NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA, GAUTAM BUDDH NAGAR

(An Autonomous Institute)

Affiliated to

DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, UTTAR PRADESH LUCKNOW

Evaluation Scheme & Syllabus

For

Masters of Business Administration (Innovation Entrepreneurship and Venture Development)

MBA (IEV)

Second Year

(Effective from the Session: 2023-24)

NOIDA INSTITUTE OF ENGG. & TECHNOLOGY, GREATER NOIDA, GAUTAM BUDDH NAGAR

(AN AUTONOMOUS INSTITUTE)

School of Management

Masters of Business Administration (Innovation Entrepreneurship and Venture Development)

MBA (IEV)

EVALUATION SCHEME

SEMESTER-III

Module 5

S. No.	Subject Code	Subject Name	Periods			Evaluation Scheme				End Semester		Total	Credit
			L	T	P	CT	TA	Total	PS	TE	PE		
1	AMBIEM501	Legal Aspect of Business and Start-Up laws	2	0	0	30	20	50	0	50	0	100	2
2	AMBIEM511	Venture Financing	2	0	0	30	20	50	0	50	0	100	2
3	AMBIEM512	Family Business management	2	0	0	30	20	50	0	50	0	100	2
4	AMBIEM516	Customer Acquisition and Retention	2	0	0	30	20	50	0	50	0	100	2+2
5	AMBIEM517	Sales and Distribution Management	2	0	0	30	20	50	0	50	0	100	
6	AMBIEM521	Mergers and Acquisitions	2	0	0	30	20	50	0	50	0	100	
7	AMBIEM522	Business Analysis Using Financial statement	2	0	0	30	20	50	0	50	0	100	
8	AMBIEM526	Data Visualization and Data Mining	2	0	0	30	20	50	0	50	0	100	
9	AMBIEM527	Business Intelligence and Data Warehousing	2	0	0	30	20	50	0	50	0	100	
10	AMBIEM551	Data-Driven Decision Making	0	0	4	0	0	50	50	0	50	100	2
11	AMBIEM559	Summer Internship	0	0	0	0	0	100	100	0	200	300	10
			Total									**900**	**22**

Module 6

S. No.	Subject Code	Subject	Periods			Evaluation Scheme				End Semester		Total	Credit
			L	T	P	CT	TA	Total	PS	TE	PE		
1	AMBIEM601	Effective Interpersonal Relationship and Emotional Intelligence	2	0	0	30	20	50	0	50	0	100	2
2	AMBIEM611	Measuring and Managing Strategic Performance of Existing and New Ventures	2	0	0	30	20	50	0	50	0	100	2
3	AMBIEM612	Global Linkage Opportunities	2	0	0	30	20	50	0	50	0	100	2
4	AMBIEM616	Business-to-Business Marketing	2	0	0	30	20	50	0	50	0	100	2+2
5	AMBIEM617	Marketing Analytics	2	0	0	30	20	50	0	50	0	100	
6	AMBIEM621	Investment Analysis and Portfolio Management	2	0	0	30	20	50	0	50	0	100	
7	AMBIEM622	Private Equity and Venture Capital	2	0	0	30	20	50	0	50	0	100	
8	AMBIEM626	Artificial Intelligence and machine Learning	2	0	0	30	20	50	0	50	0	100	
9	AMBIEM627	Web and Social Media Analytics	2	0	0	30	20	50	0	50	0	100	
			Total									**500**	**10**

Abbreviation Used:-

L: Lecture, T: Tutorial, P: Practical, CT: Class Test, TA: Teacher Assessment, PS: Practical Sessional, TE: Theory End Semester Exam., PE: Practical End Semester Exam.

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MBA (IEV)

EVALUATION SCHEME

SEMESTER-IV

S. No	Subject Code	Subject Name	Periods			Evaluation Scheme				End Semester		Total	Credit
			L	T	P	CT	TA	Total	PS	TE	PE		
1	AMBIE0459	Start-up Based Project/Industrial Training Project	0	0	20	0	0	300	300	600	0	900	24
			Total									900	24

Abbreviation Used:-

L: Lecture, T: Tutorial, P: Practical, CT: Class Test, TA: Teacher Assessment, PS: Practical Sessional, TE: Theory End Semester Exam., PE: Practical End Semester Exam.

Course: MBA Second Year/ Module 5 **Branch- IEV**						
Subject Code- AMBIEM501					**L-T-P** **2 – 0 – 0**	
Subject Name- Legal Aspects of Business & Start up Laws					**No. of hours- 30**	
Course Objective- To gain knowledge of business laws and their applications in business transactions, corporate bodies and related matters.						
Course Outcome – At the end of course, the student will be able to:					**Bloom's Taxonomy**	
CO1	Acquire a sound understanding of the legal aspects of the contract laws affecting businesses.				Understanding (K2)	
CO2	Understand the basic legal knowledge to business transactions related to sale of goods.				Understanding (K2)	
CO3	Understanding the provisions of the Companies Act, 1956 (Amendment 2013)				Understanding (K2)	
CO4	Develop a basic understanding of legislations pertaining to the Partnership Act, 1932				Understanding (K2)	
CO5	Understand the current law, rules, and regulations related to setting up of start ups				Understanding (K2)	
Course Content						
Unit	**Module**	**Topics Covered**	**Pedagogy**	**Lecture Required (T=L+P)**	**Aligned Practical / Assignment / Lab**	**CO Mapping**
Unit 1 The Contract Act, 1872	Law of Contract	Law of Contract: meaning and essentials of a valid contract; offer and acceptance	Power Point Presentation, Quiz, Case Studies discussions	2 Hours	Real Case Based Assignment	CO1
	Capacity to Contract	Capacity to contract; consent and free consent; consideration; void agreements, quasi contract	Discussion, Assignments, Quiz, Case Studies discussions	2 Hours		
	Modes of discharge of contract	Different mode of discharge of contract; remedies for breach of contract.	Discussion, Assignments, Quiz, Case Studies discussions	2 Hours		

Unit 2 Law of Sale of Goods	Sale of Goods	Sale of Goods Act 1930: Sale and agreement to sell, implied conditions and warranties, sale by non-owners, rights of unpaid seller.	Power Point Presentation, Video Presentations, Assignments, Quiz, Case Studies discussions	3 Hours	Case based Assignment	CO2
	Negotiable Instruments	Negotiable Instruments Act 1881: Meaning of negotiable instruments, type of negotiable instruments, promissory note, bill of exchange, cheque.	Power Point Presentation, Video Presentations, Assignments, Quiz, Case Studies discussions	3 Hours		
Unit 3 Companies Act 1956 (Amendment 2013)	Company Law	The Companies Act 2013: Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus	Video Presentations, Assignments, Case Studies discussions	3 Hours	Case based discussion	CO3
	Company Shares & Meetings	Issue of shares and bonus shares, rights issue, role of directors, company meetings.	Video Presentations, Assignments, Case Studies discussions	3 Hours		
Unit 4 The Indian Partnership Act, 1932	Law of Partnership	Meaning and nature of partnership, formation, Essential elements of	Discussion, Assignments, Classroom discussions	3 Hours	Case based assignment	CO4
	Partnership – Rights and Duties	Partnership - Rights, Duties, Liabilities of Partners - Dissolution of Partnership	Video Presentations, Case Studies discussions, Role Plays	3 Hours		
Unit 5 Start Up Laws	Start Up - Concept	Fundamentals of choosing the business organization form for startup.	Power Point Presentation, Video Presentations, Assignments	3 Hours	Case based assignment	CO5

	Start Up Laws	Laws relating to incorporation of one person company, public ltd, private ltd & nonprofit company.	Video Presentations, Case Studies discussions	3 Hours		

References-

Text Books:

1. Kapoor, N.D. (2022). *Business Law*. Sultan Chand & Sons
2. Bhandari, C. C. (2021). *A Handbook on Corporate and Other Laws.* (25ed.). Bestword Publications Pvt. Ltd.

Reference Books:

1. Kucchal, M. C., & Kucchal, Vivek. (2020). *Business Legislation for Management*. Vikas Publishing House (P) Ltd.
2. Pathak, A. (2022). *Legal Aspects of Business*. McGraw Hill
3. Maheshwari, S.N., & Maheshwari. (2018). *Business Regulatory Framework*. Himalaya Publishing House

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https://www.classcentral.com/course/swayam-fundamentals-of-legal-aspects-of-business-22987
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https://samistilegal.in/article-on-startup-india/
https://www.theeconomicsjournal.com/article/view/16/2-1-4

Course-M.B.A Second Year/ Module 5 **Branch- IEV**						
Subject Code- AMBIEM511					**L-T-P** **2– 0 – 0**	
Subject Name- Venture Financing					**No. of hours- 30**	
Course Objective- The purpose of this course is to develop an understanding of venture capital financing and financial services. It also emphasizes on the concepts of lease and hire purchase and seed capital.						
Course Outcome – At the end of course, the student will be able to:					**Bloom's Taxonomy**	
CO1	Understand the fundamentals of venture financing.				Understanding (K2)	
CO2	Understand various financial services which are helpful for venture.				Understanding (K2)	
CO3	Analyse the various financial sources effective for venture.				Analyzing(K4)	
CO4	Analyze the concept of leasing and hire purchasing.				Analyzing (K4)	
CO5	Understand and analyse how seed capital works for business organisations.				Analyzing (K4)	
Course Content						
Unit	**Module**	**Topics Covered**	**Pedagogy**	**Lecture Required (T=L+P)**	**Aligned Practical/Assignment/Lab**	**CO Mapping**
Unit 1 Venture Capital	Introduction of Venture Capital	Meaning of Venture capital financing, venture capital features, importance of venture capital, Pitfalls to be avoided.	Discussion, Video Lectures, Caselets	4 Hours	Prepare a Final Business Plan with due respect to venture capital.	CO1
	Business Plan	Preparation and evaluation of business plan.	Power Point Presentation, Video Lectures, Caselets	2 Hours		

Unit 2 Financial Services	Financial Services	Different financial services, Role of Financial Services in venture development,	Power Point Presentation, Video Lectures, Assignments,	3 Hours	Analyze the different financial services available in India and how they help in venture development.	CO2
	Financial Service Sector in India	Financial Services sector in India, Marketing of Financial Services: Introduction.	Power Point Presentation, Video Lectures	3 Hours		
Unit 3 Sources of Finance	Sources of finance	Sources of finance – Debt, Term Loans, Debentures, Equity: Ordinary shares, Hybrid: Preference Warrants, convertible securities.	Case Studies, Video caselets, discussion, quiz	3 Hours	Compare the Indian and International financial services and their applicability in start-ups.	CO3
	International Sources	International Sources; FII, FDI, PE, Euro markets, ADR, GDRs.	Power Point Presentation, Video lectures	3 Hours		
Unit 4 Leasing and Hire Purchase	Leasing and Hire Purchase	Development of Leasing and Hire Purchase, Types of leasing, Pricing methodology, financial analysis,	Power Point Presentation, Video Discussion	3 Hours	Case based assignment: Hire Purchase Financing: A case study of Finance	CO4
	Legal Framework	Taxation, Framework for leasing and hire purchase companies.	Power Point Presentation, Video Lectures	3 Hours		

Unit 5 Seed Capital	Introduction of seed capital	Concept, Meaning, how seed capital works, Sources of seed capital, types of seed capital, how to secure seed capital	Power Point Presentation, Video Lectures	3 Hours	Give some industry based practical examples related to seed capital and business life cycles.	CO5
	Trends and examples business life cycle	Seed capital vs. venture capital, seed capital and business life cycle, examples.	Power Point Presentation, Video Lectures	3 Hours		

References-

Text Books:

1. Gupta, P.C. (2022). *Venture Capital and Indian economy*. Scriptor Publications.
2. Learner, J., & Leamon,A.(2023). *Venture Capital Private Equity and the Financing of Entreneurship.* (2nd Ed). Wiley

Reference Books:

1. Francesco,J., Mazzocchini. (2023). *Investor's Preferences in Financing New Ventures: A data mining approach to equity*. Palgrave Macmillan
2. Bhole, L.M. (2017). *Financial Institutions and Markets Structure Growth & Innovations.* (6th ed). Tata McGraw Hill.

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2. HTTPS*archive.nptel.ac.in/courses/110/105/110105121*
3. HTTPS*www.coursera.org/learn/startup-funding*

Course: MBA Second Year/ Module 5
Branch- IEV

Subject Code- AMBIEM512	**L-T-P** **2 – 0 – 0**
Subject Name- Family Business Management	**No. of hours- 30**

Course Objective- The objective is to explain generation rules and theories of Family Business by analysing the importance of Governance in Family Business and challenges. This course acquaints with the knowledge of succession planning, life cycle stages and transgenerational entrepreneurship also taking into account the future generation of entrepreneurs joining the family business.

Course Outcome –		
CO1	Understand the basic concepts relating to family business in India to get exposure on it.	Understanding (K2)
CO2	Develop an un understanding of ownership and governance of family-owned business.	Understanding (K2)
CO3	Understand various characteristics of leaders should possess to become next generation leader.	Understanding (K2)
CO4	Summarize the concepts relating to transgenerational entrepreneurship for meeting the requirements of dynamic environment.	Analysing (K5)
CO5	Identifying the traits and competencies of next generation entrepreneurs	Analysing (K5)

Course Content

Unit	**Module**	**Topics Covered**	**Pedagogy**	**Lecture Required (T=L+P)**	**Aligned Practical/Assignment/Lab**	**CO Mapping**
Unit 1 Introduction to Family Business	Introduction to Family Business	Family Business: Concept, definition, characteristics & types of family business	Power Point Presentation, Assignments	3 Hours	Case study analysis: Family Business Management: A Case Study in the Portuguese Footwear Industry	CO1
	Structure of Family Business	Structure of family business, traits of strong family business, advantages & disadvantages of running a family business.	Video case lets, Case Study discussions	3 Hours		

Unit 2 Governance of Family Business	Family Governance	Effective Governance of the shareholder – firm relationship, Family Governance: Structure, challenges to family governance,	Power Point Presentation, Quiz, Case Study discussions	3 Hours	Case based assignment: Conflicts That Plague Family Businesses by Harry Levinson	CO2
	Ownership Challenges	Enterprise Sustainability: twelve elements of strategic fit and its implications on family firms	Quiz, Case Study discussions	3 Hours		
Unit 3 Successor Development	Next Generation Leaders	Characteristics of next generation leaders – Next generation attribute interests and abilities for responsible leadership.	Video Presentations, Assignments, Case Studies discussions	3 Hours	Case based assignment: Succession Planning and strategies in Family Business: A Multiple case Study	CO3
	Next Generation Personalities	Next generation personalities – managing interdependence, Types of CEO spouse and the transfer of power.	Video Presentations, Assignments, Case Studies discussions, Role plays	3 Hours		
Unit 4 Strategic Planning and Transgenerational Entrepreneurship	Strategic Planning	Life cycle stages influencing family business strategy-Turing core competencies into competitive advantage.	Power Point Presentation	3 Hours	Case based assignment: The Case Study in Family Business: An analysis of current research practices and recommendations	CO4
	Transgenerational Entrepreneurship	The unique vision of family-controlled businesses, The business rejuvenation matrix - Entrepreneurship	Video Presentations, Case Studies discussions	3 Hours		

Unit 5 **The future of family business**	Evolution of New Leaders	Evolution of New Leaders – Three stages of evolution,	Power Point Presentation, Discussion	2 Hours	Case Based Assignment: Case let on Family businesses need to adopt new priorities to secure their legacy.	CO5
	Organizational Development	The change formula – Organization development approaches to change-commitment planning	Video Presentations, Classroom discussions	2 Hours		
	Organizational Development for Future	Organic competencies and business's future – Thriving through competition – Institutionalizing the change	Power Point Presentation, Case Studies discussions	2 Hours		

References-

Text Books:

3. Keep, Hunt. (2020*). "The Family Business*". Graphic Arts Books
4. Josh, Baron., Rob, Lachenauer. (2021). *"Harvard Business Review Family Business Handbook".* Harvard Business Review Press

Reference Books:

4. John L. Ward. (2021). *Keeping the family business healthy: How to plan for continuing growth, profitability and Family Leadership*. (3rd ed). Palgrave Macmillan.
5. M. Nordqvist., T. Zellweger. (2019). *Trans generational Entrepreneurship: Exploring Growth and performance in family firms across generations.* (4th ed). Edward and Elgar publishing Limited.

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What You Can Learn from Family Business, https://hbr.org/2012/11/what-you-can-learn-from-family-business
https://www.researchgate.net/journal/Journal-of-Family-Business-Management-2043-6238
https://www.youtube.com/watch?v=hUgTg3-fzV0

Course-M.B.A Second Year/ Module 5 **Branch- IEV**						
Subject Code- AMBIEM516				**L-T-P** **2 – 0 – 0**		
Subject Name- Customer Acquisition and Retention				**No. of hours-30**		
Course Objective- The purpose of this course is to impart the fundamentals of acquisition marketing and tools to measure customer acquisition. It helps to develop the analytical skill to interpret different customer retention strategies. Also provide the knowledge of customer development strategies.						
Course Outcome – At the end of course, the student will be able to:				**Bloom's Taxonomy**		
CO1	Understand the concept of customer acquisition.			Understanding (K2)		
CO2	Evaluate the process of customer acquisition.			Evaluating(K5)		
CO3	Understand the significance of customer retention.			Understanding (K2)		
CO4	Apply and develop the different techniques and strategies for customer retention.			Creating(K6)		
CO5	Apply and analyze the approaches of customer development.			Analyzing(K4)		
Course Content						
Unit	**Module**	**Topics Covered**	**Pedagogy**	**Lecture Required (T=L+P)**	**Aligned Practical / Assignment / Lab**	**CO Mapping**
Unit 1 Customer Acquisition	Introduction to Customer Acquisition	Customer Acquisition: Concept, Definition, Importance, Purpose of customer acquisition, Customer Acquisition vs. marketing, Customer Acquisition Funnel	Discussion, Video Lectures, Quiz, Case Studies	3 Hours	In this competitive market, customer acquisition is a big deal as they have many more option for their need. Throw some light on this statement.	CO1
	Customer Acquisition vs. Customer retention	Difference between customer acquisition and customer retention.	Discussion, video caselets, case studies	3 Hours	You are a manager of a service based company, clarify the techniques used to customer retention and acquisition to your team for better understanding.	

Unit 2 Acquisition Marketing	Acquisition Marketing	Acquisition Marketing: Digital Acquisition Marketing, Acquisition channels, how to measure customer acquisition performance how to minimize Customer acquisition cost,	Discussion, Video Lectures, Assignments, Quiz, Case Studies	3 Hours	As a Customer Relationship Manager, specify how would you decide and justify the customer acquisition cost.	CO2
	Strategies of customer acquisition	Customer Acquisition Strategies.	Case Studies, Group Discussion, video caselets, Story telling	3 Hours		
Unit 3 Customer Retention	Customer Retention	Customer Retention: Meaning, objectives and significance of customer retention	Power Point Presentation, Video Lectures, Quiz	3 Hours	Discuss the retention strategies of FMCG companies where a lot of substitutes are available.	CO3
	Measurements of customer retention performances	Which customer will be targeted for retention, Measurements of customer retention performance	Case Studies, Group Discussion, video caselets, Story telling	3 Hours		
Unit 4 Trends related to Customer Retention	Trends related to Customer Retention	Customer Retention: customer retention strategies, customer loyalty	Video Lectures, Quiz, Case Studies, group discussion, story telling	3 Hours	You are a senior manager of a telecom company and you have to take decision regarding customer retention. Specify the techniques you will tell your team for the same.	CO4
	Economies of customer retention	Economies of customer retention, distinction between positive and negative customer retention.		3 Hours		

Unit 5 Customer Development	Customer Development	Customer development: Meaning, Process and Significance of customer development	Discussion, Video Lectures, Quiz, Case Studies	3 Hours	Explain the approach followed by TATA automobiles for customer development.	CO5
	Approaches of customer Development	Origin of customer development concepts approaches of customer development, recent trends and examples.	Discussion, case studies, storytelling, video caselets	3 Hours		

References

Text Books:

1.Gerardus, B.(2020). *Customer Acquisition Management.* 5STARCooks.

2. Frederic, B. (2023). *Customer Acquisition and Retention: Techniques for winning in today's competitive market*. The Entrepreneur's Journey

Reference Books:

1.Maurice,M., Rosenberg.L. *Marketing.* Prentice Hall of India Ltd. New Delhi.

2.Gerardus, B. (2018). *Customer Acquisition Management*. 5STARCooks.

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Course- MBA Second Year / Module 5 **Branch- IEV**						
Subject Code- AMBIEM517					**L-T-P** **2– 0 – 0**	
Subject Name- Sales and Distribution Management					**No. of hours-30**	
Course Objective- To get familiarized with concepts, approaches and the practical aspects of the key decision-making variables in sales management and distribution.						
Course Outcome: At the end of course, the student will be able to:					**Bloom's Taxonomy**	
CO1	Understand the concepts of sales and distribution management.				Understanding (K2)	
CO2	Apply the sales strategies and sales territories in company.				Applying (K3)	
CO3	Understand and apply the fundamentals of sales force management				Understanding (K2)	
CO4	Evaluate the role of retailers and wholesaler in distribution management.				Evaluating (K5)	
CO5	Analyze the channel Information system and its principles.				Analyzing(K4)	
Course Content						
Unit	**Module**	**Topics Covered**	**Pedagogy**	**Lecture Required (T=L+P)**	**Aligned Practical/Assignment/Lab**	**CO Mapping**
Unit 1 Introduction of Sales Management	Sales Management	Introduction: Evolution of Sales Management, Nature and Importance, Roles.Sales Objectives	Discussion, Video Lectures, case studies	3 Hours	Case-based Assignment on Nikon's Sales and Distribution Strategy in India	CO1
	Sales and Distribution Management	Linking Sales and Distribution Management, Sales Process.	Discussion, Video Lectures, case studies	3 Hours		

Unit 2 Sales Planning and Budgeting	Introduction of sales planning	Sales Planning and Budgeting: Strategic Planning, Sales Strategy, Sales Forecasting Approaches, Sales Budget	Power Point Presentation, Video Lectures, Assignments, case studies	3 Hours	Case analysis of Sales Force Compensation Best Practices at hubspot.	CO2
	Sales Territories	Sales Territories: Define, Procedures, Assigning and Managing Territories.	Discussion, Video Lectures, case studies.	3 Hours		
Unit 3 Sales Force Management	Basics of Sales Force	Sales Force Management: Concept, Types of Sales Organization Structures, Training and Motivating Sales Force	Discussion, Video Lectures, case studies	3 Hours	Suppose you are a sales manager; explain how you will manage the whole sales force with too much diversity of behaviour.	CO3
	Managing sales force	Compensating and Leading Sales Force, Controlling the performance of Sales Force	Power Point Presentation, Video Lectures, case studies	3 Hours		
Unit 4 Distribution Management	Distribution Management	Distribution Management: Definition, Need for Distribution Management	Presentation, Video Lectures, Assignments, case studies	3 Hours	Case-based assignment on ICICI's multiple distribution channels	CO4
	Marketing Channels	Marketing Channels, Channel Levels, Retailer as a Salesman, Trading /Retail Formats, Wholesale – Functions & Classification.	Presentation, Video Lectures, Assignments, case studies	3 Hours		

Unit 5 Designing Channel System	Designing Channel System	Designing Channel System: Channel Planning Process, Ideal Channel Structure, Training, Motivating & Evaluating Channel members	Presentation, Video Lectures, case studies	3 Hours	Suppose you are a sales manager explain the various techniques of motivating your channel members so that they work with full dedication.	CO5
	Managing channel information system	Principles of Channel Management, Channel Information System.	Presentation, Video Lectures, Assignments, case studies	3 Hours		

References-

Text Books:

1. Desai,V.(2022) . *Sales Management Essentials*. Vibrant Publishers.
2. Tapan, K.Panda.,Sahadev,S. (2019). *Sales and Distribution Management*. Oxford University Press.

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1. Singh,R.(2020). *Sales and Distribution Management*. Vikas Publications

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Course- MBA Second Year / Module 5 **Branch- IEV**						
Subject Code- AMBIEM521					**L - T - P** **2 – 0 - 0**	
Subject Name- Mergers and Acquisitions					**No. of hours- 30**	
Course Objective- The objective of this course is to make students understand the corporate restructuring, mergers process and techniques which will equip the students in designing valuation tools of mergers and developing an insight into taxation aspects of M&A.						
Course Outcomes – At the end of course, the student will be able to:					**Bloom's Taxonomy**	
CO1	Understand various forms of corporate restructuring.				Understanding (K2)	
CO2	Understanding process and legal aspects of Mergers.				Understanding (K2)	
CO3	Develop an understanding on Acquisition processes.				Understanding (K2)	
CO4	Ability to analyze various valuation tools of M&A.				Analysing (K4)	
CO5	Develop an understanding of various regulatory and taxation aspects for M&A.				Understanding (K2)	
Course Content						
Unit	**Module**	**Topics Covered**	**Pedagogy**	**Lecture Required (T=L+P)**	**Aligned Practical/Assignment/Lab**	**CO Mapping**
Unit 1 Corporate Restructuring	Introduction to Merger & Acquisition (M&A)	Concept of M&A, M&A as a component of corporate strategy	Discussion, videos, Case study	3 Hours	You are a Senior Manager in the Finance department of a company manufacturing FMCG products. Considering yourself as a finance manager list out the recent M&A taken and whether it was beneficial from the companies point of view. Comment.	CO1
	Concepts of Restructuring	Corporate Restructuring Modes, Financial Restructuring and funding options	Discussion, videos, Case study	5 Hours		

Unit 2 Mergers	M&A process	Merger and its process, Drafting of Merger Scheme	Discussion, videos, Case study	3 Hours	You are the finance manager in the banking industry. List the legal aspects taken into consideration during merger of two banks State your assumptions.	CO2
	Legal Aspects	Legal Aspects of Merger, Accounting and Human Aspects of Merger	Discussion, videos, Case study	3 Hours		
Unit 3 Acquisitions	Takeover and Acquisition	Takeover and Acquisition, Process, Objective	Discussion, videos, Case study	2 Hours	List out the practical example of any company which has recently conducted the process of takeover and acquisition smoothly along with the necessary steps undertaken.	CO3
	Reverse Mergers	Corporate Demergers, Reverse Mergers, Legal Aspects of Takeovers	Discussion, videos, Case study	3 Hours		
Unit 4 M&A Valuation	Financial Analysis	Historical financial analysis of target. Projections for target	Discussion, videos, Case study	3 Hours	Your project team has decided to conduct valuation of an existing subsidiary of a company develop the tool for conducting the valuation. Make assumptions and describe the necessary projections.	CO4
	Valuation	M&A valuation: DCF approach , Valuation tools, EPS Analysis for combined firms	Discussion, videos, Case study	3 Hours		
Unit 5 Regulatory and Taxation Aspects	Taxation Policy	Tax Issues in Mergers and Acquisitions	Discussion, videos, Case study	2 Hours	Consider yourself as a banker your bank has done the funding of Rs 10 crore to a real estate company XYZ Private Ltd. Now the company has declared itself as insolvent then as a banker what are the steps which you are going to conduct in order to recover the money. List the possible	CO5
	Insolvency	Corporate Insolvency, Competition Law Aspects of combination, Drafting Shareholder scheme	Experiential exercise, discussion	3 Hours		

					attributes taken into consideration.	

References-

Text Books:

1. Finkelstein, S., & Cooper, C. L. (2022). *Advances in Mergers and Acquisitions*. Emerald Group Publishing.
2. King, D. R., Bauer, F., & Schriber, S. (2018). *Mergers and Acquisitions: A Research Overview*. Routledge.

Reference Books:

1. Ray, k. G. (2022). *Mergers and acquisitions, second edition: strategy, valuation, and integration*. Phi learning Pvt. Ltd.
2. Kumar, V., & Sharma, P. (2019). *An Insight into Mergers and Acquisitions: A Growth Perspective*. Springer.

Link

1. https://www.bing.com/aclk?ld=e8SymkRewB0HAgA4K3Co
2. https://iclg.com/practice-areas/mergers-and-acquisitions-laws
3. https://youtu.be/xuFzdAMxbc4
4. https://youtu.be/zrhhxnSO1YQ

Course-MBA Second year / Module 5
Branch- IEV

Subject Code- AMBIEM522	**L-T-P** **2– 0 - 0**
Subject Name- Business Analysis using Financial Statements	**No. of hours- 30**

Course Objective- The purpose of this course to understand the basic concepts of business analysis and develop the analytical skill to analyse the financial statement. It also emphasizes on different equity valuation models which help to measure the financial performance.

Course Outcome – At the end of course, the student will be able to:		**Bloom's Taxonomy**
CO1	Understand the fundamentals of business analysis.	Understanding (K2)
CO2	Understand the financial statements analysis	Understanding (K2)
CO3	Able to analyze equity valuation models.	Analyzing (K4)
CO4	Understand various types of financial analysis	Understanding (K2)
CO5	Able to interpret the financial statements.	Applying (K3)

Course Content

Unit	**Module**	**Topics Covered**	**Pedagogy**	**Lecture Required (T=L+P)**	**Aligned Practical/Assignment/Lab**	**CO Mapping**
Unit 1 Introduction of business analysis	Introduction of Business Analysis	Business Analysis: Concept, meaning, why use business analysis, process of business analysis,	Power Point Presentation, Video Lectures, Assignments,	4 Hours	Suppose you are a finance manager. Chart out the steps of business analysis for effective and error free result.	CO1
	Business Analysis Techniques	Common business analysis techniques.	Case Studies, Video caselets, discussion, quiz	2 Hours		

Unit 2 Financial Statement Analysis	Financial Statement Analysis	Financial Statement Analysis: Concept, Meaning, purpose.	Power Point Presentation, Video Lectures, Assignments,	4 Hours	Discuss the ways of financial statement analysis and some practical cases of industries related to financial issues.	CO2
	Practical cases of analysing financial statements	How to analyse financial statements, Practical Cases of industries.	Case Studies, Video caselets, discussion, quiz	2 Hours		
Unit 3 Equity Valuation Models	Equity Valuation Models	Absolute valuation model, Dividend Discount Model, Discounted cash flow model, Relative valuation, The Comparable Method.	Power Point Presentation, Video Lectures, Assignments, Quiz,	5 Hours	Analyse the different equity valuation models and their utility in analysing financial statement with examples.	CO3
	Comparison between all models	Difference between all above models	Case Studies, Video caselets, discussion, quiz	1 Hour		
Unit 4 Types of Financial Analysis	Types of financial analysis	Horizontal analysis, vertical analysis, liquidity analysis, profitability, variance analysis.	Power Point Presentation, Video Lectures, Assignments,	5 Hours	Analyse the different approach of analysis and elaborate any one by taking an example.	CO4
	Comparison between all analysis	Difference between all above types of analysis.	Case Studies, Video caselets, discussion, quiz	1 Hour		

Unit 5 Interpreting Financial Statements	Interpreting Financial Statements	Analysis and interpretation of an entity's financial statements – limitations of financial statements	Power Point Presentation, Video Lectures, Assignments, Quiz, Case Studies	4 Hours	Discuss a case study of any not for profit or public sector entities related to interpretation of financial entities.	CO5
	Financial Statements of not-for-profit entities	not-for-profit and public sector entities.	Case Studies, Video caselets, discussion, group discussion	2 Hours		

References-

Text Books:

1. Debra,P., James,C. (2020). *Business Analysis*. BCS The Chartered Institute for IT.

2. Sandhu,J.S. (2021). *Business Analysis A-Z*. Notion Press.

Reference Books:

1. James,C., Paul,T. (2021). *Business Analysis Techniques*. BCS Chartered Institute for IT.

2. Maheshwari,S.N.,Maheshwari,S.K.(2017). *Advanced Accountancy*. Vikas Publishing

Links:

1. HTTPSonlinecourses.nptel.ac.in/noc20_mg11/preview
2. HTTPSnptel.ac.in/courses/110/106/110106050
3. HTTPSwww.coursera.org/articles/what-does-a-business-analyst-do-and...

Course: MBA/Second Year- Module 5 **Branch - IEV**						
Subject Code- AMBIEM526					**L - T - P** **2 – 0 - 0**	
Subject Name- Data Visualisation and Data Mining					**No. of hours- 30**	
Course Objective- This course aims at developing the understanding and application of data mining techniques. This course also focuses on using Power BI Desktop for data visualisation which has an advantage of projecting the various KPIs on a single dashboard.						
Course Outcome: At the end of course, the student will be able to:					**Bloom's Taxonomy**	
CO1	Understand the basic concepts of data mining				Understanding (K2)	
CO2	Understand the data for pre-processing and apply clustering method.				Applying (K3)	
CO3	Apply and analyze data using the various data analysis techniques.				Analyzing (K4)	
CO4	Understanding Power BI Desktop and applying various basic functionalities.				Applying (K3)	
CO5	Design dashboard with Power BI Desktop.				Creating (K6)	
Course Content						
Unit	**Module**	**Topics Covered**	**Pedagogy**	**Lecture Required (T=L+P)**	**Aligned Practical/Assignment/Lab**	**CO Mapping**
Unit 1: Data Mining	Introduction to Data Mining	Data – Types of Data – Data Mining Functionalities – Interestingness of Patterns – Classification of Data Mining Systems – Data Mining Task Primitives – Integration of a Data Mining System with a Data Warehouse – Issues	Discussion, Videos, Case-based	3 Hours	Recent applications pay special attention to spatiotemporal data streams. A spatiotemporal data stream contains spatial information that changes over time, and is in the form of stream data, i.e., the data flow in-and-out like possibly infinite streams. (a) Present three application examples of spatiotemporal data streams. (b) Discuss what kind of interesting knowledge can	CO1

					be mined from such data streams, with limited time and resources. (c) Identify and discuss the major challenges in spatiotemporal data mining. (d) Using one application example, sketch a method to mine one kind of knowledge from such stream data efficiently.	
Unit 2: Clustering and Applications	*Data Preprocessing*	Data Preprocessing, Cluster Analysis - Types of Data	Discussion, Videos, MS Excel	2 Hours	Data (in increasing order) for the attribute age: 13, 15, 16, 16, 19, 20, 20, 21, 22, 22, 25, 25, 25, 25, 30, 33, 33, 35, 35, 35, 35, 36, 40, 45, 46, 52, 70. (a) Use smoothing by bin means to smooth the above data, using a bin depth of 3. Illustrate your steps. Comment on the effect of this technique for the given data. (b) Find out outliers in the data (c) Discuss methods for data smoothing	CO2
	Clustering methods	Categorization of Major Clustering Methods – Kmeans – Partitioning, Hierarchical, Density-Based, Grid Based, Model-Based, Clustering High Dimensional Data - Constraint – Based Cluster Analysis – Outlier Analysis – Data Mining Applications.	Discussion, Videos, MS Excel, case-based	3 Hours		
Association rule mining and classification	Association Rules	Association Rules – Correlation Analysis – Constraint Based Association Mining – Classification and	Discussion, Videos, MS Excel	2 Hours	Suppose that we would like to select between two prediction models, M1 and M2. We have performed 10 rounds of 10-fold cross validation on each model,	CO3

	Prediction	Basic Concepts - Decision Tree Induction - Bayesian Classification – Rule Based		2 Hours	where the same data partitioning in round *I* is used for both M1 and M2. The error rates obtained for M1 are 30.5, 32.2, 20.7, 20.6, 31.0, 41.0, 27.7, 26.0, 21.5, 26.0. The error rates for M2 are 22.4, 14.5, 22.4, 19.6, 20.7, 20.4, 22.1, 19.4, 16.2, 35.0. Comment on whether one model is significantly better than the other considering a significance level of 1%.	
	Classification	Classification by Backpropagation – Support Vector Machines – Associative Classification		2 Hours		
Unit 4: Introduction to Power BI	Getting started with Power BI	Power BI Desktop Overview, Data Discovery with Power BI Desktop,	Power BI Desktop, Discussion	2 Hours	Apply the functions taught in unit 4 on Power BI Desktop.	CO4
	Handling the Data	Transforming Data – Appending and merging queries, combining files, adding columns.	Power BI Desktop, Discussion	2 Hours		
	Creating Data Model	Modeling Basics, Model Enhancements, What If Parameters, DAX Basics, Navigation Function, Calculated Tables, Measure Basics, Time Intelligence Functions	Power BI Desktop, Discussion	3 Hours		
Unit 5: Visualizing Data in Power BI	Interactive Reports	Basic Reports, Interactive Reports - Adding Slicers for Filters, Visualizing Tabular Data, categorical data, Data Trends, Categorical and Trend Data Together, Geographical	Power BI Desktop, Discussion	2 Hours	Apply the functions taught in unit 4 on Power BI Desktop.	CO5

		Data with Maps, Digital Storytelling				
	Power BI Service	Deploying to the Power BI Service, Creating and Sharing Dashboards, Using Power BI Q&A, Excel Integration, Export and Embed Options	Power BI Desktop, Discussion	2 Hours		
	Refreshing the Data	Refreshing Data Overview, Installing the Data Gateway, Scheduling a Data Refresh	Power BI Desktop, Discussion	2 Hours		
	Mobile BI	Power BI Mobile Overview, Designing Reports and Dashboards for Mobile, Interacting with the Power BI Mobile App	Power BI Desktop, Discussion	3 Hours		

References-

Text Books:

1. Rahlf, T. (2019). Data visualisation with R: 111 examples. Springer Nature.
2. Lachev, T., & Price, E. (2018). Applied Microsoft Power BI Bring your data to life!. Prologika Press.

Reference Books:

1. Zong, C., Xia, R., & Zhang, J. (2021). Text data mining (Vol. 711, p. 712). Singapore: Springer.
2. Zhang, D. (2019). Fundamentals of image data mining. Berlin/Heidelberg, Germany: Springer International Publishing.

Links:

1. Dashboard Design Tips: Creative Ways to Use Images | Tableau Conference 2023 - Bing video
2. Tableau KPI Dashboard Design tutorial for Business Step by Step - Bing video
3. How to Install Tableau and Create First Visualization | Tableau Tutorials for Beginners - Bing video
4. Building A Quarterly Sales Forecast Dashboard Using Tableau | Sales Forecast Dashboard Using Tableau - Bing video

Course- MBA Second Year- Module 5 **Branch- IEV**						
Subject Code- AMBIEM527					**L - T - P** **2 – 0 - 0**	
Subject Name- Business Intelligence and Data Warehousing					**No. of hours- 30**	
Course Objective- The objective of this course is to make students understand the fundamentals of data warehousing and business Intelligence making them able to create dimensional models.						
Course Outcome – At the end of course, the student will be able to:					**Bloom's Taxonomy**	
CO1	Understand the basic concepts of Business Intelligence and Data Warehousing.				Understanding (K2)	
CO2	Analyzing the various forms of digital data.				Analyzing (K4)	
CO3	Apply the OLTP and OLAP-related concepts.				Applying (K3)	
CO4	Apply the data integration approaches in decision-making.				Applying (K3)	
CO5	Designing the Multi-dimensional model using Excel.				Creating (K6)	
Course Content						
Unit	**Module**	**Topics Covered**	**Pedagogy**	**Lecture Required (T=L+P)**	**Aligned Practical/Assignment/Lab**	**CO Mapping**
Unit 1 Introduction to BI and Data Warehousing	Introduction and Evolution of Business Intelligence (BI)	Definition of Business Intelligence (BI), Evolution of BI, Drivers for BI and DW, BI component Framework and Architectures.	Classroom discussion, videos, Case study	2 Hours	You are a Senior Analyst in the IT department of a company manufacturing auto mobile parts. The marketing VP is complaining about the poor response by IT in providing strategic information. Draft a proposal to him explaining the reasons for the problems and why a data warehouse would be the only viable solution.	CO1
	Concepts of Data Warehouse	Data Warehousing (DW) and Corporate Performance Management (CPM), Need for Warehouse, Role of DSS, EIS, MIS and dashboards	Classroom discussion, videos, Case study	3 Hours		
Unit 2 Digital Data	Structured and	Structured data, Unstructured Data, Managing and storing	Classroom discussion,	3 Hours	1. You are the data analyst on the project team building a	CO2

	Unstructured Data	unstructured data, Storage Challenges of Unstructured Data, Extraction of information from unstructured data, UIM Architecture for unstructured data.	videos, Case study, MS Excel		data warehouse for an insurance company. List the possible data sources from which you will bring the data into your data warehouse. State your assumptions. 2. For an airlines company, identify three operational applications that would feed into the data warehouse. What would be the data load and refresh cycles?	
	Semi-structured data	Sources of Semi Structured Data. Managing, Storing and extracting information from semi-structured data, XML as a solution for Semi-structured data.	Classroom discussion, videos, Case study, MS Excel	3 Hours		
Unit 3 OLAP and OLTP	OLTP	OLTP Advantages, challenges, Shortcomings of OLTP	Classroom discussion, videos, Case study	2 Hours	Your company is in the business of renting DVDs and video tapes. The company has recently entered into e-business and the senior management wants to make the existing data warehouse Web-enabled. List and describe any three of the major tasks required for satisfying the management's directive.	CO3
	OLAP	OLAP, Dimensions of Data - One Dimensional, Two Dimensional and Three-Dimensional Data, Beyond Third Dimension, MOLAP, ROLAP, HOLAP,	Classroom discussion, videos, Case study	2 Hours		
	OLAP and OLTP models	OLAP versus OLTP, Data Models for OLAP and OLTP, OLAP Operations on multi-dimensional data: Slicing, Dicing, Roll Up, Drill Down, Drill Across, Drill Through	Classroom discussion, videos, Case study	2 Hours		
Unit 4 Data Integration	Approaches to Data Warehousing	Data Mart, ODS, Kimball's approach versus Inmon's approach to Data warehousing, Goals of Data Warehouse, Data Sources for Data Warehouse, ETL, Data mapping, data staging,	Classroom discussion, videos, Case based	2 Hours	Your project team has decided to use the system logs for capturing the updates from the source operational systems. You have to extract data for the incremental loads	CO4

	Approaches to Data Integration	Approaches to Data integration, needs and advantages, Data Integration Technologies, Data Quality, maintaining data quality, Data Profiling.	Classroom discussion, videos, Case based	2 Hours	from four operational systems all running on relational databases. These are four types of sales applications. You need data to update the sales data in the data warehouse. Make assumptions and describe the data extraction process.	
Unit 5 Multi-Dimensional Data Modelling	Data Modelling Basics	Entity, Attribute, Cardinality	Classroom discussion, videos, Case based	1 Hour	In a STAR schema to track the shipments for a distribution company, the following dimension tables are found: (1) time, (2) customer ship-to, (3) ship-from, (4) product, (5) type of deal, and (6) mode of shipment. Review these dimensions and list the possible attributes for each of the dimension tables. Also, designate a primary key for each table.	CO5
	Types of Data Models	Conceptual data model, Logical data model, Physical model	Experiential exercise, discussion	2 Hours		
	Data Modelling	Normalization modelling, Dimensional Modelling, Fact Table, Dimension Table, Hierarchies and Types, Star and Snowflake Schema,.	Experiential exercise, discussion	3 Hours		
	Designing a dimensional model	MS Excel 2010 Based Activity, Performance Management & Enterprise Reporting – Measures, Metrics, KPIs	Experiential exercise, discussion	3 Hours		

References-

Text Books:

1. Collier, K. (2020). Agile analytics: A value-driven approach to business intelligence and data warehousing. Addison-Wesley.
2. Olszak, C. M. (2020). Business intelligence and big data: Drivers of organizational success. CRC press.

Reference Books:

1. Sabherwal, R., & Becerra-Fernandez, I. (2017). Business intelligence: Practices, technologies, and management. John Wiley & Sons.
2. Dietrich, B. L., Plachy, E. C., & Norton, M. F. (2021). Analytics across the enterprise: How IBM realizes business value from big data and analytics. IBM Press.

Link **1. https://www.sciencedirect.com/science/article/pii/S1672022921001637** **2. https://www.emerald.com/insight/content/doi/10.1108/EMJB-01-2022-0011/full/html** **3. https://www.youtube.com/watch?v=lJ1SbMWFpGs** **4. https://www.youtube.com/watch?v=dRG5JP6zxck**

Course: MBA/Second Year- Module 5 **Branch - IEV**		
Subject Code- AMBIEM551		**L - T - P** **0 – 0 - 4**
Subject Name- Data-Driven Decision Making		**No. of hours- 30**
Course Objective- This course aims at statistical foundations and fundamental algorithms and techniques for data-driven decision making. This course will provide exposure to the practical systems and software used in data analytics.		
Course Outcome – At the end of course, the student will be able to:		
CO1	Understand the fundamentals of data and statistical learning.	Understanding (K2)
CO2	Apply the basic calculations for data analysis using MS Excel and R.	Applying (K3)
CO3	Analyze the hypothesis using various techniques.	Analyzing (K4)
CO4	Apply various analysis techniques for data-driven decision making.	Applying (K3)
CO5	Developing data-driven solution for a business problem in a project.	Creating (K6)
Course Content		

Unit	Module	Topics Covered	Pedagogy	Lecture Required (T=L+P)	Aligned Practical/Assignment/Lab	CO Mapping
Unit 1: Introduction to Data analysis	Data Definitions	Elements, Variables, and Data categorization	MS Excel, R, Videos, Discussion	3 Hours	Understand the data and perform the basic calculations in MS Excel and R.	CO1
	Analysis Techniques	Introduction to statistical learning and R-Programming	MS Excel, R, Videos, Discussion	3 Hours		
Unit 2: Descriptive Statistics	*Basic calculations*	Measures of central tendency, location of dispersion	MS Excel, Videos, Discussion	2 Hours	Use the dataset to calculate central tendency, correlation and dispersion.	CO2
	Practice with R	Practice and analysis with R	MS Excel, R, Videos, Discussion	4 Hours		
Unit 3: Basic Analysis Techniques	Hypothesis generation and testing	Statistical hypothesis generation and testing, Chi-square test, t-test, analysis of variance, correlation analysis, Maximum likelihood test	MS Excel, Videos, Discussion	3 Hours	Formulate the hypothesis. Select the dataset and apply the relevant test.	CO3
	Practice with R	Practice and analysis with R	R, Videos, Discussion	4 Hours		
Unit 4: Data analysis techniques	*Types of analysis*	Regression analysis, classification techniques, clustering, association rules analysis	MS Excel, R, Videos, Discussion	4 Hours	Based on the problem statement and dataset, analyse the data using the relevant technique.	CO4
	Practice and analysis with R	Practice and analysis with R	MS Excel, R, Videos, Discussion	4 Hours		
Unit 5: Data-driven decision-making project	Data-driven decision-making project	Understanding business scenarios, Project on a business problem	MS Excel, R, Videos, Discussion	3 Hours	Discuss the various techniques for analysis to take data-driven decision.	CO5

References-

Text Books:

1. Gandhi, P., Bhatia, S., & Dev, K. (Eds.). (2021). Data Driven Decision Making Using Analytics. CRC Press.
2. Jones, E., Harden, S., & Crawley, M. J. (2022). The R Book. John Wiley & Sons.

Reference Books:

1. Moreira, J., Carvalho, A., & Horvath, T. (2018). A general introduction to data analytics. John Wiley & Sons.
2. Spalek, S. (Ed.). (2018). Data analytics in project management. CRC press.

Links:

1. Giorgi, F. M., Ceraolo, C., & Mercatelli, D. (2022). The R language: an engine for bioinformatics and data science. Life, 12(5), 648.
2. https://www.youtube.com/watch?v=EevYFzAqJ2M
3. https://www.youtube.com/watch?v=ZT8uSJojmqw

Course Code	**AMBIEM559**	L T P	Credit
Course Title	**Summer Internship**	0 0 20	10
Course objective: Objective of this course is to: The students will be able to prepare the project based on knowledge gained during the summer internship in a company.			**Duration: 6 Weeks**
Course outcome:	**At the end of course, the student will be able to:**		
CO1	Understand and solve business problems in business organizations		
CO2	Develop the ability to identify the research gap		
CO3	Apply statistical tools to provide optimum solution		
CO4	Develop ability to interpret data and draw conclusions		
CO5	Develop Multi-Disciplinary Approach for identifying and solving business problems		

Guidelines:

1. At the end of second semester examination, it is mandatory for every student of MBA to undergo on-the-job practical training in any manufacturing, service or financial organization. The training will be of 6 to 8 weeks duration. The college/institute will facilitate this compulsory training for students.

2. During the training, the student is expected to learn about the organization and analyze and suggest solutions of a live problem. The objective is to equip the student with the knowledge of actual functioning of the organization and problems faced by them for exploring feasible suggestions.

3. During the course of training, the organization (where the student is undergoing training) will assign a problem/project to the student.
4. The student, after the completion of training will submit a report to the College/Institute which will form part of third semester examination.

5. The report (based on training and the problem/project studied) prepared by the student will be known as Summer Internship Project. The report should ordinarily be based on primary data. It should reflect in depth study of micro problem, ordinarily assigned by the organization where student undergoes training. Relevant tables and bibliography should support it. One comprehensive chapter must be included about the organization where the student has undergone training. This should deal with brief history of the organization, its structure, performance products/services and problem faced. This chapter will form part 1 of the report. Part 2 of the report will contain the study of micro research problem. The average size of report ordinarily will be of minimum 80-100 pages in standard font size (12) and double spacing. Two neatly typed and soft bound (paperback) copies of the report will be submitted to the College/Institute. The report will be typed in A-4 size paper.

6. The report will have two certificates. One by the Head of the Department and the other by the Reporting Officer of the organization where the student has undergone training. These two certificates should be attached in the beginning of the report.

7. The Summer Internship Project Report will carry 100 marks and will be evaluated by two examiners (external and internal). The evaluation will consist of (1) Project Report evaluation (2) Project Presentation and Viva. The Project Report evaluation will comprise of 50 marks and would be evaluated by internal project guide. The Presentation and Viva Voce would comprise of 100 marks and would be evaluated by two examiners (1 external and 1 internal). The average of the marks awarded by the 2 examiners will be taken into account for the results. In case the difference in the awards given by the examiners is 30 or more marks, the project report will be referred to the third examiner. Only such person will evaluate the project report who has minimum three years of experience of teaching MBA classes in a College/University. Experience of teaching MBA classes as guest faculty shall not be counted.

8. It is mandatory that the student will make presentation in the presence of teachers and students. The student is expected to answer to the queries and questions raised in such a meeting.

9. The student shall prepare the Summer Internship Project Report as per the format given in the Summer Training Manual as prescribed by the University

Project Report Evaluation:

Relevance of Objectives with Topic (20)	Relevance of Research Methodology (40)	Interpretation and Analysis (40)	Total (100)

Presentation and Viva Voce Presentation:

Relevance of Objectives with Topic (10)	Relevance of Research Methodology (60)	Interpretation and Analysis (60)	Presentation and Communication Skills (60)	Query Handling (10)	Total (200)

Course - MBA/ Second Year/Module 6 **Branch – IEV**	
Subject Code – AMBIEM611	**L - T - P** **2 – 0 - 0**
Subject Name - Measuring and Managing Strategic Performance of Existing and New Ventures	**No. of hours - 30**
Course Objective- The objective of this course is to identify and analyze the factors that contribute to the creation of successful new ventures and to highlight the process of creating and managing a new business. Performance management strategy aims to provide the means through which better results can be obtained from the organization, teams, and individuals by understanding and managing performance within an agreed framework of planned goals, standards, and competence requirements.	

Course Outcome – At the end of course, the student will be able to:		**Bloom's Taxonomy**
CO1	Understanding the basic concepts of entrepreneurship, goal of the business and the vision that will increase business performance.	Understanding (K2)
CO2	Analyzing the business model and its performance.	Analysing (K4)
CO3	Taking informed business decisions pertinent to cost optimization and growth.	Applying (K3)
CO4	Analysing the key priorities of business in competitive environment.	Analysing (K4)
CO5	Implementing designated strategy and ensuring proper resource allocation.	Applying (K3)

Course Content:

Unit	**Module**	**Topics Covered**	**Pedagogy**	**Lecture Required (T=L+P)**	**Aligned Practical/Assignment/Lab**	**CO Mapping**
Unit 1: Introduction to Entrepreneurship	Concept of Entrepreneurship	Meaning and definition of Entrepreneurship, Growth of entrepreneurship in India, Role of entrepreneurship in economic development, Characteristics of entrepreneurs, types of entrepreneurs.	Classroom discussion, video, Role play	3 Hours	Performance Analysis of any two startups.	CO1
	Performance Analysis	Performance analysis in private sector organisations, Divisional performance, and transfer pricing.	Classroom discussion, videos, Case study	2 Hours		
Unit 2: Framework Selection & Organizational Systems	Performance Prism	Business Model Canvas, Quantum Performance Management Model, Balanced Scorecard, Lean Strategy Canvas.	Classroom discussion, videos, Story Telling	3 Hours	Analyse the Business Model of selected organizations with examples.	CO2
	Organizational Systems	Meaning of Organizational Systems, types of organizational structures: (Functional, Divisional, Matrix and Flat), why businesses need organizational systems, Advantage &	Classroom discussion, videos, Case study	4 Hours		

		Disadvantage of Organizational Structures**.**				
Unit 3: Decision-Making Techniques	Analysis of Decision Techniques	Explain the concept of relevant techniques - Relevant cost analysis, Cost volume analysis, Pricing decisions.	Classroom discussion, videos, Case study	3 Hours	Develop a relevant cost analysis of a product of an existing company. .	CO3
	Decision Making	Make-or-buy and other short-term Decisions, Dealing with risk and uncertainty in decision-making	Classroom discussion, videos, Presentation	3 Hours		
Unit 4: Business Models	Different Business Model	Developing and effective business model, Entrepreneurship models, Elements of business models, The business model canvas.	Classroom discussion, videos, Case based	3 Hours	Analyse the key factors that business entity needs to consider while creating business model. (Explain with real life examples).	CO4
	External Assessment	Porter's Five Force Analysis, The Five Forces, Forces that Shape Competition, Framework for Industry Analysis.	Classroom discussion, Start-up Story telling	3 Hours		
Unit 5: Strategy Implementation	Activating Strategies	Nature of Strategy Implementation, Barriers and Issues in Strategy Implementation, Model for Strategy Implementation.	Classroom discussion, videos, Case based	3 Hours	Write a report on Final Resource Allocation with due respect to any enterprise.	CO5
	Resource Allocation	Importance of Resource Allocation, Managing Resource Conflict, Criteria for Resource Allocation Process, Factors affecting Resource Allocation, Difficulties in Resource Allocation.	Experiential exercise, discussion, Case study	3 Hours		

References-

Text Books:

1. *Burns, P. (2018). New venture creation: a framework for entrepreneurial start-ups.* Bloomsbury Publishing.

2. Blank, S. (2020). *The four steps to the epiphany: successful strategies for products that win.* John Wiley & Sons.

Reference Books:

3. Mitra, J. (2019). *Entrepreneurship, innovation, and regional development: an introduction*. Routledge.

4. Shepherd, D. A., & Patzelt, H. (2021). *Entrepreneurial strategy: Starting, managing, and scaling new ventures (p. 131).* Springer Nature.

Links:

1. (64) New Business Venture: Measuring Performance | Alexandria R Tyler - Academia.edu
2. 1| Strategic management | strategy meaning | level of strategy | strategic management process - YouTube
3. Creating New Ventures: A Review and Research Agenda (sagepub.com)
4. Entrepreneurial orientation and new venture performance in emerging markets: the mediating role of opportunity recognition | SpringerLink

Course- MBA First Year/ Module 6 **Branch- IEV**						
Subject Code- AMBIEM612					**L - T - P** **2 – 0 - 0**	
Subject Name- Global Linkage Opportunities					**No. of hours- 30**	
Course Objective- The objective of this course is to develop an understanding related to the context in which international business is developed, as well as commercial transactions between countries and the effects of commercial relations worldwide.						
Course Outcome – At the end of course, the student will be able to:					**Bloom's Taxonomy**	
CO1	Understanding the concepts of foreign trade in reference to international markets and products.				Understanding (K2)	
CO2-	Understanding components of different market environment for decision making				Understanding (K2)	
CO3-	Understanding the role of financial institutions in foreign trade.				Understanding (K2)	
CO4-	Analysing the international environment and for sustainable production and marketing.				Analysing (K4)	
CO5-	Analysing the recent challenges in international trade and role of international Institutions.				Analysing (K4)	
Course Content						
Unit	**Module**	**Topics Covered**	**Pedagogy**	**Lecture Required (T=L+P)**	**Aligned Practical/Assignment/Lab**	**CO Mapping**

Unit 1: Introduction to prospects of Foreign Trade	Foreign Trade	Introduction to Foreign Trade, promotional measures in Foreign Trade by Indian government.	Classroom discussion, videos, Case study	3 Hours	Case base Assignment	CO1
	Business strategies	Establish linkages between market and products and design business strategies with global perspective.	Classroom discussion, videos, Case study	5 Hours		
Unit 2: Market Study	Business environment	To study the business environments of each market (Economic, Social, Technological, Political and legal framework)	Classroom discussion, videos, Case study	3 Hours	Case base Assignment	CO2
	Indian Exports	Indian Exports Market, Export Promotion Schemes & Programmes, Special Economic Zones	Classroom discussion, videos, Case study	3 Hours		
Unit 3: Financial Institutions	Financial Institutions	International Financial Institution – IMF, World Bank	Classroom discussion, videos, Case study	2 Hours	Case base Assignment	CO3
	Liquidity	International Development Association, International liquidity & SDR	Classroom discussion, videos, Case study	3 Hours		
Unit 4 Product and Market Strategy	SWOT Analysis	Develop a working knowledge of each product category and conduct a general SWOT analysis for each product category.	Classroom discussion, videos, Case based	3 Hours	Case base Assignment	CO4
	Environmental Challenges	Competitive Scenarios, Sustainable productions & methodologies, Green Manufacturing, Carbon footprint.	Classroom discussion, videos, Case based	3 Hours		
Unit 5 The Laws and Policies	Trade Law	Foreign Trade Development and Regulation) Act, 1992. Foreign Exchange Management Act, 1999.	Classroom discussion, videos, Case based	2 Hours	Case base Assignment	CO5

	Challenges	Special Economic Zones and International trade. The recent challenges	Experiential exercise, discussion	3 Hours		

References-

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1. Hacioglu, U., & Aksoy, T. (2021). *Financial Ecosystem and Strategy in the Digital Era: Global Approaches and New Opportunities.* Springer Nature**..**
2. Hunter, W. J., & Austin, R. (2020). *Blended and Online Learning for Global Citizenship: New Technologies and Opportunities for Intercultural Education*. Routledge.

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1. Baporikar, N. (2020). *Handbook of Research on Entrepreneurship Development and Opportunities in Circular Economy*. IGI Global
2. Mouraviev, N., & Kakabadse, N. K. (2019). *Entrepreneurship and Global Cities: Diversity, Opportunity, and Cosmopolitanism*. Routledge.

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3. https://youtu.be/nDWd92biE_k
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Course: MBA Second Year/ Module 6 **Branch- IEV**	
Subject Code- AMBIEM616	**L-T-P** **2 – 0 - 0**
Subject Name- Business to Business Marketing	**No. of hours- 30 Hours**

Course Objective- To analyze and develop an organisation's strategies, identifying synergies with various stakeholders and building & leveraging company's core competencies using customer relationship marketing approach & strategies for competitive advantage, focusing on efficiency and effectiveness, and augmenting sales performance among other things with effective marketing communication.		
Course Outcome – At the end of course, the student will be able to:		**Bloom's Taxonomy**
CO1	Understanding the applications, challenges and the dynamic environment of B2B marketing.	Understanding (K2)
CO2	Applying CRM strategies and structures to effectively serve the B2B market.	Applying (K3)
CO3	Applying a systematic approach to problem solving and decision making in organization through the use of business marketing strategies.	Applying (K3)
CO4	Develop and manage business marketing plan for targets business customers.	Creating (K6)
CO5	Creating effectiveness plans for business marketing communication.	Creating (K6)

Course Content

Unit	Module	Topics Covered	Pedagogy	Lecture Required (T=L+P)	Aligned Practical/Assignment/Lab	CO Mapping
Unit 1: Introduction to Business to Business Marketing	Introduction to B2B Marketing	Introduction to B2B Marketing, Nature and Scope, Challenges & Opportunities	Classroom discussion, Video, Case Study	2 Hours	A Group Discussion on Influencing B2B Sales: Buyers' Favorite Conferences, Social Networks, and Analysts by Ayaz Nanji,	CO1
	Market Opportunity Analysis	Market Opportunity Identification; Analysis & Evaluation	Classroom discussion, Case Study, Video	2 Hours		
	Customer Analysis	Customer Analysis: Purchase process, Buying Teams	Classroom discussion, Video, Case Study, Outbound activities	2 Hours		
Unit 2:	Customer Relationship Management	Customer Relationship Management Strategies for Business Markets:	Classroom discussion, Video, Case Study	3 Hours	Case study on Times of India https://www.youtube.com/watc	CO2

Customer Relationship Management		Relationship theories and variables			h?v=6WRY_eKzp9w&feature=youtu.be	
	Business Marketing	Business Marketing as Network Analysis and Management.	Classroom discussion, Video, Case Study	3 Hours		
Unit 3: Business Marketing Strategy	Business Marketing Strategy	Assessing Market Opportunities, Environmental changes impacting Supply Chain Power, Business market strategy	Classroom discussion, Video, Case Study	3 Hours	A Case Study on Mc Donald's Marketing Strategies at www.srjis.com	CO3
	Strategic Market Planning	Strategic Market Planning: The purpose of strategy, approaches to strategy	Classroom discussion, Video, Case Study	3 Hours		
Unit 4: Managing B2B Market	Managing Business to Business Market	Managing Products for Business Markets, Managing Business Marketing Channels,	Classroom discussion, Video, Case Study	3 Hours	Case study on Pricing Strategy of Nestle	CO4
	Pricing Decision	Pricing: Costs, customers and Competitors	Classroom discussion, Video, Case Study	3 Hours		

Unit 5: Business Marketing Communication	Business Marketing Communication	Business Marketing Communication: Integrated Communication strategy, Relationship communication: Direct Marketing, Personal Selling, Relationship Process, and Coordinating Relationship Communication	Classroom discussion, Video, Case Study	3 Hours	A Group Discussion on Identify a recent marketing/TV/PR/ Social campaign that you would rate a success? Why was it successful? And what you could learn from it?	CO5
	B2B Branding	B2B Branding, meaning, difference between B2B & B2C	Classroom discussion, Video, Case Study	3 Hours		

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1. Vitale, R. (2020). *Business to Business Marketing*. Pearson Education

2. Coe, J. (2019).*"The Fundamentals of Business-to-Business Sales and Marketing"*. McGraw Hill Education. New Delhi.

Reference Books:

1. McDowell. Et al. (2020). *"Business-to-Business Marketing"* (5th ed.). Sage Publications.
2. Anderson, J. (2019). *Business Marketing Management (B2B): understanding, Creating, and Delivering Value*. Pearson Education
3. John, F., F, Robert. (2020). *Business marketing - Connecting Strategy, Relationships, and learning*. McGraw Hill Irwin

Links:

1. Marketing case studies: https://www.youtube.com/watch?v=dR0m43Bsqko
2. Research Journal: Customer Relationship Management: A Study of CRM Policies of Different Companies, http://www.ripublication.com/
3. Article on: Business Marketing Vs Consumer Marketing, https://managementstudyguide.com/business-marketing-and-consumer-marketing.htm
4. Article on: The State of B2B Marketing Data Quality in 2018 by Ayaz Nanji, https://www.marketingprofs.com/charts/2018/39889/the-state-of-b2b-marketing-data-quality

Course-M.B. A Second Year / Module 6 **Branch- IEV**			
Subject Code- AMBIEM617		**L-T-P** **2 – 0 - 0**	
Subject Name-Marketing Analytics		**No. of hours- 30**	
Course Objective- The purpose of this course is to understand the basic concepts and tools to have marketing insights related to pricing and also develop the analytical skill to interpret the marketing data for effective sales forecasting and analyse the customers. It also helps to understand the different tools for retaining and advertising analysis.			
Course Outcome – At the end of course, the student will be able to:		**Bloom's Taxonomy**	
CO1	Understanding the Market Analytics and sizing the relevant market.	Applying (K3)	
CO2	Creating appropriate pricing policy for company's products.	Creating (K6)	
CO3	Analyzing market trends and forecasting the sales for the company.	Analyzing (K4)	
CO4	Analysing customer attributes and creating experience for long lasting customer value through market offering.	Analysing (K4)	
CO5	Analyzing effectiveness of advertising for creating value for company.	Analyzing (K4)	

Course Content						
Unit	**Module**	**Topics Covered**	**Pedagogy**	**Lecture Required (T=L+P)**	**Aligned Practical/Assignment/Lab**	**CO Mapping**
Unit 1: Introduction to Marketing Analytics	Marketing Analytics	Marketing Analytics: Meaning, characteristics, advantages and scope	Classroom discussion, Video, Case Study	3 Hours	Case Based Assignment: Marketing Analytics Case Studies: Netflix	CO1
	Market Sizing	Market Sizing: Stakeholders, Applications & Approaches (Top-down and Bottom-up), PESTLE Market Analysis	Classroom discussion, Video, Case Study	3 Hours		
Unit 2: Pricing Analytics	Pricing Policies	Pricing Policy and Objectives, Estimating Demand: Price Elasticity, Estimating Linear and Power Demand Curves, Optimize Pricing,	Classroom discussion, Video, Case Study	3 Hours	Case Based Assignment: Analyzing the Impact of Dynamic Pricing vs. Traditional Step-up Programs	CO2
	Pricing Analytics	Incorporating Complementary Products, Pricing using Subjective Demand Curve, Pricing Multiple Products.	Classroom discussion, Video, Case Study	3 Hours		

Unit 3: Sales Forecasting	Sales Forecasting	Introduction, Simple Linear Regression & Multiple Regression model to forecast sales, Forecasting in	Classroom discussion, Video, Case Study	3 Hours	Highlight on different sales forecasting techniques and their roles in setting price.	CO3
	Trends of sales forecasting	Presence of Special Events, Modelling trend and seasonality; Ratio to moving average forecasting methods.	Classroom discussion, Video, Case Study	3 Hours		
Unit 4: Customer Analytics	Customer Analytics	Customer Lifetime Value: Concept, Basic Customer Value, Measuring Customer Lifetime value,	Classroom discussion, Video, Case Study	3 Hours	Case Based Assignment:	CO4
	Applications of customer Analytics	Estimating Chance that customer is still active, Using Customer Value to value a business, concept of STP.	Classroom discussion, Video, Case Study	3 Hours		
Unit 5: Retailing & Advertising Analysis	Retailing Analysis	Market Basket analysis: Computing two way and three-way lift, RFM Analysis, Allocating	Classroom discussion, Video, Case Study	3 Hours	Case Based Assignment:	CO5

	Advertising Analysis	Retail Space and Sales Resources, Advertising Analysis: Methods of measuring the effectiveness of Advertising.	Classroom discussion, Video, Case Study	3 Hours		

References-

Text Books:

1. Moutusy,M. (2021). *Marketing Analytics*. Oxford University Press.

2. Dugar,A., Shrestha,M.(2022). *Marketing Metrics.* SAGE Publishing India.

Reference Books:

1. Gupta, S. (2021). *Marketing Analytics*. Wiley India Pvt.Ltd.

2. Robert, W.Palmatier., J,Andrew. Petersen., Frank, G. (2022). *Marketing Analytics*. Bloomsbury Academic India.

Links:

1. HTTPS*www.coursera.org/articles/marketing-analytics*
2. HTTPS*www.digitalvidya.com/blog/marketing-analytics*
3. HTTPS*www.ruleranalytics.com/blog/analytics/marketing-analytics-tools*

Course: MBA Second Year/ Module 6 **Branch- IEV**						
Subject Code- AMBIEM621					**L-T-P** **2 – 0 - 0**	
Subject Name- Investment Analysis and Portfolio Management					**No. of hours- 30**	
Course Objective- The objective of this course is to develop a basic understanding of the concepts of investments and portfolio management and comprehend the functionalities of the securities market and its components.						
Course Outcome – At the end of course, the student will be able to:					**Bloom's Taxonomy**	
CO1	Understanding various aspects of investment and avenues considering associated risks				Understanding (K2)	
CO2	Understanding the functioning and elements of securities market.				Understanding (K2)	
CO3	Applying fundamental and technical analysis to select right security for portfolio.				Applying (K3)	
CO4	Analyzing valuation models for identifying performance of portfolio.				Analysing (K5)	
CO5	Constructing optimal portfolio using diversification and minimizing risks.				Creating (K6)	
Course Content						
Unit	**Module**	**Topics Covered**	**Pedagogy**	**Lecture Required (T=L+P)**	**Aligned Practical/Assignment/Lab**	**CO Mapping**
Unit 1: Introduction to Investment	Introduction to Investment	Investment – Meaning and Definition, Investment Objectives,	Classroom discussion, Video, Case Study	2 Hours	Case Based Assignment	CO1
	Investment Process	Investment Process, Avenues of Investment	Classroom discussion, Video, Case Study	2 Hours		

	Investment Risk	Investment & Speculation, Risk – Meaning & Types of Risks	Classroom discussion, Video, Case Study	2 Hours		
Unit 2: **Securities Market**	Capital Market & its operations	Capital market – Primary market and Secondary market and its operations	Classroom discussion, Video, Case Study	3 Hours	Case Based Assignment	CO2
	Securities Market	Listing of Securities, Regulating bodies – SEBI, Stock exchanges in India, BSE & NSE, SEBI Act	Classroom discussion, Video, Case Study	3 Hours		
Unit 3: Economic Analysis	Fundamental analysis	Economic analysis – meaning and macro-economic variables, Fundamental analysis , Meaning & Purpose	Classroom discussion, Video, Case Study	3 Hours	A Case Study on: Walmart vs Amazon: Which stock would you choose to invest in if you couldn't sell it for a decade, and why?	CO3
	Technical Analysis	Nature of Technical Analysis, Tools of Technical Analysis				
	Forecasting & Investment Decisions	Economic forecasting and Stock Investment Decisions	Classroom discussion, Video, Case Study	3 Hours		
Unit 4: Valuation of Securities	Valuation of Securities	Valuation of Securities, Equity and Debt Valuation, valuation Models	Classroom discussion, Video, Case Study	2 Hours	Case Based Assignment	CO4
	Valuation of Equity & Dividend	Valuation of Equity – meaning, Dividend Discount Model,	Classroom discussion, Video, Case Study	2 Hours		

	Valuation of Preference shares & Bonds	Valuation of Preference shares, Valuation of Bonds, Capital Asset Pricing Model (CAPM)	Classroom discussion, Video, Case Study	2 Hours		
Unit 5: Portfolio Management	Portfolio Management	Portfolio Management – meaning, Steps in Portfolio Construction,	Classroom discussion, Video, Case Study	2 Hours	Case Based Assignment	CO5
	Diversification	Diversification, Types of Diversification,	Classroom discussion, Video, Case Study	2 Hours		
	Portfolio Risk & Evaluation	Portfolio Risk and Return analysis, Portfolio Evaluation	Classroom discussion, Video, Case Study	2 Hours		

References-

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1. Avadhani, VA. (2019). *Security Analysis and Portfolio Management*. Pearson Publications
2. Chandra, P. (2021). *Security Analysis and Portfolio Management*. Tata McGraw Hill

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1. Block, H. (2020). *Fundamentals of Investment Management*. (10th ed). Tata McGraw Hill.
2. Strong, Robert. (2020). *Portfolio Management Handbook*. Jaico Publishing House, Mumbai.

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https://www.sciencedirect.com/topics/social-sciences/investment-management
https://www.morganstanley.com/what-we-do/investment-management

Course- MBA Second Year/ Module 6 **Branch- IEV**						
Subject Code- AMBIEM622					**L - T - P** **2 – 0 - 0**	
Subject Name- Private Equity & Venture Capital					**No. of hours- 30**	
Course Objective- To outline the present status of the venture capital and private equity industry in India and to find the changes that could be affected in the present environment to enable venture capital grow at a fast pace and accelerating the economic growth.						
Course Outcome – At the end of course, the student will be able to:					**Bloom's Taxonomy**	
CO1	Understanding the concept of private equity and venture capital as a financing source.				Understanding (K2)	
CO2	Analysing the funds and complying with respective & applicable taxes regime.				Analysing (K4)	
CO3	Creating plans to raise the private equity and procuring venture capital.				Creating (K6)	
CO4	Analysing various sources of venture capital and private equity to fund the startups.				Analysing (K4)	
CO5	Evaluating fundamentals and taking informed decisions.				Evaluating (K2)	
Course Content						
Unit	**Module**	**Topics Covered**	**Pedagogy**	**Lecture Required (T=L+P)**	**Aligned Practical/Assignment/Lab**	**CO Mapping**

Unit 1: Introduction to Private Equity and Venture Capital	Introduction to Venture Capital	Private Equity and Venture Capital, Why Companies Need Private Equity and Venture Capital, Private Equity Clusters: Through the Fund's Life Cycle	Classroom discussion, videos, Case study	3 Hours	Case Based Assignment	CO1
	Fund's Life Cycle	Seed, Start-up, and Early Stage Financing, Expansion Financing, Replacement Financing, Vulture Financing	Classroom discussion, videos, Case study	5 Hours		
Unit 2: Discovering Private Equity Investors: Legal Issues and Taxation	Fund Management	Private Equity Investors: The Map to Investigate, Closed-End Funds an Overview, Lifetime of a Fund, Management Fees and Carried Interest	Classroom discussion, videos, Case study	3 Hours	Case Based Assignment	CO2
	Calculating Returns	Investment Firms, Taxation policy, Private Debt Funds, Venture Philanthropy, and Crowd Funding, Calculating Returns	Classroom discussion, videos, Case study	3 Hours		
Unit 3 The Management of Private Equity And Venture Capital Funds	Fundraising	The Managerial Process for Equity Funds, Fundraising, Investing: The Decision Making Phase	Classroom discussion, videos, Case study	2 Hours	List out the practical example of a company which has recently conducted the fundraising for the setup along with the necessary steps undertaken.	CO3
	Deal Making	Investing: The Deal Making Phase, Managing and Monitoring: Supporting the Company	Classroom discussion, videos, Case study	3 Hours		
Unit 4: Venture Capital for Entrepreneurship	Entrepreneurship	Managing and Monitoring the start-up, Skills & roles of entrepreneur	Classroom discussion, videos, Case based	3 Hours	Consider yourself as an entrepreneur identify the factors to be taken into consideration for Equity Financing in favour of your enterprise.	CO4
	Funding options for entrepreneurship	Exiting, Private Equity Advice for Entrepreneurs,	Classroom discussion,	3 Hours		

			videos, Case based			
Unit 5: Company Valuation And Deal Making	Valuation Fundamentals	Company Valuation Fundamentals, Company Valuation: The Pillars of DCF	Classroom discussion, videos, Case based	2 Hours	Consider yourself as an investor what the steps which you are going to conduct for project Valuation for different uncompleted real estate projects for investment purpose.	CO5
	Venture Capital Method	Company Valuation for PE Investment, Applying Company Valuation to PE Settings, The Venture Capital Method	Experiential exercise, discussion	3 Hours		

References-

Text Books:

1. Ramsinghani, M. (2021). *The Business of Venture Capital: The Art of Raising a Fund, Structuring Investments, Portfolio Management, and Exits*. John Wiley & Sons.

2. Caselli, S., & Negri, G. (2021). *Private equity and venture capital in Europe: markets, techniques, and deals*. Academic Press.

Reference Books:

1. Lerner, J., Leamon, A., & Hardymon, F. (2023). *Venture Capital, Private Equity, and the Financing of Entrepreneurship.* John Wiley & Sons.
2. Gallo, S., & Verdoliva, V. (2022). *Private equity and venture capital.* Springer.

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Course- MBA/Second Year - Module 6 **Branch - IEV**	
Subject Code- AMBIEM626	**L - T – P** **2 – 0 - 0**
Subject Name- Artificial Intelligence and Machine Learning	**No. of hours- 30**

Course Objective- The objective of this course is to make student understand the concept of artificial and machine learning, machine learning models, the historical perspective of AI and ML and scope of AIML in business.						
Course Outcome – At the end of course, the student will be able to:						
CO1	Understand the concept of Artificial Intelligence.				Understanding (K2)	
CO2	Apply the concepts of AI in solutions that require problem-solving, inference, and perception.				Applying (K3)	
CO3	Understand the concept of Machine Learning.				Understanding (K2)	
CO4	Understand the basic supervised machine learning algorithms.				Understanding (K2)	
CO5	Understand the unsupervised machine learning algorithms.				Understanding (K2)	
Course Content						
Unit	**Module**	**Topics Covered**	**Pedagogy**	**Lecture Required (T=L+P)**	**Aligned Practical/Assignment/Lab**	**CO Mapping**
Unit 1 Artificial Intelligence (AI)	Overview of AI	Introduction to AI, strong AI vs. weak AI, Functions of AI, Characteristics of artificial intelligence, Applications of AI.	Classroom discussion, videos, Case study	3 Hours	Case study-based assignment	CO1
	Evolution of AI	Historical milestones in the development of AI, Great contributors	Classroom discussion, videos, Case study	2 Hours		
Unit 2 Search Techniques	Search Strategies	Problem-solving agents, searching for solutions; uniform search strategies: breadth first search, depth-first search, depth limited search, bidirectional search, comparing uniform search strategies. Heuristic search strategies Greedy best-first search, A* search, AO* search, memory	Classroom discussion, videos, Case study	6 Hours	Application based assignment	CO2

		bounded heuristic search: local search algorithms & optimization problems: Hill climbing search, simulated annealing search, local beam search.				
Unit 3 Machine Learning	Introduction to Machine Learning	History of ML, Introduction of Machine Learning Approaches, Issues in Machine Learning and Data Science Vs Machine Learning.	Classroom discussion, videos, Case study, MS Excel	1 Hour	Case study-based assignment	CO3
	Performance Metrics	Confusion metrics, AUC-ROC, Sensitivity and specificity Analysis	Experiential exercise, discussion	2 Hours		
	Errors and Bias	Underfitting and Overfitting, Bias and Variance, Concept Learning Task, Inductive Bias	Experiential exercise, discussion	2 Hours		
Unit 4 Supervised Learning	Classification and Regression	Linear Regression, Multiple Linear Regression, Logistic Regression, Polynomial Regression, Decision Trees: ID3, C4.5, CART.	Classroom discussion, videos, Case study, MS Excel, IBM SPSS Modeler	7 Hours	Case study-based assignment	CO4
Unit 5 Unsupervised Learning	Clustering	Introduction to clustering, K-means clustering, K-Nearest Neighbor, Iterative distance-based clustering, Dealing with continuous, categorical values in K-Means, K-Mode Clustering, density-based clustering	Classroom discussion, videos, Case study, MS Excel	7 Hours	Case study-based assignment	CO5
References-						

Text Books:

1. Yadav, S. P., Mahato, D. P., & Linh, N. T. D. (Eds.). (2020). Distributed artificial intelligence: A modern approach. CRC Press.
2. Burkov, A. (2019). The hundred-page machine learning book (Vol. 1, p. 32). Quebec City, QC, Canada: Andriy Burkov.

Reference Books:

1. Raschka, S., & Mirjalili, V. (2019). Python machine learning: Machine learning and deep learning with Python, scikit-learn, and TensorFlow Packt Publishing Ltd.
2. Rebala, G., Ravi, A., & Churiwala, S. (2019). An introduction to machine learning. Springer.

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Course- MBA Second Year - Module 6 **Branch – IEV**						
Subject Code- AMBIEM627					**L - T - P** **2 – 0 - 0**	
Subject Name- Web and Social Media Analytics					**No. of hours- 30**	
Course Objective- The objective of this course is to make students learn the foundation understanding of web and social media metrics and analytics, develop social media strategy, and measure social media campaign effectiveness. Students will also be able to make better business decisions by leveraging social media data.						
Course Outcome – At the end of course, the student will be able to:						
CO1	Understand the types of social media data and ethical sensitivity of this data.			Understanding (K2)		
CO2	Understand and apply the concepts of text analytics.			Apply (K3)		
CO3	Understand and apply web analytics and related concepts.			Apply (K3)		
CO4	Draw meaningful insights and provide actionable and strategic recommendations based on thorough social media data analysis.			Evaluate (K5)		
CO5	Compute sentiment over social media text.			Evaluate (K5)		
Course Content						
Unit	**Module**	**Topics Covered**	**Pedagogy**	**Lecture Required (T=L+P)**	**Aligned Practical/Assignment/Lab**	**CO Mapping**
Unit 1 Introduction to Social Media Data	Introduction to social media data	Types of data on social platforms, ethical sensitivities in obtaining and operating on social data, social platform API to obtain data, and data structure.	Classroom discussion, videos, Case study	3 Hours	Circle and label the words or phrases that make these goals S.M.A.R.T. Each example can contain some of the S.M.A.R.T.	CO1

	Understanding social media corpus	Loading of social media corpus, summary statistics, visualize the corpus along geographic and temporal axes.	Classroom discussion, videos, Case study	2 Hours	criteria multiple times and some words or phrases can be connected to more than one S.M.A.R.T. criterion: Example 1: We want to grow from 5,000 to 6,500 fans on Facebook over the next twelve months. At the moment, 3,500 of our fans (70 %) are men, but we would like to have a more balanced audience. That is why we want half of all new followers to be women. We will analyze our data monthly to show our progress. Example 2: We want to increase the dialogue with our audience on Facebook, specifically around the daily community talk show program from 9:00 to 10:00. Over the next six months, we want to increase the amount of online engagement (reactions, shares and comments) from currently 2 % of the reached audience to 4 % on all posts related to the daily talk show. We will report weekly on progress.	
Unit 2 Text Analytics	Text Analytics and Text Mining Concepts	Text Analytics and Text Mining Concepts and Definitions, Natural Language Processing.	Classroom discussion, videos, Case study	3 Hours	Case discussion: Machine Versus Men on Jeopardy! The Story of Watson	CO2

and Text Mining	Text Mining	Text Mining Applications, Text Mining Process, Text Mining Tools.	Classroom discussion, videos, Case study,	3 Hours		
Unit 3 Web Analytics	Basic concepts of web analytics	Web Metrics, Link Analysis and Web Search, Web Structure Mining, Search Engines, Search Engine Optimization	Classroom discussion, videos, Case study,	3 Hours	Air France Internet Marketing Case Study	CO3
	Web analytics framework and metrics	Web analytics - Web analytics 2.0 framework, Web Analytics Maturity Model and Web Analytics Tools, Natural Language Processing Techniques for Micro-text Analysis PULSE metrics on business and technical issues; HEART metrics on user behaviour issues; On-site web analytics, off-site web analytics, the goal signal-metric process	Classroom discussion, videos, Case study,	3 Hours		
Unit 4 Social Media Analytics	Social media KPIs and metrics	Social media KPIs (reach and engagement) - Performing social media analytics, Social Analytics and Social Network Analysis, Social Media Analytics, Social communities and Facebook Analytics.	Classroom discussion, videos, Case study,	3 Hours	You will select one social media campaign and analyze how successfully the organization evaluated its social media efforts. Did it set SMART outcome objectives? Were these aligned to business and communications goals? Which KPIs did it measure? What could it have done differently?	CO4
	Facebook Analytics	Social campaigns. Measuring and Analyzing social campaigns, defining goals and evaluating outcomes, Network Analysis. (LinkedIn, Instagram, YouTube Twitter etc.		3 Hours		
Unit 5 Sentiment Analysis	Opinion Mining and	Sentiment Classification, Feature-Based Opinion	Classroom discussion,	3 Hours	4-5 students form a group and work on the projects as a team. Students can identify a company or	CO5

	Sentiment Analysis	Mining and Summarization, Comparative Sentence and Relation Mining, Opinion Search, Opinion Spam.	videos, case study, R		a scenario, collect data, and apply techniques learned in class to study the data patterns.	
	Web Usage Mining	Data Collection and Pre-Processing, Data Modeling for Web Usage Mining, Discovery & analysis of web usage patterns.	Classroom discussion, videos, case study, R	4 Hours		

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1. Kumar, S., & Qiu, L. (2021). Social media analytics and practical applications: The change to the competition landscape. CRC Press.
2. Yigitcanlar, T., & Kankanamge, N. (2022). Urban Analytics with Social Media Data: Foundations, Applications and Platforms. CRC Press.
3. Agrawal, R., & Gupta, N. (Eds.). (2018). Extracting knowledge from opinion mining. IGI Global.

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3. Ram, J., & Zhang, C. (2021). Examining the role of social media analytics in providing competitive intelligence: The impacts and limitations. Journal of Global Information Management (JGIM), 29(6), 1-18.
4. Zhang, L., Wang, S., & Liu, B. (2018). Deep learning for sentiment analysis: A survey. Wiley Interdisciplinary Reviews: Data Mining and Knowledge Discovery, 8(4), e1253.

Course: MBA Second Year/ Module 6 **Branch- IEV**		
Subject Code- AMBIEM601		**L-T-P** **2 – 0 - 0**
Subject Name- Effective Interpersonal Relationship & Emotional Intelligence		**No. of hours- 30**
Course Objective- The objective is to impart the knowledge of Interpersonal Relationship among the students. This course develops an understanding of Interpersonal Relationship skills at workplace. Provides an understanding of the concept of Emotional Intelligence which also gives an insight into applications of Emotional Intelligence at workplace		
Course Outcome –		
CO1	Understanding the fundamental concepts of Interpersonal Relationships.	Understanding (K2)
CO2	Understand the effective Interpersonal Relationship skills	Understanding (K2)
CO3	Understand and apply the concept of effective Interpersonal Relationships at workplace	Applying (K3)
CO4	Understand the concept of emotional intelligence	Understanding (K2)

CO5	Analyse the importance of emotional intelligence for personal & professional success				Analysing (K5)	
Course Content						
Unit	**Module**	**Topics Covered**	**Pedagogy**	**Lecture Required (T=L+P)**	**Aligned Practical/Assignment/Lab**	**CO Mapping**
Unit 1 **Interpersonal Relationship**	Interpersonal Relationship-Concept	Interpersonal Relationship: Meaning, Types of interpersonal relationships, Factors affecting interpersonal relationships	Power Point Presentation, Assignments, Case Studies discussions	3 Hours	The Case Study discussion on: The Analysis on Interpersonal Relationship Dimensions of Secondary School Students According to Their Ruminative Thinking Skills https://www.sciencedirect.com/science/article/pii/S1877042814044048?ref=cra_js_challenge&fr=RR-1	CO1
	Stages & Theories of Interpersonal Relationship	Stages of interpersonal relationships, Theories of interpersonal relationship	Video Presentations, Assignments, Case studies discussions	3 Hours		
Unit 2 **Interpersonal Relationship Skills**	Transactional Analysis	Transactional Analysis: Theory & Stages, Johari Window,	Power Point Presentation, Assignments	2 Hours	Application-based assignment	CO2
	Communication & Conflict in Relationship	Role of Communication in Relationship, Managing conflict in relationships	Video Presentations, Quiz, Fun activities	2 Hours		

	Interpersonal Relationship Development	Interpersonal relationship development, Role of managers in relationship development	Power Point Presentation, Assignments, Classroom discussions	2 Hours		
Unit 3 **Effective Interpersonal Relationship at workplace**	Interpersonal Relationship at workplace & its importance	Interpersonal relationship at workplace, Importance of interpersonal relationship at workplace,	Video Presentations, Assignments, Quiz	3 Hours	A Group Discussion on Improving Interpersonal Relationship in Workplaces https://www.iosrjournals.org/iosr-jrme/papers/Vol-5%20Issue-6/Version-2/P0562115125.pdf	CO3
	Ways to effective Interpersonal relationship at workplace	How to improve interpersonal relationship at workplace	Case Studies discussions, Classroom activities	3 Hours		
Unit 4 **Concept of Emotional Intelligence**	Emotions: Concept	Emotions; Concept, Characteristics, Components of Emotions, Types of Emotions, Determinants of emotions.	Power Point Presentation, Assignments	3 Hours	A Group Discussion on: A Review paper on emotional intelligence: Models and relationship with another construct.	CO4
	Emotional Intelligence & its Importance	Emotional Intelligence; Meaning, Importance of EI.	Case studies discussions, EI tests	3 Hours		
Unit 5	Elements of EI	Goleman's elements of EI, Implications of EI on managers and their performance,	Video Presentations, Assignments, Case Studies discussions	3 Hours	A Case Study discussion on Emotional Intelligence at Work Place.	CO5

Emotional Intelligence at Workplace	EI at workplace	EI at workplace, Current scenario of EI at workplace	Video Presentations, Quiz, Classroom discussions	3 Hours		

References-

Text Books:

1. Pareek, U. (2020). *Organizational Behavior*. Oxford University Press
2. Goleman, D. (2019). *Emotional Intelligence*. Bloomsbury Publishing India Private Limited

Reference Books:

1. Robbins, S. (2021). *Organizational Behaviour*. (12th ed). Prentice Hall
2. Goleman, D. (2019). *Working with Emotional Intelligence*. Bantam Doubleday Dell Publishing Group
3. Aswathappa, K. (2020). *Organizational Behaviour (Text, Cases and Games)*. (12th ed). Himalaya Publication

Links:

10 impactful ways to boost interpersonal skills in students By Akanksha Agnihotri, https://www.hindustantimes.com/lifestyle/relationships/10-impactful-ways-to-boost-interpersonal-skills-in-students-101671778138694.html
https://positivepsychology.com/emotional-intelligence-workplace/
https://positivepsychology.com/emotional-intelligence-training/

MBA IEV IV Semester/ II YEAR			
Course Code	**AMBIE0459**	L T P	Credit
Course Title	**Start-up Based Project/Industrial Training Project**	0 0 20	24
Course objective: Objective of this course is to: The course objective of this course is to enable students to prepare a project based on a start-up or any industry so that students can understand and analyse the major issues related to any company or industry.		**Duration: … Hours**	
CO 1	The student will demonstrate cognitive knowledge of research designs and the research process in general by a proficient score on class quizzes and the main project.		Understanding (K2),
CO 2	The student will demonstrate the ability to analyze research reports (from scholarly articles) synthesize key points, cite the conclusions, and format the article's bibliographic citation using correct APA format.		Evaluating (K6)
CO 3	The student will be able to design an original research project, including an instrument for data collection, achieving a level of proficiency according to the assessment rubrics provided for each section of the proposal.		Evaluating (K5)
CO 4	The student will demonstrate the ability to locate literature relative to a research topic, synthesize the pertinent points and write a review of the literature, including a summary of overall findings from the literature, achieving a level of proficiency.		Evaluating (K5)

Research Project Report (RPR) In fourth semester, the candidates will have to submit a Research Project Report on a problem/topic (from the specialization areas) to be assigned by the MBA department under the supervision of a core faculty member of the department.

- The Research Project Report will carry **900** marks.
- The evaluation of the project report will be done by **two** examiners (external & internal).
- The evaluation will consist of (1) Evaluation of Project Report (2) Presentation and Viva Voce.
- The evaluation of Project Report will comprise of 300 marks and would be evaluated by the internal guide.
- The evaluation of Viva Voce of Project would comprise of 600 marks and would be evaluated by two examiners (1 external and 1 internal).

The average of the marks awarded by the 2 examiners will be taken into account for the results. In case the difference in the marks given by the examiners is 30 or more, the project report will be referred to a third examiner. In such cases the average of two closer awards (given by three examiners) will be taken into account for the results.

The report will contain:

- The objectives and scope of the study.
- Research Methodology,
- Use and importance of the study,
- Analysis of data collected,
- Conclusions and recommendations.

It will contain relevant charts, diagrams and bibliography.
A certificate of the supervisor and the Head of the MBA program certifying the authenticity of the report shall be attached therewith.
The student will submit two copies of the report to the Head of MBA program. The number of pages in the report will be minimum 75 or more.
The report should be typed in A-4 size paper. The parameter on which both evaluation (1 & 2) would be carried on would be on the basis of:

The scheme of **evaluation for Project Report**
Criteria:

- Relevance of Objectives with topic (100)
- Relevance of Research Methodology(100)
- Interpretation & Analysis (100)

=Total (300)

The scheme of evaluation of **Viva voce**
Evaluation Criteria:

- Understanding of Objectives with topic (100)
- Understanding of the relevance of Research (100)
- Interpretation & Analysis (200)
- Presentation & Communication skills (150)
- Query Handling (50)

=Total (600)

REPORT STRUCTURE

Front Page

Undertaking Certificate

Acknowledgement

Abstract

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List of Figures

2 List of Tables (if any)

Chapter 1: Introduction

- 1.1. Problem Definition
- 1.2. Overview of the Proposed Approach
- 1.3. Motivation behind the Proposed Approach
- 1.4. Organization of the Report
- 1.5.. etc

Chapter 2: Background Details Chapter

Chapter 3: Related Work Chapter

Chapter 4: Proposed Approach Chapter

Chapter 5: Experimentation and Results

Chapter 6: Conclusion and Future Works

Appendix

Bibliography