

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE****Lesson Plan****Subject:** Business Finance and Accounts**Session:** July-Dec**Class:** M.B.A (BE) I Sem**I: Objective of the course:**

The objective of this paper is to go through the financial concepts and understand the techniques to manage the finance for the organization.

**II: Examination:** The external semester examination will be of 85 marks. The faculty member will award internal marks out of 15.

**III: Course Outcomes (CO):**

- CO1: Acquaintance with the basic concept of finance, cost accounting & financial management.  
 CO2: Preparation & financial analysis of financial statement.  
 CO3: Analyze financial data & develop critical thinking skills to manage the finance of an organization.  
 CO4: Methodology to present accounting data effectively to make information meaningful & knowledgeable.

**IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	1							
CO 2		3		2	3			
CO 3					3			3
CO 4						3		3

**V: Session Plan:**

Lecture No.	Unit No.	Topic	Sub - Topic	Reference
1	1	Introduction to Financial Accounting	Meaning & function of Accounting; Generally accepted Accounting Concepts & Conventions;	B.N. 1
2			Nature of Accounts; Rules for Debiting & Crediting; Journalizing the transactions	B.N. 1
3			Posting from the Journal to the Ledger	
4			Preparation of Trial Balance.	B.N.1
<b>CO: 1</b>				
<b>LO1:</b> Describe the conceptual framework of accounting and rules to record the transactions.				
5	2	Final Accounts - Preparation of financial Statements	Trading, Profit & Loss Account, and Balance Sheet with the help of Adjustment Entries.	B.N.1/2
6			Numerical Questions	B.N.1/2
7			Numerical Questions	B.N.1/2
8			Numerical Questions	B.N.1/2
<b>CO: 2</b>				
<b>LO2:</b> Understanding the preparation of final accounts with adjustments.				
9	3	Depreciation	Meaning and Need, Methods of Charging depreciation – Straight Line Method;	B.N.1
10			WDV Method; Accounting for depreciation in the Books of Account.	B.N.1
11			Change in the Method of Depreciation, Numerical Questions	B.N.1
12			<b>Presentation I</b>	
<b>Assignment I</b>				
<b>CO: 3</b>				
<b>LO3:</b> Comparative study of various methods of depreciation & their practical implication.				
13	4	Analysis and Interpreting of	Financial Ratio Analysis-Liquidity Ratios; Profitability Ratios	B.N.3

14		the Financial Statements	Turnover Ratios; Solvency Ratio	B.N.3
15			Building An Income Statement and Balance sheet.	B.N.3
16			Numerical Questions	B.N.3
17			Numerical Questions	B.N.3
18			Numerical Questions	B.N.3
<b>CO: 4</b>				
<b>LO4:</b> Understanding and analysing financial statements with the help of financial ratio analysis.				
19	5	Fund flow statement	Meaning, uses and preparation.	B.N.3
20			Numerical Questions	B.N.3
21			Numerical Questions	B.N.3
22			Numerical Questions	B.N.3
<b>CO: 1</b>				
<b>LO5:</b> To have a conceptual knowledge of cost accounting.				
23	6	Cash Flow statement (AS-3)	Meaning, uses and preparation	B.N.3
24			Numerical Questions	B.N.3
25			Numerical Questions	B.N.3
26			Numerical Questions	B.N.3
<b>CO: 1,3</b>				
<b>LO6:</b> Learn to calculate No Profit No Loss point & margin of safety.				
27	7	Introduction to Cost Accounts	Meaning, Objectives, Difference between cost Accounts and Financial Accounts	B.N.4
28			Elements of Cost.	B.N.4
29			Numerical Questions	B.N.4
<b>CO: 3</b>				
<b>LO7:</b> Calculation of leverage and its implications for business decision making.				
30	8	Analysis of financial statements	Analysis of financial statements of any public limited company	B.N.3/11
31			Analysis of financial statements Contd...	B.N.3/11
32			<b>Presentation II</b>	
<b>Assignment II</b>				
<b>CO: 4</b>				
<b>LO8:</b> Apply the financial tools for analysis of financial statements of public limited companies.				

**VI: Reference Book:**

1. P.C. Tulsian, Financial Accounting, Pearson, 2008
2. S.N. Maheshwari, Introduction to Accountancy, New Delhi, Vikas Publishing House, 10th Edition, 2009.
3. Shashi K. Gupta & R. K Sharma, Financial Management, Kalyani Publishers, 6th Edition, 2008
4. M.N. Arora, Cost Accounting: Principle & Practices, 10th edition, Vikas Publishing House, 2007
5. Advanced Accountancy- Vol I, R.L. Gupta & M. Radhswamy, Sultan Chand & Sons, 1999.
6. Double entry book – keeping and accountancy, T. S. Grewal, Sultan Chand & Sons, Latest
7. Comprehensive Financial Accounting, S.A Siddique, Laxmi Publications, Latest
8. Financial Management -- Khan & Jain, Tata McGraw Hill Publication, IVth Edition, 2004
9. Financial Management-- I.M. Pandey., Vikas Publishing House Pvt. Ltd. VIIIth Edition 1999.
10. Financial Management-- Prassanna Chandra, Tata McGraw Hill Publication, VIIth 2008
11. Financial Management -- Maheshwari, Sultan Chand & Sons, Edition, 2004.

**VII: Note:**

1. There will be 2 Assignments of subject on individual basis.
2. Student will be assessed on the basis of attendance, class participation, assignment and discipline.
3. Presentations will be assigned to group of 3-4 students on practical aspect of subject.
4. If any student does not submit assignments at time, credit will be given half mark after submission of assignment.
5. Final assessment will be on following basis:

VIII Rubric for Internal Assessment			
MBA BE I Sem			
<b>Goal :</b> To acquire the skills necessary to understand accounting techniques, to describe and apply accounting concepts, theories, and tools to record the business transactions which helps to make financial reports.			
<b>Objective:</b> The objective of this paper is to go through the financial concepts and understand the techniques to manage the finance for the organization.			
<b>12-15 Marks</b>	<b>08-11 Marks</b>	<b>04-07 Marks</b>	<b>00-03 Marks</b>
<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>
<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>

___% Students shows exceptionally high understanding of business finance and accounting concepts. Students also show high familiarity with the accounting tools and relationship of these tools with managerial decision making.	___% students show strong understanding of concepts but making mistakes. Some time found difficult to relate with practical aspect of subject.	___% students show good understanding of concepts, found difficult to solve completely and stuck between the problems. Required more conceptual clarity for relating practical and theory.	___% students show basic understanding of concepts, and found very much difficult to show relationship between accounting tools and managerial decision making.
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**IX: Scheme of Internal Marks:**

Class Participation			Internal Assessment		TOTAL 75	Final Internal Marks Out of 15
Presentation out of 15	Quiz out of 15	Assignment out of 15	Viva out of 15	Internal Test Out of 15		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE****Lesson Plan****Subject: Business Statistics and Research Methodology****Session: July-Jan****Class: MBA (BE) I Sem****I: Course Objective:**

Objective: The objective of this paper is to understand the statistical tools and techniques, Used in the business decision and analysis. Knowledge of basic concepts of statistics including measures of Central Tendency is a prerequisite for this subject

**II: Examination:**

The faculty member will award marks out of a maximum of 15 marks (Internal Evaluation) .The semester examination will be worth 85 Marks (External evaluation). It will have two sections A & B, Section A worth 25 will consist of 5 theory questions out of which student will be required to attempt all five questions. Section B worth 60 marks will have 5 numericals problem out of which student will require attempting any four questions.

**III: Course Outcomes (CO):**

- CO1: Basic understanding of Statistics and Research methodology  
 CO2: Knowledge about Basic concepts of statistics required in Research  
 CO3: Preparing students for Research work with the knowledge of basic statistical tools  
 CO4: Develop awareness of contextualizing and findings of Research into practice

**IV:PO-CO Mapping : HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	1							
CO 2								
CO 3		1	2					2
CO 4					2	3		

**V: Session Plan:**

Lecture No.	Unit No.	Topic	Sub Topic	References
1	Unit- 1	Standard Deviation	Meaning and properties of Standard deviation	B.N. 1 & B.N.6
2			Actual mean and Assumed mean method of S.D. For individual series and C.V.	
3			Actual mean and Assumed mean method of S.D. for Discrete Series and C. V.	
4			Actual Mean and Assumed mean method for Continuous series and C.V.	
5			Standard deviation with Step Deviation Method and C.V	
CO: 1				
LO1: Understanding of Standard Deviation & Coefficient Variation				
6	Unit-2	Correlation & Regression	Types of Correlation & its method	BN.3 & B.N.4
7			Karl Pearson Correlation	
8			Spearman's & Concurrent Correlation	
9			Line of Regression	
10			Curve Fitting	
11			Least Square	
Assignment -1(Worksheet)				
CO: 2				
LO2: Study of Business with reference to Correlation and Regression Analysis				
12	Unit-3	Index Number	Meaning and types of Index Number	B. N. 1 & B.N. 5
13			Methods of Construction of Index Number	
14			Characteristics of a good Index number and Test for perfection	
15			Cost of living Index Number	
CO: 3				
LO3: Learning how to construct Index Numbers				

16	Unit - 4	Probability	Concept, Additive & Multiplicative Probability	B.N.9 & B.N.7
17			Conditional Probability & Baye's Theorem	
18			Application of Conditional probability in Business	
CO:3				
LO4: Basic concepts of Probability and their applications in business				
19	Unit-5	Random Variable and Probability Distributions	Binomial Distribution	B.N.9 & B.N.7
20			Poisson Distribution	
21			Normal Distribution	
22			Application of Distribution	
CO:3				
LO5: Understanding of Random Variable and Probability distribution and their applications in business				
23	Unit - 6	Research Methodology	Concept of Research and types of research	B.N. 8
24			Research Design and its types	
CO:4				
LO6: Developing awareness of Research methodologies and their importance				
25	Unit -7	Sampling Theory	Concept of Sampling Theory and Methods of sampling	B.N. 1 & B.N. 11
26			Sampling Distribution, Standard Error and Sampling Error	
Assignment-2				
CO:4				
LO7: Understanding of Sampling and its use in research				
27	Unit-8	Testing of Hypothesis	Testing of Hypothesis, Type I and Type II Errors	B.N.8
28			concept of Confidence Limits and critical region,	
29			Test of significance for large samples-test for mean	
30			Test of significance for large samples-test for mean	
31			Test of significance for small samples - test for mean	
32			Difference between means F tests	



Group Assignment
<b>CO: 3,4</b>
<b>LO8:</b> Developing Hypothesis and testing it for the purpose of Research with the help of Statistics

**VI: Text Books & Reference Books:****Text Reading**

1. Fundamentals of Applied Statistics, Gupta S.C.Chand& Sons, New Delhi, Latest Edition.
2. Monga G.S., Mathematics and Statistics for Economics, VikasPublishinR House.
3. Statistics for Management By Richard Levin.
4. R,S. Bhardwaj - Business Statistics - Excel Books
5. David Levine, T. Krenbil, P.K.Viswanathan, Business Statistics, Pearson Education, 2008.
6. S.P. Gupta, "Statistical Methods", New Delhi, Sultan Chand and Sons, 2007
7. T.N.Srivastava, Statistics for Management, TMH, 2008
8. William G. Zikmund, Business Research Methods, 7th edi. Cengage Learning, India.
9. Ajay Goel&AlkaGoel, "Mathematics & Statistics",4<sup>th</sup> Edition, Taxmann Publication
10. K. Sachdeva, Business Research Methodology, 2008, Himalaya Pub. House
11. D. C. Sancheti and V. K. Kapoor, "Statistics: Theory, Methods and Applications", New Delhi: Sultan Chand and Sons.

**VII: Note:**

1. There will be Four home assignments, each carry 0.5 marks.
2. Two major group Assignments based on the practical aspect of the subject.
3. There will be one major group assignment. Group size will be 4-5 students, & each group will be given separate topic of assignment
4. Class performance & Discipline will be an important factor for assessing internal marks.
5. Attendance will be multiplying factor as per given in academic plan

VIII: Rubric for Internal Assessment			
Subject: Business Statistics and Research Methodology			
MBA BE I Sem			
<b>Goal :</b> To make students able to use Statistics as a helpful tool for solving complex business research problems under uncertainty, and understand methods that quantify issues and give business managers a better basis for making decisions.			
<b>Objective:</b> The objective of this paper is to understand the statistical tools and techniques, Used in the business decision and analysis. Knowledge of basic concepts of statistics including measures of Central Tendency is a prerequisite for this subject.			
12-15 Marks	08-11 Marks	04-07 Marks	00-03 Marks
.....Students	.....Students	.....Students	.....Students

<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>
___% Students are exceptionally good with the understanding of statistical tools. Students are able to analyze these tools and also able to relate application of these tools with real life situations.	___% Shows high understanding of subject and relate tools and techniques with real life managerial problems at some extant.	___% students have basic understanding of concepts and getting stuck between the problems, they find it difficult to relate it with real life managerial problems.	___% of students found difficulty to understand the concept. Students fails to correlate concepts with real life managerial problems, need more practice for improvement.

**IX: Scheme of Internal Marks:**

<b>Class Participation</b>			<b>Internal Assessment</b>		<b>TOTAL 75</b>	<b>Final Internal Marks Out of 15</b>
<b>Presentation out of 15</b>	<b>Quiz out of 15</b>	<b>Assignment out of 15</b>	<b>Viva out of 15</b>	<b>Internal Test Out of 15</b>		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE****Lesson Plan**

**Subject:** Computer Applications  
**Class:** MBA(BE) - I Sem

**Session:** July - Dec

**I: Objective of course:** The objective of this paper is to understand the basic knowledge of computers to proceed with the information technology adopted in the business.

**II: Examination:** The faculty member will award internal marks out of 15. An External viva-voce will be of 20 marks. The end semester examination will be worth 65 marks having theory and cases/practical problems.

**III: Course Outcomes (CO):**

- CO1: Knowledge of Computer fundamentals, applications in International Business and Network (Unit 1)  
 CO2: Understanding Database and types of Data models used in DBMS (Unit 2)  
 CO3: Awareness of Query Language and instructions (Unit 3)  
 CO4: Knowledge of Information Technology, e-commerce and use of modern technology in international business (Unit 5)

**IV:PO-CO Mapping : HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2				2			2
CO 2	2				2			
CO 3	1			1	3			
CO 4	3	2		3	3			1

**V: Session Plan:**

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Introduction to Computers	Anatomy of computer	B.N. 1
2			Hardware & Software Concepts	B.N. 1
3			Program language translator	B.N. 1

4			Networking, Types of network	B.N. 1
5			Hardware requirement for Network, Hub, router	B.N. 1
6			Wireless Technology and devices	B.N. 7
7			Wifi	B.N. 7
<b>A-1. First assignment</b>				
<b>CO: 1</b>				
<b>LO1:</b> Understand basic functioning of Computers and its application in Business				
5			Data, database, database management system	B.N. 9
6			Purpose of database system, Data Abstraction, view of data	B.N. 9
7			Instances and schemas	B.N. 9
8			Data independence- physical data independence, logical data independence	B.N. 9
9			Data models- Relational, Network, Hierarchical	B.N. 9
10			Introduction to RDBMS,	B.N. 9
11			Tuple, Attribute, Domain	B.N. 9
12			Degree, Relation	B.N. 9
<b>A-2. Second assignment</b>				
<b>CO: 2</b>				
<b>LO2:</b> Understanding the concepts of database management system (DBMS)				

13	3	Introduction to SQL	SQL, Use and Features	B.N. 9
14			Database languages-data definition language, data manipulation language, data control language	B.N. 9
15			SQL Data types	B.N. 9
16			SQL Operators- Arithmetic, comparison, logical	B.N. 9
17			SQL commands- create, alter, drop	B.N. 9
18			SQL commands- select, insert, update, delete	B.N. 9
19			SQL commands- create, alter, drop	B.N. 9
20			String operations	B.N. 9
21			Set Operations(union, intersection, except)	B.N. 9

### A-3. Group assignment

#### CO: 3

**LO3:** Enhance Analytical skills by using commands for data-based operations using SQL.

22	4	Information Technology	Introduction to IT and its development	B.N. 3
23			E-commerce, Introduction and applications of E- commerce	B.N. 3
24			Transactions with E—commerce (B2C,B2B,C2B,C2C,C2G)	B.N. 3
25			Modern technologies in computer application	B.N. 3
26			Role of IT in economy,	B.N. 3

### A-4. Presentations

**CO: 4****LO4:** Learning the practical use of Database using case studies.

27	4	Information Technology	Fifth generation Computing technologies- Artificial Intelligence, Robotics, Virtual Reality	B.N. 1
28			Bio informatics	Notes
29			Introduction to GPS, GIS	Notes
30			Mobile technology 1 G,2G,3G,4G	B.N. 7
31			Multimedia	B.N. 7
32			Application of computers in Business	B.N. 7

**A-5. Class Test****CO: 4****LO5:** Learning the application of IT and e-commerce. Knowledge about the latest technologies used in Business.**VI: Book Reference**

- 1 Computer Fundamentals - P.K.Sinha,, BPB Publisher
- 2 A First Course in Computer - Sanjay Saxena, Vikas Publishing House Pvt.Ltd
- 3 Computer Systems & Applications - Rustam Shroff, Himalaya Publishing House
- 4 Computer Netware—K.K.Koli, Nakoda publication & Print ltd
- 5 Introduction to Computers - N.Subramaniam , Tata McGrawHill Publication
- 6 R.K. Taxali PC Software for windows Made Simple, Tata McGraw Hills, New Delhi
- 7 Ravi Kalakotta & Whinston B., “Frontiers of E-Commerce”, Pearson Education,Reprint 2009 New Delhi
- 8 Sinha and Sinha, Computer Fundamentals, BPB Publications
- 9 Ivan Bayross, PL/SQL, BPB Publications

**VII: Notes:**

1. There will be individual assignment, presentations and group assignments.
2. Class tests will be based on theoretical and practical aspect of the subject.
3. Class performance and discipline will be an important factor for assessing internal marks.
4. The result of each tests/assignment will be declared within one week.
5. Late submissions will not be accepted in any case.
6. Attendance will be a major factor for assessing class performance.
7. The students are required to submit practical assignment in computer practical notebook for external viva voce.

<b>VIII: Rubric for Internal Assessment</b>			
<b>Subject: Computer Applications</b>			
<b>MBA BE I Sem</b>			
<b>Goal:</b> Students acquire the basic knowledge and skills needed to effectively utilize computer application and technology in support of Business.			
<b>Objective:</b> The objective of this paper is to understand the basic knowledge of computers to proceed with the information technology adopted in the business.			
<b>12-15 Marks</b>	<b>08-11 Marks</b>	<b>04-07 Marks</b>	<b>00-03 Marks</b>
<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>
<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>
% Students having an understanding about basics of computer application and e-Business Fundamentals. And Understanding of management aspect of E-commerce Technological Environment	% Students having understanding about Computer Application and e-Business Fundamentals.	% Students having understanding about management aspect with Computer Application and E Commerce.	% Need More Efforts to learn about Fundamental of Computer and Its Uses in Business Decision.

**IX: Scheme of Internal Marks:**

<b>Class Participation</b>			<b>Internal Assessment</b>		<b>TOTAL 75</b>	<b>Final Internal Marks Out of 15</b>
<b>Presentation out of 15</b>	<b>Quiz out of 15</b>	<b>Assignment out of 15</b>	<b>Viva out of 15</b>	<b>Internal Test Out of 15</b>		

**Lesson Plan****Subject:** Micro Economics**Session:** Jul-Dec**Class:** MBA BE I

**I: Course Objectives:** The objective of this course is to develop understanding in the students about the concepts and tools of economic analysis relevant for business Decision Making.

**II: Examination:** The faculty member will award internal marks out of 15. The semester examination carrying 85 marks. The paper will have 7 theory questions out of which students will be required to attempt any five questions.

**III: Course Outcomes (CO):**

- CO1: Demonstrate knowledge of fundamental microeconomic concepts and principles including economics
- CO2: Acquaintance with the necessary analytical tools to analyze decision making by individual allocation
- CO3: Understand the economic basis for business characteristics
- CO4: Demonstrate detailed understanding of output and price determination in various markets

**IV: PO-CO Mapping : HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		1	2		3		2	1
CO 2	3			3	1		3	
CO 3	2	3	2			3	2	3
CO 4		2				2		



**V: Session Plan:**

Lecture No.	Unit No.	Topics	Sub Topics	Reference
1	1	Fundamental Concepts of Economics	Fundamental Concepts of Economics	B.N. 1, B.N.2
2			Micro-Macro Basic Concepts	B.N. 1, B.N.3
3			Difference and Interrelation Between Micro and Macro.	B.N. 2
4			Case Study	B.N. 2
CO: 1				
LO1: Understand the economic concepts and importance of economic approaches in managerial decision making				
5	2	Consumer Behavior and Utility	Cardinal & Ordinal Approach	B.N. 1, B.N.2
6			Indifference Curve Concept	B.N. 1, B.N.2
7			Indifference Curve Analysis	B.N. 3
8			Law of Demand	B.N. 2, B.N.3
9			Elasticity of Demand	B.N. 1
10			Elasticity of Demand	B.N. 1
11			Consumer Surplus	B.N. 1
12			Consumer Choice Under Uncertainty	B.N. 1
			Case Study	B.N. 1
13	Assignment			
CO: 2				
LO2: To understand the concepts of consumer surplus and producer surplus and how demand and supply analysis determine the prices and quantities of goods and services				
14	3	Production Function	Law of Variable Proportions	B.N. 1, B.N.4
15			Isoquant	B.N. 1, B.N.4
16			Marginal Rate of Technical Substitution	B.N. 1, B.N.4
17			Law of Returns	B.N. 1, B.N.2
18			Cost Curve & their Estimation	B.N. 1, B.N.2
19			Economies of Scale & Case	B.N. 1, B.N.2

			Study	
20	Presentation			
CO: 3				
LO3: Learn how cost are measured and they vary in short and long run				
21	4	Market Structures	Perfect Competition	B.N. 1, B.N.3
22			Monopoly, Bilateral Monopoly & Degree of Monopoly and Concentration.	B.N. 2, B.N.3
23			Monopolistic Competition	B.N. 2, B.N.4
24			Oligopoly, features & characteristics	B.N. 1, B.N.3
25			Output & Pricing under different markets & Case Study	B.N. 1, B.N.3
26	Presentation			
CO: 4				
LO4: Demonstrate detailed understanding of characteristic output and price determination in various market and structure				
27	5	Pricing Policy	Pricing Practices & Concept of Factor Pricing	B.N. 1, B.N.2
28			Theories of Profit	B.N. 1, B.N.2
29			Profit Planning	B.N. 1, B.N.3
30			Managerial Theories of Firm	B.N. 1, B.N.4
31			Case Study	B.N. 1, B.N.4
32	Assignment			
CO: 4				
LO5: Understand the mechanisms that determine how markets operate				

**VI: Book References:**

- 1 "Modern Micro Economics" , A. Koutsoyiannis, The Mac Milan Press, II Edition.
- 2 "Price Theory and Uses" , Watson, A.I.T.B. Publishers and Distributors, II Edition.
- 3 "Foundation of Economics Analysis", Samuelson, Harvard University Press, II Edition.
- 4 "Managerial Economics" , Dean Joel, Prentice Hall Publication.
- 5 Tanner-Sales Management, Pearson, 2010

**VII: Note:**

- 1 There will be 2 group major assignments. Group size will be 4-5 students

- 2 There will be Group presentations of 30 minutes.
- 3 Class performance and discipline will be an important factor for assessing internal marks, it carries 2 marks.
- 5 If any student does not submit assignments at time, credit will be given half mark after submission of assignment.
- 6 Attendance will be multiplying factor as per given in academic plan.

<b>VIII: Micro Economics</b>			
<b>MBA BE Ist Sem</b>			
<b>Goal :</b> To have a general understanding of Micro Economics and its use in Managerial Decision Making.			
<b>Objective:</b> The objective of this course is to develop understanding in the students about the concepts and tools of economic analysis relevant for business Decision Making.			
<b>12-15 Marks</b>	<b>08-11 Marks</b>	<b>04-07 Marks</b>	<b>00-03 Marks</b>
<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>
<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>
___% students shows high orientation towards the theories of Micro-economics . The scope and managerial importance of microeconomic theories and its role in the decision making or strategies shows complete understanding of theoretical concepts and able to take wise business decisions by using scientific methods of microeconomics.	___% students shows good understanding of concepts, but need to correlate these concepts more appropriately with managerial problems.	___% students shows little understanding of concept and need more clarity of concept to correlate the practical and theoretical approach.	___% students shows very basic understanding of subject and find it difficult to apply microeconomic theories to managerial problems. need improvement for conceptual knowledge Need to correlate the concepts with managerial problems

#### IX: Scheme of Internal Marks:

<b>Class Participation</b>			<b>Internal Assessment</b>		<b>TOTAL 75</b>	<b>Final Internal Marks Out of 15</b>
<b>Presentation out of 15</b>	<b>Quiz out of 15</b>	<b>Assignment out of 15</b>	<b>Viva out of 15</b>	<b>Internal Test Out of 15</b>		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH (IBMR), INDORE****Lesson Plan****Subject:** Marketing Management**Session:** Jul. - Dec**Class:** MBA (BE) – I Sem**I: Course Objective:**

The objective of this course is to help the students gain understanding of the functions and responsibilities of the marketing manager, provide them tools and techniques to perform the marketing function smoothly in an organization.

**II: Examination:**

The faculty member will award marks out of a maximum of 15 marks (As per academic plan) for the internal performance of the student. The semester examination will be worth 85 marks. It will have two sections, A and B section. Section A, worth 60 marks, will consist for 6 theory questions out of which student will be required to attempt any 4 questions. Section B, worth 25 marks, will consist of a case study.

**III: Course Outcomes (CO):**

- CO1: Identify core concepts of marketing & role of marketing in business & society
- CO2: Understand the market segmentation, target & positioning strategies
- CO3: Develop decisions making abilities related to product development and product life cycle process
- CO4: Develop understanding regarding decision making & marketing processes and its practical application in the business world

**IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1					2			
CO 2					3			2
CO 3							2	
CO 4	2			2			1	

**V: Session Plan:**

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Marketing Concepts	Customer Value and Satisfaction, Customers Delight	B.N. 1
2			Porter’s Value Chain	B.N. 1, 2
3			Scanning Marketing Environment	B.N. 1, 3
4			Marketing Philosophies	B.N. 1, 4
Assignment: Analyze the Given Case and Submit the Write-up				
CO: 1				
LO1: Understanding marketing demand concept				
5	2	Market Demand and Structure	Market Demand	B.N. 2, 3
6			Market Structure	B.N. 1, 2, 5
7			Competition and Its Types	B.N. 1, 2, 4
8			Understanding Global Markets	B.N. 3, 5
CO: 2				
LO2: Identify the core concept of marketing and marketing philosophies				
9	3	Market Segmentation, Targeting and Positioning	Segmentation and Its Levels	B.N. 1, 2, 5
10			Patterns of Segmentation	B.N. 1, 4
11			Market Segment Evaluation	B.N. 4, 5
12			Targeting and Its Strategies	B.N. 1, 4
13			Positioning and Repositioning	B.N. 2, 4
Assignment: Take a Product, Develop its Positioning Strategy and Submit the PPT.				
CO: 3				
LO3: Describe major bases for segmenting consumer & business markets. Understand how different situations in competitive environment will affect choices in target marketing & how to position a product in market				
14	4	Marketing Information System	Basics of MkIS	B.N. 1, 2
15			Need and Importance of MkIS	B.N. 1, 4
16			Marketing Research Process	B.N. 1, 3, 4
CO: 4				
LO4: Identify marketing research process & basics of marketing information system				

Lecture No.	Unit No.	Topic	Sub Topic	Reference
17	5	Product Decisions	Classifying Products	B.N. 2, 4
18			NPD Process	B.N. 1, 2, 4
19			PLC and its Strategies	B.N. 4
20			Branding, Packaging and Labeling	B.N. 1, 2, 4
<b>CO:</b>				
<b>LO5:</b> Understand the fundamental concepts of product & brand development and management				
21	6	Pricing Decisions	Pricing and its Importance	B.N. 1, 2, 4
22			Factors Affecting Pricing	B.N. 1, 2
23			Pricing Objectives	B.N. 1, 4
24			Pricing Strategies	B.N. 1, 2
<b>Group Assignment: Group Activity on Analyzing Pricing Strategies of Various Companies</b>				
<b>CO: 3</b>				
<b>LO6:</b> Understand different pricing methods & its strategic application				
25	7	Distribution Decisions	Definition and Importance	B.N. 4
26			Functions of Distribution	B.N. 2, 4
27			Types of Distribution Channels	B. N.1, 3, 5
28			Distribution Channel Members	B.N. 1, 2
<b>Assignment: Watch Video Case on <i>Mumbai Dabbawala</i> for In-class Discussion</b>				
<b>CO: 2,3</b>				
<b>LO7:</b> Identify the benefits & costs of distribution channels; discuss the channel decisions & functions involved in distribution channel members				
29	8	Promotion Decisions	Communication Process	Book 1, 3
30			Developing Effective Communication	Book 1, 2, 4
31			Promotion Mix Decisions	Book 1, 4
<b>CO: 3</b>				
<b>LO8:</b> Understand role of promotional mix in marketing. Developing the view of communication process				

Lecture No.	Unit No.	Topic	Sub Topic	Reference
32	9	Introduction to Digital Marketing	Discussion on Digital and Internet Marketing	Book 2, 4
<b>CO: 1</b>				
<b>LO9:</b> Understanding of Digital and Internet Marketing				

**VI: Book References:**

1. Kotler, Keller, Koshy, Jha, Marketing Management– A South Asian Perspective, Pearson, 13<sup>th</sup> Edition, 2008
2. Marketing Management -S.A. Sheralkar , Himalaya Publishing House, Latest Edition
3. Principle of Marketing Management – Philip Kotler , Pearson Education, Latest Edition
4. Fundamentals of Marketing- William .J.Stanton , McGrawhill Publication, Latest Edition
5. Marketing Management – S.H.H. Kazmi, Excel Books India, 2007

**VII: Note:**

1. There will be assignments of equal weightage, given to students.
2. There will be major group assignments, group size 3-4, each group will be given separate topics for understanding the practical approach of marketing environment.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

<b>VIII : Marketing Management</b>			
<b>MBA BE I Sem</b>			
<b>Goal :</b> To familiarize the students with the basic concepts and principles of marketing, and help them in understanding the basic marketing language.			
<b>Objective:</b> The objective of this course is to help the students gain understanding of the functions and responsibilities of the marketing manager, provide them tools and techniques to perform the marketing function smoothly in an organization.			
<b>12-15 Marks</b>	<b>08-11 Marks</b>	<b>04-07 Marks</b>	<b>00-03 Marks</b>
.....Students	.....Students	.....Students	.....Students

<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>
__% Students are exceptionally good with the understanding of modern marketing concepts, tools, and techniques, shows the abilities and skills required for the performance of marketing functions.	__% students show high understandings about modern marketing concepts, tools, and techniques, shows reasonably good abilities and skills required for the performance of marketing functions.	__% students shows good understandings about modern marketing concepts, tools, and techniques, shows abilities and skills at some extant which required for the performance of marketing functions.	__% students relate very few concepts of marketing and need improvements.

**IX: Scheme of Internal Marks:**

<b>Class Participation</b>			<b>Internal Assessment</b>		<b>TOTAL 75</b>	<b>Final Internal Marks Out of 15</b>
<b>Presentation out of 15</b>	<b>Quiz out of 15</b>	<b>Assignment out of 15</b>	<b>Viva out of 15</b>	<b>Internal Test Out of 15</b>		



**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE****Lesson Plan****Subject:** Principles and Practices of Management & Organisational behaviour      **Session:** July – Dec**Class:** MBA (BE) I Sem**I: Objective of the course:** The objective of this paper is to develop managerial skills in the students to cope up with the changing business environment and becoming successful entrepreneur.**II: Examination:** The faculty member will award internal marks out of 15. The semester examination carrying 85 marks.**III: Course Outcomes (CO):**

- CO1: Gain an understanding of functions and responsibilities of manager and develop managerial skills to analyze and understand the environment of business.
- CO2: Integrate management principles into managerial practices to cope up with changing business environment.
- CO3: Demonstrate an understanding of key terms, theories concepts and practices within the field of OB and apply them to solve issues relating to administration of human resource.
- CO4: Understanding human behavior to have efficiency and effectiveness with the total development of the organization.

**IV: PO-CO Mapping : HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3							
CO 2		3				2		1
CO 3					3			2
CO 4					3			2

**V: Session Plan:****Section A**

Lecture No.	Unit No.	Topic	Sub - Topic	Reference
1	1	Introduction	Concept & functions of management, functions and responsibilities of managers	B.N. 4, B.N. 6
2			Fayol's principles of management. Management thought; the classical school, the human relations school, Systems theory school, Contingency theory school	B.N. 4, B.N. 6

3			Case Study	
<b>CO: 1</b>				
<b>LO1:</b> It develops managerial skills and knowledge of basic management principles among the students.				
4	2	Planning	Nature and purpose of planning including strategic planning, principles of planning	B.N. 5, B.N. 7
5			Types of Planning, Advantages and Limitations of planning	B.N. 5, B.N. 7
6			Case Study	
<b>Assignment No.1</b>				
<b>CO: 2</b>				
<b>LO2:</b> Understanding of process of planning among the students and enable them to identify and formulate different types of plans.				
7	3	Objectives	Concept, nature, Types & Importance of objectives	B.N. 4, B.N. 8
8			Setting objectives, Management by objectives	B.N. 4, B.N. 8
<b>CO: 3</b>				
<b>LO3:</b> It enhances the skills among the students to develop and set the objectives of the company and how to achieve these set of objectives.				
9	4	Strategies and Policies	Concept of corporate strategy, formulation of strategy, types of strategies, TOWS matrix, the Portfolio matrix, three generic competitive strategies by Porter, effective implementation of strategies,	B.N. 4, B.N. 6
10			Types of policies, principles of formulation of policies, Decision making	B.N. 4, B.N. 6
11			Case Study	B.N. 4, B.N. 6
<b>CO: 4</b>				
<b>LO4:</b> Understand the concept of corporate strategies and formulate different types of strategies.				
12	5	Organizing	Nature and purpose of organizing, Bases of Departmentation,Span of management, Line and Staff relationship, Line-staff conflict	B.N. 5, B.N. 7
13			Delegation, kinds of delegation, Delegation and Decentralization, Methods of Decentralization.	B.N. 5, B.N. 7
14			Case Study	B.N. 5, B.N. 7
<b>CO: 2</b>				
<b>LO5:</b> Development of skills as to how to get optimum output from available resources.				
15	6	Control	Concept and process of control,	B.N. 6, B.N. 8
16			Control techniques	B.N. 6, B.N. 8
17			Case Study	B.N. 6, B.N. 8
<b>CO: 2</b>				
<b>LO6:</b> Understand the concept, meaning and process of controlling, describe the relationship between planning and controlling and understand various techniques of controlling.				

	Section B			
Lecture No.	Unit No.	Topic	Sub - Topic	Reference
18	1	Organizational Behaviour	OB Models, Personality Determinants and Attributes	B.N.1, B.N. 3
19			Learning and Learning Theories, Perception-Factors affecting Perception	B.N.1, B.N. 3
20			Case Study	
CO: 1				
LO1: Understand basic concept & various theories of personality, learning, perception & job attitude.				
21	2	Motivation	Needs, Contents and Processes; Maslow's Hierarchy of Needs, Herzberg's Two Factor theory, ERG theory, Vroom's Expectancy theory, Reinforcement Theory	B.N.2, B.N. 3
22			Case Study	
Assignment No.2				
CO: 2				
LO2: Learn various theories of motivation & how motivated employees can lead to increased productivity & allow an organisation to achieve higher levels of output.				
23	3	Foundations of Group Behaviour	Defining and Classifying Groups, Group Structure and Processes	B.N.1, B.N. 3
24			Process of Group formation, Group Decision Making, Group v/s Team, Team Effectiveness, and Decision Making	B.N.1, B.N. 3
25			Case Study	
CO: 3				
LO3: Understand stages of group development, group structure, group process, group dynamics & importance of team effectiveness.				
26	5	Leadership	Trait theories, Behavioural theories-- Ohio State Studies, Michigan Studies, and Managerial Grid.	B.N.2, B.N. 3
27			Contingency theories- Heresy and Blanchard's Situational theory, Leader-Member Exchange theory	B.N.2, B.N. 3
28			Path Goal theory, Charismatic Leadership	B.N.2, B.N. 3
29			Case Study	
CO: 3				
LO4: Understand various theories of leadership and understand concept of emotional intelligence, leadership, effectiveness & recent developments in leadership theories.				
30	6	Conflict & Organizational Change	Interpersonal Conflict, Inter group Conflict, Organizational Conflict, forces of Change, Resistance to Change	B.N.1, B.N. 3
31			Case Study	
32	Presentation			
CO: 4				
LO5: Understand conflict process, conflict management techniques. Negotiation process, bargaining strategies to solve various employee related problems.				

**VI: Book References**

1. David S, Decenzo and Stephen P. Robbins, "Personnel/Human Resource Management", New Delhi, Prentice Hall Publication
2. Stephen P. Robbins, "Organizational Behaviour: Concepts, Controversies, and Applications", New Delhi\* Prentice Hall Publication.
3. Fred Luthans, "Organizational Behaviour", New York, McGraw Hill,
4. Harold Knootz'Donnell and Heinz Weihrich, "Essentials of management", New Delhi, Tata McGraw Hill Publication.
5. R.D. Agrawalj "Organization and Management "New Delhi, Tata McGraw Hill Publication..
6. Harold Koontz, O'Donriell and Heinz Weihrich, "Management: A global Perspective", New Delhi, Tata McGraw Hill. Publication.
7. Robert Krtetner, "Management", Houghton miffm Co, 7<sup>th</sup> edition 1994.
8. Stephen/P. Robbins and Merry Coulter, "Management", New Delhi, Prentice Hall of India, 2002.

**VII: Note :**

1. There will be group major assignment. Group size will be 4-5 students
2. There will be Group presentations.
3. Class performance and discipline will be an important factor for assessing internal marks, it carries 4 marks
4. If any student does not submit assignments at time, credit will be given half mark after submission of assignment.
5. Attendance will be multiplying factor as per given in academic plan.

<b>IX: Rubric for Internal Assessment</b>			
<b>Subject: Principles and Practices of Management &amp; Organizational behavior</b>			
<b>MBA BE I Sem</b>			
<b>Goal:</b> Students examine the behavior of individuals and how they interact with each other in different workplace organizations. Topics include an orientation to organizational behaviour; individual behaviour; individual and behavioural processes; team processes; organizational dynamics; and organizational processes and application of management principles.			
<b>Objective:</b> The objective of this paper is to develop managerial skills in the students to cope up with the changing business environment and becoming successful entrepreneur.			
<b>12-15 Marks</b>	<b>08-11 Marks</b>	<b>04-07 Marks</b>	<b>00-03 Marks</b>
.....Students	.....Students	.....Students	.....Students
<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>

% Students having an understanding about Human Behavior in Organizations at cross cultural level so that they improve their managerial effectiveness towards Team.	% Students having to understand about human Behavior in organizations at cross cultural level.	% Students Having understood about Human Behavior in organizations.	% Students Need More efforts for Understanding of Human Behavior in Organizations.
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**IX: Scheme of Internal Marks:**

Class Participation			Internal Assessment		TOTAL 75	Final Internal Marks Out of 15
Presentation out of 15	Quiz out of 15	Assignment out of 15	Viva out of 15	Internal Test Out of 15		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH (IBMR), INDORE****Lesson Plan****Subject:** Business Communication**Session:** Jul-Dec**Class:** MBA (BE) I Sem**I: Course Objective:**

The objective of the course is to help the students to acquire the basics of interpersonal communication, corporate communication and soft skills, so as to improve their communication skills and ability to understand others along with the personality development as per the requirement of the corporate world.

**II: Examination**

The faculty member will award internal marks out of 15. The semester examination will be carrying 85 marks having two sections A and B.

**III: Course Outcomes (CO):**

- CO1: Understand the basics of business and corporate communication.  
To develop inter-personal skills that may contribute towards satisfying personal, social  
CO2: and professional relationships.  
To learn skills related with personality development as per the requirement of the  
CO3: corporate world.  
To understand and use the basic and advanced writing techniques as per the need of  
CO4: today's world.

**IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1			1					
CO 2					2			3
CO 3		2	1	1	2			
CO 4			1				1	

**V: Session Plan:**

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Introduction	Defining Communication. Distinguishing between Business Communication and General Communication.	B.N.2/B.3
2			Principles of effective communication	B.N.2/B.N.3
3			Process of Communication explained through various Models; 7 C's of Communication,.	B.N.2/B.N. 3
4			Importance of Feedback &Importance of business Communication.	B.N.2/B.N. 3
6			Interaction and self-expression	
<b>CO: 1</b>				
<b>LO1:</b> It develops understanding among the student about effective communication in the context of organizational challenges				
7	2	Factors affecting Communication	Perception and Reality	B.N.3/B.N.4
8			Physical barriers to communication	B.N.3/B.N.4
9			Mechanical and Psychological barriers to communication.	B.N.3/ B.N.2
10			Listening and its types	B.N.2/B.N.3/B.N.5
11			Essentials of effective listening.	B.N.2/B.N.3/B.N.1
<b>CO: 2</b>				
<b>LO2:</b> It will develop listening attitude among the students and how to overcome the barrier of communication.				
12	3	Channels, Types and Forms of Communication	Verbal and Non-verbal communication Kinesics, Proxemics , Paralanguage	B.N.3/B.N.1
13			Formal and Informal communication	B.N.2/B.N.3/B.N.5
14			Internal and External communication and communication networks	B.N.1
<b>Assignment Submission</b>				

<b>CO: 3</b>				
<b>LO3:</b> It will make the students aware of the verbal and non verbal communication and enhance their communication skills				
15	4	Fundamentals of Business writing	Adaption and selection of words, construction of clear sentences and paragraphs	B.N.2/B.N.3
16			Writing for effect. Basic patterns of business letters	B.N.2/B.N.3/B.N.4
17			Directness in good news and neutral situations. Indirectness in bad news and persuasive messages	B.N.2/B.N.3/B.N.5
18			Dealing with print and electronic media.	B.N. 4
19			Case Study Discussion	B.N.3
<b>CO: 4</b>				
<b>LO4:</b> It will help in developing the skills to write professional letters.				
20	5	Employment Messages	Writing Resumes: Controlling the format and style, tailoring the content	B.N.2/B.N.3/B.N.1
21			Choosing the best organizational plan, writing the perfect resume.	B.N.2/B.N.3/B.N.5
22			Application letters: writing the opening paragraph.	B.N.2
23			Summarizing the key selling points, writing the closing paragraph	B. N. 2
<b>CO: 4</b>				
<b>LO5:</b> It enhances the skills of preparing effective job application, covering letter and resumes.				
24	6	Reports and Proposals	Using reports and proposals as business tools	B.N.2
25			Completing and writing reports and proposals	B.N.2
26			Practicing Report &proposal Writing	
<b>Assignment Submission</b>				
<b>CO: 4</b>				
<b>LO6:</b> This unit helps the students to write memos, circulars, reports and proposals.				
27	7	Modern Means	Discussions and interactive	



	& 8	of communication	sessions	
28			Conducting Class Presentations	
29			Interviewing and being interviewed.(Role playing)	
30			Group Discussions	
31			Speeches and Public Speaking	
32			Presentations (Groups)	
<b>CO: 1,4</b>				
<b>LO7&amp;8:</b> The students will become aware of various modern means of communication. It enables the students to polish their presentation skills.				

**VI: Book recommended:**

1. Business Communication – K.K. Sinha, Galgotia Publishing Company
2. Business Communication – Chhabra T.N., Sun India Publication, 1<sup>st</sup> Edition 2005.
3. Business Communication – Parag Diwan, Excel Books.
4. Essentials of Business Communication – Rajendra Pal, Sultan chand Publication VIII edition 2000.
5. Business Communication – R.K. Madhurkar, Vikas Publishing House Pvt. Ltd.

**VII: Notes:**

1. Various activities like Role play, Group discussions & Presentations to be carried on in subsequent classes.
2. Class participation in all above activities is must and carries marks.
3. Class participation activity like Role play, Group discussion, etc. carries 3 marks.
4. Class presentation constitutes 3 marks for each student either in group or as individual.
5. Assignment submission of case study analysis carries 3 marks.
6. Group discussions to be organized fortnightly and 3 marks to be allotted.
7. One internal test to be conducted after the syllabus completion will carry 3 marks.

<b>VIII: Rubric for Internal Assessment</b>			
<b>Subject: Business Communication</b>			
<b>MBA BE I Sem</b>			
<b>Goal :</b> This course provides students with the knowledge and skills to communicate professionally on many levels including writing; speaking; conducting meetings; giving presentations and interpersonal skills.			
<b>Objective:</b> The objective of the course is to help the students to acquire the basics of interpersonal communication, corporate communication and soft skills, so as to improve their communication skills and ability to understand others along with the personality development as per the requirement of the corporate world.			
<b>12-15 Marks</b>	<b>08-11 Marks</b>	<b>04-07 Marks</b>	<b>00-03 Marks</b>
<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>
<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>
% Students having basics of interpersonal communication, corporate communication, soft skills, communication skills and ability to understand others along with the personality development as per the requirement of the corporate world.	% Students having basics of interpersonal communication, corporate communication and soft skills.	% Students having basics of interpersonal communication skills and ability to understand others.	% Students having need of improvement at their communication skills and ability to understand others along with the personality development as per the requirement of the corporate world.

**IX: Scheme of Internals Marks:**

<b>Class Participation</b>			<b>Internal Assessment</b>		<b>TOTAL</b>	<b>Final Internal Marks Out of 15</b>
<b>Presentation out of 15</b>	<b>Quiz out of 15</b>	<b>Assignment out of 15</b>	<b>Viva out of 15</b>	<b>Internal Out of 15</b>		
					<b>150</b>	



**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE****Lesson Plan****Subject:** Business Law**Session:** Jan.-June**Class:** M.B.A (BE) II Sem**I: Objective of the course:**

The objective of this course is to acquire the students various laws, which are to be observed in performing the day-to-day business. Here the emphasis will be on the different latest provisions of the law and on how these can be used in the best interest of the organization without violating them rather than cases.

**II: Examination:**

The semester examination will carry 85 marks. The faculty member will award internal marks out of 15.

**III: Course Outcomes (CO):**

- CO1: To provide students with an understanding of certain economics and commercial legislations which have direct bearing on functioning of business and companies.
- CO2: Develop an understanding about protection of Intellectual property electronic commerce and payment mechanisms and foreign investment.
- CO3: To provide students with specialized knowledge of law and practices related to transportation and insurance of goods.
- CO4: To provide students with knowledge of practical and procedural aspects of Direct and Indirect taxation laws international taxation issues.

**IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		3	2	2
CO 2		2				2		3
CO 3				3				
CO 4		3	3	3				

**V: Session Plan:**

Lecture No.	Unit No.	Topic	Sub - Topic	Reference
1	1	Legal Framework	The Customs 1962.	Bare Act/ Study Material
2			Foreign Exchange Management Act	Bare Act/ Study Material
3			Foreign Exchange Management Act	
4			The Money Laundering Act,2002.(penalties, contraventions and general features).	Bare Act/ Study Material
5			Laws related to Insolvency	B.N.1/2/3
6			Information and technology Act 2000 (salient features and general aspects)	Bare Act/ Study Material
7			Competitions Act 2002	Bare Act/ Study Material
8			CompetitionsAct2002	
9			Consumer Protection Act - Definitions, Consumer Rights, Exploitation of Consumer and Utility of Consumerism. <u>Case:</u> Life Insurance Corporation of India vs. Shri ChaturBihariLal, Appeal no.29/89 (Raj.) <u>Case:</u> Oswal Fine Arts Vs. M/s. HMT, Madras – Petition No. 1/88 (Del).	B.N.1/2/3
10			Consumer Protection – Consumer Forums and Advisory Councils	B.N.1/2/3
11			Environmental Act.	Bare Act/ Study Material
Assignment No.1				
CO: 1				
LO1: Develop and understanding of certain general and economics laws affecting business and gain insight on the contractual Mercantile laws that influence business transaction .Develop an understanding of the companies Act ,1956				
12	2	Contractual Relations and company regulations	The Indian Contract Act. 1872	B.N.1/2/3
13			The Indian Contract Act. 1872	B.N.1/2/3
14			Companies Act, 1956 – Characteristics of a Company, Lifting of Corporate veil <u>Case:</u> Salomon v A Salomon & Co Ltd [1896] UKHL 1, [1897] AC 22 Types of Companies.	B.N.1/2/3
15			Memorandum and Article of Association and difference between the two Doctrine of ultra vires	B.N.1/2/3
16			Doctrine of Indoor Management Doctrine of Constructive Notice	B.N.1/2/3
17			Shares, Prospectus	B.N.1/2/3

18			Meetings of the Company	B.N.1/2/3
19			Winding-up of Companies	B.N.1/2/3
Assignment No.2				
CO: 1				
LO2: 1.Develop an understanding of The Companies Act, 1956 2. Describe Characteristics of Company & Corporate Veil 3. Knows the various classes of companies under the Companies Act. 4. Understand the meaning of Memorandum of Association and Articles of Association and compare between the two. 5. Knows the meaning of Oppression & its prevention 6. Describe Winding Up of Companies & Modes of Winding Up.				
20	3	Property Rights: Intellectual Property	The Copyright Act, 1957	Bare Act/ Study Material
21			The Patent Act	Bare Act/ Study Material
22			The Merchandise Marks Act	Bare Act/ Study Material
23			The Designs Act & Trade Marks Act.	Bare Act/ Study Material
CO: 2				
LO2: Students will gain in depth knowledge in intellectual property and legislation framework, practices and procedures of IP protected through patents, trademarks, copyrights, design and graphical indication.				
24	4	Insurance	Carriage of goods Act.	B.N.1/2/3
25			Multimodal Transport & Insurance	Study material
CO: 3				
LO3: Understand the laws related to transportation and insurance affecting national and international transportation of goods.				
26	5	Taxation	Sales Tax – Central	B.N.6/ Study Material
27			Income Tax	B.N.4/5
28			Income Tax	B.N.4/5
29			Avoidance of Double Taxation (General features, penalties and agreement)	B.N.4/5
CO: 4				
LO4: Develop an understanding of direct and indirect taxation laws and DTAA.				
30	6	Payments	Letters of Credit	Study Material
31			Electronic Transfer	Study Material
CO: 1				
LO1: This unit introduces the students to documentary credit transactions and electronic payment systems in India.				

**VI: Reference Book:**

1. M.C. Kuchhal&VivekKuchhal, Business Legislation for Management, 4<sup>th</sup> edition, Vikas Publishing House, 2013.
2. K.R.Bulchandani, Business Law for Management, 2008, Himalaya Publishing House.
3. C.L.Bansal, Business and Corporate Laws, 1<sup>st</sup> edition, Excel Books, 2006.

4. Dr. Vinod Singhania/Monica Singhania, Students' Guide to Income Tax, Taxmann's
5. V.K. Singania, "Direct Tax Law", New Delhi, Taxman Publications.
6. Dr. H. C. Mehrotra and Dr. S. P. Goyal, "Indirect Taxes", Sahitya Bhawan Publication.
7. BARE Acts with short notes (Latest Edition) for all relevant topics.

#### VII: Note:

1. There will be 4 class tests/assignments/presentations of equal weightage.
2. There will be two major group assignments, group size 3-4, each group will be given separate topics for understanding the practical approach of Business Legislation.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

Rubric for Internal Assessment			
Subject: Business Legislation			
MBA BE II Sem			
<b>Goal :</b> Students examine the legal environment in which businesses operate and how common law, provincial and federal government statutes influence decision making. Topics include the legal system and the law relating to t contracts, forms of business organization, agency, sale of goods.			
<b>Objective:</b> The objective of this course is to acquire the students various laws, which are to be observed in performing the day-to-day business. Here the emphasis will be on the different latest provisions of the law and on how these can be used in the best interest of the organization without violating them rather than cases.			
12-15 Marks	08-11 Marks	04-07 Marks	00-03 Marks
.....Students	.....Students	.....Students	.....Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement
% Students having an understanding of various laws, which are to be observed in performing the day-to-day business. Students having knowledge of latest provisions of the law and Its uses in the best interest of the organization without violating them rather than cases.	% Students having an understanding of various laws, which are to be observed in performing the day-to-day business. Students having knowledge of latest provisions of the law	% Students having an understanding of basic about laws.	% Students Need More efforts for Concept of Laws.

**IX: Scheme of Internal Marks:**

Class Participation			Internal Assessment		TOTAL 75	Final Internal Marks Out of 15
Presentation out of 15	Quiz out of 15	Assignment out of 15	Viva out of 15	Internal Test Out of 15		



**INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH, IPS ACADEMY,  
INDORE**  
**Lesson Plan**

**Subject: Financial Markets & Environment****Session: Jan-June****Class: MBA (BE) – II Sem****I: Course Objective:**

The objective of this course is to help the students gain understanding of the functions and responsibilities of the manager, provide them tools and techniques to be used in the performance of the managerial job, and enable them to analyze and understand the environment of the organization.

**II: Examination:**

The faculty member will award internal marks out of 20 (As per academic plan). The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases. Cases prescribed below are only for classroom discussion and internal evaluation and not for end semester examinations.

**III: Course Outcomes (CO):**

- CO1: Describe the role and structure of the Financial system and financial markets.  
Explain the key concepts such as primary market, secondary market, money market,  
CO2: capital market, bond market.  
CO3: Describe the regulatory framework of NBFC and services provided by NBFC's.  
CO4: Explain the concept of technology and foreign exchange.

**IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3			2				
CO 2	3	2		3				
CO 3	2					2		
CO 4	1	2					2	

**V: Session Plan:**

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Financial System	Introduction, Prerequisites of a Financial System, Functions of the Financial System,	B.N. 1, 2
2			Evolution and Players in the Financial System Bank based and Market based financial system.	B.N. 3, 2
3			Types of Financial Products,	B.N. 1, 3
4			Design and Development of Financial Products.	B.N. 1,3
5			Role of Financial Markets in the development of Economy, Market Efficiency.	B.N. 2, 3
CO: 1				
LO1: Describe the concept of Indian Financial System and Financial Market				
6	2	Money Markets	Need & Significance of the Money Markets, Players in the Money Market,	B.N. 1, 3
7			Call Money Market, Treasury Bill Market, Commercial Paper Market	B.N. 2, 3
8			Certificate of Deposit Market, Repo Market, Gilt-Edged Securities	B.N. 2,3
9			Price Determination Mechanism, Role of Primary Dealers, Regulatory Framework.	B.N. 1,3
CO: 2				
LO2: Understand the need and significance of Money market, capital market				
10	3	Capital Markets	Need & Significance of Capital Markets, Players in Capital Markets,	B.N. 2, 3

11			Major Trends in Capital Market, Globalization of the Markets	B.N. 1, 2
12			Regulation of the Capital Markets	B.N. 1, 2
13			Role of SEBI in regulating capital market.	B.N. 1, 3
<b>CO: 2</b>				
<b>LO3:</b> Describe the functions of Primary Market				
14	4	Primary Market	Evolution of the Primary Market	B.N. 1, 2
15			Functioning of the Primary Market	B.N. 1, 2
16			Players in the Market, Price Determination Process.	B.N. 2, 3
<b>CO: 2</b>				
<b>LO4:</b> Describe the concept of trading system, clearing mechanism of secondary market.				
17	5	Secondary Markets	Trading System, Clearing Mechanism,	B.N. 2, 3
18			Settlement System, Construction of Indices.	B.N. 1, 3
19			Linkages and Relationship between Various Markets	B.N. 1, 3
<b>CO: 2</b>				
<b>LO5:</b> Define the concept of Bond Market. Define fixed rate and floating rate Bonds.				
20	6	Bond Market	Evolution of the Bond Market	B.N. 1, 2
21			Fixed Rate and Floating Rate Bonds – Types of Bond	B.N. 2, 3
22			Innovative Bond Issuance Structures	B.N. 2, 3
<b>CO: 1,2</b>				
<b>LO6:</b> Describe Non banking finance companies (NBC's)				
23	7	Non Banking Finance Companies (NBFCs)	Evolution & Services Provided by NBFCs	B.N. 1, 3
24			Regulatory Framework of NBFC	B.N. 2
25			Registration and Classification.	B.N. 3

<b>CO: 3</b>				
<b>LO7:</b> Describe technology and impact of technology on the market. Discuss Foreign				
26	8	Technology and the Markets	Impact of Technology on the Market,	B.N. 1, 2
27			On-Line Clearing & Settlement, Technology to Integrate Global Markets	B.N. 2,3
28			Technology and the Payment System	B.N. 3,5
29			E-Commerce and the Financial Markets.	B.N. 1,2
<b>CO: 2</b>				
<b>LO8:</b>				
30	9	Foreign Exchange Markets	Introduction	B.N. 2
31			Institutions into Forex Trading	B.N. 2,3
32			Players.	B.N. 3
<b>Assignment</b>				
<b>CO: 4</b>				
<b>LO9:</b> Awareness of Forex Trading and its players				

**VI: Book Reference:**

1. Bharti V. Pathak, Indian Financial System, Pearson Education.
2. M.Y.Khan, Indian Financial System, The Tata McGraw Hill Publishing Company Limited, New Delhi.
3. L.M. Bhole, Financial Institutions and Markets – Structure, Growth and Innovation. Tata McGraw Hill Publishing company Ltd. [SEP]

**VII: Note:**

1. There will be 6 unit wise class tests/assignments/presentations of equal weightage.
2. There will be two major group assignments, group size 3-4, each group will be given separate topics for team building exercise.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

<b>VIII: Rubric for Internal Assessment</b>			
<b>Subject: Financial Markets and Environment</b>			
<b>MBA BE II Sem</b>			
<b>Goal :</b> To enhance the student knowledge of the role and structure of the Financial system and financial markets and make them understand the key concepts such as primary market, secondary market, money market, capital market, bond market .			
<b>Objective:</b> The objective of this course is to help the students gain understanding of the functions and responsibilities of the manager, provide them tools and techniques to be used in the performance of the managerial job, and enable them to analyze and understand the environment of the organization.			
<b>12-15 Marks</b>	<b>08-11 Marks</b>	<b>04-07 Marks</b>	<b>00-03 Marks</b>
<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>
<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>
%.... students were outstanding with an analytical framework and will be able to understand the operations of financial markets and institutions. The students were able to identify the environmental implications and use appropriate analytical techniques to identify and solve business problems.	%....students were accomplished and able to an analytical framework and will be able to understand some of the operations of financial markets and institutions. Most of the students were able to identify the environmental implications and use appropriate analytical techniques to identify and solve business problems.	%.... students fall in this criterion. They showed minimal knowledge of the subject.	%....students need More efforts to understand the concept of Financial Markets and Environment. They were not able to identify the environmental implications correctly and is not able to use appropriate analytical techniques to solve business problems.

**IX: Scheme of Internal Marks:**

<b>Class Participation</b>			<b>Internal Assessment</b>		<b>TOTAL 75</b>	<b>Final Internal Marks Out of 15</b>
<b>Presentation out of 15</b>	<b>Quiz out of 15</b>	<b>Assignment out of 15</b>	<b>Viva out of 15</b>	<b>Internal Test Out of 15</b>		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE****Lesson Plan****Subject:** Management Information System**Session:** January - June**Class:** MBA (B.E.) - II Sem

**I: Objective of course:** The objective of this paper is to understand the application of various information tools to have a source of internal and external data for the organization.

**II: Examination:** The faculty member will award internal marks out of 15. The end semester examination will be worth 85 marks having theory and cases/practical problems. There will be 7/8 questions out of which a student will be required to attempt any 5 questions.

**III: Course Outcomes (CO):**

- CO1: To understand the applications of information tools in Business operations
- CO2: To study the development process of Management Information System
- CO3: To learn use of information system to achieve business competitive advantages
- CO4: To understand the role of Information System in Managerial Decision Making

**IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	1			2			1	1
CO 2				2				
CO 3					2			1
CO 4	2	1		2	3	2		1

**V: Session Plan:**

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	System concept	Introduction of system, Definitions	B.N. 7
2			Characteristics of a system, Features of system	B.N. 7
3			Elements of system, Advantages of system	B.N. 7
4			Types of systems, Applications	B.N. 7
CO: 1				
LO1: To understand the concept of system in organization.				
5	2	Introduction to MIS	Introduction. Definition Information System, Applications	B.N. 2
6			Types of Information system, Characteristics of MIS	B.N. 2
7			System Approaches	B.N. 2
8			The principle of Synergy	B.N. 2
A-1. First assignment, submission within 3 days				
CO: 2				
LO2: To describe advantages of Management Information System (MIS).				
9	3	Structure of MIS	Management activity organizational function part 1	B.N. 2

10			Management activity organizational function part 2	B.N. 2
11			MIS conceptual structure	B.N. 2
12			MIS physical structure	B.N. 2
<b>A-2. Group assignment, Submission within 5 days</b>				
<b>CO: 3</b>				
<b>LO3:</b> To understand the conceptual and physical structure of MIS				
13			Introduction, SDLC feasibility study	B.N. 7
14			SDLC analysis, SDLC design	B.N. 7
15			SDLC implementation	B.N. 7
16			Maintenance approaches of MIS development	B.N. 7
<b>A-3. Presentations</b>				
<b>CO: 2</b>				
<b>LO4:</b> To aware about different phases of system development life cycle				
17			Structured analysis tools	B.N. 7
18			DFD – Data Flow Diagrams	B.N. 7
19			Decision Tree	B.N. 7
20			Decision table	B.N. 7



CO: 3				
LO5: To know about system analysis tools and techniques				
21	6	MIS as a project	a) Planning for the new MIS	B.N. 7
22			b) Conceptual system design	B.N. 7
23			c) Detailed design	B.N. 7
24			d) Implementing the new system	B.N. 7
CO: 2				
LO6: To make the students aware about different phases of MIS project				
25	7	Programmed & Non Programmed decision	Programmed & Non Programmed decision.	B.N. 2
26			Decision Support system	B.N. 2
A-4. Group presentations				
CO: 4				
LO7: To know about managerial decision and its types and how DSS is supporting in decision making				
27	8	Using information system to achieve competitive advantage	Porters competitive Forces model	B.N. 2
28			Information system strategies for dealing with competitive forces	B.N. 2
29			The business value chain model	B.N. 2
CO: 3				
LO8: To know about advantages of information system in business competition				

30	9	Securing information systems	Business value of security & control	B.N. 2
31			Establishing a Framework for security	B.N. 2
32			Tools & technologies for security	B.N. 2
A-5. Class test				
CO: 3,4				
LO9: To make the students aware about the importance of securing system and use of tools and technique for systems				

## VI: Book Reference

1. Information System Management in practice sixth edition, Pearson education, New Delhi.
2. Management Information System, Loudon & Loudpn, Pearson edition, New Delhi.
3. Information System For Management - Murdick Ross, Printice Hall Publication.
4. Management Information System - D.PiGoyal, Mac Millan India Ltd
5. Information System Management in practice sixth edkion, Pearson education, New Delhi.
6. Management Information System, Louden aid Louden, Pearson edition, New Delhi.
7. Information System For Management- Murdick Ross , Printice Hall Publication.
8. Managing With Information— Jerome Kanter , Printice Hall Publication.
9. Management Information System — Banerjee Utpal , Vikas Publishing House Ltd
10. MIS - Malik Kamna , Excel Books
11. Management Information System — B.P.Goyal, Mac Millan India Ltd
12. Management Information System - Davidson , McGraw Hill Publication

## VII Notes:

1. There will be individual assignment, presentations and group assignments.
2. Class tests will be based on theoretical and practical aspect of the subject.
3. Class performance and discipline will be an important factor for assessing internal marks.
4. The result of each tests/assignment will be declared within one week.
5. Late submissions will not be accepted in any case.
6. Attendance will be a major factor for assessing class performance.

<b>VIII: Rubric for Internal Assessment</b>			
<b>Subject: Management Information System</b>			
<b>MBA BE II Sem</b>			
<b>Goal :</b> Understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision-making.			
<b>Objective:</b> The objective of this paper is to understand the application of various information tools to have a source of internal and external data for the organization.			
<b>12-15 Marks</b>	<b>08-11 Marks</b>	<b>04-07 Marks</b>	<b>00-03 Marks</b>
<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>
<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>
% of the student can apply Management Information Systems knowledge and skills learned to facilitate the acquisition, development, deployment, and management of information systems.	% students have lesser knowledge and skills learned to facilitate the acquisition, development, deployment, and management of information systems.	% Offers minimal knowledge and skills learned to facilitate the acquisition, development, deployment, and management of information systems.	% Have Low degree of knowledge and skills learned to facilitate the acquisition, development, deployment, and management of information systems.

**IX: Scheme of Internal Marks:**

<b>Class Participation</b>			<b>Internal Assessment</b>		<b>TOTAL 75</b>	<b>Final Internal Marks Out of 15</b>
<b>Presentation out of 15</b>	<b>Quiz out of 15</b>	<b>Assignment out of 15</b>	<b>Viva out of 15</b>	<b>Internal Test Out of 15</b>		

**Lesson Plan****Subject: Operation Research****Session: Jan - June****Class: MBA(BE) II sem**

**I: Objective of the Course:** The objective of this course is to help the students acquire quantitative tools, and use these tools for the analysis and solution of business problems. The emphasis will be on the concepts and application rather than derivations.

**II: Examination:** The faculty member will award marks out of a maximum of 15 marks (Internal Evaluation) .

The semester examination will be worth 85 Marks (External evaluation). It will have two sections A & B, Section A worth 25 will consist of 5 theory questions out of which student will be required to attempt all five questions. Section B worth 60 marks will have 5 numericals problem out of which student will required to attempt any four questions.

**III: Course Outcomes (CO):**

- CO1: Understand the basic concepts of different advanced models of operations research and their applications into business. (Unit-1)
- CO2: Apply the models to incorporate rational decision making process in real life situations. (Units- 2, 3, 4, 5, 6, 7, 8)
- CO3: Formulate organizational problems into OR models for seeking optimal solutions. (Units- 2, 3, 4, 5, 6, 7, 8)
- CO4: Understand & use analytical and numerical techniques to make predictions and decisions. (Units- 2, 3, 4, 5, 6, 7, 8)

**IV:PO-CO Mapping : HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	-	1	-	2	3	-	-	-
CO 2	-	-	-	2	3	-	-	-
CO 3	1	1	-	2	3	1	-	1
CO 4	1	-	-	3	2	2	-	1

**V: Session Plan:**

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Quantitative Techniques And Operation Research	Meaning, Scope of Quantitative Techniques	B.N:2, B.N:9
2			Operations Research In Management, Advantages And Limitations of Quantitative Techniques.	
CO: 1				
LO1: To familiarize students with the basic concepts, models and statements of the operations research theory.				
3	2	Linear Programming	Meaning of Linear Programming, Advantage And Limitationsof LPP, General Mathematical Formulation	B.N:2, B.N:9
4			Graphical Analysis of LPP	
5			Simplex Method, Minimization case	
6			Big-M Method	
7			Simplex Method, Maximization case	
8			Two-Phase Method of simplex	
9			Duality And Post Optimality	
First Group Assignment: Importance of LPP in various Management field				
CO: 2,3,4				
LO2: Solve linear programming problems using appropriate techniques and optimization solvers, interpret the results obtained and translate solutions into directives for action.				
10	3	Assignment Problem	Assignment Model As A Particular case of Transportation Problem	B.N:5, B.N:9
11			Formulation of Assignment Problems, Solution of Assignment Problems Using Hungarian Method (Minimization )	
12			Hungarian Method (Maximization), Solution of Assignment Problems Using Hungarian Method ( Route Allocation)	

13			Travelling Salesman (Stage Coach),	
14	3	Transportation Model	Introduction of Model,Basic Feasible Solution through NWCR,LCM, RM,CM & VAM	B.N:6, B.N7
15			Vogel’s Approximation Method, Optimization (maximization)	
16			Modified Distribution Method	
17			Modified Distribution Method	
18			Stepping Stone Method	
A-2: Second Assignment (Worksheet)				
CO: 2,3,4				
LO3: Become familiar with the types of problems that can be solved by applying a transportation model and also with the assignment model as a special case of transportation model.				
19	8	Game Theory	Introduction To Games, Maximin And Minimax Principles, Pure And Mixed Strategies	B.N:4 , B.N:8
20			Solutions of Games Using – Algebraic and	
21			Graphical Methods	
22			Game Theory and Linear Programming	
CO: 2,3,4				
LO8: Able to draw Network for projects and can identify the PERT and CPM for network.				
23	7	Replacement Models	In trodution, Scope In Management, Individual Replacement	B.N:3, B.N:11
24			Individual Replacement with time value of Money	
25			Group Replacement	
A-3: Third Assignment (Worksheet)				
CO: 2,3,4				
LO7: Represent strategic situation as a game and obtain adequate solution to the situation with the help of game theory.				
26	9	Network Analysis	Introduction to CPM	B.N:5, B.N:9
27			Technique and Its Applications	
28			Concept of Floats & its Application	B.N:6, B.N9
29			Understanding PERT Problem	
A-4: Fourth Assignment (Worksheet)				
CO: 2,3,4				
LO9: Understanding of CPM, PERT and their applications				

30	5	Dynamic Programming	Nature of Dynamic Programming Problem, Dynamic Programming Solutions	B.N:2, B.N:10
31			Integer Linear Programming: Meaning, Application, Integer Programming Algorithm ( Branch & Bound Algorithm, Cutting Plan Algorithm)	
CO: 2,3,4				
LO5: Able to solve multi-level decision problems using dynamic programming method using deterministic and stochastic dynamic programming approaches.				
32	4	Inventory Management	Meaning & Type, Inventory Decisions, EOQ Model	B.N:3, B.N:12
Second Group Assignment: How OR helps in business decisions?				
CO: 2,3,4				
LO4: Become familiar with the concept of Inventory Management and able to take decisions regarding inventory management.				

**VI: Book References:**

- 1 S.D. Sharma, Operations Research, Meenit, Kedar Nath Ram Nath and Co 8 Edn., 2002
- 2 Hamdy A.Taha, Operations Research: An Introduction, Pearson 2008
- 3 H.M. Wagner, Principles of Operations Research with Application to Managerial Decisions,
- 4 Chawla, Operation Research, Kalyani Publication Ludhiyana, 2009
- 5 Sharma Anand, Operation Research, 2008, Himalaya Publishing House
- 6 Kalawati, Operations Research, Vikas Publication Pvt.ltd. 2008
- 7 Winston, Operation Research Application and Algorithm, Cengage Learning 2008
- 8 P.K. Gupta and D.S. Hira, Operations Research, New Delhi, Sultan Chand Publications, 2000.
- 9 V. K. Kapoor, Problems and Solutions in Operations Research, New Delhi, Sutan Chand and Sons, 2001
- 10 RD. Vohra. Quantitative Techniques, New Delhi, Tata McGraw Hill Publications, 15 Ed., 2003.
- 11 Bobby Srinivasan and C.L. Sandblom, Quantitative Analysis for Business Decisions, Singapore, McGraw Hill Publications, 2001
- 12 C.R. Kothari, An Introduction to Operational Research , New Delhi, Vikas Publications, 3rd Ed., 2009

**VII: Note:**

- 1 There will be Four home assignments, each carry 0.5 marks.
- 2 Two major group Assignments based on the practical aspect of the subject.
- 3 There will be one major Internal Test
- 4 Group size will be 4-5 students, & each group will be given separate topic of assignment
- 5 Class performance & Discipline will be an important factor for assessing internal marks.
- 6 Attendance will be multiplying factor as per given in academic plan

<b>VIII: Rubric for Internal Assessment</b>			
<b>Subject: Operation Research</b>			
<b>MBA BE II Sem</b>			
<b>Goal :</b> To make students able to use operation research as a helpful tool for solving complex problems under uncertainty, and understand methods that quantify issues and give business managers a better basis for making decisions.			
<b>Objective:</b> The objective of this course is to help the students acquire quantitative tools, and use this tools for the analysis and solution of business problems. The emphasis will be on the concepts and application rather than derivations.			
<b>12-15 Marks</b>	<b>08-11 Marks</b>	<b>04-07 Marks</b>	<b>00-03 Marks</b>
<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>
<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>
__% Students are exceptionally good with the understanding of quantitative tools. Students are able to analyse these tools and also able to relate application of these tools with real life situations.	__% Shows high understanding of subject and relate tools and techniques with real life managerial problems at some extant.	__% students have basic understanding of concepts and getting stuk between the problems, they find it difficult to relate it with real life managerial problems.	__% of students found difficulty to understand the concept. Students fails to corelate concepts with real life managerial problems, need more practice for improvement.

**IX: Scheme of Internal Marks:**

<b>Class Participation</b>			<b>Internal Assessment</b>		<b>TOTAL 75</b>	<b>Final Internal Marks Out of 15</b>
<b>Presentation out of 15</b>	<b>Quiz out of 15</b>	<b>Assignment out of 15</b>	<b>Viva out of 15</b>	<b>Internal Test Out of 15</b>		



IPS ACADEMY, IBMR, INDORE (M.P.)  
**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR),  
INDORE**

**Lesson Plan**

**Subject:** Financial Management and Corporate Finance

**Session:** Jan-June

**Class:** MBA (BE) - II Sem

**I: Objective of course:** The objective of this paper is to understand the different sources of finance, available for any corporate

**II: Examination:** The faculty member will award internal marks out of 15marks .The semester examination carrying 85 marks.

**III: Course Outcomes (CO):**

- CO1: To understand the financial management, significance of financial management and functions financial manager.
- CO2: To analyze the financial statements by using various financial tools and application of fund flow statement and cash flow statement.
- CO3: Describe cost of capital, capital budgeting and analysis of the same by applying various techniques.
- CO4: Analyze the investment decisions by using various financial tools and understanding of working capital concept and dividend decisions.

**IV:PO-CO Mapping : HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3	2						
CO 2		2			1	2		
CO 3					2		3	
CO 4	3				2		3	

**V: Session Plan:**

Lecture No.	Unit No.	Topics	Sub Topic	References
1	1	Introduction	Meaning and Evolution, Significance Nature	B.N.1
2			Objectives of financial Management. Functions of a financial manager.	B.N.1
CO: 1				
LO1: Conceptual understanding of financial Management				
3	2	Fund flow statement	Meaning & uses	B.N.2
4			Preparation of Fund flow statement	B.N.2
CO: 2				
LO2: Preparation of Fund flow statement				
5	3	Cash Flow statement (AS^3)	Meaning & uses	B.N.3
6			Preparation of Cash flow statement	B.N.3
7			Differences between Cash Flow & Fund Flow	B.N.3
8	Presentations No. 1			
		Assignment- No.1 (Based on Numerical /Case Studies)		
CO: 2				

LO3: Describe the concept of Cash flow statement to show the changes in balance sheet and income affect cash and cash equivalent and separate operating investing and financing activities				
8	4	Cost of capital	Concept of Cost of Capital	B.N.3
9			Computations of cost of debt	B.N.3
10			Computations of cost of equity & preference capital	B.N.3
11			Weighted Average Cost of Capital	B.N.3
CO: 3				
LO4: Describe the concept of cost of capital				
12	5	Capital Budgeting	Meaning & Significance of Capital	B.N.4
13			Concept of DCF and Non DCF methods of Investment Appraisal	B.N.4
14			Computations of Payback period & ARR	B.N.4
15			Computations of NPV & IRR	B.N.4
16			Accept & reject decisions interpretations	B.N.4
17	Presentations No. 2			
Assignment- No.2 (Based on Numerical /Case Studies)				
CO: 3				
LO5: Define the capital Budgeting methods, apply these methods to evaluate and compare different types of projects				
18	6	Working capital management	Meaning and concept	B.N.3
19			Operating cycle.	B.N.3

20			Factors affecting working capital management.	B.N.3
21			Sources of working capital	B.N.3
22			Determination of working capital by Balance sheet Method.	B.N.3
23			Determination of working capital by Operating Cycle Method	B.N.3
24			Determination of working capital Cash Cost basis Method	B.N.3
<b>CO:</b>				
<b>LO6:</b> Describe the concept and methods of working capital management and apply the tools to measure the amount of working capital				
25			Concepts of Dividend in a Company	B.N.3
26			Determinants of Dividend	B.N.3
27			Forms of Dividend	B.N.2
28	7	Dividend decision	Retention vs. Distribution of Dividend	
29			Relevance theories of Dividend	B.N.2
29			Irrelevance theories of Dividend	B.N.2
30			Calculations of Market price per share.	B.N.2
<b>Assignment- No. 3 (Based on Numerical /Case Studies)</b>				
31	<b>Presentations No. 2</b>			
32	<b>Group presentation</b>			

**CO: 4****LO7:** Describe the forms and practices of dividend in a company.**VI: Book references:**

1. I.M. Pandey, Financial Management, Vikas Publication House, 8th Ed., 2009
2. M.Y. Khan and PK Jain, Financial Management, Delhi, TMH, 4th Edition, 2007
3. Shashi K. Gupta & R. K Sharma, Financial Management, Kalyani Publishers, 6th Edition, 2008
4. S. P gupta, financial management, Sahitya Bhawan publication,
5. Kulkarni, financial management, 2008, Himalaya publishing house
6. Chandra Bose Fundamentals of Financial Management, PHI, 2009
7. sharan.v. Financial management, Pearson education; second edition, new delhi.
8. Prasanna Chandra, financial management, New delhi, tmh, 2004

**VII: Notes:**

- 1 There will be two assignments, each carry 1.5 marks.
- 2 Two group presentation based on the practical aspect of the subject.
- 3 There will be one major Internal Test.
- 4 Group size will be 4-5 students, & each group will be given separate topic of presentation.
- 5 Class performance & Discipline will be an important factor for assessing internal marks.
- 6 Attendance will be multiplying factor as per given in academic plan.

<b>VIII: Rubric for Internal Assessment</b>			
<b>Subject: Financial Management and Corporate Finance</b>			
<b>MBA BE II Sem</b>			
Goal : To acquire the skills necessary to manage a financial firm, to describe and apply financial concepts, theories, and tools, and to evaluate the role of technology and the legal, ethical and economic environment as it relates to financial institutions.			
Objective: The objective of this paper is to understand the different sources of finance, available for any corporate. To acquaint the students with the fundamentals and practices of corporate governance in India. This course also critically analyses stakeholder participation in decision-making and the moral obligations of corporate managers.			
<b>12-15 Marks</b>	<b>08-11 Marks</b>	<b>04-07 Marks</b>	<b>00-03 Marks</b>
<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>
<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>

___% Students shows exceptionally high understanding of business finance concept. Students show skills of financial analysis and making financial decisions according to analysis. Students also show high familiarity with the financial tools and relationship of these tools with managerial decision making.	___% students show strong understanding of concepts but making mistakes. Some time found difficult to relate with practical aspect of subject.	___% students show good understanding of concepts, found difficult to solve completely and stuck between the problems. Required more conceptual clarity for relating practical and theory.	___% students show basic understanding of concepts, and found very much difficult to show relationship between financial tools and managerial decision making.
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**IX: Scheme of Internal Marks:**

Class Participation			Internal Assessment		TOTAL 75	Final Internal Marks Out of 15
Presentation out of 15	Quiz out of 15	Assignment out of 15	Viva out of 15	Internal Test Out of 15		

**IPS ACADEMY**  
**INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH, INDORE**

**Lesson Plan**

**Subject:** International Economics

**Session:** Jan.-July

**Class:** M.B.A II Sem (BE)

**I: Objective of the course:**

The objectives of this course are to help the student to gain an understanding of theories & concepts of International Economics, trade relations, international organization, policies and procedures.

**II: Examination:**

The faculty member will award internal marks out of 15 (5 for Tests and 10 for class participation). The semester examination carrying 85 marks & students have to attempt any 5 questions from given choice of 7 questions.

**III: Course Outcomes (CO):**

- To have conceptual understanding of key concepts of international trade & international finance.
- CO1: international finance.
- To analyze the link between trade, international finance & economic growth of various countries.
- CO2: various countries.
- CO3: To have understanding and determinants of exchange rates & balance of payments.
- To understand the distributional consequence of trade & issues surrounding globalization.
- CO4: globalization.

**IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2		3				2	
CO 2	2		3	2		2	3	3
CO 3				2		3		2
CO 4			2	3		2		2

**V: Session Plan:**

Lecture No.	Unit No.	Topic	Sub - Topic	Reference
1	1	International Economics: Basis and Theories	Distinct features of international trade.	B.N. 4
2			The classical theories of international trade	B.N. 4
3			Concept of reciprocal demand in the theory of comparative costs.	B.N.4
4			Modern theory of international trade: relevance & applications.	B.N.4
Assignment: Group Assignment on Write up of concepts of theories.				
CO: 1				
LO1: Familiarity with main economic theories & models of international trade.				
5	2	Term of Trade & commercial policies	Term of Trade, Factors affecting term of trade	B.N.1,2
6			Free trade v/s protection	B.N.1,2
7			Commercial Policies: tariff	B.N. 4
8			Commercial Policies: dumping & countervailing measures	B.N.4
CO: 2				
LO2: To provide an insight in terms of trade.				
9	3	Balance of Payment	Composition & significance	B.N.4
10			Disequilibria in BOP	B.N.4
11			Cause & Measures for correcting	B.N.4
12			Marshall- Lerner approach of devaluation	B.N.4
13			Foreign Trade Multiplier	B.N. 4
14			Case: The Postwar Balance of Payment of the U.S., Dominick Salvatore, 7 <sup>th</sup> Edition, pp.443	
CO: 1,3				
LO3 To provide an insight in balance of payments & economic transactions around the world.				
15	4	Foreign Exchange Determination	The purchasing power theory Case: A Simple Test of Relative Purchasing Power Parity, Raj Kumar, Excel Books, pp. 528	B.N. 3,4
16			The balance of payment theory	B.N. 3,4



17			Fixed & Flexible exchange rates	B.N. 3,4
18			Exchange control: Meaning	B.N. 3,4
19			Objective & methods of exchange control	B.N. 3,4
20			Appreciation & Depreciation of currency	B.N. 3,4
21			Spot & forward exchange rate	B.N. 3,4
22			Volatility of exchange rates in relation to dollar & euro	B.N. 3,4
23			Currency Convertibility	B.N. 3,4
<b>Assignment: Submit the assignment on 5 yrs changes in Exchange rate of Asian Countries</b>				
<b>CO: 4</b>				
<b>LO4:</b> To provide familiarity with the role of conventions in exchange rate quotations and trading foreign exchange markets.				
24			W.T.O. Case : India, Services & WTO, Raj Kumar, Excel Books, pp.507	B.N. 2,3,4
25			Globalization	B.N. 2,3,4
26			International Capital Movement	B.N. 2,3,4
27			Private Foreign Investment	B.N. 2,3,4
28			IMF- objective & functions	B.N. 2,3,4
29			IMF & India	B.N. 2,3,4
30			Trade Blocks: EU, NAFTA	B.N. 2,3,4
31			ASEAN	B.N. 2,3,4
<b>Assignment: Submit the write up on recent developments in trading blocks.</b>				
<b>CO: 3,4</b>				
<b>LO5:</b> To understand the relationship between changes of exchange rates & dynamics of fundamental economic factors (BOP, Interest rates etc)				
32	6	Direction & Trends	Directions & Trends in India's balance of payment since reform period.	B.N. 4
<b>CO: 3,4</b>				
<b>LO6:</b> To gain understanding of major financial institutions of the world – WB, IMF, WTO etc.				

**VI: Reference Book:**

1. International Economics- B.O Sodersten, The Macmillan Press Ltd. London, III Edition, 1994.

2. International Economics- M.L. Jhingan, Vrinda Publishing House Ltd.
3. International Economics- H.G. Mannur, Vikas Publishing House Ltd.
4. International Economics- D.M. Mithani, Himalaya Publishing House.

**VII: Note:**

1. There will be 4 class tests/assignments/presentations of equal weightage.
2. There will be two major group assignments, group size 3-4, each group will be given separate topics for understanding the practical approach of International Marketing.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

<b>Rubric for Internal Assessment</b>			
<b>Subject: International Economics</b>			
<b>MBA BE II Sem</b>			
<b>Goal :</b> Students will be able to gain a solid understanding of the theoretical and conceptual principles of International Economics and to analyze the link between trade, international finance & economic growth of various countries.			
<b>Objective:</b> To gain an understanding of concepts of International Marketing, types of international markets, demand and supply position in international markets, import-export documentation, policies and procedures of foreign trade.			
<b>12-15 Marks</b>	<b>08-11 Marks</b>	<b>04-07 Marks</b>	<b>00-03 Marks</b>
<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>
<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>
%.... students were outstanding and have conceptual understanding of key concepts of international trade & international finance. Students have good understanding of relationship between changes of exchange rates & dynamics of fundamental economic factors as well as determinants of exchange rates & balance of payments.	%.... students were accomplished and able to articulate some of the concepts of international trade & international finance. Students have average understanding of relationship between changes of exchange rates & dynamics of fundamental economic factors	%.... students fall in this criterion. They showed minimal knowledge of the subject.	%....student fall in this criterion. They were not able to demonstrate strategies and tactics that can lead to successful international economics given those environmental constraints.

**IX: Scheme of Internal Marks:**

<b>Class Participation</b>			<b>Internal Assessment</b>		<b>TOTAL 75</b>	<b>Final Internal Marks Out of 15</b>
<b>Presentation out of 15</b>	<b>Quiz out of 15</b>	<b>Assignment out of 15</b>	<b>Viva out of 15</b>	<b>Internal Test Out of 15</b>		

**INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH****IPS ACADEMY, INDORE****Lesson Plan**

**Subject:** Macro Economic Analysis & Policy  
Dec2017

**Session:** July -

**Class:** M.B.A. (BE) II Sem

**I: Objectives of course:** - The objective of this course is to develop understanding about the function of economy of any country.

**II: Examination:** The faculty member will award internal marks out of 15 (4 for Tests and 11 for class participation). The semester examination carrying 85 marks will have two sections A and B. Section A worth 60 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 25 marks will contain one or more cases/Numerical.

**III: Course Outcomes (CO):**

- CO1: Relate the basic Economic theory and Principles to current Macro Economic issues  
To get an overview of different theories of money and assess the role and efficacy of the
- CO2: fiscal and monetary policy in IS-LM.
- CO3: Demonstrate an understanding the basic functioning of national and global economy.  
Develop the understanding of the theories that related to existence of money, explaining
- CO4: why it is demanded by individuals and used in trading process.

**IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	3		2	2				2
CO 2		2		2				
CO 3							2	2
CO 4				2		2	3	3

**V: Session Plan:**

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	Unit 1	Introduction	Meaning, scope and application of Macro Economics.	B.N.1 & B.N. 3
2			Meaning, scope and application of Macro Economics	B.N.1 & B.N. 3  B.N.1 & B.N. 3
3			Concept of stock and flow variables.	B.N.1 & B.N. 3
A-1 First Assignment Submission within 3 Days				
CO:1				
LO1: To explain concepts of Macro Economics with circular flow of income				
4	Unit 2	National Income	National Income- Meaning, Measurement	B.N.1 & B.N. 6
5			National Income- Meaning, Measurement	B.N.1 & B.N. 3
6			Relationship with Economic Welfare.	B.N.1 & B.N. 3
CO:1,2				
LO2: Analyse various economic indicators related to national income				

Lecture No.	Unit No.	Topic	Sub Topic	Reference
7	Unit 3		Theory of Money Supply,	B.N.1 & B.N. 6
8	Unit 3		components of Money Supply	B.N.1 & B.N. 3
9			components of Money Supply & money multiplier	B.N.1 & B.N. 3
10			Interest rate And Liquidity Preference Theory.	B.N.1 & B.N. 7
A-2 Second Assignment Submission within 3 Days				
CO:3,4				
LO3: To understand the money supply and its real effects on economy.				
11	Unit 4	T-heory of money	Quantity theory of money-Views of Fisher, Cambridge School and Friedman.	B.N.1 & B.N. 6
12			Quantity theory of money-Views of Fisher, Cambridge School and Friedman.	B.N.1 & B.N. 6
CO:1,4				
LO4: To develop understanding of classical and quantity theory of money				

Lecture No.	Unit No.	Topic	Sub Topic	Reference
13	Unit 5		Classical Economics vs. Keynesian Economics.	B.N.1& B.N. 2
14			Neo-classical & Rationale Expectation Theory.,	B.N.1& B.N. 5
A-3 Third Assignment (case study)Submission within 3 Days				
CO:4				
LO5: To understand Keynesian and neoclassic perceptive of economics				
15	Unit 6	Income Determination	Model of Income Determination- simple model with consumption function,	B.N.12& B.N. 3
16			Model of Income Determination- simple model with consumption function,	B.N.12& B.N. 3
17			Investment function,	B.N.12 & B.N. 3
18			Concept of multiplier and accelerator, Govt. Sector, Foreign Sector and multiplier.	B.N.12 & B.N. 3
19			Policy Implication IS-LM analysis	B.N.1& B.N. 6
20			Integration of Product and Money market Effects of shifting IS and LM curves.	B.N 6
A-4 Fourth Assignment Submission within 3 Days				
CO:1,4				
LO6: Demonstrate the determinants of long term economic growth, including role of saving and investment on the growth of economy				
21	Unit 7	Business cycles	Business cycles -	B.N 2 & B.N. 7

Lecture No.	Unit No.	Topic	Sub Topic	Reference
			Meaning and Phases.	
22			Theory of Hicks, Henson and Keynes. Inflation^, Recession, Stagflation.	B.N 6
23			Measures to control Inflation	B.N 6
24			Measures to control Inflation	B.N 6& B.N 7
A-4 Fourth Assignment Submission within 3 Days				
CO:1,3				
LO7: Understand the causes, consequences of business cycles and inflation				
25	Unit 8	Policy	Monetary Policy	B.N 1 & B.N. 5
26			Monetary Policy	B.N 2& B.N 7
27			Fiscal Policy	B.N 4& B.N 7
28			Fiscal Policy instruments and Relationship	B.N 1
CO:2				
LO8: To understand the implication of interference of monetary and fiscal policy in economy				
29	Unit 9	Application of the Input-output Model	Input-output Model, Presentation of Input-output System and Assumptions,	B.N 6
30			Solution of Input-output Model,	B.N 5
31			Application of the Model in Macro Economic Equilibrium	B.N 5 & B.N 7
32			Application of the Model in Macro Economic Equilibrium	B.N 5 & B.N 7
A-5 Fifth Assignment Submission within 3 Days				

Lecture No.	Unit No.	Topic	Sub Topic	Reference
<b>CO: 4</b>				
<b>LO9:</b> Develop skills to assess the environmental impacts associated with production and consumption activities.				

## VI: Reference Book

1. Macro Economic Theory, E. Shapiro, Galgotia Publications, Vth Edition, 2007.
2. G. Acseley: Macro Economic Theory
3. E. Dinlio: Macro Economic Theory
4. M.B.Slovin & M.E.Sushka: Macro Economic Theory
5. C.R. Rangarajan and H.Dholakia: Principles of Macro Economics
6. Macro Economic Theory and Practice, H.L. Ahuja, Sultan Chand and Sons.10\* Edition 2004.
7. Principle of Economics, D.N. Dwivedi, 2<sup>nd</sup> edition.

## VII: Note

1. There will be 8 unit wise class tests/assignments/presentations of equal weightage.
2. There will be two major group assignments, group size 3-4, each group will be given separate topics for understanding the practical approach of Macro economics.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

Rubric for Internal Assessment
Subject: Macro Economic Analysis and Policy
MBA BE II Sem
<b>Goal :</b> Students will be able to gain a solid understanding of the theoretical and conceptual principles and develop the understanding of the theories that related to existence of money, explaining why it is demanded by individuals and used in trading process.
<b>Objective:</b> The objective of this course is to develop understanding about the function of economy of any country.



<b>12-15 Marks</b>	<b>08-11 Marks</b>	<b>04-07 Marks</b>	<b>00-03 Marks</b>
<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>
<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>
%.... students were outstanding and able to relate the basic Economic theory and Principles to current Macro Economic issues. Students are aware about the determinants of long term economic growth, including role of saving and investment on the growth of economy.	%.... students were accomplished and able to articulate some perspectives of Macro Economic Analysis & Policy. Some of the students were able to demonstrate determinants of long term economic growth, including role of saving and investment on the growth of economy.	%.... students fall in this criterion. They showed minimal knowledge of the subject.	%....student fall in this criterion. They were not able to demonstrate the basic understanding and functioning of national and global economy.

**IX: Scheme of Internal Marks:**

<b>Class Participation</b>			<b>Internal Assessment</b>		<b>TOTAL 75</b>	<b>Final Internal Marks Out of 15</b>
<b>Presentation out of 15</b>	<b>Quiz out of 15</b>	<b>Assignment out of 15</b>	<b>Viva out of 15</b>	<b>Internal Test Out of 15</b>		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE****Lesson Plan****Subject: Marketing research****Session: Jan-June****Class: M.B.A. (B.E) II Sem**

**I: Objectives of course:** The objective of the paper is to know the significance of market research before launching any new business proposal.

**II: Examination:** The faculty member will award internal marks out of 15. The semester examination carrying 85 marks will have two sections A and B.

**III: Course Outcomes (CO):**

- CO1: Discuss the scope and managerial importance of market research and its role in the development of international marketing strategies
- CO2: Provide a detailed overview of the stages in the international market research process
- CO3: Plan and undertake qualitative or quantitative Market Research and demonstrate the ability to appropriately analyze data to resolve marketing issues.
- CO4: Be able to integrate modern concepts of marketing with fundamentals of research to achieve higher customer value.

**IV:PO-CO Mapping : HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	1						2	2
CO 2						2		
CO 3							2	
CO 4						1	2	

**V: Session Plan:**

Lecture No	Unit No.	Topic	Sub-topic	Reference
1	1	Introduction to Research Methods	Meaning and role of business research	B.N. 1, 2 & 4
2			Objectives of business research	B.N. 1, 2 & 4

Lecture No	Unit No.	Topic	Sub-topic	Reference
3			Type of research	B.N. 1, 2 & 4
4			Research Process	B.N. 1, 2 & 4
5			Problems encountered by researcher	B.N. 1, 2 & 4
A-1 First Assignment Submission within 3 Days				
CO: 1				
LO1: Understanding to fundamentals of research methods				
6	2	Framework for International marketing research	Framework for International marketing research	B.N. 1, 2 & 3
7			Information required by international marketers	B.N. 1, 2 & 3
8			Gathering secondary information	B.N. 1, 2 & 3
9			Secondary Information abroad	B.N. 1, 2 & 3
10			Primary data collection	B.N. 1, 2 & 3
11			Organisation for International marketing Research	B.N. 1, 2 & 3
A-2 Second Assignment Submission within 3 Days				
CO: 2				
LO2: Indentify the framework for international marketing research and data handling & analysis				
12	3	Research Design	Selecting research problem	B.N. 1, 2 & 4
13			Defining research Problem	B.N. 1, 2 & 4
14			Need for research design	B.N. 1, 2 & 4

Lecture No	Unit No.	Topic	Sub-topic	Reference
15			Features of a good research design	B.N. 1, 2 & 4
16			Types of research design	B.N. 1, 2 & 4
17			Types of research design	B.N. 1, 2 & 4
18			Hypothesis testing	B.N. 1, 2 & 4
19			Hypothesis testing	B.N. 1, 2 & 4
A-3 Third Assignment Submission within 3 Days				
CO: 3				
LO3: Understanding research design concept				
21	4	Data Collection and analysis	Analysis and interpretation of primary and secondary data	B.N. 1, 2 & 3
22			Multiple regression	B.N. 1,2 & 4
23			Factor Analysis	B.N. 1,2 & 4
24			Cluster Analysis,	B.N. 1,2 & 4
25			Perceptual Mapping	B.N. 1,2 & 4
26			Multidimensional Scaling	B.N. 1,2 & 4
27			Discriminate and Canonical analysis,	B.N. 1,2 & 4

Lecture No	Unit No.	Topic	Sub-topic	Reference
28			Conjoint Analysis	B.N. 1,2 & 4
A-4 Fourth Assignment Submission within 3 Days				
CO: 4				
LO4: Acknowledging Data collection & analysis with various methods				
29	5	Interpretations and Report Writing	Meaning ,techniques and precautions in Interpretation	B.N. 1, 2 & 3
30			Significance, steps, layout and precautions in report writing.	B.N. 1, 2 & 3
CO: 2,3				
LO5: Understanding the report writing & Interpretations				
31	6	Application of Research	Relationship Marketing, CRM	B.N. 1, 2 & 3
32			SCM	B.N. 1, 2 & 3
A-5 Fifth Assignment Submission within 3 Days				
CO: 1,4				
LO6: Finding the applications of research marketing, relationship marketing, CRM and SCM				

**VI: Reference Book**

1. Marketing Research – Donald & till Del I. Hawkins
2. Marketing Research – David J. Huck Ronald S. Tubin
3. Marketing Research – Harper W. Boyd Relph Westfall Stanley F. Stasch
4. Marketing Research – SL Gupta

**VII: Note**

1. There will be five class tests /assignment/presentation of 10-15 minutes each without declaration of the date.
2. There will be three major tests based on the practical and theoretical aspect of the subjects. Marks of best of two major tests will be included in internal marks.
3. There will be two major group assignments; group size will be of 3 or 4 students. Each group will be given separate topic of assignment.
4. Class performance and discipline will be an important factor for assessing internal marks.
5. The result of each tests/assignment will be declared within one week.
6. If any student doesn't submit assignment on time, half marks credit will be given after submission of the assignment.
7. Attendance will be a multiplying factor as per given in academic plan.

<b>VIII: Rubric for Internal Assessment</b>			
<b>Subject: Marketing Research</b>			
<b>MBA BE II Sem</b>			
<b>Goal :</b> To have a general understanding of research and its use in areas of management research.			
<b>Objective:</b> To grasp and comprehend the methods and techniques used in research and provide with the knowledge and skill to undertake research. The objective of the paper is to know the significance of market research before launching any new business proposal.			
<b>12-15 Marks</b>	<b>08-11 Marks</b>	<b>04-07 Marks</b>	<b>00-03 Marks</b>
<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>
<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>
__% students show high orientation towards research. the scope and managerial importance of market research and its role in the development of international marketing strategies Shows complete understanding of research concepts and able to plan business research using scientific methods for managerial decisions.	__% students show good understanding of concepts, but need to correlate these concepts more appropriately with managerial problems.	__% students show little understanding of research concept and need more clarity of concept for correlating and planning researches for managerial decisions.	__% students show very basic understanding of subject and find it difficult to plan or design research for managerial problems. need improvement for conceptual knowledge Need to correlate research concepts with managerial problems

**IX: Scheme of Internal Marks:**

Class Participation			Internal Assessment		TOTAL 75	Final Internal Marks Out of 15
Presentation out of 15	Quiz out of 15	Assignment out of 15	Viva out of 15	Internal Test Out of 15		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH (IBMR), INDORE****Lesson Plan**

**Subject:** Service Marketing  
**Class:** MBA (BE) – II Semester

**Session:** Jan-Jun

**I: Course Objective:**

The objective of this paper is to understand the various processes of services and the related strategies for establishment of services as a successful product.

**II: Examination:**

The faculty member will award internal marks out of 15. The semester examination carrying 85 marks will have two sections A and B. Section A worth 60 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 25 marks will contain one or more Cases.

**III: Course Outcomes (CO):**

- CO1: Understand the challenges in service marketing and apply the basic concepts to understand the service sector.
- CO2: Appreciate the difference between marketing physical products and intangible services, including dealing with the extended services marketing mix.
- CO3: Understand how to integrate various SM Mix elements to develop effective service delivery plan in order to achieve sustainable customer value.
- CO4: Explain service blueprinting, the integration of new technologies, and Design service quality measurements to build customer loyalty.

**IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	1						2	2
CO 2						2		
CO 3							2	
CO 4						1	2	



**V: Session Plan:**

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Understanding Services	Service Sector & Economic Growth	B.N.1/B.N.2
2			Service Concept, Characteristics, Challenges in Service Marketing	B.N.1/B.N.2
3			Classification of Services	B.N.1/B.N.2
CO:1				
LO1: Understanding the concept of service sector				
4	2	Product	Service Offer, Features/Benefits	B.N.1/B.N.2
5			Types of New Services,	B.N.1/B.N.2
6			Service Development Stages	B.N.1/B.N.2
CO:2				
LO2: Understand the fundamental concepts of product & new service development stages				
7	3	Pricing	Service Pricing. Reaction of Consumer and competition to price change	B.N.1/B.N.2
8			Pricing methods,	B.N.1/B.N.2
9			Price Adjustment, Quality/Price	B.N.1/B.N.2
CO:3				
LO3: Understand different pricing methods & its application in business world				
10	4	Place (Distribution)	Place: Distribution of Services,	B.N.1/B.N.2
11			Major intermediaries for Service, Delivery	B.N.1/B.N.2
Assignment Submission				
CO:3				
LO4: Identify the distribution of services & major intermediaries				
12	5	Promotion	Identification of Target Market ,	B.N.1/B.N.2
13			Determination & Setting Objectives & Selection of Communication Mix	B.N.1/B.N.2
CO:3				
LO5: Identifying the target market & selecting communication mix for service promotions				
14	6	People	Employees, Motivation	B.N.1/B.N.2

Lecture No.	Unit No.	Topic	Sub Topic	Reference
15			Training & Development	B.N.1/B.N.2
16			Empowerment	B.N.1/B.N.2
17			Case Discussion	B.N.1/B.N.2
<b>CO:4</b>				
<b>LO6:</b> Understanding the employees and how to train, develop, motivate & empower them				
18	7	Physical Evidence	What is Physical Evidence & its relevance	B.N.1/B.N.2
19			Use of physical evidence in service delivery	B.N.1/B.N.2
<b>CO:4</b>				
<b>LO7:</b> Identify the concept of physical evidence, its relevance & use				
20	8	Process	Introduction, Blue print	B.N.1/B.N.2
21			Building a service Blue Print	B.N.1/B.N.2
22			Advantages of Blue Print	B.N.1/B.N.2
<b>Group Assignment Submission</b>				
<b>CO:4</b>				
<b>LO8:</b> Understand concept of blue printing in service process				
23	9	Differentiation	Differentiation Strategy	B.N.1/B.N.2
24			Positioning	B.N.1/B.N.2
<b>CO:3,4</b>				
<b>LO9:</b> Understanding the differentiation strategy & positioning				
25	10	Service from customers viewpoint	Customer contact with service organisation	B.N.1/B.N.2
26			Complaint handling and service recovery	B.N.1/B.N.2
27			Balancing demand and capacity	B.N.1/B.N.2
<b>CO:3,4</b>				
<b>LO10:</b> Acknowledgement to customer's view point, complaints & service recovery. Understanding concept of balancing demand and capacity				
28	11	Marketing in financial sector	Major differences in marketing approaches between financial and non-financial sectors	B.N.1/B.N.2

Lecture No.	Unit No.	Topic	Sub Topic	Reference
29			Key perquisites for success in financial products and service marketing.	B.N.1/B.N.2
30			Individualised marketing	B.N.1/B.N.2
31			Class Presentation	
32			Class Presentation	
<b>CO:4</b>				
<b>LO11:</b> Find the working of marketing and its approach in financial & non financial sectors				

**VI: Book References:**

1. Zeithmal, Bitner, Service Marketing (SIE), Tata McGraw Hill, New Delhi
2. Harsh V. Verma, Services Marketing, Pearson Education, New Delhi
3. Services Marketing: People, Technology, Strategy by Christopher Lovelock, Jochen Wirtz Prentice-Hall Series Publication.

**VII: Note:**

1. There will be several unit wise class tests/assignments/presentations of equal weightage.
2. There will be two major group assignments, group size 3-4, each group will be given separate topics for understanding the theoretical concepts.
3. Regular attendance, Class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

<b>VIII: Rubric for Internal Assessment</b>			
<b>Subject: Service Marketing</b>			
<b>MBA BE II Sem</b>			
<b>Goal :</b> Students will be able to define service marketing and understand what marketing means to business executives and academics and understand the ways that marketers use service marketing tools and techniques to interact with their customers.			
<b>Objective:</b> The objective of this paper is to understand the various processes of services and the related strategies for establishment of services as a successful product.			
<b>16-20 Marks</b>	<b>11-15 Marks</b>	<b>06-10 Marks</b>	<b>00-05 Marks</b>
.....Students	.....Students	.....Students	.....Students
<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>

%.... students were outstanding and able to understand the conceptual and organizational aspects of the service sector, including strategic planning and management in the service industry. Understands the key elements in planning, managing, and executing the service marketing concepts.	%.... students were accomplished and able to articulate some perspectives of the service sector, including strategic planning and management in the retail industry. Understand the few key elements in planning, managing, and executing the service marketing concepts.	%.... students fall in this criterion. They showed minimal knowledge of the subject.	%.... student fall in this criterion. They all were not able to articulate some perspectives of the service sector, including strategic planning and management in the retail industry.
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**IX: Scheme of Internal Marks:**

Class Participation			Internal Assessment		TOTAL 75	Final Internal Marks Out of 15
Presentation out of 15	Quiz out of 15	Assignment out of 15	Viva out of 15	Internal Test Out of 15		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH, INDORE**

**Lesson Plan**

**Subject:** Econometrics

**Session:** Jul-Dec

**Class:** MBA(BE)-III

**I: Course Objectives:** The objective of this paper is to understand the different economics and mathematical tool that are applied to business problems to find their solutions.

**II: Examination:** The faculty member will award internal marks out of 15. The semester examination carrying 85 marks will have two sections A and B. Section A worth 60 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 25 marks.

**III: Course Outcomes (CO):**

- CO1: Demonstrate an understanding of various and generalization of the basic regression model.
- CO2: A broad knowledge of regression analysis relevant for analysis economic data To broaden the knowledge and understanding of methods needed for quantitative analysis of micro and macro data relevant to development issues
- CO3: analysis of micro and macro data relevant to development issues
- CO4: Demonstrate an understanding of estimation frameworks in econometric models

**IV: PO-CO Mapping : HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		1		3				1
CO 2	3		2		3			2
CO 3		3		2		2		
CO 4	2		1				3	

**V: Session Plan:**

Lecture No.	Unit No.	Topics	Sub Topics	Reference
1	1	Differentiation of a function:	Application of diff. in Economics and Managerial problems like Revenue, Cost	B.N-5
2			Demand and Supply Functions	B.N-5
3			Elasticities , Maxima and Minima	B.N-5
CO:1				

LO1: Learn the mathematical tools required for econometric analysis which includes differential calculus and its applications in theories of economics				
4	2	Integration of a function:	Application of Integration in Economic Problems	B.N-5
5			Consumer’s and Producer’s Surplus	B.N-5
CO:2				
LO2: Learn to apply integration in econometric analysis to fruitfully calculate producers and consumers surplus in economics				
6	3	Meaning and Methodology of Econometrics	Meaning and Methodology of Econometrics	B.N.-1,B.N.-3
7			Nature and Scope of Econometrics	B.N.-1,B.N.-3
8			The Nature of Regression Analysis	B.N.-1,B.N.-3
9			Basics of Two-Variable Regression Analysis	B.N.-1,B.N.-3
10			Estimation and Hypothesis Testing &Case Study	B.N.-1,B.N.-3
CO:3				
LO3: Know the basic principles of econometric modelling and analysis				
11	4	Extensions of the Two-variable Linear Regression Model	Extensions of the Two-variable Linear Regression Model	B.N.-1,B.N.-3
12			Multiple Regression Model	B.N.-1,B.N.-3
13			Multiple Regression Model Estimation	B.N.-1,B.N.-3
14			Multiple Regression Model Inference	B.N.-1,B.N.-3
15			Case Study	B.N.-1,B.N.-3
16	Assignment			
CO:3				
LO4: Be able to understand both the fundamental techniques and application involving linear regression estimation				
17	5	Multi Co linearity	Nature and Consequences of Multi Co linearity	B.N.-1,B.N.-3
18			Detection of Multi Co linearity	B.N.-1,B.N.-3
19			Remedial Measures of Multi Co linearity	B.N.-1,B.N.-3

20	5	Multi Co linearity	Heteroscedasticity	B.N.-1,B.N.-3
21			Autocorrelation & Case Study	B.N.-1,B.N.-3
CO:3				
LO5: To understand the theoretical properties of different econometric estimation and testing procedure under various modelling assumptions				
22	6	Regression on Dummy Variable	Regression on Dummy Variable	B.N.-1,B.N.-3
23			Autoregressive	B.N.-1,B.N.-3
24			Autoregressive model	B.N.-1,B.N.-3
25			Distributed Lag Models	B.N.-1,B.N.-3
26			Case Study	B.N.-1,B.N.-3
CO:4				
LO6: To understand estimation issues and their implications including dummy variables , auto regression and distributed lag models				
27	7	Systems of Equations	Identification and Estimation Methods (ILS )	B.N.-1
28			Identification and Estimation Methods (2SLS)	B.N.-1
29			Business Applications of Single Equation Econometrics Model	B.N.-1
30			Systems of Equations	B.N.-1
31			Case Study	B.N.-1
32	Presentation			
CO:4				
LO7: Learn model construction and estimation with application in consumer and producer theory				

**VI: BOOK REFERENCE:**

- 1 Gujrati – Basic Econometrics, The McGraw–Hill Companies
- 2 Koutsoyiannis A. – Theory of Econometrics E L B S/Macmillan
- 3 K. Dhanasekaran - Econometrics, Vrinda Publication
- 4 Maddala, G.S., Econometrics Mc Graw Hill
- 5 Mathematics and Statistics by Ajay Goel & Alka Goel, Taxmann

**VII: Note:**

- 1 There will be group major assignment. Group size will be of 4-5 students
- 2 There will be Group presentations.
- 3 Class performance and discipline will be an important factor for assessing internal marks, it carries 3 marks.
- 4 If any student does not submit assignments at time, credit wil be given half mark after

submission of assignment.

5 Attendance will be multiplying factor as per given in academic plan.

<b>VII: Rubric for Internal Assessment</b>			
<b>Subject: Econometrics</b>			
<b>MBA BE III Sem</b>			
<b>Goal :</b> Students will be able to learn how integration of economics, mathematical economics and statistics provide numerical values to the parameters of economic relationships.			
<b>Objective:</b> The objective of this paper is to understand the different economics and mathematical tool that are applied to business problems to find their solutions.			
<b>12-15 Marks</b>	<b>08-11 Marks</b>	<b>04-07 Marks</b>	<b>00-03 Marks</b>
<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>
<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>
%.... students were outstanding and considered multiple perspectives and relevant theoretical and practical aspects of Econometrics. They were able to describe, analyse and evaluate the economic problems with the help of econometrics models.	%.... students were accomplished and able to articulate Some perspectives of Econometrics. Some of the students were able to describe, analyse and evaluate the econometrics models.	%.... students fall in this criterion. They showed minimal knowledge of the subject.	%.... students need More efforts to understand the concept of Econometrics. They were not able to describe, analyse and evaluate the able to describe, analyse and evaluate the econometrics models.

#### **IX: Scheme of Internal Marks:**

<b>Class Participation</b>			<b>Internal Assessment</b>		<b>TOTAL 75</b>	<b>Final Internal Marks Out of 15</b>
<b>Presentation out of 15</b>	<b>Quiz out of 15</b>	<b>Assignment out of 15</b>	<b>Viva out of 15</b>	<b>Internal Test Out of 15</b>		



**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH, INDORI****Lesson Plan****Subject:** Human Resource Management**Session:** Jul-Dec**Class:** MBA(BE)-III

**I: Course Objectives:** The objective of the course is to understand the human management to get the satisfied and competitive work force to build strength of the organisation.

**II: Examination:** The faculty member will award internal marks out of 15. The semester examination carrying 85 marks.

**III: Course Outcomes (CO):**

- CO1: To make the students about various concepts, process and practices of HRM in the present corporate world
- CO2: To enable the students to work as a catalyst who can enhance work relations for strengthening the organization.
- CO3: To understand the need and usage of T & D for individual and organizational development.
- CO4: To understand the causes for grievances and resolving them in the best possible manner

**IV: PO-CO Mapping : HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1			2			1		
CO 2	1			1	2			
CO 3				2	2		1	2
CO 4								

**V: Session Plan:**

Lecture No.	Unit No.	Topics	Sub Topics	References
1	1	The field of HRM	Need and significance of HRM	B.N. 1/B.N.4
2			HRM function	B.N. 1/B.N.4
3			Environmental influence of HRM	B.N. 1/B.N.4
4			H.R Audit	B.N. 1/B.N.5
5			ASTD HRM model	B.N. 2/B.N.5

6			Case Study : CIC Logistic Ltd.	
<b>CO:1</b>				
<b>LO1:</b> The unit will help the students to understand the basic concepts of HRM, HRM functions and HR audit.				
7	2	HR Policies	Formulation of sound policies	B.N. 1/B.N.2
8			Essentials of sound personnel policies	B.N. 1/B.N.2
9			Case Study : Fanta Cola Ltd.	
	<b>Assignment (Worksheet)</b>			
<b>CO:1</b>				
<b>LO2:</b> It helps to understand the formulation and essentials of HRM policies				
10	3	Acquisition of Human Resources	Job Analysis	B.N. 1/B.N. 2
11			Job Description	B.N. 1/B.N. 2
12			Job Specification	B.N. 1/B.N. 2
13			Manpower planning objectives, importance	B.N. 1/B.N. 2
14			Manpower planning process	B.N. 2/B.N. 3
15			Recruitment policy, sources, Techniques	B.N. 2/B.N. 3
16			Selection methods , Induction	B.N. 1/B.N. 4
17			Placement	B.N. 1/B.N. 4
18	<b>Presentation</b>			
<b>CO:1,2</b>				
<b>LO3:</b> It helps the students to understand the HR acquisition process.				
19	4	Development of Human Resources	Training & Development	B.N. 4/B.N.2
20			Training Methods	B.N. 1/B.N.2
21			Introduction to Performance Appraisal	B.N. 4/B.N.2
22			Performance Appraisal methods	B.N. 4
23			Career and Succession Planning	B.N. 4
24			Case Study : Engler Enterprises	
<b>CO:3</b>				
<b>LO4:</b> It helps to understand the T&D Process and methods. It also helps to understand P. Appraisal methods.				
25	5	Maintenance of Human Resources	Job Evaluation	B.N. 1/ B.N.3
26			Designing wage and salary structure	B.N. 1/ B.N.3
27			Administering the wage and salary structure	B.N. 1/ B.N.3
28			Employee Incentives	B.N. 1/ B.N.3

<b>CO:3</b>				
<b>LO5:</b> It helps the students to understand the importance of job evaluation, incentive and reward system.				
29	6	Grievance Handling	Grievance Handling procedure and solution	B.N. 1/ B.N.2
<b>CO:4</b>				
<b>LO6:</b> To understand the reasons of employee grievance and procedure of handling them.				
30	7	Separation Processes	Turnover , Retirement	B.N. 1/ B.N.2
31			Layoff and VRS	B.N. 1/ B.N.2
<b>CO:4</b>				
<b>LO7:</b> To understand the ways of separation from the organisation.				
32	8	Research and the Future	Current Trends andFuture Challenge for HRM	B.N. 1/ B.N.2
<b>CO:1</b>				
<b>LO8:</b> To open their minds for future challenges and research in HRM.				

**VI: Book Reference:**

- 1 Human Resource Management- S.P Robbins, Printice Hall Publication
- 2 Essentials of Human Resource Management and Industrial Relations- P. Subba Rao, Himalaya Publishing House
- 3 Human Resource & Personnel Management-K. Aswathappa, Tata. McGraw-Hill Publication Ltd
- 4 Human Resource Management- Dessler, Printice Hall Publication

**VII: Note:**

- 1 There will be 2 group major assignment. Group size will be 4-5 students
- 2 There will be Group presentations of 30 minutes.  
Class performance and discipline will be an important factor for assessing internal marks.
- 3
- 4 The results of each tests and assignments will be declared with in one week.  
If any student does not submit assignments at time, credit will be given half mark after submission of assignment.
- 5
- 6 Attendance will be multiplying factor as per given in academic plan.

<b>VIII: Rubric for Internal Assessment</b>
<b>Subject: Human Resource Management</b>
<b>MBA BE III Sem</b>
<b>Goal:</b> To provide a strong grounding in broad-based fundamental human resource

management knowledge and skills to prepare students for meaningful and productive careers as human resource managers and professionals.			
<b>Objective:</b> The objective of the course is to understand the human management to get the satisfied and competitive work force to build strenght of the organisation.			
<b>12-15 Marks</b>	<b>08-11 Marks</b>	<b>04-07 Marks</b>	<b>00-03 Marks</b>
<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>
<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>
__% Students are exceptionally good with the understanding of the dimensions of the management of human resources, students are able to connect the various theories of human resources with organisational working.	__% students shows good understanding of the dimensions of the management of human resources, students are able to connect the various theories of human resources with organisational working at some extant	__% students show little understanding of the dimensions of the management of human resources but students find it difficult to connect the various theories of human resources with organisational working.	__% students shows very basic understanding of subject and incapable to connect various aspects with organisational working.

**IX: Scheme of Internal Marks:**

Class Participation			Internal Assessment		TOTAL 75	Final Internal Marks Out of 15
Presentation out of 15	Quiz out of 15	Assignment out of 15	Viva out of 15	Internal Test Out of 15		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE****Lesson Plan****Subject:** Strategic Management**Session:** Jul-Dec**Class:** MBA(BE) - III Sem

**I: Objective of course:** The objective of this paper is to understand the framing of various strategies with related advantages in the different competitive situations.

**II: Examination:** The faculty member will award internal marks out of 15. The semester examination carrying 85 marks.

**III: Course Outcomes (CO):**

- CO1: Knowledge of various functional areas and other aspects of management  
 CO2: Understanding for the concept and tools that support strategic management in organizations  
 CO3: Ability to apply the concepts to analyze strategic issues in organization and to develop strategies for i  
 Specific knowledge of frameworks and concepts related to strategy formation, strategic chan  
 CO4: innovation.

**IV: PO-CO Mapping : HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				3				
CO 2	1			2				
CO 3		3				2		
CO 4	2	3	2	2				

**V: Session Plan:**

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Introduction to Strategic Management	Meaning, Need and Process of Strategic Management	B.N: 1 , B.N: 5
2			Approaches to Strategy making, Analytical & Intuitive levels of Strategy	
3			Corporate, SBU & functional strategies	

4			<i>Case: McDonlad's Corporation.</i>	
A-1: First Assignment				
CO:1				
LO1: Students gets acquainted with the concept of strategic management and able to utilize different strategies at corporate levels				
5	2	Mission and Objectives	Definition	B.N: 1
6			Formulation of Objectives	
7			change Hierarchy of objectives	
First Group Presentation: Case Analysis (MRF Limited)				
CO:2				
LO2: Develop understanding of the process of formulation of mission, objectives of business organization.				
8	3	SWOT Analysis	Analysis of external Environment	B.N: 3, B.N: 4
9			Analysis of internal Environment	
10			Environmental Threat and Opportunity Profile (ETOP)	
11			Strategic Advantage Profile (SAP)	
CO:3				
LO3: It develops the skill of utilizing different tools to analyse the organization situation through SWOT, ETOP and SAP analysis				
12	4	Strategy Alternatives	Strategy Alternatives, Grand Strategies and their sub strategies	B.N: 2, B.N: 9
13			Stability , Expansion, Retrenchment and Combination	
14			Internal and External Alternatives; Related and Unrelated Alternatives,	
15			Horizontal and Vertical Alternatives; Active and Passive Alternatives	
16			International Strategy Variations	
A-2 : Second Assignment				
CO:2				
LO4: Insights developed in relation to the concept , importance and various types of strategies, sub				

strategies useful for organization				
17	5	Strategy Choice	Narrowing the Choices, Managerial Choice Factors	B.N: 3 ,B.N: 6
18			Choice Processes – Gap Analysis	
19			ETOP-SAP Matching,	
20			BCG Product – Portfolio Matrix, G.E. Nine Cell Planning Grid	
21			Contingency Strategies	
22			Prescriptions for choice of Business Strategy; Choosing International Strategies <i>Case : Apple</i>	
CO:2				
LO5: It acquaints the student with the strategic analysis techniques				
23	6	Strategy Implementation	Implementation Process; Resource Allocation	B.N: 1, B.N: 6
24			Organizational Implementation	
25			Plan and Policy Implementation	
26			Leadership Implementation	
27			Implementing Strategy in International Setting	
CO:2				
LO6: Create understanding of how to implement strategy in international setting				
28	7	Strategy Evaluation & Control	Control and Evaluation Process	B.N: 1 , B.N:8
29			Motivation to Evaluate; Criteria for Evaluation	
30			Measuring and Feedback; Evaluation and Corrective Action.	
31			<i>Case: Family Dollar Stores.</i>	
CO:3,4				
LO7: Students get acquainted with the process and importance of strategy evaluation and control.				
32	8	Case Analysis	To gain actual feeling of strategic management process from mission development to strategy evaluation	
Second Group Presentation: Case Analysis (Nestle)				
CO:4				
LO8: To understand the implication of interference of monetary and fiscal policy in economy				

**VI: Book References:**

- 1 Kazmi, Ajhar Strategic Management and Business Policy, 3e, 2009Tata McGraw Hill
- 2 Alpana Trehan Strategic Management 1st edn 2010 Dreamtech , Wiley
- 3 Parthasarthy, Fundamentals of Strategic Management, 2008, Wiley India
- 4 Lawrance,Jaush & Gupta, Business Policy and Strategic Management
- 5 V.S.P Rao and V. Hari Krishna, Strategic Management
- 6 Fred R. David, Strategic Management Concepts and Cases
- 7 R. Srinivasan , Strategic Management
- 8 Charles W.L.Hill and Gareth R. Jones, Strategic Management An Integrated Approach
- 9 Rajiv Gupta , Strategic Management concepts and cases

**VII: Notes**

- 1 There will be two assignments, each carry 1.5 marks.
- 2 Two group presentation based on the practical aspect of the subject.
- 3 There will be one major Internal Test.
- 4 Group size will be 4-5 students, & each group will be given separate topic of Presentation.
- 5 Class performance & Discipline will be an important factor for assessing internal marks.  
Attendance will be multiplying factor as per given in academic plan.

<b>VIII: Rubric for Internal Assessment</b>			
<b>Subject: Strategic Management</b>			
<b>MBA BE III Sem</b>			
<b>Goal:</b> Students will develop the strategic thinking and decision making abilities, especially in relation to understanding the employability of various strategies in different situations.			
<b>Objective:</b> The objective of this paper is to understand the framing of various strategies with related advantages in the different competitive situations.			
<b>12-15 Marks</b>	<b>08-11 Marks</b>	<b>04-07 Marks</b>	<b>00-03 Marks</b>
<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>
<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>



%.... students were outstanding and considered multiple perspectives and relevant theoretical and practical aspects of Strategic Management. They were able to describe the practical and integrative model of strategic management process that defines basic activities in strategic management	%.... students were accomplished and able to articulate Some perspectives of Strategic Management.	%.... students fall in these criteria. They showed minimal knowledge of the subject.	%.... students need More efforts to understand the concept of Strategic Management. They were not able to describe the practical and integrative model of strategic management process that defines basic activities in strategic management
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**IX: Scheme of Internal Marks:**

Class Participation			Internal Assessment		TOTAL 75	Final Internal Marks Out of 15
Presentation out of 15	Quiz out of 15	Assignment out of 15	Viva out of 15	Internal Test Out of 15		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE****Lesson Plan****Subject: 834(B)- Business Taxation****Session: Jul-Dec****Class: MBA - III Sem****I: Objective of course:** The objective of this paper is to have knowledge about tax procedure.**II: Examination:** The faculty member will award internal marks out of 15 marks .The semester examination carrying 85 marks.**III: Course Outcomes (CO):**

- CO1: To acquaint the students with basic principles underlying the provisions of direct and indirect tax laws and to develop a broad understanding of the tax laws and accepted tax practices.
- CO2: To give an understanding of the relevant provisions relating to Income Tax, CST Act, Service Tax and VAT.
- CO3: To introduce practical aspects of tax planning as an important managerial decision-making process
- CO4: Expose the students to the real life situations involving taxation to equip them with techniques for taking tax-sensitive decisions

**IV:PO-CO Mapping : HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3		1				
CO 2					3			
CO 3					3			
CO 4								3

**V: Session Plan:**

Lecture No.	Unit No.	Topic	Sub Topic	References
1	1.1	Income tax Act- Important Provisions & Basics of Income Tax:	History of Taxation in India, Income Tax	B.N.1
2			Assessment Years, Previous Years, Person	B.N.1
3			Agricultural Income, Exempted Income U/s 10	B.N.2
4			Income, GTI,Capital and Revenue Receipts	B.N.2
5			Residential Status and Incidence of Tax	B.N.3
6			Numericals on Residential Status & Tax Incidence	B.N.3
7	Presentation			
8	1.2	Income From Salary	Basis of Charge Meaning & Taxability of Allowances	B.N.3
9			Perquisites & Permissible deductions	B.N.3
10			Treatment of PF & Gratuity	B.N.3
11			Numericals on Computations of Income From salary	B.N.3
Assignment No. 1				
12	1.3	Income From House Property & Income From Business and Profession	Basis of Charge & Computations of Annual value	B.N.3
13			Deductions U/s 24 Concepts & Computation	B.N.3
14			Numerical on Computations of Income from HP	B.N.3
15			Basis of Charge, Scheme of Provisions,	B.N.3
16			Expenses Allowed Under Restriction	B.N.3
17			Depreciation	B.N.3
18			Deductions Expressly Allowed,	B.N.3
19			Double Taxation	B.N.1
20			Numerical on Computations of Profits from Business & Profession	B.N.3
Assignment No. 2				
21	1.4	Overview of Capital Gains & Other Sources	Basis of Charge & Computations of Capital Gains	B.N.3
22			Basis of Charge for Income Other Sources	B.N.3
23			Computations of Income from Other Sources	B.N.3
24	1.5	Deduction	Deduction Allowed From Total Income Rebates and Relief	B.N.3
25	1.6	TDS	TDS, Advance Payment of Tax, Filling of Returns	B.N.7
CO: 1				
LO1: Highlights the various basic concepts and provisions of Income Tax act.				
26	2	Central sales tax	Important Provisions, & Definitions Interstate sale	B.N.7
27			Liability to pay CST registrations	B.N.7
28			Forms of Declaration, Offences and Penalties.	B.N.7

CO: 2				
LO2: To understand various legal provisions of CST				
29	3	Service tax	Concept, Services covered rates of service tax	B.N.7
30			Filing of service tax returns	B.N.7
CO: 3				
LO3: Conceptual knowledge of filing of Service Tax Returns				
31	4	VAT	Basics of VAT	B.N.7
32			Main Provisions of VAT	B.N.7
Assignment No. 3				
CO: 4				
LO4: Basics of VAT.				

**VI: Book References:**

1. Dr. Vinod Singhania/Monica Singhania, Students' Guide to Income Tax, Taxmann's
2. V.K. Singania, "Direct Tax Law", New Delhi, Taxman Publications. 2016
3. Saklecha & Saklecha, "Income Tax", Indore, Satish Publications 2016
4. Jain & Jain Tax Planning and Management/ Income Tax, 2010, Pathmakers Bangalore
5. Hariharan, N, Income Tax : Law & Practices, 2e TMH 2016
6. Lal-Income Tax, Pearson, 2016
7. Systematic Approach to I.T. Act & Central Sales Tax - Girish Ahuja- Bharat Law House.

**VII: Notes:**

- 1 There will be two assignments, each carry 1.5 marks.
- 2 Two group presentation based on the practical aspect of the subject.
- 3 There will be one major Internal Test.
- 5 Class performance & Discipline will be an important factor for assessing internal marks.
- 6 Attendance will be multiplying factor as per given in academic plan.

<b>VIII: Rubric for Internal Assessment</b>			
<b>Subject: Business Taxation</b>			
<b>MBA BE III Sem</b>			
<b>Goal:</b> The learners will be able to define to understand the concept of tax planning and its implications to reduce tax burden by availing the benefits admissible under the law.			
<b>Objective:</b> The objective of this paper is to have knowledge about tax procedure.			
<b>12-15 Marks</b>	<b>08-11 Marks</b>	<b>04-07 Marks</b>	<b>00-03 Marks</b>
<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>

<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>
% of the student are aware with major latest provisions of Indian tax laws and related judicial pronouncements pertaining to corporate enterprises having implications for various aspects of corporate planning with a view to drive maximum possible tax benefits admissible under the law.	% Appropriately addresses most of the provisions of Indian tax laws and related judicial pronouncements.	% Most of the provisions of Indian tax laws and related judicial pronouncements are not understood by the student.	% Have Low degree of association & attempt to identify and summarize the problem accurately.

**IX: Scheme of Internal Marks:**

<b>Class Participation</b>			<b>Internal Assessment</b>		<b>TOTAL 75</b>	<b>Final Internal Marks Out of 15</b>
<b>Presentation out of 15</b>	<b>Quiz out of 15</b>	<b>Assignment out of 15</b>	<b>Viva out of 15</b>	<b>Internal Test Out of 15</b>		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH, INDORE****Lesson Plan****Subject:** Financial Products & Services**Session:** July- December**Class-**MBA (BE)-III

**I: Objective of course:** The objective of this paper is to provide knowledge about the different financial products and services that are available for business organization.

**II: Examination:** The faculty member will award internal marks out of 15. The semester examination carrying 85 marks

**III: Course Outcomes (CO):**

- CO1: Describe the role and structure of the financial products and services  
 CO2: Explain key concepts such as financial claim, financial intermediation and financial market  
 CO3: Explain the concept of securitization, mergers and acquisition  
 CO4: Explain the concepts and functions of different types of financial services

**IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		1		2				
CO 2				3				2
CO 3						3		
CO 4					3			

**V: Session Plan:**

Lecture No	Unit	Topic	Sub Topic	Reference
1	1	Introduction	Overview of syllabus, Meaning & Natures of Financial services	B.N.1, B.N. 2
2			Scope of Financial services, different types of financial services	B.N.1, B.N. 2
3			Fee based and fund based services	B.N.1, B.N. 2

CO: 1				
LO1: Describe the concept of Fund and Fee based Financial services				
4	2	Factoring Services	Concept and meaning of Factoring, evolution of factoring.	B.N. 2
5			Types of factoring, functions of a factor	B.N. 2
6			Factoring Vs Bill discounting, Advantages of factoring	B.N. 2
7			Numerical Problems on factoring	B.N. 2
8			Numerical Problems on factoring	B.N. 2
9			Forfeiting overview and Numerical Problem	B.N. 2
CO: 4				
LO2: Describe the basics of Factoring and Forfeiting				
10	3	Leasing & Hire purchase	Meaning and concept of leasing, lease agreement	B.N. 2
11			Types, advantages and disadvantages of leasing	B.N. 2
12			Lease Vs Bur/Borrow decision, Numerical problems	B.N. 2
13			Numerical problems on leasing	B.N. 2
14			Numerical problems on leasing, Legal aspect of leasing	B.N. 2
15			Lease Vs Hire Purchase	B.N. 2
Assignment I – Types of Factoring and Types of leasing with example				
CO: 4				
LO3: Explain Financial inclusion and concept of Micro and Macro Finance.				
16	4	Venture Capital Financing	Meaning and concept of VCF	B.N.1, B.N. 2
17			Features and Need of VCF	B.N.1, B.N. 2
18			Stages of Financing and exit route	B.N.1, B.N.2

19			Role of VCF in the development of industry/economy	B.N.1, B.N.2
CO: 2				
LO4: Conceptual framework of seed capital for start-ups.				
20	5	Securitization	Meaning and features of securitization	B.N.1
21			Operational mechanism and advantages of securitization	B.N.1
22			Provisions of the securitization Act 2002	B.N.1
CO: 3				
LO5: Highlights of Securitization Act 2002				
23	6	Capital Structure	Meaning and Concept of capital structure	B.N.2
24			Factor affecting capital structure and capital structure decision	B.N.2
25			Numerical problems on capital structure	B.N.2
26			Numerical problems on capital structure	B.N.2
27			Numerical problems on capital structure	B.N.2
Assignment II- Meaning and Concept of capital structure & Provisions of the securitization Act 2002				
CO: 2				
LO6: Factor affecting capital structure decision				
28	7	Merger and Acquisition	Meaning and concept of Merger, Types of Merger	B.N.1
29			Merger Vs Acquisitions	B.N.1
30			Valuation and pricing of merger/ Acquisitions decision	B.N.1
31			Numerical problems	B.N.1
32			Numerical problems	B.N.1
CO: 3				
LO7: Concept of Merger & acquisitions, valuation and Pricing				

**VI: Book References:**

1. Khan M.Y. Financial services, Tata McGraw Hill Education Private Limited New Delhi.
2. Gupta Shashi K. & Agrwal Nisha Financial services, Kalyani Publisher New Delhi.



**VII: Note:**

1. There will be 2 assignments; better of two will be included in internal marks.
2. There will be 2 major tests based on the practical and theory aspects of the subjects, the marks of the better of two major tests will be included in internal marks.
3. Attendance will be a multiplying factor which will render significant impact on the internal marks of the student.
4. Class performance and discipline will be an important factor for assessing internal marks. It carries 2 marks.

<b>VIII: Rubric for Internal Assessment</b>			
<b>Subject: Financial Products &amp; Services</b>			
<b>MBA BE III Sem</b>			
<b>Goal :</b> The purpose of including Indian Financial system as a subject is to give a clear understanding and knowledge of Financial system in the present scenario.			
<b>Objective:</b> The objective of this paper is to provide knowledge about the different financial products and services that are available for business organization.			
<b>12-15 Marks</b>	<b>08-11 Marks</b>	<b>04-07 Marks</b>	<b>00-03 Marks</b>
<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>
<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>
% of the students are able to understand the role of Financial Services in Business organizations and to give an insight into The strategic, regulatory, operating and managerial issues concerning select financial services.	% understand major of the key concepts such as financial claim, financial intermediation and financial market	% understand few of the key concepts such as financial claim, financial intermediation and financial market	% Have Low degree of association & attempt to identify and summarize the problem accurately.

**IX: Scheme of Internal Marks:**

<b>Class Participation</b>			<b>Internal Assessment</b>		<b>TOTAL 75</b>	<b>Final Internal Marks Out of 15</b>
<b>Presentation out of 15</b>	<b>Quiz out of 15</b>	<b>Assignment out of 15</b>	<b>Viva out of 15</b>	<b>Internal Test Out of 15</b>		



**INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH, IPS ACADEMY****Lesson plan****Subject: 835(B)** Insurance and Bank Management**Session :** Jan-June**Class :** MBA(BE) III Sem

**I:Objectives of Course-**The objectives of this course is to explain to the student operations of upcoming insurance and banking sector, statutory requirements and understanding of financial environment and risk prevailing in the insurance and banking industry.

**II: Examination:** The faculty member will award internal marks out of 15. The semester examination carrying 85marks.

**III: Course Outcomes (CO):**

- CO1: To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context
- CO2: Explore the various facets of industrial & rural marketing and develop an insight regarding different concepts and basic practices in these areas.
- CO3: Understand rural marketing environment and the emerging challenges in it.
- CO4: To acquaint the students with the appropriate concepts and techniques in the area of rural marketing

**IV:PO-CO Mapping : HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1					1			
CO 2					2			
CO 3								3
CO 4								1

**V: Session Plan:**

Lecture no.	Unit no.	Topics	Sub Topic	Reference
1	1	Risk and Insurance	Risk and Insurance: Defining Risk, Nature and Types of risk,	B.N. 9

2			Risk Management Process, Risk and its relation with Insurance	
3			Concept and significance of Insurance, Classification of Insurance – Life and Non life,	<b>B.N. 9</b>
4			General Principles of Insurance.	<b>B.N.10</b>
5			Insurance Application and Acceptance Procedure, Insurance Terminology	<b>B.N.10</b>
<b>CO: 1</b>				
<b>LO1:</b> Understanding the concept of Rural marketing and economic dynamics of rural marketing				
6			Principles, Products- Term Insurance Endowment, Insurance	<b>B.N.13</b>
7			Pensions, Annuities, Claim Management	<b>B.N.13</b>
8			Underwriting, Reinsurance and claim management	<b>B.N.13</b>
<b>CO: 4</b>				
<b>LO2:</b> Understanding the concept of demand & marketing research in rural India. Studying consumer behaviour & attitude, buying behaviour, & importance of relationship, ethical & value based marketing				
9			Principles, Products Fire, Marine	<b>B.N.13</b>
10			Motor Vehicles, Public Liability, Third Party Insurance,	<b>B.N.13</b>
11			Miscellaneous- Medi-claim and Health Policies,	<b>B.N.13</b>
12			Group Insurance, Burglary Insurance.	<b>B.N.13</b>
			<b>Class Test based on University Examination Pattern</b>	
<b>CO: 4</b>				
<b>LO3:</b> Introduction to marketing strategies and programs				
13	4	Overview of Banking	Banking Structure in India- RBI, Commercial and Rural banks.	<b>B.N.4</b>

14		Industry:	Co-operative banks their role and significance,	B.N.4
15			Presentation	B.N.4
16			Capital Adequacy norms for banks	B.N.4
17			SLR, CRR, CAR.	B.N.4
18			Case Study	B.N.4
CO: 1				
LO4: Understanding the selection & managing of marketing channels				
19	5	Banking Risks:	Credit, Liquidity,	B.N.12
20			Market, Operational	B.N.12
21			Intrest rate , Solvency	B.N.12
22			ALM by Banks and classification of Assets	B.N.12
23			Case Study	B.N.12
CO: 2				
LO5: Concept developments of sales force management				
24	6	Industrial Financing	Evaluating commercial loan ,Request.	B.N.14
25			Modes of creating charge and types of securities.	B.N.14
26			Purchase and Discounting of bill,Letter of credit and guarantees.	B.N.14
27			Class Test based on University Examination Pattern	
CO: 1,3				
LO6: Finding and understanding industrial marketing & its related organizations				
28	7	Retail Banking	Overview of new areas in banking	B.N.14
29			Internet Banking, Mobilebanking.Consumer loans (Housing/Personal/Vehicle loan)	B.N.14
30			presentation	
CO: 3				
LO7: Understanding organizational buyers & buying behaviour with the help of concepts like demand, buyer motivation, characteristics & purchasing patterns				

31	8	Negotiable Instrument Act	Introduction of Negotiable Instrument Act	B.N.14
32			Important provision of Negotiable Instrument Act	B.N.14
CO: 1				
LO8: Applying strategies in channel management, sales force management and personal selling. Also, an introduction to concept of price management mechanism, sales promotion & public relations in industrial market				

**VI: Book References:**

1. O.S.Gupta, Life Insurance, Special Reference to LIC.
2. Insurance : Theory and Practice: NaliniPravaTripathy
3. Fundamentals of Insurance: Dr. P. K. Gupta
4. Timotny Koch and S. Macdonald, Bank Management, Dryden
5. Press
6. Vasant Joshi and Vinay Joshi, Managing Indian Banks, New Delhi
7. RM.Shriastava, Management of Indian Financial Institutions, New Delhi, Himalaya Publications.
8. Banking & Finance Sector Reforms In India, Banerjee Amalesh, Deep & Deep Publication, 2001
9. ICSI.Banking and Insurance Law &Practices,Taxmann's Publication
10. Rejda,Principles of Risk Management and Insurance, 9/e, Pearson,2010
11. Black-Life and Health Insurance, 13/e, Pearson,2010
12. Timothy Koch & MacDonald, "Bank Management", New York, Dryden Press,
13. Neelam C Gulati Principles of Insurance Management, Excel Books,2010
14. Justin Paul-Management of Banking and Financial Services, 2/e, Pearson,2010

**VII: Note**

1. There will be 2 group assignments/presentations; group size will be 4-5 students.
2. There will be 1 major class test
3. Attendance will be a multiplying factor which will render significant impact on the internal marks of the student
4. Class performance and discipline will be an important factor for assessing internal marks.

<b>VIII: Rubric for Internal Assessment</b>			
Subject: Insurance and Bank Management			
MBA BE III Sem			
Goal : The course should enable students to develop marketing strategies that are consumer based and create and enhance customer value particularly for industrial and rural sectors.			
Objective: The objective of this paper is to provide knowledge about the marketing strategies followed by rural and industrial markets.			
<b>12-15 Marks</b>	<b>08-11 Marks</b>	<b>04-07 Marks</b>	<b>00-03 Marks</b>
<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>
<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>
%.... students were outstanding and able to understand the behavioural aspects of marketing management. They explained how the markets, consumers behave under circumstances and how the cultural, social, personal and psychological factors influence their behaviour particularly in rural market.	%.... students were accomplished and able to articulate some perspectives of Consumer Behaviour and Rural Marketing. Most of them understand how the cultural, social, personal and psychological factors influence the consumer behaviour.	%.... students fall in this criterion. They showed minimal knowledge of the subject.	%.... student fall in this criterion. They all were not able to articulate some perspectives of Consumer Behaviour and Rural Marketing. Most of them understand how the cultural, social, personal and psychological factors influence the consumer behaviour.

**IX: Scheme of Internal Marks:**

<b>Class Participation</b>			<b>Internal Assessment</b>		<b>TOTAL 75</b>	<b>Final Internal Marks Out of 15</b>
<b>Presentation out of 15</b>	<b>Quiz out of 15</b>	<b>Assignment out of 15</b>	<b>Viva out of 15</b>	<b>Internal Test Out of 15</b>		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE****Lesson Plan****Subject:** Security Analysis & Portfolio Management**Session:** July – Dec**Class:** MBA (BE) - III Sem**I: Objective of course:** The objectives of this course is to provide knowledge about the portfolio management services of a company and its security**II: Examination:** Students shall be evaluated on two components, internal and end semester examination. Internal component shall be of 15 marks based on continuous evaluation .The Semester Examination will be worth 85 marks.**III: Course Outcomes (CO):**

- CO1: Describe the basic characteristics of investments & its types.
- CO2: Understand the risk and return concept & valuation of securities.
- CO3: Analyze securities by using various tools & techniques.
- CO4: Apply Theories and practices of portfolio management and create optimal portfolios using various portfolio optimization techniques.

**IV:PO-CO Mapping : HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	1							
CO 2		2	2	1				
CO 3					3			3
CO 4					3			3

**V: Session Plan:**

Lecture No.	Unit No.	Topic	Sub Topic	Reference
<b>Security Analysis &amp; Portfolio Management</b>				
1	1	Introduction	Concept of Investment, Characteristics and Objectives of Investment, Financial and Economic Aspects of Investment	B.N. 2



2	1		Investment Types, Investment verses Speculation	B.N. 2
CO: 1				
LO1: Describe investment, its characteristics, objectives and difference investment avenues.				
3	2	Risk Return	Concept of Risk and Return, Systematic Risk, Concept of Beta	B.N. 4
4	2		Unsystematic Risk, Multifactor Model of Risk and Return, CAPM	B.N. 4
5	2		Efficient Capital Market, SML and CML Valuations	B.N. 4
CO: 2				
LO2: Describe risk and returns and calculate risk & return using various models.				
6	3	Valuation of Securities	Introduction to Security Valuations	B.N. 1
7	3			B.N. 1
8	3			B.N. 1
9	3			B.N. 1
10	3		Macroeconomic & Market Analysis: The Global Assets Allocation Decision	B.N. 1
11	3			
CO: 2				
LO3: Explain the security valuation & asset allocation.				
12	4	Valuation of Bonds	Bond Fundamentals	B.N. 2
13	4		Bond Valuation Model: PV Model	B.N. 2
14	4		Bonds Yield, Measure Duration and Modified Duration	B.N. 2
15	4		Convexity, Immunization	B.N. 2

16	4		Bond Value Theorem	B.N. 5
A-1. Assignment, Submission within 3 days				
CO: 2				
LO4: Calculate the bonds price with the use of different models, duration & understand bonds value theorem.				
17	Presentations			
18	5	Security Analysis	Fundamental Analysis	B.N. 2
19	5			
20	5		Technical Analysis	B.N. 2
21	5		Dow Theory, Elliot Wave Theory	B.N. 2
22	5		Efficient Market Theories and Testing	B.N. 2
CO: 3				
LO5: Define fundamental and technical analysis and understand various security market theories.				
23	6	Portfolio Concepts	Portfolio and Security Return	B.N. 2
24	6		Diversification, Markowitz Model	B.N. 2
25	6		Sharpe Index Model	B.N. 2
CO: 1				
LO6: Describe the basic of portfolio management & calculate risk.				
26	7	Factor Models and APT	Factor Model	B.N. 2
27	7		Arbitrage Pricing Theory	B.N. 2
CO: 2				

LO7: Determine the return of the portfolio with the help of different valuation models.				
28	8	Investment Process	Portfolio Investment Process	B.N. 2
29	Presentations			
CO: 1,4				
LO8: Understand the portfolio investment process.				
30	9	Portfolio Evaluation	Measures of Returns, Formula Plans	B.N. 2
31	9		Sharpe and Treynor Measure	B.N. 2
32	9			
A-2., Submission within 5 days				
Class test				
CO: 4				
LO9: Calculate the performance of portfolio by applying various measures and define various strategies for management for bond and equity portfolio.				

**VI: Book Reference**

1. Reilly, Investment Analysis and portfolio management 2009 Cengage Learning
2. Bhalla. V.K Investment Management.2008 Sultan Chand New Delhi:
3. Bodie & Mohanty, Investments: An Indian Perspective,8,Tata Mcgraw Hill
4. Sudhindra Bhat Security Analysis and Portfolio Management Excel books
5. V.A. Avadhani, Securities Analysis & Portfolio Management Himalaya Publi House

**VII: Notes:**

1. There will be individual assignment, group assignment, and group presentations.
2. Class tests will be based on theoretical and practical aspect of the subject.
3. Class performance and discipline will be an important factor for assessing internal marks.
4. The result of each tests/assignment will be declared within one week.
5. Late submissions will not be accepted in any case.
6. Attendance will be a major factor for assessing class performance.
7. If any student does not submit assignments at time, credit will be given half mark after submission of assignment.

<b>VIII: Rubric for Internal Assessment</b>			
<b>Subject: Security Analysis &amp; Portfolio Management</b>			
<b>MBA BE III Sem</b>			
<b>Goal :</b> Students will be able to understand the investments field as it is currently understood and practiced for sound investment decisions making.			
<b>Objective:</b> The objectives of this course is to provide knowledge about the portfolio management services of a company and its security financial environment and risk prevailing in the insurance and banking industry			
<b>12-15 Marks</b>	<b>08-11 Marks</b>	<b>04-07 Marks</b>	<b>00-03 Marks</b>
<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>
<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>
%.... students were outstanding and were able to describe and analyze the investment environment, different types of investment vehicles; and completely understand the logic of investment process and the contents of its' each stage. Demonstrate the command over the use the quantitative methods for investment decision making to calculate risk and expected return of various investment tools and the investment portfolio.	%.... students were accomplished and able to articulate Some perspectives of Investment analysis and Portfolio Management. Some of the students were able to understand the logic of investment process and the contents of its' each stage. Some Demonstrates the command over the use the quantitative methods for investment decision making to calculate risk and expected return of various investment tools and the investment portfolio.	%.... students fall in these criteria. They showed minimal knowledge of the subject.	%.... students need More efforts to understand the concept of Investment Analysis and Portfolio Management. They were not able to Demonstrate the command over the use the quantitative methods for investment decision making – to calculate risk and expected return of various investment tools and the investment portfolio.

**IX: Scheme of Internal Marks:**

<b>Class Participation</b>			<b>Internal Assessment</b>		<b>TOTAL 75</b>	<b>Final Internal Marks Out of 15</b>
<b>Presentation out of 15</b>	<b>Quiz out of 15</b>	<b>Assignment out of 15</b>	<b>Viva out of 15</b>	<b>Internal Test Out of 15</b>		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE****Lesson Plan****Subject:** Advertising and Brand Management**Session:** July - Dec**Class:** M.B.A. (Business Economics) III Sem

**I: Objectives of course:** The objective of this paper is to provide knowledge about the significance and effectiveness of advertisement and brand management.

**II: Examination:** The faculty member will award internal marks out of 15. The end semester examination will be worth 85 marks.

**III: Course Outcomes (CO):**

- CO1: Identify and respond to clients' advertising and marketing communications objectives by applying principles of communications
- CO2: Relate theoretical aspects of advertising on practical situation
- CO3: Help students understand & develop unique promotional and branding strategies
- CO4: Help students understand & design advertising campaign and branding plans

**IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		3					2	
CO 2		2			3		1	
CO 3	1	2					2	
CO 4			2			2		

**V: Session Plan:**

Lecture. No	Unit No.	Topic	Sub-topic	Reference
1	Unit1	Advertising	Meaning, Nature and Importance	B.N.1, 6, 7, 8
2			Types of Advertising	B.N.1, 6, 7, 8
3			Case Study	B.N.1, 6, 7
CO: 1				
LO1: Understanding all the types of advertising				

Lecture. No	Unit No.	Topic	Sub-topic	Reference
4	Unit 2	Implications of Advertising	Economic Implications	B.N. 6, 7, 8
5			Social Implications	B.N. 6, 8
A-1First Assignment Submission within 3 Days				
CO: 2				
LO2: Understanding the concept of Economics and social implication of advertising				
6	Unit 3	Advertising and Marketing Process	Advertising & Marketing Process	B.N. 6
7			Stimulating the Primary Demand	B.N. 6
8			Stimulating Secondary Demand, Selective Demand	B.N. 6
9			Case Study	
CO: 3				
LO3: Understanding Advertising & marketing process. Also developing knowledge for stimulating demands.				
10	Unit 4	Planning and Managing	Campaign Planning, Positioning	B.N. 8
11			Product Perceptual Mapping	B.N. 8
12			Brand Perceptual Mapping	B.N. 8
13			Case Study	
CO: 4				
LO4: Applying knowledge of campaign planning positioning, product perceptual mapping and brand perceptual mapping				
14	Unit 5	Media Selection	Characteristics of Media, Media Selection and Scheduling	B.N. 6, 7
15			Case Study	
A-2Second Assignment Submission within 3 Days				
CO: 4				
LO5: Understanding concept of Media & its implementation				
16	Unit 6	Advertising Appropriation	Advertising Appropriation	B.N 1, 6, 7
CO: 4				
LO6: Conceptual clearance of advertising appropriation				

Lecture. No	Unit No.	Topic	Sub-topic	Reference
17	Unit 7	Advertising Appeals	Advertising Appeals	B.N 6,7,8
18			Case Study	
CO: 4				
LO7: Conceptual development of Advertising appeal				
19	Unit 8	Advertising Effectiveness	Measurement of Advertising Effectiveness	B.N 6,7,8
20			Case Study	
CO: 4				
LO8: Measurement of Advertisement effectiveness				
21	Unit 9	Advertising Agencies	Advertisement Agencies	B.N 6,7,8
22			Operations and Management	B.N 6,7
23			Case Study	
CO:1,4				
LO9: Finding & understanding of Advertisement agencies				
24	Unit 10	Advertising Institute	Advertising Institute	B.N 6,7
CO: 1,4				
LO10: Understanding what are Advertising Institutions				
25	Unit 11	Legal Aspects of Advertising	Legal Aspects of Advertising	B.N 6,7
26			Case Study	
A-3Third Assignment Submission within 3 Days				
CO: 3				
LO11: Understanding Legal Aspect of Advertisement				
27	Unit 12	Branding Decisions	Brand Name, Characteristics, Strategy Decisions	B.N 1, 6, 7
28			Brand Image, Brand Personality and Equity	B.N 1, 6, 7
29			Case Study	
CO: 3				
LO12: Understanding Branding decisions with holistic concept of Brand (including Brand				

Lecture. No	Unit No.	Topic	Sub-topic	Reference
Name, characteristics, strategic decision, Brand image, personality, equality)				
30	Unit 13	Brand Building Process	Brand Building, Brand Licensing and Franchising,	B.N 6,7,8
31			Packaging and Labeling	B.N 6,7,8
32			Case Study	B.N 6,7,8
CO:3				
LO13: Understanding brand building process which includes contemporary diminutions of brand building, brand licensing & franchising, packaging & labelling				

## VI: Reference Book

1. Belch, Belch, Advertising & Promotion: An Integrated Marketing Communication
2. Keller, Strategic Brand Management, 3/e, Pearson 2010
3. Kazmi & Batra Advertising & Sales Promotion, Excel Books, 2010
4. Harsh Verma Brand Management, Excel Books, 2010
5. Keller, Best Practice Cases in Branding, 3/e, Pearson 2010
6. Batra-Advertising Management 5/e, Pearson 2010
7. Chunawala – Sethia: Foundations of Advertising
8. Shyamprasad – Sumit Kumar – Advertising Management

## VII: Note

1. There will be four class tests/ assignment/presentation of 10-15 minutes each without declaration of the date. Each carries 1 mark.
2. There will be three major tests based on the practical and theoretical aspect of the subjects. Each carry two marks, the marks of the best of two major tests will be included in internal marks.
3. There will be two major group assignments; group size will be of 3 or 4 students. Each group will be given separate topic of assignment. Each assignment carries 3 marks.
4. Class performance and discipline will be an important factor for assessing internal marks, it carries 2 marks.
5. The result of each tests/assignment will be declared within one week.
6. If any student doesn't submit assignment on time, half marks credit will be given after submission of the assignment.
7. Attendance will be a multiplying factor as per given in academic plan.



<b>VIII: Rubric for Internal Assessment</b>			
<b>Subject: Advertising and Brand Management</b>			
<b>MBA BE III Sem</b>			
<b>Goal :</b> Students will learn to analyze and plan, how a brand is perceived in the market. Learn to develop a good relationship with the target market which is essential for brand management.			
<b>Objective:</b> The objective of this paper is to provide knowledge about the significance and effectiveness of advertisement and brand management.			
<b>12-15 Marks</b>	<b>08-11 Marks</b>	<b>04-07 Marks</b>	<b>00-03 Marks</b>
<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>
<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>
% understands the advertising process and key decision areas for effective management	% understands most the advertising process and key decision areas for effective management.	% understands few concepts of the advertising process	% Have Low degree of association & attempt to identify and summarize the problem accurately.

**IX: Scheme of Internal Marks:**

<b>Class Participation</b>			<b>Internal Assessment</b>		<b>TOTAL 75</b>	<b>Final Internal Marks Out of 15</b>
<b>Presentation out of 15</b>	<b>Quiz out of 15</b>	<b>Assignment out of 15</b>	<b>Viva out of 15</b>	<b>Internal Test Out of 15</b>		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**  
**Lesson Plan**

**Subject:** Industrial & Rural Marketing  
**Class:** MBA (BE) – III Sem

**Session:** July - Dec

**I: Course Objective:** The objective of this paper is to provide knowledge about the marketing strategies followed by rural and industrial markets.

**II: Examination:** The faculty member will award internal marks out of 15 The end semester examination will be worth 85 marks.

**III: Course Outcomes (CO):**

- CO1: To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context
- CO2: Explore the various facets of industrial & rural marketing and develop an insight regarding different concepts and basic practices in these areas.
- CO3: Understand rural marketing environment and the emerging challenges in it.
- CO4: To acquaint the students with the appropriate concepts and techniques in the area of rural marketing

**IV:PO-CO Mapping : HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1					1			
CO 2	1	2						
CO 3							1	2
CO 4	1	1	2					

**V: Session Plan:**

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Rural Marketing	Definition, Need, Importance, Future prospects	B.N. 4, 5
2			Opportunities vs. other markets	B.N. 4, 5

Lecture No.	Unit No.	Topic	Sub Topic	Reference
3			Economic Dynamics of Rural Marketing	B.N. 4, 5
4			Scanning of Industries tapping the Rural Marketing Case: Pepsi Triggers Development	B.N. 5
Assignment:				
CO: 1				
LO1: Understanding the concept of Rural marketing and economic dynamics of rural marketing				
5	2	Demand & Marketing Research	What is Demand? Rural Demand Forecasting, Nature of Demand, Characteristic of Rural Demand	B.N. 6,7
6			Rural Market Research, Characteristic of Rural Market	B.N. 6,7
7			Rural Consumer Behavior & Attitude, Understanding Rural Consumer Buying Behavior	B.N.4, 5, 6
8			Importance of Relationship, Ethical & value based marketing. Case: Pharma Survey Rural	B.N.5
Assignment: Group Assignment- PPT Presentation on Any Topic from Syllabus				
CO: 2				
LO2: Understanding the concept of demand & marketing research in rural India. Studying consumer behaviour & attitude, buying behaviour, & importance of relationship, ethical & value based marketing				
9	3	Implementation & Execution of Marketing Strategies	Segmentation, Types, Strategies	B.N. 5, 6
10			Targeting, Types, Strategies	B.N. 5, 6
11			Positioning, Types of Positioning Strategies	B.N. 5, 6
12			Implementation of STP Strategies Case: New Market and New Rule	B.N. 5
CO: 4				
LO3: Introduction to marketing strategies and programs				
13	4	Marketing Channels	Marketing Channels, Structure, Importance	B.N. 5, 6

Lecture No.	Unit No.	Topic	Sub Topic	Reference
14			Channel Selection Criteria, Wholesaling & Retailing	B.N. 4, 5, 6
15			Managing Dealers & Distributers, Retail Management	B.N. 4, 5, 6
16			Channel for Agri Products, Industrial Products & Consumer Products Case: Hero Takes on the Challenge	B.N. 1, 2, 3
CO: 3				
LO4: Understanding the selection & managing of marketing channels				
17	5	Sales Force Management	Sales force management, Techniques, Importance	B.N. 1,2,3
18			Sales force recruiting & training	B.N. 1, 2
19			Sales force controlling & motivating	B.N. 1,2,3
20			Case: Distribution Barrier	B.N. 2
CO: 1				
LO5: Concept developments of sales force management				
21	6	Industrial Marketing	Industrial Marketing Concept, Scope & Attributes	B.N. 1,2,3
22			Industrial Marketing Environment, Elements	B.N. 1,2,3
23			Case: Tetrapack	B. N. 2
CO: 2				
LO6: Finding and understanding industrial marketing & its related organizations				
24	7	Organizational Buyers & Behavior	Industrial Buyers, Characteristics	B.N. 1,2,3
25			Organizational Buying Behavior, Difference b/w End User & Industrial Users	B.N. 1,2,3
26			Industrial Demand Forecasting, Motivating Industrial Buyer	B.N. 1,2,3
27			Industrial Buying Pattern, Types of Industrial Buyers	B.N. 1,2,3

Lecture No.	Unit No.	Topic	Sub Topic	Reference
28			Case: Laxshmi Machine Work Ltd. (B.N. 2)	B.N. 2
Assignment:				
CO: 3				
LO7: Understanding organizational buyers & buying behaviour with the help of concepts like demand, buyer motivation, characteristics & purchasing patterns				
29	8	Formulating & implementing strategies in Channel Management	Sales Promotion & Public Relation in Industrial Marketing	B.N. 1,2,3
30			Strategy Formulation & Implementation for Promoting Industrial Products	B.N. 1,2,3
31			Price Mechanism of Industrial Products	B.N. 1,2,3
32			Case: Prentice Machine Tools	B.N. 1
Assignment				
CO: 4				
LO8: Applying strategies in channel management, sales force management and personal selling. Also, an introduction to concept of price management mechanism, sales promotion & public relations in industrial market				

**VI: Book References:**

1. Industrial Marketing - **Robert R Reeder, Edward G. Brity, Betty H. Reader**
2. Industrial Marketing – **Francis Cherunilam**
3. Industrial Marketing - **Krishna K Havallidar**
4. Rural Marketing – **T.P. Gopalswamy**
5. Rural Marketing – **CSG Krishnamacharyulu S. Lalitha R**
6. Rural Marketing Management – **Sukhpar Singh**
7. Rural Marketing- **Francis Cherunilam**

**VII: Note:**

1. There will be 8 unit wise class tests/assignments/presentations of equal weightage.
2. There will be two major group assignments, group size 3-4, each group will be given separate topics for understanding the practical approach of industrial marketing environment.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

<b>VIII: Rubric for Internal Assessment</b>			
<b>Subject: Industrial &amp; Rural Marketing</b>			
<b>MBA BE III Sem</b>			
<b>Goal :</b> The course should enable students to develop marketing strategies that are consumer based and create and enhance customer value particularly for industrial and rural sectors.			
<b>Objective:</b> The objective of this paper is to provide knowledge about the marketing strategies followed by rural and industrial markets.			
<b>12-15 Marks</b>	<b>08-11 Marks</b>	<b>04-07 Marks</b>	<b>00-03 Marks</b>
<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>
<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>
%.... students were outstanding and able to understand the behavioral aspects of marketing management. They explained how the markets, consumers behave under circumstances and how the cultural, social, personal and psychological factors influence their behavior particularly in rural market.	%.... students were accomplished and able to articulate some perspectives of Consumer Behavior and Rural Marketing. Most of them understand how the cultural, social, personal and psychological factors influence the consumer behavior.	%.... students fall in this criterion. They showed minimal knowledge of the subject.	%.... student fall in this criterion. They all were not able to articulate some perspectives of Consumer Behavior and Rural Marketing. Most of them understand how the cultural, social, personal and psychological factors influence the consumer behavior.

**IX: Scheme of Internal Marks:**

<b>Class Participation</b>			<b>Internal Assessment</b>		<b>TOTAL 75</b>	<b>Final Internal Marks Out of 15</b>
<b>Presentation out of 15</b>	<b>Quiz out of 15</b>	<b>Assignment out of 15</b>	<b>Viva out of 15</b>	<b>Internal Test Out of 15</b>		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE****Lesson Plan****Subject: International Marketing****Session: July – Dec.****Class: M.B.A (BE) III Sem****I: Objective of the course:**

The objective of this paper is to have knowledge of strategies, adopted in the foreign markets to succeed with a suitable market plan.

**II: Examination:**

The faculty member will award internal marks out of 15 (5 for Tests and 10 for class participation). The semester examination carrying 85 marks & students have to attempt any 5 questions from given choice of 7 questions.

**III: Course Outcomes (CO):**

- CO1: Apply knowledge paradigms in international marketing to gain insights into similarities/differences across cross-cultural markets and their marketing implications
- CO2: Gain an understanding of international marketing effort related to market entry and marketing mix strategies
- CO3: To gain a solid understanding of the theoretical and conceptual principles of International Marketing
- CO4: Develop International marketing plans

**III: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2			1	
CO 2				1			1	
CO 3				2			1	
CO 4							1	

**IV: Session Plan:**

Lecture	Unit	Topic	Sub - Topic	Reference
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No.	No.			
1	1	International Marketing environment	Economic Environment	B.N.1
2			Cultural Environment	B.N.1
3			Legal Environment	B.N.1
4			Technological and political Environment	B.N.1
<b>5 Assignment: Discussion on assignment on Write up of Environment analysis</b>				
<b>CO: 1</b>				
<b>LO1:</b> Apply knowledge into international marketing environment				
6	2	Process of entering International Marketing Management	Decision criteria for entry methods in the international market	B.N.3
7			Various entry methods for the international market	B.N.3
<b>CO: 2</b>				
<b>LO2:</b> Identifying how to enter and cope up to international market using different methodology				
8	3	Product policy decisions	Product Standardization and Product Adaptation	B.N.3
9			Packaging and Labelling	B.N.3
10			Positioning	B.N.3
<b>11 Class Test</b>				
<b>CO: 3</b>				
<b>LO3:</b> Making product related decisions for improvement in product				
12	4	New product development	New product development Process	B.N.4,5
13			Adoption and Diffusion of new products	B.N.4,5
14			Product line extensions	B.N.4,5
15			International product life cycle.	B.N.4,5
<b>16 Assignment: Discussion on the assignment on product development of your choice.</b>				
<b>CO: 3</b>				



LO4: Development in product/ New entrant in international market & understanding its life cycle				
17	5	Managing Foreign Distribution	Through distributors and through firm's	B.N.2
18			Types of intermediaries — Direct	B.N.2
19			Indirect Channel	B.N.2
20			Channel Adaptation	B.N.2
21			Channel Development	B.N.2
Group Assignment: Submit the write up on comparative assessment of distribution channels				
CO: 3				
LO5: Develop understanding of foreign distribution in international market via channels and its type				
22	6	Physical distribution	Modes of transportation	B.N.3,4
CO: 3				
LO6: Analyze different modes of transportation				
23	7	Export Pricing	Objectives, Frame work of International pricing	B.N.3,4
24			Factors gray market	B.N.3,4
25			Price escalation	B.N.3,4
26			Foreign exchange risk	B.N.3,4
27			Transfer pricing	B.N.3,4
CO: 3,4				
LO7: Understanding pricing in international market , analysing all prospects affecting price during international marketing				
28	8	International Promotion	Role of Advertising, advertising decisions taken for international market	B.N.2,3
29			Personal selling	B.N.2,3
30			Sales promotion	B.N.2,3

31			Public relations and trade shows	B.N.2,3
32			<b>Group Presentation</b>	
<b>CO: 4</b>				
<b>LO8:</b> Producing an international promotional plan with advertising, personal selling , public relations , and trade shows				

**VI: Reference Books:**

1. Sak Onkvisit & John J. Shaw, International Marketing , Print India Press, 2010
2. Francis Cherunilam , International Marketing, Himalaya Publishing House, 2006
3. Subhash C. Jain ,International Marketing Management ,CBS Publishers and distributors , 2006
4. P K Vasudeva ,International Marketing, Excel Books,2004
5. R. Shrinivasan, International Marketing, Prentice Hall Of India, 2006

**VII: Note:**

1. There will be 4 class tests/assignments/presentations of equal weightage.
2. There will be one major group assignments, group size 3-4, each group will be given separate topics for understanding the practical approach of International Marketing.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

<b>VIII: Rubric for Internal Assessment</b>			
<b>Subject: International Marketing</b>			
<b>MBA BE III Sem</b>			
<b>Goal:</b> Students will be able to gain a solid understanding of the theoretical and conceptual principles of International marketing and understand how to develop and manage a strategic international marketing initiative.			
<b>Objective:</b> To gain an understanding of concepts of International Marketing, types of international markets, demand and supply position in international markets, import-export documentation, policies and procedures of foreign trade.			
<b>12-15 Marks</b>	<b>08-11 Marks</b>	<b>04-07 Marks</b>	<b>00-03 Marks</b>
<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>
<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>

%.... students were outstanding and able to describe the strategies and tactics that can lead to successful international marketing given those environmental constraints; Understand how managers perform the functional tasks that constitute international marketing such as marketing intelligence and “mix” adaptations;	%.... students were accomplished and able to articulate some perspectives of International Marketing. Some of the students were able to demonstrate strategies and tactics that can lead to successful international marketing given those environmental constraints.	%.... students fall in this criteria. They showed minimal knowledge of the subject.	%....student fall in this criterion. They were not able to demonstrate strategies and tactics that can lead to successful international marketing given those environmental constraints.
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**IX: Scheme of Internal Marks:**

Class Participation			Internal Assessment		TOTAL 75	Final Internal Marks Out of 15
Presentation out of 15	Quiz out of 15	Assignment out of 15	Viva out of 15	Internal Test Out of 15		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR),  
INDORE**

**Lesson Plan**

**Subject:** Sales and Distribution Management

**Session:** July - December

**Course:** MBA (Business Economics) III Sem

**I: Course Objectives:** The objectives of this course are to expose the students to various aspects of sales and distribution management as an integral part of marketing management, and provide abilities in sales and distribution system.

**II: Examination:** The faculty member will award internal marks out of 15 The end semester examination will be worth 85 marks.

**III: Course Outcomes (CO):**

CO1: Identify and respond to clients' selling and distribution needs

CO2: Relate theoretical aspects of sales and distribution theories to practical aspects

CO3: Develop unique sales and distribution strategies

CO4: Design effective distribution channels

**III:PO-CO Mapping : HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	2	3					1	
CO 2		2				1		
CO 3		3	3			2	2	
CO 4			2				1	

**IV: Session Plan:**

Lecture No.	Unit No.	Topics	Sub Topics	Reference
1	1	<b>Sales Management Strategy</b>	Introduction and meaning of sales management, designing and managing a sales	B.N. 1, B.N.7

			force	
2			Problems of Sales management, formulation of sales force	B.N. 1, B.N.8
3			Different sales strategies, Methods of selling	B.N. 3 B.N. 7
CO: 1				
LO1: Describing conceptual framework of sales management and formulation of strategies for sales force & selling				
4	2	Personal selling	The Role of personal selling in marketing mix, the personal selling process,Personal selling objectives, Types of sales job	B.N. 1, B.N.7
5			Difference between advertising and personal selling, Buyer- seller relationship.	B.N. 1, B.N.8
6			Case Study	B.N. 2, B.N.7
CO: 2				
LO2: Understanding personal selling with respect to marketing mix , also comparing it with advertising				
7	3	Theories of Sales Management	Objectives, Nature and Scope, Buyer - Seller Dyads, AIDAS Theory	B.N. 1, B.N.8
8			Right set of circumstance Theory, Buying Formula” Theory	B.N. 3, B.N.8
9			Case Study	B.N. 2, B.N.7
	Assignment			

CO: 3				
LO3: Understand sales management theories				
10	4	Operational Sales Management	Selection, Recruitment, Training, Motivation and Compensation	B.N. 1, B.N.7
11			Evaluation and Control of Sales Force	B.N. 2, B.N.7
12			Monitoring and performance evaluation, Managing sales force	B.N. 2, B.N.9
13			Case Study	B.N. 2, B.N.9
CO: 1,3				
LO4: Developing the concept of operational sales management				
14	5	Sales planning	Sales forecasting, Quotas, territory management, choice and purchase timing models	B.N. 1, B.N.8
15			Sales Budgeting, Sales control	B.N. 1, B.N.8
16			Case Study	B.N. 2, B.N.9
CO: 1				
LO5: Understanding sales planning and sales control concept				
17	6	New Techniques of sales management	Sales MIS,Sales Training	B.N. 1, B.N.8
18			Relationship Marketing,Internet as an emerging selling technique	B.N. 1, B.N.8
19			Direct Marketing, International sales management	B.N. 6, B.N.10
20			Case Study	B.N. 2, B.N.9

CO: 1,2				
LO6: Finding new techniques of sales management including relationship marketing , direct marketing , international sales management and selling using internet				
21	7	Distribution	Introduction, Type of Channel	B.N. 3, B.N.9
22			Channels of selection process, management of channels	B.N. 5, B.N.10
23			Managing Co-operation, Conflict and Competition, Vertical and Horizontal Marketing Systems	B.N. 6, B.N.10
24			Objectives of channel of distribution, Vertical and Horizontal marketing systems, Motivation of channel	B.N. 3, B.N.9
25			Case Study	B.N. 2, B.N.9
CO: 3				
LO7: Conceptual knowledge of channel				
26	8	Wholesaling and Retailing	Importance, Types, Marketing Decisions for Wholesalers	B.N. 5, B.N.10
27			Retailing: Importance, Types, Retailer Marketing Decisions.	B.N. 6, B.N.10
28			Case Study	B.N. 2, B.N.7
CO: 2				



LO8: Comparative study on wholesale and retailing for marketing decision				
29	9	Physical Distribution:	Objectives, Warehousing , Transportation, modes of transportation, supply chain management	B.N. 6, B.N.10
30			Case Study	B.N. 2, B.N.9
CO: 4				
LO9: Understanding physical distribution with transportation , SCM , and warehousing				
31	10	New Techniques of managing Distribution	New Techniques of managing Distribution	B.N. 6, B.N.10
32	Presentation			
CO: 4				
LO10: Finding new technology of managing distribution				

**VI: Book References:**

- 1 S L Gupta, Sales and Distribution Management, Excel Books,2010
- 2 Cron ,Sales Management: Concepts and Cases, 10 Edn ,2010,
- 3 Wiley Havaladar, Krishana - Sales & Distribution Management, 2e TMH 2009
- 4 Spiro, Stanton - Management of a Sales Force, 11e TMH 2008
- 5 Tanner-Sales Management, Pearson,2010
- 6 Still-Sales Management Decisions, Strategies and Cases, 5/e, Pearson,2010
- 7 Cundiff and Govni, "Sales Management - Decisions, Strategy and Cases", New Delhi: Prentice Hall of India. Ingram,
- 8 Laforge, Avila, Schwepker and Williams, "Sales Management",
- 9 Thomson Watuba R. Thomas,"Sales Management-Texts and Cases", Business Publication Johnson,
- 10 Kurtz and Scheving"Sales Management, Concept practice& cases, MacGrawHill

**VII: Note:**

- 1 There will be 2 group major assignment. Group size will be 4-5 students
- 2 There will be a Group presentations of 30 minutes.
- 3 Class performance and discipline will be an important factor for assessing internal marks, it carries 2 marks.

- 5 If any student does not submit assignments at time, credit will be given half mark after submission of assignment.
- 6 Attendance will be multiplying factor as per given in academic plan.

<b>VIII: Subject: Sales and Distribution Management</b>			
<b>MBA BE III Sem</b>			
<b>Goal:</b> To develop understanding and appreciation of the Sales & Distribution processes in organizations.			
<b>Objective:</b> The objectives of this course are to expose the students to various aspects of sales and distribution management as an integral part of marketing management, and provide abilities in sales and distribution system.			
<b>12-15 Marks</b>	<b>08-11 Marks</b>	<b>04-07 Marks</b>	<b>00-03 Marks</b>
<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>
<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>
% students understand the Sales & Distribution functions as an integral part of marketing functions in a business firm	% understands most the sales and distribution process and key decision areas for effective management.	% understands few concepts of the sales and distribution process	% Have Low degree of association & attempt to identify and summarize the problem accurately.

#### IX: Scheme of Internal Marks:

<b>Class Participation</b>			<b>Internal Assessment</b>		<b>TOTAL 75</b>	<b>Final Internal Marks Out of 15</b>
<b>Presentation out of 15</b>	<b>Quiz out of 15</b>	<b>Assignment out of 15</b>	<b>Viva out of 15</b>	<b>Internal Test Out of 15</b>		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE****Lesson Plan****Subject:** Business Ethics And Environment**Session:** Jan. – June**Class:** M.B.A.(BE) IV Sem**I: Objectives of course:**

The objective of this course is to familiarize the students with the business environment prevailing in India and in the world to help them understand its implications to business and also to help students gain an understanding of Business Ethics and application of Indian values in managerial decision-making.

**II: Examination:**

The semester examination will carry 85 marks. The faculty member will award internal marks out of 15.

**III: Course Outcomes (CO):**

- CO1: Analyze the environment of a business from the legal and regulatory, macro-economic , cultural, political, technological and natural perspectives.
- CO2: Conduct an in-depth analysis of a specific component of the business environment and relate it to your own organization.
- CO3: Critically assess the business environment of an organization using selected strategic tools.
- CO4: To provide a sensitive understanding of ethical principles of corporate governance and the nature of their enforcement.

**IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1			3	3			3	2
CO 2	2	3	2	2		3	2	1
CO 3	2	2		2		3	2	
CO 4				1	2			3

**V: Session Plan:**

Lecture No.	Unit No.	Topic	Sub-topic	References
1	1	Business Environment	Meaning of Business Environment	B.N.1&2
2			Nature and scope of Business Environment	B.N.1&2
3			Nature of Business in 21st century	B.N.1&2
4			Components of Business Environment	B.N.1&2
CO: 1				
LO1: It creates an understanding among the students about business environment and its components.				
5	2	Economic Environment	Nature & Structure of Indian Economy	B.N.1&2
6			Economic Reforms 1991 – Trend, Growth and present status.	B.N.1&2
7			Industrial Policy	B.N.1&2
8			Monetary & Fiscal Policies	B.N.1&2
9			Foreign policy	B.N.1&2
10			Recent Developments in Business Environment of India	B.N.1&2
11			SWOT Analysis of Indian Economy	B.N.1&2
CO: 2				
LO2: It develops the knowledge of economic planning and development. The students will be able to understand the different policies of Government.				
12	3	International Business Environment	Globalization- Meaning, scope, phases, Indicators.	B.N.1&2
13			WTO & GATT	B.N.1&2
14			Sub Prime Crisis	B.N.1&2
5			International Financial Markets and Indian Business	B.N.1&2
16			Capital account Convertibility, Global Capital Flow Paradox	B.N.1&2
17			Forex Reserve Management and its impact on Indian Business	B.N.1&2
18			Foreign Investment	B.N.1&2
19			Case Study -Whose Basmati is this?	B.N. 3,4&5
CO: 3				
LO3: It creates awareness among the students about Indian & Global business scenario enhances knowledge of International Economic Integration & WTO.				
20	4	Ethics & Environment	Ethics & Business – Its issues	B.N. 3,4&5
21			Moral Responsibility and Blame	B.N. 3,4&5
22			Ethical principles in Business	B.N. 3,4&5
23			Utilitarianism	B.N. 3,4&5
24			Weighing Social cost and benefits	B.N. 3,4&5
25			Rights and Duties	B.N. 3,4&5

26			Justice and Fairness	B.N. 3,4&5
27			The Ethics of Care	B.N. 3,4&5
28			<b>Case Study-</b> Metro turns to Bhagwad Gita for management lessons	B.N. 3,4&5
<b>CO: 4</b>				
<b>LO4:</b> It enhances ethical values and develops an understanding of deontological ethics and philosophy of Utilitarianism among the students.				
29			Meaning	B.N. 3,4&5
30			Nature and components of Corporate Governance	B.N. 3,4&5
31			Role of Corporate Governance in the growth of business	B.N. 3,4&5
32			<b>Case Study-</b> Corporate Responsibility.	B.N. 3,4&5
<b>Assignment-</b> Business Environment of BRICS nation				
<b>CO: 4</b>				
<b>LO5:</b> It develops an understanding of Corporate Governance and its components with their role in growth of business.				

## VI: Reference Book

- 1) Francis Cherullinum- Business Environment, Himalaya Publishing House, New Delhi.
- 2) K. Aswathappa – Essentials of Business Environment, Himalaya Publishing House, New Delhi.
- 3) Dr. Neeru Vasishth & Dr. Namita Rajput, Business Ethics & Values with Case Studies, Taxmann Publications Pvt. Ltd.
- 4) Manuel G. Velasquez - Business Ethics, Concepts and cases, Pearson Education, 6th edition.
- 5) Veera Karoli & Huma Zafar, Business Ethics & Management By Indian Values, Thakur Publishers, Bhopal.
- 6) Mishra & Puri – Economic Environment in India, Himalaya Publishing House, New Delhi.
- 7) Justin Paul:- Business Environment – Text & Cases, McGraw Hill Companies, New Delhi.
- 8) Raj Agrawal - Business Environment, Excel Books, New Delhi.
- 9) Dutt & Sundaram – Indian Economy, S. Chand & Co. New Delhi.
- 10) I.J. Ahluwalia & I.M.D. Little – India's Economic Reforms and Development, Oxford University Press, New Delhi.

11) E- Journals & Database: - EBSCO, INDIASTAT.COM, EIU.COM, CAPITAL LINE .COM

## VII: Note

1. There will be 2 class tests/assignments/presentations of equal weightage.
2. There will be one major group assignments, group size 3-4, each group will be given separate topics for understanding the practical approach of Business & Ethical environment.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

<b>VIII: Rubric for Internal Assessment</b>			
<b>Subject: Business Ethics And Environment</b>			
<b>MBA BE IV Sem</b>			
<b>Goal:</b> To analyze the environment of a business from the legal and regulatory, macro-economic , cultural, political, technological and natural perspectives.			
<b>Objective:</b> The objectives of this course is to familiarize the students with the business environment prevailing in India and in the world to help them understand its implications to business and also to help students gain an understanding of Business Ethics and application of Indian values in managerial decision-making.			
<b>12-15 Marks</b>	<b>08-11 Marks</b>	<b>04-07 Marks</b>	<b>00-03 Marks</b>
<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>
<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>
% Students Having an understanding about business environment Particulaly economic, Sociocultural, Political and Its Impact on Business in India and world	% Students Having basic understanding about business environment prevailing in India and world with Implications to business.	% Students Having understanding about business environment.	% Students Need More efforts for Concept at Business Environment Level.

## IX: Scheme of Internal Marks:

<b>Class Participation</b>			<b>Internal Assessment</b>		<b>TOTAL 75</b>	<b>Final Internal Marks Out of 15</b>
<b>Presentation out of 15</b>	<b>Quiz out of 15</b>	<b>Assignment out of 15</b>	<b>Viva out of 15</b>	<b>Internal Test Out of 15</b>		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE****Lesson Plan****Subject:** Consumer Behaviour**Session:** Jan - June**Class:** MBA (Business Economics) IV Sem

**I: Course Objectives:** The objectives of this course are to expose the students to various aspects of sales and distribution management as an integral part of marketing management, and provide abilities in sales and distribution system.

**II: Examination:** The faculty member will award internal marks out of 15. The semester examination carrying 85 marks.

**III: Course Outcomes (CO):**

- CO1: Understand the consumer and its behavior in order to frame consumer oriented marketing strategies
- CO2: Discussing the principal factors that influence consumers as individuals and decision makers with an application to the buying decision process.
- CO3: Analyze the trends in consumer behavior, and apply them to the marketing of an actual product or service.
- CO4: Understand consumer behavior concepts to develop better marketing programs and strategies to influence those behaviors.

**IV: PO-CO Mapping : HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	1	1			1			1
CO 2		2		1	1			2
CO 3		2		2				2
CO 4				1				2

**V: Session Plan:**

Lecture No.	Unit No.	Topics	Sub Topics	Reference
1	1	<b>Consumer Behaviour</b>	Introduction, Defining consumer behaviour	B.N. 1, B.N. 6
2			Significance of Consumer behaviour in daily life.	B.N. 1, B.N. 6

3			Relation of consumer behaviour with marketing management	B.N. 4, B.N. 8
4			De-marketing Government Policies.	B.N. 4, B.N. 8
5			Case study- Old is Gold	B.N. 2, B.N. 7
CO: 1				
LO1: Understanding the basic concept of Consumer Behavior. Also getting introduced to De-Marketing Govt. Policies				
6	2	Market Segmentation	Market Segmentation -Types	B.N. 2, B.N. 7
7			Product Positioning	B.N. 3, B.N. 8
8			Case Study	
	Assignment			
CO: 2				
LO2: Generating knowledge for market segmentation and positioning				
9	3	Influence of Culture	Influence of Culture, Sub culture	B.N. 1, B.N. 6
10			Case study	
11			Social Class	B.N. 1, B.N. 6
12			Case study	
13			Social Groups, Family, Personal influence and innovation	B.N. 1, B.N. 6
14			Case study	B.N. 1, B.N. 6
CO: 3				
LO3: Developing the concept of influence and innovation over consumer via Culture, subculture, social class, social groups, family and personal				
15	4	Determinants of consumer behavior	Personality	B.N. 2, B.N. 9
16			Case study- What motivates men and women to buy?	B.N. 5, B.N. 9
CO: 3,4				
LO4: Understanding the determinants of Consumer Behaviour – a) Personality				



17	5	Perception	Perception	B.N. 1, B.N. 10
18			Case study- TATA' Gold Plus Jewellery	B.N. 5, B.N. 9
CO: 3,4				
LO5: Understanding the determinants of Consumer Behaviour – b) Perception				
19	6	Learning	Learning	B.N. 4, B.N. 8
20			Case study	B.N. 5, B.N. 9
CO: 3,4				
LO6: Understanding the determinants of Consumer Behaviour – c) Learning				
21	7	Motivation	Motivation	B.N. 4, B.N. 8
22			Case Study	
CO: 3,4				
LO7: Understanding the determinants of Consumer Behaviour – d) Motivation				
23	8	Attitudes	Attitudes	B.N. 5, B.N. 8
24			Case Study	
CO: 3,4				
LO8: Understanding the determinants of Consumer Behaviour – e) Attitudes				
25	9	Consumer Decision Process	Consumer Decision Process	B.N. 1, B.N. 6
26			Search and evaluation	B.N. 5, B.N. 8
CO: 3,4				
LO9: Applying knowledge on consumer decision process, search and evaluation				
27	10	Purchasing Process	Purchasing Process	B.N. 1, B.N. 6

28			Post purchase behaviour	B.N. 5, B.N. 8
CO: 4				
LO10: Developing concept of behaviour changes during purchasing process & post purchase				
29	11	Consumerism	Organizational Buyer Behaviour	B.N. 4, B.N. 8
30			Case Study- Rural markets	B.N. 5, B.N. 9
31	Presentation			
32	Presentation			
CO: 4				
LO11: Getting answer to - what is consumerism, and organizational buyer behaviour				

**VI: BOOK REFERENCE:**

- 1 Satish Batra and Kazmi Consumer Behaviour Excel Books
- 2 Hawkins, David, Consumer Behavior , 11E Tata Mcgraw Hill  
Dogra, B.LRural Marketing1e, Tata Mcgraw Hill
- 3 Consumer behaviour - Hoyer Mac Innis
- 4 Gopalaswamy,T P Rural Marketing- Environment, Problems& Strategies Vikas
- 5 Kashyap,The Rural Marketing Book (Text & Practice), Wiley 11
- 6 Consumer Behaviour - David I. Laudon, Albart J. Della Bitta
- 7 U C Mathur Rural Marketing Excel Books
- 8 Badi&Badi Rural Marketing,2010 Himalaya Pub.House
- 9 Assel, H., “Consumer Behaviour”, 2008 Cengage Learning
- 10 Solomon M.R., “ Consumer Behaviour”, PHI

**VII: Note:**

- 1 There will be 2 group major assignments. Group size will be 4-5 students
- 2 There will be Group presentations of 30 minutes.
- 3 Class performance and discipline will be an important factor for assessing internal marks, it carries 2 marks.
- 4 If any student does not submit assignments at time, credit will be given half mark after submission of assignment.
- 5 Attendance will be multiplying factor as per given in academic plan.

<b>VIII: Rubric for Internal Assessment</b>			
<b>Subject: Consumer Behaviour</b>			
<b>MBA BE IV Sem</b>			
<b>Goal :</b> The course should enable students to develop marketing strategies that are consumer based and create and enhance customer value.			
<b>Objective:</b> The objectives of this course are to help students gain an understanding of various aspects of Consumer Behaviour and their applications & consumer behavior concepts to develop better marketing programs and strategies to influence those behaviors.			
<b>12-15 Marks</b>	<b>08-11 Marks</b>	<b>04-07 Marks</b>	<b>00-03 Marks</b>
<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>
<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>
%.... students were outstanding and able to understand the behavioural aspects of marketing management. They explained how the markets, consumers behave under circumstances and how the cultural, social, personal and psychological factors influence their behaviour.	%.... students were accomplished and able to articulate some perspectives of Consumer Behaviour. Most of them understand how the cultural, social, personal and psychological factors influence the consumer behaviour.	%.... students fall in this criterion. They showed minimal knowledge of the subject.	%.... student fall in this criterion. They all were not able to articulate the perspectives of Consumer Behaviour and its importance to frame strategies.

**IX: Scheme of Internal Marks:**

<b>Class Participation</b>			<b>Internal Assessment</b>		<b>TOTAL 75</b>	<b>Final Internal Marks Out of 15</b>
<b>Presentation out of 15</b>	<b>Quiz out of 15</b>	<b>Assignment out of 15</b>	<b>Viva out of 15</b>	<b>Internal Test Out of 15</b>		

**INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH****IPS ACADEMY, INDORE****Lesson Plan****Subject:** Business Forecasting & Planning Techniques.**Session:** July – Dec**Class:** M.B.A (BE) IV Sem**I: Objectives of course:**

The objective of this paper is to teach the different forecasting techniques that are helpful in trade and business.

**II: Examination:** The faculty member will award internal marks out of 15 (4 for Tests and 11 for class participation). The semester examination carrying 85 marks will have two sections A and B. Section A worth 60 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 25 marks will contain one or more cases/Numerical.

**III: Course Outcomes (CO):**

- CO1: Basic understanding of the relationship between the two terms Forecasting & Planning  
 CO2: Understanding of basic methodologies of business forecasting  
 CO3: Awareness of basic applications of forecasting in decision making for a business  
 CO4: Optimum utilization of forecasting for the purpose of planning in an organization

**IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		1		1	1			
CO 2					2		1	
CO 3	1	1				3	1	2
CO 4		2	1	1		3		2

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**V: Session Plan:**

Lecture No.	Unit No.	Topic	Sub-topic	Reference
1	Unit 1	Basic concepts	Basic concepts of Business Forecasting and Planning,	B.N.1 & B.N. 3
2			Fundamentals of Business & Business Environment, Nature of business in 21 <sup>st</sup> Century,	B.N.1 & B.N. 3
3			Components of business Environment Stages and Techniques for Environmental Analysis.	B.N.1 & B.N. 3
4			. Quantitative Forecasting; Criteria for Evaluation: ME, MAD, MSB, RMSE (SDE),	B.N.1 & B.N. 3
5			PE, MPE, MAPE, Theil -U - Statistic;	B.N.1 & B.N. 3
6			Introduction to Qualitative & Technological Forecasting	B.N.1 & B.N. 3
A-1 First Assignment Submission within 3 Days				
CO: 1				
LO1: Understanding of Business Forecasting and Planning in a Business				
7	Unit 2	Quantitative Methods of Business Forecasting	Methods of Business Forecasting; ARRSSES,	B.N.1 & B.N. 3
8			Practical	B.N.1 & B.N. 3

Lecture No.	Unit No.	Topic	Sub-topic	Reference
9			Quantitative Approach-Naive Method,	B.N.1 & B.N. 3
10			Practical	B.N.1 & B.N. 3
11			Single and Double Moving Averages; Single exponential smoothing	B.N.1 & B.N. 3
12			Double exp. smoothing (Brown's one parameter & Holt's two parameters Methods).	B.N.1 & B.N. 3
13			Practical	B.N.1& B.N. 3
<b>CO: 2</b>				
<b>LO2:</b> Awareness about Basic forecasting methodologies and Quantitative Approach				
14			Trend Analysis - Linear, Semi-Log, Exponential and Logistic Models.	B.N.1& B.N. 3
15			Regression and Econometric Models of Forecasting Introductory Box-Jenkins (ARIMA) Methods	B.N.1 & B.N. 3
<b>A-2 Second Assignment Submission within 3 Days</b>				
<b>CO: 2</b>				
<b>LO2:</b> Awareness about Basic forecasting methodologies and Quantitative Approach				
16	Unit 3	Qualitative & Technological Methods of Forecasting:	Subjective Assessment Methods- Jury of Executive Opinion	B.N.1& B.N. 4
17			Sales force Composite Methods, Formal Surveys	
18			Market Research - Based Assessments, Subjective Probability Assessments Exploratory Methods - Scenario Development	B.N 1

Lecture No.	Unit No.	Topic	Sub-topic	Reference
			Methods, Delphi, Cross-Impact Matrices,	
19			Curve Fitting, Analogy ; Methods, Morphological Research, Catastrophe Theory,	B.N 1 & B.N. 2
20			Normative Methods "- Relevance Trees, Introduction to Systems Dynamics	B.N 1 & 2
A-3 Third Assignment (case study)Submission within 3 Days				
CO: 3				
LO3: Learning of Qualitative and Technological Forecasting Methodologies				
21	Unit 4	Applications of Forecasting Techniques	Applications of Forecasting Techniques in predictions of Demand (Consumer durable	B.N 1
22			Capital goods & new product),	B.N 1& B.N 2
23			<u>Sales Cost. Price, Stock prices, Profits,</u>	
24			Inventory, Production, <u>Cash flow</u>	
25			<u>Foreign exchange rate</u>	
A-4 Fourth Assignment Submission within 3 Days				
CO: 4				
LO4: Application of forecasting techniques in a Business environment				
26	Unit 5	Business forecasting & Planning	Import, Investment, Labour requirements & macroeconomic leading indicators like interest rate forecasting.	B.N 1 & B.N. 4
27			planning in business organization, forecasting as input to planning & decision making.	B.N 1 & B.N 2

Lecture No.	Unit No.	Topic	Sub-topic	Reference
28			contribution of forecasting to analysis and Understanding (The variance as a Measure of Risk,	B.N 1 & B.N 12
29			contribution of forecasting to analysis and Understanding (The variance as a Measure of Risk,	B.N 1 & 3
30			Marginal Analysis	B.N 1
31			Elasticity's, Costing, Seasonal & Cyclical Considerations	B.N 1
32			Simulation analysis	B.N 1& B.N 5
			Sensitivity Analysis	
A-5 Fifth Assignment Submission within 3 Days				
CO:4				
LO5: Understanding the role of forecasting in Planning of a Business Organization				

**VI: Reference Book**

1. Makridakis, Wheelwright and Me Gea (1983), Forecasting: Methods and Applications, John Wiley & Sons.
2. Sheerer, P.(1994), Business Forecasting & Planning, Prentice Hall. Collateral Reading
3. Graner,C.W.(1989), Forecasting in Business & Economics, Academic Press, Lie.

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4. Martino, J.P. (1983), Technological Forecasting for Decision Making, N.Y.; Amer. Elsevier.
5. Pindyck & Rubinfeld (1976), Econometric Models and Econometric Forecasts, Me Graw Hill:
6. Thirlwall, A.P. (1983), Growth and Development with Special Reference to
7. Developing Economies, ELBS/MacMillan (Ch.10). 7. Thymopoulos (1980) Applied Forecasting Methods, Englewood Cliffs,
8. NJ, Prentice Hall. 8. Wheelwright and Makridakis (1985), Forecasting Methods for Management, John Wiley & Sons.

## VII: Journals

1. International Journal of Forecasting.
2. Journal of Forecasting.
3. Technological Forecasting and Social Change.

## Note

1. There will be 8 unit wise class tests/assignments/presentations of equal weightage.
2. There will be two major group assignments, group size 3-4, each group will be given separate topics for understanding the practical approach of Forecasting Techniques.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

VIII: Rubric for Internal Assessment			
Subject: Business Forecasting and Planning Techniques			
MBA BE IV Sem			
<b>Goal :</b> Develop students' ability to solve real-life predictive analytics and forecasting problems.			
<b>Objective:</b> To grasp and comprehend the methods and techniques used in research and provide with the knowledge and skill to undertake research.			
12-15 Marks	08-11 Marks	04-07 Marks	00-03 Marks
.....Students	.....Students	.....Students	.....Students
Outstanding	Accomplished	Meets the Criteria	Need Improvement

___% students show high orientation towards research. Understands the fundamental theories and new development in economics. Mastering of skills in analyzing economic data Demonstration of ability to apply economic knowledge and analytical skills to address policy and business problems	___% students show good understanding of concepts, but need to correlate these concepts more appropriately with managerial problems.	___% students show little understanding of research concept and need more clarity of concept for correlating and planning researches for managerial decisions.	___% students show very basic understanding of subject and find it difficult to plan or design research for managerial problems. need improvement for conceptual knowledge Need to correlate research concepts with managerial problems
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**IX: Scheme of Internal Marks:**

Class Participation			Internal Assessment		TOTAL 75	Final Internal Marks Out of 15
Presentation out of 15	Quiz out of 15	Assignment out of 15	Viva out of 15	Internal Test Out of 15		

**IPS ACADEMY, INSTITUTE OF BUSINESS MANAGEMENT & RESEARCH (IBMR), INDORE**  
**Lesson Plan**

**Subject:** Commodity, Derivative & Price Risk Management

**Class:** MBA (BE) – IV Semester

**Session:** January - June

**I: Course Objective:**

The objectives of this course are to explain to the student the commodity derivatives, evolution of commodity market in India, risk return tradeoff and manage financial risk through the use of various derivatives and to make them understand operations of derivatives market.

**II: Examination:**

The external semester examination will carry 85 marks and the faculty member will award internal marks out of 15.

**III: Course Outcomes (CO):**

- CO1: Describe the basic characteristics of derivatives market
- CO2: Describe the uses of derivatives by hedgers, speculators and arbitrageurs  
Define and describe the traded and over-the-counter derivative contracts on different
- CO3: underlying assets  
Describe and use the different models used for pricing derivatives and used of various
- CO4: strategies

**IV: PO-CO Mapping: HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2				
CO 2						2		1
CO 3					2			
CO 4					3			

**V: Session Plan**

Lecture No.	Unit No.	Topic	Sub Topic	Reference
1	1	Introduction to Derivatives	Introduction to Derivatives, Meaning of Forwards and Futures.	B.N.-2, B.N.-3

Lecture No.	Unit No.	Topic	Sub Topic	Reference
2			Meaning and concept of Options and Swaps.	B.N.-2, B.N.-3
3			Difference between Spot and Future Markets	B.N.-2, B.N.-3
4			Difference between Forward and Future Markets, Types of Orders.	B.N.-2, B.N.-3
Assignment: Prepare an assignment on meaning and concept of derivatives and its instruments.				
CO: 1				
LO1: Introduction to Derivatives and types of contracts.				
5	2	History of Commodity Markets	Evolution of commodity markets.	B.N.-4
6			Commodity markets of India, National Commodity Future Exchanges in India.	B.N.-4
CO: 2				
LO2: History of Commodity Market in India				
7	3	Commodity Futures in India and its Regulations	Economic perspective of commodity and future markets.	B.N.-4
8			Regulatory Framework –Forward Contract Regulation Act 1952, Discussion on Kabra Committee Report	B.N.-4
9			Forward Market commission and its functions.	B.N.-4
10			Regulatory Measures evolved by the commission, Amendments to FCRA 1952.	B.N.-4
Assignment: Throw light on the features of FCRA 1952 and its amendments based on the recommendations of Kabra Committee?				
CO: 3				
LO3: Highlights on Committees reports, regulations in relation to Commodity, Future Market in India				
11	4	Commodity Futures	Meaning and objective of commodity futures, Pricing commodity futures.	B.N.-4
12			Factors affecting cost of carry, Investment and consumption commodities	B.N.-4

Lecture No.	Unit No.	Topic	Sub Topic	Reference
13			Meaning and explanation of Basis and Spreads.	B.N.-4
14			Participants in commodity derivatives – Hedgers, Speculators and Arbitrageurs.	B.N.-4
CO: 2				
LO4: Working of financial participants in Commodity future markets				
15	5	Advanced concepts in Commodity Futures	Hedging – concept, Hedge ratio, Long (buy) hedge, uses of long hedge strategy.	B.N.-4
16			Buying hedge with basis risk, short (sell) hedge, uses of selling hedge strategy,	B.N.-4
17			Selling hedge with basis risk, rolling over of hedge position, advantages and limitations of hedging and speculation.	B.N.-4
CO:2				
LO5: Hedging strategies in commodity future market				
18	6	Options Markets And Trading Strategies	Types of options, uses of options, payoffs from options.	B.N.-1, B.N.-2
19			Trading strategies involving Bull and Bear.	B.N.-1, B.N.-2
20			Butterfly, Calendar and diagonal spread.	B.N.-1, B.N.-2
21			Straddles, Strip and Straps.	B.N.-1, B.N.-2
22			Options valuation and pricing.	B.N.-1, B.N.-2
23			Over the counter exchange options and Index options.	B.N.-1, B.N.-2
Presentations: Class room power point presentation on different kinds of options trading and pay-off strategies.				
CO:3				
LO6: Highlights of option Market Strategies				
24	7	Future Contracts	Introduction to future markets, future contracts.	B.N.-1, B.N.-2
25			Future trading, Specification of the future contract, newspaper quotes.	B.N.-1, B.N.-2
26			Hedging using futures, Index futures, Interest rate futures.	B.N.-1, B.N.-2

Lecture No.	Unit No.	Topic	Sub Topic	Reference
27			Foreign exchange and currency futures, Mechanism of future contracts.	B.N.-1, B.N.-2
28			Operations of margin, convergence clearing process	B.N.-1, B.N.-2
29			Clearing house and clearing margins.	B.N.-1, B.N.-2
CO: 4				
LO7: Mechanism of Future Contract Market				
30	8	Swaps	Introduction to swaps, basic swap structure,	B.N.-2
31			Types of swaps: Interest rate swaps and Currency swaps.	B.N.-2
32			Mechanics of swaps transactions, Swap-Options	B.N.-2
CO: 4				
LO8: Mechanism of Swap Market				

**VI: Book References:**

1. John C. Hull Options, futures and other derivatives – Pearson Education Asia, 4<sup>th</sup> edition, 2001.
2. S. L. Gupta, Financial derivatives: Theory, Concepts and problems, PHI Private Limited, New Delhi
3. D. C. Patwari & Anshul Bhargave Options & Futures: An Indian Perspective, Jaico Publishing House Delhi
4. S. N. Mishra & S. Sunder, Commodity derivatives, Indian Institute of Banking & Finance.

**VII: Note:**

1. There will be 8 unit wise class tests/assignments/presentations of equal weightage.
2. There will be two major group assignments, group size 3-4, each group will be given separate topics for understanding the practical approach of Commodity, Derivatives and Price Risk Management.
3. Regular attendance, class performance and discipline will be an important factor for assigning internal marks.
4. Final assessment on internal test basis.

<b>VIII: Rubric for Internal Assessment</b>			
<b>Subject: Commodity, Derivative &amp; Price Risk Management</b>			
<b>MBA BE IV Sem</b>			
<b>Goal :</b> The objectives of this course are to explain to the student the risk return tradeoffs and manage financial risk through the use of various derivatives and to make them understand operations of derivatives market.			
<b>Objective:</b> The objectives of this course are to explain to the student the commodity derivatives, evolution of commodity market in India, risk return tradeoff and manage financial risk through the use of various derivatives and to make them understand operations of derivatives market.			
<b>12-15 Marks</b>	<b>08-11 Marks</b>	<b>04-07 Marks</b>	<b>00-03 Marks</b>
<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>
<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>
%.... students were outstanding and considered multiple perspectives and relevant theoretical and practical aspects of Financial Engineering and Risk Management They were able to describe, analyze and evaluate the characteristics of some of the most important financial derivative instruments, namely forwards, futures and options, written mostly on currency and equity products.	%.... students were accomplished and able to articulate Some perspectives of Financial Engineering and Risk Management. Some of the students were able to describe, analyze and evaluate the characteristics of some of the most important financial derivative instruments, namely forwards, futures and options, written mostly on currency and equity products.	%.... students fall in this criterion. They showed minimal knowledge of the subject.	%.... students need More efforts to understand the concept of Financial Engineering and Risk Management. They were not able to describe, analyze and evaluate the characteristics of some of the most important financial derivative instruments, namely forwards, futures and options, written mostly on currency and equity products.

**IX: Scheme of Internal Marks:**

<b>Class Participation</b>			<b>Internal Assessment</b>		<b>TOTAL 75</b>	<b>Final Internal Marks Out of 15</b>
<b>Presentation out of 15</b>	<b>Quiz out of 15</b>	<b>Assignment out of 15</b>	<b>Viva out of 15</b>	<b>Internal Test Out of 15</b>		

**INSTITUTE OF BUSINESS MANAGEMENT AND RESEARCH****IPS ACADEMY, INDORE****Lesson Plan****Subject:** Supply Chain Management & Documentation.**Session:** January - June**Class:** M.B.A (BE) IV Sem**I: Objectives of course:**

The objective of this course is to help the students acquire and understand how the chain involved in the marketing. Students are also able to understand the distribution, routing and scheduling of the product.

**II: Examination:** The faculty member will award marks out of a maximum of 15 marks (Internal Evaluation). The semester examination will be worth 85 Marks (External evaluation).

**III: Course Outcomes (CO):**

- CO1: Effectively use concepts of supply chain management and quantitative and qualitative methods to make appropriate decisions in both new and unfamiliar
- CO2: Gaining a command of the key factors in new business model based on E-Commerce and an insight on how it affects the logistic system.
- CO3: The subjects focuses on relatively long term decisions involving the investment in productive resources configuration of process, product design and development of partnership with supplier and channel of distribution.
- CO4: The course will enhance ability to use analytical tools and concepts as well as better understanding of the major strategic issues and trade off in supply chain.

**IV:PO-CO Mapping : HIGH-3, MEDIUM-2, LOW-1**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		2						
CO 2								
CO 3				3				
CO 4		2		3			2	



**V: Session Plan:**

PD No.	Unit No.	Topic	Sub Topic	Reference
1	1	Understanding Supply Chain	Analyzing Supply Chain	B.N:2, B.N:9
2			Understanding Supply Chain	
3			Decision Phases in Supply Chain	
4			Process View of Supply Chain	
CO: 1				
LO1: Understand the structure of supply chain and the different ways to with supply chain can become more competitive in the market.				
5	2	International Logistic	International Logistics Management	B.N:6, B.N7
6			International Logistics Management	
7			Importance of Documentation in SC System	
8			Importance of Documentation in SC System	
CO: 2				
LO2: Understand the role of logistics and importance of documentation in supply chain.				
9	3	Demand and Supply	Planning Demand And Supply	B.N:4 , B.N:8
10			Warehousing	
11			Distribution Centers	
12			Break Bulk	
13	3	Demand and Supply	Cross Ducking	
14			Consolidation	

15			Case Study: Cement Distribution network	
CO:3				
LO3: Understand the foundational role of logistics and the concept of warehouse and distribution centres.				
16	4	Inventory Management	Inventory Management for International Business	B.N:3, B.N:11
17			Role of Cyclic Inventory, Safety Stock	
18			Transit And Work in Process Stock	
19	4	Inventory Management	Managing Inventory Cost	B.N:3, B.N:11
20			ROP & Optimal Level of product availability	
21			Importance and factor affecting optimal level of product availability	
22			Managerial levels to improve SC profitability	
A-1: First Assignment : Numerical on Inventory				
CO: 4				
LO4: Understand the role of inventory management and assess accurately the risk involved due to loss of focus on the satisfaction of end customer demand.				
23	5	Transportation Management	Transportation in International SC	B.N:2, B.N:9
24			Role of Transportation	
25			Factors affecting transportation decisions	
26			Mode of Transportation and Use of Information in SC	B.N:5, B.N:9
27			GPRS and e- tracking	
First Group Presentation				
CO: 1,4				
LO5: To understand the transportation system and choosing the best alternative available.				

28	6	Packaging	Packaging in International SC	B.N:6, B.N9
29			Importance of Packaging <b>Case Study: IKEA Study</b>	
<b>A-2: Second Assignment : To write briefly Mode of Transportation</b>				
<b>CO: 1,4</b>				
<b>LO6:</b> To understand the growing importance of packaging in supply chain.				
30	7	Material Handling	Material Handling in International SC	B.N:2, B.N:10
31			Role of Material Handling	
32			Material Handling and its Effect on SC	B.N:3, B.N:12
<b>Second Group Presentation</b>				
<b>CO: 1,4</b>				
<b>LO7:</b> Understand the role of material handling and its effects on supply chain management.				

**Book References:**

- 1 A.J.V Weele, Purchasing & Supply Chain Management.
- 2 Meindle & Chopra, Supply Chain Management.
- 3 Sahay, Supply Chain Management.
- 4 Coyel, Management of Business Logistics.
- 5 David Closs, Logistical Management.

**Note:**

- 1 There will be two home assignments, each carry 1 .5 marks.
- 2 Two groups Presentation based on the practical aspect of the subject.
- 3 There will be one Major Internal Test
- 4 Group size will be 4-5 students, & each group will be given separate topic of Presentation.
- 5 Class performance & Discipline will be an important factor for assessing internal marks.  
Attendance will be multiplying factor as per given in academic plan

<b>Rubric for Internal Assessment</b>			
<b>Subject: Supply Chain Management &amp; Documentation</b>			
<b>MBA BE IV Sem</b>			
<b>Goal:</b> This course would help students develop an understanding about the strategic role of supply chain, key issues of supply chain and the drivers of supply chain performance.			
<b>Objective:</b> The objective of this course is to help the students acquire and understand how the chain involved in the marketing. Students also able to understand the distribution, routing and scheduling of the product.			
<b>12-15 Marks</b>	<b>08-11 Marks</b>	<b>04-07 Marks</b>	<b>00-03 Marks</b>
<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>	<b>.....Students</b>
<b>Outstanding</b>	<b>Accomplished</b>	<b>Meets the Criteria</b>	<b>Need Improvement</b>
% are able to take decisions in logistics and supply chain management considering its operational, tactical and strategic aspects from an integrated perspective by covering subjects from technology, engineering and business.	% Students are able to take into account the relationships between this discipline and other areas of business to make holistic judgments when analyzing business situations.	% Students have basic understanding about logistics and supply chain management.	% Students have not appropriate understanding about logistics and supply chain management.

**IX: Scheme of Internal Marks:**

<b>Class Participation</b>			<b>Internal Assessment</b>		<b>TOTAL 75</b>	<b>Final Internal Marks Out of 15</b>
<b>Presentation out of 15</b>	<b>Quiz out of 15</b>	<b>Assignment out of 15</b>	<b>Viva out of 15</b>	<b>Internal Test Out of 15</b>		