

The ICFAI University, Raipur



**Faculty of
Management Studies**

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

Table of Contents

S.No	Course Code	Course Name	Page No.
BBA I Year			
1	MG111	Principles of Management	1-3
2	MG112	Managerial Economics	4-7
3	MG113	Financial Accounting	8-10
4	AEC101	Environmental Studies	11-13
5	SEC125	Interpersonal Skills	14-16
6	IT114	Fundamentals of Computer	17-19
BBA II Year			
7	TA204	Technical Report Writing	20-23
8	MG211	Business Law	24-26
9	MG221	Management Accounting	26-29
10	MG231	Marketing Management	30-31
11	MG241	Organizational Behaviour	32-34
12	SS201	Soft Skills I	35-37
BBA III Year			
13	HS305	Current Affairs-Indian Humanities	38-39
14	MG301	Business Strategy and Policy	40-42
15	MG311	Project Management	43-46
16	MG321	Business Environment	47-49
17	MG331	Sales Management	50-52
18	MG341	Advertising and Sales Promotion	53-56
MBA I Year			
19	INM111	Accounting for Managers	57-59
20	INM112	Managerial Economics	60-63
21	INM113	Financial Management I	64-66
22	INM114	Organizational Behaviour	67-69
23	INM115	Operations Management	70-73
24	INM116	Marketing Management I	74-78
25	INM117	Business Communication	79-82
26	INM118	Principles and Practice of Management	83-85

S.No	Course Code	Course Name	Page No.
MBA II Year			
27	INM611	Management Control Systems	86-88
28	INM621	Business Strategy	89-91
29	MKE662	Product and Brand Management	92-95
30	MKE632	Sales Logistics and Retail Management	96-98
31	MKE641	Digital and Service Marketing	99-102
32	HRE621	Training & Development (HR)	103-105
33	HRE612	Strategic HRM (HR)	106-109
34	FIE612	Project Management (FIN)	110-114
35	IVE651	Investment Banking and Financial Services	115-119

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
MG111	Principles of Management	3	0	1	4

Instructor-in-charge: Dr.R VIJAYA LAKSHMI

Learning Outcomes:

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

1. About the Knowledge in Concepts and Theory of Principles of Management.
2. Exercise the strategies and policies of planning
3. Will learn about the different theories of planning.
4. Will learn about the different techniques of controlling.
5. Get knowledge about the types of control.

Text Book T1	Pri Management Concepts & Practices (Himalaya Publishing house)
Reference Book(s) R1	Introduction to management IUP
Reference Book(s) R2	EC Management Principles and Practices
Website	https://www.investopedia.com/terms/s/swot.asp , https://www.businessnewsdaily.com/4245-swot-analysis.html

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
1-2	General introduction of management	Concept of management- Definition, Functions and Responsibilities of Management	T1-Pg no 3-11, R1-Pg no 3-10
3-4	Concept of managers	Levels of Management, Management Thought and Thinkers	T1-175-186 R1-11-23
5-7	Principles of management	Neo Classical Theories	T1-63-105
8-9	Planning	Planning: Objective, types and level of planning	T1-297-314,315- 344 R1-37-49

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
9-10	How to implement planning	Strategies and Policies	R1-50-61
11-12	Analysis of self	SWOT analysis	T1 & R2
13-14	Decision making	Decision Making-Meaning, Importance	R1-62-70
15-16	Organizing process	Organizing: Nature and purpose of organizing,	T1-361-380 R1-74
17-18	Manpower planning	Nature& Scope of Staffing, Manpower Planning Organization structure	T1-727-754 R1-113-114,
19-20	Staff authority	organization -Line and Staff authority	T1-423-458 R1-88-92
21-23	Direction for employee	Delegation of authority Directing: Creativity	T1-411-422 R1-93-94
24-26	Motivation theories	Innovation Motivation-Motivation Theories	T1-615-651 R1-123-129
27-29	Leadership authority	Leadership, Leadership theories	T1-652-673 R1-131-139
30-32	Organization culture	Communication, Organization Culture- Managing cultural diversity	T1-693-726 R1-141-147,75-78
33-36	Controlling power	Controlling: Meaning, Process and Control Techniques	T1-573-591 R1152-172
37-40	Quality control	Types of control- Maintenance Control, Quality Control, Managing Productivity, Cost Control.	T1-824-849 R1-167-172

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	10	07-10-2024	1-20	CB
Test 2	50 Minutes	10	18-11-2024	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	70	09-12-2024	1- 40	CB

** To be announced in the class

CB= Close Book Exam

OB= Open Book

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

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

Date: 05/08/2024

Dr.R VIJAYA LAKSHMI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
MG111	Principles of Management	3	0	1	4

Instructor-in-charge: Mr.AMBARISH GHOSH

Learning Outcomes:

The objectives of this papers is to familiarize the Students with the Theoretical Concepts in Economics

Reference Book R1	M.L.Seth :Principles of Economics
Reference Book R2	Ahuja :Principles of Economics
Reference Book R3	Dutta & Samuelson: Micro Economics

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1-2	Nature and scope of managerial economics	Definition of economics – important concepts of economics	1-23
3-4	Nature and scope of managerial economics	Relationship between micro, macro and managerial economics,	24-30
5-6	Nature and scope of managerial economics	Fundamental Economics Concepts: Opportunity Cost	29-30
7-8	Nature and scope of managerial economics	Discounting principle, Time perspective, Incremental reasoning,	31-32
9	Nature and scope of managerial economics	Equi-Marginal concept, Marginal concept in economics,	33-37
10	Revision/ Assignment		

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
11-12	Demand & Supply analysis	Introduction, Market demand and supply functions and curves.	36-37
13-15	Demand Analysis and Supply Analysis	Market equilibrium. Price elasticity of demand,	37-42
16-20	Demand Analysis and Supply Analysis	Income elasticity of demand, cross price elastic of demand, Consumer behavior	43-56
21-24	Students Presentation		
25-26	Production Function & Cost Analysis: Introduction	Laws of diminishing returns to a factor. Returns to scale, Economies & Diseconomies of scale.	86-89
27-28	Production Function & Cost Analysis: Introduction	Concepts of cost - Cost analysis, economic & accounting cost, Role of time in cost analysis. Cost Volume profit Analysis	89-91
29-30	Production Function & Cost Analysis: Introduction	Numerical Questions	91-94
31-32	Market Structure and Modern Pricing Practices:	Price determination under perfect competition. Monopoly, Oligopoly, Duopoly & Monopolistic competition.	167-211
33-34	Market Structure and Modern Pricing Practices:	Types of pricing practice- Competitive pricing & Non pricing strategies.	211-215
35-36	Market Structure and Modern Pricing Practices:	Price determination under perfect competition. Monopoly, Oligopoly, Duopoly & Monopolistic competition.	282-291
37-38	Market Structure and Modern Pricing Practices:	Types of pricing practice- Competitive pricing & Non pricing strategies.	293-298

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
39-41	Market Structure and Modern Pricing Practices:	Perfect Competition, Imperfect Competition, Monopolistic Market, Oligopoly Market, and Duopoly	299-301
42-43	Revision		
44-45	Case study		
46-50	National Income and Business Cycles:	Definition, Measuring the National Income in India, Importance of National Income in India, Importance of National Income	315-331
51-55	National Income and Business Cycles:	Analysis. Business cycles – Meaning, Types of Business cycles,	293-294
56-58	National Income and Business Cycles:	Characteristics of Business Cycles, Causes of Business Cycles and Phases of Business Cycles	293-294
59-60	Revision		

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	10	7-10-2024	1-20	CB
Test 2	50 Minutes	10	18-11-2024	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	70	11-12-2024	1- 40	CB

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Mr.AMBARISH GHOSH
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
MG113	Financial Accounting I	3	0	1	4

Instructor-in-charge: Dr.RUCHI GUPTA

Learning Outcomes:

After successful completion of the course, students will be able to

1. To provide useful financial information to existing and potential investors and other creditors.
2. Identify opportunities to maximize the profit.
3. Filing tax returns.

Text Book T1	Dr. Karim, Khanuja & Mehta financial accounting Sanjay sahitya Bhawan
Reference Book(s) R1	Dr.S.M. Shukla“Financial Accounting” Sahitya Bhawan publication Agra
Reference Book(s) R2	Dr.Jain and Ohri , Introduction to financial accounting
Reference Book(s) R3	John A. Ellitt, Introduction to Financial Accounting

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
1-5	Accounting: An Introduction	Meaning, classification, Needs Objectives, Branches of accountings, special terminology, Basic Concepts, and principles,	T 1-30
6-8	Accounting Standards	Concepts, International accounting standards board, AS At India Level, List of accounting standards of India	T 38-70
9-12	Accounting Transactions	Introduction, the concept of Debit & Credit, Journal, ledger Sub Division of the ledger.	T 73-90 94-123

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
13-15	Trial balance	Concept and methods of preparing trial balance, Practical questions of Trial Balance	T 174-190
16-18	Capital and Revenue	The necessity to Differentiate between Capital and Revenue, Deferred revenue expenditure, Practical questions, etc.	T 81-91
19-25	Final Accounts	Concepts of trading, profit and loss accounts & Balance-sheet, Adjustments Entries, Practical Questions of Final accounts	T-191-250
26-32	Depreciation	Meaning, definitions, and concepts of depreciation accounts, Methods of calculating Depreciation, practical questions of Fixed Installment & written down methods of depreciation	T 300-350
33-35	Provisions and Reserves	Definition, Condition, Types, and practical questions of Provisions and reserves	T-1 354-367
36-40	Hire Purchase System	Introduction Meaning, the definition of Hire Purchase System, Accounting for hire purchase system	T-411-460
41-42	Instalment Purchase system	Accounting of Installment systems	T- 471-485

Evaluation Scheme:

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Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	10	09-10-2024	1-20	CB
Test 2	50 Minutes	10	20-11-2024	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	70	20-12-2024	1- 40	CB

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Dr.RUCHI GUPTA
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
AEC101	Environmental Studies	1	0	1	2

Instructor-in-charge: Dr.PRATIK KUMAR JAGTAP

Learning Outcomes:

1. Master core concepts and methods from ecological and physical sciences and their application in environmental problem solving.
2. To describe the challenges of maintaining Soil quality and solid waste Management
3. Understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales.
4. Apply systems concepts and methodologies to analyse and understand interactions between social and environmental processes.
5. Understanding of earth processes, evaluating alternative energy systems, pollution control and mitigation, natural resource management, and the effects of global warming and climate change

Text Book (s) T1	Principles of Environmental Science and Engineering, P. Venugopala Rao PHI Learning private limited, Publication)
Text Book (s) T2	A Textbook of Environmental Chemistry and Pollution Control by S.S. Dara (S. Chand and Company)
Reference Book (s) R1	Masters, G.M. Introduction to Environment Engineering and Science (Prentice Hall of India)
Reference Book R2	Environmental Chemistry by A.K. Dey (Eastern Ltd.).
Reference Book R3	Environmental Chemistry by B.K. Sharma (Krishna Prakashan).

Lecture-Wise-Plan:

Lecture Nos.	Learning objectives	Topics to be covered	Reference (Ch./Sec./ Page Nos.of Text Book)
1-3		Definition, Characteristics of Ecosystem: Structure of Ecosystem	T1:40-44
4-6		Function of ecosystem, Food chain, Food web, Trophic level, Energy flow, ecological pyramids.	T1: 46-54
7-9		Types of ecosystems: Aquatic ecosystems Terrestrial ecosystems	T1:59-71

Lecture Nos.	Learning objectives	Topics to be covered	Reference (Ch./Sec./ Page Nos.of Text Book)
10-11	To describe the challenges of maintaining Soil quality	Land Pollution, Lithosphere, pollutants	T2 110-120
12-14		Pollutants & their origin and effect, collection of solid waste	T2: 132-147
15-18		Solid waste management, recycling and reuse of solid waste and their disposal techniques (open dumping, sanitary land filling, thermal, composting).	
19 -21	To describe the challenges of maintaining surface and ground water quality.	Aquatic Environment, water pollutants, Eutrophication	R2: 201-220
22-25		Chemical Speciation, monitoring techniques and methodology	R2: 12.11.1 - 12.11.12
26-27		Determination of temporary and permanent hardness of water	T1: 251-252
28-30		Waste water treatment	T1: 153-162

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	5	08-10-2024	1-18	CB
Test 2	50 Minutes	5	19-11-2024	19-36	OB
Quiz/Assignment/Lab	Throughout the Semester	5	**	---	CB
Comprehensive Exam	3 Hours	35	16-12-2024	1-42	CB

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Dr.PRATIK KUMAR JAGTAP
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
SEC125	Interpersonal Skills	1	0	1	2

Instructor-in-charge: Mrs.BULBUL RASTOGI

Learning Outcomes:

Students will be able to describe and critically analyze the components of effective interpersonal Communication skills. They will use self-analysis and reflection to examine personal communication styles, the attitudes, beliefs and values that underlie them. They will employ interpersonal communication skills to establish and enhance personal and work-based relationships characterized by open and honest communication. Students will learn ways of effective conflict resolution and will utilize effective communication skills as per situation, person and objective.

Text Book T1	The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change by Stephen R. Covey.
Reference Book(s) R1	10 Skills of Effective Business Communication: Practical Strategies from the World's greatest Leaders b JESSICA HIGGINS
Reference Book(s) R2	How to win Friends and Influence People by Dale Carnegie

Lecture-Wise-Plan:

Lectur Nos.	Learning Objective	Topics to be covered	Unit	Reference (Text/Ref. Books)
1	Interpersonal skills	Interpersonal skills definition and its importance	1	T1
2	Interpersonal process	Stages, factors influencing interpersonal skills and importance of the process	1	T1
3-5	Communication	Process, nature and importance of communication. Communication and the self	1	T1
6-7	Recognizing and understanding interpersonal skills	Recognizing key interpersonal skills, perception and communication of emotions, importance of communication of emotions.	2	T1

Lectur Nos.	Learning Objective	Topics to be covered	Unit	Reference (Text/Ref. Books)
8	Language: barrier and bridge	Language as barrier, language as a bridge. Balancing language as a barrier and bridge	2	T1
9	Message beyond words	Importance of message beyond words	2	T1
10-11	Non-verbal communication	Tips for interpretation of non-verbal communication, key aspects, importance and tips for effective non-verbal communication	2	T1
12	Mindful Listening	Key principles, benefits and how to practice mindful listening	2	T1
13-15	Dynamics of Interpersonal Relationships	Key elements of interpersonal relationship dynamics, challenges in interpersonal relationship, tips for nurturing healthy interpersonal relationships.	3	T1
16-17	Communication Climate	Understanding and improving communication climate.	3	T1
18	Interpersonal conflicts	Managing interpersonal conflicts, tips for effective conflict management	3	T1
19-20	Context of communication	Workplace Communication, Personal communication, key differences between them and implications	3	T1
21-25	Video-taping & Mini Assignments	For skill enhancement, students will work with a classmate to prepare and videotape a communication example and will assess their skills as well as receive constructive feedback from their classmate	4	T1
26-30	Role Playing, Group presentation	Students will demonstrate the application of interpersonal skills in a role playing scenario illustrating group interaction	4	T1

Evaluation Scheme:

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Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	5	09-10-2024	1-14	CB
Test 2	50 Minutes	5	20-11-2024	15-30	OB
Quiz/Assignment/Lab	Throughout the Semester	5	**	---	CB
Comprehensive Exam	3 Hours	35	18-12-2024	1- 30	CB

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Date: 05/08/2024

Mrs.BULBUL RASTOGI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
IT114	Fundamentals of Computer	3	0	1	4

Instructor-in-charge: Mrs.NISHA THAKUR

Learning Outcomes:

The learning objectives of this course are to:

1. After the completion of the course, the student will be able to:
2. Study and use of basic concepts and terminology of Information Technology
3. Organize files and documents in storage devices
4. Acquire knowledge of ICT and Internet Applications
5. Acquire knowledge of MS-Excel, MS PowerPoint and MS-Access
6. Develop information technology solutions by evaluating user requirements in advance

Text Book T1	P.K. Sinha, Priti Sinha —Computer fundamentals, BPB Publication
Text Book T2	Chetan Shrivastava, Fundamentals of Information Technology, Kalyan Publishers
Reference Book(s) R1	M.N. Doja - Fundamentals Of Computers And Information Technology, Deep & Deep publication
Reference Book(s) R2	V. Rajaraman, Introduction to Information Technology, PHI Publication

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1-7	Overview of Blockchain Technology	Defining Blockchain and Distributed Ledger, Blockchain Properties Decentralized, Transparent, Immutable and secure. Blockchain Applications. Types of Blockchain: Public, private, and consortium based blockchain, Why to use Blockchain, History of Blockchain.	T 1 Ch-1 1.4,1.5,1.6,1.9 Notes/PDF

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
8-13	Introduction to computing models and P2P networking	Centralized, Decentralized and Distributed Systems, Decentralization vs distributed, P2P systems, properties of P2P systems, P2P communication architecture. P2P network applications: File sharing, P2P network for blockchain	T2 Ch-2 2.1,2.2,2.3,2.9 Notes/PDF
14-19	Foundational Concepts Blockchain Data Structure	Cryptographic Hash Functions, Digital Signatures, Public Keys as Identities, Decentralized Identity management, Hash Pointers, Hash chain and Merkle tree.	T1 Ch-3 3.2,3.4 T2 Ch3 3.6,3.8 Notes/PDF
20-25	Consensus Mechanisms	Consensus Mechanisms – POW, POS and other Consensus Mechanisms - Proof of storage and so on. Transactions incentivizing and mining.	T1 Ch-5 5.7,5.8 Notes/PDF
26-30	Blockchain & Cryptocurrency	Cryptocurrency as the first blockchain application. Mechanics of Bitcoin, Storing and Using Bitcoins, Mining in Bitcoin, Limitations of Bitcoin and alternative cryptocurrencies.	T1 Ch-4 4.5, 4.6 T2 Ch4 4.8,4.10 Notes/PDF
31-36	Smart Contracts and Ethereum	History, Purpose and types of smart contracts, Introduction to Ethereum, bitcoin vs Ethereum stack. P2P network in Ethereum, consensus in Ethereum, Concept - Smart contracts, Developing and executing smart contracts in Ethereum. State and data structure in Ethereum. Ethereum Virtual Machine.	T2 Ch-5 5.4,5.8 Notes/PDF
37-40	Private and Consortium based Blockchain: Hyperledger	Need for the consortium. Hyperledger stack, Multichain blockchain. Innovation in Hyperledger, distributed applications in hyperledger.	T1 Ch-5,Ch6 5.9, 6.4,7.1 T2 Ch6 6.8,7.4,7.9 Notes/PDF

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	20	08-10-2024	1-20	CB
Test 2	50 Minutes	20	19-11-2024	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	---	CB
Comprehensive Exam	3 Hours	40	13-12-2024	1- 40	CB

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Mrs.NISHA THAKUR
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
TA204	Technical Report Writing	3	0	0	3

Instructor-in-charge: Dr.SHUBHRA TIWARI

Learning Outcomes:

After successful completion of the course student will be able to

1. Understand the concept, importance and types of technical written communication.
2. Learn the usage of effective technical report writing and draw benefit from it.
3. Explore skills and ability to develop career in technical writing.
4. Understanding the application of various technical reports writing.
5. Nuances, legal aspects and ethics in technical writing.

Reference Books R1	Technical Report Writing by Kieran Morgan
Reference Books R2	Managing Your Documentation Projects by JoAnn T Hackos
Reference Books R3	The Insider's Guide to Technical Report Writing by Krista Van Laan
Reference Books R4	Technical Report Writing and Research Methodology (English, Paperback, Dr. Naushad Alam, Dr. Quadri Javeed Ahmad Peer, Dr. Banarsi Lal)

Lecture-Wise-Plan:

Lecture Nos	Learning Objective	Topics to be covered	Reference
1	Understanding technical comm	Technical report Writing - Definition & Purpose	“Chapter 1 - Introduction to Technical Writing” in “Open Technical Communication” on Open ALG (manifoldapp.org)
2,3	Nature of technical comm	Characteristics of Technical report writing	https://alg.manifoldapp.org/read/open-technical-communication/section/0debb16b-f623-4033-a47b-973d65ab0961
4	Focused technical comm	Qualities of good technical report	Microsoft Word - The qualities of a good

Lecture Nos	Learning Objective	Topics to be covered	Reference
			technical report..doc (tamu.edu)
5	Rhetorical awareness	Rhetorical Awareness in Tech Comm	1.3 Understanding the Rhetorical Situation – Technical Writing Essentials (bccampus.ca)
6,7	Correctness of technical comm	Legal & Ethical Communication	“Chapter 3 - Ethics in Technical Communication” in “Open Technical Communication” on OpenALG (manifoldapp.org)
8,9	Understand oral technical comm	Oral & Presentation	“2.12 - Oral Presentations” in “Open Technical Communication” on OpenALG (manifoldapp.org)
10,11	Technical documents- details	Parts/ Components of Tech Documents	Components of a Technical Document Technical Communication Center
12,13	Why is technical comm important?	Description & Importance of Tech Comm	What is the importance of technical report writing? – MVOrganizing
14,15	Detailed rules of technical comm	Implicit & Explicit Rules of Comm: Definition & Examples	“2.14 - Technical Definitions and Descriptions” in “Open Technical Communication” on OpenALG (manifoldapp.org)
16	Know the types of tech documents	Types of Tech Documents	“2.2 - Types of Technical Documents” in “Open Technical Communication” on OpenALG (manifoldapp.org)
17,	Understand need of	Establishing Goals in Tech Writing	SMART Goals for Technical Writers by

Lecture Nos	Learning Objective	Topics to be covered	Reference
	technical comm		Kesi Parker Technical Writing is Easy Medium
18,19,20	Process orientation of technical comm	Technical Writing Process: Pre-writing, Writing and Re-writing	https://study.com/academy/lesson/the-technical-writing-process-prewriting-writing-rewriting.html
21	Practical presentation	Project Work & Presentation	Practical session
22,23	Process orientation of technical comm	Technical re-writing & Editing	Ten Best Practices for Technical Writing and Editing PerfectIt™ Proofreading Software for Professionals. (intelligentediting.com)
24	Technical writing - user orientation	Usability Testing & Tech Writing	Usability Testing Usability.gov
25	Usage of reusables in tech writing	Prototypes & Wireframes	A Comprehensive Guide To Wire framing And Prototyping — Smashing Magazine
26,	Understand types of tech reports	Formal & Informal Tech Reports	“2.2 - Types of Technical Documents” in “Open Technical Communication” on OpenALG (manifoldapp.org)
27,28,29	Practical presentation	Project Work & Presentation	Practical session
30,31	Understand business reports	Business Reports & Proposals	“2.3 - Business Plans” in “Open Technical Communication” on OpenALG (manifoldapp.org)
32	Tech writing-customer orientation	Technical Correspondence	“2.1 - Business Correspondence and Resumes” in “Open Technical Communication” on OpenALG (manifoldapp.org)

Lecture Nos	Learning Objective	Topics to be covered	Reference
33,34	Tech writing-resumes/cover letters	Writing Resumes & Cover Letters	“2.1 - Business Correspondence and Resumes” in “Open Technical Communication” on Open ALG (manifoldapp.org)
35,36,37,38	Types of tech documents	Technical Instructions, Manual Writing, Proposal Writing	“2.6 - Instructions” in “Open Technical Communication” on Open ALG (manifoldapp.org)
39,40	Practical presentation	Project Work & Presentation	Practical session

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	20	23-09-2024	1-20	CB
Test 2	50 Minutes	20	11-11-2024	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	---	CB
Comprehensive Exam	3 Hours	40	02-12-2024	1- 40	CB

** To be announced in the class

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OB= Open Book

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Date: 05/08/2024

Dr.SHUBHRA TIWARI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
MG211	Business Law	3	0	0	3

Instructor-in-charge: Ms.SONAKSHI KHANDELWAL

Learning Outcomes:

After successful completion of the course student will be able to

The course is to provide the Basic knowledge of Business laws useful is business Operation

Text books T1	Avtar Singh, Company Law
Reference books R1	Khergarmwala J.S. The Negotiable Instrument Act

Lecture-Wise-Plan:

Lecture Nos	Learning Objective	Topics to be covered	Reference
1-3	Meaning of Contract	Definition of Contract and different types of contracts	R1
3-6	Meaning of Contractual capacity	Capacity of Parties	R1
4-6	Mode of Discharge	Mode of Discharge	R1
6-8	Breach and Remedies	Breach and Remedies against Breach of Contract	R1
8-10	Contingent Contract	Meaning of Contingent Contract	R1
10-11	Meaning of Quasi Contract	Quasi Contract	R1
12-14	Meaning of indemnity and Guarantee	Indemnity and Guarantee	R1
14-16	Meaning of Bailment and Pledge	Bailment and Pledge	R1

Lecture Nos	Learning Objective	Topics to be covered	Reference
16-18	Meaning of Agency	Agency	R1
18-22	Meaning of Negotiable Instrument	Negotiable instrument	R1
20-25	Meaning of sales of goods act	Sales of Goods act	R1
25-32	Meaning of Partnership Act	Partnership Act	R1

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	10	23-09-2024	1-20	CB
Test 2	50 Minutes	10	11-11-2024	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	70	04-12-2024	1- 40	CB

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Date: 05/08/2024

Ms.SONAKSHI KHANDELWAL
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
MG221	Management Accounting	3	0	0	3

Instructor-in-charge: Dr.SHILPI GUPTA

Learning Outcomes:

1. The objective of this paper is to learn financial aspects which is related to current business scenario
2. To interpret key concepts and theories with regard to budgets and reconciliation of financial statements

Text Book T1	Jawahar Lal, Cost Accounting, Tata McGraw Hill New Delhi (pdf of the book given to students)
Reference Book R1	B.M. Lall Nigam and I.C. Jain, Cost Accounting, Principles, Methods and Techniques, PHI Pvt. Ltd, New Delhi
Reference Book R2	Bhabator Banerjee, Cost Accounting –Theory and Practice, PHI Pvt. Ltd, New Delhi.
Reference Book R3	PDF from the text books and Reference books attached from TMH

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
Unit 1			
1	Standard costing	Meaning, Concepts and Objectives, Merits and Demerits of Standard costing,	PDF 1.1
2	Standard costing	Meaning, Concepts and Objectives, Merits and Demerits of Standard costing,	PDF 1.1
3-4	Standard costing	Prerequisite for establishment of standard costing	PDF 1.2
5-6	Standard costing	Efficiency and Activity Ratios	PDF 1.3
7-8	Standard costing	Variance Analysis and Control	PDF 1.4
9-10	Revision	Practice of Numerical	T 1

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
Unit 2			
9	Marginal costing	Definition, Assumptions and Uses, Marginal Costing Vs. Absorption Costing,	Pdf 2.1
10	Marginal costing	CVP/BEP Analysis, Key factors	Pdf 2.2
11	Marginal costing	Safety Margin	Pdf 2.3
12	Marginal costing	Managerial Decision-Making Areas	Pdf 2.4
13-14	Marginal costing	Product Mix,	Pdf 2.5
15	Marginal costing	Make or Buy	Pdf 2.6
16	Marginal costing	Pricing Decisions.	Pdf 2.7
17	Marginal costing	Pricing Decisions.	Pdf 2.7
18-19	REVISION	Practice of Numerical	T 2
Unit III			
20-21	Budgetary Control	Objectives, Merits and Demerits of Budgetary Control	Pdf 3.1
22	Budgetary Control	Fixed and Flexible Budget	Pdf 3.2
23	Budgetary Control	Cash Budget and master Budget,	Pdf 3.3

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
23-24	Reconciliation of Cost and Financial Accounts	Zero based Budgeting, Need of reconciliation	Pdf 3.4
25-26	Reconciliation of Cost and Financial Accounts	Remodeling Financial Records,	Pdf 3.5
27-28	Reconciliation of Cost and Financial Accounts	Reconciliation of Profits, Methods of Reconciliation	Pdf 3.6
29-30	Revision	Practice of Numerical	T 3
Unit IV			
31	Project	Selection of a Company	
32	Project	Understand the fundamentals and strategy of the company	Moneycontrol.com
33	Project	Study the various Ratios	
34-35	Project	Format of Report with an example	
36	Project	Presentation of live project in class	By faculty
37	Project	Final draft of the report	
38-39	Project	Report presentation	By students
40	Revision	All chapters	

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	10	24-09-2024	1-20	CB
Test 2	50 Minutes	10	12-11-2024	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	70	06-12-2024	1- 40	CB

** To be announced in the class

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

Date: 01/08/2024

Dr.SHILPI GUPTA
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
MG231	Marketing Management	3	0	0	3

Instructor-in-charge: Mrs.SONAKSHI KHANDELWAL

Learning Outcomes:

After successful completion of the course student will be able to
Paper is to familiarize the student with modern marketing concept tools, and technique to develop their skills required for the performance of marketing function

Text books T1	Philip Kotler, Principal of Management
Reference Books R1	Principle of Management

Lecture-Wise-Plan:

Lecture Nos	Learning Objective	Topics to be covered	Reference
1-2	Meaning of Marketing	Nature and Scope of Marketing	R1
3-4	What are Philosophies	Management Philosophies	R1
4-6	Marketing System	Marketing system and environment	R1
6-8	Consumer behavior	Consumer behavior	R1
8-10	Different market	Consumer market and Industrial Market	R1
10-11	Decision making	Decision making process in buying	R1
12-14	Market Segmentation	Market Segmentation	R1
14-16	Targeting and Positioning	Grouping of target and Positioning	R1
16-18	Element of marketing	Marketing Mix	R1
18-20	Product mix	Meaning of Product types of products	R1
20-22	Meaning of promotion	Promotion mix	R1

Lecture Nos	Learning Objective	Topics to be covered	Reference
22-24	Meaning of price	Factor affecting price	R1
24-26	Meaning of place	Meaning of Place	R1
26-28	Channal of Distribution	Meaning of Channal of Distribution	R1
28-30	Marketing channel	Marketing channel and agency	R1
30-32	Marketing research	Meaning of research	R1
32-34	Meaning of Marketing Information System	MIS	R1

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	10	23-09-2024	1-20	CB
Test 2	50 Minutes	10	11-11-2024	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	70	04-11-2024	1- 40	CB

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Date: 05/08/2024

Mrs.SONAKSHI KHANDELWAL
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
MG241	Organizational Behaviour	3	0	0	3

Instructor-in-charge: Dr.PRATIBHA BARIK

Learning Outcomes:

1. The objective of this paper is to familiarize the student with concepts and behavioural process in an organization to enable him to develop and adopt effective strategies.
2. To interpret key concepts and theories with regard to individual differences and apply these appropriately to specific situations

Reference Book R1	Strategic Management Dr. P Subba Rao/ Himalaya
Reference Book R2	Keith Davis : Organizational Behaviour, Tata McGraw Hill, New Delhi.
Reference Book R3	Organizational Behavior, L.M. Prasad, Sultan Chand
Reference Book R3	PDF-1

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/Sec./Page Nos of Text/Ref. Books)
1	Organizational Behavior	Introduction	1-5
2	Organizational Behavior	Definition of OB	6-10
3-4	Organizational Behavior	Nature, Understanding Human Behavior	11-15
5-6	Nature of OB	Contribution of OB	16-25
7-8	Nature of OB	Different models of OB	26-30
8-9	Nature of OB	Research Foundation of OB	31-35
9-10	Nature of OB	Hawthorne Studies, Theory X, Theory Y, Theory Z.	35-47

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/Sec./Page Nos of Text/Ref. Books)
11		Revision	
12	Individual Behaviour	Basic Psychological Process	48-62
13-14	Individual Behavior	Personality, Determinants of Personality	86-98
14-15	Individual Behaviour	Perception, factors affecting perception	63-72
16-17	Individual Behaviour	Learning, Theories of Learning-Social	73-85
18-19	Individual Behaviour	Theories of Motivation	113-154
20		Presentation	
21	Leaderships	Leaderships- Types	262-270
22-23	Leaderships	Theories of Leadership	271-275
24	Leaderships	Modern Approach to Leadership Theories	276-287
25	Behavioral Dynamics	Behavioral Dynamics	185-190
26-28	Behavioral Dynamics	Interpersonal Relationship	190-195
29		Revision	
30	Behavioral Dynamics	Analysis of Interpersonal Analysis	195-197
31	Behavioral Dynamics	Transactional Analysis	197-200
32	Behavioral Dynamics	Organization power and politics	237-261
33	Behavioral Dynamics	Conflict- resolution management	312-327

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/Sec./Page Nos of Text/Ref. Books)
34	Behavioral Dynamics	Grievance handling	PDF-1
35	Behavioral Dynamics	Stress management	178-179
36-37	Behavioral Dynamics	Performance evaluation	PDF-1
38	Behavioral Dynamics	Organization development	459-520
39	Behavioral Dynamics	Organizational change	451-458
40	Behavioral Dynamics	Stress management Culture systems	180-181

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	10	25-09-2024	1-20	CB
Test 2	50 Minutes	10	13-11-2024	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	70	11-12-2024	1- 40	CB

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Date: 04/08/2024

Dr.PRATIBHA BARIK
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
SS201	Soft Skills I	3	0	0	3

Instructor-in-charge: Dr.SHUBHRA TIWARI

Learning Outcomes:

After successful completion of the course student will be able to

1. Understand the meaning, concept, importance and types of communication.
2. Learn the usage of effective communication and work as a team.
3. Explore skills and ability to effectively participate in Group discussion and clear interview.
4. Understanding and develop interpersonal and goal setting skills.
5. Understand and develop time management skills.

Text Books T1	Soft Skills by Prashant Sharma
Reference Books R1	Books by Dale Carnegie, Geoffrey. A Dudley etc.
Reference Books R2	Business Vocabulary in Use-Bill Mascoll – Cambridge University Press
Reference Books R3	Soft Skills- K. Alex
Reference Books R4	Soft skills lab-Institution Material

Lecture-Wise-Plan:

Lecture Nos	Learning Objective	Topics to be covered	Reference
1	Understanding verbal & non-verbal comm	Verbal and Non-Verbal Communication Skills: Introduction	R1, R2, R3
2,3	Understanding different communication skills with special focus on listening.	Listening to customers, team members and managers; listening to electronic media; communication with customers.	R1, R2, R3
4	Communication in group	Communication with team members and managers, referencing for verbal communication	R1, R2, R3, Practical Examples From Contemporary World

Lecture Nos	Learning Objective	Topics to be covered	Reference
5,6,7,8,9	Career preparation CV, GD & PI	Introduction; SOP; career objective; educational qualification; achievements and interests; Introduction to GD; foundation skills in GD; Introduction to PI; foundation skills in PI.	R1, R2, R3, sample cvs, sample interviews from corporate industry
10,11	Executive Skills: Interpersonal skills	Definition; understanding, analysis and response to the needs, requirements and capabilities of people at different levels.	R1, R2, R3, Biographies Of Business Men & Women
12	Goal Setting Skills	Introduction; SWOT	R1, R2, R3
13		Students SWOT analysis	
14		Relevance of SWOT on goal setting	R1, R2, R3
15		Setting Career Goal	R1, R2, R3, Biographies of achievers
16		action plan	R1, R2, R3
17,		Measures to achieve career goal	R1, R2, R3
18,19,		Corporate role models	R1, R2, R3 examples from current time.
20, 21		Three to five years career roadmap	Students' self-goal setting
22,23		Competitive work environment and realization of goals;	R1, R2, R3 examples & case study
24		Anticipating challenges and utilizing opportunities	R1, R2, R3 examples & case study
25	Time Management Skills	Understanding the concept & planning,	R1, R2, R3
26,		Scheduling, Prioritizing;	R1, R2, R3

Lecture Nos	Learning Objective	Topics to be covered	Reference
27,28,29		Multitasking	R1, R2, R3 & practical
30,31		Corporate Etiquette	R1, R2, R3
32		Customer interaction etiquette	R1, R2, R3 & examples from contemporary time
33,34		office etiquette	R1, R2, R3 & ppt
35,36,37,38		Meeting etiquette; telephone etiquette; presentation etiquette.	R1, R2, R3 & audio-visual
39,40	Practical presentation	Project Work & Presentation	Practical session

Evaluation Scheme:

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Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	10	25-06-2024	1-20	CB
Test 2	50 Minutes	10	13-11-2024	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	70	13-12-2024	1- 40	CB

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Date: 05/08/2024

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Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
HS305	Current Affairs Indian	3	0	0	3

Instructor-in-charge: Dr.R VIJAYA LAKSHMI

Learning Outcomes:

The Objective of this paper is to familiarize the students India's current affairs

Reference Book R1	GK today https://www.gktoday.in
Reference Book R2	Competition success review (Aug-Dec 2024)
Reference Book R3	CG current affairs
Reference Book R4	Black book of general awareness
Reference Book R5	Indian Economy Pratiyogita Darpan
Daily New Paper & Magazines	Daily New paper & Magazines (Times of India, Hitvada & Dainik Bhaskar)

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos of Text/Ref. Books)
1-3	GK- India/ current affairs	General Knowledge of India	Current news paper
4-5	GK- India/ current affairs	General Knowledge of India	Newspaper
6-7	GK- Business	General Knowledge of India	Magazine
8-9	GK- Business	General Knowledge of India	Current news paper
10	Indian Economy	Indian Economy	Newspaper
11	Indian Economy	Indian Economy	Current news paper
12-13	Indian Economy	Indian Economy	Newspaper
14-15	Indian Economy	Indian Economy	Magazine
16-18	Indian Economy	Indian Economy	Current news paper
19-20	CG- GK	CG- GK	Newspaper
21-24	CG- GK	CG- GK	Magazine

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos of Text/Ref. Books)
25-26	Current Topic presentation	Current Topic presentation	Websites
27-28	Current Topic presentation	Current Topic presentation	Current news paper
29-31	Sports		Newspaper
31-35	Entertainment	Current Topic presentation	Newspaper
36-38	Presentation	Presentation	Magazine
39-40	Revision	Current Topic presentation	Websites

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Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	10	23-09-2024	1-20	CB
Test 2	50 Minutes	10	11-11-2024	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	70	02-12-2024	1- 40	CB

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Date: 04/08/2024

Dr.R VIJAYA LAKSHMI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
MG301	Business Strategy and Policy	3	0	0	3

Instructor-in-charge: Dr.PRATIBHA BARIK

Learning Outcomes:

1. To help students understand the strategy implementation and importance of vision and mission in business.
2. To develop skills for strategic thinking and analysis, leadership, communication, teamwork, and cross-functional integration.

Reference Book R1	Strategic Management Dr.P Subba Rao/Himalaya
Reference Book R2	Strategic Management- An Integrated Approach Charles Hill and Gareth Jones/Biztantra
Reference Book R3	Making Strategy Colin Eden and Acermann/Sage Publication
Reference Book R4	PDF-1, PDF-2, PDF-3

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1-2	Introduction to strategic management	Introduction to strategic management	PDF-1,2-3
3-5	Introduction to strategic management	Strategic management process	PDF-1,8-9
5-6	Introduction to strategic management	Vision & mission statements,	PDF-1,12-18
7-9	Introduction to strategic management	Environment scanning & analysis	PDF-1,1-4
10-13	Introduction to strategic management	Analysis of industry.	PDF-1,5-11

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
14		Revision	
15-18	Evaluation of MNC	Evaluation of multinational environment,	PDF-2, 23-26
19-21	Evaluation of MNC	Forecasting business environment	PDF-2, 35-40
22-23	Internal Analysis	Internal analysis of company	PDF-2, 63-69
24-26	Objectives	Long-term objectives	PDF-2, 36-39
27-30	Strategies	Analysis of strategies and choice	PDF-2, 55-58
31-33	Strategies	Operationalizing and implementing strategies	PDF-3, Unit-IV, 1
34		Presentation	
35-36	Structure	Integration of structure	PDF-3, Unit-IV, 5
37-38	Leadership	leadership and culture for institutionalizing strategies	Unit-III, 11(PDF-2)
39	Evaluation and Control	Evaluating and controlling strategies	PDF-1, 89-92
40		Revision	

Evaluation Scheme:

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Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	10	23-09-2024	1-20	CB
Test 2	50 Minutes	10	11-11-2024	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	70	04-12-2024	1- 40	CB

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Date: 05/08/2024

Dr.PRATIBHA BARIK
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
MG311	Project Management	3	0	0	3

Instructor-in-charge: Mrs. BULBUL RASTOGI

Learning Outcomes:

After successful completion of the course student would have learnt: Project management principles, Project planning and organization, Risk management, Time and resource management, Budgeting and cost control, Team leadership and communication, Quality management, Stakeholder management, Project evaluation and closure, Application of ethical and professional standards. The aim is to prepare the students to handle the complexities of project management in a professional setting, providing them with skills necessary to contribute effectively to any organization's project-based work.

Text Book T1	Projects – Planning, Analysis, Financing, Implementation and Review, Author – Prasanna Chandra, Tata McGraw-Hill Publishing.
Reference Book R1	Project Management – A Managerial Approach, Jack R Meredith – Samuel J Mantel, JW & Sons.
Reference Book R2	Project Management, Dennis Lock/Gower

Lecture-Wise-Plan:

Lectur Nos.	Learning Objective	Topics to be covered	Unit	Reference (Text/Ref. Books)
1	Project Management	Key components and Importance of Project Management	1	T1
2-3	Corporate Planning Process	Corporate Planning process and investment decisions, relationship between these two. Corporate financial objective.	1	T1
4-5	Project Management process and Global project management	Stages of project management, key aspects of global project management, it's benefits and challenges.	1	T1
6	Benefits of project management	Benefits and needs of a project management	1	T1

Lectur Nos.	Learning Objective	Topics to be covered	Unit	Reference (Text/Ref. Books)
7	Project Selection	Project selection, its process, needs and methods of project selection	1	T1
8	Preparing a Request for Proposal (RFP)	Steps to prepare a RFP, Tips for preparing an effective RFP	1	T1
9-11	Time Value of Money	Concept, key formulas, application and importance of Time value of money	2	T1
12-14	Cost of Capital, Strategic Investment Decisions	Key components & importance of cost of capital; aspects and process of strategic management	2	T1
15-17	Project feasibility study, Cost benefit analysis	Components, steps and benefits of project feasibility study; Cost benefit analysis – key components, benefits, advantages & limitations.	2	T1
18	ISO 9000:2000, ISO 14000	Key aspects, popular ISO standards, benefits & implementation steps.	2	T1
19-21	Rate of return from projects	Common methods, choosing the right methods	3	T1
22-24	Capital budgeting	Concept, steps, techniques, importance and challenges of capital budgeting Risk management in capital budgeting	3	T1
25	Economic life of the project	Economic life and decision making	3	T1
26	Risk management in capital budgeting	Steps, techniques and importance of risk management in capital budgeting	3	T1
27-28	Seven quality tools; network techniques	Seven magnificent quality tools, application and benefits; CPM & PERT	3	T1
29-30	Project Risk analysis; project portfolio risk	Key steps, benefits of project risk analysis, tools used for project risk analysis; key concepts, steps, benefits and	4	T1

Lectur Nos.	Learning Objective	Topics to be covered	Unit	Reference (Text/Ref. Books)
		tools & techniques of portfolio risk management,		
31-32	Capital allocation	Concepts, steps & techniques for allocating limited capital;	4	T1
33	Planning, monitoring and control	Purpose, key activities, tools & techniques of planning, monitoring and control; integration of planning, monitoring and control.	4	T1
34-35	Project management information system (PMIS)	Features of PMIS, Types of PMIS, benefits of using PMIS.	4	T1
36	Project planning and control	Key elements of project planning and control; integration of planning and control	4	T1
37-40	Project Audit	Project audit life cycle, responsibilities of evaluator/auditor, responsibilities of the project manager	4	T1

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	20	24-09-2024	1-20	CB
Test 2	50 Minutes	20	12-11-2024	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	---	CB
Comprehensive Exam	3 Hours	40	06-12-2024	1- 40	CB

** To be announced in the class

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Date: 05/08/2024

Mrs.BULBUL RASTOGI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
MG321	Business Environment	3	0	0	3

Instructor-in-charge: Mrs.BULBUL RASTOGI

Learning Outcomes:

After successful completion of the course student will be able to understand key components of Business Environment, assess external factors impacting a business, evaluate Opportunities and Threats for a business, understand regulatory framework, assess global business impacts, develop strategic responses, enhance critical thinking, and understand ethical and social responsibility. Students will be equipped with skills and knowledge to navigate and succeed in a complex and ever-changing business environment.

Text Book T1	Business Environment and Policy, Francis Cherunilam Himalaya Publishing House
Reference Book R1	Macroeconomics, Rudiger Dornbusch, Tata Mc Graw-Hill Publishing
Reference Book R2	Lectures on Macroeconomics, Blanchard and Fischer, Prentice-Hall India

Lecture-Wise-Plan:

Lectur Nos.	Learning Objective	Topics to be covered	Unit	Reference (Text/Ref. Books)
1	Business Environment	Feature and types of Business Environment, importance of understanding business environment	1	T1
2-4	Types of Environments	Demographic environment, Social, cultural and political environment	1	T1
5-7	Political systems	Types of political systems, political risk	2	T1
8	Economic environment	Key components and importance of economic environment for a business	2	T1
9-10	Classification of Economy	Different basis of classification of an economy, sectors of an economy	2	T1
11	Foreign exchange	Forex market, Foreign exchange rate, risk, mechanisms, reserves	2	T1

Lectur Nos.	Learning Objective	Topics to be covered	Unit	Reference (Text/Ref. Books)
12-16	Financial Environment	Financial systems, markets, institutions, instruments.	2	T1
17-18	Financial Intermediation	Functions, types and importance of financial intermediaries	3	T1
18-19	Trade Environment	Trade policies and agreements, Liberalization and Globalization	3	T1
21-25	EXIM Policy, WTO	Objectives, Components and Impact of EXIM Policy, Objectives and Functions of WTO, Key agreements under the WTO	3	T1
26-27	MFN Status	Features of MFN status, Exceptions to MFN status, Benefits and Drawbacks of MFN Status	3	T1
28	Technological Environment.	Impact of technological environment, Opportunities & challenges in the technological environment	3	T1
29-30	Legal Environment	Components and impact of the Legal environment. Opportunities and Challenges in the legal environment	4	T1
31	Forms of Organization	Main forms of business organization	4	T1
32-34	Incorporation of Joint Stock Company	Steps, Types, Advantages and Disadvantages of Incorporation	4	T1
35-36	Insurance Act, Regulatory Environment	Key provisions of the Insurance Act (General Overview)	4	T1
37-38	Consumer Protection,	Key aspects, key elements of consumer protection law	4	T1
39-40	Environmental Analysis	Components of environmental analysis, key elements of internal & external Environmental analysis, process of environmental analysis	4	T1

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	20	24-06-2024	1-20	CB
Test 2	50 Minutes	20	12-11-2024	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	---	CB
Comprehensive Exam	3 Hours	40	09-12-2024	1- 40	CB

** To be announced in the class

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Date: 05/08/2024

Mrs.BULBUL RASTOGI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
MG331	Sales Management	3	0	0	3

Instructor-in-charge: Mr.AMBARISH GHOSH

Learning Outcomes:

The Objectives of This Paper is to Familiarize the Students With the Theoretical Concepts in Economics.

Reference Book R1	Sales Management: Decisions, Strategies & Cases, Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Pearson Education, Latest Edition
Reference Book R2	Sales and Distribution Management- ICFAI center of Management Research
Reference Book R3	Sales & Distribution Management – Text & Cases (2nd Edition), Krishna K. Havaladar, Vasant M. Cavale, Tata McGraw-Hill
Reference Book R4	Sales & Distribution Management (Latest Edition), Panda Tapan K., Sahadev Sunil, Oxford University Press

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1-2	Introduction to Sales Management:	Sales management definition, Nature and role of selling, Objectives of Sales Management,	Page no -3-16
3-4	Introduction to Sales Management:	Sales and Marketing management, Environmental changes affecting sales Management.	Page no -3-16
5-6	Introduction to Sales Management:	Sales organization: basis for designing a sales organization; types of organizations	Page no -17-40
7-8	Sales Functions	: Role of a sales manager, Responsibilities of a sales manager,	Page no 41-54

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
9-10	Sales Functions	Role and responsibility of a sales executive, buyer seller dyads, sales force strategies,	Page no 41-54
11-12	Sales Functions	Theories of personal selling: AIDAS Theory; Buying Formula Theory of Selling; Behavioral Equitation Theory ,	Page no 41-54
11-12	Sales Functions	Approaches to personal selling: Stimulus-response approach; Need satisfaction approach; Problem-situation approach.	Page no 41-54
13-15	Hiring and Training sales personnel:	Recruitment and its importance, Criteria used to select sales personnel,	Page no 187-
16-20	Hiring and Training sales personnel:	Sales person selection process, Importance of sales training, ng;	Page no 244-262-
21-22	Hiring and Training sales personnel:	Types of sales training, Benefits of sales training	Page no 262-265
21-24	Motivation of sales force,	Motivation of sales force,	Page no 244-262-
25-26	Motivation of sales force,	Concept of motivation, motivational theories: Maslow's Hierarchy theory; Herzberg's Two Factor Theory;	Page no 244-262-
27-28	Motivation of sales force,	Effect of personal characteristics on sales force motivation:	Page no 244-262-
29-31		Presentation	
31-35	Evaluating the sales force performanc	Leading the sales force , Evaluating the sales force performance	

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
36-38	Ethical and social issues in Sales management.	Ethical and social issues in Sales management.	
39-40	Revision		

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	10	25-09-2024	1-10	CB
Test 2	50 Minutes	10	13-11-2024	11-20	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	70	11-12-2024	1- 40	CB

** To be announced in the class

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Date: 05/08/2024

Mr.AMBARISH GHOSH
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
MG341	Advertising and Sales Promotion	3	0	0	3

Instructor-in-charge: Dr.JAYANT ISSAC

Learning Outcomes:

This course is designed to familiarize students with the necessary background about marketing, advertising and sales , product lines and new product development, branding, pricing, channels of marketing, marketing promotion

Pedagogy:

The faculty plans to use a combination of lectures, case studies & group assignments to achieve the course objectives

Text Book T1	1 Marketing Management FedUni
Reference Book R1	Marketing Management: Analysis, Planning Implementation and Control, 11e, (Millennium Edition) Philip Kotler / Prentice Hall Of India
Reference Book R2	Services Marketing, 3e Christopher P Lovelock / Prentice Hall
Reference Book R3	Brand Positioning: Strategies for competitive advantage Subroto Sengupta / Tata McGraw Hill
Reference Book R4	Marketing Management S.A Sherlekar/ Himalya publishing House, Bombay
Reference Book R5	Fundamentals of Marketing William J. Stanton and Charles Futrell / Tata McGraw Hill, New York

Lecture-Wise-Plan:

Lecture No	Topics	References
1	Introduction of Advertisement and Sales promotion	T1 ,R1, study material
2	Communication process Introduction, uses and abuses of Advertising Meaning, scope and importance of advertising	T1 ,R1, study material
3	Advertising and Consumer; Advertising and Society;	T1 ,R1, study material

Lecture No	Topics	References
4	Objections leveled against advertising; Is advertising	T1 ,R1, study material
5	a wasteful expenditure; Economic objections;	T1 ,R1, study material
6	Social objections; Ethical objections	T1 ,R1, study material
7	Benefit of advertising; -Distinction between advertising & publicity and propaganda; types of advertisement	T1 ,R1, study material
8	Advertising and Consumer; Advertising and Society	T1 ,R1, study material
9	Typography in advertising	T1 ,R1, study material
10	Role and importance of media/advertising agency,	T1 ,R1, study material
11	Types of media,	T1 ,R1, study material
12	Media weaknesses and strengths	T1 ,R1, study material
13	Media planning	T1 ,R1, study material
14	Media schedule	T1 ,R1, study material
15	Preparing advertising budget	T1 ,R1, study material
16-18	Advertising budget	T1 ,R1, study material
19-22	Sales promotion	T1, R2, R1, R4,R5,study material
23	Types of Sales promotion	T1, R2, R1, R4,R5,study material

Lecture No	Topics	References
24	Techniques, of Sales promotion	T1, R2, R1, R4,R5,study material
25	Sales promotion strategy,	T1, R2, R1, R4,R5,study material
26	Measuring of Sales promotion.	T1, R2, R1, R4,R5,study material
27	Effectiveness of promotional program,	T1, R2, R1, R4,R5,study material
28	Regulations of advertising and communication	T1, R2, R1, R4,R5,study material
29	Extending marketing	T1, R2, R1, R4,R5,study material
30	Communication to social	T1, R2, R1, R4,R5,study material
31	Communication,	T1, R2, R1, R4,R5,study material
32	Personal selling,	T1, R2, R1, R4,R5,study material
33	International advertising	T1, R2, R1, R4,R5,study material
34	Interactive advertising,	T1, R2, R1, R4,R5,study material
35	Advertising laws	T1, R2, R1, R4,R5,study material
36	Social value	T1, R2, R1, R4,R5,study material
37	Ethical value	T1, R2, R1, R4,R5,study material
38	Moral issues	T1, R2, R1, R4,R5,study material

Lecture No	Topics	References
39	Social issues	T1, R2, R1, R4,R5,study material
40	Legal issues	T1, R2, R1, R4,R5,study material

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	10	25-09-2024	1-20	CB
Test 2	50 Minutes	10	13-11-2024	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	70	13-12-2024	1- 40	CB

** To be announced in the class

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Date: 05/08/2024

Dr.JAYANT ISSAC
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
INM571	Accounting for Manager	3	0	0	3

Instructor-in-charge: Dr.ABHA SHUKLA

Learning Outcomes:

After successful completion of the course student will be able to

1. To provide financial information that is useful to existing and potential investors and other creditors.
2. Identify opportunities to maximize the profit
3. Filing tax returns

Text Book T1	Accounting For Managers, The ICFAI University, Hyderabad
Text Book T2	Dr. Karim, Khanuja & Mehta Financial Accounting Sanjay Sahitya bhawan
Reference Book(s) R1	Dr.S.M.Shukla“Financial Accounting” Sahitya bhawan publication Agra
Reference Book(s) R2	Charles T. Horngren, Introduction to financial accounting
Reference Book(s) R3	John A. Ellitt, Introduction to Financial Accounting

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
1-5	Accounting : An Introduction	Meaning, classification, Needs Objectives, Branches of accountings, special terminology , Basic Concept and principles,	T 1-20
6-8	Accounting Standards	Concepts, International accounting standards board, AS At India Level, List of accounting standards of India	T 22-40
9-12	Accounting Transactions	Introduction, concept of Debit & Credit, Journal , ledger ,Sub Division of ledger	T 82-100

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
13-15	Trial balance	Concept and methods of preparing trial balance, Practical questions of Trial Balance	T 109-124
19-25	Final Accounts	Concepts of trading , profit and loss accounts & Balance-sheet, Adjustments Entries, Practical Questions of Final accounts	T-142-165
26-32	Statutory Audit and Annual reports	Persons Responsible for keeping proper books of accounts, Appointment of Auditors	T 230-250
33-35	Cash Flow Statement	Meaning of cash flow statement, Operational, Financial and & Investing Activities	T 253-280
36-40	Cost Accounting and cost concepts	Introduction Meaning, definition of cost accounting System	T 303-320
41-42	Cost-volume-Profit Analysis	Concepts of Marginal Costing	T- 323-355

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	10	07-10-2024	1-20	CB
Test 2	50 Minutes	10	18-11-2024	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	70	09-12-2024	1- 40	CB

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Date: 05/08/2024

Dr.ABHA SHUKLA
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
INM112	Managerial Economics	3	0	0	3

Instructor-in-charge: Dr.PRATIBHA BARIK

Learning Outcomes:

1. To equip the students with the art of managerial decision making at the firm level.
2. To focus on markets, pricing and managerial decision making
3. To study on concepts such as scarcity and efficiency, problems of economic society, demand analysis, elasticity, consumer behaviour, producer behaviour, and cost analysis as well inclusion of advance topics in economic analysis, with a focus on strategic behaviour of different kinds of market structures and pricing

Reference Book R1	Dominick Salvatore (2009) Principles of Microeconomics Oxford University Press
Reference Book R2	R-1 Managerial Economics, 8 th Edition, D.N Dwivedi

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1	Concept of Managerial Economics	Introduction to Managerial Economics	3-4
2	Concept of Managerial Economics	Definition of economics	5-6
3	Concept of Managerial Economics	Principles of managerial economics	7-8
4-5	Concept of Managerial Economics	managerial decision	9
6	Concept of Managerial Economics	Relationship with other management subject	11-14

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
7		Revision	
8	Demand & Supply analysis	Demand & Supply analysis	15
9	Demand & Supply analysis	Law of demand	149-154
10	Demand & Supply analysis	Demand and supply relationship	326
11-12	Demand & Supply analysis	Law of supply	328
13-14	Demand & Supply analysis	supply curve and shift	334
15-16	Market equilibrium	Market equilibrium	325-330
17-18	Concepts of elasticity	Concepts of elasticity	165-179
19-20	Demand forecasting	Demand forecasting	191-193
21		Presentation/Assignment	
22-23	Introduction to Consumer behaviour	Introduction to Consumer behaviour	109
24	Introduction to Consumer behaviour	Utility, Cardinal Approach	110-113
25-26	Introduction to Consumer behaviour	Consumer's equilibrium using	114-124
27-28	Analyses of Production and cost	Production functions	227-229

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
29-30	Analyses of Production and cost	Law of Variable proportions	233-236
31	Analyses of Production and cost	Returns to scale	252
32	Analyses of Production and cost	Producers surplus	255
33-34	Analyses of Production	Short run costs and long run cost	269
35	Market Structures and Decision-Making	Market types	344
36		Presentation/Assignment	
37	Market Structures and Decision-Making	Perfect competition features	345-348
38	Market Structures and Decision-Making	Monopoly	353-357
39	Market Structures and Decision-Making	Oligopoly	383-391
40	Market Structures and Decision-Making	Game theory	414-416

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	10	07-10-2024	1-20	CB
Test 2	50 Minutes	10	18-11-2024	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	70	11-12-2024	1- 40	CB

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Date: 05/08/2024

Dr.PRATIBHA BARIK
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
INM113	Financial Management	3	0	0	3

Instructor-in-charge: Dr.SHWETA DEWANGAN

Learning Outcomes:

1. Students will be able to understand the Fundamentals of Financial Management.
2. Students will evaluate various sources of long-term capital, including equity, debt, term loans, and preference shares.
3. Students will analyze operating and financial leverage and understand the concept and determinants of capital structure.
4. Students will generate investment ideas, apply various tools and techniques for investment analysis, and conduct risk assessments in capital investment decisions.
5. Students will strategically plan and estimate short-term funding needs, identify financing sources, compute the cost of short-term funds, and manage cash, inventory, and receivables effectively to optimize short-term asset management

Text Book T1	Financial Management 10 th Edition by I M Pandey, Vikas publishing house PVT LTD
Reference Book(s) R1	Financial Management & Policy by R.M. Srivastava
SWAYAM S1	https://onlinecourses.swayam2.ac.in/cec20_mg05/preview

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
1-3	Financial management-Basic concept	Nature and Scope of Financial Management; Financial Goals, Conflict of interest between the stakeholders	T1-Page no. 2-12
3-7	Role of finance manager	Functions of Financial Manager, Changing Financial Environment, Emerging Challenges faced by the Finance Manager	T1-Page no. 2-12

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
7-10	Financing Decisions	Sources of Long Term Capital Equity, Debt, Term Loan, Preference share, Hybrid Securities, Internal Funds- Issues relating Financing Decisions.	T1-Page no. 316-404
10-15	Cost of Capital	Computation of Cost of Equity-cost of Debt-Cost of Preference	T1-Page no. 158-178, 189-207
15-18	Cost of Capital	Capital- Cost of Internal Reserve Weighted Average Cost of Capital.	T1-Page no. 189-207
18-21	Leverage Analysis	Analysis of Operating Leverage and Financial Leverage-Combined Financial and Operating Leverage	T1-Page no. 316-329
21-26	Capital Structure Analysis	Concept of Capital Structure: Determinants, Theories of Capital Structure, Relevance and Irrelevance, Problems of Optimal, Capital Structure.	T1-Page no. 342-374
26-30	Long Term Investment Analysis	Investment idea Generation – Tools and techniques of Analysis- Risk Analysis in Capital Investment Decisions.	T1-Page no. 272-289, 482-492
30-33	Dividend Decisions	Issues in Dividend Decisions- Models and Theories of Dividend- Forms of Dividend- Corporate Dividend Behaviour.	T1-Page no. 420-433, 441-456
33-35	Short Term Asset Management	Strategic Planning and Estimation of Short-Term Funding. Need, Financing Sources,	T1-Page no. 627-639, 648-660
35-40	Short Term Asset Management	Computation of Cost of Short term Fund, Management of Cash, Inventory and Receivables.	T1-Page no. 673-689, 700-713, 719-731

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	10	08-10-2024	1-10	CB
Test 2	50 Minutes	10	19-11-2024	11-20	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	70	13-12-2024	1- 40	CB

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Date: 05/08/2024

Dr.SHWETA DEWANGAN
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
INM114	Organizational Behaviour	3	0	0	3

Instructor-in-charge: Dr.ARCHI DUBEY

Learning Outcomes:

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

1. Thorough knowledge and understanding of organizational behaviour at individual, group, and organizational level.
2. Collaboratively and autonomously research, analyse and evaluate information from a wide variety of sources. Integrate skills to align individual and organizational objectives.
3. Assess the application of management theories in real life decision making. Apply relevant contemporary theories, concepts, and models in order to analyse organizational environments, cases and issues.

Text Book T1	Prie Robbins S.P., Organizational Behaviour, New Delhi, PHI.
Reference Book(s) R1	Luthans Fred: Organizational Behaviour, TMH New Delhi.
Reference Book(s) R2	Davis Keith, Human Behaviour at Work, TMH, New Delhi.
Reference Book(s) R3	EcP PDF and notes

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
1-3	Meaning and concept of OB	Understanding Human Behavior, Conceptual framework for understanding individual behaviors as an input-output system,	T1 & R3
4-5	To understand people in the organization	biological foundation of Behavior, The dynamics of people and Organization	T1 & R3
6-7	To understand OB model	Comprehensive organizational behavior model; Biographical characteristics of individual behaviors.	T1 & R3

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
8-10	To understand personality and its theories	Personality and case study	T1 & R3
11-13	To understand Perception and its theories	Perception and case study	R1 and R3
14-16	To understand motivation and its theories	Motivation- Motivational Theories	R1 and R3
17-19	To understand Leadership and its theories	Leadership, Leadership Theories	R1 and R3,
20-23	To understand Emotional Intelligence	Emotional Intelligence and case study	R1 and R3,
23-26	To understand learning	Learning	R1 and R3,
27-29	To learn about group formation	Importance and need for group formation, Intra-group & Inter-group processes and behavior,	R2 and R3
30-31	Team building and importance of team in the organization	Team building. Team building Exercise	R2 and R3
32-33	To learn about organizational culture	Organizational Culture & Climate	R2 and R3
34-35	To learn and implicate organizational structure	Organizational Structure,	R2 and R3
36-37		Conflict, Power & Politics	R2 and R3

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
38	To learn about organizational culture to inculcate the same among future managers	Organizational Change	R2 and R3
39-40	To learn and understand OD intervention techniques	OD Interventional techniques.	R2 and R3

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	20	08-10-2024	1-20	CB
Test 2	50 Minutes	20	19-11-2024	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	---	CB
Comprehensive Exam	3 Hours	40	16-12-2024	1- 40	CB

** To be announced in the class

CB= Close Book Exam

OB= Open Book

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

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

Date: 05/08/2024

Dr.ARCHI DUBEY
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
INM115	Operation Management	3	0	0	3

Instructor-in-charge: Dr.SHILPI GUPTA

Learning Outcomes:

1. The objective of this paper to focus on the systematic direction and control of processes that transform inputs into finished goods and services.
2. To cover strategies for designing, managing, and improving operations to achieve competitive advantage.

Reference Book R1	Operations Management: Processes and Supply Chains by Lee J. Krajewski, Manoj K. Malhotra, and Larry P. Ritzman, 12th Edition, Pearson
Reference Book R2	Operations and Supply Chain Management by F. Robert Jacobs, Richard B. Chase, 15th Edition, McGraw-Hill Education.
Reference Book R3	Operations Management by William J. Stevenson, 14th Edition, McGraw-Hill Education
Reference Book R4	PDF given to students of each lecture extracted from TMH book

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
Unit 1			
1	Introduction to Operations Management	Operations Management: Definition and Importance,	PDF 1.1
2	Introduction to Operations Management	Historical Evolution Operations	PDF 1.2
3-4	Introduction to Operations Management	Role of Operations in Strategy, Competitive Dimensions,	PDF 1.2
5-6	Introduction to Operations Management	Productivity and Competitiveness	PDF 1.3
7-8	Introduction to Operations Management	Measuring Productivity, Improving Productivity	PDF 1.3

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
Unit 2			
9	Process Analysis and Design	Process Analysis, Flowcharting Processes	PDF 2.1
10-11	Process Analysis and Design	Process Performance Metrics, Capacity Planning, Determining Capacity Requirements	PDF 2.2
12	Process Analysis and Design	Strategies for Managing Capacity	PDF 2.3
13-14	Process Analysis and Design	Facility Layout and Design/ Model study	NPTEL Videos
15	Process Analysis and Design	Types of Layouts, Designing Effective Layouts	PDF 2.4
16	Process Analysis and Design	Case Study	C 1-PDF
Unit 3			
17	Production Planning and Control	Forecasting/ Techniques for Demand Forecasting	PDF 3.1
18-19	Production Planning and Control	Forecasting Accuracy and Error Measures Inventory Management	PDF 3.1
20-21	Production Planning and Control	Inventory Control Systems, Economic Order Quantity (EOQ) and Safety Stock,	PDF 3.2
22-23	Production Planning and Control	Scheduling, Job Scheduling Techniques	PDF 3.3
24	Production Planning and Control	Gantt Charts and Critical Path Method (CPM)	PDF 3.4
25	Production Planning and Control	Case Study	C 2-PDF
Unit 4			
26	Quality Management and Improvement	Quality Concepts, Definitions and Dimensions of Quality,	PDF 4.1
27	Quality Management and Improvement	Costs of Quality Tools and Techniques	PDF 4.1

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
28	Quality Management and Improvement	Statistical Process Control (SPC),	PDF 4.2
29-30	Quality Management and Improvement	Six Sigma and Lean Principles Continuous Improvement,	PDF 4,3
31	Quality Management and Improvement	Kaizen and Continuous Improvement Processes, Total Quality Management (TQM)	PDF 4.4
32	Quality Management and Improvement	Case Study	C 3-PDF
Unit 5			
33	Supply Chain Management and Lean Operations	Supply Chain Fundamentals, Components and Functions of a Supply Chain,	PDF 5.1
34-35	Supply Chain Management and Lean Operations	Supply Chain Integration and Coordination Lean Operations, Principles of Lean Thinking Implementing Lean Systems	PDF 5.2
36-37	Supply Chain Management and Lean Operations	Sustainability in Operations, Sustainable Supply Chain Practices,	PDF 5.3
38	Supply Chain Management and Lean Operations	Green Operations Strategies	PDF 5.4
39	Supply Chain Management and Lean Operations	Case Study	C 4-PDF
40	Revision	All chapters	

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	20	09-10-2024	1-11	CB
Test 2	50 Minutes	20	20-11-2024	12-27	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	---	CB
Comprehensive Exam	3 Hours	40	18-12-2024	1- 40	CB

** To be announced in the class

CB= Close Book Exam

OB= Open Book

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

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

Date: 06/08/2024

Dr.SHILPI GUPTA
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
INM116	Marketing Management	3	0	0	3

Instructor-in-charge: Dr.JAYANT ISAAC

Course Objective:

1. This Introductory course in marketing is designed to help students learn the basic concepts and practices of modern marketing as used in a wide variety of situations in product and service firms, consumer and business markets, profit and non-Profit organizations, domestic, global, small and large companies
2. The focus of this course is to understand marketing and marketing processes, analysing market opportunity and selecting target markets

Pedagogy:

1. The focus of this course is to understand marketing and marketing processes, analysing market opportunity and selecting target markets.

Text Book T1	Marketing Management IUP
Reference Book R1	Marketing Management: Analysis, Planning, Implementation & Control Philip Kotler & Kevein Keller/ Prentice Hall of India
Reference Book R2	Marketing Management Planning, Implementation & Control V.S Ramasamy & S.Namakumary / McMillan India Ltd
Reference Book R3	Cases In Marketing Management Luiz Moutinho / Addison Wesley Longman
Reference Book R4	Principles of Marketing Philip Kotler and Gary Armstrong / Pearson Education
Reference Book R5	Brand Positioning: Strategies for competitive advantage Subroto Sengupta /Tata McGraw Hill
Reference Book R6	Marketing Management S.A Sherlekar / Himalya publishing House, Bombay
Reference Book R7	Principles and Practice of Marketing in India C.B Mamoria & R.L Joshi / Kitab Mahal, Allahabad

Lecture-Wise-Plan:

Lecture No	Topics to be covered	Reference
01	Business of Marketing Management Introduction Marketing Definition: Concept of Exchange	(Handout- pdf/ Study Material-01) T1&R1

Lecture No	Topics to be covered	Reference
02	Needs and Wants; Evolution of Marketing – Production; Sales; Marketing	T1
03	Societal Marketing: Marketing Myopia – Significance of Marketing	(Handout- pdf/ Study Material-01)T1
04	Marketing Dynamics: Company and Marketer Responses	(Handout- pdf/ Study Material-01)T1,R1,R2
05	Business Components: Stakeholders; Processes; Resources; Organization	(Handout- pdf/ Study Material-01)T1,R1
06	Customer Satisfaction	(Handout- pdf/ Study Material-01)T1,R1
07	Concept of Value – Value Chain; Value Delivery System	T1,R1
08	Value – Cost Balance	(Handout- pdf/ Study Material-01)
09	Attracting and Retaining Customers	(Handout- pdf/ Study Material-01)T1,R1
10	Business Environment of a Firm.	(Handout- pdf/ Study Material-01)T1,R1
11	Strategic Planning Process In Marketing Introduction, Scope and Importance of Strategic Planning	(Handout- pdf/ Study Material-02)T1,R1
12	Defining Strategic Market Planning – Corporate and Divisional Strategic Planning	T1,R1
13	The BCG Competitive Advantage Matrix	(Handout- pdf/ Study Material-02)
14	General Electric Model; Planning New Businesses and Downsizing	(Handout- pdf/ Study Material-02)
15	Existing Businesses Intensive, Integrative and Diversification Growth;	(Handout- pdf/ Study Material-02)T1,R1
16	Strategic Business Planning: Business Mission	(Handout- pdf/ Study Material-02)
17	SWOT Analysis	(Handout- pdf/ Study Material-02)
18	Marketing Process, Value Delivery Sequence	(Handout- pdf/ Study Material-02)
19	Steps in Planning Process	(Handout- pdf/ Study Material-02)

Lecture No	Topics to be covered	Reference
20	Marketing Plan	(Handout- pdf/ Study Material-02)
21	Understanding Consumer Buying Behaviour Introduction, Factors influencing consumer buying behavior, buying decisions, Buying Roles; Buying Behavior	(Handout- pdf/ Study Material-03) T1,R1
22	Buying Decision Process: Problem Recognition; Information Search; Evaluation of Alternatives – Purchase Decision Post Purchase Behavior; Post Purchase Behavior and Disposal.	(Handout- pdf/ Study Material-03) T1,R1
23	The Concepts of Organizational Buying – Differences Between Organizational Markets and Consumer Markets	(Handout- pdf/ Study Material-03) T1,R1
24	Factors Influencing Organizational Buying: Participants in Organizational Buying; Procurement Process – Stages of Buying.	(Handout- pdf/ Study Material-03)
25	Market Segmentation And Market Targeting Introduction, Need for Segmenting Markets	(Handout- pdf/ Study Material-04) T1,R1
26	Market Segmentation Levels: Segment Marketing; Individual Marketing; Niche Marketing; Local Marketing;	(Handout- pdf/ Study Material-04) T1,R1
27	Selection of Segmentation Variables	(Handout- pdf/ Study Material-04)
28	Criteria for Segmenting Consumer Markets –	(Handout- pdf/ Study Material-04)
29	Criteria for Segmenting Organizational Markets,	(Handout- pdf/ Study Material-04)
30	Target Market Selection Process.	(Handout- pdf/ Study Material-04)
31	Ethical And Social Dimensions Of Marketing Management Introduction, Social impact of Marketing, Individual Customer; Society	(Handout- pdf/ Study Material-04) T1,R1
32	Financial Tasks; Economic Tasks; Production Tasks	(Handout- pdf/ Study Material-04) T1,R1
33	Maintenance Tasks; Political Tasks and Environmental Tasks;	(Handout- pdf/ Study Material-04)
34	Other Businesses; Social Regulations in Marketing	(Handout- pdf/ Study Material-04) T1,R1

Lecture No	Topics to be covered	Reference
35	Customer Rights: Community relations, Green Marketing.	(Handout- pdf/ Study Material-04) T1,R1
36	Environmentalism; Business Regulations in Marketing:	(Handout- pdf/ Study Material-04) T1,R1
37	Enlightened Marketing, Marketing Ethics	(Handout- pdf/ Study Material-04) T1,R1,R2
38	Corporate Code	(Handout- pdf/ Study Material-04)
39	Principles of Public Policy Towards Marketing.	(Handout- pdf/ Study Material-04)
40	Digital marketing	(Handout- pdf/ Study Material-04) T1,R1

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	10	09-10-2024	1-20	CB
Test 2	50 Minutes	10	20-11-2024	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	70	20-12-2024	1- 40	CB

** To be announced in the class

CB= Close Book Exam

OB= Open Book

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

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

Date: 05/08/2024

Dr.JAYANT ISAAC
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
INM117	Business Communication	3	0	0	3

Instructor-in-charge: Dr.R VIJAYA LAKSHMI

Learning Outcomes:

After successful completion of the course student will be able to enhance the business communication skills, which include business reports, presentations, telephone and e-mail etiquette, CVs and applications, memorandum, business claims, business proposals, agenda and minutes of meeting.

Text Book T	Business Communication N.Gupta and P . Mahajan -sahitya Bhawan publication
Reference book(s) R1	Business Vocabulary in Use,Bill Mascull – Cambridge University Press
Reference book(s) R2	Business Communication, Kitty O Locker, Stephen Kyo- Tata McGraw-Hill Publishing Company Ltd.

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
1-2	Understand the importance of communication	Introduction: Communication-Definition. Nature, objectives, Importance to Managers, https://aqilkhans.files.wordpress.com/2011/10/business-communication.pdf	1-23(T1)
2-3	To learn different channels of communication	Channels of communication	24-48(T1)
4	Understand the differences between types of communication	Formal and informal communication	49-54(T1)

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
5-6	Understand the types of Ego states	Interpersonal behaviour - Transactional analysis	55-62(T1)
7	To learn importance of Non-verbal communication	Non -verbal communication	63-72(T1)
8	Learn different barriers to communication	Barriers to communication	73-82(T1)
9-10	To Understand the 7'C of communication	Principle of effective communication and audience analysis	83-89(T1)
11-12	Accumulate the listening skills	Listening skills or effective listening	90-99(T1)
13-14	Understand the importance of SWOT analysis	SWOT analysis and Self-development	100-108(T1)
15-16	To learn positive personal attitudes	Development of positive personal attitudes	109-113(T1)
17-18	Learn corporate communication in business context	Whole communication and corporate communication	114-118(T1)
19-20	Learn Speech or oral presentation	Speech or oral presentation	119-130(T1)
21-22	Improve the interview skills	Interview	131-148(T1)
23-24	Improve the Group discussion skills	Group discussion	149-152(T1)
25-26	Improve the Conference and seminar participation skills	Conference and seminar	153-159(T1)
27-28	Improve the Written communication	Written communication	160-163(T1)
29-30	Learn Dictation ,reading , effective writing skills	Dictation ,reading , effective writing skills	164-174(T1)

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
31-32	Learn how to write Business letter	Business letter writing	175-186(T1)
33-34	Learn how to write Business letter	Letter regarding enquiries, quotations , and orders	187-197(T1)
35-36	Learn how to write Business letter	Letters regarding trade references	198-202(T1)
37-38	Learn how to write Business letter	Letter of complaint	203-209(T1)
39-40	Learn how to write Business letter	Agency letters	210-226(T1)
41	Learn how to write Business letter	Report writing ,Modern techniques of communication, International communication	227-231(T1) 382-413(T1) 414(T1)

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	20	10-10-2024	1-20	CB
Test 2	50 Minutes	20	21-11-2024	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	---	CB
Comprehensive Exam	3 Hours	40	23-12-2024	1- 40	CB

** To be announced in the class

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

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

Date: 06/08/2024

Dr.R VIJAYA LAKSHMI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
INM118	Principles and Practice of Management	3	0	0	3

Instructor-in-charge: Mr.AMBARISH GHOSH

Learning Outcomes:

The objective of the course is to give students a broad understanding of the control process, management control systems, and their applications to different contexts and in different functional areas.

Reference Book R1	Stephen P. Robbins, David A. Decenzo, 2016. Fundamentals of Management, Pearson Education, 9th Edition
Reference Book R2	Harold Koontz, O'Donnell and Heinz Weihrich, 2012. Essentials of Management. New Delhi, 9th edition, Tata McGraw Hill
Reference Book R3	Management Fundamentals: Concepts, Applications, & Skill Development, 6th edition, Sage. 2014

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1-4	Introduction to Management:	Concept of Management, Management: Art and Science, Management Vs Administration, Levels of Management, Functions of management, Management as a Profession, Management skills, Qualities and characteristics of managers. Evolution of Management thought:	Page no 1-14
5-8	Introduction to Management:	Early contributions: Taylor and Scientific Management, Fayol's Administrative Management, Bureaucracy, Human Relations, and Modern Approach.	Page no 29-41
9-10	Planning and Organizing	Concept of planning, and Significance of planning, Classification of planning: Strategic plan, Tactical plan and Operational plan, Process of	Page no 222-233

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
		planning, Barriers to effective planning.	
11-12	Planning and Organizing	MBO, Management by Exception. Decision Making: Strategies of decision making, Steps in rational decision making process, Factors influencing decision making process.	Page no 235-241
13-15	Planning and Organizing	Organizing: Defining organizing, Principles of organizing, Process of organizing, Types of organizational structure, Span of control, Centralization vs. Decentralization of authority. Informal organization	Page : 251-2063
19-22	Staffing, Directing and Motivation	Staffing: Concept, Objective of staffing, System approach to staffing, Manpower planning.	Page : 271-293
23-25	Staffing, Directing and Motivation	Directing: Concept, Techniques of directing and supervision, Types of supervision, Essential characteristics of supervisor. Motivation: Concept, Forms of employee motivation, Need for motivation.	Page : 379-392
26-28	Leadership and Control	Leadership vs Management, Process of Leadership, Importance of leadership, Characteristics of an effective leader..	Page no 178-225
29-30	Leadership and Control	Controlling: Concept, Importance of controlling, Types of control, Steps in control process	Page no 278-333
31-34	Contemporary Issues in Management	Change Management, Conflict Management, Stress Management,	Page no 405-435
35-38	Contemporary Issues in Management	Corporate Social Responsibility (CSR) Ethics in Management, Globalization and Management	Page no 436-449
38-40	Revision		

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	20	10-10-2024	1-20	CB
Test 2	50 Minutes	20	21-11-2024	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	---	CB
Comprehensive Exam	3 Hours	40	26-12-2024	1- 40	CB

** To be announced in the class

CB= Close Book Exam

OB= Open Book

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

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

Date: 04/08/2024

Mr.AMBARISH GHOSH
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
INM611	Management Control System	3	0	0	3

Instructor-in-charge: Mr.AMBARISH GHOSH

Learning Outcomes:

The objective of the course is to give students a board understanding of the control process, management control systems, and their applications to different contexts and in different functional areas.

Reference book	Principles of Management Control Systems, ICFAI Center of Management Research
Modern Management Control Systems – Text and Cases	Merchant, Kenneth A. Delhi: Pearson Education (Singapore) Pte. Ltd/ Indian Branch, 2002.
Management Control Systems - Using Adaptive Systems to Attain Control	Maciariello, Joseph A. and Calvin J. Kirby. Second ed. New Delhi/ Prentice Hall India, 2000.
Management Information Systems	Post, Gerald V and David L. Anderson/ Tata McGraw Hill, 1998
Management Control Systems-Text and Cases	Robert N Anthony & John Deardon/Irwin Inc.
Management Control Systems- Text and Cases	Subash Sharma / TMH

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1-4	Fundamentals of Management Control	Management Control-An Overview; Objectives of Management Control; Schemes for Classifying Management Controls; Factors Types of management control Influencing Management Control, Importance	Page no 1-14

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
5-8	Design of Organization Structure and Control Systems	Organization Structure; Responsibility Structure; Designing Control Systems	Page no 29-41
9-10	Management Control of International Businesses	Types of control used by MNC's, Impact of global competition factor effecting control system in MNC's, transfer pricing	Page no 222-233
11-12	Management Control of Non-Profit Organizations; Control Systems for Empowerment,	Management Control of Non-Profit Organizations; Key Characteristics Difficulty in Program outcome, Control Systems for Empowerment, Control system and conflict resolution, Framework for conflict resolution	Page no 235-241
13-18		Presentation	
19-22	Strategic Performance Control:	Strategic Planning: Strategic Formulation ,Distinction between Strategic Formulation and Management Control Management Control Activities Tools for Implementing Strategy,	Page : 101-113
23-25	Strategic Performance Control:	The Balanced Scorecard	Page : 379-392
26-28	Business Ethics and Management Control:	Ethical Behavior in Organization; Management Control and Ethical issues in Different Functions; Financial Control of the Enterprise: Introduction to Financial Controls; Tools of Financial Control; Controlling	Page no 178-225
29-30	Marketing Control:	Types of Marketing Controls; Marketing Audit; Sales Control; Distribution Control; Marketing Communications Control; Marketing Control in Branding;	Page no 278-333

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
31-34	Management Control of Production and Operations-I:	Control of Production and Operations-an Overview; Production Controls; Operations Controls; Supply Chain Management;	Page no 405-435
35-38	Management Control of Service Operations	Characteristics of Services; Generic Techniques for Control of Services; Classification of Service Organizations; Control of Different Categories of Service Organizations	Page no 436-449
38-40	Revision		

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	10	23-09-2024	1-10	CB
Test 2	50 Minutes	10	11-11-2024	11-20	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	70	02-12-2024	1- 40	CB

** To be announced in the class

CB= Close Book Exam

OB= Open Book

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

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

Date: 05/08/2024

Mr.AMBARISH GHOSH
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
INM621	Business Strategy	3	0	0	3

Instructor-in-charge: Mrs.BULBUL RASTOGI

Learning Outcomes:

After successful completion of the course student will be able to understand Strategic Concepts, develop Strategic analysis skills, develop the ability of critical thinking and problem-solving, learn to apply strategic tools, know global and ethical perspectives, enhance strategic decision making ability, develop leadership and strategic visioning, understand how to integrate various business functions, gain skills in adaptability and innovation, gain practical experiences through case studies, simulations and projects.

Text Book T1	Business Policy and Strategic management, Azhar Kazmi, Tata McGraw- Hill Publishing.
Reference Book(s) R1	Business Policy and Strategic management, P. Subba Rao, Himalaya Publishing House.
Reference Book(s) R2	Strategic Management – An Integrated Approach, Charles Hill & Gareth Jones, Biztantra Publication.

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Unit	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
1-2	Introduction to Strategic Management	Evolution of the Concept of Strategic Management & Components of Strategic Management	1	T1
3-4	Strategic Planning	The levels of Strategic Planning	1	T1
5-6	Strategic Decisions	Making Strategic Decisions	1	T1
7-8	Strategic Management Process	The Process of Strategic Management	2	T1

Lecture Nos.	Learning Objective	Topics to be covered	Unit	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
9-10	Strategic Management Model	Limitations of the Strategic Management Model	2	T1
11-12	Company Mission & Vision	Mission, Vision, Formulating Mission statements	2	T1
13-14	Analyzing the Business Environment	External Environment, Industry level analysis	3	T1
15-17	Analysis of the Firm	Internal Analysis of the Firm, Learning Curves and Experience Curve	3	T1
18-19	Vulnerability Analysis	Strategic Analysis	3	T1
19-20	Strategic Analysis Models	The GE (General Electric) Nine-cell Planning Grid, Little's Lifecycle Approach	3	T1
21	SWOT Analysis	SWOT Analysis	3	T1
22-25	Business level Strategies	Generic Competitive Strategies: Cost Leadership, Differentiation, Focus.	4	T1
26-27	Other Strategic Issues	Pitfalls of Generic Strategies	4	T1
28-31	Competitive Strategies in different types of Industries	Formulating strategies in Emerging Industries, Maturing Industries and Declining Industries	4	T1
32-33	Competitive Advantage	Concept of Competitive Advantage	5	T1
34-35	Defining the Value Chain	The Value Chain and the Buyer Value	5	T1

Lecture Nos.	Learning Objective	Topics to be covered	Unit	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
36-38	Competitive scope and the Value Chain	Value Chain and the Organizational Structure	5	T1
39-40	Intellectual Property	Intellectual Property as the Competitive Advantage	5	T1

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	20	23-09-2024	1-20	CB
Test 2	50 Minutes	20	11-*11-2024	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	---	CB
Comprehensive Exam	3 Hours	40	04-12-2024	1- 40	CB

** To be announced in the class

CB= Close Book Exam

OB= Open Book

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

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

Date: 05/08/2024

Mrs.BULBUL RASTOGI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
MKE662	Product and Brand Management	3	0	0	3

Instructor-in-charge: Dr.JAYANT ISAAC

Learning Outcomes:

This Introductory course in Product & Brand Management is designed to help students learn the basic concepts and practices of modern scenario of wide variety of situations in product, Understand the brand, brand value brand equity etc.

Pedagogy:

This Faculty plans to use a combination of lectures, case studies and group assignments to achieve the course objectives.

Reference Book R1	Product Strategy and Management, Pearson Education, Third Edition Kevin Lane Keller, M.G. Rameswaram and Isaac Jacob
Reference Book R2	Product Management Donald R. Lehmann and Russell S. Winer, Fourth Edition, TMH
Reference Book R3	Innovation Management and New Product Development, Paul Trott, Fourth Edition, Pearson Engene M Johnshon, David Kurtz & Eberhard Scheuing /Tata Mc Graw Hill
Reference Book R4	Strategic Brand Management, Kapferer, J.-N. (1997). London: Kogan Page Limited
Reference Book R5	Building Brand Value : Five Steps of Building Powerful Brands M. G.Parameswaran
Reference Book R6	Successful Branding Prank K Chaudhary, University (India) Press Limited, Hyderabad, 2001

Lecture-Wise-Plans:

Lecture Nos.	Learning Objective	References
1	Introduction of Product	R1, R2, study material
2	Introduction of Brand Management	R1, R2, study material
3	Competition & Product Strategy,	R1, R2, study material

Lecture Nos.	Learning Objective	References
4	Product Features	R1, R2, study material
5	Product Characteristics	R1, R2, study material
6	New Product Strategy,	R1, R2, study material
7	New Product Strategy	R1, R2, study material
8	Product In Theory	R1, R2, study material
9	Product In Practice	R1, R2, study material
10	Product Life Cycle,	R1, R2, study material
11	Strategies of Managing Growth, Managing The Mature	R1, R2, study material
12	Product Portfolio	R1, R2, study material
13	New Product Development Process	R1, R2, study material
14	New Product Strategy, Commercialization,	R1, R2, study material
15	Case: Samsung's Mobile Business	R1, R2, study material
16	The Concept Of Brand Equity,	R1, R2, study material
17	Creating Brands In A Competitive Market,	R1, R2,R3, R4, R5,R6, study material
18	Brand Positioning And Brand Associations,	R1, R2,R3, R4, R5,R6, study material
19	Using Brand Elements To Create Brand Equity,	R1, R2,R3, R4, R5,R6, study material
20	Leveraging Secondary	R1, R2,R3, R4, R5,R6, study material

Lecture Nos.	Learning Objective	References
21	Brand Associations	R1, R2,R3, R4, R5,R6, study material
22	Case: Intel: Building A Technology Brand	R1, R2,R3, R4, R5,R6, study material
23	Case: Brand Elements Of Parle-G Biscuit Brand	R1, R2,R3, R4, R5,R6, study material
24	Growing And Sustaining Brand Equity:.	R1, R2,R3, R4, R5,R6, study material
25	Designing And Implementing Branding Strategies,	R1, R2,R3, R4, R5,R6, study material
26	Launching Brand Extensions Products	R1, R2,R3, R4, R5,R6, study material
27	Managing Brands Overtime	R1, R2,R3, R4, R5,R6, study material
28	Geographic Boundaries	R1, R2,R3, R4, R5,R6, study material
29	Developing A Brand Equity Management System.	R1, R2,R3, R4, R5,R6, study material
30	Measuring Sources Of Brand Equity And	R1, R2,R3, R4, R5,R6, study material
31	Brand Equity Measurement Approaches	R1, R2,R3, R4, R5,R6, study material
32	Aaker Model,.	R1, R2,R3, R4, R5,R6, study material
33	Keller's Model.,	R1, R2,R3, R4, R5,R6, study material
34	Brand Asset Valuator (Bav) Model	R1, R2,R3, R4, R5,R6, study material
35	Brandz Model	R1, R2,R3, R4, R5,R6, study material
36	Case Study	R1, R2,R3, R4, R5,R6, study material
37	Case Study	R1, R2,R3, R4, R5,R6, study material

Lecture Nos.	Learning Objective	References
38	Presentation on product management	R1, R2,R3, R4, R5,R6, study material
39	Presentation on brand management	R1, R2,R3, R4, R5,R6, study material
40	Discussion	R1, R2,R3, R4, R5,R6, study material

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	20	24-09-2024	1-20	CB
Test 2	50 Minutes	20	12-11-2024	21-37	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	---	CB
Comprehensive Exam	3 Hours	40	09-12-2024	1- 40	CB

** To be announced in the class

CB= Close Book Exam

OB= Open Book

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

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

Date: 05/08/2024

Dr.JAYANT ISAAC
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
MKE632	Sales Logistics and Retail Management	3	0	0	3

Instructor-in-charge: Mrs.SONAKSHI KHANDELWAL

Learning Outcomes:

After successful completion of the course student will be able to

The study of Sales Management deals with issues related to sales force management and focuses on selling as a tool of Marketing Communication.

Text books T1	Sales Management-Decisions, Strategies and Cases, 5e Richard R Still, Edward W Cundiff, Norman A P Govoni/ Prentice-Hall,India
Reference Books R1	Marketing Channels, 5e Louis W Stern, Adel I EI-Ansary & Anne T Coughlan/ Prentice-Hall, India

Lecture-Wise-Plan:

Lecture Nos	Learning Objective	Topics to be covered	Reference
1-5	Meaning of Sales Management	Evolution of the sales concept, Nature and role of selling, Image of selling, Objectives of sales management, Integrating sales and marketing management, Environmental changes affecting sales management, Entry of women in sales management.	R1
5-7	Sales Functions and Policies:	Sales Functions and Policies:	R1
7-10	International Sales Management	Role of the sales manager in the international market International sales and marketing opportunities, challenges, Challenges in international sales management, Strategic issues for international sales and marketing,	R1

Lecture Nos	Learning Objective	Topics to be covered	Reference
10-13	Logistics Management	Meaning of Logistic Management	R1
13-15	Marketing Channal	Evolution, Channal, Design the marketing Channal	R1
15-22	Channal Management	Recruiting, Criteria, evolution, Modify of Channal Management Managing Channal Conflict	R1
22-30	Introduction to Retailing	Retailing– An Overview: Definition and scope– Retailer– Evolution of retailing industry – Factors behind the change of Indian Retailing industry– Economic growth- Retailers’ role in distribution channels– Benefits of retailing– Retailing Environment – The Legal Environment, Economic Environment, Technological Environment, Competitive Environment.	R1

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	10	25-09-2024	1-20	CB
Test 2	50 Minutes	10	13-11-2024	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	70	11-12-2024	1- 40	CB

** To be announced in the class

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Date: 05/08/2024

Mrs.SONAKSHI KHANDELWAL
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
MKE641	Digital and Service Marketing	3	0	0	3

Instructor-in-charge: Dr.ARCHI DUBEY

Learning Outcomes:

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

1. Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.
2. Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.
3. Investigate and evaluate issues in adapting to globalized markets that are constantly changing and increasingly networked.

Text Book T1	Prie Seema Gupta, Tata McGraw Hill
Reference Book(s) R1	Valarie Zeithaml, Lovelock, PHI
Reference Book(s) R2	EcP Parasuraman and Berry, Tata McGraw Hill
Reference Book(s) R3	EcP PDF and notes

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
1-3	Meaning of marketing and Digital Marketing	Marketing, Digital Marketing, Digital Marketing Process	T1 & R3
4-5	Technique of visibility	Visibility, Types of visibility, Example of visibility	T1 & R3
6-7	Inbound outbound marketing	Examples of visibility Visitors Engagement, what is engagement? Why it is important Examples of engagement, Bringing Targeted Traffic Inbound and outbound marketing Converting Traffic into Leads	T1 & R3

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
8-10	Advertising technique	Types of Conversion, Understanding Conversion Process Tools Needed	T1 & R3
11-13	growth of the Service Sectors	What is Online Advertising? Types Online Advertising, Display Advertising, Banner ads, Rich Media ads, Pop ups and Pop under ads, Contextual advertising, In Text ads, In Image ads, In video ads, In page ads	R1 and R3
14-16	Evolution of service firms	What are Payment Modules? Companies that provide online advertising solution, Tracking & Measuring ROI of online advertising	R1 and R3
17-19	Qualities of consumers	Assignment on allocating funds to various, Different Online advertising platforms, Creating Banner Ads Using Tool	R1 and R3,
20-23	Positioning Strategies	Understanding Services: Factors influencing the growth of the Service Sectors: Demographic Changes, Social Changes, Economic Changes, Technological Changes, Political and Legal Changes,	R1 and R3,
23-26	Quality and its significance	Policy Changes–Services Defined–Tangibility Spectrum – Characteristics of Services: Intangibility, Heterogeneity, Inseparability and Perishability	R1 and R3,
27-29	Evolution of service firms	Evolution of service firms – A different approach for marketing services: narrow definitions of marketing, Lack of Appreciation for Marketing Skills,	R2 and R3

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
30-31	Consumer behavior in service sector	Consumer Behavior in Services: Differences between characteristics of goods and services: Search qualities, Experience qualities, Credence qualities– Consumer decision–Making process:	R2 and R3
32-33	Consumer decision making process	Need perception, Search for information and perceived risk, Evaluation of alternatives, Purchase behavior and post purchase Evaluation// external factors influencing consumer behavior– Implications for service providers	R2 and R3
34-35	STP (segmenting, targeting and positioning)	Positioning and Differentiation of Services: Definition and concept– Positioning Strategies– Value Chain in services– Differentiation– role of positioning in Marketing strategy– Steps in developing a Positioning strategy	R2 and R3
36-37	STP	Determining levels of positioning, Identification of attributes, Location of attributes on positioning map, evaluating positioning Options, Implementing the position	R2 and R3
38-39	Service quality concepts	Service Quality: Definitions of Quality and its significance– Measuring Service Quality– Service Quality Gap Model–	R2 and R3
40	Service quality concepts	Service Quality Standards– Benchmarking – Total Quality Management– Strategies for improving Service Quality– Monitoring Service Quality.	R2 and R3

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	20	25-09-2024	1-20	CB
Test 2	50 Minutes	20	13-11-2024	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	---	CB
Comprehensive Exam	3 Hours	40	13-12-2024	1- 40	CB

** To be announced in the class

CB= Close Book Exam

OB= Open Book

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

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

Date: 05/08/2024

Dr.ARCHI DUBEY
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
HRE621	Training and Development	3	0	0	3

Instructor-in-charge: Dr.R VIJAYA LAKSHMI

Learning Outcomes:

After successful completion of the course student will be able to

The course throw light on the basic process of training, principles of learning, designing a training program, evaluating a training program, organizing an effective training program and emerging trends in training and development which help the student to be conversant with the concept.

Reference Book R1	Training for Development Lynton, R.P., & Pareek, U. New Delhi/ Vistaar Publications.
Reference Book R2	A handbook of training management Robinson, K. R. New Delhi/ Aditya Books.
Reference Book R3	An A–Z training and development Potts, M. Koganpage.
Reference Book R4	The art of training and development management Rae, L. New Delhi/ Crest Publishing House.
Reference Book R5	Training interventions – managing employees development Reid, M. A., Barrington, H. New Delhi/ Jaico Publishing House.

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
1-4	To understand the training	Training and Training Needs Assessment:	1-11
5-7	Find the differences	Learning and Development:	39
8-10	Learn training design	Training program design	45
11-13	Study the strategy	Training Strategy	59
14-16	To understand techniques	Training Methods and Techniques:	77

Lecture Nos.	Learning Objective	Topics to be covered	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
17-19	To learn styles	Trainer and Training Styles:	95
20-23	To understand performance appraisal	Performance Appraisal and Training:	25
24-26	To study evaluation	Training Evaluation and ROI:	127
27-29	To understand Effectiveness	Effectiveness of training and development Training and Development Effectiveness:	147
30-33	To learn change agent	Trainer as a Change Agent:	205
34-35	To understand Training Administration	Training Administration	113
36-37	To study evaluation of training program	Evaluation of training program	125
38	To understand management development program:	perspectives and emerging trends management development program:	175
39	To learn Training and Training System Design:	Training and Training System Design:	161
40	To understand Emerging Trends in Training and Development:	Emerging Trends in Training and Development:	225

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	20	26-09-2024	1-20	CB
Test 2	50 Minutes	20	14-11-2024	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	20	**	---	CB
Comprehensive Exam	3 Hours	40	16-12-2024	1- 40	CB

** To be announced in the class

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

Date: 04/08/2024

Dr.R VIJAYA LAKSHMI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
HRE612	Strategic Human Resource Management	3	0	0	3

Instructor-in-charge: Dr.PRATIBHA BARIK

Learning Outcome:

1. The course is designed to provide linkages of Business Strategy to HR strategies, Policies and
2. Strategies.
3. The course is aimed at creating a practical understanding about the interaction of an
4. Organization's strategy with human resource management function to create sustained competitive advantage.
5. This course focuses on issues on how HR function can create an alignment with business strategy and contributes to business performance. It will help to appreciate how HRM is critical to the firm's survival and its relative success.

Reference Book R1	PDF-1-Strategic Human Resource Management- A guide to Action, Armstrong
Reference Book R2	Strategic Human Resource Management, Srinivas R Kanduls
Notes	PDF-1, PDF-2-Strategic Human Resource Management - Implications For Organizations

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1	Strategy (HRM)	An Overview	1-3(PDF-1)
2	Strategy (HRM)	Introduction to Strategic HRM	7-19(PDF-1)
3	Strategy (HRM)	Value chain analysis:	20-23
4	HR Planning	Impact of Strategy on HR planning	(PDF-1)

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
5	Establishing Goals	Establishing Goals and Objectives,	(PDF-1)
6	Challenges for HRM	Challenges for HRM in the 21st Century	(PDF-1)
7	Importance of Aligning Human Resources to Strategy	HR's emerging role	(PDF-1)
8	Revision		
9	Human Resources to Strategy	Transition from HRM to Strategic HRM	(PDF-1)
10	Human Resources to Strategy	Traditional HR versus Strategic HR,	(PDF-1)
11	Human Resources to Strategy	Roles of SHRM	(PDF-1)
12	Human Resources to Strategy	Model	(PDF-1)
13	Human Resources to Strategy	Economic Indicators of HRM	(PDF-1)
14	Presentation		
15	HRM and Organizational Strategies	HR and Corporate Strategy: Stability	(PDF-1)
16	HRM and Organizational Strategies	HR and Business Strategy	(PDF-1)
17	HRM and Organizational Strategies	PEST Analysis	(PDF-1)
18	HRM and Organizational Strategies	Environmental Situational Factors	(PDF-1)
19	HRM and Organizational Strategies	Importance of Demographic Trends	(PDF-1)

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
20-21	Strategic HRM- Implications For Organizations	Redesigning Work Systems: Designing Work Systems	1-10(PDF-2)
22	Strategic HRM- Implications For Organizations	Elements in Redesigning Work Systems	11-15(PDF-2)
23	Strategic HRM- Implications For Organizations	Redesigning Work Systems	16-20(PDF-2)
24-25	Strategic HRM- Implications For Organizations	Organizational Design Processes	21-22(PDF-2)
26-27	Strategic HRM- Implications For Organizations	Factors Affecting Design Process	22-23(PDF-2)
28	Revision		
29	Strategic HRM- Implications For Organizations	Organizational Strategies and Goals	PDF-1(12-13)
30	Organizational Structure	Organizational Structure	PDF-1(12-13)
31	Organizational Structure	Network Structure	PDF-1(12-13)
32	Organizational Structure	Issues in Organizational Design	PDF-1(12-13)
33-34	Human Resource Forecasting	Human Resource Forecasting	PDF-2
35	Human Resource Forecasting	Management Inventories	PDF-2
36	Human Resource Forecasting	Replacement Charts	PDF-2
37	Human Resource Forecasting	Investing in Training Facilities	PDF-2
38	Human Resource Forecasting	Franchisee Model of Training	PDF-2
39	Human Resource Forecasting	Techniques for the Demand Forecasting	PDF-2

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
40	Human Resource Forecasting	Time Series	PDF-2

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	10	26-09-2024	1-13	CB
Test 2	50 Minutes	10	14-11-2024	14-27	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	70	18-12-2024	1- 40	CB

** To be announced in the class

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Date: 04/08/2024

Dr.PRATIBHA BARIK
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
FIE612	Project Management	3	0	0	3

Instructor-in-charge: Dr.SHILPI GUPTA

Learning Outcomes:

1. The objective of this paper is to expose the students to all aspects of Project Management covering project identification–
2. To enable the students to acquire the knowledge on the concepts– tools and techniques of Project Management.

Text Book T1	Projects: Planning– Analysis– Selection–Implementation & Review, Prasanna Chandra/ Tata McGraw Hill (pdf of the requisite material was retrieved from TMH)
Reference Book R1	Project Management, C Gray & E Larson/ McGraw Hill–2021
Reference Book R2	Project Management, Dennis Lock/Gower– 2021
Reference Book R3	PDF (Portion from all relevant books)

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
Unit 1			
1	An Overview of Project Management: Definition of Project	What is Project Management? Why Project Management? Life cycle of a Project– Managing	PDF 1.1/ PDF 1.2
2	An Overview of Project Management: Definition of Project	The Project Scope– Who should be the PM? Project Manager Vs Line Managers–	PDF 1.3
3-4	An Overview of Project Management: Definition of Project	Project Communication Management– Growth of Project Management–	Example of a live project in class. Discussion

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
5-6	An Overview of Project Management: Definition of Project	Project Management in India– Ethics in Project Management–	PDF 1.4
7-8	An Overview of Project Management: Definition of Project	Management of International Projects.	PDF 1.5
Unit II			
8-9	Project Initiation and Resource Allocation:	Resource Allocation at the Corporate level- at the Business unit level	PDF 2.1
9-10	Project Initiation and Resource Allocation:	Identification of Opportunities.	PDF 2.2
11	Project Initiation and Resource Allocation:	Technical Analysis: Project Procurement Management– Solicitation–	PDF 2.3/2.4
12	Project Initiation and Resource Allocation:	Vendor Selection– Contract Administration	PDF 2.5
13-14	Project Initiation and Resource Allocation:	Purchasing Equipment and Materials–	PDF 2.6
15	Project Initiation and Resource Allocation:	Plant Location– Project Design– Work Schedule.	PDF 2.7
16		Case Study	PDF C-1
Unit III			
17	Project Planning:	Planning–The Process of Planning	PDF 3.1

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
18-19	Project Planning:	Components of a General Plan – Project Life Cycle and Planning	PDF 3.2/3.3
20	Project Planning:	Informational Inputs for Project Planning – Reasons for Project Failure.	PDF 3.4
21	Project Organization:	The Traditional Organization – Product Organization – Matrix Organization.	PDF 3.5
22	Project Organization:	Project Scheduling: The Importance of Scheduling	PDF 3.6
23	Project Organization:	Widely used Techniques of Scheduling – Resource Loading and Resource Leveling.	PDF 3.7/3.8
24		Case Study	PDF C-2
Unit IV			
25	Project Monitoring and Control:	The Need for Monitoring and Control–The Planning–Scheduling– Monitoring Cycle	PDF 4.1
26	Project Monitoring and Control:	Design of the Information System – Data Collection – Report Generation	PDF 4.2/4.3
27	Project Monitoring and Control:	Performance Measurement – Project Control– Types of Control Systems	PDF 4.4/ Research Paper
28-29	Project Monitoring and Control:	Features of a Good Control System – Managerial Perspectives in Control	PDF 4.5

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
30	Project Monitoring and Control:	Project Quality Management	PDF 4.6
31	Project Monitoring and Control:	– Project Auditing.	PDF 4.7
32		Case Study	PDF C-3
Unit V			
33	Managing E–Business Projects:	Planning E–Business Projects	PDF 5.1
34	Managing E–Business Projects:	Resource and Infrastructure Analysis of E–Projects –	PDF 5.2
35	Managing E–Business Projects:	Cost of E– Projects – Valuation Model for E–Business Projects	NPTEL Video
36-37	Managing E–Business Projects:	Sourcing Finance for E–Business Projects–	PDF 5.3/5.4
38	Managing E–Business Projects:	E–Project communication.	PDF 5.5
39		Case Study	PDF C-4
40	Revision		

Evaluation Scheme:

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Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	10	26-09-2024	1-11	CB
Test 2	50 Minutes	10	14-11-2024	12-27	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	70	16-12-2024	1- 40	CB

** To be announced in the class

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

Date: 05/08/2024

Dr.SHILPI GUPTA
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

First Semester, 2024-2025

Course Handouts

Course Code	Course Title	L	P	T	U
IVE651	Investment Banking and Financial Services	3	0	0	3

Instructor-in-charge: Dr.SHILPI GUPTA

Learning Outcomes:

1. The objective of this paper is to provide the students with knowledge and functions of investment banking and various financial services provided by them and their operational uses.
2. The interpret key concepts and theories with regard to personal finance, Housing finance, Hire Purchase and stock market Functioning

Text Book T1	Management of financial services, Bhalla. V.K.- _Management of Financial Services_ – Mnmol, New Delhi 2021.
Reference Book R1	The Indian financial System: Market, Institutions and Services, Bharati V. Pathak - The Indian financial System: Market, Institutions and Services, 2021
Reference Book R2	Investment Management and Portfolio Management, Prasanna Chandra
Reference Book R3	PDF (Extracted from all books and compiled)

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
Unit 1			
1	Investment Banking	Introduction-Functions of Investment Banks- Types of Investment Banks- Investment Banking Services-	PDF 1.1
2	Investment Banking	Merchant Banking Services-Issue Management-Pre issue and Post issue obligations	PDF 1.2
3-4	Investment Banking	Changing landscape of Investment Banking Regulation of the Capital Market	PDF 1.3/1,4

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
5	Investment Banking	SEBI regulations for merchant bankers, brokers and sub brokers, intermediaries and portfolio managers	PDF 1.5
6	Investment Banking	SEBI issue and Listing of Debt securities Regulation 2008	Notes from SEBI.gov.in
7-8	Discussion	Case Study	PDF C-1
Unit II			
9	Depository System	Objectives, activities, interacting systems, role of depositories and their services, Advantages of depository system - NSDL and CDSL	PDF 2.1/2.2
10	Depository System	Clearing and settlement/ Depository Participants. Regulations relating to Depositories/	PDF 2.3
11	Depository System	SEBI (Depositories and Participants) Regulations 1996- Registration of depository and participant- Rights and Obligations of depositories and participants Recent amendments Custodial services- The Stock Holding Corporation of India Limited,	PDF 2.4/2.5/2.6
12	Credit Rating:	Definition and meaning, Process of credit rating of financial instruments, Rating methodology, Rating agencies	PDF 2.7
13	Credit Rating:	Rating symbols of different companies. Rating agencies for SMEs	PDF 2.8
14	Securitization of Debt:	Meaning, Features, Special Purpose Vehicle	PDF 2.9

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
15	Securitization of debt:	Types of securitisable assets, Benefits of Securitization, Issues in Securitization	PDF 2.10
16	Discussion	Case Study	PDF C-2
Unit III			
17	Housing Finance:	Role, Types of housing loans, Institutions and banks offering Housing Finance,	PDF 3.1
18-19	Housing Finance	Procedure and Interest rates. Income Tax Implication. Reverse mortgage loan.	PDF 3.2/3.2
20	Non-Banking Finance Companies	Types, Growth, Functions, RBI Guidelines, and Prudential Norms	PDF 3.3
21	Factoring	Origin, Types, Factoring mechanism, advantages, factoring charges,	PDF 3.4
22	Factoring	International factoring	PDF 3.5
23	Forfeiting	Factoring in India	PDF 3.6
24	Discussion	Case Study	PDF C-3
Unit IV			
25	Underwriting:	Concept-Devolvement-Business Model-Underwriting in fixed price offers and book built offers	PDF 4.1

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
26	Venture Capital:	Concept, features, Origin and the current Indian Scenario.	PDF 4.2
27	Venture Capital:	Private equity- Investment banking perspectives in private equity	PDF 4.3
28-29	Leasing:	Concept, Steps in Leasing Transactions, Types of Leases, Legal frameworks, Advantages and disadvantages of Leasing	PDF 4.4
30	Leasing:	Contents of a Lease Agreement, Matters on Depreciation and Tax,	PDF 4.5
31	Leasing:	Problems in leasing, Factors influencing Buy or Borrow or Lease Decision	PDF 4.6/4.7
32	Discussion	Case Study	PDF C-4
Unit V			
33	Hire Purchasing	Concepts and features, Hire Purchase Agreement	PDF 5.1
34	Hire Purchasing	Comparison of Hire Purchase with Credit sale,	PDF 5.2
35	Hire Purchasing	Instalment sale and Leasing. Banks and Hire Purchase	PDF 5.3
36-37	Hire Purchasing	Problems related to outright purchase,	PDF 5.4

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
38	Hire Purchasing	Hire purchase and Leasing.	PDF 5.5
39	Discussion	Case Study	PDF C-5
40	Revision		

Evaluation Scheme:

Student evaluation is based on the series of Tests and Lab Tests conducted during the course of semester followed by a comprehensive examination.

Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	50 Minutes	10	26-09-2024	1-11	CB
Test 2	50 Minutes	10	14-11-2024	12-27	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	70	18-12-2024	1- 40	CB

** To be announced in the class

CB= Close Book Exam

OB= Open Book

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

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

Date: 05/08/2024

Dr.SHILPI GUPTA
Instructor-in-charge