

**SYLLABUS**

**FOR**

**FIRST YEAR**

**INTEGRATED MBA PROGRAMME**  
**(Effective from 2024-25)**

**2024-25**  
**BIJU PATNAIK UNIVERSITY OF TECHNOLOGY, ODISHA**  
**ROURKELA**

# COURSE STRUCTURE

## FIRST SEMESTER

Category	Subject Code	Subject	L-T-P	Credit	University Marks	Internal Marks
<b>THEORY</b>						
1.	EV IMEV1001	English Language Communication	3-0-0	3	100	50
2.	EV IMEV1002	Business Organisation	3-0-0	3	100	50
3.	QT IMQT1001	Business Statistics	3-0-0	3	100	50
4.	PC IMPC1001	Basic Financial Accounting-I	3-0-0	3	100	50
5.	PC IMPC1002	Fundamentals of IT	3-0-0	3	100	50
<b>Total</b>			<b>15-0-0</b>	<b>15</b>	<b>500</b>	<b>250</b>
<b>SESSIONAL / PRACTICAL</b>						
6.	EV IMEV1201	English Language Communication Lab	0-0-2	2	-	100
7.	PC IMPC1201	Information Technology Lab	0-0-2	2	-	100
<b>Total</b>			<b>15-0-4</b>	<b>04</b>	<b>-</b>	<b>200</b>
<b>Total Semester</b>				<b>19</b>	<b>500</b>	<b>450</b>
<b>Grand Total (Theory + Practical) = 950</b>						

## SECOND SEMESTER

Category	Subject Code	Subject	L-T-P	Credit	University Marks	Internal Marks
<b>THEORY</b>						
1.	EV IMEV1003	Business Communication	3-0-0	3	100	50
2.	EV IMEV1004	Social Psychology	3-0-0	3	100	50
3.	QT IMQT1002	Quantitative Methods-I	3-0-0	3	100	50
4.	PC IMPC1003	Basic Financial Accounting-II	3-0-0	3	100	50
5.	PC IMPC1004	Marketing Management-I	3-0-0	3	100	50
<b>Total</b>			<b>15-0-0</b>	<b>15</b>	<b>500</b>	<b>250</b>
<b>SESSIONAL / PRACTICAL</b>						
6.	EV IMEV1202	Business Communication Lab	0-0-2	2	-	100
7.	QT IMQT1201	Advance Excel- Lab	0-0-2	2	-	100
<b>Total</b>			<b>15-0-4</b>	<b>04</b>	<b>-</b>	<b>200</b>
<b>Total Semester</b>				<b>19</b>	<b>500</b>	<b>450</b>
<b>Grand Total (Theory + Practical) = 950</b>						

# IMEV1001 ENGLISH LANGUAGE COMMUNICATION (3-0-0)

## Course Objectives:

The objectives of the course are;

1. To provide an overview of the process and types of communication, causes of miscommunication, and strategies for effective communication
2. To familiarize the learners with requisites for using the four language skills, namely, Listening, Speaking, Reading, and Writing
3. To put in use the basic mechanics of grammar, usage, and punctuation.

## Module I: Basics of Communication

The Process of Communication & its elements; Barriers to communication & Strategies for overcoming them, Non-verbal communication: Kinesics; Oculistics; Proxemics; Chronemics; Haptics; Paralanguage; Appearance and Artifacts. Communication network in an organization: The Grapevine; Downward, Upward, Horizontal and Diagonal Channels. 7Cs' of effective communication.

## Module II: Listening, Speaking and Reading Skills

Listening: Importance; Types of listening: Active listening; Content listening; Empathic listening; Critical listening. Strategies for improving listening skills.

Speaking: Characteristics of Effective Speech- Clear articulation; Rate of speaking; Voice quality; Eye Contact; Relevance of content for the audience.

The Sounds of English, IPA symbols, The Syllable- Division of words into syllables - Problem sounds for Indian learners of English. Stress- Word stress, Contrastive Stress- Rules of Intonation (Falling and Rising tones) in English.

Reading: Developing reading skills of skimming and scanning; predicting, guessing the meaning of unfamiliar words, inferring; Extensive and Intensive Reading.

## Module - III: The Writing Skill & English Grammar.

**Writing:** The Writing Process; Characteristics of effective writing: clear organization and structuring of ideas, clarity of language, stylistic variation. Paragraph writing; Summary/ précis writing; Note-making.

**Applied English Grammar:** English verb types: Main and Auxiliary verbs; Stative and Dynamic; Transitive and Intransitive. Tenses; Subject-verb concord; Non-finite forms; Conditionals & Relative clauses; Parallel Structures; Punctuation.

## Course Outcomes:

After completing the course, the students will be able to:

- CO-1: Apply conceptual knowledge to enforce the basic concepts of communication, identify and overcome potential barriers in communication and use proper verbal and nonverbal modes of communication in an organisation.
- CO-2: Analyse and implement effective listening and speaking skills for proper articulation of words and sentences and maintain proper eye contact and prepare relevant content for audience.
- CO-3: Develop effective reading skills and maintain clarity in writing styles along with structuring ideas for stylistic variation in writing.
- CO-4: Use Basic Grammar effectively in writing and speaking.

**Reference Books:**

1. Communication Skills, Sanjay Kumar & Pushpa Lata, Oxford
2. An introduction to Professional English and Soft Skills: Das et al, BPUT TextBook.
3. Business communication- Meenakshi Raman & Prakash Singh, OUP.
4. Effective Technical Communication, Ashraf Rizvi, McGraw Hill India.
5. A University Grammar of English, Quirk et al, Pearson

**IMEV1002 BUSINESS ORGANISATION (3-0-0)****Course Objectives:**

1. To provide the students an understanding of the nature of business activities and the environments within which they function.
2. To provide the theoretical and practical aspects of the operation of the various types and forms of business organizations.
3. To develop an understanding of the role of business activities in the modern world.

**Module-I**

Introduction to business: Meaning of business; nature of business; objectives of business; essentials of a successful business; qualities of a successful businessman; Classification of industries; Modern Business Environment: Characteristics, Challenges; Business Processes.

Business organization: Meaning: characteristics of an ideal form of business organization. Different forms of Business Organization

**Module-II**

Sole Trader: meaning; features; merits and demerits.

Partnership: meaning, characteristics; kinds of partners; partnership deed; advantages and disadvantages of partnership form of business organization: dissolution of partnership firms and different forms of Cooperatives.

Joint Stock Company: Meaning and definition; characteristics: kinds of companies; distinction between private and public company. merits and demerits of company form of business organization;

Statutory Corporations: Features, Merits & Limitations ; Formation of a company: Process.

**Module-III**

Organizational Structure: Formal and informal organization-Line Organization, Line and staff organization, Delegation, Decentralization, structural configurations of functional, Divisional, Matrix, Network, Virtual and learning organizations: Federal decentralization, Principles underlying designing of a structure.

**Course Outcomes:**

- CO-1: Explain the concept of the various constituents of organisations and their impact on businesses.
- CO-2: Demonstrate and develop conceptual framework of business organisations and generate interest in business.
- CO-3: Interpret the definition of ethics, the importance and role of ethical behaviour in the business world today.
- CO-4: Explain different ways of classifying businesses by size industries, sectors and industries type.

**Reference Books:**

1. Modern Business Organisation Management-S. A Sherleker, Himalaya Publishing House
2. Publishing House
3. Modern business Organisation-J P Mahajan- Himalaya Publishing House

**IMEV1003 BUSINESS COMMUNICATION (3-0-0)****Course Objectives:**

1. To familiarize the learners with different formats of organizational communication
2. To infuse the correct practices and strategies of effective business writing and business presentation.
3. To put in use the basic mechanics of grammar, usage, and punctuation.
4. To impart instructions for preparing impressive Resumes.
5. To make the students ready for effective Group Discussions and impressive performance in job interviews.

**Module-I: Writing Letters, Memos,E-mail:**

- The Writing Process; Guidelines for composing effective messages;
- Business Letter: Parts of a Business Letter; Formats for typing a business letter; Writing routine, good-news & bad-news messages; Writing persuasive messages.
- Business Memo;
- Effective e-mail writing; Rules of Netiquette.
- Business Report:Features of a good business report. Formats- Printed form, Memo, Letter, manuscript; Structure of a short Formal Report. Steps in planning and preparing a business report.

**Module-II: Designing & Delivering OralPresentations:**

- Presentations: Planning, Preparing, Practicing, and delivering oral presentations; Enhancing oral presentations with Visual aids; Overcoming Stage Fright; Importance of body language during presentations; Question-Answer session after the presentation.
- Meetings: Preparing a notice-cum-agenda; Chairperson's role; Other role functions in a meeting; Content of the minutes of a meeting.
- Cross cultural communication: Technology in use - Video conferencing - Google Meet - Teams - Zoom: Arranging meetings.  
Social Media - Artificial Intelligence & Communication prompts.

**Module-III: Writing employment messages and taking part in GD & Interviews:**

- Preparing resumes and Job application letters; Resume: Parts of a Resume- Resume Styles: Chronological, Functional, and Chrono- Functional- Resume Design- Job Application letter.
- Group discussion: Types; How to prepare for GD; Parameters of Evaluation; Role Functions in GD; Non-functional Behaviour Patterns in GD; Guidelines for Effective Group Discussions.
- Interviews: Types by purpose; 3 stages of an interview; how to prepare for an interview; how to answer FAQs; Following up with a letter of thanks.

**Course Outcomes:**

After completing the course, the students will be able to:

CO-1: Distinguish among various levels of organizational communication and

communication barriers while developing an understanding of communication as an organizational process.

CO-2: Develop awareness of Techniques of active Listening and fluent speaking.

CO-3: Apply the reading strategies of Skimming, Scanning, and Inferring in the comprehension of the reading texts of various types.

CO-4: Demonstrate the ability to compose reasonably error-free business correspondence with brevity and clarity.

CO-5: Apply Creative thinking as well as critical thinking in preparing his/her resume, in writing Reports, and in taking part in Group Discussions, and in designing PPTs for presentation.

CO-6: Use appropriate communication skills in multicultural contexts, in social media, in web meetings, and in web browsing.

**Books:**

1. Business Communication Today - Bovee, Thill, Schatzman
2. Business Communication, Meenakshi Raman & Prakash Singh, Oxford
3. Business Communication- concepts, cases & applications, Chaturvedi & Chaturvedi, Pearson
4. Communication for Management, Urmila Rai and S M Rai, HPH
5. Business and Managerial Communication, Sengupta, PHI
5. Business Communication for Managers, P. Mehra, Pearson
6. BCOM- Business Communication, Lehman, Sinha, Cengage

**IMEV1004 SOCIAL PSYCHOLOGY (3-0-0)**

**Course Objectives:**

1. Understand the socio-cultural influences on human development and behavior
2. Exhibit the ability to work respectfully and constructively with individuals of different backgrounds, values, and experiences
3. Demonstrate the ability to integrate multicultural concepts into psychology research, theory, practice, and service to others
4. Describe key concepts, principles, and overarching themes in psychology

**Module-I**

Introduction: Definition, Scope, Methods and Branches of Psychology (with special reference to Industrial/ Organization Psychology) , Major Viewpoints- Behavioristic approach, Gestalt, School, Psychoanalytic School.

**Module-II**

Sensation, Attention and Perception: (a) Attributes and classification of sensation (b) Attention Determinants, Shift, Fluctuations, Distraction, (C)

**Module-III**

Learning Process: Factors of Learning, Theories- Connectionism, Classical and Operant Conditioning, Programmed Learning.

Memory: Encoding, Storage, Retrieval, STM, LTM, Other types , Forgetting- its causes.

Emotion: Reaction (types) Psychological basis.

Intelligence: Definition, Concept of IQ, Emotional Intelligence

Personality: Definition, Types, Traits, Tests

**Course Outcomes:**

- CO-1: Develop insight and analyse the contribution of social psychologists to the understanding of human society.
- CO-2: Evaluate effective strategies in socialization, group processes (both inter and intra-group) and helping behaviour.
- CO-3: Register the progression of theories in major areas in Social Psychology.
- CO-4: Interpret attitude formation and various methods to be used to change the attitude.
- CO-5: Interpret aspects related to social psychology.

**Books:**

- Atkinson, R.L., Atkinson, R.C. Smith, E.E. & Hilgard, ER: Introduction to Psychology, Harcourt Brace Java Publisher.
- Baron, R.A: Psychology: The Essential Science, Allyn and Bacon.
- Morgan, C.T., King, R.A. Weisz, J.R. and Schopler, J: Introduction to Psychology McGraw Hill
- Munn, NL, Ferland, L.D., and Freeland, P.S. : Introduction to Psychology, Oxford, IBH Publishing.
- Woodworth, R.S., & Scholberg, H: Experimental Psychology, Oxford & IBH Publishing.

**IMEV1201 ENGLISH LANGUAGE COMMUNICATION LAB (0-0-2)****Course Objectives:**

1. To improve the learners' proficiency in Listening, Speaking, Reading and Writing skills in English.
2. To enhance their active vocabulary by at least 300 new words.
3. To enable them to speak words and sentences with correct pronunciation of English sounds and with proper stress and information.

Lab sessions will be used to provide practice activities based on the content of all three modules of theory, with particular emphasis on the following:

1. Listening exercises
  - (i) Taking a dictation
  - (ii) Listening with a focus on pronunciation: segmental sounds, stress, weak forms, intonation.
  - (iii) Listening for meaning: listening to a short talk / news bulletin.
  - (iv) Taking notes from a lecture / speech.
2. Reading exercises
  - (i) Reading comprehension; Speed reading practice
  - (ii) Note making after reading a text, showing the main idea and supporting ideas and the relationship between them.
3. Writing exercises
  - (i) Practice in writing paragraphs based on a Topic Sentence,
  - (ii) Writing a Summary / Precis.
4. Phonemic transcription using IPA symbols.
  - (i) Transcription of words in normal English orthography (writing) into IPA symbols
  - (ii) Phonemic transcription of words presented orally
  - (iii) Syllable division and stress marking (in words presented in phonetic transcription)

5. Speaking exercises
  - (i) Introducing oneself and others
  - (ii) Pronunciation practice (for accent neutralization), particularly of problem sounds, in isolated words as well as sentences.
  - (iii) Practicing word stress, and intonation.
  - (iv) Practice of 2 Minutes' speech on a contemporary topic.
6. Vocabulary exercises

**Course Outcomes:**

After completing the course, the students will be able to:

- CO-1: Use conceptual knowledge of communication and use effective body language and proper articulation by implementing rules of pronunciation.
- CO-2: Analyse and implement effective listening and speaking skills for proper articulation of words and sentences and focus on accent neutralisation.
- CO-3: Develop effective writing styles along with structuring ideas for stylistic variation in writing for effective documentation.
- CO-4: Use Basic Grammar effectively in writing and speaking and implement remedial measures to improve the same.

**Book for Reference:**

1. English Communication Skills- Raman & Singh
2. Effective Technical Communication- Ashraf Rizvi.

## **IMEV1202 BUSINESS COMMUNICATION LAB (0-0-2)**

**Course Objectives:**

1. To enable the learners to draft appropriate messages in Business Letters, Memos, and E-mails in the correct format.
2. To give the learners practice in making presentations.
3. To give them practice in preparing impressive Resumes
4. To impart the ability to actively participate in GDs and to perform satisfactorily in job interviews.

The following are the main Activities to be conducted in Lab classes.

1. Delivering short speeches of 2 Minutes' duration.
2. Delivering PPT Presentations individually and in teams.
3. Writing Business Letters
4. Writing Memos and E-mails.
5. Group Discussions
6. Mock interviews
7. Vocabulary exercises

**Course Outcomes:**

After completing the course, the students will be able to:

- CO-1: Draft business letters, memos and e-mails in the correct form with reasonable accuracy of content.
- CO-2: Deliver effective PPT presentations both individually and in a group.
- CO-3: Participate in group Discussions with adequate content and analysis.
- CO-4: Internalise effective techniques of answering questions and interacting in job interviews.

CO-5: Attain fluency in speech with enhancement of active vocabulary by at least 150 new words.

**Reference Books:**

1. English Language Lab, Nira Kanor, PHI
2. Guide to managerial Communication, Mary Munter, Pearson

**IMPC1001 BASIC FINANCIAL ACCOUNTING - I (3-0-0)**

**Course Objectives:**

1. To understand the need of accounting for a business.
2. To familiarize the students about the process of Accounting.
3. To know about the result of a business reflected by accounting statements.

**Module -I**

Introduction: Accounting as a language of business and need of Accounting, Accounting & Book keeping, Importance & objectives of Accounting, Basic Terminologies, users of accounting information, limitations of accounting, Accounting concepts & conventions, Accounting Standards, Accounting Equation and effect of transactions on Accounting Equation.

**Module- II**

Accounting Cycle, Type of Account, Journal, meaning, steps in Journalizing, golden rules for journal. Leger as book of secondary entry, process of ledger posting, Subsidiary book: Cash book single column, double column, triple column cash book and petty cash book, Trial Balance, meaning objectives and methods of preparing Trial Balance

**Module- III**

Capital Expenditure, Revenue Expenditures and Deferred Revenue Expenditure, Final Account: Preparation of Trading Account, Profit and Loss Account and Balance sheet, Final Account with Adjustment: Closing stock, outstanding expenses, prepaid expenses, Accrued Income, Provision for bad debt and Depreciation.

**Course Outcomes:**

- CO-1: Interpret the process of accounting, uses and limitations.  
CO-2: Identify the accounting concepts, principle and conventions.  
CO-3: Solve, and examine the Journal Entries, Ledger, and Trial Balance.  
CO-4: Prepare Financial Statements, Trading, Profit & Loss and Balance Sheet.

**Reference Book:**

1. Double Entry Book- Keeping, Juneja, Arora, Chawla, Kalyani
2. Financial Accounting, Maheshwari, Vikas
3. Financial Accounting Principle and Practices, Lal & Srivastava, S. CHAND

**IMPC1002 FUNDAMENTALS OF IT (3-0-0)**

**Course Objectives:**

The aim of this course is to:

1. Provide fundamental concepts and importance of Information Systems (IS) in modern business environments.

2. Provide knowledge of Database Management Systems (DBMS) and their role in data organization and management.
3. Explore the basics of Computer Networks, Internet Security, and their implications for business operations and data protection.
4. Learn about emerging trends in computing technologies and their applications in business and commerce.

**Module - I:Information Systems for Business:**

Need for Information Systems (IS), Business in the Information age, Information systems Concepts, Role of IT in various functional areas of business – Accounting & Finance, Marketing & Sales, Production & Logistics, and Human Resources Management Systems.

**Module - III:Database Management Systems:**

Database, Types of Databases, Components of a Database system. DBMS, DBMS language, Advantage and limitations of Database, Database models. Systems Planning - Traditional system development lifecycle (SDLC) - alternate methods for system development-dataflow analysis, System development outside the system.

**Module-III: Basic Concepts of Computer Network &Internet Security:**

Data Communication & Computer Network – Definition, Network Topologies Network Devices, Wireless Networking. Types of attacks, DOS attacks, Malicious Software, Hacking, Security Services, Security Mechanisms - Cryptography, Digital Signature, Firewall, Types of Firewalls, Identification& Authentication. ECommerce Overview- E-commerce Applications, M-Commerce Services & Applications, Emerging Trends in Computing.

**Course Outcomes:**

After completing the course, the students will be able to:

- CO-1: Analyze and assess the role of information technology in diverse functional areas of business and its influence on strategic decision-making processes.
- CO-2: Design and execute basic database management systems utilizing suitable database models and languages.
- CO-3: Students will be able to evaluate network topologies, identify security threats, and apply appropriate security mechanisms to mitigate risks.
- CO-4: Engage in discussions regarding emerging computing trends, including e-commerce applications, and their impacts on fostering business innovation and competitiveness.

**Reference Books:**

1. Foundations of Computing, 5th Edition, Sinha and Sinha, bpb publication
2. Management Information Systems: Managing the Digital Firm" by Kenneth C. Laudon and Jane P. Laudon
3. Database System Concepts, Seventh Edition by Avi Silberschatz, Henry F. Korth, S. Sudarshan, McGraw-Hill
4. Simplified Approach to DBMS By Parteek Bhatia Gurvinder Singh, Kalyani

**IMPC1003 BASIC FINANCIAL ACCOUNTING - II (3-0-0)**

**Course Objectives:**

1. To comprehend the significance of corporate accounting in financial reporting and management.

2. To master the processes involved in the issuance, management, and redemption of shares and debentures.
3. To apply advanced tools and techniques for financial statement analysis, including ratio analysis and cash flow statement evaluation.
4. To evaluate financial performance and make informed decisions based on comprehensive financial analysis.

### **Module-I: Accounting for Share Capital**

Meaning and Importance of Corporate Accounting, Issue of shares, Payment in instalment, Journal entries for calls in Arrear and call-in advance, Forfeiture and Re-Issue of shares. Buyback of shares, understanding corporate Income statement and Balance sheet as presented in the Annual report of Companies.

### **Module-II: Accounting for Debentures**

Issue of Debenture and Its classification, Different terms of issue of debenture, Redemption of debenture, Final accounts of limited liability companies as per the existing company Act, 2013 Contingency and events occurring after the balance sheet.

### **Module- III: Financial Statements analysis**

Meaning, definition, objectives and uses of financial statement analysis, Tool or Techniques and Types of financial statement analysis. Ratio analysis: Meaning, advantages and disadvantages, Types of ratios, Interpretation of ratio. Cash flow statement analysis, meaning, format, cash flow from operating activities, Investing Activities and Financing Activities (Indirect Method).

### **Course Outcomes:**

- CO-1: Demonstrate proficiency in recording transactions related to share capital, including installment payments, calls in arrears, and advanced calls.
- CO-2: Apply knowledge of debenture issuance, classification, redemption, and compliance with regulatory requirements under the Companies Act, 2013.
- CO-3: Utilize financial statement analysis tools and techniques to interpret corporate income statements, balance sheets, ratio analysis, and cash flow statements.
- CO-4: Evaluate financial performance, liquidity, profitability, and solvency using advanced financial analysis methods, preparing them for roles in financial management and reporting.

### **Reference Book:**

1. Double Entry Book-Keeping, Juneja, Arora, Chawla, Sahoo, Kalyani
2. Financial and Management Accounting, Satapathy & Sahoo, Vrinda
3. Financial Accounting and Analysis, Athma, HPH

## **IMPC1004 MARKETING MANAGEMENT - I (3-0-0)**

### **Course Objective:**

1. To sensitize the students to the dynamic nature of Marketing Management.
2. To expose students to a systematic frame work of marketing & implementations and to highlight need for different marketing approaches for services, goods, and for household consumers, organizational buyers.
3. To introduce the concept of Marketing Mix as a framework for Marketing Decision making.

4. The course is intended for defining and clarifying the concepts of marketing.

### **Module-I**

Definition & Functions of Marketing:

Scope of Marketing, Core concepts of Marketing such as Need, Want, Demand, What can be marketed

Four Utilities of Marketing, Customer Perceived Value, Customer Satisfaction, Customer Delight, Customer Loyalty and types

Simple Marketing System, Modern Marketing System,

Evolution of Marketing concepts: Production, Product (with Marketing Myopia), Selling, Marketing and holistic

Understanding Markets: Potential market, Available market, Qualified available market, Target market, Penetrated market

Types of Market : B2B, B2C, B2G, Global, Not for Profit, Government, Marketplace, Marketspace, Metamarket,

Marketing v/s Market, Selling versus Marketing, Marketing Myopia. 80: 20 Principle, Bottom of the pyramid concept, Market Share, Market Size

### **Module-II**

Concept of Marketing Environment: Need for analyzing the Marketing Environment. Macro and Micro environmental analysis or PESTEL analysis

STP concept -Segmentation: Definition, Need for segmentation, Benefits of segmentation to marketers, Criteria for effective segmentation,

Bases for market segmentation of consumer goods - Demographic, Geographic, Psychographic, Behavioural

Target Market: Concept of target market and criteria for selection of target market

Positioning: Concept of differentiation & positioning, Introduction to the concepts of Value Proposition, Point of Parity, Point of Difference or USP, Positioning errors.

Marketing Mix tools: 4Ps, 4As, 5Ps, 7Ps. Only concepts

Packaging & Labeling: Meaning & role of Packaging & Labeling.

### **Module-III**

Understanding Consumer Behaviour:

Meaning & importance of Consumer behaviour, Difference between Customer and Consumer, Difference between Consumer buying behaviour and Organizational buying, Buyer roles , Factors affecting buying behaviour, Stages or Steps in consumer buying decision process, Buyer Black Box

Contemporary Topics (Concepts only) : Viral Marketing, Guerrilla Marketing, Ambush Marketing, Upselling and Cross selling, Societal and social Marketing, Relationship Marketing, Green Marketing , Digital Marketing, Network or Multi-level marketing, FOMO marketing, Customer Life Time Value

### **Course Outcomes:**

CO-1: Identify the key analytical frameworks and tools used in marketing.

CO-2: Utilize the information of a firm's external and internal marketing environment to identify and prioritize appropriate marketing strategies.

CO-3: Design Segmentation, Targeting and Positioning strategies.

CO-4: Analyse different Buying Roles and interpret Consumer Buying Behaviour.

**Text Books:**

1. Marketing Management- A South Asian Perspective,13th Edition- Authors – Kotler, Keller, Koshy, Jha
2. Rajan Saxena, Marketing Management, TMH

**Reference:**

The above module has been prepared by referring to NPTEL Marketing Management-I Course by Prof. Jayanta Chatterjee and Prof. Shashi Shekhar Mishra | IIT Kanpur

## **IMPC1201 INFORMATION TECHNOLOGY LAB (0-0-2)**

**Course Objectives:**

1. To know about the concept of Google Sheet and its Applications.
2. To know about the concept of DBMS/ RDBMS using MySQL / Oracle / Access.

**Module - I**

Introduction to Computer System, OS, Internet etc., Acquire the essentials for using & working with Google Services: Docs, Sheet, Presenter and Sites etc. Google Forms: Google's Form and Response sheet creation, in this section, you will learn how to send and receive forms through Google Drive so you can review them instantaneously. Google Mobile Apps: One of the greatest parts of using Google is its portability. This section shows you how to optimize the apps on your mobile device. Google Class Room: Learn about the Google Class Room, its use, importance, how teachers use it for assignments, mark etc. Google Calendar: Use of Google Calendar, how it is used, its importance etc. Google Sites: How to create site of your own using Google site, Over View of HTML, Design and importance of Web Design and Development. You Tube: Concept of You Tube, How to create You Tube Channel, Create short videos. Google Photo: Learn about the Google Photo, its use, importance, how teachers use it for editing photos, Uploading Photos etc.

**Module - II**

Introduction to DBMS / RDBMS using Oracle or MySQL, Learning Basic DML and DDL, Commands, Create, Alter, Truncate, View commands, Insert, Select, Delete, Update, Sort, Replace commands

N.B: All Computers must have Internet Connection and Assignments should design and developed by concerned faculty for students as per syllabus.

**Course Outcomes:**

CO-1: Create, Edit, Print and Share documents.

CO-2: Create, Edit, Print, Share and Present the Presentation.

CO-3: Apply the understanding of how various information & data representation in Spreadsheet.

CO-4: Outline the role of the Internet and ethical, social, & security issues of Internet Uses.

**Text Books**

- Google Apps for Dummies Karl Barksdale
- Learning Google Apps: Ramalingam Ganapathy
- Learning MySQL by Seyed M. M. Tahaghoghi

## IMQT1001 BUSINESS STATISTICS (3-0-0)

### Course Objectives:

1. To learn adequate theoretical; concept of statistics in various applied field in management decision making
2. To understand role of statistical tools in managerial decision making
3. To understand the applications of various quantitative techniques in managerial setting.

### Module-I:

Statistics Introduction: Meaning and definitions of statistics; importance of statistics in business; limitations of statistics; types of data, collection of data; classification and tabulation of Data; graphic and diagrammatic presentation of Data. Measures of Central Tendency Introduction: The Arithmetic Mean; The Median: The Mode; comparison between mean, median and mode: The geometric Mean; The Harmonic Mean.

### Module-II:

Measures of Dispersion: Introduction; The Range: The Quartile Deviation: The Mean Deviation; The Standard Deviation; Coefficient of Variation. Introduction, Skewness; Measures of Skewness; Moments; Kurtosis.

### Module-III:

Probability, Introduction; Basic terminology in Probability; three types of Probability. Probability Axioms; Probability under conditions of statistical independence and dependence: Bayes' Theorem.

### Course Outcomes:

- CO-1: Collect, organize, and analyse data using appropriate statistical techniques and software tools.
- CO-2: Demonstrate proficiency in descriptive statistics, including measures of central tendency, dispersion, and graphical representation of data.
- CO-3: Build and evaluate predictive models using statistical methods, enabling them to forecast future trends, identify patterns, and make strategic decisions based on predictive analytics.
- CO-4: Develop a solid understanding of probability theory and its applications in business contexts.

### Books:

1. Statistics for Management - Lavin & Rubbin (TMH)
2. Statistical Methods and Quantitative Techniques- Digambar Patri (KP)

## IMQT1002 QUANTITATIVE METHODS - I (3-0-0)

### Course Objectives:

1. To learn adequate theoretical; concept of Quantitative techniques in various applied field in management decision making
2. To understand role of optimization techniques in managerial decision making
3. To understand the applications of various quantitative techniques in managerial setting.

**Module-I:**

Linear Programming:

Basic concept; Structure of Linear Programming Model; Application areas of Linear Programming. General Mathematical Model of Linear Programming Problem; Guidelines on Linear Programming Model Formulation; Examples of LP Model Formulation in various functional areas of management; Graphical Solution Method of LP Problems, The Simplex Method( Maximization Case; Minimization Case-Two Phase Method & Big M Method).

**Module-II:**

Transportation Problem:

Transportation Problem; Methods for Finding Initial Solution (North-West Corner Method, Least Cost Method, Vogel's Approximation); Test of Optimality- MODI Method  
Assignment Problem: Assignment Problem, Solution Methods of Assignment Problem- Hungarian Method for solving Assignment Problem; Variations in the Assignment Problem- Multiple Optimal solutions, Maximization Case in Assignment Problem, Unbalanced Assignment Problem, Restrictions on Assignments.

**Module-III:**

Decision Theory and Decision Tree:

Steps of Decision-making Process; Types of Decision Making Environment, Decision Making under Uncertainty (Optimism Criterion, Pessimism Criterion, Equal Probabilities criterion, Coefficient of Optimism Criterion, Regret Criterion); Decision Tree Analysis, Decision Making with Utilities.

**Course Outcomes:**

CO-1: Interpret Fundamental Concepts of Linear Programming.

CO-2: Evaluate and Solve Transportation Problems.

CO-3: Analyse and Solve Assignment Problems.

CO-4: Demonstrate Decision-Making Skills in Quantitative Environments.

**Books:**

1. Gupta & Hira, Operations Research, S.Chand.
2. Sharma, Operations Research, Macmillan

**IMQT1201 ADVANCE EXCEL - LAB (0-0-2)****Course Objectives:**

1. To master fundamental Excel functionalities including data entry, formatting, and basic formula usage.
2. To develop proficiency in advanced Excel features such as conditional formatting, data manipulation, and table creation.
3. To acquire skills in utilizing Excel shortcuts, functions, and data analysis techniques.
4. To gain an understanding of data visualization principles and practical applications within Excel.

**Module - I**

Introduction to Excel, Advance Excel, Data & Information. Excel Variables, Difference between DBMS and Excel Workbook. Creating, Entering, Editing and Formatting Data, Basic & Conditional Formatting Data, Managing Worksheets, Modifying Rows and Columns, Understanding Formulas and Functions, Changing Views, Data Freezing,

Merging, Custom Fills, AutoFill and Flash Fill, Use of Format Painter, Shapes. Creating Tables and Difference between Table and sheet Data.

## **Module - II**

Excel Shortcuts, Copy, Paste and Paste Special options. Cell, Cell naming and Cell Referencing, Types of reference in Excel, Ranges and Dates, Difference between Formula and Function, Types of Function, Use of Text Functions. Use of Mathematic and Statistics functions Searching, Sorting, Filtering Data, Data Counting, Conditional Logic using If and Nested If, Difference between Total and Subtotals, Advance Data Filtering, Use of What-If Analysis, Data Ammonization in Excel, Data Validation, Data Protection, Introduction to Data Visualization, Visualize simple data and conditional data, Use of Look ups in Excel.

### **Course Outcomes:**

- CO-1: Demonstrate proficiency in Excel for data entry, formatting, and basic formula manipulation.
- CO-2: Apply advanced Excel features including conditional formatting, data filtering, and table creation to manage and analyze data effectively.
- CO-3: Utilize Excel shortcuts, functions, and data analysis techniques to streamline workflows and make informed decisions.
- CO-4: Create visually appealing and informative data visualizations using Excel's visualization tools and functions.

### **Text Books:**

- Microsoft Excel All in one by Greg Harvey
- Microsoft Excel Quick Start Guide for Beginners by William Fischer