

The ICFAI University, Raipur



**Faculty of Management
Studies**

**Odd Semester, 2025–2026
Course Handouts**

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The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TBB101	Principle of Management	3	0	0	3

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	Management Concepts & Practices(Himalaya Publishing house)
Reference Book(s) R1	Introduction to Management IUP
Reference Book(s) R2	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	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. h. Group learning and Teaching	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
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Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. h. Group learning and Teaching	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
1-2	General introduction of management	Concept of management- Definition, Functions and Responsibilities of Management	a. Group learning and Teaching	T1-Pg no 3-11, R1-Pg no 3-10
3-4	Concept of managers	Levels of Management, Classical Theories	a. Group learning and Teaching	T1-175-186 R1-11-23
5-7	Principles of management	Neo Classical Theories	a. Group learning and Teaching	T1-63-105
8-9	Planning	Planning: Objective, types and level of planning	a. Group learning and Teaching	T1-297-314,315-344 R1-37-49
9-10	How to implement planning	Strategies and Policies	a. Group learning and Teaching	R1-50-61

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. h. Group learning and Teaching	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
11-12	Analysis of self	SWOT analysis	d. Project based learning	T1 & R2
13-14	Decision making	Planning - Meaning, Importance	a. Group learning and Teaching	R1-62-70
15-16	Organizing process	Organizing: Nature and purpose of organizing,	a. Group learning and Teaching	T1-361-380 R1-74
17-18	Manpower planning	Nature& Scope of Staffing, Manpower Planning Organization structure	a. Group learning and Teaching	T1-727-754 R1-113-114,
19-20	Staff authority	organization - Line and Staff authority	a. Group learning and Teaching	T1-423-458 R1-88-92

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. h. Group learning and Teaching	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
21-23	Direction for employee	Delegation of authority Directing: Creativity	a. Group learning and Teaching	T1-411-422 R1-93-94
24-26	Motivation theories	Innovation Motivation- Motivation Theories	a. Group learning and Teaching	T1-615-651 R1-123-129
27-29	Leadership authority	Leadership, Leadership theories	a. Group learning and Teaching	T1-652-673 R1-131-139
30-32	Organization culture	Communication, Organization Culture- Managing cultural diversity	a. Group learning and Teaching	T1-693-726 R1-141-147,75-78
33-36	Controlling power	Controlling: Meaning, Process and Control Techniques	a. Group learning and Teaching	T1-573-591 R1152-172

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. h. Group learning and Teaching	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
37-40	Quality control	Types of control- Maintenance Control, Quality Control, Managing Productivity, Cost Control.	a. Group learning and Teaching	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
Mid Sem Exam I	60 Minutes	20	15-9-2025	1-15	CB Best out of two Mid Sem Exam
Mid Sem Exam II	60 Minutes	20	03-11-2025	16-30	
Quiz/Assignment/Lab	Throughout the Semester	10	Throughout the semester	**	CB
Attendance		10			
Comprehensive Exam	3 Hours	60	01-12-2025	1- 40	CB

**** To be announced in the class CB= Close Book Exam**

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

Date: 10/08/2025

Dr.R VIJAYA LAKSHMI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TBB102	Managerial Economics	3	0	1	4

Instructor-in-charge: Dr.AMBARISH GHOSH

Learning Outcomes:

The objectives of this paper 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	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (chapter/sec./ Page Nos of Text/Ref. Books)
1-2	Nature and scope of managerial economics	Definition of economics – important concepts of economics	Technology based Learning	1-23
3-4	Nature and scope of managerial economics	Relationship between micro, macro and managerial economics,	Technology based Learning	24-30
5-6	Nature and scope of managerial economics	Fundamental Economics Concepts: Opportunity Cost	Technology based Learning	29-30

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (chapter/sec./ Page Nos of Text/Ref. Books)
7-8	Nature and scope of managerial economics	Discounting principle, Time perspective, Incremental reasoning,	Group Learning and Teaching	31-32
9	Nature and scope of managerial economics	Equi-Marginal concept, Marginal concept in economics,	Group Learning and Teaching	33-37
10		Revision/ Assignment		
11-12	Demand & Supply analysis	Introduction, Market demand and supply functions and curves.	Group Learning and Teaching	36-37
13-15	Demand Analysis and Supply Analysis	Market equilibrium. Price elasticity of demand,	Group Learning and Teaching	37-42
16-20	Demand Analysis and Supply Analysis	Income elasticity of demand, cross price elastic of demand, Consumer behavior	Peer teaching	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.	Group Learning and Teaching	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	Group Learning and Teaching	89-91

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (chapter/sec./ Page Nos of Text/Ref. Books)
		Analysis		
29-30	Production Function & Cost Analysis: Introduction	Numerical Questions	Group Learning and Teaching	91-94
31-32	Market Structure and Modern Pricing Practices:	Price determination under perfect competition. Monopoly, Oligopoly, Duopoly & Monopolistic competition.	Group Learning and Teaching	167-211
33-34	Market Structure and Modern Pricing Practices:	Types of pricing practice- Competitive pricing & Non pricing strategies.	Group Learning and Teaching	211-215
35-36	Market Structure and Modern Pricing Practices:	Price determination under perfect competition. Monopoly, Oligopoly, Duopoly & Monopolistic competition.	Peer teaching	282-291
37-38	Market Structure and Modern Pricing Practices:	Types of pricing practice- Competitive pricing & Non pricing strategies.	Group Learning and Teaching	293-298
39-41	Market Structure and Modern	Perfect Competition, Imperfect Competition,	Group Learning and Teaching	299-301

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (chapter/sec./ Page Nos of Text/Ref. Books)
	Pricing Practices:	Monopolistic Market, Oligopoly Market, and Duopoly		
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	Group Learning and Teaching	315-331
51-55	National Income and Business Cycles:	Analysis. Business cycles – Meaning, Types of Business cycles,	Group Learning and Teaching	293-294
56-58	National Income and Business Cycles:	Characteristics of Business Cycles, Causes of Business Cycles and Phases of Business Cycles	Group Learning and Teaching	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
Mid Sem Exam I	60 Minutes	20	15-09-2025	1-10	CB Best out of two Mid Sem Exam
Mid Sem Exam II	60 Minutes	20	03-11-2025	11-20	
Quiz/Assignment/Lab	Throughout the Semester	10	Throughout the semester	**	CB
Attendance		10			
Comprehensive Exam	3 Hours	60	03-12-2025	1- 40	CB

** To be announced in the class

CB= Close Book Exam

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

Date: 14/08/2025

Dr.AMBARISH GHOSH
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TBB103	Financial Accounting	3	0	1	4

Instructor-in-charge: Dr.RUCHI GUPTA

Learning Outcomes:

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

1. Define accounting and explain its meaning in the context of business operations.
2. Classify transactions as capital or revenue and explain the impact of each on financial statements
3. To define and explain the meaning of depreciation in accounting
4. To define accounting software and explain its meaning and purpose in modern business accounting

Text Book T1	Dr. Karim, Khanuja & Mehta Financial Accounting Sanjay sahitya Bhawan
Text Book T2	Dr.S.M. Shukla“Financial Accounting” Sahitya Bhawan publication Agra
Reference Book(s) R1	Agrawal & Mangal; Financial Accounting; Universal Publication.
Reference Books(s) R2	Gupta R.L. and Radhaswamy M; Financial Accounting; Sultan Chand & Sons; New Delhi

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and b. Cooperative c. Learning d. Individual e. learning/self-study f. Game Based g. learning h. Technology based i. learning j. Peer teaching k. Problem Based l. Learning m. Project based n. Learning o. h. Group learning p. and Teaching	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
1-2	To Understand the advantages of maintaining proper accounting records for financial planning and control.	Definition, Meaning, Advantages, Limitations and Accounting system.	h. Group learning and Teaching. d.Technology-based learning	T1 1-14 Ppt slide no. 1,2,3,4
3-4	To Recognize the importance of coordination	Relationship of Accounting with other functional areas,	h. Group learning and Teaching d. Technology-based learning	T1 15-47 Ppt slide no.5,6,7,8
5-6	To Define and explain the scope of accounting.	Scope of Accounting Uses of Accounting, Double entry of Book keeping, Difference between Book keeping and Accountancy.	h. Group learning and Teaching e. Peer teaching	T1 48-64

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and b. Cooperative c. Learning d. Individual e. learning/self-study f. Game Based g. learning h. Technology based i. learning j. Peer teaching k. Problem Based l. Learning m. Project based n. Learning o. h. Group learning p. and Teaching	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
7-8	To describe the fundamental principles and concepts of the double-entry system of bookkeeping.	Scope of Accounting Uses of Accounting, Double entry of Book keeping, Difference between Book keeping and Accountancy.	h. Group learning and Teaching. e. Peer teaching	T1 48-64
9-10	To differentiate between capital and revenue items, including capital and revenue expenditure, income, and receipts.	Classification of capital, Revenue; Golden Rules of Accounting, Journal, Ledger,	h. Group learning and Teaching d. Technology based learning	T1 38-70 Ppt slide no.9,10,11,12
11-12	To explain the Golden Rules of Accounting and apply them to various types of accounts —	Classification of capital, Revenue; Golden Rules of Accounting, Journal, Ledger,	h. Group learning and Teaching	T 1 65-120

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and b. Cooperative c. Learning d. Individual e. learning/self-study f. Game Based g. learning h. Technology based i. learning j. Peer teaching k. Problem Based l. Learning m. Project based n. Learning o. h. Group learning p. and Teaching	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
	personal, real, and nominal.			
13-14	To explain the role of the Cash Book as both a subsidiary book and a part of the double-entry system.	Subsidiary Books- Cash Book, Meaning and types of Cash Book- Single column.	h. Group learning and Teaching	T1 65-120
15-16	To explain the need for a Suspense Account and understand how it is used to temporarily balance trial balance discrepancies.	Classification of errors, Location of error, Suspense Account, Effects on profit,	h. Group learning and Teaching d. Technology-based learning e. Peer teaching	T1 343-371 PPt:13,14,15,16
17-18	To define and explain the	Bank Reconciliation	h. Group learning and Teaching	T2 428-458

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and b. Cooperative c. Learning d. Individual e. learning/self-study f. Game Based g. learning h. Technology based i. learning j. Peer teaching k. Problem Based l. Learning m. Project based n. Learning o. h. Group learning p. and Teaching	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
	meaning of a Bank Reconciliation Statement (BRS).	Statement: Meaning, Need and Importance of Bank Reconciliation Statement, Reasons of the difference between Cash Book and Bank Pass Book Balance.		
19-20	To define and explain the meaning of a Bank Reconciliation Statement (BRS).	Bank Reconciliation Statement: Meaning, Need and Importance of Bank Reconciliation Statement, Reasons of difference between Cash Book and Bank	h. Group learning and Teaching	T2 428-458

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and b. Cooperative c. Learning d. Individual e. learning/self-study f. Game Based g. learning h. Technology based i. learning j. Peer teaching k. Problem Based l. Learning m. Project based n. Learning o. h. Group learning p. and Teaching	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
		Pass Book Balance.		
21-22	To Understand the purpose and structure of Manufacturing, Trading, and Profit & Loss Accounts in accounting.	Preparation of Manufacturing Account, Trading Account, Profit and Loss Account, Balance sheet- (Simple Adjustment).	h. Group learning and Teaching	T1 242-342
23-24	To Understand the purpose and structure of Manufacturing, Trading, and Profit & Loss Accounts in accounting.	Preparation of Manufacturing Account, Trading Account, Profit and Loss Account, Balance sheet- (Simple Adjustment).	h. Group learning and Teaching	T1 242-342

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and b. Cooperative c. Learning d. Individual e. learning/self-study f. Game Based g. learning h. Technology based i. learning j. Peer teaching k. Problem Based l. Learning m. Project based n. Learning o. h. Group learning p. and Teaching	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
25-26	To define depreciation and understand its meaning in the context of accounting.	Depreciation-Meaning, Definition, Importance, Defects of Depreciation-Method of calculating Depreciation-Straight line method – Written down value method.	h. Group learning and Teaching	T1 372-444
27-28	To understand the Computerized Accounting System	Introduction-Meaning of Accounting software, Types of Accounting software, Tally-Meaning of Tally software-Features – Advantages,	h. Group learning and Teaching d. Technology based learning	T1-445-479 Tally Prime Software

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and b. Cooperative c. Learning d. Individual e. learning/self-study f. Game Based g. learning h. Technology based i. learning j. Peer teaching k. Problem Based l. Learning m. Project based n. Learning o. h. Group learning p. and Teaching	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
29-32	To understand the Computerized Accounting System	Introduction-Meaning of Accounting software, Types of Accounting software, Tally-Meaning of Tally software-Features – Advantages,	h. Group learning and Teaching d. Technology based learning	T1- 445-479 Tally Prime Software
33-35	To Explain the process of general configuration in Tally, including date formats, numerical symbols, and display features.	Configuring Tally- General Configuration, Numerical symbols, Accounts/Inventory info- Master configuration-Voucher entry configuration.	h. Group learning and Teaching. d. Technology based learning	T1--1 354-367 Tally Prime Software
36-40	To Create, modify, and manage Groups and Ledgers for	Working in Tally: Groups, writing voucher, Voucher Entry	h. Group learning and Teaching d. Technology-based learning	T1-519-564 Tally Prime Software

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and b. Cooperative c. Learning d. Individual e. learning/self-study f. Game Based g. learning h. Technology based i. learning j. Peer teaching k. Problem Based l. Learning m. Project based n. Learning o. h. Group learning p. and Teaching	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
	accurate classification of financial data.	Problem on Voucher entry- Generating Basic reports in Tally-		
41-42	To Prepare Ledger Accounts and understand their role in summarizing financial transactions.	Trial Balance, Accounts Books, Cash Books, Bank Books, Ledger Accounts, Group Summary,	h. Group learning and Teaching d. Technology based learning	T1- 519-564 Tally Prime Software
43-45	To Understand the purpose and structure of Sales and Purchase Registers in recording credit transactions systematically.	Sales Register and Purchase Register, Journal Register, Statement of Accounts and Balance sheet.	h. Group learning and Teaching d. Technology based learning	T1 -519-564 Tally Prime Software

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
Mid Sem Exam I	60 Minutes	20	16-09-2025	1-15	CB Best out of two Mid Sem Exam
Mid Sem Exam II	60 Minutes	20	04-11-2025	16-30	
Quiz/Assignment/Lab	Throughout the Semester	10	Throughout the semester	**	CB
Attendance		10			
END Semester Examination	3 Hours	60	05-12-2025	1- 45	CB

** To be announced in the class

CB= Close Book Exam

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

Date: 11/08/2025

Dr.RUCHI GUPTA
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TBB104	Environmental Science	1	0	1	2

Instructor-in-charge: Mr.RITESH PATEL

Learning Outcomes:

After Successful Completion of the course, Students will be able to:

1. Define Multidisciplinary nature of Environment, explain its Scope and Importance, objectives needs, and branches.
2. Understand about various natural resources and its utilization
3. Learn about Ecosystem, Energy Flow and Ecological Succession
4. Enhance Knowledge about Pollution and Disaster their causes and Management

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. Group learning and Teaching	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
1-2	To Understand	Definition, Needs, Objectives,	h. Group learning and Teaching	T1 1-10 PPT 1

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. Group learning and Teaching	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
	the Multidisciplinary nature of Environment .	Branches, basic Environmental Principles, Concept and Relation of Environmental Science with other Disciplines.	e. Peer teaching	
3-4	To Understand the scope and importance of environment.	Scope and importance of environment. Need for Public Awareness Regarding Environmental Issues.	e. Peer teaching h. Group learning and Teaching	T1 10 -13 PPT 2 and 3
5-6	To Know about Internationally known environmentalist and Institutions in Environment.	Internationally known environmentalist and their contribution in environmental problems. Important Institutions in Environment and	h. Group learning and Teaching	PPT 4 T1

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches <ol style="list-style-type: none"> Collaborative and Cooperative Learning Individual learning/self-study Game Based learning Technology based learning Peer teaching Problem Based Learning Project based Learning Group learning and Teaching 	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
		their work.		
7-8	To Understand Concept of Sustainability.	Concept of Sustainability. Sustainable Development : Meaning, Definition, Principles, Objectives, Methods and Importance.	h. Group learning and Teaching g. Project based Learning	T1 PPT 5
9-11	To Learn about Natural Resources.	Natural Resources, Meaning, types, occurrence, availability and significance. Renewable and non - Renewable Resources.	h. Group learning and Teaching	R1 PPT 6

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches <ol style="list-style-type: none"> Collaborative and Cooperative Learning Individual learning/self-study Game Based learning Technology based learning Peer teaching Problem Based Learning Project based Learning Group learning and Teaching 	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
12	To Understand the Purpose of and utilization of natural resources.	Proper Utilization of resources. Over Exploitation of Natural Resources and its Consequences.	h. Group learning and Teaching	R1 PPT 7
13-15	To describe and understand about various Natural Resources.	Forest Resources and Water Resources. Mineral Resources and Food Resources. Energy Resources and Land Resources. Sources and uses of above resources.	h. Group learning and Teaching g. Project based Learning	R1 PPT 8
16	To Understand the Concept of Ecosystem	Definition, Meaning, Structure, Components (Biotic and Abiotic) and Functions of	e. Peer teaching	T1:40-44 PPT 9

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches <ol style="list-style-type: none"> Collaborative and Cooperative Learning Individual learning/self-study Game Based learning Technology based learning Peer teaching Problem Based Learning Project based Learning Group learning and Teaching 	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
		Ecosystem.		
17	To Classify Ecosystem.	Classification of Ecosystem: Natural Ecosystem and Artificial Ecosystem and their Examples.	h. Group learning and Teaching e. Peer teaching	T1 PPT 10
18-20	To learn about Energy Flow in Ecosystem.	Producers, Consumers and Decomposers and their role in environment. Energy Flow in Ecosystem. Food Chain, types of food chain and functions of food chain. Food Web.	h. Group learning and Teaching e. Peer teaching	T1: 46-54 PPT 11

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. Group learning and Teaching	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
21-23	To understand Ecological Pyramid and Ecological succession.	Ecological Pyramids, types of Pyramid, Steps to Draw Pyramids, importance and Limitations. Ecological Succession. Types, process, causes, effects and Importance.	d. Technology based learning h. Group learning and Teaching g. Project based Learning	T1 PPT 12 PPT 13
24-26	To understand the sources of pollution and control measures.	Air Pollution and Water Pollution, Soil Pollution and Noise Pollution, Thermal Pollution and Nuclear Pollution. Causes, Effects and control Methods.	d. Technology based learning g. Project based Learning h. Group learning and Teaching	T2 PPT 14

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. Group learning and Teaching	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
27-28	To understand the Acid Rain and Ozone Layer Depletion and Global Warming.	Acid Rain and Ozone Layer Depletion and Global Warming. Causes, Effects and control Methods.	g. Project based Learning h. Group learning and Teaching	T2 PPT 15
29-30	To enrich knowledge about Disaster and its Management.	Flood and Earthquake. Cyclone and Landslides Climate Change and effects of climate change in environment.	d. Technology based learning g. Project based Learning h. Group learning and Teaching	R1 PPT 16 PPT 17

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
Mid Sem Exam I	60 Minutes	20	17-09-2025	1-15	CB Best out of two Mid Sem Exam
Mid Sem Exam II	60 Minutes	20	04-11-2025	16-30	
Quiz/Assignment/Lab	Throughout the Semester	10	Throughout the semester	**	CB
Attendance		10			
Comprehensive Exam	3 Hours	60	08-12-2025	1- 45	CB

** To be announced in the class

CB= Close Book Exam

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

Date: 10/08/2025

Mr.RITESH PATEL
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TBB105	Interpersonal Skill	3	0	0	3

Instructor-in-charge: Dr.JAYA CHANDRA

Learning Objectives:

1. It helps students express their ideas clearly, listen effectively, and work productively in teams- skills essential for academic project, group discussions and future workspace
2. It enables students to interact confidently with peers, teachers, and professionals, fostering positive relationships and preparing them for leadership and career growth

Text Book T1	N. GUPTA, P. MAHAJAN, Business Communication, SAHITYA BHAWAN PUBLICATION
Reference Book R1	Cardon, P. W. (2022). Business communication: Developing leaders for a networked world (5th ed.). McGraw-Hill Education
Reference Book R2	Covey, S. R. (1989). The 7 habits of highly effective people: Powerful lessons in personal change. Free Press.
Reference Book R3	PDF given to students of each lecture extracted from SBPD

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec./ Page Nos. of Text/Ref. Books)
1	Interpersonal Skill, Interpersonal Process	Nature and importance of communication.	Group Learning and Teaching	Pdf 1.1

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec./ Page Nos. of Text/Ref. Books)
2-3	Interpersonal Skill, Interpersonal Process	the process	Group Learning and Teaching	Pdf 1.2
4	Interpersonal Skill, Interpersonal Process	Communication and the self	Group Learning and Teaching	Pdf 1.3
5-6	Interpersonal Skill, Interpersonal Process	Barriers in Communication	Group Learning and Teaching	Pdf 1.4
7	Interpersonal Skill, Interpersonal Process	Case Study	Project Based learning	Case 1: pdf
8	Recognizing and Understanding Interpersonal Skills	Recognizing and Understanding Interpersonal Skills, Perception and communication,	Technology Based Learning	Pdf 2.1
9-11	Recognizing and Understanding Interpersonal Skills	Emotions, Language/Words:	Group Learning and Teaching	Pdf 2.2
12-15	Recognizing and Understanding Interpersonal Skills t	barrier and bridge Messages beyond words:.	Group Learning and Teaching	Pdf 2.3

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec./ Page Nos. of Text/Ref. Books)
16-20	Recognizing and Understanding Interpersonal Skills	nonverbal communication	Peer learning	Pdf 2.4
20-24	Recognizing and Understanding Interpersonal Skills	Mindful Listening	Group Learning and Teaching	Pdf 2.5
25	Case Study	Interpersonal skill	Project Based learning	Case 2:PDF
26-28	Dynamics of Interpersonal Relationships	Dynamics of Interpersonal Relationships	Peer teaching	Pdf 3.1
29-31	Dynamics of Interpersonal Relationships	Improving communication climates managing interpersonal conflicts	Group Learning and Teaching	Pdf 3.2
32-33	Dynamics of Interpersonal Relationships	Context of Communication (Workplace vs. Personal)	Group Learning and Teaching	Pdf 3.3

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec./ Page Nos. of Text/Ref. Books)
34-35	Dynamics of Interpersonal Relationships	Case Study	Group Learning and Teaching	Pdf 3.5
36-38	Video Taping & Mini Assignments	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.	Technology Based Learning	Pdf 4.1
39-40	Role Playing Group Presentation	Role Playing Group Presentation Students will demonstrate the application of interpersonal skills in a roleplaying scenario illustrating group interaction.	Technology Based Learning	Pdf 5.1

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
Mid Sem Exam I	60 Minutes	20	17-09-2025	1-15	CB Best out of two Mid Sem Exam
Mid Sem Exam II	60 Minutes	20	05-11-2025	16-35	
Quiz/Assignment/Lab	Throughout the Semester	10	Throughout the semester	**	CB
Attendance		10			
Comprehensive Exam	3 Hours	60	10-12-2025	1- 40	CB

** To be announced in the class

CB= Close Book Exam

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

Date: 10/08/2025

Dr.JAYA CHANDRA
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TBB106	Computer Fundamental	3	0	1	4

Instructor-in-charge: Mr. TRIDIP KUMAR PAUL

Learning Outcomes:

After Successful Completion of the course student will be able to :

1. To appreciate the role of computer education in the context of modern technological society
2. To develop understanding of computer sand their application in education
3. To acquire sufficient knowledge of handling computers with a view to impart computers in dependently at school level,
4. To use computer based learning packages and organize effective classroom instructions
5. To develop skills of creating and managing simple data bases and handling of computers
6. To acquire necessary skills in using of modern word processing software,

Text Book T-1	Pradeep Sinha & priti Sinha computer fundamental 8 th Edition 2024 BPB Publication.
Text Book T-2	Shashank Johari Super Speed Computer Course, Prabhat Prakashan 1 January 2018
Reference book(s) R1	Goel anita computer fundamental 8 th Edition 2020 THE WORLD BOOK DEPOT
	www.geeksforgeeks.org
	www.tutorialspoint.com

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/ Sec./Page Nos. of Text/Ref. Books)
1	Basics concept of IT	concept of Information Technology	Peer teaching	T1 Ch-1 pg.No.01-02 T2 Ch-3 pg.No.04-06
2	concept of data and information	concept of data and information	Peer teaching	T1 Ch-1 pg.No.01-02 T2 Ch-3 pg.No.06-07
3	History of computer	History of computer	Peer teaching	T1 Ch-1 pg.No.02-04 T2 Ch-1 pg.No.03-05
4	Generations and classification of Computers,	Generations and classification of Computers,	Peer teaching	T1 Ch-1 pg.No.03-14 T2 Ch-5 pg.No.014-15
5	organization of computers	organization of computers	Group Learning and Teaching	T1 Ch-2 pg.No.18-21
6	Input and Output devices	Input and Output devices	Group Learning and Teaching	T1 Ch-9 pg.No.158-162
7	storage devices	Types of storage devices	Group Learning and Teaching	T1 Ch-7 pg.No.122-124

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/ Sec./Page Nos. of Text/Ref. Books)
8	memory hierarchy	memory hierarchy	Group Learning and Teaching	T1 Ch-7pg.No.15 2-154
9	Software and Computer language	Software and Computer language	Project based Learning	T1 Ch-10pg.No.1 86-187
10	Software and its need	Firm ware. Types of operating system,	Project based Learning	T1 Ch-10pg.No.1 87-188
11	Types of Software	Types of Software	Project based Learning	T1 Ch-10pg.No.1 87-188
12	System software	System software	Project based Learning	T1 Ch-10pg.No.1 87-188
13	application software	application software	Project based Learning	T1 Ch-10pg.No.1 87-188
14	utility software	utility software	Project based Learning	T1 Ch-10pg.No.1 87-188
15	Firm ware. Types of operating system	Types of Programming Languages	Group Learning and Teaching	T1 Ch-14pg.No.2 77-278
16	Logic Gates and their truth tables,	Logic Gates and their truth tables, Number System (Binary, Decimal, Octal, Hexadecimal) and conversions	Group Learning and Teaching	T1 Ch-14pg.No.2 77-278

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/ Sec./Page Nos. of Text/Ref. Books)
17	Overview of MS Word	Overview of MS Word	Group Learning and Teaching	T1 Ch-14pg.No.2 77-278
18	Document creation, formatting, and editing Mail merge	Document creation, formatting, and editing Mail merge	Group Learning and Teaching	T1 Ch-14pg.No.2 77-278
19	Styles, templates, and advanced formatting techniques	Styles, templates, and advanced formatting techniques	Group Learning and Teaching	T1 Ch-14pg.No.2 77-278
20	Overview of Excel, Data entry	Overview of Excel, Data entry	Group Learning and Teaching	T1 Ch-14pg.No.2 77-278
21	formulas, and functions	formulas, and functions	Technology based Learning	T1 Ch-14pg.No.2 77-278
22	Creating and customizing charts and graphs,	Creating and customizing charts and graphs,	Project based Learning	T1 Ch-14pg.No.2 77-278
23	Overview of PowerPoint	Overview of PowerPoint	Project based Learning	T1 Ch-14pg.No.2 77-278
24	Designing and formatting presentations	Designing and formatting presentations	Project based Learning	T1 Ch-14pg.No.2 77-278
25	Adding multimedia elements and animations	Adding multimedia elements and animations	Project based Learning	T1 Ch-410pg.No. 411-413

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/ Sec./Page Nos. of Text/Ref. Books)
26	Overview of MS Access	Overview of MS Access	Project based Learning	T1 Ch-17pg.No.3 80-383
27	Introduction to DBMS, Features of DBMS, Working with database and tables	Introduction to DBMS, Features of DBMS, Working with database and tables	Project based Learning	T1 Ch-16pg.No.3 34-335
28	Communication and network technology	Communication process, , OSI reference model and TCP/IP model	Project based Learning	T1 Ch-17pg.No.3 37-359
29	Communication and system elements	Communication and system elements	Peer teaching	T1 Ch-17pg.No.3 57-358
30	Analog and digital signal	Analog and digital signal	Peer teaching	T1 Ch-17pg.No.3 64-365
31	mode of communication	mode of communication	Peer teaching	T1 Ch-17pg.No.3 57-358
32	communication media	communication media	Group Learning and Teaching	T1 Ch-17pg.No.3 57-358
33	Wired and Wireless. Computer Network	Wired and Wireless. Computer Network	Group Learning and Teaching	T1 Ch-17pg.No.3 85-386
34	Types, criteria, advantages and disadvantages	Types, criteria, advantages and disadvantages	Group Learning and Teaching	T1 Ch-17pg.No.3 57-379

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/ Sec./Page Nos. of Text/Ref. Books)
35	Topology, LAN and other network related protocols	Topology, LAN and other network related protocols	Technology based Learning	T1 Ch-17pg.No.3 75-376
36	OSI reference model and TCP/IP model	OSI reference model and TCP/IP model	Peer teaching	T1 Ch-17pg.No.3 80-383
37	Technical foundation of Internet, history of Internet, Internet Service Provider (ASP)	Technical foundation of Internet, history of Internet, Internet Service Provider (ASP)	Project based Learning	T1 Ch-17pg.No.3 80-383
38	ARPANET, Services Available on Internet; Internet Applications: E-mail, WWW and file transfer. Internet addressing, Client server computing, Domain name system (DNS)	ARPANET, Services Available on Internet; Internet Applications: E-mail, WWW and file transfer. Internet addressing, Client server computing, Domain name system (DNS)	Project based Learning	T1 Ch-9 pg.No.282-283
39	Search Engine, Internet Security – Fire walls, Encryptions etc	Search Engine, Internet Security – Fire walls, Encryptions etc	Peer teaching	T2 Ch-4 pg.No.134-135 T1 Ch-6 pg.No.68-72

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/ Sec./Page Nos. of Text/Ref. Books)
40	Multimedia, Artificial Intelligence	Multimedia, Artificial Intelligence	Peer teaching	T2 Ch-17 pg.No.-137 www.analyticsvidhya.com
41	Machine learning, Cloud	Machine learning, Cloud	Peer teaching	T2 Ch-4 pg.No.150-152 https://mljourney.com/machine-learning-in-cloud-computing
42	computing, SWAYAM, NPTEL	computing, SWAYAM, NPTEL	Peer teaching	T1 Ch-6 pg.No.249-255 https://byjus.com/free-ias-prep/swayam

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
Mid Sem Exam I	60 Minutes	20	17-09-2025	1-15	CB Best out of two Mid Sem Exam
Mid Sem Exam II	60 Minutes	20	05-11-2025	16-30	
Quiz/Assignment/Lab	Throughout the Semester	10	Throughout the semester	**	CB
Attendance		10			
Comprehensive Exam	3 Hours	60	12-12-2025	1- 42	CB

** To be announced in the class

CB= Close Book Exam

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

Date: 11/08/2025

Mr.TRIDIP KUMAR PAUL
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TBB201	Business Statistics	3	0	1	4

Instructor-in-charge: Dr.PRATIBHA BARIK

Learning Objective:

1. To teach student fundamental concepts in statistical research methods
2. To Cultivate abilities in structuring and analyzing problems
3. To foster the capability to implement solutions for decision making problems

Reference Books	Author/Publication
Business Statistics	Dr. S.M.Shukla and Dr. S.P. Sahai, Sahitya Publication
Business Statistics	Beri G., McGraw Hill Education India
Business Statistics	N D Vohra, McGraw Hill; 2nd edition (25 June 2021); McGraw Hill Education (India) Private Limited

Lecture No.	Learning Objectives	Topics to be Covered	Pedagogical Approach	Reference (Ch./sec/page No of Text Book
1-4	Introduction to Statistics	Meaning, definition and characteristics, Division, Descriptive and Inferential, Nature, Limitation, Relation of statistics, Significance, Distrust	Group learning and Teaching	Pg-18-41
5-6	Classify variables	qualitative or quantitative, and discrete or continuous	Group learning and Teaching	PDF1
7-9	Sampling	Introduction, Random and Non-random sampling	Technology based learning	Pg-55-70, PPT
10-13	Method of Collecting Data	Types of data collection method, Questionnaire preparation, classification of data	Technology based learning	Pg-73-111, PPT

Lecture No.	Learning Objectives	Topics to be Covered	Pedagogical Approach	Reference (Ch./sec/page No of Text Book)
14	Revision and Practical		Group learning and Teaching	
15-19	Measures of Central Tendency	Arithmetic Mean, Average,	Collaborative and Cooperative Learning	Pg187-215
20-23	Median	Median and Mode	Collaborative and Cooperative Learning	Pg257-300
24	Practical Session	Make questionnaire	Technology based learning	PPT
25-30	Measures of Dispersion	Range, Mean deviation, Standard deviation,	Group learning and Teaching Collaborative and Cooperative Learning	Pg-338-352,368-376
31-33	Skewness	Skewness and coefficient	Group learning and Teaching	Pg-412-419
34-38	Tabulation	Tabulation of Data, Types of Tables, Data presentation with Excel	Group learning and Teaching	Pg111-123
39-40	Practical Session		Group learning and Teaching	

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
Mid Sem Exam I	60 Minutes	20	16-09-2025	1-12	CB Best out of two Mid Sem Exam
Mid Sem Exam II	60 Minutes	20	03-11-2025	13-23	
Quiz/Assignment/Lab	Throughout the Semester	10	Throughout the semester	**	CB
Attendance		10			
Comprehensive Exam	3 Hours	60	01-12-2025	1- 45	CB

** To be announced in the class

CB= Close Book Exam

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

Date: 10/08/2025

Dr.PRATIBHA BARIK
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TBB202	Business Environment	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. Understand the concept and importance of the business environment in decision making
2. Identify and analyse the internal and external factors affecting business operations
3. Explain the impact of economic, political, legal, technological, and socio-cultural environments on business
4. Evaluate the role of government policies and regulations in shaping the business environment
5. Develop insights into globalization and its influence on the domestic business environment

Text Book T1	Pri Business Environment , Francis cherullinium
Reference Book(s) R1	Aswathappa, K. (2020). Essentials of business environment (15th ed.). Himalaya Publishing House.
Reference Book(s) R2	Morrison, J. (2020). The global business environment: Challenges and responsibilities (5th ed.). Macmillan International Higher Education.

Lecture-wise-plan:

Lecture No.	Learning Objective	Topics to be Covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. Group learning and Teaching	Reference (Ch./sec/page No of Text Book)
1-3	To understand An overview of Business Environment	Business environment	a. Group learning and Teaching	3-29
4-5	To study the Environmental analysis and forecasting.	Environment analysis and forecasting	a. Group learning and Teaching	30-42
6	To understand the Economic environment: nature of the economy;	Economic environment	a. Group learning and Teaching	43-53
7-8	To study the Political and government	Political and government environment	a. Group learning and Teaching	54-78
9-10	To understand Natural and technological environments	Natural, Technological,	a. Group learning and Teaching	79-104
11-12	To understand the object and demographic environments	demographic environment	d. Project based learning	105-112
13-14	To study Principles of labour	labour legislation	a. Group learning and Teaching	465-472

Lecture No.	Learning Objective	Topics to be Covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. Group learning and Teaching	Reference (Ch./sec/page No of Text Book)
	legislation; labour legislation in india;			
15-16	To understand the Welfare outside the establishment; social security ;	labour welfare and soacial security	a. Group learning and Teaching	473-482
17-18-19	To understand the Industrial dispute	industrial relations	a. Group learning and Teaching	483-498
20-21-22	To study the Trade unions and its role; objective	tradeunions	a. Group learning and Teaching	499-508
23-24-25	To study the Workers participation in management	workers participation in management	a. Group learning and Teaching	509-518
26-27	To study Need for exit policy	exit policy	a. Group learning and Teaching	519-524
28-29	To understand the Origin and development	quality circles	a. Group learning and Teaching	525-532

Lecture No.	Learning Objective	Topics to be Covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. Group learning and Teaching	Reference (Ch./sec/page No of Text Book)
	of quality circle			
30-31-32	To study the GATT; objectives; evaluation;	gatt/wto and global liberalisation	a. Group learning and Teaching	575-599
33-34	To study the Definition and meaning; of MNC's	multinational corporations	a. Group learning and Teaching	620-631
35-36-37	To understand the Globalization of world economy.	globalisation	a. Group learning and Teaching	632-657
38-39	To study the Objectives; holding of foreign exchange etc	foreign exchange mangement act	a. Group learning and Teaching	676-682
40	To understand the Social orientations of business	socila responsibility	a. Group learning and Teaching	147-165

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
Mid Sem Exam I	60 Minutes	10	15-09-2025	1-15	CB
Mid Sem Exam II	60 Minutes	10	03-11-2025	16-30	CB
Quiz/Assignment/Lab	Throughout the Semester	10	Throughout the semester	**	CB
End Semester Examination	3 Hours	70	03-12-2025	1- 45	CB

** To be announced in the class

CB= Close Book Exam

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

Date: 10/10/2025

Dr.R VIJAYA LAKSHMI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TBB204	Business Communication	3	0	1	4

Instructor-in-charge: Dr.JAYA CHANDRA

Learning Outcomes:

1. To enable students to enhance communication skills (oral, written and listening) for academic, professional and workplace success.
2. To enable students to gain practical ability in drafting business correspondence, proposals and reports.

Text Book T1	N. GUPTA, P. MAHAJAN, Business Communication, SAHITYA BHAWAN PUBLICATION
Reference Book R1	Cardon, P. W. (2022). Business communication: Developing leaders for a networked world (5th ed.). McGraw-Hill Education
Reference Book R2	Thill, J. V., & Bovee, C. L. (2023). Excellence in business communication (14th ed.). Pearson.
Reference Book R3	PDF given to students of each lecture extracted from Business Communication, SBPD

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
1	Introduction	Definition and classification of communication, purpose of communication,	Group Learning and Teaching	Pdf 1.1

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
2	Introduction	7 C's of communication, importance of communication in management,	Group Learning and Teaching	Pdf 1.2
3	Introduction	communication structure in organization, ,	Group Learning and Teaching	Pdf 1.3
4	Introduction	barriers & gateway in communication	Group Learning and Teaching	Pdf 1.4
5	Introduction	Oral Communication, principles of successful oral communication,	Group Learning and Teaching	Pdf 1.5
6	Introduction	Grapevine, Listening Skills, Listening Skills.	Game Based Learning	Pdf 1.6
7-8	Business Correspondence	Purpose of writing, pros & cons of written communication, Principles of effective writing,	Group Learning and Teaching	Pdf 2.1
8-10		Introduction to business letters, Types of business letter, Structure and Layout of business letter, Writing Cover	Group Learning and Teaching	Pdf 2.2

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
		Letter		
11-13		Thank You Letter, Letter of Complaint, Letter of bad news,	Group Learning and Teaching	Pdf 2.3
14-16		Buffers, Notice, Circular and Memos	Group Learning and Teaching	Pdf 2.4
UNIT III				
17	Business Proposals and Reports	Quotation and Tenders,	Group Learning and Teaching	Pdf 3.1
18-19		Project proposals characteristics and structure, proposal writing	Group Learning and Teaching	Pdf 3.2
20-22		Reports: definition & purpose, types of business reports,	Group Learning and Teaching	Pdf 3.3
23-24		reports writing - Structure, abstract - executive summary recommendation.		Pdf 3.4
25		Case study on Business proposal		Case 3 Pdf

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
UNIT IV				
26-29	Cross-Cultural Communication	Introduction, Concept of Cross-cultural Communication, Blocks to cross-cultural communication	Group Learning and Teaching	Pdf 4.1
30-33		Challenges of Cross-cultural Communication, Cross-cultural Communication at Workplace	Group Learning and Teaching	Pdf 4.2
34-37		Importance of Cross Communication in Business,	Group Learning and Teaching	Pdf 4.3
38-39		Improving Cross-cultural Communication skills at workplace.	Group Learning and Teaching	Pdf 4.4
40		Case study		Case 4: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
Mid Sem Exam I	60 Minutes	10	17-09-2025	1-16	CB
Mid Sem Exam II	60 Minutes	10	05-11-2025	17-25	CB
Quiz/Assignment/Lab	Throughout the Semester	10	Throughout the semester	**	CB
END Semester Examination	3 Hours	70	12-12-2025	1- 40	CB

** To be announced in the class

CB= Close Book Exam

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

Date: 04/08/2025

Dr.JAYA CHANDRA
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TBB203	Indian Knowledge System	1	0	1	2

Instructor-in-charge: Dr.JAYA CHANDRA

Learning Outcomes:

1. To enable students to enhance communication skills (oral, written, and listening) for academic professional and workplace success
2. To enable student to gain practical ability in drafting business correspondence, proposal reports

Text Book	SWAYAM PLATFORM
Reference	Online notes Provided by Swayam

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
1	History of Indian Knowledge	System: Genesis of Bhartiya Knowledge System,.	Project based Learning	https://swayam.gov.in/
2	History of Indian Knowledge	History of IKS, IKS: Nature, Philosophy and Character,	Project based Learning	https://swayam.gov.in/
3	History of Indian Knowledge	India's Epistemology, , Knowledge	Project based Learning	https://swayam.gov.in/
4	History of Indian Knowledge	Frameworks & Classification	Project based Learning	https://swayam.gov.in/

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
5	Ancient Scriptures and Ancient Education System	Ancient Scriptures	Project based Learning	https://swayam.gov.in/
6	Ancient Scriptures and Ancient Education System	Ancient Education,	Project based Learning	https://swayam.gov.in/
7-8	Ancient Scriptures and Ancient Education System	Educating Sciences	Project based Learning	https://swayam.gov.in/
9-10	Scientific approaches of IKS & Torch-bearers	Khagol Vijnana (Astronomy), Vastukala (Architecture),	Project based Learning	https://swayam.gov.in/
11-12	Scientific approaches of IKS & Torch-bearers	Ayurveda, Krishi Vijnana (Agricultural) Practices, Dhatu Vijnana (Metallurgy), Ganita:	Project based Learning	https://swayam.gov.in/
13-14	Scientific approaches of IKS & Torch-bearers	Mathematics in India,	Project based Learning	https://swayam.gov.in/
15	Scientific approaches of IKS &	Yuddha Vidhya (Military Sciences),	Project based Learning	https://swayam.gov.in/

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
	Torch-bearers	Niyuddha Kala (Martial Arts),		
16	Scientific approaches of IKS & Torch-bearers	Environmental Sciences	Project based Learning	https://swayam.gov.in/
17	Literary Aspects of IKS & Torch-bearers:	Chandashastra (Prosody), Bhasa Va Vyakarana (Language and Grammar),	Project based Learning	https://swayam.gov.in/
18	Literary Aspects of IKS & Torch-bearers:	Bharata's Natyashastra (Science of Drama, Dance and Music)	Project based Learning	https://swayam.gov.in/
19	Governance in IKS & Way Forward:	Science of Consciousness in Ancient India (Cognitive Science), IKS way forward	Project based Learning	https://swayam.gov.in/
20		Anviksiki (Logic and Disputation), Governance & Public Administration,	Project based Learning	https://swayam.gov.in/

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
Mid Sem Exam I	60 Minutes	10	17-09-2025	1-16	CB
Mid Sem Exam II	60 Minutes	10	05-11-2025	17-25	CB
Quiz/Assignment/Lab	Throughout the Semester	10	Throughout the semester	**	CB
Comprehensive Exam	3 Hours	30	12-12-2025	1- 40	CB

** To be announced in the class

CB= Close Book Exam

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

Date: 10/08/2025

Dr.JAYA CHANDRA
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TBB205	Hindi Language	1	0	1	2

Instructor-in-charge: Mrs.VARSHA RANI

Learning Outcomes:

After Successful completion of the course student will be able to:

1. हिंदी व्याकरण को समझ विकसित होगी।
2. वेदों के ज्ञान को समझ सकेंगे।
3. भाषा का समुचित ज्ञान प्राप्त करने की समझ विकसित होगी
4. शब्दकोष में विकास कराना।
5. भाषा में शुद्धि, अशुद्धि का ज्ञान कराना।

Text Books T1	वासुदेव नंदन प्रसाद. आधुनिक हिंदी व्याकरण और रचना, नयी दिल्ली :भारती भवन प्रकाशन ,संस्करण 2022.
Text Books T2	कामता प्रसाद . हिंदी व्याकरण, प्रयागराज : लोकभारती प्रकाशन, द्वितीय संस्करण 2012.
Text Books T3	भोलानाथ तिवारी. भाषा विज्ञान, प्रयागराज : लोकभारती प्रकाशन, द्वितीय संस्करण 2012.
Text Books T4	भारतीयता के अमर स्वर, हिंदी ग्रन्थ अकादमी (भोपाल)
Reference Book R1	वेद - विकिपीडिया
Reference Book R2	श्रुति -विकिपीडिया
Reference Book R3	SWAYAM
Reference R4	http://www.hindikunj.com

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. h. Group learning and Teaching	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
1	वर्णों का बोध कराना	स्वर, व्यंजन की परिभाषा	Peer teaching	T1 Ch.2 Pg. No.18 -20
2	स्वर का बोध कराना	स्वर की विशेषता, व्यंजन की विशेषता	Peer Teaching	T1 Ch.2 Pg. No.18 -25
3	स्वर और व्यंजन का उच्चारण स्थान बताना	वर्गीकरण और उच्चारण स्थान	Group Learning and Teaching	T1Ch.2 Pg. No.18 -25, T2 Ch.3, Pg. No.41 -42,
4	हिंदी भाषा और लिपि के प्रति सम्मान और रुचि उत्पन्न करना	भाषा और लिपि	Peer Teaching	T1Ch.1 Pg. No.1 -17, T2 Ch.2, Pg. No. 17-40,
5	वेदों के ज्ञान को समझ सकेंगे	वेद एवं श्रुतियां, वेद की सामान्य जानकारी	Peer Teaching	R1
6-7	वेदों के ज्ञान को समझ सकेंगे	वेदों के प्रकार (ऋग्वेद, यजुर्वेद, सामवेद, और अथर्ववेद) की सामान्य जानकारी	Peer Teaching	R2
8	शब्दकोष में विकास कराना	पशु-पक्षियों की बोलियाँ और आवाजें	Peer Teaching	R4

9		मानक भाषा	Peer Teaching	T4
10-11	भाषा का समुचित ज्ञान प्राप्त करने की समझ विकसित करना	पल्लवन	Peer Teaching	T1, Ch.14 Pg. No. 304-308,
12-13	शब्दकोष में विकास कराना	मुहावरे	Group Learning and Teaching	T1, Ch.11 Pg. No. 239-291,
14-15	शब्दकोष में विकास कराना	लिकोटियाँ	Group Learning and Teaching	T1, Ch.11 Pg. No. 239-291,
16	भाषा का समुचित ज्ञान प्राप्त करने की समझ विकसित करना	संक्षेपण	Peer Teaching	T1, Ch.19 Pg. No. 323-335,
17-20	शब्दकोष में विकास कराना	शब्दांश परिवर्तन, उपसर्ग	Peer Teaching	T1, Ch.9 Pg. No. 155-211,
21-25	शब्दकोष में विकास कराना	प्रत्यय	Peer Teaching	T1, Ch.9 Pg. No. 155-211
26-28	भाषा का समुचित ज्ञान प्राप्त करने की समझ विकसित करना	शब्द अशुद्धियाँ	Group Learning and Teaching	T1, Ch.9 Pg. No. 155-211,
29-30	शब्दकोष में विकास करना	वाक्य अशुद्धियाँ	Peer Teaching	T1, Ch.10 Pg. No. 212-238,

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	60 Minutes	5	16-09-2025	1-10	CB
Test 2	60 Minutes	5	04-11-2025	11-20	CB
Quiz/Assignment/Lab	Throughout the Semester	5	**		CB
Comprehensive Exam	3 Hours	35	08-12-2025	1-30	CB

** To be announced in the class

CB= Close Book Exam

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: 10/08/2025

Mrs.VARSHA RANI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TBB206 F	Fundamental of Financial Technology	3	0	1	4

Instructor-in-charge: Dr.SHILPI GUPTA

Learning Outcomes:

The objective of the course is to introduce the students to the FinTech sector and to understand how emerging technology is causing disruptions and innovations in the finance sector. This course as a part of specialized business administration programme provides cutting edge fundamental knowledge in the frontiers of financial technology required for a budding professional in the banking & financial services industry.

Text Book (T-1)	Arner, D. W., Barberis, J. N., & Buckley, R. P. (2023). The evolution of FinTech: A new post-crisis paradigm? Oxford University Press.
Reference Book R1	Schueffel, P. (2023). Foundations of FinTech: Core concepts and principles. Springer.
Reference Book R2	Chuen, D. L. K., & Deng, R. H. (Eds.). (2023). Handbook of Blockchain, Digital Finance, and Inclusion: Cryptocurrency, FinTech, InsurTech, and Regulation. Academic Press.
Reference Book R3	Marr, B. (2023). The Future of Financial Services: How AI, Big Data, and Blockchain Are Reshaping Finance. Wiley.
Reference Book R4	Puschmann, T., & Alt, R. (2023). Digital finance and FinTech: Business models, ecosystems, and regulation. Springer.

Lecture-Wise-Pan:

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. e.Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
1	Introduction to Fintech	What is FinTech Industry? Evolution of FinTech,	Group Learning and Teaching	Pdf 1.1/ pdf 1.2
2	Introduction to Fintech	What is FinTech Industry? Evolution of FinTech		Pdf 1.3
3-4	Introduction to Fintech	FinTech Evolution 1.0: Infrastructure	Peer Learning	Example of a live project in class. Discussion/RBI Bulletin
5-6	Introduction to Fintech	FinTech Evolution 2.0: Banking industry	Group Based Learning	Pdf 1.4/ NISM
7-8	Introduction to Fintech	FinTech Evolution 3.0 & 3.5: Startups and Emerging Markets	IBEF Bulletin	Pdf 1.5
9	Introduction to Fintech	Importance of FinTech, Global FinTech Investment,	NISM- Technology Based Learning	Pdf 1.6
10	Case Study	Main FinTech Hubs		Case 1 pdf
11	FinTech Reshaping Financial Services Industry	FinTech in Payment Industry- Multichannel digital wallets	Technology Based Learning	Pdf 2.1
12-13	FinTech	applications		Pdf 2.2

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. e.Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
	Reshaping Financial Services Industry	supporting wallets, onboarding and KYC application		
14-15	FinTech Reshaping Financial Services Industry	FinTech in Lending Industry- Formal lending, Informal lending, P2P lending	Group Learning	Pdf 2.3/2.4
16	FinTech Reshaping Financial Services Industry	P2P Lending	Peer Learning	Pdf 2.5
17-18	FinTech Reshaping Financial Services Industry	POS lending, Online lending, Payday lending	NPTEL Video	Pdf 2.6
19-20	FinTech Reshaping Financial Services Industry	Microfinance, Crowdfunding	Peer Learning Video class	Pdf 2.7
21	Digital Finance and Alternative Finance	Brief History of Financial Innovation – Digitization of Financial Services	Technology Based Learning	Pdf 3.1
22	Digital Finance and Alternative	Brief History of Financial Innovation –	Group Discussion	Pdf 3.2/3.3

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. e.Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
	Finance	Digitization of Financial Services		
23	Digital Finance and Alternative Finance	FinTech & Funds- Crowd funding– Regards, Charity and Equity	Technology Based Learning	Pdf 3.4/ Zerodha varsity notes
24	Digital Finance and Alternative Finance	Valuation of Crowd Funding and Equity	Peer teaching	Pdf 3.5
25	Digital Finance and Alternative Finance	P2P and Marketplace Lending		Pdf 3.6
26	Case Study	New Models and New Products.	Group Learning and Teaching	Pdf 3.7/3.8
27	FinTech Regulation	FinTech Regulations Evolution of RegTech – RegTech Ecosystem	Group Learning and Teaching	Pdf 4.1
28	FinTech Regulation	Financial Institutions	Technology Based Learning	Pdf 4.2/4.3
29	FinTech Regulation	– RegTech Ecosystem Ensuring Compliance from the Start: Suitability and Funds	Group learning	Pdf 4.4/ IGNOU Notes

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. e.Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
30-31	FinTech Regulation	– RegTech Ecosystem Ensuring Compliance from the Start: Suitability and Funds	Peer teaching	Pdf 4.5
32	Regulatory Technology (RegTech)	RegTech Startups	RBI Bulletin 2025	Pdf 4.6
33	Regulatory Technology (RegTech)	Regulators Industry	Technology Based Learning	Pdf 4.7/ NISM Notes
34-35	Regulatory Technology (RegTech)	Use Redesigning Better Financial Infrastructure		Pdf 4.8/ NPTEL Video
36	Case Study	On Start ups	Group Based Learning	Case 4 pdf
37	Data & Tech	Data in Financial Services Application of Data Analytics in Finance		Pdf 5.1
38	Data & Tech	Data in Financial Services Application of Data Analytics in Finance		Pdf 5.2
39	Data & Tech	Methods of Data Protection How AI is Transforming the Future of		Pdf 5.3

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. e.Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
		FinTech		
40	Data & Tech	Digital Identity – Change in mindset:		Pdf 5.4

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	60 Minutes	10	17-09-2025	1-20	CB
Test 2	60 Minutes	10	05-11-2025	21-40	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
END Semester Examination	3 Hours	70	10-12-2025	1- 40	CB

** To be announced in the class

CB= Close Book Exam

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: 11/08/2025

Dr.SHILPI GUPTA
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TBB206 (M)	Basic Digital Marketing	3	0	1	4

Instructor-in-charge: Dr.ARCHI DUBEY

Learning Outcomes:

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

1. Demonstrate a clear understanding of the digital marketing landscape and its evolution from traditional marketing.
2. Apply techniques in search engine optimization (SEO), display advertising, and content marketing
3. Analyze digital consumer behavior and leverage tools like email and mobile marketing for B2B and B2C engagement.
4. Distinguish between influencer marketing and celebrity endorsements and evaluate their effectiveness.
5. Explore current and future digital trends such as AI, chatbots, and the sharing economy and assess their impact on marketing strategies

Text Book T1	Kothari, C. R., & Garg, G. (2019). Research methodology: Methods and techniques (4th ed.). New Age International Publishers.
Reference Book(s) R1	Cooper, D. R., Schindler, P. S., & Sun, J. (2020). Business research methods (13th ed.). McGraw-Hill Education.
Reference Book(s) R2	Kumar, R. (2023). Research methodology: A step-by-step guide for beginners (6th ed.). SAGE Publications. Saun
Reference Book(s) R3	EcKumar, R. (2023). Research methodology: A step-by-step guide for beginners (6th ed.). SAGE Publications.PDF and notes Saun

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based c. Learning d. Technology based Learning e. Peer teaching f. Project based g. Learning.	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
1-3	To Understand meaning and concept of Research	Introduction to Digital Marketing Origin of digital marketing, traditional versus digital marketing,	Group Learning and Teaching	T1 & R3
4-5	To understand the concept of Scientific research	digital marketing strategy, digital marketing plans	Group Learning and Teaching	T1 & R3
6-7	To understand Research process	skills required for digital marketing , Digital consumer behaviour	Group Learning and Teaching	T1 & R3
8-10	To understand Research process	Search Engine Advertising, Concept of Display advertising, types of display advertising	Peer teaching	T1 & R3
11-13	To understand Research process	buying models, understanding ad placement, understanding ADrank	Game Based Learning	R1 and R3
14-16	To understand the sampling designs and details	Search engine, SEO phases, On Page-Off page optimization.	Game Based Learning	R1 and R3
17-19	To understand the types and sources of data	What are Blogs, Importance of Blogs, What is	Technology based Learning	R1 and R3,

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based c. Learning d. Technology based Learning e. Peer teaching f. Project based g. Learning.	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
	collection	the Sharing Economy? (e.g., Uber, Airbnb, etc.),		
20-23	To understand the scaling techniques	Impact of the Sharing Economy on Digital Marketing, Future Digital Marketing Trends:	Project based Learning.	R1 and R3,
23-26	To understand data preparations before analyzing the data and get insights of central tendency	AI, Voice Search, Chatbots, and Automation	Peer teaching	R1 and R3,
27-29	To understand and learn the various data analysis techniques	Digital Marketing Mix: Online Advertising, Lead Generation,	Group Learning and Teaching	R2 and R3
30-31	To understand and learn the various data analysis techniques and get hand on experience on SPSS	Social Media Marketing, Content and Copywriting. Influencer Marketing:	Game Based Learning	R2 and R3
32-33	To learn how to write report	Email Marketing- Need for Emails, Types of Emails,	Technology based Learning	R2 and R3

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based c. Learning d. Technology based Learning e. Peer teaching f. Project based g. Learning.	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
		options in Email advertising		
34-35	To learn and understand bibliographic and referencing techniques	Features of Mailchimp, Mobile Marketing: Overview of the B2B and B2C Mobile Marketing.	Project based Learning.	R2 and R3
36-37	To learn how to write dissertations	Mobile Marketing: Mobile marketing, mobile usage	Project based Learning.	R2 and R3
38	To understand how to write research findings	mobile advertising, mobile marketing toolkit, mobile marketing features, mobile analytics, E-Wallet	Group Learning and Teaching	R2 and R3
39-40		Revision, doubt clearance	Group Learning and Teaching	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	60 Minutes	10	17-09-2025	1-20	CB
Test 2	60 Minutes	10	05-11-2025	20-40	CB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
END Semester Examination	3 Hours	70	10-12-2025	1- 40	CB

** To be announced in the class

CB= Close Book Exam

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: 07/08/2025

Dr.ARCHI DUBEY
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TBB301	Current Affairs Indian Humanities	3	0	0	3

Instructor-in-charge: Dr.PRATIBHA BARIK

Learning Outcomes:

1. To understand key developments in Indian economy.
2. To gain knowledge of government policies and schemes.
3. To learn how global events (like international conflicts, oil prices, global summits) impact India.

Reference Book	GK Today https://www.gktoday.in
Reference Book	Competition Success review (Aug-Dec 2023)
Reference Book	CG Current Affairs
The Indian Economic Review	PDF 1
	PDF2
Sports	PDF3
Daily New Paper and Magazines	Daily Newspaper & Magazines Times of India, Hitvada & Dainik Bhaskar)

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approach	Reference (chapter/sec./ Page Nos of Text/Ref. Books)
1-4	Indian Economy	Indian Economy: Past, present, and future	Group learning and Teaching	PDF-1(pg-1-12)
5-12	Indian Economy	What made the Indian Economy resilient?	Individual learning/self-study	PDF-1(pg-24-64)
13-14	Environment Studies	Introduction to Environment Studies	Collaborative and Cooperative Learning	PDF-2 (Pg- 1-5)

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approach	Reference (chapter/sec./ Page Nos of Text/Ref. Books)
15-17	Environment Studies	Environmental Policies and Practices	Individual learning/self-study	PDF-2 (Pg-119-129)
18-19	Environment Studies	Human Communities and the Environment	Individual learning/self-study Collaborative and Cooperative Learning	PDF-2 (Pg-130-137)
19-20	Social Issues	Presentation	Collaborative and Cooperative Learning	Pg-343-365
21-24	Know you CG	About CG		Pg-235-365
25-26	Entertainment	India's entertainment and media	Group learning and Teaching	https://www.pwc.in/india-entertainment-media-outlook-2024-28.html
27-28	Entertainment	MCQ	Collaborative and Cooperative Learning	Current news paper
29-31	Sports	Indian sports	Individual learning/self-study	PDF-3(Pg-2-8)
31-35	Presentation	Current Topic presentation	Game Based learning	PPT
36-38	Presentation	Presentation	Collaborative and Cooperative Learning	PPT
39-40	Revision	Current Topic presentation	Group learning and Teaching	PPT

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	60 Minutes	10	05-09-2025	1-16	CB
Test 2	60 Minutes	10	03-11-2025	17-31	OB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	70	01-12-2025	1-45	CB

** To be announced in the class

CB= Close Book Exam

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: 10/10/2025

Dr.PRATIBHA BARIK
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TBB302	Business Strategy 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	Business Policy and Strategic Management by Azhar Kazmi, Tata McGraw-Hill
Reference Book R2	Introduction to Business Strategic-IUP
Reference Book R3	Strategic Management Dr. P Subba Rao/ Himalaya
Reference Book R4	PDF-1, PDF-2

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approach	Reference (chapter/sec. /Page Nos of Text/Ref. Books)
1-5	Introduction to strategic management	Introduction	Group learning and Teaching	IUP,Pg-3-18
6-10	Introduction to strategic management	Strategic management process	Group learning and Teaching	IUP, Pg-19-24
11-13	Introduction to strategic management	Vision & mission statements, Environment scanning & Analysis of industry.	Collaborative and Cooperative Learning	IUP,Pg-32-38
14		Revision	Peer teaching	

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approach	Reference (chapter/sec. /Page Nos of Text/Ref. Books)
15-18	Evaluation of MNC	Evaluation of multinational environment,	Group learning and Teaching	PDF-1, PPT
19-23	Forecasting business environment	Forecasting business environment, Internal analysis of company	Group learning and Teaching	PDF-1, Pg-48-79
24-26	Objectives	Long-term objectives	Collaborative and Cooperative Learning	PDF-2, PPT
27-30	Strategies	Analysis of strategies and choice	Group learning and Teaching	AK,Pg-249-280
31-33	Strategies	Operationalizing and implementing strategies	Group learning and Teaching	AK,Pg-292-310
34		Presentation	Collaborative and Cooperative Learning	
35-36	Structure	Integration of structure	Peer teaching	AK,Pg-317-332
37-38	Leadership	leadership and culture for institutionalizing strategies	Game Based learning	AK,Pg-350-366
39	Evaluation and Control	Evaluating and controlling strategies	Peer teaching	AK,Pg-419-440, PPT
40		Revision	Collaborative and Cooperative Learning	

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	60 Minutes	10	15-09-2025	1-14	CB Best out of two Mid Sem Exam
Test 2	60 Minutes	10	03-11-2025	14-30	
Quiz/Assignment/Lab	Throughout the Semester	5	**	---	CB
Attendance and Behaviour		5			
END Semester Examination	3 Hours	70	03-12-2025	1- 45	CB

** To be announced in the class

CB= Close Book Exam

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: 10/08/2025

Dr.PRATIBHA BARIK
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TBB303	Project Management	3	0	0	3

Instructor-in-charge: Dr.SHILPI GUPTA

Learning Outcomes:

The basic objective of this course is to familiarize the students with the concept and its management, planning, analysis, financing, selection by understanding the various tools and techniques that are used in managing the project from planning to control.

Text Book T1	Project management by Chandra P. 2014Jeffry K. Pinto,2021, Project Management
Reference Book R1	Still. K.R., Cundiff. E.W & Govini. N.A.P(6th Ed.,2014). Sales Management. Pearson education, New Delhi
Reference Book R2	Tanner Jr., J.F., Honeycutt Jr., E.D. and Erffmeyer, R.C. (1st Ed.,2015), Project Management, Pearson education, New Delhi
Reference Book R3	PDF from IGNOU study Modules

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
1	Module 1	Corporate planning process and investment decisions, Benefits of Project Management		PDF 1.1
2-3	Module 1	The corporate financial objective	Group Learning and Teaching- NISM Notes	PDF 1.2

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
4-5	Module 1	Attributes of a Project, Project Life Cycle		PDF 1.3
6-7	Module 1	The Project management Process, Global Project Management		PDF 1.4/ BSE data
8-9	Module 1	Needs, Project Selection, Preparing a Request for Proposal.	NSE/BSE Modules	PDF 1.5
10	Case		Faculty interaction	Live preparation of project proposal
11-12	Module II	Time value of money,	Technology Based Learning	Pdf 2.1
13	Module II	cost of capital,		Pdf 2.2
14	Module II	strategic investment decisions	Technology Based Learning	Pdf 2.3/NPTEL
15-16	Module II	project feasibility study,		Pdf 2.4
17-18	Module II	cost benefit analysis,		Pdf 2.5
19	Module II	ISO 9000:2000 ISO 14000		Bulletin

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
20	Case		Project based learning	Discussion in the class by faculty
21	Module III	The required rate of return from projects,	Technology Based Learning	Pdf 3.1
22-23	Module III	DCF, Non DCF		Pdf 3.2
24-25	Module III	capital budgeting evaluation techniques,	Technology Based Learning	Pdf 3.3/Numerical
26	Module III	The economic life of the project, risk management in capital budgeting	Peer teaching/ RBI Bulletin	Pdf 3.4
27-28	Module III	PERT		Pdf 3.5
29-30	Module III	CPM		Pdf 3.5
31	Module IV	Project risk analysis, Project portfolio risk, allocation of limited capital,	Group Learning and Teaching	Pdf 4.1
32-33	Module IV	Planning, Monitoring and Control, Project Management Information System.		Pdf 4.2

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
34	Module IV	Project planning & control,	Group Learning and Teaching	Pdf 4.3
35-36	Module IV	Project Audit, Project Audit Life Cycle,	Technology Based Learning	Live from Moneycontrol.com
37-38	Module IV	Responsibilities of Evaluator/ Auditor,		Pdf 4.4
39-40	Module IV	Responsibilities of the Project Manager		Pdf 4.5

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	60 Minutes	10	16-09-2025	1-20	CB
Test 2	60 Minutes	10	04-11-2025	21-40	CB
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Comprehensive Exam	3 Hours	70	05-12-2025	1- 40	CB

**** To be announced in the class CB= Close Book Exam**

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: 10/08/2025

**Dr.SHILPI GUPTA
Instructor-in-charge**

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TBB304	Business Environment	3	0	0	3

Instructor-in-charge: Dr.AMBARISH GHOSH

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.

TextBookT1	Business Environment and Policy, Francis Cherunilam Himalaya Publishing House
ReferenceBookR1	Macro economics, Rudiger Dorn busch, TataMc Graw-Hill Publishing
ReferenceBookR2	Lectures on Macroeconomics, Blanchard and Fischer, Prentice-Hall India

Lecture-Wise-Plan:

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

Lectur Nos.	Learning Objective	Topics to be covered	Reference (Text/Ref. Books)
11	Foreign exchange	Forex market, Foreign exchange rate, risk, mechanisms, reserves	T1
12-16	Financial Environment	Financial systems, markets, institutions, instruments.	T1
17-18	Financial Intermediation	Functions, types and importance of financial intermediaries	T1
18-19	Trade Environment	Trade policies and agreements, Liberalization and Globalization	T1
21-25	EXIM Policy, WTO	Objectives, Components and Impact of EXIM Policy, Objectives and Functions of WTO, Key agreements under the WTO	T1
26-27	MFN Status	Features of MFN status, Exceptions to MFN status, Benefits and Drawbacks of MFN Status	T1
28	Technological Environment.	Impact of technological environment, Opportunities & challenges in the technological environment	T1
29-30	Legal Environment	Components and impact of the Legal environment. Opportunities and Challenges in the legal environment	T1
31	Forms of Organization	Main forms of business organization	T1
32-34	Incorporation of Joint Stock Company	Steps, Types, Advantages and Disadvantages of Incorporation	T1
35-36	Insurance Act, Regulatory Environment	Key provisions of the Insurance Act (General Overview)	T1
37-38	Consumer Protection,	Key aspects, key elements of consumer protection law	T1
39-40	Environmental Analysis	Components of environmental analysis, key elements of internal & external Environmental analysis, process of environmental analysis	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	60 Minutes	20	16-09-2025	1-10	CB Best out of two Mid Sem
Test 2	60 Minutes	20	04-11-2025	11-40	
Quiz/Assignment/Lab	Throughout the Semester	10	**	---	CB
Attendance		10			
Comprehensive Exam	3 Hours	60	17-12-2025	1- 40	CB

** To be announced in the class

CB= Close Book Exam

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: 10/08/2025

Dr.AMBARISH GHOSH
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TBB305	Sales Management	3	0	0	3

Instructor-in-charge: Dr.JAYANT ISAAC

Learning Outcomes:

After successful completion of the course student will be able to

1. Understand the study of sales Management deals with issues related to sales force management and focuses on 'Selling' as a tool of Marketing Communication.
2. Understand the study of Channel Management offers and appreciation of logistics of information and goods and exposes students to the types of systems required to optimize organizational efficiency through this function

Pedagogy:

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

Text Book T1	Sales & Distribution Management, the ICFAI University Press
Reference Book R1	Sales Management Decisions, Strategies and Cases, 5e Richard R Still, Edward W Cundiff, Noman A P Govoni/Prentice-hall, India
Reference Book R2	Sales and Distribution Management Aftab Alam, Wisdom Publication Delhi Sales and Distribution-IUP

Lecture-Wise-Plan:

Lecture No	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer Teaching e. Project Based Learning. f. Case Based Learning	Reference
01	Introduction to Sales Management – Definition and Overview	Group Learning and Teaching	Handout/T1 Ch1- Page 4-13

Lecture No	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer Teaching e. Project Based Learning. f. Case Based Learning	Reference
02	Nature and Scope of Selling	Group Learning and Teaching	Handout/T1 Ch1- Page 4-13
03	Role and Importance of Sales in Business	Group Learning and Teaching	Handout/T1 Ch1- Page 4-13
04	Objectives of Sales Management	Group Learning and Teaching	Handout/T1 Ch1- Page 4-13
05	Relationship Between Sales and Marketing Management	Group Learning and Teaching/ Case based Learning	Handout/T1 Ch1- Page 4-13
06	Environmental Factors Affecting Sales Management	Group Learning and Teaching/ Case based Learning	Handout/T1 Ch1- Page 4-13
07	Designing a Sales Organization – Principles and Basis	Group Learning and Teaching	Handout/T1 Ch2- Page 18-31
08	Types of Sales Organizations	Group Learning and Teaching/ Case based Learning	Handout/T1 Ch2- Page 18-31
09	Centralized vs Decentralized Sales Structures	Group Learning and Teaching	Handout/T1 Ch2- Page 42-54
10	Coordination Between Sales, Advertising, and Distribution	Group Learning and Teaching	Handout/T1 Ch2- Page 42-54
11	Role of a Sales Manager	Group Learning and Teaching	Handout/T1 Ch2- Page 42-54
12	Responsibilities of a Sales Manager	Group Learning and Teaching	Handout/T1 Ch2- Page 42-54
13	Role and Responsibilities of a Sales Executive	Group Learning and Teaching	Handout/T1 Ch2- Page 42-54
14	Buyer-Seller Dyads – Communication in Sales	Group Learning and Teaching/ Case based Learning	Handout/T1 Ch2- Page 56-80

Lecture No	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer Teaching e. Project Based Learning. f. Case Based Learning	Reference
15	Sales Force Strategy – Planning and Implementation	Group Learning and Teaching	Handout/T1 Ch2- Page 56-80
16	Theories of Personal Selling: AIDAS Theory	Group Learning and Teaching/ Case based Learning	Handout/T1 Ch2- Page 56-80
17	Buying Formula Theory of Selling	Group Learning and Teaching	Handout/T1 Ch2- Page 56-80
18	Behavioral Equation Theory	Group Learning and Teaching	Handout/T1 Ch2- Page 56-80
19	Approaches to Personal Selling: Stimulus-Response, Need-Satisfaction	Group Learning and Teaching/ Case based Learning	Handout/T1 Ch2- Page 56-80
20	Introduction to Recruitment in Sales	Group Learning and Teaching	Handout/T1 Ch11- Page 188-199
21	Importance of Hiring Right Sales Personnel	Group Learning and Teaching	Handout/T1 Ch11- Page 200-210
22	Criteria for Selecting Salespeople	Group Learning and Teaching	Handout/T1 Ch11- Page 200-210
23	Salesperson Selection Process – Steps and Methods	Group Learning and Teaching	Handout/T1 Ch11- Page 200-210
24	Sales Interviews and Selection Tests	Group Learning and Teaching	Handout/T1 Ch11- Page 200-210
25	Importance and Benefits of Sales Training	Group Learning and Teaching	Handout/T1 Ch11- Page 200-210
26	Types of Sales Training – Initial	Group Learning and Teaching/ Case based Learning	Handout/T1 Ch11- Page 200-210

Lecture No	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer Teaching e. Project Based Learning. f. Case Based Learning	Reference
27	Follow-up or Refresher Training	Group Learning and Teaching	Handout/T1 Ch11- Page 200-210
28	Manufacturer-led Training for Distributor Sales Force	Group Learning and Teaching	Handout/T1 Ch11- Page 200-210
29	Manufacturer-led Training for Customers	Group Learning and Teaching	Handout/T1 Ch11- Page 200-210
30	Concept of Motivation in Sales	Group Learning and Teaching	Handout/T1 Ch14- Page 245-250
31	Maslow's Hierarchy of Needs Applied to Salespeople	Group Learning and Teaching	Handout/T1 Ch14- Page 245-250
32	Herzberg's Two-Factor Theory	Group Learning and Teaching/ Case based Learning	Handout/T1 Ch14- Page 245-250
33	Goal Setting Theory and Application in Sales	Group Learning and Teaching	Handout/T1 Ch14- Page 245-250
34	Expectancy Theory of Motivation	Group Learning and Teaching/ Case based Learning	Handout/T1 Ch14- Page 245-250
35	Link Between Motivation and Sales Productivity	Group Learning and Teaching	Handout/T1 Ch14- Page251-261
36	Personal Characteristics and Their Effect on Motivation	Group Learning and Teaching	Handout/T1 Ch14- Page251-261
37	Types of Salespeople – Competitor, Achiever, Ego-driven, etc.	Group Learning and Teaching	Handout/T1 Ch14- Page251-261
38	Ethical Issues in Sales Management	Group Learning and Teaching	Handout/T1 Ch14- Page251-261

Lecture No	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer Teaching e. Project Based Learning. f. Case Based Learning	Reference
39	Social Issues and Corporate Responsibility in Selling	Group Learning and Teaching	Handout/T1 Ch14- Page251-261
40	Motivation Techniques and Incentives	Group Learning and Teaching/ Case based Learning	Handout/T1 Ch14- Page251-261

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	60 Minutes	10	17-09-2025	1-25	CB
Test 2	60 Minutes	10	05-11-2025	26-40	CB
Quiz/Assignment/Lab	Throughout the Semester	10	**	1-45	CB
END Semester Examination	3 Hours	70	10-12-2025	1-45	CB

** To be announced in the class

CB= Close Book Exam

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: 10/10/2025

Dr.JAYANT ISSAC
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TBB306	Advertising Sales Promotion	3	0	0	3

Instructor-in-charge: Dr.AMBARISH GHOSH

Learning Outcomes:

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
4	Objections leveled against advertising; Is advertising	T1 ,R1, study material

Lecture No	Topics	References
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
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

Lecture No	Topics	References
		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
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
Mid Sem Exam I	60 Minutes	20	17-09-2025	1-20	CB Best out of two Mid Sem Exam
Mid Sem Exam II	60 Minutes	20	05-11-2025	21-40	
Quiz/Assignment/Lab	Throughout the Semester	10	Throughout the semester	**	CB
Attendance		10			
Comprehensive Exam	3 Hours	60	12-12-2025	1- 40	CB

** To be announced in the class CB= Close Book Exam

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

Date: 11/10/2025

Dr.AMBARISH GHOSH
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TMB501	Accounting for Managers	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 R1	Dr.S.M.Shukla“Financial Accounting” Sahitya bhawan publication Agra
Reference Book R2	Charles T. Horngren, Introduction to financial accounting
Reference Book R3	John A. Ellitt, Introduction to Financial Accounting

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be Covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. Group learning and Teaching	Reference (Chapter /Sec. /Page Nos. of Text/Ref. Books)
1-5	To Understand the Evolution of Accounting	Development , Definition, Needs,	h. Group learning and Teaching	T1 1-14 Notes page no-1,2,3

Lecture Nos.	Learning Objective	Topics to be Covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. Group learning and Teaching	Reference (Chapter /Sec. /Page Nos. of Text/Ref. Books)
		Objectives, Branches of Accounting, basic Accounting Principles Concept and Conventions.		
6-12	To Recognize the Importance of Books of Original Records	Concept of Single and Double entry system, Books of original Records, Journal, Ledger	d. Technology based learning h. Group learning and Teaching	PPT slide no-4,5,6 T1 48-64
13-15	To Understand Trial Balance	Object, features and methods Trial balance.	h. Group learning and Teaching	T1 Page no 215-241
16-25	To Understand Final Accounts	Concepts of trading , profit and loss accounts & Balance-sheet, Adjustments Entries, Practical Questions of	f. Problem Based Learning h. Group learning and Teaching	T1 Page no 242-345

Lecture Nos.	Learning Objective	Topics to be Covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. Group learning and Teaching	Reference (Chapter /Sec. /Page Nos. of Text/Ref. Books)
		Final accounts		
26-32	To Understand Statutory Audit and Annual reports	Persons Responsible for keeping proper books of accounts, Appointment of Auditors	g. Project based Learning	T 230-250
33-40	To Understand Cost Accounting and cost concepts	Introduction Meaning, definition of cost accounting System , material and labour valuation method	f. Problem Based Learning h. Group learning and Teaching	T 303-320
41-45	To Understand Cost-volume-Profit Analysis	Concepts of Marginal Costing	e. Peer teaching f. Problem Based Learning	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	60 Minutes	20	15-09-2025	1-25	CB
Test 2	60 Minutes	20	03-11-2025	26-40	CB
Quiz/Assignment/Lab	Throughout the Semester	10	**	1-45	CB
Attendance		10			
END Semester Examination	3 Hours	60	01-12-2025	1-45	CB

** To be announced in the class

CB= Close Book Exam

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: 11/08/2025

Dr.ABHA SHUKLA
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TMB502	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 focuses on markets, pricing and managerial decision making
3. To study on concepts such as scarcity and efficiency, problems of economic analysis with a focus on strategic behavior of different kinds of market structures and pricing

Reference Book R1	Dominick Salvatore (2009) Principles of Microeconomics (5 th Ed.) 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	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. Group learning and Teaching	Reference (chapter/sec. / Page Nos of Text/Ref. Books)
1	Concept of Managerial Economics	Introduction to Managerial Economics	Collaborative and Cooperative Learning	3-4

Lecture Nos.	Learning Objective	Topics to be Covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. Group learning and Teaching	Reference (chapter/sec. / Page Nos of Text/Ref. Books)
2	Concept of Managerial Economics	Definition of economics	Collaborative and Cooperative Learning	5-6, PPT
3	Concept of Managerial Economics	Principles of managerial economics	Collaborative and Cooperative Learning	7-8, PPT
4-5	Concept of Managerial Economics	managerial decision	Collaborative and Cooperative Learning	9
6	Concept of Managerial Economics	Relationship with other management subject	Collaborative and Cooperative Learning	11-14, PPT
7		Revision	Collaborative and Cooperative Learning	
8	Demand & Supply analysis	Demand & Supply analysis	Group learning and Teaching	15
9	Demand & Supply analysis	Law of demand	Group learning and Teaching	149-154
10	Demand & Supply analysis	Demand and supply relationship	Individual learning/self-study	326, PPT
11-12	Demand & Supply analysis	Law of supply	Individual learning/self-study	328
13-14	Demand & Supply analysis	supply curve and shift	Collaborative and Cooperative Learning	334, PPT

Lecture Nos.	Learning Objective	Topics to be Covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. Group learning and Teaching	Reference (chapter/sec. / Page Nos of Text/Ref. Books)
15-16	Market equilibrium	Market equilibrium	Group learning and Teaching	325-330,PPT
17-18	Concepts of elasticity	Concepts of elasticity	Group learning and Teaching	165-179
19-20	Demand forecasting	Demand forecasting	Group learning and Teaching	191-193
21		Presentation/Assignment	Individual learning/self-study	
22-23	Introduction to Consumer behaviour	Introduction to Consumer behaviour	Individual learning/self-study	109
24	Introduction to Consumer behaviour	Utility, Cardinal Approach	Individual learning/self-study	110-113
25-26	Introduction to Consumer behaviour	Consumer's equilibrium using	Group learning and Teaching	114-124
27-28	Analyses of Production and cost	Production functions	Group learning and Teaching	227-229
29-30	Analyses of Production and cost	Law of Variable proportions	Group learning and Teaching	233-236
31	Analyses of Production and cost	Returns to scale	Group learning and Teaching	252

Lecture Nos.	Learning Objective	Topics to be Covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. Group learning and Teaching	Reference (chapter/sec. / Page Nos of Text/Ref. Books)
32	Analyses of Production and cost	Producers surplus	Individual learning/self-study	255
33-34	Analyses of Production	Short run costs and long run cost	Collaborative and Cooperative Learning	269
35	Market Structures and Decision-Making	Market types	Individual learning/self-study	344
36		Presentation/Assignment	Project based Learning	PPT
37	Market Structures and Decision-Making	Perfect competition features	Project based Learning	345-348
38	Market Structures and Decision-Making	Monopoly	Collaborative and Cooperative Learning	353-357
39	Market Structures and Decision-Making	Oligopoly	Collaborative and Cooperative Learning	383-391
40	Market Structures and Decision-Making	Game theory	Project based Learning	414-416, PPT

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	60 Minutes	20	15-09-2025	1-11	CB
Test 2	60 Minutes	20	03-11-2025	12-26	CB
Quiz/Assignment/Lab	Throughout the Semester	10	**	**	CB
Attendance		10			
END Semester Examination	3 Hours	60	03-12-2025	1-45	CB

** To be announced in the class

CB= Close Book Exam

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: 11/08/2025

Dr.PRATIBHA BARIK
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TBB503	Financial Management I	3	0	0	3

Instructor-in-charge: Dr.SHILPI GUPTA

Learning Outcomes:

The objective of the course is to help students in understanding Basic Accounting and financial concepts and appreciating the annual reports of companies for decision making purposes. It is also aimed at helping student equip themselves with various current developments in managerial decision making and Costing information for planning , controlling and profit maximization

Text Book T1	Chandra, P. (2022). Financial management: Theory and practice (10th ed.). McGraw Hill Education.
Reference Book R1	Brigham, E. F., & Houston, J. F. (2022). Fundamentals of financial management (16th ed.). Cengage Learning.
Reference Book R2	Pandey, I. M. (2022). Financial management (12th ed.). Vikas Publishing House.
Reference Book R3	Van Horne, J. C., & Wachowicz, J. M. (2021). Fundamentals of financial management (13th ed.). Pearson Education.

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
1	Module 1	Introduction: Nature and Scope of Financial Management;		PDF 1.1

Lecture Nos.	Learning Objective	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
2-4	Module 1	Financial Goals, Conflict of interest between the stakeholders;	Group Learning and Teaching- NISM Notes	PDF 1.2
5-7	Module 1	Functions of Financial Manager, Changing Financial Environment,		PDF 1.3
8-9	Module 1	Emerging Challenges faced by the Finance Manager.		PDF 1.4/ IGNOU
10	Module 1	Current cases on Financial Environmental landscape and related strategies	NSE/BSE Modules	PDF 1.5
11	Financing Decisions	Sources of Long Term Capital Equity, Debt, Term Loan, Preference share, Hybrid Securities	Technology Based Learning	Pdf 2.1
12	Financing Decisions	Issues relating Financing Decisions		Pdf 2.2
13	Financing Decisions	Cost of Capital: Computation of Cost of Equity-		Pdf 2.4
14	Financing Decisions	cost of Debt	Technology Based Learning	Pdf 2.5/NPTEL

Lecture Nos.	Learning Objective	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
15-16	Financing Decisions	Cost of Preference Capital		Pdf 2.6
17-18	Financing Decisions	Cost of Internal Reserve		Pdf 2.7
19	Financing Decisions	Weighted Average Cost of Capital.		S.P.Gupta book, Sahitya Bhavan
20	Case		Project based learning	Discussion in the class by faculty
21	Leverage and Capital Structure	Analysis of Operating Leverage and Financial Leverage-	Technology Based Learning	Pdf 3.1
22-23	Leverage and Capital Structure	Combined Financial and Operating Leverage		Pdf 3.2
24-25	Leverage and Capital Structure	Concept of Capital Structure	Technology Based Learning	Pdf 3.3/RBI Bulletin
26-27	Leverage and Capital Structure	Theories of Capital Structure	Peer teaching/ RBI Bulletin	Pdf 3.4
28	Leverage and Capital Structure	Relevance and Irrelevance, Problems of Optimal, Capital Structure.		Pdf 3.5
29	Long Term Investment Analysis	Investment idea Generation – Tools and	Group Learning and Teaching	Pdf 4.1

Lecture Nos.	Learning Objective	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
		techniques of Analysis-		
30	Long Term Investment Analysis	Risk Analysis in Capital Investment Decisions. Dividend Decisions		Pdf 4.2
31	Long Term Investment Analysis	Issues in Dividend Decisions-	Group Learning and Teaching	Pdf 4.3
32	Long Term Investment Analysis	Models and Theories of Dividend	Technology Based Learning	Moneycontrol.com
33	Long Term Investment Analysis	Forms of Dividend		Pdf 4.4
34	Long Term Investment Analysis	Corporate Dividend Behaviour.		S.P.Gupta
35	Short Term Asset Management	Strategic Planning and Estimation of Short-Term Funding	Peer teaching	Pdf 5.1
36	Short Term Asset Management	Need, Financing Sources, Computation of Cost of Short-term Fund		Pdf 5.2
37	Short Term Asset Management	Management of Cash	Technology Based Learning	Pdf 5.3

Lecture Nos.	Learning Objective	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
38-39	Short Term Asset Management	Inventory and Receivables.	Group based learning	Pdf 5.4
40	CASE	Case on cash management		Worksheet

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	60 Minutes	20	16-09-2025	1-20	CB
Test 2	60 Minutes	20	04-11-2025	20-40	CB
Quiz/Assignment/Lab	Throughout the Semester	10	**	**	CB
Attendance		10			
END Semester Examination	3 Hours	60	15-12-2025	1-40	CB

** To be announced in the class

CB= Close Book Exam

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: 11/08/2025

Dr.SHILPI GUPTA
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TMB504	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 R1	Luthans Fred: Organizational Behaviour, TMH New Delhi.
Reference Book R2	Davis Keith, Human Behaviour at Work, TMH, New Delhi.
Reference Book R3	EcP PDF and notes

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based c. Learning d. Technology based Learning e. Peer teaching f. Project based g. Learning.	Reference (Text/Ref. Books)
1-3	Meaning and concept of OB	Understanding Human Behavior, Conceptual framework for understanding individual	Group Learning and Teaching	T1, Ch1 Page 1.3-1.26

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based c. Learning d. Technology based Learning e. Peer teaching f. Project based g. Learning.	Reference (Text/Ref. Books)
		behaviors as an input-output system,		
4-5	To understand people in the organization	biological foundation of Behavior, The dynamics of people and Organization	Group Learning and Teaching	T1, Ch1 Page 1.3-1.7
6-7	To understand OB model	Comprehensive organizational behavior model; Biographical characteristics of individual behaviors.	Group Learning and Teaching	T1, Ch1 Page 1.18-1.20
8-10	To understand personality and its theories	Personality and case study	Peer teaching	T1, Ch4 Page 4.1-4.23
11-13	To understand Perception and its theories	Perception and case study	Game Based Learning	T1, Ch9 Page 9.3-9.79
14-16	To understand motivation and its theories	Motivation-Motivational Theories	Game Based Learning	T1, Ch2 Page 2.1-2.36
17-19	To understand Leadership and its theories	Leadership, Leadership Theories	Technology based Learning	T1, Ch-10 Page 10.1-10.49
20-23	To understand Emotional Intelligence	Emotional Intelligence and case study	Project based Learning.	T1, Ch-1 Page 11.1-11.46
23-26	To understand learning	Learning	Peer teaching	T1, Ch-3 Page 3.1-3.43

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based c. Learning d. Technology based Learning e. Peer teaching f. Project based g. Learning.	Reference (Text/Ref. Books)
27-29	To learn about group formation	Importance and need for group formation, Intra-group & Inter-group processes and behavior,	Group Learning and Teaching	R1, Ch-7 Page 7.1-7.97
30-31	Team building and importance of team in the organization	Team building. Team building Exercise	Game Based Learning	R1, Ch9 Page 9.75-9.76
32-33	To learn about organizational culture	Organizational Culture & Climate	Technology based Learning	T1, Ch-13 Page 13.3-13.42
34-35	To learn and implicate organizational structure	Organizational Structure,	Project based Learning.	T1, Ch-14 Page 14.1-14.46 T1 Ch15- Page 15.1-15.29
36-37	To learn about organizational culture to inculcate the same among future managers	Organizational Change	Project based Learning.	T1, Ch-18 Page 18.3-18.43
38-40	To learn and understand OD intervention techniques	OD Interventional techniques.	Group Learning and Teaching	

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	60 Minutes	20	16-09-2025	1-15	CB
Test 2	60 Minutes	20	04-11-2025	16-30	CB
Quiz/Assignment/Lab	Throughout the Semester	10	**	**	CB
Attendance		10			
END Semester Examination	3 Hours	60	08-12-2025	1-45	CB

** To be announced in the class

CB= Close Book Exam

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.

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Date: 10/08/2025

Dr.ARCHI DUBEY
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TMB505	Operation Management	3	0	0	3

Instructor-in-charge: Dr.JAYA CHANDRA

Learning Outcomes:

1. To enable students to understand the principles and techniques of production and operations for improving efficiency, quality, and productivity in organizations.
2. To develop problem-solving and decision-making skills for managing resources, processes, and systems effectively in real business situations.

Text Book T1	Production and Operation Management, P Rama Murthy, New Age Publishers
Reference Book R1	Operations Management by William J. Stevenson, 14th Edition, McGraw-Hill Education
Reference Book R2	Operations Management: Processes and Supply Chains by Lee J. Krajewski, Manoj K. Malhotra, and Larry P. Ritzman, 12th Edition, Pearson
Reference Book R3	PDF given to students of each lecture extracted from New Age Publishers

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
1	Introduction	Fundamentals of Operations Management: Definition and Importance	Group Learning and Teaching	Pdf 1.1

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
2	Introduction	Historical Evolution	Group Learning and Teaching	Pdf 1.2
3-4	Introduction	Operations Strategy: Role of Operations in Strategy	Group Learning and Teaching	Pdf 1.3
5-6	Introduction	Competitive Dimensions	Group Learning and Teaching	Pdf 1.4
7-8	Introduction	Productivity and Competitiveness : - Measuring Productivity -Improving Productivity	Technology Based Learning	Case 1: pdf
9	Process Analysis and Design	Process Analysis:- Flowcharting Processes	Technology Based Learning	Pdf 2.1
10-11	Process Analysis and Design	Process Performance Metrics	Group Learning and Teaching	Pdf 2.2
12	Process Analysis and Design	Capacity Planning:Determining Capacity Requirements	Group Learning and Teaching	Pdf 2.3
13-14	Process Analysis and Design	Strategies for Managing Capacity	Peer learning	Pdf 2.4
15	Process Analysis and Design	Facility Layout and Design: - Types of	Group Learning and Teaching	Pdf 2.5

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
		Layouts Designing Effective Layouts		
16	Case Study	Presentation by students of any firm of their choice	Project Based learning	Case 2:PDF
17	Production Planning and Control	Forecasting: Techniques for Demand Forecasting	Group Learning and Teaching	Pdf 3.1
18-19	Production Planning and Control	Forecasting Accuracy and Error Measures	Group Learning and Teaching	Pdf 3.2
20	Production Planning and Control	Inventory Management: Inventory Control Systems	Group Learning and Teaching	Pdf 3.3
21-22	Production Planning and Control	Economic Order Quantity (EOQ) and Safety Stock	Project Based Learning	Pdf 3.4
23	Production Planning and Control	Scheduling: Job Scheduling Techniques	Group Learning and Teaching	Pdf 3.5
24-25	Production Planning and Control	- Gantt Charts and Critical Path Method (CPM)	Project Based Learning	Pdf 3.6
26	Quality Management and	Quality Concepts: - Definitions	Peer teaching	Pdf 4.1

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
	Improvement	and Dimensions of Quality, Costs of Quality		
27	Quality Management and Improvement	Quality Tools and Techniques: Statistical Process Control (SPC)	Group Learning and Teaching	Pdf 4.2
28	Quality Management and Improvement	Six Sigma and Lean Principles	Group Learning and Teaching	Pdf 4,3
29-30	Quality Management and Improvement	Continuous Improvement: - Kaizen and Continuous Improvement Processes	Group Learning and Teaching	Pdf 4.4
31	Quality Management and Improvement	- Total Quality Management (TQM)	Group Learning and Teaching	Pdf 4.5
32	Case Study		Group Learning and Teaching	Case 4:PDF
33	Supply Chain Management and Lean Operations	Concept, calculation of cost of capital of equity share	Technology Based Learning	Pdf 5.1

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
34-35	Supply Chain Management and Lean Operations	Supply Chain Fundamentals: - Components and Functions of a Supply Chain	Group Learning and Teaching	Pdf 5.2
36-37	Supply Chain Management and Lean Operations	- Supply Chain Integration and Coordination	Peer teaching	Pdf 5.3
38	Supply Chain Management and Lean Operations	Lean Operations: - Principles of Lean Thinking	Group Learning and Teaching	Pdf 5.4
39	Supply Chain Management and Lean Operations	Lean Operations: Implementing Lean Systems	Project Based Teaching	Pdf 5.5
40	Supply Chain Management and Lean Operations	Sustainability in Operations: - Sustainable Supply Chain Practices - Green Operations Strategies	Group Learning and Teaching	Pdf 5.6

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	60 Minutes	20	17-9-2025	1-15	CB
Test 2	60 Minutes	20	05-11-2025	16-30	CB
Quiz/Assignment/Lab	Throughout the Semester	10	**	**	CB
Attendance		10			
END Semester Examination	3 Hours	60	10-12-2025	1-45	CB

** To be announced in the class

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Date: 10/08/2025

Dr.JAYA CHANDRA
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TMB506	Marketing Management	3	0	0	3

Instructor-in-charge: Dr.JAYANT ISAAC

Learning Outcomes:

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

1. Understand and explain key Marketing Concepts and Philosophies Comprehend the fundamental Concepts, core philosophies and scope of marketing, and articulate their relevance in modern business environments.
2. Apply Marketing Processes and Techniques in Business Operations Analyze and utilize various marketing processes such as market segmentation, targeting, positioning, and the marketing mix to effectively manage and solve marketing challenges within a firm.
3. Evaluate and Manage Marketing Strategies for organizational success Assess, design and implement appropriate Marketing strategies and Operational techniques to achieve organizational objectives and adapt to dynamic market conditions

Text Book T1	Marketing Management , ICFAI UNIVERSITY PUBLICATION
Text Book T2	Principles of marketing , Kotler, P., & Armstrong, G. (n.d.). Pearson Education/PHI
Reference Book R1	A textbook of marketing management, Ramaswamy, S., & Namakumari, S. (n.d.) / Macmillan.
Reference Book R2	Marketing management (5th ed.), Panda, T. (2007). Excel Books.
Reference Book R3	Fundamentals of marketing, Etzel, M. J., Walker, B. J., & Stanton, W. J. (n.d.). McGraw-Hill Education.
Reference Book R4	Marketing 4.0: Moving from traditional to digital , Kotler, P., Kartajaya, H., & Setiawan, I. (2017). Wiley.

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. Group learning and Teaching	Reference (Chapter/Section/ Page Nos. of Text/ Ref. Books)
1-5	Introduce marketing: definitions, scope, importance and core ideas; set the course plan	Overview of Marketing; Concept of marketing; Scope & importance of marketing; Core marketing concepts (needs, wants, demand, value, exchange, offers, brands); Introduction to marketing strategy & plan	T1 (lecture) + h (group icebreaker) + b (short self-read)	T1 (Ch.1–2) ; T2 (Ch.1–3) ; R1 (Intro chapters)
6-8	Show how market forms differ and how managers choose strategy	Types of Market (consumer vs industrial, mass vs niche, local vs global); Marketing strategies & marketing plan basics (objectives, STP link, 4Ps overview)	T1 + h (group examples) + g (mini-plan exercise)	T1 (Ch.2–3) ; T2 (Ch.4–5) ; R2 (strategy chapters)

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. Group learning and Teaching	Reference (Chapter/Section/ Page Nos. of Text/ Ref. Books)
9-12	Explain marketing environment and run an environment scan	Marketing environment — immediate (customers, suppliers, competitors, intermediaries) and macro (PESTEL); how environment affects strategy	d (environment mapping simulation) + h (group analysis) + f (case linkages)	T1 (Ch.3–4) ; T2 (Ch.6) ; R3 (environment/insight chapters)
13-15	Student teams practise segmentation basics	Unit II intro: Segmentation — concept & bases (geographic, demographic, psychographic, behavioral); segmentation variables in practice	h (group discovery) + a (collaborative) + b (self-study prep)	T1 (Ch.5) ; T2 (Ch.7) ; R1 (segmentation sections)

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. Group learning and Teaching	Reference (Chapter/Section./ Page Nos. of Text/ Ref. Books)
16-18	Target selection and positioning — hands-on learning	Targeting methods & selection criteria; Positioning approaches (PODs/POPs, frames of reference, perceptual mapping); STP process end-to-end	c (game-based: target selection) + e (peer teaching on positioning) + g (STP mini-project start)	T1 (Ch.5–6) ; T2 (Ch.8) ; R2, R3 (positioning chapters)
19-25	Marketing research + consumer behaviour — tools and application	Marketing research: concepts, relevance & full research process (design, sampling, data collection, analysis); Consumer behaviour: meaning, factors influencing buyer behaviour; Consumer decision-making	d (online survey tools demo) + g (mini research project) + c (consumer-journey simulation)	T1 (Ch.7–8) ; T2 (Ch.9–10) ; R1, R3 (research & CB chapters)

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. Group learning and Teaching	Reference (Chapter/Sec./ Page Nos. of Text/ Ref. Books)
		process		
26-32	Product, brand & price — decisions managers make and how to evaluate them	Unit III: Types of products; Product mix & product-line decisions (width, length, depth, consistency); New Product Development process; Product Life Cycle and strategies; Branding & branding strategies; Packaging essentials; Pricing objectives, methods & strategies	f (case-based product-mix analysis) + c (PLC mapping game) + e (peer teaching on branding)	T1 (Ch.9–12) ; T2 (Ch.11–13) ; R1, R2 (product/brand/pricing chapters)
33-35	Integrate product + pricing: plan a mini launch	Pricing strategies in depth (skimming, penetration, psychological pricing,	d (virtual pricing simulation) + g (project-based launch plan) + f (problem-based tweaks)	T1 (Ch.11–12) ; T2 (Ch.12–13) ; R2 (pricing sections)

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. Group learning and Teaching	Reference (Chapter/Section/ Page Nos. of Text/ Ref. Books)
		bundling); Pricing methods (cost-, value-, competition-based); Product/branding/ pricing integrated mini launch (project work)		
36-40	Channel design and management — flows, structure, conflicts	Unit IV: Nature of marketing channels; Types of channel flows (physical, ownership, information, payment); Channel functions & distribution channel functions; Structure & design of channels; Channel co-operation, conflict & competition; Role of retailers &	h (channel-role mapping) + c (channel simulation) + e (roleplays) + g (channel design project)	T1 (Ch.13–14) ; T2 (Ch.14) ; R3 (distribution/ channel chapters)

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. Group learning and Teaching	Reference (Chapter/Section/ Page Nos. of Text/ Ref. Books)
		wholesalers		
41-45	Promotion and modern marketing issues; course integration & assessment	Unit V: Promotion-mix overview (advertising, sales promotion, personal selling, publicity/PR); Channel management (levels, types, strategies); Current trends in wholesaling/retailing; Emerging issues in marketing; Ethics in marketing; Final project presentations & feedback	a (collaborative debates on ethics) + d (ad analytics tech) + g (final campaign/project presentation) + b (individual reflection)	T1 (Ch.15–16) ; T2 (Ch.15) ; R4 (digital & trends); R1/R3 (ethics & IMC)

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	60 Minutes	20	17-9-2025	1-15	CB Best out of two Mid Sem Exam
Test 2	60 Minutes	20	05-11-2025	16-30	
Quiz/Assignment/Lab	Throughout the Semester	10	**	**	CB
Attendance		10			
END Semester Examination	3 Hours	60	12-12-2025	1-45	CB

** To be announced in the class

CB= Close Book Exam

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: 04/08/2025

Dr.JAYANT ISAAC
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TMB507	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	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. Group learning and Teaching	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
1-2	Understand the importance of communicat	Introduction: Communication-Definition. Nature, objectives,	Group learning and Teaching	1-23(T1)

Lecture Nos.	Learning Objective	Topics to be Covered	Pedagogical Approaches <ol style="list-style-type: none"> Collaborative and Cooperative Learning Individual learning/self-study Game Based learning Technology based learning Peer teaching Problem Based Learning Project based Learning Group learning and Teaching 	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
	ion	Importance to Managers, https://aqilkhans.files.wordpress.com/2011/10/business-communication.pdf		
2-3	To learn different channels of communication	Channels of communication	Group learning and Teaching	24-48(T1)
4	Understand the differences between types of communication	Formal and informal communication	Game based learning	49-54(T1)
5-6	Understand the types of Ego states	Interpersonal behaviour - Transactional analysis	Game based learning	55-62(T1)
7	To learn importance of Non-	Non-verbal communication	Game based learning	63-72(T1)

Lecture Nos.	Learning Objective	Topics to be Covered	Pedagogical Approaches <ol style="list-style-type: none"> Collaborative and Cooperative Learning Individual learning/self-study Game Based learning Technology based learning Peer teaching Problem Based Learning Project based Learning Group learning and Teaching 	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
	verbal communication			
8	Learn different barriers to communication	Barriers to communication	Game based learning	73-82(T1)
9-10	To Understand the 7'C of communication	Principle of effective communication and audience analysis	Group learning and Teaching	83-89(T1)
11-12	Accumulate the listening skills	Listening skills or effective listening	Group learning and Teaching	90-99(T1)
13-14	Understand the importance of SWOT analysis	Swot analysis and self development	Group learning and Teaching	100-108(T1)
15-16	To learn positive personal attitudes	Development of positive personal attitudes	Group learning and Teaching	109-113(T1)
17-18	Learn corporate	Whole communication	Group learning and Teaching	114-118(T1)

Lecture Nos.	Learning Objective	Topics to be Covered	Pedagogical Approaches <ol style="list-style-type: none"> Collaborative and Cooperative Learning Individual learning/self-study Game Based learning Technology based learning Peer teaching Problem Based Learning Project based Learning Group learning and Teaching 	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
	communication in business context	and corporate communication		
19-20	Learn Speech or oral presentation	Speech or oral presentation	Group learning and Teaching	119-130(T1)
21-22	Improve the interview skills	interview	Group learning and Teaching	131-148(T1)
23-24	Improve the Group discussion skills	Group discussion	Group learning and Teaching	149-152(T1)
25-26	Improve the Conference and seminar participation skills	Conference and seminar	Group learning and Teaching	153-159(T1)
27-28	Improve the Written communication	Written communication	Group learning and Teaching	160-163(T1)
29-30	Learn Dictation ,reading ,	Dictation ,reading , effective writing	Group learning and Teaching	164-174(T1)

Lecture Nos.	Learning Objective	Topics to be Covered	Pedagogical Approaches <ol style="list-style-type: none"> Collaborative and Cooperative Learning Individual learning/self-study Game Based learning Technology based learning Peer teaching Problem Based Learning Project based Learning Group learning and Teaching 	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
	effective writing skills	skills		
31-32	Learn how to write Business letter	Business letter writing	Group learning and Teaching	175-186(T1)
33-34	Learn how to write Business letter	Letter regarding enquiries, quotations , and orders	Group learning and Teaching	187-197(T1)
35-36	Learn how to write Business letter	Letters regarding trade references	Group learning and Teaching	198-202(T1)
37-38	Learn how to write Business letter	Letter of complaint	Group learning and Teaching	203-209(T1)
39-40	Learn how to write Business letter	Agency letters	Group learning and Teaching	210-226(T1)

Lecture Nos.	Learning Objective	Topics to be Covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. Group learning and Teaching	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
41	Learn how to write Business letter	Report writing ,Modern techniques of communication, International communication	Group learning and Teaching	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	60 Minutes	20	18-09-2025	1-15	CB Best out of two Mid Sem Exam
Test 2	60 Minutes	20	06-11-2025	16-30	
Quiz/Assignment/Lab	Throughout the Semester	10	**	**	CB
Attendance		10			
END Semester Examination	3 Hours	60	15-12-2025	1-45	CB

** To be announced in the class

CB= Close Book Exam

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: 10/08/2025

Dr.R VIJAYA LAKSHMI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TMB508	Principles and Practices of Management	3	0	0	3

Instructor-in-charge: Dr.AMBARISH GHOSH

Learning Outcomes:

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

1. Understand basic principles and functions of management.
2. Apply managerial skills in planning, organizing, leading, and controlling.
3. Develop problem-solving and decision-making abilities.
4. Demonstrate leadership and teamwork in achieving goals.

Reference Book R1	Robbins, S. P., & Coulter, M. (2022).Management (15th ed.). Pearson.
Reference Book R2	Koontz, H., & Weihrich, H. (2015).Essentials of Management: An International and Leadership Perspective (10th ed.). McGraw-Hill Education.
Reference Book R3	Tripathi, P. C., & Reddy, P. N. (2012). Principles of Management (5th ed.). Tata McGraw-Hill.

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be Covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. h. Group learning and Teaching	Reference (chapter/sec./ Page Nos of Text/Ref. Books)
1-4	Introduction to Management:	Concept of Management, Management: Art	Group Learning and Teaching	Page no 1-14

Lecture Nos.	Learning Objective	Topics to be Covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. h. Group learning and Teaching	Reference (chapter/sec./ Page Nos of Text/Ref. Books)
		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:		
5-8	Introduction to Management:	Early contributions: Taylor and Scientific Management, Fayol's Administrative Management, Bureaucracy, Human Relations, and Modern Approach.	Group Learning and Teaching	Page no 29-41

Lecture Nos.	Learning Objective	Topics to be Covered	Pedagogical Approaches <ol style="list-style-type: none"> Collaborative and Cooperative Learning Individual learning/self-study Game Based learning Technology based learning Peer teaching Problem Based Learning Project based Learning h. Group learning and Teaching 	Reference (chapter/sec./ Page Nos of Text/Ref. Books)
9-10	Planning and Organizing	Concept of planning, and Significance of planning, Classification of planning: Strategic plan, Tactical plan and Operational plan, Process of planning, Barriers to effective planning.	Group Learning and Teaching	Page no 222-233
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.	Group Learning and Teaching	Page no 235-241
13-15	Planning and Organizing	Organizing: Defining organizing, Principles of organizing, Process of organizing, Types of organizational	Technology based Learning	Page : 251-2063

Lecture Nos.	Learning Objective	Topics to be Covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. h. Group learning and Teaching	Reference (chapter/sec./ Page Nos of Text/Ref. Books)
		structure, Span of control, Centralization vs. Decentralization of authority. Informal organization		
19-22	Staffing, Directing and Motivation	Staffing: Concept, Objective of staffing, System approach to staffing, Manpower planning.	Group Learning and Teaching	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.	Group Learning and Teaching	Page : 379-392
26-28	Leadership and Control	Leadership vs Management, Process of Leadership, Importance of	Group Learning and Teaching	Page no 178-225

Lecture Nos.	Learning Objective	Topics to be Covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. h. Group learning and Teaching	Reference (chapter/sec./ Page Nos of Text/Ref. Books)
		leadership, Characteristics of an effective leader..		
29-30	Leadership and Control	Controlling: Concept, Importance of controlling, Types of control, Steps in control process	Group Learning and Teaching	Page no 278-333
31-34	Contemporary Issues in Management	Change Management, Conflict Management, Stress Management,	Group Learning and Teaching	Page no 405-435
35-38	Contemporary Issues in Management	Corporate Social Responsibility (CSR) Ethics in Management, Globalization and Management	Group Learning and Teaching	Page no 436-449
38-40	Revision			

Evaluation Scheme:

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Evaluation Component	Duration	Weightage	Date	Syllabus (Lec.No.)	Remarks
Test 1	60 Minutes	20	18-09-2025	1-10	CB Best out of two Mid Sem Exam
Test 2	60 Minutes	20	06-11-2025	11-20	
Quiz/Assignment/Lab	Throughout the Semester	10	**		CB
Attendance		10			
END Semester Examination	3 Hours	60	17-12-2025	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: 08/08/2025

Dr.AMBARISH GHOSH
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TMB601	Strategic Management	3	0	0	3

Instructor-in-charge: Dr.AMBARISH GHOSH

Learning Outcomes:

To equip students with the knowledge and analytical skills required to formulate, implement, and evaluate business strategies. The course aims to develop strategic thinking by integrating functional areas of management to achieve long-term organizational goals. It fosters decision-making in dynamic and competitive environments, ensuring sustainable competitive advantage

Reference Book R1	Kazmi, A., & Kazmi, A. (n.d.). <i>Strategic management</i> (4th ed.). Tata McGraw-Hill.
Reference Book R2	Nag, A. (n.d.). <i>Strategic management</i> (1st ed.). Vikas Publishing.
Reference Book R3	Rao, P. S. (n.d.). <i>Business policy & strategic management</i> . Himalaya Publishing
Reference Book R4	Wheelen, T. L., & Hunger, J. D. (2017). <i>Strategic Management and Business Policy</i> (15th ed.). Pearson Education

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
1-4	UNIT I Introduction to Strategic Management	Meaning, nature, and scope of strategic management, Importance and process of strategic management,	Page no 1-14
5-8	Introduction to Strategic Management	Strategic intent: vision, mission, goals, and objectives,	Page no 29-41
9-10	Introduction to Strategic Management	Levels of strategy: corporate, business, and functional, Strategic fit and competitive advantage	Page no 222-233
11-12	UNIT II Environmental Analysis	Environmental scanning: internal and external environment, Tools for external analysis: sis	Page no 235-241

Lecture Nos.	Learning Objective	Topics to be covered	Reference (chapter/sec./Page Nos of Text/Ref. Books)
13-15	Environmental Analysis	PESTEL, Industry analysis, Porter's Five Forces,	Page : 251-2063
16-22	Environmental Analysis	Internal analysis: resource-based view, VRIO framework, value chain analysis, SWOT analysis and TOWS matrix, Core competencies and capability analysis	Page : 271-293
23-25	Unit - III Strategy Formulation	Corporate-level strategies: growth, stability, retrenchment, and diversification, Business-level strategies:	Page : 379-392
26-28	Strategy Formulation	cost leadership, differentiation, and focus strategies, Strategic alliances, mergers & acquisitions, joint ventures, Global strategies and entry modes, Strategic choices and evaluation criteria	Page no 178-225
29-30	UNIT IV Strategy-structure alignment	Strategy structure alignment, Organizational design and structure, Strategic leadership and change management, Functional Strategies: marketing, finance, HR, operations, Balanced Score card and strategic control systems, Issues in strategy implementation	Page no 278-333
31-34	Unit V Strategic Evaluation and Emerging Issues	Strategic evaluation and control: techniques and tools, Performance metrics and benchmarking,	Page no 405-435
35-38	Strategic Evaluation and Emerging Issues	Strategy audit and feedback systems, Emerging strategic issues: innovation, sustainability, digital transformation, Business ethics and corporate governance in strategy	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
Mid Sem Exam I	60 Minutes	20	15-09-2025	1-15	CB Best out of two Mid Sem Exam
Mid Sem Exam II	60 Minutes	20	03-11-2025	16-30	
Quiz/Assignment/Lab	Throughout the Semester	10	Throughout the semester	**	CB
Attendance		10			
Comprehensive Exam	3 Hours	60	01-12-2025	1- 45	CB

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Date: 11/08/2025

Dr.AMBARISH GHOSH
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TBB602	Research Methodology	3	0	0	3

Instructor-in-charge: Dr.ARCHI DUBEY

Learning Outcomes:

1. Understand the nature, types and significance of research in business and management, and apply the research process systematically
2. Formulate research problems and hypotheses based on literature review, and select suitable research designs and measurement scales.
3. Apply appropriate sampling methods and data collection tools including questionnaires, interviews and scaling techniques for reliable data gathering
4. Analyze and interpret data using descriptive and inferential statistical tools (eg T-Test, ANOVA regression) with the help of software like Excel of SPSS
5. Prepare structured research reports, follow ethical standards in research and present findings using proper citations styles such as APA

Text Book T1	Kothari, C. R., & Garg, G. (2019). Research methodology: Methods and techniques (4th ed.). New Age International Publishers
Reference Book R1	Cooper, D. R., Schindler, P. S., & Sun, J. (2020). Business research methods (13th ed.). McGraw-Hill Education.
Reference Book(s) R2	Kumar, R. (2023). Research methodology: A step-by-step guide for beginners (6th ed.). SAGE Publications. Saun
Reference Book(s) R3	EcKumar, R. (2023). Research methodology: A step-by-step guide for beginners (6th ed.). SAGE Publications.PDF and notes Saun

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based c. Learning d. Technology based Learning e. Peer teaching f. Project based g. Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
1-3	To Understand meaning and concept of Research	Meaning, objectives, and types of research Research in management and its relevance to decision-making		T1 & R3
4-5	To understand the concept of Scientific research	scientific research and its steps, Research process, Criteria of good research,		T1 & R3
6-7	To understand Research process	Problems and pitfalls in business research, Defining and identifying a research problem		T1 & R3
8-10	To understand Research process	Review of literature and problem formulation, Hypothesis: definition, types, and testing,		T1 & R3
11-13	To understand Research process	Types of research designs: exploratory, descriptive, causal, and experimental, Concept of variables and measurement scales		R1 and R3
14-16	To understand the sampling designs and details	Population vs. Sample, Probability and non-probability sampling techniques, Sampling design and		R1 and R3

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based c. Learning d. Technology based Learning e. Peer teaching f. Project based g. Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
		sample size determination		
17-19	To understand the types and sources of data collection	Sampling errors, Primary and secondary data: sources and tools, Questionnaire design, pilot testing		R1 and R3,
20-23	To understand the scaling techniques	and interview techniques, Attitude measurement and scaling techniques: Likert, Semantic Differential, and others		R1 and R3,
23-26	To understand data preparations before analyzing the data and get insights of central tendency	Data editing, coding, tabulation, and classification, Descriptive statistics: mean, median, mode, standard deviation,		R1 and R3,
27-29	To understand and learn the various data analysis techniques	Introduction to inferential statistics: t-test, chi-square test, ANOVA, correlation, regression,		R2 and R3
30-31	To understand and learn the various data analysis techniques and	Use of statistical software like SPSS/Excel (basic introduction), Interpretation and		R2 and R3

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based c. Learning d. Technology based Learning e. Peer teaching f. Project based g. Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
	get hand on experience on SPSS	implications of results		
32-33	To learn how to write report	Structure and components of a research report, Report writing: layout,		R2 and R3
34-35	To learn and understand bibliographic and referencing techniques	referencing, bibliography, APA referencing style,		R2 and R3
36-37	To learn how to write dissertations	Guidelines for writing dissertations/theses,		R2 and R3
38	To understand how to write research findings	Presentation of research findings		R2 and R3
39-40		Revision, doubt clearance		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
Mid Sem Exam I	60 Minutes	20	15-09-2025	1-20	CB Best out of two Mid Sem Exam
Mid Sem Exam II	60 Minutes	20	03-11-2025	20-40	
Quiz/Assignment/Lab	Throughout the Semester	10	Throughout the semester	**	CB
Attendance		10			
Comprehensive Exam	3 Hours	60	03-12-2025	1-40	CB

** To be announced in the class

CB= Close Book Exam

OB= Open Book

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

Date: 11/08/2025

Dr.ARCHI DUBEY
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TMB603	Quantitative Tools	3	0	0	3

Instructor-in-charge: Dr.SHILPI GUPTA

Learning Outcomes:

The Course aims to develop students understanding of both fundamental and advanced analytical methods, fostering data-driven decision making through the application of quantitative techniques, It emphasizes the use of statistical and mathematical tools to address real-world problems in business. In business, economics and the social sciences. Students will enhance their proficiency in data collection, analysis, interpretation, and presentation, while gaining practical experience with tools such as excel, SPSS, and Tableau

Text Book T1	Balnaves, M. (n.d.). <i>Introduction to Quantitative Research Methods</i> (Hardcover/Kindle edition). SAGE Publications Inc.
Reference Book R1	Patton, M. Q. (1990). <i>Qualitative Evaluation and Research Methods</i> (2nd ed.). Newbury Park, CA: Sage Publications.
Reference Book R2	Hashemian Rahaghi, S. R., & Abed Ashtiani, F. (n.d.). <i>Basics of Statistics and SPSS</i> . Createspace Independent Publishing Platform
Reference Book R3	Chaturvedi, A., & Malik, P. (2024). <i>Mastering Data Visualization with Tableau: Empowering Business Decisions with Tableau</i> . Bpb Publications.
Reference Book R3	PDF from the text books and Reference books.

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec./ Page Nos. of Text/Ref. Books)
1	Introduction to Quantitative Techniques	Introduction - Meaning and Definition – Classification of QT -QT and other disciplines – Application of QT in business		PDF 1.1
2	Introduction to Quantitative Techniques	Limitations. Introduction to Quantitative Research: Definition and Scope	Group Learning and Teaching- NISM Notes	PDF 1.2
3-4	Introduction to Quantitative Techniques	Understanding the role of quantitative research in social sciences and business.		PDF 1.3
5-6	Introduction to Quantitative Techniques	Quantitative research tools (primary and secondary data collection)		PDF 1.4
7-8	Introduction to Quantitative Techniques	Ethical Considerations: Addressing ethical issues in data collection and analysis		PDF 1.5
9	Advance Excel	Excel Introduction, An Overview of the Screen, Navigation and Basic Spreadsheet	Technology Based Learning	Pdf 2.1

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec./ Page Nos. of Text/Ref. Books)
		Concept		
10	Advance Excel	Various Selection Techniques, Data Entry, Working with Functions		Pdf 2.2
11	Advance Excel	Formulas, Pivot Table, Sort & Filter, Data Tools	Peer Learning	Pdf 2.3
12	Advance Excel	Subtotal and What if Analysis		Pdf 2.4
13-14	Advance Excel	Pivot Charts	Technology Based Learning	Pdf 2.5
15-16	Advance Excel	Real-World Projects in Data Analysis		Pdf 2.6
17	Hypothesis Testing and Test	Testing and Reliability Test: Introduction to Hypothesis Testing, Validity and Reliability of data in quantitative research. Introduction to SPSS		Worksheet
18	Hypothesis Testing and Test	Using Excel and SPSS, Excel: (Utilizing built-in functions like T-TEST for hypothesis testing, Visualizing data distributions and test results	Project based learning	Discussion in the class by faculty
19	Hypothesis	Interpreting output,	Technology Based	Pdf 3.1

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec./ Page Nos. of Text/Ref. Books)
	Testing and Test	including p-values and confidence intervals), SPSS: Conducting t-tests using the "Compare Means" function	Learning	
20-21	Hypothesis Testing and Test	Interpreting output, including p-values and confidence intervals), SPSS: Conducting t-tests using the "Compare Means" function		Pdf 3.2
22	Hypothesis Testing and Test	Interpreting SPSS output, focusing on significance values	Technology Based Learning	Pdf 3.3
23	Hypothesis Testing and Test	Generating descriptive statistics	Peer teaching/ RBI Bulletin	Pdf 3.4
24	Hypothesis Testing and Test	visualizations to support findings.		Pdf 3.5
25-26	Correlation and Regression Analysis	Correlation:- Meaning, significance and types; Methods of Simple correlation - Karl Pearson's coefficient of correlation	Group Learning and Teaching	Pdf 4.1
27	Correlation and Regression Analysis	Spearman's Rank correlation		Pdf 4.2
28-29	Correlation	Regression -	Group Learning and	Pdf 4.3

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec./ Page Nos. of Text/Ref. Books)
	and Regression Analysis	Meaning and significance; Regression vs. Correlation	Teaching	
30	Correlation and Regression Analysis	Regression, Regression lines (X on Y, Y on X) and Standard error of estimate	Technology Based Learning	Pdf 4.4
31	Correlation and Regression Analysis	Correlation and Regression Analysis with SPSS		Pdf 4.5
32	Correlation and Regression Analysis	Introduction to Factor Analysis		Worksheet Practice
33-34	Introduction to Tableau and Data Visualisation	Introduction to Tableau & Data Connection, Basic Visualizations and Reporting	Peer teaching	Pdf 5.1
35-36	Introduction to Tableau and Data Visualisation	Advance Data Visualization/Graph • Bar Chart: Stacked Bar Chart		Pdf 5.2
37	Introduction to Tableau and Data Visualisation	Bar in Bar Chart, Combo Chart, Line Chart: Single Axis, Dual Axis, Blended Axis	Technology Based Learning	Pdf 5.3
38-39	Introduction to Tableau and Data Visualisation	Dual Axis Chart: Line, Bar, Lollipop Chart, Donut, Bullet Graph	Group based learning	Pdf 5.4

Lecture Nos.	Learning Objective	Topics to be Covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec./ Page Nos. of Text/Ref. Books)
40	Introduction to Tableau and Data Visualisation	Histogram Chart, Animated Graph • Other Advanced Chart		Worksheet

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
Mid Sem Exam I	60 Minutes	20	16-09-2025	1-20	CB Best out of two Mid Sem Exam
Mid Sem Exam II	60 Minutes	20	04-11-2025	20-40	
Quiz/Assignment/Lab	Throughout the Semester	10	Throughout the semester	**	CB
Attendance		10			
END Semester Examination	3 Hours	60	05-12-2025	1- 40	CB

** To be announced in the class

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OB= Open Book

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

Date: 11/08/2025

Dr.SHILPI GUPTA
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TMB604	Introduction of Digital Marketing and Social Media Marketing	3	0	0	3

Instructor-in-charge: Dr.JAYANT ISAAC

Learning Outcomes:

After Successful completion of the course, students will be able to:

1. Understand the Foundation of Digital Marketing: Grasp key concepts, the digital marketing mix, consumer behaviour, and the differences between traditional and digital marketing, while recognizing the importance of channels like SEO, SEM, email, user experience and search engines.
2. Plan and Execute Effective Digital Marketing Campaigns: Design, Design, implement, and manage integrated campaigns across digital platforms, applying tools (such as Google Ads Manager and Hootsuite), content strategies, budgeting, and performance measurement to achieve organizational goals.
3. Apply Best Practices, Analytics, and Ethical Considerations: Use analytics and digital best practices—including SEO/SEM strategies and ethical guidelines—to evaluate, optimize, and sustain digital presence while ensuring responsible communication and campaign effectiveness.

Pedagogy:

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

Text Book T1	Digital marketing. Sinha, P. K., & Sinha, D. (2022)/ Himalaya Publishing House.
Reference Book R1	Digital marketing (2nd ed.). Seema Gupta. (2020)/ McGraw Hill Education.
Reference Book R2	Digital marketing (8th ed.). Chaffey, D., & Ellis-Chadwick, F. (2022)./ Pearson Education.
Reference Book R3	Social media marketing (4th ed.). Tuten, T. L., & Solomon, M. R. (2021)/ SAGE Publications.
Reference Book R4	Understanding digital marketing: Marketing strategies for engaging the digital generation (5th ed.). Ryan, D. (2020)/ Kogan Page.

Lecture-Wise-Plan:

Session	Topics to be Covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning. f. Case based Learning	Reference
01	Introduction to Digital Marketing: Definition, Evolution & Scope	a. Group Learning: Brainstorm how digital marketing impacts everyday life	T1, R1
02	Differences: Traditional vs. Digital Marketing	c. Technology-based Learning: Interactive digital vs traditional campaign demos	T1, R1
03	Digital Marketing Mix: 4Ps in the Digital Context	a. Group Learning: Case discussion on 4Ps adaptation in digital	T1, R1
04	Digital Customer Behavior & Journey	b. Game-based Learning: Simulate a customer journey mapping exercise	T1, R2, R4
05	Trends and Future of Digital Marketing	d. Peer Teaching: Each group presents a recent digital marketing trend	T1, R1, R4
06	Review: UNIT I, Emerging Issues	f. Case-based Learning: Analyze a real company's digital initiation	T1, R1
07	Website Marketing & User Experience (UX)	c. Technology-based Learning: Analyze website UX via tools	T1, R2
08	SEO: On-page Techniques	c. Technology-based Learning: Hands-on with keyword research tools	T1, R2
09	SEO: Off-page Techniques (Backlinks, etc.)	b. Game-based Learning: Backlink strategy contest	T1, R2
10	SEM: Overview & Google Ads	c. Technology-based Learning: Google Ads demo	T1, R2
11	Paid Search Campaigns	a. Group Learning: Draft paid campaign strategies	T1, R2
12	Email Marketing (Designing Campaigns)	e. Project-based Learning: Develop an email campaign	T1, R2

Session	Topics to be Covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning. f. Case based Learning	Reference
13	Email Marketing (Managing & Analytics)	c. Technology-based Learning: Analyze email campaign performance	T1, R2
14	Display Advertising & Retargeting	d. Peer Teaching: Groups present case studies	T1, R2
15	Review: UNIT II, Campaign Comparison	f. Case-based Learning: Compare two campaigns (display vs email)	T1, R2
16	Social Media Marketing Landscape: Overview & Key Platforms	b. Game-based Learning: Platform matching activity	T1, R3
17	Facebook Marketing Essentials	c. Technology-based Learning: Facebook Page/Ad Manager practice	T1, R3
18	Instagram Marketing Essentials	c. Technology-based Learning: Instagram tools hands-on	T1, R3
19	X (Twitter) & LinkedIn Marketing	d. Peer Teaching: Groups teach a platform each	T1, R3
20	YouTube Marketing Essentials	c. Technology-based Learning: YouTube SEO and content walkthrough	T1, R3
21	Content Strategy & Planning for Social Media	e. Project-based Learning: Content calendar creation	T1, R3
22	Influencer Marketing & Community Management	f. Case-based Learning: Analyze an influencer campaign	T1, R3
23	Paid Campaigns: Facebook/Instagram/LinkedIn Ads	a. Group Learning: Design paid ad mockups	T1, R3
24	Branding & Customer Engagement on Social	e. Project-based Learning: Plan a branding initiative	T1, R3
25	LinkedIn Lab: Quick Guide & Practices	c. Technology-based Learning: LinkedIn marketing activities	T1, R3

Session	Topics to be Covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning. f. Case based Learning	Reference
26	Instagram Lab: Quick Guide & Practices	c. Technology-based Learning: Instagram business tools	T1, R3
27	Digital Marketing Strategy Framework	a. Group Learning: Create a digital strategy canvas	T1, R2, R4
28	Integrated Digital Marketing Campaigns	e. Project-based Learning: Group project launch	T1, R2, R4
29	Budgeting & ROI Analysis in Digital	c. Technology-based Learning: ROI calculators/tools demo	T1, R2
30	Campaign Management Tools: Google Ads Manager	c. Technology-based Learning: Tool walkthrough	T1, R2
31	Tools for Social: Hootsuite, Buffer, Canva	c. Technology-based Learning: Tool exploration & simulation	T1, R2
32	Advanced Project Work/Practice	e. Project-based Learning: Continue integrated project	T1, R2
33	Peer Review: Present Projects & Feedback	d. Peer Teaching: Project critiques & discussion	T1, R2
34	Introduction to Search Engines: Crawling, Indexing, Ranking	a. Group Learning: Visual demonstrations & quizzes	T1, R2
35	SERPs & Difference between SEO and SEM	d. Peer Teaching: Explain and illustrate with examples	T1, R2
36	Importance of SEO & SEM in Digital Marketing	f. Case-based Learning: Campaign analysis	T1, R2
37	On-Page SEO: Keywords, Meta Tags, Optimization	c. Technology-based Learning: Keyword planner hands-on	T1, R2
38	Content Writing for SEO, Image Optimization	e. Project-based Learning: Create SEO blog posts	T1, R2
39	Off-Page SEO: Backlinks, Guest Posting, Social Signals	c. Technology-based Learning: Backlink analysis exercises	T1, R2

Session	Topics to be Covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning. f. Case based Learning	Reference
40	Domain & Page Authority, Course Wrap-Up, Final Project Presentation	f. Case-based & Project-based Learning: Project evaluations	T1, R2
41-45	Tutorial Classes		

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
Mid Sem Exam I	60 Minutes	20	16-09-2025	1-25	CB Best out of two Mid Sem Exam
Mid Sem Exam II	60 Minutes	20	04-11-2025	26-40	
Quiz/Assignment/Lab	Throughout the Semester	10	Throughout the semester		CB
Attendance		10			
END Semester Examination	3 Hours	60	08-12-2025	1-45	CB

** To be announced in the class CB= Close Book Exam

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

Date: 04/08/2025

Dr.JAYANT ISAAC
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TMB605	Sales and Distribution Management	3	0	0	3

Instructor-in-charge: Dr.JAYA CHANDRA

Learning Outcomes:

1. Students will gain comprehensive knowledge of sales planning, distribution channel design, sales force management, and logistics, enabling them to design and implement effective sales and distribution strategies in dynamic business environments.
2. Students will develop practical skills in customer relationship management, negotiation, and the application of digital tools, preparing them to lead sales teams, enhance customer engagement, and optimize retail and distribution performance.

Text Book T1	Panda, T. K., & Sahadev, S. (n.d.). Sales and distribution management. Oxford University Press.
Reference Book R1	Kotler, P., & Keller, K. L. (n.d.). Marketing management. Pearson Education.
Reference Book R2	Jobber, D., & Lancaster, G. (n.d.). Selling and sales management. Pearson Education
Reference Book R3	PDF given to students of each lecture extracted from Oxford University Press and Pearson Education

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
1	Introduction	Meaning, scope, and importance of sales management	Group Learning and Teaching	Pdf 1.1

Lecture Nos.	Learning Objective	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
2-3	Introduction	role of sales management in marketing,	Group Learning and Teaching	Pdf 1.2
4	Introduction	selling vs. advertising,	Group Learning and Teaching	Pdf 1.3
5-6	Introduction	the selling process and types of selling	Group Learning and Teaching	Pdf 1.4
7-8	Introduction	sales forecasting methods, ethical and legal aspects in selling.	Game Based Learning	Case 1: pdf
9	Sales Force Management	Sales organization structure,	Technology Based Learning	Pdf 2.1
10-11	Sales Force Management	recruitment and selection of sales personnel,	Group Learning and Teaching	Pdf 2.2
12	Sales Force Management	sales training: need and methods, role of technology in sales force automation.	Group Learning and Teaching	Pdf 2.3
13-14	Sales Force Management	motivating and compensating sales force,	Peer learning	Pdf 2.4
15	Sales Force Management	performance evaluation of sales representatives,	Group Learning and Teaching	Pdf 2.5
16	Case Study	Sales Force Management	Project Based learning	Case 2:PDF

Lecture Nos.	Learning Objective	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
17	Sales Planning and Strategies	Territory management and route planning,	Peer teaching	Pdf 3.1
18-19	Sales Planning and Strategies	sales budgeting and quota setting	Group Learning and Teaching	Pdf 3.2
20	Sales Planning and Strategies	customer relationship management (CRM) in sales	Group Learning and Teaching	Pdf 3.3
21-22	Sales Planning and Strategies	negotiation and closing techniques, key account management,	Project Based Learning	Pdf 3.4
23	Sales Planning and Strategies	measuring and controlling sales performance	Group Learning and Teaching	Pdf 3.5
24-25	Sales Planning and Strategies	Case Study	Group Learning and Teaching	Pdf 3.6
26	Distribution Channel Management, Emerging Trends in Sales and Distribution Management	Definition and role of distribution channels, types of marketing channels (direct and indirect),	Peer teaching	Pdf 4.1

Lecture Nos.	Learning Objective	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
27	Distribution Channel Management, Emerging Trends in Sales and Distribution Management	selection, motivation, and management of channel partners, wholesaling, retailing, and franchising, logistics and supply chain management, channel conflicts and resolution strategies,	Group Learning and Teaching	Pdf 4.2
28	Distribution Channel Management, Emerging Trends in Sales and Distribution Management	E-commerce and online sales management, digital and social media in sales and distribution	Group Learning and Teaching	Pdf 4,3
29-30	Distribution Channel Management, Emerging Trends in Sales and Distribution	Omni channel retailing and its impact, green supply chain and sustainable distribution,	Group Learning and Teaching	Pdf 4.4

Lecture Nos.	Learning Objective	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
	Management			
31	Distribution Channel Management, Emerging Trends in Sales and Distribution Management	global trends in sales and distribution, case studies on successful sales and distribution strategies.	Group Learning and Teaching	Pdf 4.5
32	Case Study			Case 4:PDF
33	Retail Management and Operations	Overview of Retailing: Definition, Characteristics, and Importance	Technology Based Learning	Pdf 5.1
34-35	Retail Management and Operations	Evolution and Growth of Retail Industry, Types of Retail Formats: Organised vs. Unorganised Retail,	Group Learning and Teaching	Pdf 5.2
36-37	Retail Management and Operations	Retailing Environment: Economic, Legal, Social, and	Peer teaching	Pdf 5.3

Lecture Nos.	Learning Objective	Topics to be covered	Teaching Learning Strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
		Technological, Emerging Trends in Retailing		
38	Retail Management and Operations	Retail Store Planning: Location, Layout, and Design, Visual Merchandising and Store Atmospherics,	Group Learning and Teaching	Pdf 5.4
39	Retail Management and Operations	Inventory Management & Stock Replenishment,	Project Based Teaching	Case 5:PDF
40	Retail Management and Operations	Retail Sales Management and Customer Service, Retail Pricing Strategies & Policies	Group Learning and Teaching	Pdf 5.5

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
Mid Sem Exam I	60 Minutes	20	16-09-2025	1-25	CB Best out of two Mid Sem Exam
Mid Sem Exam II	60 Minutes	20	04-11-2025	26-40	
Quiz/Assignment/Lab	Throughout the Semester	10	Throughout the semester		CB
Attendance		10			
END Semester Examination	3 Hours	60	08-12-2025	1-45	CB

** To be announced in the class

CB= Close Book Exam

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

Date: 04/08/2025

Dr.JAYA CHANDRA
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TMB604 (H)	Performance and Compensation Management	3	0	0	3

Instructor-in-charge: Dr.PRATIBHA BARIK

Learning Objective:

1. Students will understand the Conceptual Framework of Performance Management.
2. Able to develop and apply Key Performance Indicators (KPIS), Key Result Areas (KRAS), and Key Performance Areas (KPAS)
3. Understand the foundations of compensation management.
4. Analyze internal and external factors influencing compensation.

Reference Books	Author/Publication
Performance Management	Prem Chadaha, MacMillian
Human Resource Management	L. M. Prasad, Sultan Chand & Sons
Performance Management	Soumendra Narain Bagchi,
	PDF-1,2,3,4,6,7

Lecture-Wise-Plan:

Lecture No.	Learning Objectives	Topics to be covered	Pedagogical Approaches	Reference (Ch./sec/page No of Text Book
1-5	Introduction to Performance Management	Performance Management: Concept and Definition, Objectives and Importance of Performance Management, Process	Collaborative and Cooperative Learning	PDF-1(1-12), PPT
5-6	Introduction to Performance Management	Performance Appraisal Vs Performance Management,	Collaborative and Cooperative Learning	PDF-2, PPT
7-9	Introduction to Performance Management	Model, Performance Management System	Problem Based Learning Collaborative and Cooperative	PDF-3, PDF-4, 17-21

Lecture No.	Learning Objectives	Topics to be covered	Pedagogical Approaches	Reference (Ch./sec/page No of Text Book)
			Learning	
10-13	Implementation of Performance Management System	Balance Score Card, Strategies	Collaborative and Cooperative Learning	PDF-5, PDF-6, PPT
14-17	Performance Management System	Concept of High Performance Teams	Peer teaching	Pg-341-370
18	Case Study		Peer teaching	PPT
19-22	Organizational Culture and Performance Management	Organizational Culture and Performance Management, Role of HR	Problem Based Learning Group learning and Teaching	Pg-78-91
23-26	Performance Appraisal	Introduction, Methods, Appraisal Interview and Follow up	Collaborative and Cooperative Learning	Pg-439-476
27-31	Compensation Management	Nature and Objectives, Factors, Concept	Peer teaching	Pg-478-512
32	Revision		Collaborative and Cooperative Learning	PDF-1, PPT
33-38	Social Security	Concept, Provident Fund, ESI, Reward Systems	Peer teaching Group learning and Teaching	PDF-2, PPT
39-40	Presentation		Collaborative and Cooperative Learning	

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
Mid Sem Exam I	60 Minutes	20	17-09-2025	1-16	CB Best out of two Mid Sem Exam
Mid Sem Exam II	60 Minutes	20	05-11-2025	17-31	
Quiz/Assignment/Lab	Throughout the Semester	10	Throughout the semester	**	CB
Attendance		10			
Comprehensive Exam	3 Hours	60	10-12-2025	1-45	CB

** To be announced in the class

CB= Close Book Exam

OB= Open Book

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

Date: 10/08/2025

Dr.PRATIBHA BARIK
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TMB605(H)	Labour Legislations	3	0	0	3

Instructor-in-charge: Dr. R VIJAYA LAKSHMI

Learning Outcomes:

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

1. Key concepts, rights, and responsibilities under employment law. Be able to apply employment laws in practice, particularly regarding contracts, wages, employee rights, and workplace safety. Analyze the impact of employment legislation on organizational policies and practices. Demonstrate an understanding of the legal aspects of discrimination, harassment, and termination in the workplace.

Text Book T	Hahhandbook of Labour And Industrial Law , P.L.MALIK
Reference Book(s) R1	Srivastava, S. C. (2012). Industrial relations and labour laws (6th ed.). Vikas Publishing House.
Reference Book(s) R2	Kumar, H. L. (2013). Labour laws: Everybody should know. Universal Law Publishing.
Website	

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Teaching Learning strategies: a. Group learning and Teaching b. Game based Learning c. Technology based learning d. Project based learning	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
1	To understand the labour laws	Introduction to Labour Laws: Need, Origin & Objectives	Group learning and Teaching	PDF
2	To Learn stages of Evolution	Evolution of labour legislation	Group learning and Teaching	PDF

Lecture Nos.	Learning Objective	Topics to be covered	Teaching Learning strategies: a. Group learning and Teaching b. Game based Learning c. Technology based learning d. Project based learning	Reference (Chapter/Sec./Page Nos. of Text/Ref. Books)
3	To Study Constitutional Provisions	Constitutional Provisions	Group learning and Teaching	PDF
4	To understand ILO	Role of ILO	Group learning and Teaching	PDF
5	To Learn Classification	Classification of Labour legislation	Group learning and Teaching	PDF
6	To Study Industrial Relations & Dispute	Introduction to Industrial Relations & Dispute Resolution	Project based learning	420-531(T)
7	To understand the Industrial Disputes Act, 1947	Industrial Disputes Act, 1947 – Objectives, Key Definitions	Group learning and Teaching	420-531(T)
8	To Learn stages of Evolution	Provisions for Lay-off, Retrenchment, Closure	Group learning and Teaching	420-531(T)
9	To Study Constitutional Provisions	Authorities under the ID Act: Works Committee, Conciliation	Group learning and Teaching	420-531(T)
10	To understand the labour laws	Strikes and Lockouts: Legal Provisions	Group learning and Teaching	420-531(T)
11	To Learn stages of Evolution	Case Studies on Industrial Disputes	Group learning and Teaching	420-531(T)

Lecture Nos.	Learning Objective	Topics to be covered	Teaching Learning strategies: a. Group learning and Teaching b. Game based Learning c. Technology based learning d. Project based learning	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
12	To Study Constitutional Provisions	Trade Unions Act, 1926 – Registration, Rights & Liabilities	Group learning and Teaching	860-880(T)
13	To understand the labour laws	Role and Challenges of Trade Unions in India	Group learning and Teaching	860-880(T)
14	To Learn stages of Evolution	Factories Act, 1948 – Health, Safety, and Welfare	Group learning and Teaching	346-417(T)
15	To Study Constitutional Provisions	Working Hours, Employment of Women & Children	Group learning and Teaching	346-417(T)
16	To understand the labour laws	Managerial Obligations under the Factories Act	Group learning and Teaching	346-417(T)
17	To understand the labour laws	Contract Labour (Regulation & Abolition) Act, 1970	Group learning and Teaching	115-120(T)
18	To Learn stages of Evolution	Legal Implications of Using Contract Labour	Group learning and Teaching	115-120(T)
19	To Study Constitutional Provisions	Practical Cases on Working Conditions & Labour Safety	Group learning and Teaching	115-120(T)

Lecture Nos.	Learning Objective	Topics to be covered	Teaching Learning strategies: a. Group learning and Teaching b. Game based Learning c. Technology based learning d. Project based learning	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
20-21	To understand the labour laws	Minimum Wages Act, 1948 – Fixation, Revision	Group learning and Teaching	667-724(T)
22-23	To Learn stages of Evolution	Payment of Wages Act, 1936 – Mode & Time of Payment	Group learning and Teaching	788-821(T)
24-25	To Study Constitutional Provisions	Payment of Bonus Act, 1965 – Eligibility, Calculation	Group learning and Teaching	740-770(T)
26	To understand the labour laws	Equal Remuneration Act, 1976	Group learning and Teaching	323-344(T)
27	To Learn stages of Evolution	Payment of Gratuity Act, 1972 – Eligibility & Calculation	Group learning and Teaching	771-780(T)
28	To Learn stages of Evolution	Employees' State Insurance Act, 1948	Group learning and Teaching	230-290(T)
29-30	To Study Constitutional Provisions	Employees' Provident Funds & Miscellaneous Provisions Act, 1952	Group learning and Teaching	164-229(T)
31-32	To Learn stages of Evolution	Maternity Benefit Act, 1961	Group learning and Teaching	607-618(T)
33-34	To understand the labour laws	Workmen's Compensation Act, 1923	Group learning and Teaching	935-960(T)

Lecture Nos.	Learning Objective	Topics to be covered	Teaching Learning strategies: a. Group learning and Teaching b. Game based Learning c. Technology based learning d. Project based learning	Reference (Chapter/Sec. /Page Nos. of Text/Ref. Books)
35	To Study Constitutional Provisions	Code on Social Security, Code on Occupational Safety	Group learning and Teaching	935-960(T)
36	To understand the labour laws	Labour Law Compliance, HRM Implications	Group learning and Teaching	PDF
37-38	To Learn stages of Evolution	Ethical Issues in Labour Law and Industrial Relations	Group learning and Teaching	PDF
39	To Study Constitutional Provisions	Review, Case Discussion & Exam Preparation	Group learning and Teaching	PDF
40	To understand the labour laws	Revision	Group learning and Teaching	

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
Mid Sem Exam I	60 Minutes	20	16-09-2025	1-15	CB Best out of two Mid Sem Exam
Mid Sem Exam II	60 Minutes	20	03-11-2025	16-30	
Quiz/Assignment/Lab	Throughout the Semester	10	Throughout the semester	**	CB
Attendance		10			
Comprehensive Exam	3 Hours	60	01-12-2025	1- 45	CB

** To be announced in the class

CB= Close Book Exam

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

Date: 10/08/2025

Dr.R VIJAYA LAKSHMI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TMB604(F)	Security Analysis	3	0	0	3

Instructor-in-charge: Dr.SHILPI GUPTA

Learning Outcomes:

The course aims to introduce students to a sound theoretical base with examples and references related to the Indian financial system. To emphasize on understanding of the forces that influence the risk and return of financial assets and related models and theories. To provide a conceptual framework for analysis from an investor's perspective of maximizing return on investment

Text Book T1	Kevin, S. (2015). Security analysis and portfolio management (2nd ed.). PHI Learning Pvt. Ltd.
Reference Book R1	Graham, B., Dodd, D. L., Klarman, S. A. (Ed.), & Buffett, W. (Pref.). (2023). Security analysis: Principles and techniques (7th ed.). McGraw-Hill Education.
Reference Book R2	Fischer, D. E., & Jordan, R. J. (2010). Security analysis and portfolio management (7th ed.). Pearson Education.
Reference Book R3	Chandra, P. (2021). Investment analysis and portfolio management (6th ed.). McGraw-Hill Education.
Reference Book R4	PDF given to students of each lecture extracted from TMH book and Kevin

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec./ Page Nos. of Text/Ref. Books)
1	Risk–Return Analysis, Bond	Basics of risk and return: concept of returns, application of standard		Pdf 1.1

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec./ Page Nos. of Text/Ref. Books)
	Valuation	deviation,		
2	Risk–Return Analysis, Bond Valuation	coefficient of variation, beta, alpha.	Group Learning and Teaching	Pdf 1.2
3	Risk–Return Analysis, Bond Valuation	Bonds: present value of a bond, yield to maturity, yield to call		Pdf 1.3
4	Risk–Return Analysis, Bond Valuation	yield to put, systematic risk, price risk, interest rate risk, default risk.	Practical sums	NPTTEL Video/ Pdf 1.4
5-6	Fundamental Analysis	EIC framework; Economic analysis		Pdf 2.1
7-8	Fundamental Analysis	Leading lagging & coincident macro-economic indicators,	Game Based Learning	Pdf 2.2
9	Fundamental Analysis	Expected direction of movement of stock prices with macroeconomic variables in the Indian context	Technology Based Learning	Pdf 2.3
10-11	Fundamental Analysis	Industry analysis: stages of life cycle,		Pdf 2.4

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec./ Page Nos. of Text/Ref. Books)
12	Fundamental Analysis	SWOT analysis, Company analysis.		Pdf 2.5
13	CASE STUDY	Case of TATA MOTORS	Group Discussion	Case from Moneycontrol.com
14-15	Share Valuation & Technical Analysis	Share valuation: Dividend discount models – no growth, constant growth, and two stage growth model. Relative valuation models using P/E ratio, other ratios.		Pdf 3.1
16	Share Valuation & Technical Analysis	Technical analysis: meaning, assumptions, difference between technical and fundamental analysis; Price indicators – Dow theory	Project Based learning	Pdf 3.2
17	Share Valuation & Technical Analysis	Advances and declines, new highs and lows, circuit filters. Volume indicators – Dow Theory, small investor volumes	Group Learning and Teaching	Pdf 3.3
18-19	Share Valuation &	Other indicators – institutional activity,		Pdf 3.4

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec./ Page Nos. of Text/Ref. Books)
	Technical Analysis	Trends: resistance, support.		
20	Share Valuation & Technical Analysis	Technical charts & patterns. Indicators: moving averages.		Pdf 3.5
21	Case Study	Case of BHEL		Case from yahoo finance
22-23	Portfolio Analysis and Management: Portfolio analysis	Portfolio risk and return, Markowitz portfolio model: risk and return for 2 and 3 asset portfolios	Project Based Learning	Pdf 4.1
24	Portfolio Analysis and Management: Portfolio analysis	concept of efficient frontier & optimum portfolio. Market Model: concept of beta, systematic and unsystematic risk. Investor risk and return preferences		Pdf 4.2
25	Portfolio Analysis and Management: Portfolio analysis	Indifference curves and the efficient frontier, Traditional portfolio management for individuals: Objectives, constraints, time horizon, current wealth, tax considerations,	Project Based Learning	Pdf 4.3

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec./ Page Nos. of Text/Ref. Books)
26	Portfolio Analysis and Management: Portfolio analysis	liquidity requirements, and anticipated inflation. Asset allocation: Asset allocation pyramid,	Peer teaching	Pdf 4.4
27	Portfolio Analysis and Management: Portfolio analysis	Investor life cycle approach. Portfolio management services:		Pdf 4.5
28	Portfolio Analysis and Management: Portfolio analysis	Passive – Index funds, systematic investment plans	Group Learning and Teaching	Pdf 4.6
29-30	Portfolio Analysis and Management: Portfolio analysis	Active – market timing, style investing.		Pdf 4,7
31	Case Study	Case on Coal India		Case from Money control.com
32	Asset Pricing Models	Efficient frontier with a combination of risky and risk-free assets. Assumptions of single period classical CAPM model	Group Learning and Teaching	Pdf 5.1

Lecture Nos.	Learning Objective	Topics to be covered	Teaching learning strategies: a. Group Learning and Teaching b. Game Based Learning c. Technology based Learning d. Peer teaching e. Project based Learning.	Reference (Chapter/Sec./ Page Nos. of Text/Ref. Books)
33	Asset Pricing Models	Expected return, required return, overvalued and undervalued assets as per CAPM	Technology Based Learning	Pdf 5.2
34-35	Asset Pricing Models	Multiple factor models: Arbitrage Pricing Theory (APT),		Pdf 5.3
36-37	Asset Pricing Models	APT vs CAPM. Performance Evaluation of Managed Funds	Peer teaching	Pdf 5.4
38	Asset Pricing Models	Sharpe's, Treynor's and Jensen's measures.		Pdf 5.5
39	Asset Pricing Models	Sharpe's, Treynor's and Jensen's measures.	Project Based Teaching	Pdf 5.6
40	Case Study			Case from Yahoo Finance

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
Mid Sem Exam I	60 Minutes	20	17-9-2025	1-20	CB Best out of two Mid Sem Exam
Mid Sem Exam II	60 Minutes	20	05-11-2025	21-40	
Quiz/Assignment/Lab	Throughout the Semester	10	Throughout the semester	**	CB
Attendance		10			
Comprehensive Exam	3 Hours	60	12-12-2025	1- 40	CB

** To be announced in the class

CB= Close Book Exam

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

Date: 11/08/2025

Dr.SHILPI GUPTA
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TMB605 (F)	Management of Financial Institution	3	0	0	3

Instructor-in-charge: Prof.DEBENDRA SHADANGI

Text Book T1	Financial Institutions and Markets By L.M. Bhole, The McGraw Hill Companies.
Reference Book R1	Banking Operations & Management By M N Gopinath
Reference Book R2	Financial Management By Shashi K Gupta and R.K. Sharma, Kalyani Publishers

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and b. Cooperative c. Learning d. Individual e. learning/self-study f. Game Based g. learning h. Technology based i. learning j. Peer teaching k. Problem Based l. Learning m. Project based n. Learning o. Group learning p. and Teaching	Reference (Chapter/Sec./ Page Nos. of Text/ Ref. Books)
1-3	To understand the structure, components, and functions of the	Unit-I Meaning, definition, Characteristics, Objectives,	Group Learning and Teaching	T1 Ch1- Page 1.1-1.30

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches <ol style="list-style-type: none"> Collaborative and Cooperative Learning Individual learning/self-study Game Based learning Technology based learning Peer teaching Problem Based Learning Project based Learning Group learning and Teaching 	Reference (Chapter/Sec./ Page Nos. of Text/ Ref. Books)
	Indian financial system and its key markets, institutions, and emerging financial services.			
4-8	To understand the structure, components, and functions of the Indian financial system and its key markets, institutions, and emerging financial services.	Functions, of financial System Components of Indian Financial System. Fundamentals of Money market, capital market, forex market and derivatives market. Reforms in financial market	Group Learning and Teaching	T1 Ch1- Page 1.1-1.30 T1 Ch16- Page 16.1-16.17 T1 Ch25- Page 25.1-25.39 T1 Ch25- Page 24.1-24.31
9-11	To understand the structure, components, and functions of the	Unit-II NBFCS: Meaning, Types, Importance, Difference between	Peer Teaching	T1 Ch13- Page 13.1-13.21

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and b. Cooperative c. Learning d. Individual e. learning/self-study f. Game Based g. learning h. Technology based i. learning j. Peer teaching k. Problem Based l. Learning m. Project based n. Learning o. Group learning p. and Teaching	Reference (Chapter/Sec./ Page Nos. of Text/ Ref. Books)
	Indian financial system and its key markets, institutions, and emerging financial services.	NBFC and Bank. Regulatory institutions in India and their function like RBI, SEBI, IRDA, PFRDA		
12-14	To understand the structure, components, and functions of the Indian financial system and its key markets, institutions, and emerging financial services.	Corporate Banking, Retail banking, Core banking	Peer Teaching	T1 Ch13- Page 13.22-13.24
15-17	To understand the structure, components, and functions of the Indian financial	Merchant Banks: Meaning, Functions. Risk management	Peer Teaching	T1 Ch13- Page 13.23-13.30 R2 Ch22- Page 22.1-22.70

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and b. Cooperative c. Learning d. Individual e. learning/self-study f. Game Based g. learning h. Technology based i. learning j. Peer teaching k. Problem Based l. Learning m. Project based n. Learning o. Group learning p. and Teaching	Reference (Chapter/Sec./ Page Nos. of Text/ Ref. Books)
	system and its key markets, institutions, and emerging financial services.	in banks, financial risk ,BASEL norms		
18-20	To understand the structure, components, and functions of the Indian financial system and its key markets, institutions, and emerging financial services.	Unit-III National, International and Multinational Banking . Non banking concept	Project Based Learning	T1 Ch16- Page 16.1-16.17
21-24	To understand the structure, components, and functions of the Indian financial system and its	Meaning & concept of financial institutions, Functioning of NBFC.	Project Based Learning	T1 Ch17- Page 17.1-17.18

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches <ol style="list-style-type: none"> Collaborative and Cooperative Learning Individual learning/self-study Game Based learning Technology based learning Peer teaching Problem Based Learning Project based Learning Group learning and Teaching 	Reference (Chapter/Sec./ Page Nos. of Text/ Ref. Books)
	key markets, institutions, and emerging financial services.			
25-27	To understand the structure, components, and functions of the Indian financial system and its key markets, institutions, and emerging financial services.	Commercial Bills Market: Meanng, Difference between Commercial bills and Commercial Papers, Types, Advantages and Drawbacks. Certificate of Deposits: Types, Advantages and Drawbacks.	Project Based Learning	T1 Ch18- Page 18.1-18.16 T1 Ch19- Page 19.1-19.12
28-34	To understand the structure, components, and functions of the Indian financial	Unit-IV Types of financial market, money market and their function and	Group Learning and Teaching	T1 Ch25- Page 25.1-25.39

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches <ol style="list-style-type: none"> a. Collaborative and b. Cooperative c. Learning d. Individual e. learning/self-study f. Game Based g. learning h. Technology based i. learning j. Peer teaching k. Problem Based l. Learning m. Project based n. Learning o. Group learning p. and Teaching 	Reference (Chapter/Sec./ Page Nos. of Text/ Ref. Books)
	system and its key markets, institutions, and emerging financial services.	products Forex market, venture capital		
35-40	To understand the structure, components, and functions of the Indian financial system and its key markets, institutions, and emerging financial services.	Personalized Banking: Meaning, Benefits. E- Banking: Meaning, Classification, Services under E-Banking, Significance of E-Banking.	Group Learning and Teaching	R1 Ch6- Page 297-303

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
Mid Sem Exam I	60 Minutes	20	16-09-2025	1-15	CB Best out of two Mid Sem Exam
Mid Sem Exam II	60 Minutes	20	03-11-2025	16-30	
Quiz/Assignment/Lab	Throughout the Semester	10	Throughout the semester	**	CB
Attendance		10			
Comprehensive Exam	3 Hours	60	01-12-2025	1- 45	CB

** To be announced in the class

CB= Close Book Exam

OB= Open Book

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

Date: 10/08/2025

Prof.DEBENDRA SHADANGI
Instructor-in-charge

The ICFAI University, Raipur

Faculty of Management Studies

Odd Semester, 2025-2026

Course Handouts

Course Code	Course Title	L	P	T	U
TMB605(B)	IT and Project Management	3	0	0	3

Instructor-in-charge: Mr. TRIDIP KUMAR PAUL

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

1. Understand the principles, lifecycle, and key concepts of IT project management.
2. Develop project plans including scope, schedule, and resource requirements using standard tools.
3. Apply techniques to monitor and control project performance and manage scope, time, and cost effectively.
4. Identify, assess, and respond to risks in IT projects using qualitative and quantitative approaches

Text Book T1	Schwalbe, K. (2021). Information technology project management (9th ed.). Cengage Learning
Text Book T2	Hughes, B., & Cotterell, M. (2020). Software project management (6th ed.). McGraw Hill
Reference Book(s) R1	Gopalaswamy, R. (2022). Managing information technology projects. Wiley India
Reference Books(s) R2	Choudhury, S. (2019). Project management for information systems. Dreamtech Press

Lecture-Wise-Plan:

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. Group learning and Teaching	Reference (Chapter/ Sec. /Page Nos. of Text/ Ref. Books)
1-5	To Understand the basics of IT Project	Concept and Characteristics of IT Projects, Project Life Cycle: Initiation to Closure, Project Management Processes (PMBOK-based), Role of Project Manager in IT Projects,	h. Group learning and Teaching	T1 1-14 Notes page no-1,2,3
6-8	To Understand the role and importance of IT Project Management	Organizational Structures and Project Management, Triple Constraint: Scope, Time, and Cost, Stakeholder Identification and Engagement, Project Selection Methods (NPV, ROI, Payback Period)	d. Technology based learning e. Peer teaching	T1 15-47 PPT slide no- 1,2,3
9-12	Project Planning and Scheduling	Project Scope and Work Breakdown Structure (WBS),	d. Technology based learning h. Group learning and	PPT slide no-4,5,6 T1 48-64

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. Group learning and Teaching	Reference (Chapter/ Sec. /Page Nos. of Text/ Ref. Books)
		Project Scheduling Techniques (Gantt Charts, Network Diagrams)	Teaching	
13-15	CPM and PERT	Critical Path Method (CPM) and PERT, Time and Cost Estimation Techniques, Resource Allocation and Leveling. Project Charter and Project Plan Development	h. Group learning and Teaching	T1 65-120
16-18	To Learn basics of Excel	Project Execution, Monitoring and Control: Project Execution: Deliverables and Quality Assurance, Project Communication and Performance Reporting.	h. Group learning and Teaching	T1 372-444

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. Group learning and Teaching	Reference (Chapter/ Sec. /Page Nos. of Text/ Ref. Books)
19-25	To Understand the Tools and techs	Earned Value Management (EVM), Monitoring Tools and Techniques Integrated Change Control, Project Documentation and Audit	h. Group learning and Teaching	T1 242-342
26-32	Risk Management in IT Projects	Introduction to Risk Management in Projects, Risk Identification and Risk Register, Qualitative and Quantitative Risk Analysis	h. Group learning and Teaching	T1 242-342
33-35	Risk Response Planning	Risk Response Planning: Avoidance, Mitigation, Acceptance, Risk Monitoring and Control, Tools for Risk Management (Monte Carlo Simulation, Decision Trees)	h. Group learning and Teaching	T1 343-371

Lecture Nos.	Learning Objective	Topics to be covered	Pedagogical Approaches a. Collaborative and Cooperative Learning b. Individual learning/self-study c. Game Based learning d. Technology based learning e. Peer teaching f. Problem Based Learning g. Project based Learning h. Group learning and Teaching	Reference (Chapter/ Sec. /Page Nos. of Text/ Ref. Books)
36-40	Project Closure	Success and Failure Factors in IT Projects, Agile Project Management Overview, Scrum, Kanban and Dev Ops Fundamentals, AI in Project Management, Ethical Issues and Data Privacy in IT Projects	d. Technology based learning h. Group learning and Teaching	T1 445-564 Notes pg.no.7,8,9
41-45	Emerging Trends	Use of Project Management Software (MS Project, JIRA), Project Governance, Capstone Case Study on IT Project Lifecycle	d. Technology based learning h. Group learning and Teaching	T1 445-564

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.

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Mid Sem Exam I	60 Minutes	20	18-09-2025	1-15	CB Best out of two Mid Sem Exam
Mid Sem Exam II	60 Minutes	20	06-11-2025	16-30	
Quiz/Assignment/Lab	Throughout the Semester	10	Throughout the semester	**	CB
Attendance		10			
Comprehensive Exam	3 Hours	60	15-12-2025	1- 45	CB

** To be announced in the class

CB= Close Book Exam

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

Date: 11/08/2025

Mr.TRIDIP KUMAR PAUL
Instructor-in-charge