-	2	-

choose to know

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 221 E	Digital Innovation and Transformation	L-T-P:2-1-0
--------------------	---------------------------------------	--------------------

Pre-requisites:-

Course Type: Domain Specific Elective

Course Outcomes:

By the end of the course, a student should be able to:

MBA-DS-MIS-303.1 Understand factors affecting digital revolution in economy

MBA-DS-MIS-303.2 Develop skills to manage existing business models and new digitally enhanced business models

MBA-DS-MIS-303.3 Learn to manage competitive interactions

MBA-DS-MIS-303.4 Leverage crowds for innovation for organization success

Unit I

Introduction of digital revolution

Role of technological factors

Role of economic factors

Introduction to business models

Introduction to digital platforms

Case Study 1

Unit II

Existing business models

Digitally led business models

Understanding linked platforms

Business ecosystem

Case Study 2

Unit III

Market competition and business models
Motivation and goal setting in digital transformation
Assessment, analysis and action plan
Different digital business models
Case Study 3

Unit IV

Digital space and digital innovation
Service innovation initiatives
Organizing service innovation
Managing digital space and platforms
Case Study

Unit V

Leveraging crowd innovation
Crowdsourcing business models
Principles of crowd innovation
Executing crowd sourcing business
models Case Study 5

Recommended texts and readings:

1. J. McQuivey and J. Bernoff, 2013, Digital Disruption, Introduction to Psychology
2. L. Rogers David, 2013, The Digital Transformation, Readers Paradise

Notes

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only the latest available editions of the above books are recommended.
3. Website references will be announced at the time of the launch of the course by the concerned faculty.

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Course Articulation Matrix

CO Statements MBA-DS-MIS-303	PO1	PO2	PO3	PO4	PO5
MBA-DS-MIS-303.1	3	2			
MBA-DS-MIS-303.2		3			2
MBA-DS-MIS-303.3		2	3	3	
MBA-DS-MIS-303.4				2	

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 221 F	IT Consulting	L-T-P:3-0-0
--------------------	----------------------	--------------------

Pre-requisites:-

Course Type: Domain Specific Elective

Course Outcomes:

By the end of the course, a student should be able to:

MBA-DS-MIS-304.1- Understand the role of the consultant and importance of IT consultancy

MBA-DS-MIS-304.2 Identify different consultancy models & assignment life cycle

MBA-DS-MIS-304.3 Plan, scope, propose and contract consultancy assignment and manage client relationships

MBA-DS-MIS-304.4 - Apply a range of best practice consultancy techniques, quality control and measurement within consultancy assignments

Unit I

The Structure and Drivers of The IT/IS Industry

The Role of the Consultant

Competencies of Consultants

Consultancy Models

Considerations for the External Consultant, Internal Consultant and Sole Practitioner

Managing Change

Case study 1

Unit II

The Life Cycle of a Consultancy Assignment

Gaining Entry - Qualification Of Opportunities

Contracting and Assignment Initiation

Identification of Problems and Business Needs

Business Environment Analysis - Root Cause Analysis and Creative Problem

Solving Case study 2

Unit III

Diagnosis and Solution Definition

Solution Appraisal and Evaluation

Implementation and Taking Action

Disengaging and Expansion

Closure and Review

Evaluation, Follow Up and Business Development Case study 3

Unit IV

Management of Client Relationships
Proposals and Bids - Influencing and Negotiation
Working in Teams - Team Management and Delegation
Marketing of Consultancy Services
Issues in the Use of Consultants
Case study 4

Unit 5

Communications and Reviews
Quality Management Systems
Risk Management and Change Control
Legislation, Ethics and Professional Standards
The Economics of Consulting
Transferring Experience to the Client
Benefits Management
Case study 5

Recommended texts

1. R. Freedman, 2020, The IT Consultant : A Commonsense Framework for Managing the Client Relationship, Wiley
2. R. Freedman, 2002, Building the IT consulting practice, Wiley
3. D. Maister, C. Green and R. Gallford, 2001, The Trusted Advisor, Free Press

Notes:

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only the latest available editions of the above books are recommended.
3. Website references will be announced at the time of the launch of the course by the concerned faculty.

choose to know

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Course Articulation Matrix

CO Statements MBA-DS-MIS-304	PO1	PO2	PO3	PO4	PO5
MBA-DS-MIS-304.1	3		2		
MBA-DS-MIS-304.2	2	3		3	
MBA-DS-MIS-304.3	2		2		3
MBA-DS-MIS-304.4		2	2	3	

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know



Specialisation- 10

Healthcare Management

LINGAYA'S
VIDYAPEETH

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know

LINGAYA'S VIDYAPEETH

(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 223 A	Healthcare and Social Policy	L-T-P:3-0-0
--------------------	-------------------------------------	--------------------

By the end of the course, a student should be able to:

- MBA- DS-HC-401.1 Understand concept of social policy and welfare
- MBA- DS-HC-401.2 Discuss factors and approaches related to social policy and types MBA- DS-HC-401.3 Examine the issues related to healthcare sector of India.
- MBA- DS-HC-401.4 Analyze the role of national and international organizations.

Unit I

Social policy – concept and scope
 Social welfare and concept of welfare state
 Social policy and planned social change
 Social welfare programmes in India Case study 1

Unit II

Approaches to analysis- resources, structure and organizations
 Factors in social policy - situational, structural, ideological and environmental
 Social policies in India – education, health, housing etc.
 Social security, Social justice and Social development.

Case study 2

Unit III

Healthcare administration in India

Health policy formulation- factors, determinants and sectorial issues,
 National Health policy: review of different committees,
 India's healthcare industry: an overview Case study 3

Unit IV

Distribution of health services in India- disparities,
Health policy - input, output and performance,
Delivery of healthcare services –public to private, medical tourism.
Health care and social development
Case study 4

Unit V

Human service organizations – features.
Role of voluntary groups/NGOs/Trusts.
Role Of national and international agencies.
Administrative structure of social welfare in India.
Case study 5

Recommended texts and readings:

1. L.R. Burns, 2014, India's Healthcare Industry: Innovation in Delivery, Financing and Manufacturing, Cambridge University Press
2. M. Singh, 2004, Social Policy and Administration in India, M.D Publications
3. P. Choudry, 1983, Hand book on social welfare, Atma Ram & Sons

Notes:

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only latest available editions of the above books are recommended
3. Website references will be announced at the time of the launch of the course by the concerned faculty.

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Course Articulation Matrix

CO Statement (MBA-DS-HC-401)	PO1	PO2	PO3	PO4	PO5
MBA-DS-HC 401.1	1	3	1		2
MBA-DS-HC 401.2	3	2			
MBA-DS-HC 401.3		1	3	3	
MBA-DS-HC 401.4	2		2	3	3

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

LINGAYA'S VIDYAPEETH

(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 223 B	Quality Assurance for Healthcare-II	L-T-P:3-0-0
-------------	-------------------------------------	-------------

By the end of the course, a student should be able to:

- MBA-DS-HC-402.1 Understand the most important issues when planning and evaluating Quality Assurance for Healthcare
- MBA-DS-HC-402.2 Evaluate appropriate theories and models with practical information to make better decisions regarding Quality in Healthcare
- MBA-DS-HC-402.3 Prepare plans for accreditation process
- MBA-DS-HC-402.4 Develop decisions-making skills when it comes to quality assurance and quality control

Unit I

Evolution of Healthcare Systems and Quality
Patient Safety Issues on Quality Management
Validation vs. Verification
Healthcare and Quality Implications
Case study 1

Unit II

Statistical Process Control (SPC)
SQC vs. SPC 2.3 Audit and its Types
Return on Investments on Quality
Case study 2

Unit III

Valuer Stream Mapping
Overall Equipment Effectiveness
Effect of Patient Safety Issues on Quality
Incentive Payments for Quality Healthcare
Case study 3

Deemed-to-be University

of UGC Act 1956

choose to know

Unit IV

Failure Mode and Effect Analysis
Principles and Tools for Quality
Understanding Regulator Requirements
Standards of Accreditation of Health Care Entities
Case study 4

Unit V

Management Oriented Chapters NABH
Other NABH Standards
Risk Management and Contingency Planning
Applications of Quality Improvement Strategies, Philosophies and Techniques
Case study 5

Recommended texts and readings:

1. U. Manjunath, 2012, Total Quality Service in Healthcare, McGraw Hill
2. J. Sanders, 2009, ABC of Patient Safety, BMJ Books Hospital Information Control Guidelines, 2020, ICMR: A handbook Fire Safety and NABH- A Guide available at https://www.nabh.co/Images/PDF/Fire_Safety_NABH.pdf

Notes:

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only latest available editions of the above books are recommended.
3. Website references will be announced at the time of the launch of the course by the concerned faculty.

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

CO Statement (MBA-DS-HC-402)	PO1	PO2	PO3	PO4	PO5
MBA-DS-HC-402.1	2	2	1	3	2
MBA-DS-HC-402.2		2	3	2	
MBA-DS-HC-402.3	3		3		3
MBA-DS-HC-402.4		3		3	

LINGAYA'S
VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 223 C	HR Practices in Healthcare	L-T-P:3-0-0
-------------	----------------------------	-------------

Pre-requisites: -

Course Type: Domain Specific

Elective

Course Outcomes:

By the end of the course, a student should be able to:

- MBA-DS-HC-404.1 Understand the importance of human resources and its functions in organizations
- MBA-DS-HC-404.2 Formulate human resources policies and practices for achievement of organization's strategic goals.
- MBA-DS-HC-404.3 Understand the role of analytics in human resource management
- MBA-DS-HC-404.4 Analyze the role of international human resource practices

Unit I

Challenges of human resource management (HRM) in Healthcare

Linkage between HRM and strategic goals

HR philosophy, practices and policies in healthcare sector

Careers in healthcare sector

Case study 1

Unit II

Critical aspects of human resource planning

Job Analysis, recruitment and selection

Training and development for role efficacy

Work profiles in healthcare sector

Case study 2

Unit III

Designing Performance appraisal (PA) for healthcare sector

Traditional and innovative methods of PA

Performance management

Job evaluation

Compensation and benefit management

Case study 3

Unit IV

International human resource management

Theories of cultural analysis

Managing cross cultural teams

Working global healthcare organizations

HR aspects in mergers and acquisitions

Cultural intelligence and impact on work

Case study 4

Unit V

Strategic human resource management

Core aspects of HR analytics

HR analytics for performance evaluation,

HR analytics staffing

Talent management in Healthcare sector

Case study 5

LINGAYA'S

VIDYAPEETH

Deemed-to-be University

u/s 3 of UGC Act 1956

choose to know

Course Articulation Matrix

CO Statements (MBA-DS-MIS-403)	PO1	PO2	PO3	PO4	PO5
MBA-DS-MIS-403.1	3		2		3
MBA-DS-MIS-403.2	2	3		2	
MBA-DS-MIS-403.3		2	3		2
MBA-DS-MIS-403.4	2	1		2	

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 223 D	Legal Aspects of Healthcare	L-T-P 3.0.0
--------------------	-----------------------------	--------------------

Pre-requisites: -

Course Type: Domain Specific Elective

Course Outcomes:

By the end of the course, a student should be able to:

- MBA-DS-HC-302.1 Understand basic principles of laws
- MBA-DS-HC-302.2 Develop awareness and understanding of the ethical values
- MBA-DS-HC-302.3 Evaluate the ways in which law both facilitates and restricts business activities
- MBA-DS-HC-302.4 Apply the knowledge of legal and ethical issues using appropriate oral and written conventions

Unit I

Types of Law

Principles of civil law

Indian contracts act, 1872

law of Tort

Civil procedure code, 1908 Case

study 1

Unit II

Laws related to hospital services and health

Legal issues in patient care situations

Emerging issues with legal connotations

Federal government's access to protected health information

Indian Evidence Act, 1872

Deemed-to-be University
u/s 3 of UGC Act 1956

Case study 2

Unit III

Use of health records in legal proceedings

State open-meeting and public record laws

Consumer Protection Act 1986

Redressal Agencies under Consumer Protection Act

Case study 3

Unit IV

HIPAA and the HITECH Act

Legal requirements

Form and content of record

Access to health information

Case study 4

Unit V

Laws related to hospitals and health- ethical issues and drug issues,

Establishment issues

Healthcare Insurance

Introduction to general Laws applicable for Hospital Management

Case study 5

Recommended Texts and Readings:

1. T. K. Koley, 2010, Medical Negligence Law in India: Duties and Responsibilities Rights, Oxford University Press
2. S. Abraham, 2008, Laws on Hospital Administration, Bi Publications Pvt. Ltd

Notes:

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only latest available editions of the above books are recommended.
Website references will be announced at the time of the launch of the course by the concerned faculty

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Course Articulation Matrix

CO Statement (MBA-DS-HC- 302)	PO1	PO2	PO3	PO4	PO5
MBA-DS-HC-302.1	3				2
MBA-DS-HC-302.2		3	3		2
MBA-DS-HC-302.3	2			2	3
MBA-DS-HC-302.4		2	2	3	1

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 223 E	Quality Assurance for Healthcare- I	L-T-P 3.0.0
--------------------	--	--------------------

Pre-requisites: -

Course Type: Domain Specific Elective

Course Outcomes:

- MBA-DS-HC-306.1 Understand the most important issues when planning and evaluating Quality Assurance for Healthcare.
- MBA-DS-HC-306.2 Evaluate appropriate theories and models with practical information to make better decisions regarding Quality in Healthcare.
- MBA-DS-HC-306.3 Discuss and understand customer satisfaction via applications of quality improvement strategies, philosophies and techniques.
- MBA-DS-HC-306.4 Prepare plans to improve quality in various delivery set up

Unit I

Introduction to Quality
 Quality Assurance vs. Quality Control
 Policy, Process and Procedures in Quality Assurance
 Cost of Quality
 Case study 1

Unit II

Six Sigma and Lean Strategies
 Key Performance Indicators (KPIs) for Quality
 Introduction and Application of Kaizen
 PDCA or Deming Cycle
 Case study 2

choose to know

Unit III

Waste Elimination– 3M

Japanese 5S Principles

RCA and CAPA

Quality Control Tools

Case study 3

Unit IV

Risk Management and Liability Issues

National Health System and Quality Management

Planning and Quality Management in Services

Proactive vs. Reactive Quality Management Program

Case study

Unit V

Introduction to Accreditation Process

Requirements of Accreditation for Quality Management in Hospital

Introduction to NABH

Patient Centered NABH Chapters

Case study

Recommended Texts and Readings:

1. U. Manjunath, 2017, Total Quality Service in Healthcare, McGraw Hill
2. J. Sanders, 2009, ABC of Patient Safety, BMJ Books
3. Hospital Information Control Guidelines, 2020, ICMR: A handbook

Notes:

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only the latest available editions of the above books are recommended.

Website references will be announced at the time of the launch of the course by the concerned faculty

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Course Articulation Matrix

CO Statement (MBA-DS-HC- 306)	PO1	PO2	PO3	PO4	PO5
MBA-DS-HC-306.1	2		3		
MBA-DS-HC-306.2		1		2	3
MBA-DS-HC-306.3	3	3			2
MBA-DS-HC-306.4		2	3	3	

LINGAYA'S
VIDYAPEETH

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 223 F	Biomedical Waste Management	L-T-P 3.0.0
--------------------	------------------------------------	--------------------

Pre-requisites: -

Course Type: Domain Specific Elective

Course Outcomes:

By the end of the course, a student should be able to:

MBA-DS-HC-304.1 Understand the types of waste generated in the healthcare sector

MBA-DS-HC-304.2 Evaluate the adverse effects of bio medical waste on various facets of the environment.

MBA-DS-HC-304.3 Develop strategies to manage bio medical waste: collection, segregation, disposal.

MBA-DS-HC-304.4 Prepare plans to educate stakeholders for bio medical waste management

Unit I

Sources of Biomedical Waste

Classification of Biomedical waste

Characterization of Types of Waste

Classification of Waste as per WHO, Govt. of India and Regulatory

Agencies Case study 1

Unit II

Environmental Health Hazards

Types of Pollutants from Healthcare Industry (chemicals, gases etc.)

Environmental Impact of Biomedical Waste

Impact of Healthcare Waste on Human Health

Case study 2

choose to know

Unit III

Handling Healthcare Waste

Waste Collection from the Sources

Segregation, Transportation and Storage of Waste

Treatment and Disposal of Waste

General Principles of Waste Management (3 Rs, Sustainable Development Goals)

Case study 3

Unit IV

Legal Aspects of Waste Management

Hazardous Waste (Management and Handling) Rules

Federal Hazardous Waste Regulations under RCRA, Superfund, CERCLA and SARA

Protocols, issues and challenges in transportation of hazardous waste

Case study 4

Unit V

Measures for Minimizing Waste

Partnering Waste Management Initiatives (Role of various Levels of Govt., Private Sector)

Educating Patients, Employees and General Public

Occupational Safety Precautions

Case study 5

Recommended Texts and Readings:

1. G. Tchobanoglous, H. Theisen and S.A. Viquel, 2012, Integrated Solid Waste Management: Engineering, Principles and Management issues, Tata McGraw Hill Publishing Company Ltd.
2. W.P. Cunningham and M.A. Cunningham, 2004, Principles of Environmental Science, Tata McGraw Hill Publishing Company Ltd.
3. R. Johri, 2009, E-waste: implications, regulations, and management in India and current global best practices, TERI Press, New Delhi
4. B. Krishnamoorthy, 2008, Environmental Management, Text Book and Cases, PHI

Learning
(P) Ltd.

Notes:

1. The case study mentioned at the end of each unit will cover as far as possible the whole unit.
2. Only latest available editions of the above books are recommended.
3. Website references will be announced at the time of the launch of the course by the concerned faculty

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

CO Statement (MBA-DS-HC- 304)	PO1	PO2	PO3	PO4	PO5
MBA-DS-HC-304.1		2		3	2
MBA-DS-HC-304.2	3	3		2	3
MBA-DS-HC-304.3	2	2	3	1	2
MBA-DS-HC-304.4	2	1	3	3	1

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know



Semester – IV & VIII

LINGAYA'S
VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

LINGAYA'S VIDYAPEETH

(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA STPR 01	Professional Company Internship Project	L-T-P 0.0.20
--------------------	--	---------------------

Introduction

There are certain phases of every student's professional development that cannot be effectively taught in the academic environment. These facets can only be learned through direct, on-the-job experience working as a protégé under professional mentors and experts from the corporate.

Definition

Summer Internship / Industry Internship programme is an integral part of the academic curriculum of MBA/BBA/B.COM(HONS)/BMI programmes. It aims at widening the student's perspective by providing an exposure to real life organizational and environmental situations. This enables the students to explore an industry/organization, build a relationship with a prospective employer, or simply enhance their skills in a familiar field. The internship also provides invaluable knowledge and networking experience to the students. The duration of the Industry Internship for BBA/B.COM(HONS)/BMI/MBA students will be 6 Months in their last Semester, as for BBA/B.COM(HONS) in 6th semester, BMI in 8th semester and MBA in 4th semester.

Course Objective:

This course is designed to help students explore their career concerns and opportunities for choosing their career path, develop industry specific skills and knowledge, and increase professional network. It also helps students to capture their work experiences & learning in a research format.

The objectives of the Summer Internship Program are –

- To provide an opportunity for the Students to apply the concepts learnt to real-life situations.
- To create awareness among Students about their strengths and weaknesses in the work environment.

- To provide students the opportunity to develop attitudes conducive to effective interpersonal relationships.
- To give the opportunity to build a knowledge base and test one's skills by doing an internship.
- The students will have the opportunity to be exposed to the work of others within the organization and find out about additional job possibilities.
- Grow personally: a good summer internship experience can have a significant impact on personal growth by developing intellectual, interpersonal, and leadership qualities.
- Gain valuable contacts and references- Networking is an essential part of the job search process and who better to ask for a reference or contact than someone who knows your work style and habits. Getting to know people working in the career field you're interested in is easier when you're working side-by-side with them.

Prerequisites:

The prerequisite for this course is basic understanding of the research methodology and quantitative techniques.

Student Learning Outcomes:

- To gain in-depth understanding of a particular industry with exposure to various core functions
- To make them aware of the corporate culture by assigning and accomplishing time-bound projects in a company.
- To logically organize ideas and learned experiences with research insights, analysis and making conclusive business decisions
- To increase their appeal to future employers by developing skills, competencies, attitude and corporate etiquettes

The Summer Internship Process begins with:

Briefing Sessions for students

This briefing is done by the Summer Internship Departmental Committee to introduce Summer Internship and explain the process and way to work in it. It is mandatory for the students to attend the same as per the institution's schedule.

Allocation of Guides

The student closely works with three guides, Faculty guide, Industry Guide and a DRC Coordinator.

- a) Each student shall be assigned a faculty guide and a DRC coordinator for the Summer Internship by the STPR departmental committee.
- b) The student must be assigned an Industry guide by the concerned Industry wherein he/she is doing his/her Internship and the same be informed by the student within the first week of joining to his/her Faculty guide and DRC coordinator.
- c) The Student, Industry guide and faculty guide must closely interact among themselves to ensure an internship with a meaningful outcome.

Finalization and approval of area/topic of Summer Internship and schedule of activities

Summer Internship Topic may be selected from any domain/sector or any business issue relevant in the current scenario or specialization or as suggested by the company where the student is appointed as an intern. The student may have discretion in the choice of topic for the Summer Internship and the approach to be adopted.

Student will finalize the broad area/topic; synopsis and work schedule of his/her Summer Internship in consultation with the industry guide. Further, the same to be communicated to the faculty guide who shall approve it after ensuring academic requirements as laid by the Institute/University.

Progress monitoring

The progress of Summer Internship would be done weekly by faculty guide through the submitted WPR's. The WPR's to be submitted by the student every Monday for the previous week.

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know

Weekly Progress Report	Every Monday
Synopsis Approval	Schedule to be notified
First draft submission to faculty guide	Schedule to be notified
Second draft submission for plagiarism check	Schedule to be notified
Final Submission of SI Report (Hard Copy)	Schedule to be notified
Final Viva Voce	Schedule to be notified

• Role and expectations of students

- To commit to all the scheduled meetings and maintain 100% attendance, in order to ensure that the objective of the course is achieved.
- To create a timeline of meetings with faculty and company interactions
- To submit weekly progress reports (WPR's) to the faculty guides and report regularly
- To maintain a Project Diary that shall be attached with the final submission of the document
- To act responsibly and professionally during any kind of interaction with the organization/any employees/institutions under the study
- To represent the highest standards of professional behavior consistent with the values of the setting, including dress, punctuality, client contacts and interpersonal relationships
- To read and follow LV guidance and documentation to plan and monitor progress of the STPR, to maximize the benefit of tutorial support, and to implement the feedback and approved action plan for developing the competency for report writing
- To recognize ethical responsibilities and understand the regulations with regard to plagiarism

Role and expectations of Faculty Guides .

- To help students in choosing the topic and finalize with synopsis for the summer internship

- To help students with understanding the problem/ issue, its methodology and gain clarity with the availability of resources
- To approve the weekly progress reports(WPR's) online and provide feedback on the work progress
- To advise on the framework for the final report and brief students on the inherent ethical issues while writing a report
- To verify the credentials of the originality of the data collected for the report
- To interact with the host organization and strengthen relationships with the industry guides, if any
- To facilitate industry guides in monitoring the performance and progress of the student

Role and expectations of Industry guides

- To help students in choosing the right area to work in for the summer internship
- To help students with understanding the problem/ issue, pertaining to the subject area faced by the organization.
- To train the students in creating a record of meetings and do the follow up where ever required.
- To approve the weekly progress reports(WPR's) and provide feedback on the work progress to faculty guide.
- To explain the students about the ethical conduct while working for the organization
- To advise on the framework for the writing the reports and presentations.
- To verify the credentials and the originality of the data collected for the report
- To interact with the institution through Faculty guides and DRC coordinators to ensure the development of students.
- To facilitate Faculty guides in monitoring the performance and progress of the student

Faculty guide must try to strengthen the relationship with the host organization of the student for future training or consulting projects in that organization.

Structure for report

All students must follow the following rules in submitting their Summer Internship.

- Front page should provide Lingaya's Vidyapeeth Name, University Logo, Title, Department of Management, School of Commerce and Management, Candidate name, Supervisor, Name of the Program, Roll No. and the year of submission.
- Second Page Undertaking by the student that it is his original work
- Third Page should be the Summer Internship completion certificate from the company.
- Fourth Page would be Faculty guide certificate for guidance provided.
- Next is the 'acknowledgements'.
- Which should be followed by the table of contents giving page references for each chapter and section?
- The next page should be the table of appendices, graphs and tables giving titles and page references.
- Next to follow should be an abstract of the Summer Internship (approximately 500 words) titled: Executive Summary
- Chapter I should be a general introduction, giving the background to the Summer Internship, the objectives of the Summer Internship, the rationale for the Summer Internship, the plan, methodological issues and problems. The limitations of the Summer Internship should also be hinted in this chapter.
- Other chapters will constitute the body of the report. The number of chapters and their sequence will usually vary depending on, among others, on a critical review of the previous relevant work relating to your major findings, a discussion of their implications, and conclusions, possibly with a suggestion of the direction of future research on the area.
- After this concluding chapter, you should give a list of all the references you have used. These should be cross - references with your text. For articles from journals, the following details are required e.g. Draper P and Pandya K. 1991, The Investment Trust Discount Revisited, Journal of Business Finance and Accounting, Vol18, No6, Nov, pp 791-832.

Deemed to be University
u/s 3 of UGC Act 1956

choose to know

For books, the following details are required:

Levi, M. 1996, International Financial Management, Prentice Hall, New York, 3rd Ed, 1996

- Finally, you should give any appendices. These should only include relevant statistical data or material that cannot be fitted into the above categories.
- Abstract should be of approximately 200 word. It should summarize the contents and convince the reviewers that the topic is important, relevant, and innovative.
- Body will be of approximately 5000- 7000 words. It should be divided into sub section and each section should be coherent: i.e., have a clear beginning and end and a logical connection between the content elements is must.
- Conclude by summarizing the results of your argument and their significance for the relevant issues.
- References section should list down all the citations in APA Style.

Arrangement of contents

Every report has three parts: the preliminary pages, the text, and the reference material. Each part has several sections, which are normally arranged in the order they are discussed below.

Elements of the report will be arranged in the following manner:

1. Preliminary Pages

- a. Title page
 - b. Declaration
 - c. Faculty Guide Approval page
 - d. SI completion Certificate by Industry Certificate
 - e. Acknowledgement(s)
 - f. Table of Contents
 - g. List of Tables
 - h. List of Figures
 - i. Abstract
2. Text (usually divided into chapters and sections)

3. Reference Material

- a. References
- b. Appendix

Formatting of the report

- All reports should be printed double-spaced, Times New Roman and 12 Font size.
- Although papers are evaluated chiefly on their philosophical merits, grammar, spelling, and language will also be evaluated. You are expected to express your thoughts in clear, grammatical, English sentences.
- Content is the purpose of a paper; style and packaging can facilitate comprehension of that content, but should never distract the reader from the content.

Disciplines, Ethical issues and Plagiarism

The STPR report must be written in students own words. However, if required to cite the words of others, all the debts (for words, data, arguments and ideas) have to be appropriately acknowledged. It is mandatory that each project report shall be checked for plagiarism through Urukund or similar software before submission. The content which is based on existing published work must come from properly quoted material and from the references cited section. After checking the accuracy of the citations and references of such content the plagiarism report should not return similarity index of more than 15% in any circumstance. However, if the matching text is one continuous block, the index of 15% could still be considered plagiarism. Any report with higher than this percentage matching must be explained by the student. The details of copyrights, professional ethics are given in Plagiarism Prevention Policy of the University.

Submission of final report

The most important aspect of the courses is the final report. Therefore the following must be ensured for producing quality report.

- A. The student will start the project report / Summer Internship while doing his/her STPR course as per the prescribed guidelines.
- B. The students will submit the 1st draft of the report to the guide for guidance.

- C. The final report shall be submitted after checking plagiarism through Urukund or any other software subscribed by University.
- D. Following will be submitted along with final report:
- WPR
 - STPR Dairy
 - Plagiarism Report
 - SI completion Certificate by Industry Certificate

Final assessment

- a) The final assessment of STPR need to be done only of those students who have qualified on the basis of Conduct and progress monitoring guidelines & Submission of report/thesis guidelines as stated above.
- b) The Final assessment will be treated as end semester examination. It is mandatory for the students to appear for final assessment as per scheduled date and time. If fail to appear in the students final assessment as per schedule, he/she will treated as absent. For such cases same rules will be applicable as those for theory examination.

Assessment criteria

A student will be eligible to submit his report and final assessment provided he/she meets following conditions:

- a. Online Registration for the STPR course
- b. Approval of Topic, Synopsis or Project Plan by the guide
- c. 90 % of WPR were submitted
- d. 80% of the WPR were satisfactory
- e. Similarity index not more than 15 % as per Plagiarism Prevention Policy.

Students not meeting the eligibility criteria would be governed by the following regulation given as per university guidelines/ regulation.

Assessment/ Examination Scheme:

Internal Assessment	30%
Final Assessment	70%

The breaks up (components and their weightage) of continuous internal assessment are given as under:

S.No.	Parameter	Marks (CIA) (30%)
1	Timely Registration	5
2	WPRs (No of WPRs submitted) (Satisfactory WPRs) (2*5)	10
3	Final Report (Plagiarism Report with <10% Plagiarism) Plagiarism Report with 11 to 12 % Plagiarism Report with 13 to 15 %	5 3 2
4	Observation of supervisor	5
5	Synopsis approval / Industry Interaction evaluation	5

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know

COMPONENTS OF FINAL ASSESSMENT

S. No.	Parameter	Marks (70%)
1	Introduction and Statement of the Problem	5
2	Review of Literature	5
3	Methodology/methods/Approach	5
4	Data Collection, Analysis, Results findings/Outcomes and conclusions	15
5	Quality of work and written expression	10
6	Presentation and Communication	10
7	Student Learning Outcomes	20

Text & References:

- Research Methodology by C R Kothari & Gaurav Garg
- Research Methodology Concepts and Cases by Deepak Chawla & Neena Sondhi

Any other Study Material:

- APA style Web site: <http://www.apastyle.org/>
- The Purdue Online Writing Lab: <http://owl.english.purdue.edu/>
- University of California at Berkeley Library APA Style Citations: <http://www.lib.berkeley.edu/instruct/guides/apastyle.pdf>
- University of Wisconsin-Madison - The Writing Center: [http://writing.wisc.edu/Handbook/American Psychological Association %28APA%29 Documentation M.pdf](http://writing.wisc.edu/Handbook/American_Psychological_Association_%28APA%29_Documentation_M.pdf)
- http://www.msit2005.mut.ac.th/msit_media/1_2555/ITEC0801/Materials/20120616184859a_f.pdf
-

choose to know

Weekly schedule for Summer Internship

Target for the week	Week / Weeks	Date
Introduction and Understanding of the company and job profile		
Problem Definition & Literature Review, Research Methodology progress		
Literature Review to progress, Conceptual Framework, Questionnaire Design		
Data Collection Progress		
Data Collection & Data Analysis Progress		
Data Analysis & Findings		
Report writing and finalization in consultation with Faculty guide submission of draft report		
Submission of Final report for Plagiarism Check		

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know



Semester IX

LINGAYA'S
VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 303	Strategic Service Marketing	L-T-P:4-0-0
------------------	------------------------------------	--------------------

Course Objectives:

1. To understand the unique challenges and opportunities in service marketing
2. To develop skills in designing and managing service experiences
3. To analyze service quality and customer satisfaction metrics
4. To create effective service recovery and loyalty programs
5. To explore digital transformation and innovation in service industries

Unit 1: Foundations of Strategic Service Marketing

- The service-dominant logic and its implications for marketing strategy
- Characteristics of services: Intangibility, inseparability, variability, and perishability
- The services marketing mix: 7Ps and beyond
- Service blueprinting and process mapping
- Co-creation and value networks in service ecosystems
- Assignment

Unit 2: Customer Experience Management in Services

- Journey mapping and touchpoint analysis
- Emotional design in service experiences
- Servicescape design and its impact on customer behavior
- Multichannel and omnichannel service delivery
- Personalization and mass customization in services
- Assignment

Unit 3: Service Quality and Customer Satisfaction

- SERVQUAL model and its applications
- Net Promoter Score (NPS) and other customer satisfaction metrics
- Mystery shopping and observational research in services
- Internal service quality and the service-profit chain
- Big data analytics for service quality improvement

- Assignment

Unit 4: Service Recovery and Customer Loyalty

- Types of service failures and their impact on customer relationships
- Service guarantee design and implementation
- Empowerment and training for frontline service employees
- Customer loyalty programs: Design, implementation, and evaluation
- Social media strategies for service recovery and reputation management
- Assignment

Unit 5: Innovation and Digital Transformation in Services

- Service innovation: Types, processes, and best practices
- Artificial intelligence and chatbots in customer service
- Internet of Things (IoT) and smart services
- Blockchain applications in service industries
- Platform-based business models and the sharing economy
- Assignment

Recommended Reference Books:

1. Wirtz, J., & Lovelock, C. (2021). *Services Marketing: People, Technology, Strategy* (9th ed.). World Scientific Publishing Company.
2. Wilson, A., Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2020). *Services Marketing: Integrating Customer Focus Across the Firm* (8th ed.). McGraw Hill.
3. Gronroos, C. (2020). *Service Management and Marketing: Managing the Service Profit Logic* (5th ed.). Wiley.
4. Fisk, R. P., Dean, A. M., Alkire, L., Joubert, A., Previte, J., & Robertson, N. (2020). *Services Marketing: Integrating Customer Experience and Engagement* (2nd ed.). SAGE Publications Ltd.
5. Hoffman, K. D., & Bateson, J. E. G. (2021). *Services Marketing: Concepts, Strategies, and Cases* (6th ed.). Cengage Learning.

CO1: Understand the strategic implications of service-dominant logic for marketing strategies.

CO2: Describe the unique characteristics of services such as intangibility, inseparability, variability, and perishability.

CO3: Apply an expanded services marketing mix (beyond 7Ps) to develop comprehensive service strategies.

CO4: Utilize service blueprinting and process mapping techniques to optimize service delivery.

CO5: Analyze co-creation and value networks within service ecosystems to enhance customer value and engagement.

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

Instructions for setting question paper: The question paper shall consist of two parts (Part A and Part B). Six questions are to be set in Part A, of which four questions are to be attempted. Each question will carry 20 marks. Part A will include questions covering the entire syllabus. Part B will include a case study of 20 marks which will be compulsory to attempt.

	PO1a	PO2	PO3	PO4	PO5	PEO1	PEO2	PEO3	PEO4
CO1	4	5	3	4	3	5	5	3	4
CO2	5	4	4	3	3	4	5	3	4
CO3	3	5	3	2	4	4	5	4	3
CO4	4	4	5	3	4	4	5	4	3
CO5	4	5	3	5	3	5	5	3	5

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know

LINGAYA'S VIDYAPEETH
(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA N 305	Global Outsourcing	L-T-P:3-1-0
------------------	---------------------------	--------------------

Course Objectives:

The course covers understanding the strategic importance of global outsourcing in modern business operations. It includes analyzing the economic, political, and cultural factors influencing decisions on outsourcing. Students will develop skills in managing global outsourcing relationships and contracts. The course evaluates risks and ethical considerations in international outsourcing practices. It explores emerging trends and technologies shaping the future of global outsourcing.

Unit 1: Foundations of Global Outsourcing

- Evolution of outsourcing: From cost-cutting to strategic partnerships
- Types of outsourcing: BPO, KPO, ITO, and emerging models
- Global outsourcing destinations: Comparative analysis of key markets
- The role of digital technologies in enabling global outsourcing
- Outsourcing decision frameworks and strategic alignment
- Assignment

Unit 2: Economic and Political Dimensions of Global Outsourcing

- Labor arbitrage and its impact on outsourcing decisions
- Trade policies and their influence on global outsourcing practices
- Geopolitical risks and their mitigation in outsourcing strategies
- Currency fluctuations and financial risk management in outsourcing
- The role of free trade agreements in shaping outsourcing landscapes
- Assignment

Unit 3: Cultural and Operational Challenges in Global Outsourcing

- Cross-cultural communication and management in outsourcing relationships
- Time zone management and 24/7 operational models
- Knowledge transfer and protection in global outsourcing arrangements
- Managing virtual teams and remote collaboration tools
- Quality control and performance management across borders
- Assignment

Unit 4: Legal and Ethical Considerations in Global Outsourcing

- Intellectual property rights protection in international outsourcing
- Data privacy and security regulations across different jurisdictions
- Labor laws and human rights considerations in outsourcing destinations
- Environmental sustainability and corporate social responsibility in global operations
- Ethical decision-making frameworks for outsourcing practices
- Assignment

Unit 5: Emerging Trends and Future of Global Outsourcing

- Impact of artificial intelligence and robotics on outsourcing strategies
- Blockchain technology in outsourcing contract management and transparency
- Cloud computing and its role in transforming outsourcing models
- Reshoring and nearshoring trends: Causes and implications
- Gig economy and its influence on global talent acquisition strategies
- Assignment

Recommended Reference Books:

1. Oshri, I., Kotlarsky, J., & Willcocks, L. P. (2019). *Global Outsourcing and Offshoring: An Integrated Approach to Theory and Corporate Strategy*. Cambridge University Press.
2. Vitasek, K., Ledyard, M., & Manrodt, K. (2021). *Vested Outsourcing: Five Rules That Will Transform Outsourcing* (2nd ed.). Palgrave Macmillan.
3. Dolgui, A., & Proth, J. M. (2021). *Outsourcing and Offshoring of Production Systems: Analysis and Strategy*. Springer.
4. Babin, R., & Nicholson, B. (2020). *Sustainable Global Outsourcing: Achieving Social and Environmental Responsibility in Global IT and Business Process Outsourcing*. Routledge.
5. Willcocks, L. P., Lacity, M. C., & Sauer, C. (2022). *Outsourcing: A Management Guide* (2nd ed.). Business Expert Press.

CO1: Understand the evolution of outsourcing from cost-cutting measures to strategic partnerships, and its implications for modern business operations.

CO2: Analyze various types of outsourcing such as BPO, KPO, ITO, and emerging models, and evaluate their suitability in different business contexts.

CO3: Compare and contrast global outsourcing destinations through a comprehensive analysis of key markets, considering factors like cost, talent availability, and regulatory environment.

CO4: Examine the role of digital technologies in facilitating and enhancing global outsourcing initiatives, and aligning outsourcing decisions with strategic business goals.

CO5: Develop frameworks for making outsourcing decisions that ensure strategic alignment with organizational objectives and optimize operational efficiencies.

Distribution of Marks for Continuous Evaluation:

Parameters	Weightage
ABQ	20
Mid Sem	40
End Sem	40

	PO1	PO2	PO3	PO4	PO5	PEO1	PEO2	PEO3	PEO4
CO1	4	5	3	5	4	5	5	3	4
CO2	3	5	3	5	4	4	5	4	3
CO3	5	4	4	4	3	4	5	3	4
CO4	3	4	3	5	5	4	4	5	3
CO5	4	4	5	4	5	4	4	5	3

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know

LINGAYA'S VIDYAPEETH

(A Deemed to be University u/s 3 of UGC Act, 1956)

MBA DW 01	Dissertation Work	L-T-P 0.0.20
-----------	--------------------------	---------------------

Objective: To demonstrate the cumulative learning and skills acquired throughout the degree program by completing a comprehensive, integrative business project.

Guidelines:

a) Project Scope:

- Choose a complex business problem that requires integrating multiple business disciplines.
- The project can be either research-based or practical application-based.

b) Duration:

- One full semester or equivalent (12-16 weeks).

c) Individual or Team:

- Can be completed individually or in small teams (2-3 students).
- If working in a team, clearly define individual contributions.

d) Topic Selection:

- Submit 2-3 potential topics for approval.
- Topics should be relevant to current business trends and challenges.

e) Proposal Submission:

- Develop a detailed proposal including:
 - Background and rationale
 - Research questions or objectives

- Literature review

- Methodology

- Expected outcomes

- Timeline

- Obtain approval from the assigned faculty advisor.

f) Research and Analysis:

- Conduct extensive literature review.
- Collect primary data through surveys, interviews, or case studies if applicable.

- Use advanced analytical tools and frameworks.
- g) Regular Progress Reports:
- Submit monthly progress reports to the faculty advisor.
 - Schedule periodic meetings for guidance and feedback.
- h) Deliverables:
- Comprehensive written report (8000-10000 words)
 - Executive summary (500 words)
 - PowerPoint presentation
 - Any prototypes, models, or supplementary materials
- i) Final Defense:
- Present the project to a panel of faculty members.
 - Prepare for an in-depth Q&A session.
- j) Evaluation Criteria:
- Depth and breadth of research (25%)
 - Critical analysis and problem-solving (25%)
 - Integration of multiple business disciplines (20%)
 - Quality of writing and presentation (15%)
 - Originality and innovation (15%)

LINGAYA'S
VIDYAPEETH

Deemed-to-be University
u/s 3 of UGC Act 1956

choose to know



LINGAYA'S VIDYAPEETH

**Deemed-to-be University
u/s 3 of UGC Act 1956**

choose to know