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“ CELEBRATING DREAMS ”

## SCHOOL OF MANAGEMENT

ITMU/SOM/BOS/2023/Notice/001

Date: 09 June 2023

### Notice

#### Notice for Board of Studies Meeting

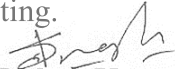
You are cordially invited to attend the upcoming Board of Studies (BoS) meeting for the School of Management on **15 June 2023** at **10:00 AM** in **Room No. 326, School of Management, ITM University, Gwalior**. The agenda for the meeting is as follows:

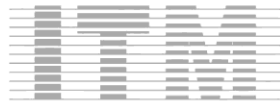
#### Agenda:

- 1. Change from the Trimester System to the Semester System in the MBA Program**
  - Discussion on the transition plan and implementation timeline.
  - Analysis of the benefits and challenges associated with the switch.
  - Review and update the curriculum to ensure flexibility in specialization options.
- 2. Alignment of Courses as per Industry Requirements**
  - Assessment of current courses against industry standards.
  - Proposal for integration of industry-aligned content and skills.
- 3. Exploring Avenues for Skill and Experiential Learning**
  - Identifying opportunities for practical, hands-on learning experiences.
  - Proposal for partnerships with industry for internships and projects.
- 4. Curriculum Update for BBA Hons. and B. Com Hons. Programs**
  - Review and approval of proposed changes in the existing syllabus.
  - Introduction of new subjects and courses for the upcoming academic year.
  - Introduction of new courses and updates to existing ones based on feedback and research.
- 5. Enhancing Student Engagement and Support Services**
  - Review of current student support services and identification of areas for improvement.
  - Discussion on initiatives to increase student engagement and satisfaction.
- 6. Other Items for Consideration**
  - Open floor for additional topics and proposals from members.

Please come prepared with any suggestions or materials for the above agenda items. We eagerly anticipate your valuable contributions and active participation in the meeting.

  
**Dr. Omveer Singh**  
REGISTRAR  
ITM University  
Gwalior (M.P.)

  
**Keshav Kansana**  
Head of the Department  
School of Management



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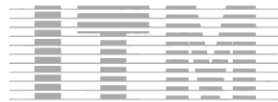
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## SCHOOL OF MANAGEMENT

### Minutes of the Board of Studies Meeting

**Date** : June 15, 2023  
**Time** : 10:00 AM - 1:00 PM  
**Venue** : Room No. 326, School of Management, ITM University  
**Attendees:**

Sn.	Name	Signature
1.	Dr. Vandana Bharti	
2.	Mr. Keshav Kansana	
3.	Dr. Shilpa Bhakar	
4.	Dr. Sudeep Banerjee	
5.	Dr. Ved Prakash	
6.	Dr. Rakhi Shukla	
7.	Dr. Rakhi Chauhan	
8.	Dr. Shahid Amin	
9.	Dr. Bhagwan Chandra Sinha	
10.	Dr. Kahmeera Shaikh	
11.	Dr. Gaura Chauhan	
12.	Dr. Aditya Tripathi	
13.	Dr. Ram Babu Shridhar	
14.	Dr. Intekhab Nadeem Khan	



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## Minutes:

### 1. Welcome and Opening Remarks:

The Head of the Department, Mr. Keshav Kansana, welcomed all members and outlined the importance of the BoS meeting for the academic advancement of the School of Management.

### 2. Change from Trimester System to Semester System in MBA Program:

- Mr. Keshav Kansana proposed shifting from a trimester to a semester system to align with standard academic practices.
- The proposal was discussed in detail, emphasizing the benefits, such as better curriculum management, enhanced student learning outcomes, and streamlined administrative processes.
- **Decision:** The board unanimously approved the transition to the semester system starting from the next academic year, subject to necessary regulatory approvals.

### 3. Change in Syllabus and Introduction of New Subjects:

- Dr. Rakhi Chauhan presented the proposed changes in the syllabus for various programs, highlighting the need for updates to keep pace with industry trends and academic standards.
- New subjects proposed included courses on Data Science, Digital Marketing, and Sustainable Business Practices.
- **Decision:** The syllabus changes were approved, with suggestions to integrate case studies and practical sessions into the new subjects.

### 4. Alignment of Courses as per Industry Requirements:

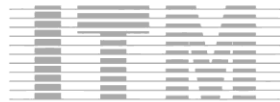
- Mr. Rahul Desai, the external industry expert, emphasized the need for courses to reflect current industry demands.
- A comprehensive review of existing courses was discussed, with recommendations for more industry-focused modules, including workshops and guest lectures by industry professionals.
- **Decision:** It was decided to form a committee to review and align courses with industry requirements continuously.

### 5. Exploring Avenues for Skill and Experiential Learning:

- Dr. Shahid Amin proposed introducing more hands-on learning experiences, such as internships, live projects, and industry collaborations.

  
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- The board discussed potential partnerships with local businesses and industries to facilitate these opportunities.
- **Decision:** The proposal was approved, and a task force was formed to explore and implement these experiential learning opportunities.

#### 6. Enhancement of MBA-Dual Specialization Programs:

- Dr. Rakhi Chauhan suggested enhancing the MBA-Dual Specialization program to provide more flexibility and depth in specialization options.
- The board discussed the need for periodic reviews of specialization tracks to ensure they remain relevant.

#### • Introduction of New Subjects in MBA-Dual Specialization:

##### Semester I-

1. MBA 101- Management Concepts and Organization Behavior
2. MBA 103- Business Communication and Drafting
3. MBA 104- Quantitative Technique
4. MBA 107- Legal Aspect of Business
5. MBA 108- Computer Concept and Managerial Application

##### Semester II-

1. MBA 202- Strategic Human Resource Management
2. MBA 204- Innovation and Entrepreneurship
3. MBA 206- Research Methodology using SPSS
4. MBA 207- International Business
5. MBA 208- E-commerce
6. MBA 209- Workshop on SPSS

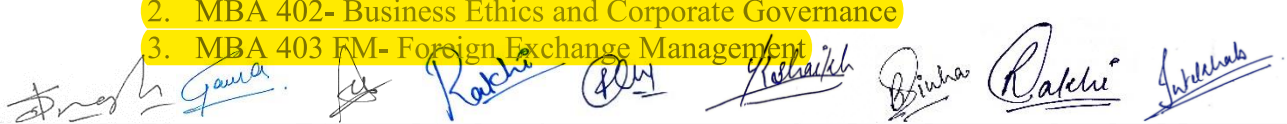
##### Semester III-

1. MBA 301- Managerial Decision Modeling Using Spreadsheet
2. MBA 307- Workshop on Entrepreneurship Skill Development
3. MBA 303 FM- Digital Banking System
4. MBA 303 HR- Human Resource Analytics
5. MBA 304 HR- Talent Management
6. MBA 305 FM- Financial Analytics

##### Semester IV-

1. MBA 401- Supply Chain Analytics
2. MBA 402- Business Ethics and Corporate Governance
3. MBA 403 FM- Foreign Exchange Management

  
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4. MBA 403 MM- Social Media Marketing
5. MBA 403 HR- International Human Resource Management
6. MBA 404 FM- Goods and Service Tax
7. MBA 404 MM- Customer Relationship Management
8. MBA 404 HR- Organizational Development and Change Management

• **Change in Syllabus Content in Subjects of MBA-Dual Specialization:**

**Semester III-**

1. MBA-302[T] Strategic Management
2. MBA-303 MM[T] Consumer Behavior
3. MBA-303 HR[T] Human Resource Analytics
4. MBA-304 FM[T] Security Analysis and Portfolio Management
5. MBA -304 MM[T] Service Marketing
6. MBA-305 MM[T] Brand Management
7. MBA-305 HR[T] Industrial Relation and Employment Laws

- **Decision:** The board approved the proposal, emphasizing regular updates and feedback from students and industry stakeholders.

**7. Curriculum Update for BBA Hons. and B. Com Hons. Programs:**

- Dr. Sudeep Banerjee and Dr. Gaura Chauhan presented updates to the BBA Hons. and B. Com Hons. programs, including the addition of new electives and updates to core courses.
- The board discussed the need to ensure these programs provide a strong foundation in business principles while offering flexibility to explore new areas.

• **Introduction of New Subjects in BBA/BBA (Hons.):**

**Semester I-**

1. AMC 104- Environmental Management
2. BMC 103- Micro Economics

**Semester II-**

1. AMC 202- Tally
2. BMC 203- Macro Economics

**Semester III-**

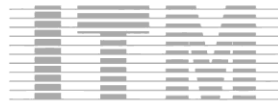
1. AMC 303- Indian Financial System

**Semester IV-**

1. AMC 401- Income Tax for Individual
2. GEC 401- Gandhi and Gandhian's way

  
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**Semester VI-**

1. BMC 601- Banking Law and Practice
2. BMC 602- Insurance Management

• **Change in Syllabus Content in Subjects of BBA/BBA (Hons.):**

**Semester I-**

1. BBA-104[T] Business Mathematics

**Semester II-**

1. BBA-204[T] Business Organization

**Semester IV-**

1. BBA-404[T] Human Resource Management

**Semester V-**

1. BBA-505MM[T] Marketing Research
2. BBA-504FM[T] Management of Financial Institutions
3. BBA-504HR[T] Management Training and Development
4. BBA-506MM[T] Consumer Behaviour

• **Introduction of New Subjects in B. Com/ B. Com (Hons.):**

**Semester II-**

1. GEC 201- Human Society in the 21<sup>st</sup> Century

**Semester IV-**

1. GEC 401- Gandhi and Gandhian's way

**Semester V-**

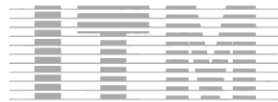
1. DCEC 501- International Finance
2. DCEC 501 HR- Strategic Human Resource Management
3. DCEC 501 MM- Service Marketing
4. DCEC 502 FM- Financial Markets and Institutions
5. DCEC 502 HR- Measuring HRM
6. DCEC 502 MM- Sales Management

**Semester VI-**

1. BCC 603 Corporate Tax
2. DCEC 601 FM- Investment Analysis
3. DCEC 601 HR- Organizational Development
4. DCEC 601 MM- Consumer Behavior
5. DCEC 602 FM- Portfolio Management

  
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6. DCEC 602 HR- Design Thinking in HR

7. DCEC 602 MM- Brand Management

- **Change in Syllabus Content in Subjects of B. Com/ B. Com (Hons.):**

#### Semester II-

1. BCMH 203- An introduction to statistics

#### Semester IV-

1. BCMH 401- Corporate Accounting -II
2. BCMH 404- Money and Banking

#### Semester V-

1. BCMH 506- Insurance Risk and Management

#### Semester V-

1. BCMH 605- Business Environment
2. BCMH 604- Financial Management -II

- **Decision:** The curriculum updates were approved, with a directive to continuously evaluate and update the courses based on feedback and market trends.

#### 8. Introduction of Soft Skills and Leadership Modules:

- The board discussed the importance of soft skills and leadership training for students' development.
- Proposed modules included Communication Skills, Teamwork, and Leadership Development.
- Decision: The proposal was approved, and it was decided to integrate these modules into the curriculum across all programs.

#### 9. Strengthening of Research and Development Initiatives:

- The need for more robust research initiatives was discussed, focusing on increasing support for faculty and student research.
- The board proposed the establishment of research centers in key areas such as Business Analytics and Entrepreneurship.
- Decision: The board approved the initiative, with plans to allocate more resources and support for research activities.

  
Dr. Omveer Singh  
REGISTRAR  
ITM University  
Gwalior (M.P.)







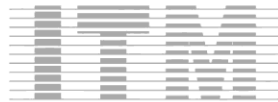












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#### 10. Enhancing Student Engagement and Support Services:

- The board reviewed current student support services and identified areas for improvement, including career counselling, mental health support, and academic advising.
- Decision: These services will be enhanced, and new initiatives will be introduced to increase student engagement and satisfaction.

#### 11. Other Items for Consideration:

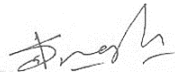
- Additional topics discussed included the need for more professional development opportunities for faculty and an increased focus on international collaborations.
- Decision: These suggestions were noted for future consideration and action.

#### 12. Closing Remarks:

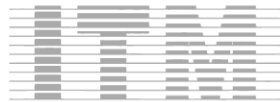
Mr. Keshav Kansana thanked all members for their participation and valuable contributions. The meeting concluded with a commitment to implementing the approved changes and continuously striving for excellence in the School of Management.

**Note: Further changes in any course introduced by the regularity bodies will be incorporated after the approval of the BOS/Academic Council.**

  
**Dr. Omveer Singh**  
REGISTRAR  
ITM University  
Gwalior (M.P.)

  
**Keshav Kansana**  
Head of the Department  
School of Management





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Annexure- 1

## New Subjects Introduced

### • Introduction of New Subjects in MBA-Dual Specialization:

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#### Semester III-

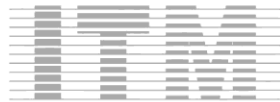
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REGISTRAR  
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## Annexure- 1

### • Introduction of New Subjects in BBA/BBA (Hons.):

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#### Semester II-

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#### Semester III-

1. AMC 303- Indian Financial System

#### Semester IV-

1. AMC 401- Income Tax for Individual
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#### Semester VI-

1. BMC 601- Banking Law and Practice
2. BMC 602- Insurance Management

### • Introduction of New Subjects in B. Com/ B. Com (Hons.):

#### Semester II-

1. GEC 201- Human Society in the 21<sup>st</sup> Century

#### Semester IV-

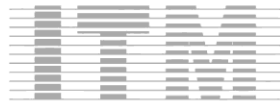
1. GEC 401- Gandhi and Gandhian's way

#### Semester V-

1. DCEC 501- International Finance
2. DCEC 501 HR- Strategic Human Resource Management
3. DCEC 501 MM- Service Marketing
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5. DCEC 502 HR- Measuring HRM
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REGISTRAR  
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Annexure- 1

**Semester VI-**

1. BCC 603 Corporate Tax
2. DCEC 601 FM- Investment Analysis
3. DCEC 601 HR- Organizational Development
4. DCEC 601 MM- Consumer Behavior
5. DCEC 602 FM- Portfolio Management
6. DCEC 602 HR- Design Thinking in HR
7. DCEC 602 MM- Brand Management

*Dr. Anshu Gaur* *A* *Rakhi* *Dr. Anshu* *Kishore* *Bina* *Rakhi* *Indrakant*

  
**Dr. Omveer Singh**  
REGISTRAR  
ITM University  
Gwalior (M.P.)



## Syllabus-2023-2024

(SOM)(BComHons)

<b>Title of the Course</b>	Corporate Tax
<b>Course Code</b>	BCC-603[T]

### Part A

Year	Semester	Credits	L	T	P	C
			4	0	0	4
<b>Course Type</b>	Theory only					
<b>Course Category</b>	Discipline Electives					
<b>Pre-Requisite/s</b>	A basic understanding of taxation as a concept is desirable.		<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Students will be able to recall the key tax regulations and principles relevant to corporate tax planning. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Students will be able to explain the impact of different corporate structures on tax liability. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Students will be able to identify tax-saving opportunities based on a company's financial statements and business activities. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Students will be able to evaluate the potential tax consequences of various business decisions. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Students will be able to recommend the most tax-efficient strategy for a given business situation, considering legal and ethical implications. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> Students will be able to develop a comprehensive corporate tax plan that minimizes tax liability while adhering to legal and regulatory requirements. <b>(BL6-Create)</b></p>					
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		<b>SDG (Goals)</b>		SDG1(No poverty) SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consumption and production) SDG17(Partnerships for the goals)	

### Part B

Modules	Contents	Pedagogy	Hours
1	Tax Planning – Meaning, nature and scope; importance of tax planning for corporate sector; difference between tax evasion, tax avoidance, tax planning and tax management; justification of corporate tax planning and management.	Interactive Classes, Case studies, Problem-based learning	12
2	Slab for corporate taxation; computation of corporate tax; set-off and carry forward of loss of specified business referred in section 35 AD; set off and carry forward of loss in case of certain companies; treatment of losses in speculation business.	Interactive Classes, Case studies, Problem-based learning	12
3	Tax planning with reference to financial management decisions – capital structure decisions, dividend policy, bonus share, investments and capital gain; estimated income scheme – section 44 AD and section 44 AE.	Interactive Classes, Case studies, Problem-based learning	12
4	Concept of MAT, provisions and calculations under MAT; Evaluation of VAT in India and its justification, principles, variant and methods of calculating VAT.	Interactive Classes, Case studies, Problem-based learning	12
5	Depreciation – concept, slab for calculation, block of assets and tax planning with reference to depreciation; provisions and reliefs in relation to double taxation, double taxation avoidance agreement with other countries.	Interactive Classes, Case studies, Problem-based learning	12

### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
1	Developing a Corporate Tax Planning Strategy to Maximize Tax Efficiency	PBL	BL6-Create	15

*Dr. Anshu Gaur*

*A*

*Rakhi*

*Om*

*Keshav*

*Birsha*

*Rakhi*

  
**Omveer Singh**  
 REGISTRAR  
 ITM University  
 Gwalior (M.P.)

Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	40	12	60	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

Part E

<b>Books</b>	Singhania, V. K., & Singhania, K. (2019). Students' Guide to Income Tax Including GST (67th ed.). Taxmann Publications.
<b>Articles</b>	Phillips, J. D. (2003). Corporate tax-planning effectiveness: The role of compensation-based incentives. The Accounting Review, 78(3), 847-874. Cooper, M., & Nguyen, Q. T. (2020). Multinational enterprises and corporate tax planning: A review of literature and suggestions for a future research agenda. International Business Review, 29(3), 101692.
<b>References Books</b>	Gupta, R. (2020). Corporate Tax Planning (8th ed.). McGraw-Hill Education.
<b>MOOC Courses</b>	<a href="https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/329">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/329</a>
<b>Videos</b>	<a href="https://www.youtube.com/watch?v=M6L-nBdJ-d4&amp;pp=ygUTY29ycG9yYXRlIFRheCBYXRlcw%3D%3D">https://www.youtube.com/watch?v=M6L-nBdJ-d4&amp;pp=ygUTY29ycG9yYXRlIFRheCBYXRlcw%3D%3D</a>

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	1	-	-	-	-	-	-	-	-	-	1	2	-
CO2	1	-	1	1	-	-	-	-	-	-	-	-	1	-	2
CO3	2	-	1	1	-	-	-	-	-	-	-	-	-	-	1
CO4	-	1	-	2	-	-	-	-	-	-	-	-	2	1	-
CO5	2	-	1	1	-	-	-	-	-	-	-	-	-	2	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

*Dr. Omveer Singh* *Rakhi* *Dr. Omveer Singh* *Rakhi* *Dr. Omveer Singh* *Rakhi* *Dr. Omveer Singh* *Rakhi*

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## Syllabus-2023-2024

(SOM)(BComHons)


<b>Title of the Course</b>	Measuring HRM
<b>Course Code</b>	DCEC- 502 HR[T]

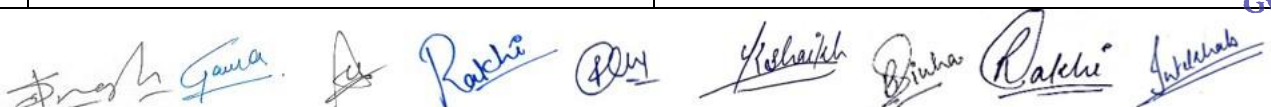
### Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
<b>Course Type</b>	Theory only					
<b>Course Category</b>	Disciplinary Major					
<b>Pre-Requisite/s</b>	Students should be familiar with Management of Human Resource in Organizations.		<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<b>CO1-</b> Student will be able to define the key functions of Human Resource Management (HRM) in an organization. <b>(BL1-Remember)</b> <b>CO2-</b> Student will be able to explain the impact of training and development programs on employee performance and organizational goals. <b>(BL2-Understand)</b> <b>CO3-</b> Student will be able to apply HRM theories and concepts to real-world scenarios. <b>(BL3-Apply)</b> <b>CO4-</b> Student will be able to analyze a case study of a workplace conflict, identifying the root causes and proposing appropriate conflict resolution strategies. <b>(BL4-Analyze)</b> <b>CO5-</b> Student will be able to evaluate the effectiveness of different employee compensation and benefits packages in attracting and retaining talent. <b>(BL5-Evaluate)</b>					
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✓ Human Values ✓ Environment ✗	<b>SDG (Goals)</b>	SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth)			

### Part B

Modules	Contents	Pedagogy	Hours
1	Understanding concept of Human Resource Management Concept, nature, scope, objectives and importance of HRM, Evolution of HRM, Challenges of HRM, Personnel Management vs HRM, Difference between PM and HRM, Role of HR Professional / Manager, Qualities of successful HR. Structure of HR Department, line and staff aspects of HRM.	Interactive lectures, Case studies	9
2	Acquisition of Human Resources Human Resource Planning: Process of human resource planning, forecasting demand and supply, succession planning. Job Analysis: Uses and Methods, Job description and Job specification. Recruitment, selection & orientation: Internal & external sources of recruitment, e-recruitment, advantages & problems of internal & external recruitment, steps in placement and selection process, Selection tests and Interview, Orientation Programme and Induction. Job changes - transfers, promotions/demotions, separations	Interactive Lectures, Debates and Discussions,	9
3	Training and Development Concept and importance of training; types of training; methods of training; design of training programme; evaluation of training effectiveness; executive development - process and techniques, Mentoring and Coaching	Interactive lectures, Case studies, problem based learning	9
4	Performance Management System Performance and Potential appraisal - concept and objectives; traditional and modern methods, limitations of performance appraisal methods, Rating Errors and Biases, Uses of performance appraisal, Career Management: Career anchors, career life stages, career planning.	Interactive Lectures Case Studies Experiential Learning	9
5	Gender Diversity: Gender Diversity in the Indian Workplace, Gender Pay Gap in India, Career Development and Advancement Opportunities for Indian Women, Mentorship and Sponsorship Programs for Women in Indian Organizations.	Interactive Lectures Case Studies	9

  
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Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Developing an Effective Employee Training and Development Program	PBL	BL4-Analyze	15

Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	40	12	60	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

Part E

<b>Books</b>	Human Resource Management, 11th Edition by Gary Dessler, Publisher: Prentice-Hall of India ,ISBN -978-81-203-3443-4 Human Resource Management K Aswathapa
<b>Articles</b>	Stone, D. L., & Deadrick, D. L. (2015). Challenges and opportunities affecting the future of human resource management. Human Resource Management Review, 25(2), 139-145.
<b>References Books</b>	Human Resource Management by R. Wayne Mondy, Pearson Publications, Delhi
<b>MOOC Courses</b>	<a href="https://www.udemy.com/course/certification-course-in-human-resource-management/">https://www.udemy.com/course/certification-course-in-human-resource-management/</a>
<b>Videos</b>	<a href="https://www.google.com/gasearch?q=videos%20on%20human%20resource%20management%20in%20english&amp;tbm=&amp;source=sh/x/gs/m2/5#fpstate=ive&amp;vld=cid:d210c08d,vid:aPEUKLx">https://www.google.com/gasearch?q=videos%20on%20human%20resource%20management%20in%20english&amp;tbm=&amp;source=sh/x/gs/m2/5#fpstate=ive&amp;vld=cid:d210c08d,vid:aPEUKLx</a>

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	-	-	-	-	-	-	-	-	-	-	-	2	1
CO2	2	2	3	3	-	-	-	-	-	-	-	-	2	1	1
CO3	2	-	3	3	-	-	-	-	-	-	-	-	1	-	1
CO4	-	2	1	1	-	-	-	-	-	-	-	-	-	1	1
CO5	-	1	-	1	-	-	-	-	-	-	-	-	2	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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## Syllabus-2023-2024

(SOM)(BComHons)


Title of the Course	International Finance
Course Code	DCEC-501 FM[T]

### Part A

Year	Semester	Credits	L	T	P	C
			4	0	0	4
Course Type	Theory only					
Course Category	Discipline Specific Elective					
Pre-Requisite/s	A basic understanding of financial management is desirable.		Co-Requisite/s			
Course Outcomes & Bloom's Level	<p><b>CO1-</b> Students will be able to recall key concepts and theories in international finance. <b>(BL1-Remember)</b>  <b>CO2-</b> Students will be able to explain the mechanisms and dynamics of international financial markets. <b>(BL2-Understand)</b>  <b>CO3-</b> Students will be able to apply international financial tools and techniques to analyze investment opportunities and assess risks in global markets. <b>(BL3-Apply)</b>  <b>CO4-</b> Students will be able to analyze the impact of geopolitical events, economic policies, and market trends on international financial markets. <b>(BL4-Analyze)</b>  <b>CO5-</b> Students will be able to evaluate the effectiveness of different financial strategies in mitigating risks and maximizing returns in global business operations. <b>(BL5-Evaluate)</b></p>					
Courses Elements	Skill Development X Entrepreneurship X Employability X Professional Ethics X Gender X Human Values X Environment X	SDG (Goals)	SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)			

### Part B

Modules	Contents	Pedagogy	Hours
1	International Financial Environment: Overview, Foreign Exchange Market, Introduction to inter- bank market and retail market. Spot market and forward market. Forward discount and premium; cross rate; Determination of inter-bank rates, determination of value dates, retail cash rates and TT rates; Exchange Rate Determination: Interest rate parity, purchasing power parity, international Fisher's effect, and uncovered interest rate arbitrage, carry trade. Central bank intervention- revaluation and devaluation of currency, Open market operations; Purchasing power effect.	interactive lectures and case studies	12
2	The International Monetary System: Breton Wood system; Exchange Rate Regimes, Euro Market, International Banking, Concept and Development of Universal banking; Syndicate loan; parallel loan. Euro currency market- Euro loan, Eurodollar loan, Euro deposits, Euro dollar deposit; International Trade Financing: Documents required for export, letter of credit and prepayment of LOC, buyers credit, sellers credit, pre and post shipment line of credit. Drafts, open account, counter trade. Bill discounting, factoring and forfeiting.	interactive lectures and case studies	12
3	Financial Derivatives: Forwards and Futures, Options and related terminology, Calculating the pay off from options and diagrammatic representation. Option, pricing (Diagrammatic) - factors that influence put and call prices. Some motivations for buying and selling options; Simple combinations of underlying asset & options: Option spreads: Bull spreads with puts and calls, straddle top and bottom, strip, Futures: Valuations, rationale for trading-hedging, arbitrage etc. (No Derivations), Introduction to Swaps, Interest rate swaps, and currency swaps, cross currency swaps.	interactive lectures and case studies	12
4	Currency Risk Management Foreign Exchange Risk Management: Types of Forex Exposure- Strategies for Managing Transaction, Translation, Operating & Economic Exposure; Political Risk-	interactive lectures and case studies	12
5	Analysis and Management; Interest Rate Exposure Management, Forward rate agreements (FRA). Interest rate caps, floors, collars.	interactive lectures and case studies	12

  
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Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Analyzing the Impact of Global Economic Trends on International Investments	PBL	BL4-Analyze	15

Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	40	12	60	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

Part E

<b>Books</b>	International Financial Managementll, Cheol S. Eun and Bruce G. Resnick, McGraw Hill.
<b>Articles</b>	Desai, M. A. (2006). International finance: A course overview note. Harvard Business School.
<b>References Books</b>	"International Financial Management" by Jeff Madura Krugman, P. (1993). International finance and economic development. Finance and development: Issues and experience, 4, 11-24
<b>MOOC Courses</b>	<a href="https://www.coursera.org/learn/international-business#modules">https://www.coursera.org/learn/international-business#modules</a>
<b>Videos</b>	<a href="https://www.google.com/gasearch?q=videos%20on%20international%20finance%20in%20english&amp;tbm=&amp;source=sh/x/g/m2/5#fpstate=ive&amp;vld=cid:8c316c5a,vid:3mF-aNHwXYI,st:0&amp;vuanr=4">https://www.google.com/gasearch?q=videos%20on%20international%20finance%20in%20english&amp;tbm=&amp;source=sh/x/g/m2/5#fpstate=ive&amp;vld=cid:8c316c5a,vid:3mF-aNHwXYI,st:0&amp;vuanr=4</a>

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	-	2	2	-	-	-	-	-	-	-	-	-	1	1
CO2	2	-	-	2	-	-	-	-	-	-	-	-	2	2	1
CO3	2	2	-	3	-	-	-	-	-	-	-	-	1	-	2
CO4	1	3	2	-	-	-	-	-	-	-	-	-	1	1	3
CO5	1	2	2	2	-	-	-	-	-	-	-	-	-	3	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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## Syllabus-2023-2024

(SOM)(BComHons)

<b>Title of the Course</b>	Strategic Human Resource Management
<b>Course Code</b>	DCEC-501 HR[T]

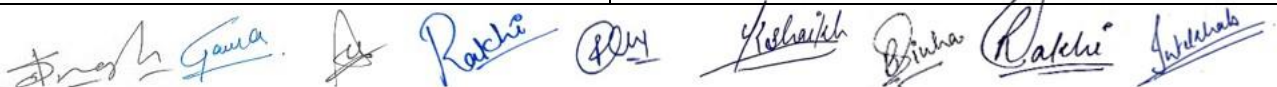
### Part A

Year	Semester	Credits	L	T	P	C
			4	0	0	4
<b>Course Type</b>	Theory only					
<b>Course Category</b>	Discipline Specific Elective					
<b>Pre-Requisite/s</b>	Student should have basic knowledge of Human Resource Management.		<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for Organizational change. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Demonstrate knowledge of practical application of training and employee development as it impacts organizational Strategy and competitive advantage. <b>(BL5-Evaluate)</b></p>					
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	<b>SDG (Goals)</b>	SDG4(Quality education)			

### Part B

Modules	Contents	Pedagogy	Hours
1	Essentials of HRM: Functions of HRM, Strategic HRM: Meaning and Roles in Strategy formulation and implementation, Barriers to strategic HRM, Linking HR strategy with business strategy, Roles of HR Manager, roles of HR in merger and acquisitions, Technology & HR and changing roles of HR due to technology, HRM linkage with TQM & productivity, . Case Studies	Interactive Lectures, Case Studies, Experiential Learning	12
2	Human Resource Planning and Employee Hiring: Meaning of job Analysis, job design, Human Resource Planning, methods demand forecasting for manpower planning, factors influencing HRP, Employee hiring- methods of Recruitment, Employee selection, process of employee selection, recent trends in recruitment Case Studies	Interactive Lectures, Case Studies, Experiential Learning	12
3	Employee Training & Development: Meaning importance of Training, types and methods and types of training, career planning, promotion, transfer, demotion and separation, Performance Appraisal: Meaning and types of appraisal, Job Evaluation: Meaning and methods of job evaluation. Case Studies	Interactive Lectures, Case Studies, Experiential Learning	12
4	Compensation Management: Introduction to compensation management, Components and structure of employee compensation, Factors affecting employee compensation, Employee incentive schemes, and recent trends in compensations management, Case Studies	Interactive Lectures Case Studies Experiential Learning	12
5	Employee Engagement and Retention: Understanding employee engagement and its significance, Strategies for enhancing employee engagement, managing employee retention and reducing turnover, Workforce diversity and inclusion Emerging Trends in Strategic HRM, HR technology and automation, The gig economy and its impact on HR practices, Corporate social responsibility and HRM, Sustainable HRM practices.	Interactive Lectures, Case Studies, Experiential Learning	12

  
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Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
2	Evaluating a Strategic HR Plan for a Startup	PBL	BL4-Analyze	15

Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

Part E

<b>Books</b>	1. V.S.P.Rao, Human Resource Management(Text and Cases) Himalaya Publications, Thirteenth Edition. 2. Durai Praveen, Human Resource Management PearsonPublication,2nd Edition. 3. Gary Dessler and Biju Varkkey Human Resource Management, Person Publication,2013,14th Edition.
<b>Articles</b>	Boon, C., Eckardt, R., Lepak, D. P., & Boselie, P. (2018). Integrating strategic human capital and strategic human resource management. The International Journal of Human Resource Management, 29(1), 34-67.
<b>References Books</b>	Seema Sanghi, Human Resource Management, Vikas Publications, 2014, 5th Edition. K. Aswathappa, Human Resource Management, McGraw Hill Education, 2013, 7th Edition.
<b>MOOC Courses</b>	
<b>Videos</b>	<a href="https://www.youtube.com/watch?v=tNTrgj6lTo&amp;list=PLOzRYVm0a65ey68FxO33DwMsBi2HO3hnR">https://www.youtube.com/watch?v=tNTrgj6lTo&amp;list=PLOzRYVm0a65ey68FxO33DwMsBi2HO3hnR</a>

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	2	-	-	-	-	-	-	-	-	-	1	-	1
CO2	1	2	1	1	-	-	-	-	-	-	-	-	2	1	-
CO3	1	1	-	2	-	-	-	-	-	-	-	-	1	1	1
CO4	2	1	-	1	-	-	-	-	-	-	-	-	1	-	-
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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*Dr. Omveer Singh*  
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## Syllabus-2023-2024

(SOM)(BComHons)

<b>Title of the Course</b>	Service Marketing
<b>Course Code</b>	DCEC-501 MM[T]

### Part A

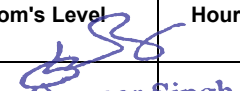
Year	Semester	Credits	L	T	P	C
			4	0	0	4
<b>Course Type</b>	Theory only					
<b>Course Category</b>	Discipline Electives					
<b>Pre-Requisite/s</b>	Students should have basic understanding of service marketing.		<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<b>CO1-</b> Students will be able to Recall the fundamental concepts and terminology of services marketing. <b>(BL1-Remember)</b> <b>CO2-</b> Students will be able to Explain the unique characteristics of services that distinguish them from goods <b>(BL2-Understand)</b> <b>CO3-</b> Students will be able to Apply the 7 Ps of services marketing to real-world service scenarios <b>(BL3-Apply)</b> <b>CO4-</b> Students will be able to Analyze customer expectations and perceptions to improve service quality <b>(BL4-Analyze)</b> <b>CO5-</b> Students will be able to Evaluate the effectiveness of various service recovery strategies. <b>(BL5-Evaluate)</b>					
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	<b>SDG (Goals)</b>	SDG3(Good health and well-being) SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consumption and production)			

### Part B

Modules	Contents	Pedagogy	Hours
UNIT-1	Concept of services, Salient features of marketing services, Concept and Significance of services marketing, Marketing information system, Emerging key services.	interactive lectures, case studies, experiential learning	12
UNIT-2	Marketing Mix in Service Marketing: The seven Ps: Product decision, pricing, strategies and tactics, promotion of services and placing or distribution methods for services. Additional dimension in services marketing - people, physical evidence and process.	interactive lectures, case studies, experiential learning	12
UNIT-3	Service Consumer Behavior: Understanding the Service Customer as a Decision Maker, Customer purchase is Associated with Risk, How Service Customers Evaluate the Service, The Service Consumer Decision Process, and The Decision Making Process in the Service Sector, Components of Customer Expectations, Service Satisfaction, Service Quality Dimensions	interactive lectures, case studies, experiential learning	12
UNIT-4	Relationship Marketing The levels of Customer Relationships, Dimensions of a Relationship, Goal of relationship marketing	interactive lectures, case studies, experiential learning	12
UNIT-5	Marketing of Services Bank Marketing, Insurance Marketing, Consultancy marketing and Personal Care Marketing	interactive lectures, case studies, experiential learning	12

### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Students will evaluate different service recovery strategies used by airlines to handle service failures and enhance customer loyalty.	PBL	BL5-Evaluate	15

  
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Part D(Marks Distribution)

Theory

Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	40	12	60	

Practical

Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

Part E

<b>Books</b>	Fisk, R. P., Grove, S. J., & John, J. (2019). Services marketing interactive approach (5th ed.).
<b>Articles</b>	Mogaji, E., Soetan, T. O., & Kieu, T. A. (2020). The implications of artificial intelligence on the digital marketing of financial services to vulnerable customers. Australasian Marketing Journal, j-ausmj.
<b>References Books</b>	Lovelock, C., & Wirtz, J. (2019). Services Marketing: People, Technology, Strategy (9th ed.). World Scientific.
<b>MOOC Courses</b>	
<b>Videos</b>	<a href="https://www.youtube.com/watch?v=WutTp3C3NXs">https://www.youtube.com/watch?v=WutTp3C3NXs</a>

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	-	2	-	-	-	-	-	-	-	-	1	-	-
CO2	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1
CO3	1	-	1	-	-	-	-	-	-	-	-	-	-	2	-
CO4	-	1	-	2	-	-	-	-	-	-	-	-	-	-	-
CO5	-	-	1	-	-	-	-	-	-	-	-	-	1	-	2
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

*Dr. Omveer Singh* *A. Rathi* *Dr. Omveer Singh* *Kuldeep* *Bircha* *Rathi* *Subhash*

*Dr. Omveer Singh*  
**Dr. Omveer Singh**  
**REGISTRAR**  
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## Syllabus-2023-2024

(SOM)(BComHons)

<b>Title of the Course</b>	Financial Markets and Institutions
<b>Course Code</b>	DCEC-502 FM[T]

Part A

Year	Semester	Credits	L	T	P	C
			4	0	0	4
<b>Course Type</b>	Theory only					
<b>Course Category</b>	Discipline Specific Elective					
<b>Pre-Requisite/s</b>	A bird's eye view on the basic concepts of financial markets is desirable.		<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Students will be able to recall fundamental concepts and terminology related to financial markets, instruments, and services. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Students will be able to explain the functions, operations, and regulations governing financial markets and services. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Students will be able to apply financial market theories and knowledge to analyze investment options and financial services. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Students will be able to analyze the performance of different financial instruments and evaluate their suitability for investment portfolios. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Students will be able to evaluate the role of financial intermediaries and services in facilitating capital allocation and risk management. <b>(BL5-Evaluate)</b></p>					
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	<b>SDG (Goals)</b>	SDG4(Quality education) SDG8(Decent work and economic growth) SDG17(Partnerships for the goals)			



  
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**Part B**

Modules	Contents	Pedagogy	Hours
1	Money Market: Inter Bank call money market, Term Money; Retail & Wholesale; BSE, NSE: Instruments & Players, T Bill, dated Govt. securities, Commercial paper, certificate of deposit, Role of RBI in regulation of money market.	interactive lectures and case studies	12
2	Basic Introduction to Primary & Secondary Market: Primary Market: New Issue Market, DIP Guidelines, Eligibility conditions, Red herring prospectus, green shoe option, IPO grading, book building, French option, Dutch option, minimum subscription, pricing (band, floor), Settlement & Allotment, Escrow account, listing, Secondary Market: Stock market, trade operations & settlement, margin requirement, types of margin, Indices - NIFTY & SENSEX (meaning & composition)	interactive lectures and case studies	12
3	Financial Services: Leasing & Hire Purchase: meaning, types, benefits of lease to lessor & lessee, methods of determining lease rental (stepped up, ballooned), difference between lease and hire purchase, Factoring & forfeiting: Concept, distinction between factoring and forfeiting, benefits of factoring, impact of factoring on balance sheet, Venture capital: Main features, venture capital process, difference between venture capital finance and conventional sources of finance, disinvestment avenues, Housing finance: Concept, role of NHB, HFCs, different schemes & limits of housing finance, risk associated with housing finance	interactive lectures and case studies	12
4	Credit rating: process, evaluation of a company, benefits of credit rating to investors, reliance on credit rating for investment decision, Securitization: Concept, origin, features, process, MBS, ABS, risk associated with securitization,	interactive lectures and case studies	12
5	Merchant Banking: Introduction, evolution of merchant banking, types of merchant bankers, activities undertaken by different types of merchant bankers, Merger & Acquisition: Concept of merger and takeovers, reasons for merger & acquisitions, Steps involved in merger and amalgamation, case study on mergers, demergers. Insurance: types of insurance (life, non life), types of insurance policies.	interactive lectures and case studies	12

**Part C**

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
2	Exploring Emerging Trends in Financial Markets and Services	PBL	BL5-Evaluate	15

**Part D(Marks Distribution)**

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	40	12	60	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

**Part E**

<b>Books</b>	M.Y. Khan, Indian Financial System, 6th Edition, TMH H. R. Machiraju, Indian Financial System, 4th Edition, Vikas Publishing House.
<b>Articles</b>	Bosworth, B. P., Burtless, G., & Bryant, R. C. (2004). The impact of aging on financial markets and the economy: A survey. Brookings.
<b>References Books</b>	Bond, P., Edmans, A., & Goldstein, I. (2012). The real effects of financial markets. Annu. Rev. Financ. Econ., 4(1), 339-360
<b>MOOC Courses</b>	
<b>Videos</b>	<a href="https://www.google.com/gasearch?q=videos%20on%20introduction%20to%20financial%20market%20in%20english&amp;tbm=&amp;source=sh/x/g/m/2/5#fpstate=ive&amp;vld=cid:b844dfc871c1P_bqD">https://www.google.com/gasearch?q=videos%20on%20introduction%20to%20financial%20market%20in%20english&amp;tbm=&amp;source=sh/x/g/m/2/5#fpstate=ive&amp;vld=cid:b844dfc871c1P_bqD</a>

  
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Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	2	1	2	-	-	-	-	-	-	-	-	-	1	1
CO2	3	-	2	2	-	-	-	-	-	-	-	-	-	2	1
CO3	1	2	-	2	-	-	-	-	-	-	-	-	1	2	1
CO4	2	-	2	-	-	-	-	-	-	-	-	-	1	1	-
CO5	1	2	1	-	-	-	-	-	-	-	-	-	1	-	2
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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**Dr. Omveer Singh**  
 REGISTRAR  
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 Gwalior (M.P.)

## Syllabus-2023-2024

(SOM)(BComHons)

<b>Title of the Course</b>	Sales Management
<b>Course Code</b>	DCEC-502 MM[T]

### Part A


Year	Semester	Credits	L	T	P	C
			4	0	0	4
<b>Course Type</b>	Theory only					
<b>Course Category</b>	Discipline Specific Elective					
<b>Pre-Requisite/s</b>	A fundamental understanding of sales process is desirable.		<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Students will be able to recall key concepts and techniques in personnel selling and sales force management. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Students will be able to explain the principles and strategies involved in personnel selling and sales force management. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Students will be able to apply selling techniques and management principles to real-world sales scenarios. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Students will be able to analyze sales performance data to identify areas for improvement and optimization. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Students will be able to evaluate the effectiveness of sales strategies and tactics in achieving organizational sales goals. <b>(BL5-Evaluate)</b></p>					
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	<b>SDG (Goals)</b>	SDG4(Quality education) SDG8(Decent work and economic growth) SDG12(Responsible consumption and production)			

### Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Personal Selling; functions of a sales person, qualities of an effective Sales Person; Personal Selling situations.	interactive lectures and case studies	12
2	Theories of Selling: AIDAS, Right Set of circumstances, Buying formula theory.	interactive lectures and case studies	12
3	The Selling Process: Pre approach - acquiring product knowledge, acquiring competition and market knowledge, Identifying and qualifying prospects - sources of prospecting, conditions for qualification, Opening a sale - methods of approaching,	interactive lectures and case studies	12
4	Sales presentation - presentation strategies and methods, Sales demonstration - planning effective demonstration, use of sales tools, Handling objection - types of objections, determining hidden objections, strategies for handling objections, Closing a sale - trial close, closing techniques, Post sales follow up.	interactive lectures and case studies	12
5	Introduction to sales force management: Objectives of Sales management, Role of a sales manager; Managing Sales force - Recruitment, Selection, Training, Compensation and evaluation of sales force; Sales Territory Coverages: Sales Territory Concept, Reasons for establishing sales territories, procedures for selling up sales territories.	interactive lectures and case studies	12

### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Sales Strategy Development and Sales Force Effectiveness Assessment	PBL	BL3-Apply	15

  
**Dr. Omveer Singh**  
 REGISTRAR  
 ITM University  
 Gwalior (M.P.)





**Part D(Marks Distribution)**

<b>Theory</b>					
<b>Total Marks</b>	<b>Minimum Passing Marks</b>	<b>External Evaluation</b>	<b>Min. External Evaluation</b>	<b>Internal Evaluation</b>	<b>Min. Internal Evaluation</b>
100	40	40	12	60	
<b>Practical</b>					
<b>Total Marks</b>	<b>Minimum Passing Marks</b>	<b>External Evaluation</b>	<b>Min. External Evaluation</b>	<b>Internal Evaluation</b>	<b>Min. Internal Evaluation</b>

**Part E**

<b>Books</b>	Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Sales Management: Decisions, Strategies & Cases, Pearson Publications
<b>Articles</b>	Weitz, B. A., & Bradford, K. D. (1999). Personal selling and sales management: A relationship marketing perspective. Journal of the academy of marketing
<b>References Books</b>	Panda Tapan K., Sahadev Sunil, Sales & Distribution Management, Oxford Publications.
<b>MOOC Courses</b>	<a href="https://www.coursera.org/professional-certificates/sales-development-representative">https://www.coursera.org/professional-certificates/sales-development-representative</a>
<b>Videos</b>	<a href="https://www.google.com/gasearch?q=videos%20on%20personal%20selling%20and%20sales%20force%20management%20in%20english&amp;tbm=&amp;source=sh/x/g/m2/5#fpstate=ive&amp;vld=c">https://www.google.com/gasearch?q=videos%20on%20personal%20selling%20and%20sales%20force%20management%20in%20english&amp;tbm=&amp;source=sh/x/g/m2/5#fpstate=ive&amp;vld=c</a>

**Course Articulation Matrix**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
CO1	1	-	2	-	-	-	-	-	-	-	-	-	-	1	1
CO2	2	-	-	2	-	-	-	-	-	-	-	-	1	-	3
CO3	-	-	1	2	-	-	-	-	-	-	-	-	-	1	1
CO4	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
CO5	1	-	-	2	-	-	-	-	-	-	-	-	1	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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**REGISTRAR**  
**ITM University**  
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## Syllabus-2023-2024

(SOM)(BComHons)

<b>Title of the Course</b>	Investment Analysis
<b>Course Code</b>	DCEC-601 FM[T]

### Part A

Year	Semester	Credits	L	T	P	C
			4	0	0	4
<b>Course Type</b>	Theory only					
<b>Course Category</b>	Discipline Specific Elective					
<b>Pre-Requisite/s</b>	A bird's eye view on the basic concepts of investment and financial markets is desirable.		<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Students will be able to understand the basic concept of Portfolio Management. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Students will be able to explain the relationship between risk and return in investment decisions and how portfolio theory helps manage this relationship. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Students will be able to calculate basic risk and return measures for individual assets and construct a simple portfolio based on investment objectives and risk tolerance. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Students will be able to evaluate the performance of a portfolio using different performance metrics identify potential areas for improvement. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Students will be able to recommend investment strategies based on current market conditions, economic forecasts, and individual investor risk profiles. <b>(BL5-Evaluate)</b></p>					
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✓ Human Values ✓ Environment ✗	<b>SDG (Goals)</b>	SDG1(No poverty) SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consumption and production) SDG13(Climate action) SDG17(Partnerships for the goals)			

### Part B

Modules	Contents	Pedagogy	Hours
1	Investment- meaning, nature & types, investment and its specialization, investment avenues, investment framework in India.	interactive lectures and case studies	12
2	Basics of Bond, YTM, Bond Theorems, Yield curve; Interest Rate Risk: Duration and Modified Duration; Bond Strategies - Passive and Active; financial analysis of an industry; Company analysis: Detailed financial statement analysis from Investment decision perspective; Share valuation : Dividend discount models- constant growth & two stage growth model, three stage growth model (H model); Relative valuation models using P/E ratio (Book value to market value)	Interactive lectures, problem based learning	12
3	Portfolio analysis: Portfolio risk and return, Markowitz portfolio model: 2 asset portfolio, concept of efficient frontier & Optimum portfolio, Single index model: concept of beta systematic and unsystematic risk, Capital asset pricing model (CAPM): CML and SML and application of CAPM.	Interactive lectures, problem based learning	12
4	Asset allocation: Asset allocation pyramid, investor life cycle approach, Portfolio management services: Passive - Index funds, systematic investment plans. Active - market timing, style investing; Portfolio Revision & Evaluation: Evaluation of Portfolio: Sharpe's Treynor's & Jensen's measures, FAMA Model, Mutual Funds Performance Evaluation	Interactive lectures, problem based learning	12
5	Introduction to efficient market hypothesis and basis of security analysis: Approaches to Securities Analysis; Fundamental analysis: Meaning, assumptions and EIC framework; Economy analysis: Leading lagging & coincident macroeconomic indicators, Expected direction of movement of stock prices with macroeconomic variables in the Indian context; Industry analysis: Classification of industries in India, Models of industry analysis stages of life cycle, porters five forces, SWOT analysis, Elementary concepts of fundamental analysis(Resistance support, consolidation, momentum, candle chart, head & shoulders)	Interactive lectures, problem based learning	12

  
**Dr. Omveer Singh**  
 REGISTRAR  
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 Gwalior (M.P.)



Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Portfolio Optimization Strategies for Wealth Management	PBL	BL3-Apply	15

Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	40	12	60	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

Part E

<b>Books</b>	Prasanna Chandra, Investment Analysis & Portfolio Management, 6th Edition, TMH.
<b>Articles</b>	Jha, L. D. N., Mishra, R. S., & Bhome, S. (2016). Investment Analysis And Portfolio Managemen
<b>References Books</b>	Bodie, Z., Kane, A., & Marcus, A. J. (2020). Investments (11th ed.). McGraw-Hill Education.
<b>MOOC Courses</b>	<a href="https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_pg/398">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_pg/398</a>
<b>Videos</b>	<a href="https://www.google.com/gasearch?q=videos%20on%20investment%20analysis%20and%20portfolio%20management%20%20in%20english&amp;tbn=&amp;source=sh/x/gs/m2/5#fpstate=ive&amp;v">https://www.google.com/gasearch?q=videos%20on%20investment%20analysis%20and%20portfolio%20management%20%20in%20english&amp;tbn=&amp;source=sh/x/gs/m2/5#fpstate=ive&amp;v</a>

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	-	-	2	-	-	-	-	-	-	-	-	-	1	1
CO2	-	1	-	2	-	-	-	-	-	-	-	-	-	-	2
CO3	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-
CO4	1	-	2	-	-	-	-	-	-	-	-	-	1	-	-
CO5	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

*Prasanna Chandra* *A. Rakhi* *Omveer Singh* *Kishor Singh* *Bhishma* *Rakhi* *Indira*

  
**Dr. Omveer Singh**  
 REGISTRAR  
 ITM University  
 Gwalior (M.P.)

## Syllabus-2023-2024

(SOM)(BComHons)

<b>Title of the Course</b>	Organizational Development
<b>Course Code</b>	DCEC-601 HR[T]

### Part A

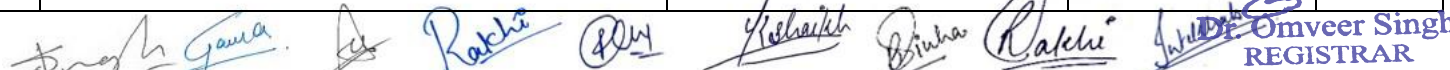
Year	Semester	Credits	L	T	P	C
			4	0	0	4
<b>Course Type</b>	Theory only					
<b>Course Category</b>	Discipline Specific Elective					
<b>Pre-Requisite/s</b>	The students should come prepared with provided handouts and subject matter.		<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Students will be able to recall the history, fundamental concepts, and theories in the field of Organization Change and Development. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Students will be able to understand the emotions and dynamics of change, including resistance to change, and explain the underlying reasons for these dynamics. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Students will be able to apply the stages of the Change Management process, focusing on the rationale behind each stage. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Students will be able to analyze an organization undergoing a change process, and report on the strategies and outcomes of the change management efforts. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Students will be able to evaluate the development initiatives in enhancing employee performance and organizational effectiveness. <b>(BL5-Evaluate)</b></p>					
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		<b>SDG (Goals)</b>		SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth)	

### Part B

Modules	Contents	Pedagogy	Hours
1	Introduction: Organization Change and Development: Meaning, characteristics, and Scope of change Response to change, Change cycles, Theories of organisation change and managing organisation changes.	interactive lectures and case studies	12
2	Resistance to change: Nature, Types and Benefits of Resistance Reasons for resistance, Overcoming resistance, Models for change and Role of change agents in managing resistance to change.	Interactive Lectures Case Studies Experiential Learning	12
3	Organisational Development: Concept, Objective, Nature, Significance, and Assumptions of Organisational Development, Process of O.D., Implementation of O.D., Intervention Techniques, Sensitivity Training, and O.D. Approach in India.	interactive lectures and case studies	12
4	Organisational Culture: Meaning, Characteristics and Nature of organisational culture Evolution of a culture, Types of culture, Various aspects of culture, System analysis concept of organisation culture, Maintaining a uniform culture, Formulation with organisational culture.	interactive lectures and case studies	12
5	Organisational Climate: Concept, factors affecting organisational climate, measurement of organisational climate, and present position of organisational climate in Indian organisations.	interactive lectures and case studies	12

### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Implementing Change Management Strategies for Organizational Transformation	PBL	BL5-Evaluate	15

  
**Omveer Singh**  
 REGISTRAR  
 ITM University  
 Gwalior (M.P.)

Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	40	12	60	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

Part E

<b>Books</b>	Thomas G Cummings and Christopher G Worli, Theory of Organization Development and Change, ninth edition, Cengage Learning.
<b>Articles</b>	Schein, E. H. (1985). Increasing organizational effectiveness through better human resource planning and development. Readings in human resource management, 376
<b>References Books</b>	Wendell L. French, Cecil H Bell, Jr. and Veena Vohra, Organization Development, sixth edition, Pearson Education. •Barbara Senior and Jocelyne Fleming Organizational Change, Pearson Education. Businesses create Success stories. Humanistic Management Network.
<b>MOOC Courses</b>	<a href="https://www.coursera.org/learn/leadership-development-planning">https://www.coursera.org/learn/leadership-development-planning</a>
<b>Videos</b>	<a href="https://www.google.com/gasearch?q=videos%20on%20human%20resource%20planning%20and%20development%20in%20english&amp;tbn=&amp;source=sh/x/gm2/5#fpstate=ive&amp;vld=cid:364ncl-339Rks,st:0">https://www.google.com/gasearch?q=videos%20on%20human%20resource%20planning%20and%20development%20in%20english&amp;tbn=&amp;source=sh/x/gm2/5#fpstate=ive&amp;vld=cid:364ncl-339Rks,st:0</a>

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	2	-	-	-	-	-	-	-	-	-	-	2	1
CO2	2	1	1	-	-	-	-	-	-	-	-	-	2	1	-
CO3	1	1	-	1	-	-	-	-	-	-	-	-	-	1	1
CO4	-	2	3	-	-	-	-	-	-	-	-	-	1	-	1
CO5	-	1	2	-	-	-	-	-	-	-	-	-	2	1	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

*Dr. Omveer Singh* *Rakhi* *PO1* *Kishor* *Bina* *Rakhi* *Indira*

*Dr. Omveer Singh*  
**REGISTRAR**  
 ITM University  
 Gwalior (M.P.)

## Syllabus-2023-2024

(SOM)(BComHons)

<b>Title of the Course</b>	Consumer Behaviour
<b>Course Code</b>	DCEC-601 MM[T]

### Part A

Year	Semester	Credits	L	T	P	C
			4	0	0	4
<b>Course Type</b>	Theory only					
<b>Course Category</b>	Discipline Specific Elective					
<b>Pre-Requisite/s</b>	Consumer behavior draws heavily on the disciplines of psychology, economics, sociology and anthropology.			<b>Co-Requisite/s</b>		
<b>Course Outcomes &amp; Bloom's Level</b>	<b>CO1-</b> Students will be able to define key terms related to consumer behavior. <b>(BL1-Remember)</b> <b>CO2-</b> Students will be able to explain the psychological and social factors that influence consumer behavior. <b>(BL2-Understand)</b> <b>CO3-</b> Students will be able to apply consumer behavior theories to analyze real-world examples and case studies. <b>(BL3-Apply)</b> <b>CO4-</b> Students will be able to analyze consumer behavior patterns and trends in specific markets or industries. <b>(BL4-Analyze)</b> <b>CO5-</b> Students will be able to evaluate the effectiveness of marketing campaigns based on consumer behavior principles. <b>(BL5-Evaluate)</b>					
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✓ Human Values ✗ Environment ✗	<b>SDG (Goals)</b>	SDG4(Quality education) SDG12(Responsible consumption and production) SDG17(Partnerships for the goals)			

### Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Consumer Behavior - Definition and Scope of Consumer Behavior Importance of Consumer Behaviour in Marketing The Consumer Decision Process Market Analysis and Consumer Segmentation	Interactive Lectures Case Studies	12
2	Psychological Influences on Consumer Behaviour Perception Motivation Learning Memory Involvement	Interactive Lectures Case Studies Experiential Learning	12
3	Social and Cultural Influences on Consumer Behaviour Culture and Subcultures Social Class and Social Reference Groups Family and Household Influences Consumer Personality	Interactive Lectures Case Studies Experiential Learning	12
4	Consumer Decision Making Models of Consumer Decision Making (e.g., Economic Model, Howard-Sheth Model) Problem Recognition and Information Search Evaluation of Alternatives Purchase Decision and Post-Purchase Behaviour Consumer Decision Making under Different Conditions	Interactive Lectures Case Studies Experiential Learning	12
5	Consumer Behaviour Applications in Marketing Consumer Behaviour Research Techniques Marketing Strategies Based on Consumer Behaviour Insights Ethical Issues in Consumer Behaviour The Future of Consumer Behaviour	Interactive Lectures Case Studies	12

### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Market Research and Analysis of Consumer Purchase Decisions	PBL	BL4-Analyze	15



  
**Dr. Omveer Singh**  
 REGISTRAR  
 ITM University  
 Gwalior (M.P.)

Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	40	12	60	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

Part E

<b>Books</b>	Schiffman and Kanuk, Consumer Behaviour, Pearson Education.
<b>Articles</b>	Cohen, J. B., Pham, M. T., & Andrade, E. B. (2018). The nature and role of affect in consumer behavior. In Handbook of consumer psychology (pp. 306-357). Routledge.
<b>References Books</b>	Michael R. Solomon, Consumer Behaviour- Buying, Having and Being, Prentice Hall of India.
<b>MOOC Courses</b>	<a href="https://www.coursera.org/learn/market-research#modules">https://www.coursera.org/learn/market-research#modules</a>
<b>Videos</b>	<a href="https://www.google.com/gasearch?q=videos%20on%20consumer%20behavior%20in%20english&amp;tbm=&amp;source=sh/x/gs/m2/5#fpstate=ive&amp;vld=cid:3bebabbe,vid:gtfPU6nTa9k,st:0">https://www.google.com/gasearch?q=videos%20on%20consumer%20behavior%20in%20english&amp;tbm=&amp;source=sh/x/gs/m2/5#fpstate=ive&amp;vld=cid:3bebabbe,vid:gtfPU6nTa9k,st:0</a>

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	-	2	1	-	-	-	-	-	-	-	-	-	2	1
CO2	2	-	-	2	-	-	-	-	-	-	-	-	-	-	1
CO3	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-
CO4	-	2	1	-	-	-	-	-	-	-	-	-	1	-	-
CO5	1	-	2	-	-	-	-	-	-	-	-	-	1	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

*Dr. Anshu Gaur* *A. Rathi* *Dr. P. K. Singh* *Dr. K. K. Singh* *Dr. B. K. Singh* *Dr. R. K. Singh* *Dr. S. K. Singh*

*Dr. Omveer Singh*  
**Dr. Omveer Singh**  
 REGISTRAR  
 ITM University  
 Gwalior (M.P.)



## Syllabus-2023-2024

(SOM)(BComHons)

<b>Title of the Course</b>	Portfolio Management
<b>Course Code</b>	DCEC-602 FM[T]

### Part A

Year	Semester	Credits	L	T	P	C
			4	0	0	4
<b>Course Type</b>	Theory only					
<b>Course Category</b>	Discipline Specific Elective					
<b>Pre-Requisite/s</b>	A bird's eye view on the basic concepts of investment and financial markets is desirable.			<b>Co-Requisite/s</b>		
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Students will be able to understand the basic concept of Portfolio Management. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Students will be able to explain the relationship between risk and return in investment decisions and how portfolio theory helps manage this relationship. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Students will be able to calculate basic risk and return measures for individual assets and construct a simple portfolio based on investment objectives and risk tolerance. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Students will be able to evaluate the performance of a portfolio using different performance metrics identify potential areas for improvement. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Students will be able to recommend investment strategies based on current market conditions, economic forecasts, and individual investor risk profiles. <b>(BL5-Evaluate)</b></p>					
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✓ Human Values ✓ Environment ✗	<b>SDG (Goals)</b>	SDG1(No poverty) SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consumption and production) SDG13(Climate action) SDG17(Partnerships for the goals)			

### Part B

Modules	Contents	Pedagogy	Hours
1	Investment- meaning, nature & types, investment and its specialization, investment avenues, investment framework in India.	interactive lectures and case studies	12
2	Basics of Bond, YTM, Bond Theorems, Yield curve; Interest Rate Risk: Duration and Modified Duration; Bond Strategies - Passive and Active; financial analysis of an industry; Company analysis: Detailed financial statement analysis from Investment decision perspective; Share valuation : Dividend discount models- constant growth & two stage growth model, three stage growth model (H model); Relative valuation models using P/E ratio (Book value to market value)	Interactive lectures, problem based learning	12
3	Portfolio analysis: Portfolio risk and return, Markowitz portfolio model: 2 asset portfolio, concept of efficient frontier & Optimum portfolio, Single index model: concept of beta systematic and unsystematic risk, Capital asset pricing model (CAPM): CML and SML and application of CAPM.	Interactive lectures, problem based learning	12
4	Asset allocation: Asset allocation pyramid, investor life cycle approach, Portfolio management services: Passive - Index funds, systematic investment plans. Active - market timing, style investing; Portfolio Revision & Evaluation: Evaluation of Portfolio: Sharpe's Treynor's & Jensen's measures, FAMA Model, Mutual Funds Performance Evaluation	Interactive lectures, problem based learning	12
5	Introduction to efficient market hypothesis and basis of security analysis: Approaches to Securities Analysis; Fundamental analysis: Meaning, assumptions and EIC framework; Economy analysis: Leading lagging & coincident macroeconomic indicators, Expected direction of movement of stock prices with macroeconomic variables in the Indian context; Industry analysis: Classification of industries in India, Models of industry analysis stages of life cycle, porters five forces, SWOT analysis, Elementary concepts of fundamental analysis(Resistance support, consolidation, momentum, candle chart, head & shoulders)	Interactive lectures, problem based learning	12

  
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Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Portfolio Optimization Strategies for Wealth Management	PBL	BL3-Apply	15

Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	40	12	60	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

Part E

<b>Books</b>	Prasanna Chandra, Investment Analysis & Portfolio Management, 6th Edition, TMH.
<b>Articles</b>	Jha, L. D. N., Mishra, R. S., & Bhome, S. (2016). Investment Analysis And Portfolio Managemen
<b>References Books</b>	Bodie, Z., Kane, A., & Marcus, A. J. (2020). Investments (11th ed.). McGraw-Hill Education.
<b>MOOC Courses</b>	<a href="https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_pg/398">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_pg/398</a>
<b>Videos</b>	<a href="https://www.google.com/gasearch?q=videos%20on%20investment%20analysis%20and%20portfolio%20management%20%20in%20english&amp;tbn=&amp;source=sh/x/gs/m2/5#fpstate=ive&amp;v">https://www.google.com/gasearch?q=videos%20on%20investment%20analysis%20and%20portfolio%20management%20%20in%20english&amp;tbn=&amp;source=sh/x/gs/m2/5#fpstate=ive&amp;v</a>

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	2	-	-	-	-	-	-	-	-	-	1	-
CO2	1	-	2	-	-	-	-	-	-	-	-	-	-	2	-
CO3	-	3	-	3	-	-	-	-	-	-	-	-	1	-	2
CO4	1	-	2	-	-	-	-	-	-	-	-	-	1	-	-
CO5	-	2	-	2	-	-	-	-	-	-	-	-	1	1	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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**Dr. Omveer Singh**  
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## Syllabus-2023-2024

(SOM)(BComHons)

<b>Title of the Course</b>	Design thinking In HR
<b>Course Code</b>	DCEC-602 HR[T]

### Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
<b>Course Type</b>	Theory only					
<b>Course Category</b>	Discipline Electives					
<b>Pre-Requisite/s</b>	The students will have Basic understanding of human resource management principles and organizational behavior.			<b>Co-Requisite/s</b>		
<b>Course Outcomes &amp; Bloom's Level</b>	<b>CO1-</b> Students will be able to recall key concepts and principles of design thinking in HR. <b>(BL1-Remember)</b> <b>CO2-</b> Students will be able to explain the fundamentals and principles of design thinking. <b>(BL2-Understand)</b> <b>CO3-</b> Students will be able to apply design thinking methodologies to solve HR challenges. <b>(BL3-Apply)</b> <b>CO4-</b> Students will be able to analyze HR processes and identify areas for improvement using design thinking. <b>(BL4-Analyze)</b> <b>CO5-</b> Students will be able to evaluate the effectiveness of design thinking solutions in HR contexts. <b>(BL5-Evaluate)</b>					
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗	<b>SDG (Goals)</b>	SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG16(Peace Justice and strong institutions) SDG17(Partnerships for the goals)			

### Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Design Thinking in HR: Definition and significance of design thinking Human-centered design approach in HR Evolution and application of design thinking in organizational contexts	interactive lectures, case studies, experiential learning	
2	Empathy and User-Centered Research: Understanding employee needs and experiences Techniques for empathetic listening and observation Conducting user-centered research in HR	interactive lectures, case studies, experiential learning	9
3	Ideation and Prototyping in HR: Generating innovative ideas for HR solutions Prototyping and iterative testing in HR processes Designing employee-centric HR services and experiences	interactive lectures, case studies, experiential learning	9
4	Implementing Design Thinking in Recruitment and Onboarding: Redesigning recruitment processes using design thinking Improving candidate experience and engagement Designing onboarding programs for new hires	interactive lectures, case studies, experiential learning	9
5	Design Thinking for Employee Engagement and Development: Enhancing employee engagement through design thinking Designing learning and development programs Employee feedback and continuous improvement	interactive lectures, case studies, experiential learning	9

### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Redesigning the Onboarding Process for Increased Employee Engagement	PBL	BL5-Evaluate	15



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Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

Part E

<b>Books</b>	Kelley, D., & Kelley, T. (2013). Creative confidence: Unleashing the creative potential within us all. Harper Perennial.
<b>Articles</b>	Sollitto, M. C., Ployhart, R. E., & Yu, N. (2019). Rethinking human resource management through design thinking: A review and research agenda. Human Resource Management Review, 29(2), 100718.
<b>References Books</b>	Martin, R. L. (2019). The design of business: Why design thinking is the next competitive advantage. Harvard Business Review Press.
<b>MOOC Courses</b>	
<b>Videos</b>	<a href="https://www.youtube.com/watch?v=-e0ByXVdTs">https://www.youtube.com/watch?v=-e0ByXVdTs</a>

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	1	1	-	-	-	-	-	1	-	1
CO2	1	-	2	-	1	-	1	2	-	-	-	-	-	2	-
CO3	-	2	-	3	-	2	-	-	-	-	-	-	1	-	-
CO4	-	3	-	1	-	-	1	-	-	-	-	-	-	-	3
CO5	1	-	1	-	2	-	-	3	-	-	-	-	-	1	-
CO6	-	1	-	1	-	3	-	-	-	-	-	-	1	-	1

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## Syllabus-2023-2024

(SOM)(BComHons)


<b>Title of the Course</b>	Brand Management
<b>Course Code</b>	DCEC-602 MM[T]

### Part A

Year	Semester	Credits	L	T	P	C
			4	0	0	4
<b>Course Type</b>	Theory only					
<b>Course Category</b>	Discipline Specific Elective					
<b>Pre-Requisite/s</b>	The students should come prepared with provided handouts and subject matter.		<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Students will be able to recall fundamental advertising and sales management concepts, theories, and techniques. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Students will be able to explain the principles, strategies, and ethical considerations in advertising and sales management. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Students will be able to apply advertising and sales management strategies to develop effective marketing campaigns and sales plans. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Students will be able to analyze market trends, consumer behavior, and competitor strategies to inform advertising and sales decisions. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Students will be able to evaluate the effectiveness of advertising campaigns and sales strategies in achieving marketing objectives. <b>(BL5-Evaluate)</b></p>					
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	<b>SDG (Goals)</b>	SDG4(Quality education) SDG11(Sustainable cities and economies)			

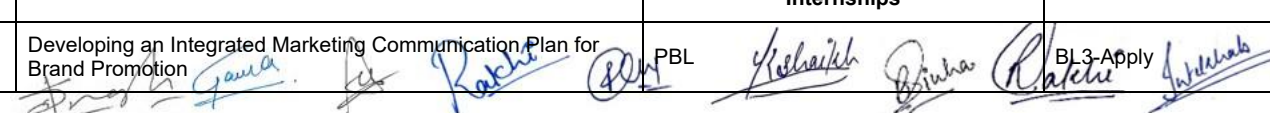
### Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Advertising - Definition, Functions, and Importance of Advertising in Marketing The Advertising Industry: Players and Processes The Role of Advertising in Consumer Behaviour Ethical Considerations in Advertising	interactive lectures and case studies	12
2	Developing Advertising Strategies - Target Audience Identification and Segmentation Setting Advertising Objectives and Budget Allocation The Advertising Creative Process: Message Development and Copywriting Creative Strategies and Storytelling in Advertising	interactive lectures and case studies	12
3	Media Planning and Selection- Traditional Media: Print, Broadcast, and Out-of-Home Advertising Digital Media: Online Advertising Channels and Strategies Media Planning Techniques and Metrics for Effective Reach and Frequency Integrating Traditional and Digital Media Strategies	interactive lectures and case studies	12
4	Advertising Production and Evaluation - Advertising Production Process: From Concept to Execution Creative Formats and Elements in Different Media Channels Measuring Advertising Effectiveness: Metrics and Analytics Testing and Optimizing Advertising Campaigns for Better Results	interactive lectures and case studies	12
5	The Future of Advertising - Emerging Advertising Trends and Technologies (e.g., Social Media Marketing, Influencer Marketing) The Rise of Programmatic Advertising and Automation Interactive and Personalized Advertising Strategies Ethical Issues and Regulations in Digital Advertising	interactive lectures and case studies	12

  
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### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Developing an Integrated Marketing Communication Plan for Brand Promotion	PBL	BL3-Apply	15



**Part D(Marks Distribution)**

<b>Theory</b>					
<b>Total Marks</b>	<b>Minimum Passing Marks</b>	<b>External Evaluation</b>	<b>Min. External Evaluation</b>	<b>Internal Evaluation</b>	<b>Min. Internal Evaluation</b>
100	40	40	12	60	
<b>Practical</b>					
<b>Total Marks</b>	<b>Minimum Passing Marks</b>	<b>External Evaluation</b>	<b>Min. External Evaluation</b>	<b>Internal Evaluation</b>	<b>Min. Internal Evaluation</b>

**Part E**

<b>Books</b>	Advertising and Promotions -an IMC perspective by Kruti Shah & Alen D'Souza (TATA Mc GRAW HILL)
<b>Articles</b>	Meenaghan, T. (1995). The role of advertising in brand image development. Journal of product & brand management, 4(4), 23-34
<b>References Books</b>	Advertising Management 5th edition by Rajeev Batra, John G. Myersand David A.Aaker (Prentice-Hall India)
<b>MOOC Courses</b>	<a href="https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/222">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/222</a>
<b>Videos</b>	<a href="https://www.google.com/gasearch?q=videos%20on%20advertising%20and%20brand%20management%20in%20english&amp;tbm=&amp;source=sh/x/g/m2/5#fpstate=ive&amp;vld=cid:686bde52,vid:0">https://www.google.com/gasearch?q=videos%20on%20advertising%20and%20brand%20management%20in%20english&amp;tbm=&amp;source=sh/x/g/m2/5#fpstate=ive&amp;vld=cid:686bde52,vid:0</a>

**Course Articulation Matrix**

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
CO1	2	-	1	-	-	-	-	-	-	-	-	-	1	-	2
CO2	2	-	-	1	-	-	-	-	-	-	-	-	-	2	1
CO3	1	-	1	-	-	-	-	-	-	-	-	-	1	1	-
CO4	1	-	1	-	-	-	-	-	-	-	-	-	1	-	2
CO5	-	1	-	2	-	-	-	-	-	-	-	-	-	-	2
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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## Syllabus-2023-2024

(SOM)(BComHons)

<b>Title of the Course</b>	Human Society in 21st Century
<b>Course Code</b>	GEC-201[T]

*Dr. Anshu Gaur* *Dr. Rakhi* *Dr. Rakhi* *Dr. Rakhi* *Dr. Rakhi* *Dr. Rakhi* *Dr. Rakhi*

  
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Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
<b>Course Type</b>	Theory only					
<b>Course Category</b>	Ability Enhancement Courses					
<b>Pre-Requisite/s</b>	<p>1. *Basic Understanding of Social Systems*: Before delving into the elements and evolution of human social systems, it's essential to have a basic grasp of concepts such as values, institutions, processes, and historical context. This includes understanding how societies organize themselves, the values they uphold, the institutions they create, and how these have evolved over time. 2. *Foundational Knowledge of Economics and Politics*: To grasp the economic and political basis of human societies, familiarity with basic economic and political concepts is necessary. This includes understanding different economic systems (such as nomadic, pastoral, industrial, and post-industrial) and political structures (like tribes, kingdoms, empires, and nation-states) and how they shape societies. 3. *Awareness of 20th Century Movements*: A solid understanding of the contributions of 20th-century movements is crucial. This includes familiarity with significant movements like civil rights, women's rights, peace movements, and environmental activism. Understanding their goals, methods, and impact provides context for societal changes and challenges. 4. *Knowledge of 21st Century Challenges*: Before discussing responses to 21st-century challenges, it's important to comprehend the challenges themselves. This includes understanding globalization, environmental crises, and cultural clashes, and their implications for societies worldwide. 5. *Awareness of 21st Century Responses*: Finally, to appreciate the responses to 21st-century challenges, it's essential to be familiar with initiatives like the quest for Sustainable Development Goals (SDGs) and Gandhi's Constructive Programme. Understanding these responses provides insight into efforts to address pressing global issues and create positive change.</p>		<b>Co-Requisite/s</b>		<p>1. *Comprehensive Understanding of Human Social Systems*: Readers will gain a deep understanding of the elements and evolution of human social systems, including values, institutions, processes, and historical context. They will be able to analyze how societies organize themselves and how these structures have developed over time. 2. *Insight into Economic and Political Dynamics*: With foundational knowledge of economics and politics, readers will be equipped to understand the economic and political basis of human societies. They will comprehend different economic systems and political structures and their roles in shaping societies at various stages of development. 3. *Appreciation of 20th Century Movements*: Readers will develop an appreciation for the significant contributions of 20th-century movements such as civil rights, women's rights, peace movements, and environmental activism. They will understand the goals, methods, and impacts of these movements on societal changes and challenges. 4. *Awareness of 21st Century Challenges*: Having acquired knowledge of 21st-century challenges, readers will be able to identify and comprehend pressing global issues such as globalization, environmental crises, and cultural clashes. They will understand the implications of these challenges for societies worldwide. 5. *Understanding of 21st Century Responses*: Readers will gain insight into the responses to 21st-century challenges, including initiatives like the quest for Sustainable Development Goals (SDGs) and Gandhi's Constructive Programme. They will appreciate efforts to address global issues and create positive change, contributing to their engagement with contemporary societal issues.</p>	
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Students will be able to list and define key values such as honesty, respect, and equality. <b>(BL1-Remember)</b>  <b>CO2-</b> Students will be able to explain how values such as justice and equality shape social norms and influence individual behaviors. <b>(BL2-Understand)</b>  <b>CO3-</b> Students will be able to apply theoretical frameworks to analyze how values like honesty and respect manifest in different cultural contexts. <b>(BL3-Apply)</b>  <b>CO4-</b> Students will be able to analyze the transitions from nomadic to post-industrial economies and their societal impacts. <b>(BL4-Analyze)</b>  <b>CO5-</b> Students will be able to critically evaluate international efforts to address environmental challenges and propose improvements. <b>(BL5-Evaluate)</b></p>					
<b>Coures Elements</b>	<p>Skill Development ✓          Entrepreneurship ✗          Employability ✗          Professional Ethics ✗          Gender ✓          Human Values ✓          Environment ✓</p>	<b>SDG (Goals)</b>	<p>SDG1(No poverty)          SDG2(Zero hunger)          SDG3(Good health and well-being)          SDG4(Quality education)          SDG5(Gender equality)          SDG6(Clean water and sanitation)          SDG10(Reduced inequalities)          SDG11(Sustainable cities and economies)          SDG12(Responsible consumption and production)          SDG13(Climate action)</p>			

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Part B

Modules	Contents	Pedagogy	Hours
1	Elements and Evolution of human Social system a. Values b. Institutions c. Processes	Lectures with white board and or PPT, video clips/films on specific themes/topics, illustrations, classroom discussions	8
2	Economic and Political basis of human societies a) Nomadic, Pastoral, Industrial and Post Industrial b) Political Evolution of Human Society: Tribes, Kingdoms, Empires, Nation states and beyond Nation-states.	Lectures with white board and or PPT, video clips/films on specific themes/topics, illustrations, classroom discussions	8
3	Contributions of the 20th Century a) Civil rights movements in the US b) Women's movement c) Peace movements d) Environmental movements	Lectures with white board and or PPT, video clips/films on specific themes/topics, illustrations, classroom discussions	8
4	Understanding the 21st Century: Challenges a) Globalization b) Environmental Crises c) Clash of cultures	Lectures with white board and or PPT, video clips/films on specific themes/topics, illustrations, classroom discussions	8
5	Understanding the 21st Century: Responses a) Quest for Sustainable Development Goals b) Gandhi's Constructive Program	Lectures with white board and or PPT, video clips/films on specific themes/topics, illustrations, classroom discussions	4

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Analyzing Key Trends and Challenges of the 21st Century	PBL	BL4-Analyze	15

Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	40	12	60	28
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

Part E

<b>Books</b>	Tyson-Bernstein, H., & Woodward, A. (1989). Nineteenth century policies for 21st century practice: The textbook reform dilemma. Educational Policy, 3(2), 95-106.
<b>Articles</b>	1. Brian D. Fath and Sven E. Jørgensen, 2021 Managing Human and Social Systems, second edition, CRC Press, Taylor & Francis Group. 2.. Mohamed Rabie, 2013, Saving Capitalism and Democracy (pp.15-40), Palgrave Macmillan US
<b>References Books</b>	Harari, Y. N. (2018). 21 Lessons for the 21st Century. Spiegel & Grau.
<b>MOOC Courses</b>	
<b>Videos</b>	<a href="https://www.youtube.com/watch?v=5G-AojlVp6g">https://www.youtube.com/watch?v=5G-AojlVp6g</a> (solar cities of the future) <a href="https://www.youtube.com/watch?v=pyQaUDLW6ts">https://www.youtube.com/watch?v=pyQaUDLW6ts</a> (Economics of happiness, abridged version) <a href="https://www.youtube.com/watch?v=M2kHUKbPogQ">https://www.youtube.com/watch?v=M2kHUKbPogQ</a> (Economics of happiness, full version) <a href="https://www.youtube.com/watch?v=d2wVb_Allso">https://www.youtube.com/watch?v=d2wVb_Allso</a> (9.11.2001 for Clash of Cultures discussion)

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	-	-	-	-	-	-	-	-	-	-	1	-	-
CO2	2	2	3	3	-	-	-	-	-	-	-	-	1	-	-
CO3	2	-	3	3	-	-	-	-	-	-	-	-	-	1	-
CO4	-	2	1	1	-	-	-	-	-	-	-	-	-	1	-
CO5	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-


  
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## Syllabus-2023-2024

(SOM)(BComHons)

<b>Title of the Course</b>	Gandhi and Gandhian's way
<b>Course Code</b>	GEC-401[T]

### Part A

Year		Semester	Credits	L	T	P	C
				3	0	0	3
<b>Course Type</b>	Theory only						
<b>Course Category</b>	Interdisciplinary Major						
<b>Pre-Requisite/s</b>	The students need to have a basic knowledge of Indian history and philosophy, including key concepts of Gandhian thought and principles.			<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<b>CO1-</b> To help students to realise an all inclusive, peaceful and harmonious life on Gandhian lines. <b>(BL1-Remember)</b> <b>CO2-</b> To help students practice Ashrama vows and the life style which is inherent therein. <b>(BL2-Understand)</b> <b>CO3-</b> Motivate students to involve themselves in social service actives on the lines of the constructive programme offered by Gandhiji. <b>(BL3-Apply)</b> <b>CO4-</b> To help students to understand Gandhi through the study of texts. <b>(BL4-Analyze)</b> <b>CO5-</b> To acquaint students with the philosophical foundations of Gandhian thought. <b>(BL5-Evaluate)</b>						
<b>Courses Elements</b>	Skill Development ✕ Entrepreneurship ✕ Employability ✕ Professional Ethics ✕ Gender ✕ Human Values ✓ Environment ✕		<b>SDG (Goals)</b>		SDG4(Quality education) SDG8(Decent work and economic growth) SDG16(Peace Justice and strong institutions)		



  
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Part B

Modules	Contents	Pedagogy	Hours
1	Gandhi's Perception of Religion and Spirituality Perception of Religion: Understanding the essence of Hinduism, Islam, and Christianity through Gandhi's perspective. Relationship Between Truth and God: Exploration of Gandhi's views on the connection between truth and divinity. Eleven Ashrama Vows: A detailed study of the vows Gandhi considered essential for a disciplined and spiritual life.	Interactive Lectures, Case Studies, Experiential Learning	9
2	Gandhi's Ethical Views and Ashram Life Private and Public Morality: Examination of Gandhi's views on morality in personal and public life and their contemporary relevance. The Ashram Life: Insights into life in Gandhi's ashrams, emphasizing the training of dedicated Satyagrahis. Ashram as a Training Ground: Understanding the role of ashrams in preparing individuals for non-violent activism and social service.	Interactive Lectures, Case Studies, Experiential Learning	9
3	Social Philosophy of Gandhi: Village Communities and Constructive Programmes Village Communities: Gandhi's vision for self-sufficient village communities and the significance of his constructive programmes. Sarvodaya Social Order: Exploration of the concept of Sarvodaya and its role in rural reconstruction, and the evolution of Sarvodaya after Gandhi. Varna, Caste System, and Untouchability: Gandhi's views on the caste system, his efforts towards the removal of untouchability, and the implications for modern India.	Interactive Lectures, Case Studies, Experiential Learning	9
4	Communal Harmony and Social Issues in Gandhi's Thought Communalism in India: Analysis of communalism in India and Gandhi's efforts to foster communal harmony, including the role of Shantisena. Alcoholism as a Social Problem: Study of Gandhi's campaign against alcoholism and his advocacy for total prohibition. Emancipation of Women: Comparison of feminist and Gandhian approaches to women's liberation, and Gandhi's contributions to the empowerment of women.	Interactive Lectures Case Studies Experiential Learning	9
5	Health, Hygiene, and Gandhian Experiments Health and Hygiene: Investigation into Gandhi's views on the interrelation between physical, mental, and moral health, and his perspectives on rural and urban sanitation. Nature Cure and Gandhian Experiments: Exploration of Gandhi's experiments with natural healing methods and their impact on his followers and wider society.	Interactive Lectures, Case Studies, Experiential Learning	9

Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
2	Designing a Modern Gandhian Community for Sustainable Living	PBL		15

Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

Part E

<b>Books</b>	Juergensmeyer, M. (2005). Gandhi's way: A handbook of conflict resolution. University of California Press.
<b>Articles</b>	Ghosal, A. K. (1959). Sarvodaya Gandhian Philosophy and way of life. The Indian Journal of Political Science, 20(1), 23-30.
<b>References Books</b>	Mallik, B. (2022). Gandhi and Science? Rethinking Science, Technology, and Development the Gandhian Way. In Legends in Gandhian Social Activism: Mira Behn and Sarala Behn: Addressing Environmental Issues By Dissolving Gender And Colonial Barriers (pp. 119-151). Cham: Springer International Publishing.
<b>MOOC Courses</b>	
<b>Videos</b>	<a href="https://www.youtube.com/watch?v=hpZwCRLnrgo">https://www.youtube.com/watch?v=hpZwCRLnrgo</a>

*Dr. Omveer Singh*  
REGISTRAR  
ITM University  
Gwalior (M.P.)

*Anshu Gana* *A. Rakhi* *Rakhi* *Rakhi* *Rakhi* *Rakhi* *Rakhi* *Rakhi*

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	1	-	-	-	-	-	-	-	1	-	1
CO2	1	2	1	1	-	-	-	-	-	-	-	-	-	1	-
CO3	1	-	2	-	-	1	-	-	-	-	-	-	1	1	1
CO4	-	1	-	1	1	-	-	-	-	-	-	-	1	-	1
CO5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

*Omveer Singh* *Rakhi* *Omveer Singh* *Kuldeep* *Bina Rakhi* *Indrakant*

OMVEER SINGH

Digitally signed by OMVEER SINGH  
 DN: cn=OMVEER SINGH, o=Personal  
 Reason: I am the author of this document  
 Location:  
 Date: 2024-08-27 16:40:05:30

*Omveer Singh*  
**Dr. Omveer Singh**  
**REGISTRAR**  
**ITM University**  
**Gwalior (M.P.)**

## Syllabus-2023-2024

### (SOM)(MBA-Dual\_Specialization)

<b>Title of the Course</b>	Strategic Human Resource Management
<b>Course Code</b>	MBA-202[T]

#### Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
<b>Course Type</b>	Theory only					
<b>Course Category</b>	Discipline Electives					
<b>Pre-Requisite/s</b>	The students will have basic understanding of human resource management principles and organizational behavior.			<b>Co-Requisite/s</b>		
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Students will be able to recall key concepts and terminologies related to strategic human resource management. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Students will be able to explain the role of SHRM in achieving organizational goals. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Students will be able to apply strategic HR practices to enhance organizational performance. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Students will be able to analyze HR issues and align them with organizational strategy. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Students will be able to evaluate the effectiveness of different HR strategies. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> Students will be able to design innovative HR strategies that contribute to long-term organizational success. <b>(BL6-Create)</b></p>					
<b>Courses Elements</b>	Skill Development ✗ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✓ Human Values ✓ Environment ✗		<b>SDG (Goals)</b>		SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)	

  
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### Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Strategic Human Resource Management: Definition and importance of SHRM Differences between traditional HRM and SHRM Evolution of SHRM practices	interactive lectures, case studies, experiential learning	9
2	Strategic HR Planning and Implementation: Aligning HR strategy with business strategy Workforce planning and forecasting Implementing HR strategies and overcoming challenges	interactive lectures, case studies, experiential learning	9
3	Talent Management and Development: Strategic recruitment and selection Training and development aligned with organizational goals Succession planning and leadership development	interactive lectures, case studies, experiential learning	9
4	Performance Management and Reward Systems: Designing performance management systems Linking rewards with performance Strategic compensation and benefits	interactive lectures, case studies, experiential learning	9
5	Gender Diversity in the Indian Workplace, Gender Pay Gap in India, Career Development and Advancement Opportunities for Indian Women, Mentorship and Sponsorship Programs for Women in Indian Organizations.	interactive lectures, case studies, experiential learning	9

### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Designing a Strategic HR Plan for a Growing Company	PBL	BL5-Evaluate	15

### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

  
 Dr. Om Prakash Singh  
 REG. EVALUATOR  
 ITM University  
 Gwalior (M.P.)





## Part E

<b>Books</b>	Beer, M., & Ruf, B. (2011). Strategic HRM: Choices for people and organizations (2nd ed.). Routledge.
<b>Articles</b>	Barney, J. B. (1995). Looking inside: How market power creates sustainable competitive advantage. Strategic Management Journal, 16(8), 99-122.
<b>References Books</b>	Boselie, P., & Boxall, P. (2018). Managing human resources and the firm (7th ed.). Sage Publications.
<b>MOOC Courses</b>	
<b>Videos</b>	<a href="https://www.youtube.com/watch?v=2A_YrAVJukI">https://www.youtube.com/watch?v=2A_YrAVJukI</a>

### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	1	-	1	1	-	-	-	-	1	-	-
CO2	1	2	-	-	1	-	-	-	-	-	-	-	-	2	1
CO3	-	1	-	2	-	1	-	1	-	-	-	-	1	-	-
CO4	1	-	1	-	2	-	1	-	-	-	-	-	-	-	3
CO5	-	2	-	-	1	-	-	1	-	-	-	-	-	1	-
CO6	2	-	-	1	-	2	-	-	-	-	-	-	1	2	-

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 REGISTRAR  
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 Gwalior (M.P.)

## Syllabus-2023-2024

(SOM)(MBA-Dual\_Specialization)

<b>Title of the Course</b>	Innovation and Entrepreneurship
<b>Course Code</b>	MBA-204[T]

Part A

Year		Semester	Credits	L	T	P	C
				3	0	0	3
<b>Course Type</b>	Theory only						
<b>Course Category</b>	Discipline Core						
<b>Pre-Requisite/s</b>	Students should have a thorough understanding of entrepreneurship concepts, stages, business plans, funding options, entrepreneurial strategies, and business growth.			<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Students will be able to identify and define key entrepreneurial terms. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Students will be able to explain the different types of entrepreneurial ventures and their characteristics. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Students will be able to apply opportunity evaluation frameworks to assess the viability of a potential business idea. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Students will be able to analyze the internal and external factors influencing a new venture's success using different analytical tools. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Students will be able to evaluate the feasibility of a business plan by assessing financial projections and marketing strategies. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> Students will be able to develop a comprehensive business plan for a new venture. <b>(BL6-Create)</b></p>						
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		<b>SDG (Goals)</b>		SDG4(Quality education) SDG8(Decent work and economic growth) SDG12(Responsible consumption and production)		




  
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## Part B

Modules	Contents	Pedagogy	Hours
1	Entrepreneur & Entrepreneurship – Concept, characteristics, attitude and approach, Entrepreneur v/s Intrapreneur. Entrepreneur V/S Manager; Importance of entrepreneurship for growth and development of an economy	Interactive Lectures, Case Studies, Experiential Learning	9
2	Starting a new business – Creating a Business Plan, Making a Product Choice, Setting up Infrastructure, Naming and Registering a Business, Choosing a form of Business Organization, Choosing the Location of the Industry, Pricing your Product, Regulatory Requirements, Financing a startup Business, Sourcing Process, R M, Mach. & Equip., Hiring Human Resource.	Interactive Lectures, Case Studies, Experiential Learning	9
3	Financial Analysis – Leverage considerations, Capital budgeting techniques by considering risk (Risk adjusted discount rate, Sensitivity analysis, Probabilistic approach & Certainty equivalent), cost benefit analysis. Case Study – United Utilities.	Interactive Lectures, Case Studies, Experiential Learning	9
4	Organizational support for Entrepreneurship development - Micro, Small & Medium Enterprise – Concept, MSME act, departments, Schemes and grants; Role of State financial corporation and District financial corporation for promoting entrepreneurship.	Interactive Lectures, Case Studies, Experiential Learning	9
5	Entrepreneurial Opportunity in Madhya Pradesh – Departments, Grants, Scheme & various policies and programmes. Biographies and traits of great entrepreneurs – Steve jobs, Michael Dell, Mohd. Younis.	Interactive Lectures, Case Studies, Experiential Learning	9

## Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
2	Developing a Business Plan for a Tech Startup	PBL	BL6-Create	15

  
**Dr. Omveer Singh**  
 REGISTRAR  
 ITM University  
 Gwalior (M.P.)



### Part D(Marks Distribution)

#### Theory

Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	40	12	60	

#### Practical

Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

### Part E

<b>Books</b>	Kuratko, D. F. (2020). Entrepreneurship: Theory, Process, and Practice (11th ed.). Pearson.
<b>Articles</b>	Naude, W. (2008). Entrepreneurship in economic development. Audretsch, D. (2012). Entrepreneurship research. Management decision, 50(5), 755-764.
<b>References Books</b>	Khanka, S. S. (2006). Entrepreneurial Development. S. Chand Ltd.
<b>MOOC Courses</b>	<a href="https://www.coursera.org/specializations/entrepreneurship-growing-your-business">https://www.coursera.org/specializations/entrepreneurship-growing-your-business</a>
<b>Videos</b>	<a href="https://youtu.be/Xa8fzxbHg_s">https://youtu.be/Xa8fzxbHg_s</a> <a href="https://youtu.be/VLMS5bR2Fbs">https://youtu.be/VLMS5bR2Fbs</a>

### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	-	-	-	-	1	-	-	-	-	-	1	-	1
CO2	2	1	-	1	-	3	3	-	-	-	-	-	-	1	-
CO3	2	-	-	1	-	-	-	1	-	-	-	-	1	-	1
CO4	-	1	3	1	-	-	-	-	-	-	-	-	1	-	2
CO5	-	-	3	-	-	1	-	1	-	-	-	-	-	2	-
CO6	1	-	-	2	-	-	1	-	-	-	-	-	-	1	-

**Dr. Omveer Singh**  
 REGISTRAR  
 ITM University  
 Gwalior (M.P.)

## Syllabus-2023-2024

(SOM)(MBA-Dual\_Specialization)

<b>Title of the Course</b>	Research Methodology Using SPSS
<b>Course Code</b>	MBA-206[T]

Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
<b>Course Type</b>	Theory only					
<b>Course Category</b>	Discipline Core					
<b>Pre-Requisite/s</b>	Students should have an elementary level understanding of Research Methodology.			<b>Co-Requisite/s</b>		
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Students will be able to identify and differentiate between quantitative and qualitative research methods relevant to business problems. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Students will be able to explain the key characteristics of different research designs and their appropriate applications. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Students will be able to formulate a research question and develop a research plan aligned with a specific business decision-making scenario. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Students will be able to critically evaluate the strengths and weaknesses of various data collection methods considering different factors. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Students will be able to analyze and interpret research findings, drawing meaningful conclusions and identifying their business implications. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> Students will be able to develop and present a research proposal for a business research project, outlining a clear methodology, data analysis plan, and expected outcomes. <b>(BL6-Create)</b></p>					
<b>Coures Elements</b>	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		<b>SDG (Goals)</b>		SDG4(Quality education)	

  
**Dr. Omveer Singh**  
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## Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Research Methodology Definition, Nature, and Significance of Research in Business Types of Research (Exploratory, Descriptive, Causal) The Research Process: Steps and Ethical Considerations Formulating Research Questions and Research Objectives	Interactive Lectures, Case Studies, Experiential Learning	9
2	Research Design and Methods Designing Effective Research Studies: Quantitative, Qualitative, and Mixed Methods Sampling Techniques and Sample Size Determination Data Collection Methods: Surveys, Interviews, Observations, and Experiments	Interactive Lectures, Case Studies, Experiential Learning	9
3	Measurement and Scaling Levels of Measurement (Nominal, Ordinal, Interval, Ratio) Designing Questionnaires and Measurement Scales Reliability and Validity Testing of Measures	Interactive Lectures, Case Studies, Experiential Learning	9
4	Data Analysis Techniques Introduction to Statistical Analysis Software (e.g., SPSS) Descriptive Statistics: Summarizing Data Patterns Hypothesis Testing and Statistical Inference Basic Data Analysis Techniques (e.g., Chi-Square Test, t-Test, ANOVA) Parameters, Other Probability Sampling Techniques, Adjusting the Statistically Determined Sample Size.	Interactive Lectures, Case Studies, Experiential Learning	9
5	Research Report Writing and Communication Structure and Components of a Research Report Effective Research Report Writing Techniques Communicating Research Findings through Presentations Research Ethics and Avoiding Plagiarism	Interactive Lectures, Case Studies, Experiential Learning	9

## Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Designing and Conducting a Market Research Study to Assess Consumer Preferences	PBL	BL6-Create	15

  
**Dr. Omveer Singh**  
 REGISTRAR  
 ITM University  
 Gwalior (M.P.)



### Part D(Marks Distribution)

#### Theory

Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	40	12	60	

#### Practical

Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

### Part E

<b>Books</b>	Malhotra, N. K. (2016). Marketing Research: An Applied Orientation (7th ed.). Pearson.
<b>Articles</b>	Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. Journal of business research, 104, 333-339 Ørngreen, R., & Levinsen, K. T. (2017). Workshops as a research methodology. Electronic Journal of E-learning, 15(1), 70-81.
<b>References Books</b>	Schindler, P. S., & Cooper, D. R. (2019). Business Research Methods (13th ed.). McGraw-Hill Education.
<b>MOOC Courses</b>	<a href="https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/330">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/330</a>
<b>Videos</b>	<a href="https://youtu.be/JEZjwIDNEHY">https://youtu.be/JEZjwIDNEHY</a> <a href="https://youtu.be/9x-iZDIBYEc">https://youtu.be/9x-iZDIBYEc</a>

### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	2	1	1	1	-	1	1	-	-	-	-	2	1	1
CO2	1	-	2	-	1	-	1	1	-	-	-	-	-	1	1
CO3	2	1	2	-	-	1	1	-	-	-	-	-	1	1	1
CO4	2	-	1	2	2	1	1	1	-	-	-	-	1	2	1
CO5	2	-	3	-	2	1	2	1	-	-	-	-	-	1	1
CO6	2	1	-	2	1	2	-	1	-	-	-	-	1	1	-

  
**Dr. Omveer Singh**  
 REGISTRAR  
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## Syllabus-2023-2024

(SOM)(MBA-Dual\_Specialization)

<b>Title of the Course</b>	International Business
<b>Course Code</b>	MBA-207[T]

### Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
<b>Course Type</b>	Theory only					
<b>Course Category</b>	Disciplinary Major					
<b>Pre-Requisite/s</b>	Basic understanding of basic business concepts, including marketing, finance, and management, is essential for the subject "International Business." Additionally, knowledge of global economic principles and cultural awareness is crucial for effectively navigating and analyzing international markets.		<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Student will be able to Identify key concepts, terminologies, and frameworks related to international business operations. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Student will be able to Explain the impact of cultural, economic, and political factors on international business activities. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Student will be able to Apply international business theories and strategies to real-world business scenarios. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Student will be able to Analyze the risks and opportunities associated with international trade and investment. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Student will be able to Assess the effectiveness of different international business strategies and policies. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> Student will be able to Design a comprehensive international business plan that addresses key strategic, operational, and regulatory considerations. <b>(BL6-Create)</b></p>					
<b>Courses Elements</b>	Skill Development ✕ Entrepreneurship ✕ Employability ✕ Professional Ethics ✕ Gender ✕ Human Values ✕ Environment ✕		<b>SDG (Goals)</b>		SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consumption and production) SDG17(Partnerships for the goals)	

*Dr. Anshu Gaur* *A. Rakhi* *Dr. Anshu Gaur* *Dr. Anshu Gaur* *Dr. Anshu Gaur* *Dr. Anshu Gaur* *Dr. Anshu Gaur*

**Dr. Omveer Singh**  
REGISTRAR  
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Gwalior (M.P.)

## Part B

Modules	Contents	Pedagogy	Hours
1	Conceptual Framework of International Business: History, Nature & Scope of International Business, Comparison of Domestic Business and International Business, Reasons for Growth of International Business, Stages of Internationalization, EPRG Framework, Globalization, Multinational Corporations, India and International Business. Cross Cultural Communication, Effect of Environment on International Business	Interactive Lecture, Experiential Learning, Case studies	9
2	Foreign Direct Investment (FDI) Theories: Market Imperfection Approach, International Product Life Cycle Theory, Transaction Cost Approach, The Eclectic Paradigm.	Interactive Lecture, Experiential Learning, Case studies	9
3	Entry Decisions for International Business- Timing & Scale of Entry, Mode of entry in Foreign Market- Exporting, Turnkey Projects, Licensing, Franchising, Joint Venture, Wholly Owned Subsidiary by Green-Field Venture or Acquisition. International Business Risk: Country Risk Analysis, Classification of Risk Involved- Political Risk, Socio-cultural Risk, Economic Risk, Importance of Risk Analysis for International Business.	Interactive Lecture, Experiential Learning, Case studies	9
4	International Marketing: Nature & significance, International Marketing Orientations, International Segmentation, International Product Life Cycle International HRM: International Staffing Approaches, Expatriate Management, International Labor Relations.	Interactive Lecture, Experiential Learning, Case studies	9
5	International Institutions: Objectives and Functions of WTO, IMF, IBRD, UNCTAD, Regional Economic Integration: Introduction, Levels of Economic Integration, Objectives and Functions of EU, NAFTA, ASEAN, SAARC, BRICS	Interactive Lecture, Experiential Learning, Case studies	9

## Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Analyze the market entry strategies of a multinational corporation (MNC) into a foreign market.	PBL	BL4-Analyze	15



**Dr. Omveer Singh**  
 REGISTRAR  
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 Gwalior (M.P.)

### Part D(Marks Distribution)

#### Theory

Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	

#### Practical

Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

### Part E

<b>Books</b>	Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2018). International Business: Environments and Operations (16th ed.). Pearson.
<b>Articles</b>	Meyer, K. E., Mudambi, R., & Narula, R. (2011). Multinational Enterprises and Local Contexts: The Opportunities and Challenges of Multiple Embeddedness. Journal of Management Studies, 48(2), 235–252. <a href="https://doi.org/10.1111/j.1467-6486.2010.00987.x">https://doi.org/10.1111/j.1467-6486.2010.00987.x</a>
<b>References Books</b>	Hill, C. W. L., Hult, G. T. M., & McKaig, T. (2022). Global Business Today (12th ed.). McGraw-Hill Education.
<b>MOOC Courses</b>	
<b>Videos</b>	

### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	2	-	-	2	1	1	-	-	-	-	1	-	1
CO2	2	1	1	3	1	-	2	1	-	-	-	-	3	2	1
CO3	1	-	-	2	1	-	1	2	-	-	-	-	1	1	1
CO4	1	3	2	-	1	-	1	1	-	-	-	-	1	3	1
CO5	2	3	1	2	-	1	1	1	-	-	-	-	1	-	-
CO6	1	-	1	1	-	-	-	1	-	-	-	-	-	1	-



  
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## Syllabus-2023-2024

(SOM)(MBA-Dual\_Specialization)

<b>Title of the Course</b>	E-Commerce
<b>Course Code</b>	MBA-208[T]

### Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
<b>Course Type</b>	Theory only					
<b>Course Category</b>	Disciplinary Major					
<b>Pre-Requisite/s</b>	Basic understanding of business concepts and digital technologies is essential and familiarity with online consumer behavior and market dynamics is crucial for navigating the digital marketplace effectively.		<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Student will be able to Recall key terms, concepts, and technologies relevant to e-commerce. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Student will be able to Explain the principles and models of e-commerce and their applications. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Student will be able to Apply e-commerce tools and platforms to create and manage online businesses. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Student will be able to Analyze the impact of e-commerce on businesses, consumers, and society. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Student will be able to Assess the effectiveness of e-commerce strategies and techniques in achieving business objectives. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> Student will be able to Design innovative e-commerce solutions and strategies to address emerging challenges and opportunities. <b>(BL6-Create)</b></p>					
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		<b>SDG (Goals)</b>		SDG8(Decent work and economic growth) SDG12(Responsible consumption and production)	

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### Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to E-Commerce: o History of E-Commerce o Types of E-Commerce Businesses o Legal and Ethical Aspects of E-Commerce	Interactive Lecture, Experiential Learning, Case Studies	9
2	E-Commerce Marketing: o Online Marketing Strategies o E-Commerce Advertising o E-Commerce Customer Relationship Management	Interactive Lecture, Experiential Learning, Case Studies	9
3	E-Commerce Management: o E-Commerce Business Models o E-Commerce Operations o E-Commerce Security	Interactive Lecture, Experiential Learning, Case Studies	9
4	E-Commerce Technologies: o Web Development o E-Commerce Software o E-Commerce Payment Systems	Interactive Lecture, Experiential Learning, Case Studies	9
5	E Commerce Analysis: o Analysis of E-Commerce Businesses o Developing E-Commerce Strategies	Interactive Lecture, Experiential Learning, Case Studies	9


### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Develop an e-commerce website for a chosen product or service.	PBL	BL6-Create	15

### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation




  
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## Part E

<b>Books</b>	Laudon, K. C., & Traver, C. G. (2020). E-commerce: Business, Technology, Society (15th ed.). Pearson.
<b>Articles</b>	Chaffey, D. (2019). Digital Business and E-Commerce Management: The Opportunities and Challenges. Journal of Management, 1(1), 8–25. <a href="https://doi.org/10.1177/0149206319843197">https://doi.org/10.1177/0149206319843197</a>
<b>References Books</b>	Turban, E., King, D., Lee, J., Liang, T., & Turban, D. (2021). Electronic Commerce 2020: A Managerial and Social Networks Perspective (8th ed.). Springer.
<b>MOOC Courses</b>	
<b>Videos</b>	

### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	-	2	1	-	2	1	-	-	-	-	1	1	-
CO2	-	1	2	3	1	1	1	1	-	-	-	-	2	-	1
CO3	1	1	1	2	2	-	-	2	-	-	-	-	3	1	1
CO4	2	1	3	1	3	1	-	1	-	-	-	-	1	2	1
CO5	1	-	-	1	2	2	1	2	-	-	-	-	1	3	-
CO6	1	-	-	-	1	1	-	1	-	-	-	-	1	2	1

  
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## Syllabus-2023-2024

(SOM)(MBA-Dual\_Specialization)

<b>Title of the Course</b>	Workshop on SPSS
<b>Course Code</b>	MBA-209[P]

### Part A

Year	Semester	Credits	L	T	P	C
			0	0	1	1
<b>Course Type</b>	Lab only					
<b>Course Category</b>	Discipline Core					
<b>Pre-Requisite/s</b>	This SPSS workshop requires the students to have a basic understanding of statistics and proficiency in Microsoft Excel.			<b>Co-Requisite/s</b>		
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Students will be able to recall key statistical concepts and terminology used in data analysis. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Students will be able to explain the functionalities and uses of SPSS software in business analytics. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Students will be able to apply SPSS tools to perform descriptive and inferential statistical analyses. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Students will be able to analyze and interpret data outputs generated by SPSS for business decision-making. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Students will be able to evaluate statistical results and report findings effectively using SPSS. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> Students will be able to create comprehensive data analysis reports and visualizations using SPSS tools. <b>(BL6-Create)</b></p>					
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		<b>SDG (Goals)</b>	SDG4(Quality education)		









  
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## Part B

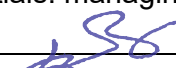
Modules	Contents	Pedagogy	Hours
1	Introduction to SPSS and Data Entry: Overview of SPSS interface and features. Data types and data entry in SPSS. Importing and exporting data.	Interactive Lectures, Case Studies, Experiential Learning	6
2	Descriptive Statistics: Measures of central tendency and dispersion. Frequency distributions and graphical representations. Cross-tabulations and data summarization techniques.	Interactive Lectures, Case Studies, Experiential Learning	6
3	Inferential Statistics: Hypothesis testing and significance levels. Parametric and non-parametric tests. Correlation and regression analysis.	Interactive Lectures, Case Studies, Experiential Learning	6
4	Advanced Data Analysis: Factor analysis and principal component analysis. ANOVA and MANOVA. Time series analysis and forecasting.	Interactive Lectures, Case Studies, Experiential Learning	6
5	Reporting and Visualizations: Generating and customizing reports. Creating charts and graphs. Exporting results and integrating with other software.	Interactive Lectures, Case Studies, Experiential Learning	6

## Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	0	0	100	

## Part E

<b>Books</b>	Hinton, P. R., McMurray, I., & Brownlow, C. (2014). SPSS explained. Routledge.
<b>Articles</b>	
<b>References Books</b>	Kulas, J. T., Roji, R. G. P. P., & Smith, A. M. (2021). IBM SPSS essentials: managing and analyzing social sciences data. John Wiley & Sons.
<b>MOOC Courses</b>	
<b>Videos</b>	

  
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### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	2	1	-	-	-	-	-	-	-	-	-	3	-	-
CO2	2	1	1	-	-	-	-	-	-	-	-	-	2	1	-
CO3	3	2	1	-	1	-	1	-	-	-	-	-	-	1	-
CO4	1	1	-	1	-	2	-	1	-	-	-	-	2	-	1
CO5	3	2	1	-	1	-	2	-	-	-	-	-	1	1	-
CO6	1	3	2	1	1	-	2	1	-	-	-	-	-	2	1

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## Syllabus-2023-2024

(SOM)(MBA-Dual\_Specialization)

<b>Title of the Course</b>	Managerial Decision Modeling Using Spreadsheet
<b>Course Code</b>	MBA-301[T]

### Part A


Year		Semester	Credits	L	T	P	C
				3	0	0	3
<b>Course Type</b>	Theory only						
<b>Course Category</b>	Disciplinary Major						
<b>Pre-Requisite/s</b>	A basic understanding of spreadsheet software (such as Microsoft Excel) and foundational knowledge in management and business decision-making.			<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Student will be able to Identify key functions and tools available in spreadsheet software for decision modeling. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Student will be able to Explain the basic concepts of decision modeling and how they apply to managerial decision-making. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Student will be able to Utilize spreadsheet software to construct models for solving business problems. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Student will be able to Interpret the results of spreadsheet-based models to make informed business decisions. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Student will be able to Assess the effectiveness and limitations of different decision models in various business scenarios. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> Student will be able to Design complex decision models using advanced spreadsheet features to address real-world business challenges. <b>(BL6-Create)</b></p>						
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		<b>SDG (Goals)</b>	SDG8(Decent work and economic growth) SDG11(Sustainable cities and economies) SDG12(Responsible consumption and production) SDG17(Partnerships for the goals)			



  
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Part B

Modules	Contents	Pedagogy	Hours
1	Introduction: Introduction to managerial decision making: types of decision models, steps involved in decision modelling, possible problems in developing decision models. Linear programming models: development of a linear programming model, formulating a linear programming problem, Graphical solution of a LPP, Linear programming modelling application with computer analysis in excel, Linear Programming Sensitivity analysis.	Interactive lectures, problem based learning, experiential learning	9
2	Transportation, Assignment and network models: Transportation model, Assignment Model, Transshipment model, shortest path model, maximal flow method.	Interactive lectures, problem based learning, experiential learning	9
3	Project management: Phases in project management, project network, Project management techniques PERT & CPM, Managing Situational Analysis using SWOT approach Business Strategies: Competitive Strategy: - Cost Leadership, Differentiation & Focus, Cooperative Strategy: - Collusion & Strategic Alliances Corporate Strategies: Directional Strategy: Growth strategies, Stability Strategies & Retrenchment Strategies. Corporate Parenting Functional Strategies: Marketing, Financial, R&D, Operations, Purchasing, Logistics, HRM & IT. The sourcing decision: Outsourcing & offshoring.	Interactive lectures, problem based learning, experiential learning	9
4	Strategy Choice and Analysis: Scenario Analysis Process, Tools & Techniques of strategic Analysis: BCG Matrix, Ansoff Grid, GE Nine Cell Planning Grid, McKinsey's 7'S framework. Case Studies and Latest Updates. Strategy implementation: Developing Programs, Budget and Procedures, Stages of Corporate Development, Organizational Life cycle, Organizational Structures: Matrix, Network & Modular/Cellular; Reengineering and Strategy implementation, Leadership and corporate culture, Case Studies and Latest Updates.	Interactive lectures, problem based learning, experiential learning	9
5	Strategy Evaluation & Control: Evaluation & Control process, Measuring performance: types of controls, activity based costing, enterprise risk management, primary measures of corporate performance, balance scorecard approach to measure key Performance, responsibility centers, Benchmarking, Problems in measuring Performance & Guidelines for proper control. Strategic Audit of a Corporation. Case Studies and Latest Updates.	Interactive lectures, problem based learning, experiential learning	9

  
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### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Create a financial model to support budgeting and financial planning for a company.	PBL	BL6-Create	15

### Part D(Marks Distribution)


Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

### Part E

<b>Books</b>	Ragsdale, C. T. (2018). Spreadsheet Modeling and Decision Analysis: A Practical Introduction to Business Analytics (8th ed.). Cengage Learning.
<b>Articles</b>	Albright, S. C., & Winston, W. L. (2019). Practical Management Science: Spreadsheet Modeling, Applications, and Analysis. INFORMS Transactions on Education, 20(2), 191-202. <a href="https://doi.org/10.1287/ited.2019.0203">https://doi.org/10.1287/ited.2019.0203</a>
<b>References Books</b>	Winston, W. L. (2016). Microsoft Excel Data Analysis and Business Modeling (5th ed.). Microsoft Press.
<b>MOOC Courses</b>	
<b>Videos</b>	

### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	1	1	-	1	1	-	-	-	-	1	-	-
CO2	1	2	-	1	2	-	2	1	-	-	-	-	1	-	1
CO3	1	1	-	-	1	1	-	1	-	-	-	-	-	2	1
CO4	1	1	-	1	-	-	-	1	-	-	-	-	2	1	-
CO5	1	-	2	1	1	2	-	1	-	-	-	-	-	-	1
CO6	1	-	-	-	1	-	-	1	-	-	-	-	-	-	1

  
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## Syllabus-2023-2024

(SOM)(MBA-Dual\_Specialization)

<b>Title of the Course</b>	Digital Banking System
<b>Course Code</b>	MBA-303 FM[T]

Part A

Year		Semester	Credits	L	T	P	C
				3	0	0	3
<b>Course Type</b>	Theory only						
<b>Course Category</b>	Discipline Electives						
<b>Pre-Requisite/s</b>	The students will have Basic understanding of traditional banking concepts and familiarity with information technology.			<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Students will be able to recall key concepts and terminologies related to digital banking.(<b>BL1-Remember</b>)</p> <p><b>CO2-</b> Students will be able to explain the evolution and components of digital banking systems.(<b>BL2-Understand</b>)</p> <p><b>CO3-</b> Students will be able to apply digital banking tools and techniques to financial operations.(<b>BL3-Apply</b>)</p> <p><b>CO4-</b> Students will be able to analyze the impact of digital banking on financial services and customer experience.(<b>BL4-Analyze</b>)</p> <p><b>CO5-</b> Students will be able to evaluate the security and regulatory implications of digital banking systems.(<b>BL5-Evaluate</b>)</p> <p><b>CO6-</b> Students will be able to design innovative digital banking solutions for enhanced financial services.(<b>BL6-Create</b>)</p>						
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		<b>SDG (Goals)</b>				

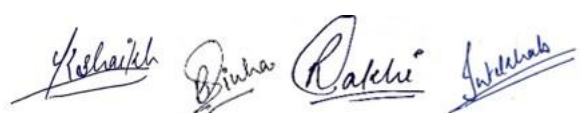
  
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Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Digital Banking: Overview of Digital Banking - Evolution of digital banking - Traditional banking vs. digital banking - Benefits and challenges of digital banking. Key Digital Banking Services:- Online banking - Mobile banking - Digital payment systems - Electronic funds transfer (EFT)-Regulatory Framework and Compliance - Key regulations and compliance requirements - Security and privacy issues in digital banking	interactive lectures, case studies, experiential learning	9
2	Digital Banking Technologies: Core Banking Systems - Overview and components of core banking systems - Role of core banking systems in digital banking- Payment Gateways and Platforms - Functioning of payment gateways - Role of payment platforms in digital transactions. Blockchain and Cryptocurrencies - Basics of blockchain technology - Impact of blockchain on digital banking - Overview of cryptocurrencies and their role in banking- Mobile and Web Technologies - Mobile banking applications - Responsive web design for banking.	interactive lectures, case studies, experiential learning	9
3	Digital Banking Strategies and Customer Experience:- Digital Transformation Strategies - Key components of a digital transformation strategy - Implementation challenges and solutions - Customer Experience in Digital Banking - Importance of customer experience - Tools and techniques for enhancing customer experience-Digital Marketing in Banking - Digital marketing strategies for banks - Role of social media and content marketing-Data Analytics and Personalization - Use of data analytics in banking - Personalization strategies in digital banking	interactive lectures, case studies, experiential learning	9
4	Risk Management and Cybersecurity in Digital Banking:- Types of Risks in Digital Banking - Operational risks - Financial risks - Regulatory risks-Cybersecurity in Digital Banking - Common cybersecurity threats - Cybersecurity frameworks and best practices.- Fraud Detection and Prevention - Techniques for fraud detection - Tools for fraud prevention in digital banking-Disaster Recovery and Business Continuity - Importance of disaster recovery plans - Components of a business continuity plan.	interactive lectures, case studies, experiential learning	9
5	Artificial Intelligence in Digital Banking:- Introduction to AI in Banking - Overview of artificial intelligence and its relevance to banking - Key AI technologies used in banking-AI Applications in Digital Banking - Chatbots and virtual assistants - Predictive	interactive lectures, case studies, experiential learning	9

  
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analytics for credit scoring - Fraud detection using AI-AI-Driven Customer Experience - Personalized banking services using AI - AI in customer support and engagement.

### Part C


Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Designing a Secure and User-Friendly Digital Banking Platform	PBL	BL4-Analyze	15

### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

### Part E

<b>Books</b>	Lee, I., & Lee, J. (2020). FinTech disruption: Innovation and policy in financial services (2nd ed.). Routledge. (Analyzes the impact of financial technologies on banking systems, including digital banking)
<b>Articles</b>	Chen, Y., Xu, J., Luo, Z., & Zhou, L. (2020). The impact of digital banking on financial performance: Evidence from China. International Journal of Finance & Economics, 25(1), 187-204. (Investigates the relationship between digital banking adoption and financial performance)
<b>References Books</b>	Campoverde, M., & Vărzaru, I. (2019). Digital banking and financial inclusion: A global view. World Bank Publications. (Examines the role of digital banking in promoting financial inclusion)
<b>MOOC Courses</b>	
<b>Videos</b>	<a href="https://www.youtube.com/watch?v=fu5Lt8VLQjQ">https://www.youtube.com/watch?v=fu5Lt8VLQjQ</a>

  
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### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	2	-	1	1	-	-	-	-	1	-	-
CO2	-	1	2	-	-	1	-	-	-	-	-	-	-	1	-
CO3	2	3	-	1	-	-	2	-	-	-	-	-	1	-	3
CO4	-	-	1	-	2	-	-	3	-	-	-	-	-	2	-
CO5	1	1	-	2	-	3	-	-	-	-	-	-	2	-	1
CO6	-	-	1	-	1	-	-	1	-	-	-	-	-	1	-

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## Syllabus-2023-2024

(SOM)(MBA-Dual\_Specialization)

<b>Title of the Course</b>	Human Resource Analytics
<b>Course Code</b>	MBA-303 HR [T]

### Part A

Year	Semester	Credits	L	T	P	C
			4	0	0	4
<b>Course Type</b>	Theory only					
<b>Course Category</b>	Discipline Electives					
<b>Pre-Requisite/s</b>	Students need to have a basic understanding of human resource management concepts, familiarity with data analysis tools, and proficiency in interpreting organizational metrics.			<b>Co-Requisite/s</b>		
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Students will be able to recall the various metrics used to measure HR effectiveness within an organization. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Students will be able to explain the relationship between HR practices and key business outcomes <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Students will be able to analyze a case study and recommend appropriate HR metrics to evaluate the effectiveness of a specific HR program. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Students will be able to compare and contrast different approaches to measuring HRM across various industries. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Students will be able to critically assess the strengths and weaknesses of a proposed HR measurement system considering its purpose and context. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> Students will be able to design a balanced HR scorecard that incorporates both financial and HR-specific metrics to track the effectiveness of the HR department. <b>(BL6-Create)</b></p>					
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		<b>SDG (Goals)</b>	SDG4(Quality education)		

  
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### Part B

Modules	Contents	Pedagogy	Hours
1	Why Measure Human Resource: The Changing Nature of Human Resources: HR as a strategic partner, HR as an administrative expert, HR as an employee champion, HR as a change agent, and HR as a Business Partner.	Interactive Lectures, Case Studies, Experiential Learning	12
2	Approaches to Measuring HR: Balance Scorecard and HR Scorecard, HR Accounting, HR Auditing.	Interactive Lectures, Case Studies, Experiential Learning	12
3	The ROI Methodology: The Essential Measurement Mix, Why ROI? Types of Data for ROI Methodology, the ROI Methodology.	Interactive Lectures, Case Studies, Experiential Learning	12
4	Measuring Intangibles: Key concepts about Intangibles, Intangible Measures.	Interactive Lectures, Case Studies, Experiential Learning	12
5	Communicating and Using Evaluation Data: Principles of Communicating Results, Developing the Information: The Impact Study, Selecting Communication Media, Communicate, Analyze and Evaluate the Data to Drive Improvement.	Interactive Lectures, Case Studies, Experiential Learning	12

### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Designing an HR Metrics Dashboard to Measure HRM Effectiveness	PBL	BL4-Analyze	15

### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	40	12	60	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation



  
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 Gwalior (M.P.)

## Part E

<b>Books</b>	Cascio, W. F., & Boudreau, J. W. (2016). Investing in People: Financial Impact of Human Resource Initiatives (2nd ed.). Pearson.
<b>Articles</b>	Singh, S., Darwish, T. K., Costa, A. C., & Anderson, N. (2012). Measuring HRM and organisational performance: concepts, issues, and framework. Management decision, 50(4), 651-667. Colakoglu, S., Lepak, D. P., & Hong, Y. (2006). Measuring HRM effectiveness: Considering multiple stakeholders in a global context. Human resource management review, 16(2), 209-218.
<b>References Books</b>	Fisher, C. D., Schoenfeldt, L. F., & Shaw, J. B. (2020). Human Resource Management (10th ed.). Tata McGraw-Hill Education.
<b>MOOC Courses</b>	
<b>Videos</b>	<a href="https://youtu.be/vnomHHIOIFM">https://youtu.be/vnomHHIOIFM</a> <a href="https://youtu.be/MhjlY3MLjTw">https://youtu.be/MhjlY3MLjTw</a>

### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	-	2	1	-	1	-	-	1	-	-	-	-	1	1	1
CO2	2	-	1	3	-	-	1	-	-	-	-	-	1	2	1
CO3	1	2	3	2	1	1	-	1	-	-	-	-	-	1	-
CO4	3	2	-	1	2	1	-	1	-	-	-	-	2	1	1
CO5	-	1	1	2	1	2	1	1	-	-	-	-	-	-	1
CO6	1	-	-	1	-	1	-	1	-	-	-	-	1	1	-

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## Syllabus-2023-2024

(SOM)(MBA-Dual\_Specialization)

<b>Title of the Course</b>	Talent Management
<b>Course Code</b>	MBA-304 HR [T]

### Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
<b>Course Type</b>	Theory only					
<b>Course Category</b>	Discipline Electives					
<b>Pre-Requisite/s</b>	The students will have Basic understanding of human resource management concepts and organizational behavior.		<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Students will be able to recall key concepts and terminologies related to talent management.(<b>BL1-Remember</b>)</p> <p><b>CO2-</b> Students will be able to explain the importance and processes of talent management in organizations.(<b>BL2-Understand</b>)</p> <p><b>CO3-</b> Students will be able to apply talent management strategies to attract and retain top talent.(<b>BL3-Apply</b>)</p> <p><b>CO4-</b> Students will be able to analyze talent management practices to identify strengths and areas for improvement.(<b>BL4-Analyze</b>)</p> <p><b>CO5-</b> Students will be able to evaluate the effectiveness of various talent management practices.(<b>BL5-Evaluate</b>)</p> <p><b>CO6-</b> Students will be able to design comprehensive talent management plans that align with organizational goals.(<b>BL6-Create</b>)</p>					
<b>Coures Elements</b>	Skill Development ✗ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		<b>SDG (Goals)</b>		SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)	



  
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### Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Talent Management: Definition and scope of talent management The evolution of talent management practices Key components of talent management: acquisition, development, retention	interactive lectures, case studies, experiential learning	9
2	Talent Acquisition Strategies: Workforce planning and job analysis Recruitment strategies: traditional vs. modern methods Selection process and tools	interactive lectures, case studies, experiential learning	9
3	Talent Development and Training: Identifying training needs Designing effective training and development programs Leadership development and succession planning	interactive lectures, case studies, experiential learning	9
4	Employee Engagement and Retention: Strategies for employee engagement Managing performance and career development Retention strategies and turnover management	interactive lectures, case studies, experiential learning	9
5	Future Trends in Talent Management: Impact of technology on talent management (AI, data analytics) Diversity and inclusion in talent management Future challenges and opportunities in managing talent	interactive lectures, case studies, experiential learning	9

### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Developing a Talent Acquisition Strategy for a High-Growth Startup	PBL	BL5-Evaluate	15

### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

  
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## Part E

<b>Books</b>	Collings, D. G., Melcher, C. L., & Holt, J. R. (2016). Talent management: Building a competitive advantage through strategic workforce planning (2nd ed.). Kogan Page Publishers.
<b>Articles</b>	Dyer, J. H., Hanges, P. J., & Teng, C. M. (2008). DHRM: HRM in a cross-cultural context. Society for Human Resource Management Research Quarterly, 1(1), 69-92. (Explores talent management practices within a global context)
<b>References Books</b>	Ulrich, D., Brockbank, W., Brockbank, A., & Moi, M. (2015). The talent code: Deciphering the secrets of high-performance teams (Updated and expanded ed.). Harvard Business Review Press. (Focuses on building high-performing teams through talent management practices)
<b>MOOC Courses</b>	
<b>Videos</b>	<a href="https://www.youtube.com/watch?v=NwufHwariTI">https://www.youtube.com/watch?v=NwufHwariTI</a>

### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	2	-	1	-	1	-	-	-	-	-	1	-	-
CO2	-	1	-	-	1	-	-	1	-	-	-	-	-	2	-
CO3	2	-	1	1	-	1	-	-	-	-	-	-	-	-	3
CO4	1	1	-	-	2	-	1	-	-	-	-	-	1	-	-
CO5	-	1	-	2	-	-	2	-	-	-	-	-	-	1	-
CO6	1	-	1	-	2	-	-	1	-	-	-	-	-	-	1

  
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# Syllabus-2023-2024

## (SOM)(MBA-Dual\_Specialization)

<b>Title of the Course</b>	Financial Analytics
<b>Course Code</b>	MBA-305 FM[T]

### Part A

Year	Semester	Credits	L	T	P	C
			4	0	0	4
<b>Course Type</b>	Theory only					
<b>Course Category</b>	Specialization Elective Courses					
<b>Pre-Requisite/s</b>	Proficiency in statistics, understanding of financial markets, familiarity with financial software/tools, knowledge of programming languages like Python/R, and critical thinking skills for data interpretation are desirable			<b>Co-Requisite/s</b>		
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Students will recall key financial concepts, theories, and principles relevant to analytics, including financial statements, ratios, and valuation methods. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Students will comprehend the role and significance of financial analytics in decision-making processes within organizations, including risk management, performance evaluation, and strategic planning. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Students will demonstrate the ability to apply financial analytics techniques and tools to analyze financial data, interpret trends, and generate insights to support managerial decisions. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Students will evaluate the financial performance and health of organizations using advanced analytics techniques, such as regression analysis, time series forecasting, and scenario analysis. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Students will assess the effectiveness and limitations of financial analytics models and methodologies in predicting financial outcomes, identifying potential biases, and recommending data-driven strategies. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> Students will design and develop comprehensive financial analytics solutions tailored to organizational needs, integrating data from various sources, performing advanced analyses, and presenting actionable insights to stakeholders for informed decision-making. <b>(BL6-Create)</b></p>					
<b>Coures Elements</b>	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		<b>SDG (Goals)</b>	SDG4(Quality education)  <b>Dr. Omveer Singh</b> <b>REGISTRAR</b> <b>ITM University</b> <b>Gwalior (M.P.)</b>		






## Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Financial Analytics: Definition, relevance and scope financial Analytics, recent trends in financial analytics; Financial Time Series and their Characteristics: Asset Returns, Distributional Properties of Returns, Review of Statistical Distributions and properties of financial time series.	interactive lectures and case studies	12
2	Asset Portfolio Models: Basics of portfolio construction, Markowitz Theorem, Capital Asset Pricing Model, Diversification and Portfolio Optimization; Modeling Volatility and Risk: Characteristics of volatility. Modeling volatility using ARCH/GARCH models. Measuring and modeling risk. Application of Value at Risk (VaR)	interactive lectures and case studies	12
3	High-Frequency Data Analysis: Non synchronous Trading, Bid-Ask Spread of trading Prices, Empirical Characteristics of TradingData, Models for Price Changes, Duration Models	interactive lectures and case studies	12
4	Modeling Credit Risk: Corporate Liabilities as contingent claims, Endogenous default boundaries and optional Capital Structure, Intensity Modeling, Rating based term-structure models, Credit risk and interest-rate Swaps, Modeling dependent defaults	interactive lectures and case studies	12
5	Derivative Pricing: Issues regarding derivative markets. Brownian motion, Black - Sholes model. Modeling derivative prices.	interactive lectures and case studies	12

## Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Applying Financial Analytics for Investment Decision Making and Risk Management	PBL	BL5-Evaluate	15

## Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	40	12	60	 <b>Dr. Omveer Singh</b> REGISTRAR ITM University Gwalior (M.P.)
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation





## Part E

<b>Books</b>	Ruey S. Tsay (2012), "An Introduction to Analysis of Financial Data with R", Wiley, ISBN: 978-0-470-89081-3
<b>Articles</b>	Kumar, S., Sharma, D., Rao, S., Lim, W. M., & Mangla, S. K. (2022). Past, present, and future of sustainable finance: insights from big data analytics through machine learning of scholarly research. <i>Annals of Operations Research</i> , 1-44. Artzi, I. (2022). Predictive Analytics Techniques: Theory and Applications in Finance. In <i>Financial Data Analytics: Theory and Application</i> (pp. 59-126). Cham: Springer International Publishing.
<b>References Books</b>	Argimiro Arratia (2014), "Computational Finance An Introductory Course with R", Atlantis Press, ISBN 978-94-6239-069-0 • Bernhard Pfaff (2013), "Financial risk modelling and portfolio optimization with R", Wiley, ISBN 978-0-470-97870-2
<b>MOOC Courses</b>	<a href="https://www.coursera.org/learn/applying-data-analytics-business-in-finance">https://www.coursera.org/learn/applying-data-analytics-business-in-finance</a>
<b>Videos</b>	<a href="https://www.youtube.com/watch?v=_LkcKZ9FphQ">https://www.youtube.com/watch?v=_LkcKZ9FphQ</a>

### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	1	1	-	1	1	1	-	-	-	-	-	1	1	-
CO2	1	-	2	1	-	-	1	-	-	-	-	-	1	-	1
CO3	-	1	-	1	-	2	2	1	-	-	-	-	1	1	-
CO4	2	-	3	1	2	-	1	2	-	-	-	-	-	-	1
CO5	2	3	1	-	3	-	1	-	-	-	-	-	2	1	-
CO6	3	1	2	1	-	1	2	-	-	-	-	-	1	-	2

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## Syllabus-2023-2024

(SOM)(MBA-Dual\_Specialization)

<b>Title of the Course</b>	Workshop on Entrepreneurship Skill Development
<b>Course Code</b>	MBA-307 [P]

### Part A

Year		Semester		Credits	L	T	P	C	
					0	0	1	1	
<b>Course Type</b>	Lab only								
<b>Course Category</b>	Discipline Core								
<b>Pre-Requisite/s</b>	Students need to have a basic understanding of business management principles and entrepreneurial concepts.			<b>Co-Requisite/s</b>					
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Students will be able to recall key entrepreneurial concepts, theories, and terminologies.(<b>BL1-Remember</b>)</p> <p><b>CO2-</b> Students will be able to explain the characteristics and traits of successful entrepreneurs.(<b>BL2-Understand</b>)</p> <p><b>CO3-</b> Students will be able to apply entrepreneurial tools and techniques to identify business opportunities.(<b>BL3-Apply</b>)</p> <p><b>CO4-</b> Students will be able to analyze market trends and customer needs to develop viable business models.(<b>BL4-Analyze</b>)</p> <p><b>CO5-</b> Students will be able to evaluate the feasibility and scalability of entrepreneurial ventures.(<b>BL5-Evaluate</b>)</p> <p><b>CO6-</b> Students will be able to create comprehensive business plans and pitches for potential investors.(<b>BL6-Create</b>)</p>								
<b>Coures Elements</b>	Skill Development ✓ Entrepreneurship ✓ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✓ Environment ✗		<b>SDG (Goals)</b>	SDG1(No poverty) SDG4(Quality education) SDG8(Decent work and economic growth) SDG9(Industry Innovation and Infrastructure)					



  
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## Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Entrepreneurship: Definition and importance of entrepreneurship Evolution of entrepreneurship theories Entrepreneurial mindset and characteristics	Interactive Lectures, Case Studies, Experiential Learning	9
2	Identifying Business Opportunities: Methods for identifying market gaps and customer needs Opportunity recognition and feasibility analysis Innovation and creativity in entrepreneurship	Interactive Lectures, Case Studies, Experiential Learning	9
3	Developing Business Models: Types of business models (e.g., lean startup, social entrepreneurship) Value proposition and competitive advantage Lean canvas and business model canvas	Interactive Lectures, Case Studies, Experiential Learning	9
4	Entrepreneurial Finance and Funding: Sources of funding for startups (e.g., bootstrapping, angel investors, venture capital) Financial planning and budgeting Pitching to investors and preparing business proposals	Interactive Lectures, Case Studies, Experiential Learning	9
5	Managing Risks and Challenges: Risk assessment and management strategies Legal and regulatory considerations for startups Scaling and growth strategies	Interactive Lectures, Case Studies, Experiential Learning	9

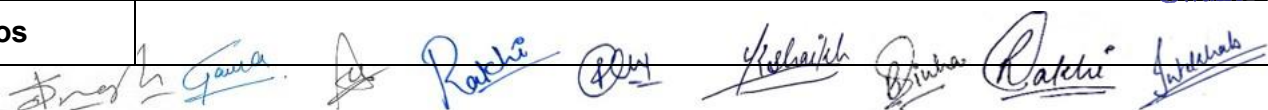
## Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	0	0	100	

## Part E

<b>Books</b>	Hisrich, R. D., Peters, M. P., & Shepherd, D. (2018). Entrepreneurship (10th ed.). McGraw-Hill Education.
<b>Articles</b>	Gartner, W. E. (1985). Those entrepreneurial myths: A realistic look at the causes of corporate entrepreneurship. Strategic Management Journal, 6(3), 379-390.
<b>References Books</b>	
<b>MOOC Courses</b>	
<b>Videos</b>	

  
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### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	1	-	-	-	1	-	-	-	-	-	1	1	-
CO2	1	1	-	1	2	1	-	1	-	-	-	-	1	-	1
CO3	2	1	1	-	1	-	1	1	-	-	-	-	1	1	2
CO4	2	2	1	2	-	1	1	-	-	-	-	-	1	1	-
CO5	2	1	1	1	1	2	1	1	-	-	-	-	-	1	2
CO6	2	1	1	2	1	-	2	1	-	-	-	-	2	1	-

  
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## Syllabus-2023-2024

### (SOM)(MBA-Dual\_Specialization)

<b>Title of the Course</b>	Supply Chain Analytics
<b>Course Code</b>	MBA-401 [T]

#### Part A

Year		Semester	Credits	L	T	P	C
				3	0	0	3
<b>Course Type</b>	Theory only						
<b>Course Category</b>	Disciplinary Major						
<b>Pre-Requisite/s</b>	A foundational understanding of supply chain management principles and basic proficiency in data analysis tools, such as Excel and familiarity with statistical methods and business operations is beneficial for effectively applying analytical techniques to supply chain challenges.			<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Student will be able to Identify key concepts and terminologies in supply chain analytics.(<b>BL1-Remember</b>)</p> <p><b>CO2-</b> Student will be able to Explain the role of analytics in optimizing supply chain operations.(<b>BL2-Understand</b>)</p> <p><b>CO3-</b> Student will be able to Utilize analytical tools and techniques to solve supply chain problems.(<b>BL3-Apply</b>)</p> <p><b>CO4-</b> Student will be able to Interpret supply chain data to diagnose issues and assess performance.(<b>BL4-Analyze</b>)</p> <p><b>CO5-</b> Student will be able to Assess the effectiveness of different supply chain strategies using analytical methods.(<b>BL5-Evaluate</b>)</p> <p><b>CO6-</b> Student will be able to Design data-driven solutions to enhance supply chain efficiency and resilience.(<b>BL6-Create</b>)</p>						
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		<b>SDG (Goals)</b>		SDG3(Good health and well-being) SDG8(Decent work and economic growth) SDG12(Responsible consumption and production) SDG13(Climate action) SDG17(Partnerships for the goals)		

  
**Dr. Omveer Singh**  
 REGISTRAR  
 ITM University  
 Gwalior (M.P.)

*Dr. Anshu Gaur*

*Dr. A. Rathi*

*Dr. Rathi*

*Dr. Rathi*

*Dr. Rathi*

*Dr. Rathi*

*Dr. Rathi*

*Dr. Rathi*

Part B

Modules	Contents	Pedagogy	Hours
1	Introduction: Importance of Analytics in SCM Context of today's Supply Chains (SC) analytics, Understanding the Supply Chain Analytics (SCA), Revisions of Basic of Supply Chain Management, Important of Analytics in Supply Chain, relating operations Management with Supply Chain Concepts with SC Analytics, The Importance of Supply Chain Analytics in the Flows Involving Material, Money, Information and Ownership. Case Studies and Latest Updates	Interactive lectures, problem based learning, experiential learning, case studies	9
2	Framework of Supply Chain Analytics Supply Chain Analytics Tools, Key Issues in Supply Chain Analytics, What Involves in Supply Chain Analytics, Concept of Descriptive Analytics in a Supply Chain, Bullwhip Effect in SCM, Decision Domains in Supply Chain Analytics, Overview of SAP Supply Chain Analytics modules and its Functionalities. Uses of Spreadsheet / Tableau in Supply chain Analytics	Interactive lectures, problem based learning, experiential learning, case studies	9
3	Modelling and Simulations for Supply Chain Analytics Introduction to Modelling, Approaches for Optimization and Simulation, Modelling Software, Supply Chain Decisions that Requires Mathematical or Interpretative Modelling. Understanding of Data and its Role in Analytics of a Transportation Problem in a Supply Chain. Managerial Implications of the Results of Analytics. Spreadsheet Modelling for Supply Chain	Interactive lectures, problem based learning, experiential learning, case studies	9
4	Predictive Modelling in Supply Chain: Forecasting for Supply Chain Planning and Management, Review of Multiple Regression and Stepwise Selection of Predictive Variables, Identification of Variables in a Forecasting Model, Exponential Smoothing Forecasting Models, Introduction to ARIMA Modelling, Data Driven Inventory Optimization. Uses of Spreadsheet for Statistical Analysis (Lab Work)	Interactive lectures, problem based learning, experiential learning, case studies	9
5	Foundation of Prescriptive Analytics in SCM: Network Planning in a Supply Chain, Importance of Network Planning, Design of Logistics Network using Heuristics/optimization, Concept of 3PL/4PL in a Supply Chain. Performance Optimization in SCM, Information Technology in SCM. Case Study with Latest Updates	Interactive lectures, problem based learning, experiential learning, case studies	9

  
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### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Optimize the logistics and transportation network to reduce costs and improve efficiency.	PBL	BL5-Evaluate	15

### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

### Part E

<b>Books</b>	Chopra, S., & Meindl, P. (2021). Supply Chain Management: Strategy, Planning, and Operation (8th ed.). Pearson.
<b>Articles</b>	Chopra, S., & Meindl, P. (2003). Supply Chain Coordination in the Presence of Revenue Sharing Contracts. Management Science, 49(10), 1287–1309. <a href="https://doi.org/10.1287/mnsc.49.10.1287.17308">https://doi.org/10.1287/mnsc.49.10.1287.17308</a>
<b>References Books</b>	Simchi-Levi, D., Schmidt, W., & Wei, Y. (2021). Data-Driven Science and Engineering: Machine Learning, Dynamical Systems, and Control (1st ed.). Cambridge University Press.
<b>MOOC Courses</b>	
<b>Videos</b>	

### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	-	2	1	-	1	1	-	-	-	-	1	-	1
CO2	1	2	1	-	1	-	1	1	-	-	-	-	-	2	-
CO3	1	-	-	2	-	1	-	1	-	-	-	-	1	-	2
CO4	-	1	-	1	-	1	-	-	-	-	-	-	1	-	-
CO5	1	1	-	-	1	1	-	1	-	-	-	-	-	1	1
CO6	1	1	-	1	-	-	1	1	-	-	-	-	-	-	-

  
**Dr. Omveer Singh**  
 REGISTRAR  
 ITM University  
 Gwalior (M.P.)

*Dr. Anshu Gaur*

*Dr. Rakhi*

*Dr. Rakhi*

*Dr. Rakhi*

*Dr. Rakhi*

*Dr. Rakhi*

*Dr. Rakhi*

*Dr. Rakhi*



## Syllabus-2023-2024

(SOM)(MBA-Dual\_Specialization)

<b>Title of the Course</b>	Business Ethics and Corporate Governance
<b>Course Code</b>	MBA-402[T]

### Part A

Year		Semester	Credits	L	T	P	C
				3	0	0	3
<b>Course Type</b>	Theory only						
<b>Course Category</b>	Discipline Core						
<b>Pre-Requisite/s</b>	A solid foundation in global business concepts and an understanding of technological trends and innovations and familiarity with digital transformation strategies and their implications for international business operations is beneficial.			<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Student will be able to Recall key emerging technologies and their applications in the global business context. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Student will be able to Explain the principles and underlying concepts of emerging technologies and their relevance to the global business environment. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Student will be able to Apply emerging technologies to solve real-world business problems in the global context. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Student will be able to Analyze the implications of emerging technologies on global business strategies and competitive dynamics. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Student will be able to Assess the risks and opportunities associated with adopting emerging technologies in the global business environment. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> Student will be able to Design innovative strategies leveraging emerging technologies to gain a competitive advantage in the global marketplace. <b>(BL6-Create)</b></p>						
<b>Courses Elements</b>	Skill Development ✗ Entrepreneurship ✗ Employability ✗ Professional Ethics ✓ Gender ✗ Human Values ✓ Environment ✓		<b>SDG (Goals)</b>		SDG3(Good health and well-being) SDG8(Decent work and economic growth) SDG12(Responsible consumption and production)		

  
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Part B

Modules	Contents	Pedagogy	Hours
1	<p>Business ethics: Introduction: Meaning of ethics, Types of business ethic issues, why ethical problems occur in business, Ethical dilemmas in business Ethical principles in business: Utilitarianism: weighing social cost and benefits, Rights and duties Justice and fairness. Computer ethics and business: Computer crime, Computers and corporate responsibility Property: information and software, Computer and privacy Professional ethics: Ethics in international business.</p>	<p>Interactive Lecture, Experiential Learning, case studies</p>	9
2	<p>Corporate governance: concept, Different Approaches to Corporate Governance, Leadership and Corporate Governance, Different models of Corporate Governance, Landmarks of Corporate Governance, Rights and Privileges of shareholders, Investor's Problem and protection, Corporate Governance and Other Stakeholders, Board of Directors; Role, Duties and Responsibilities of Auditors, Bank and Corporate Governance, Business Ethics and Corporate Governance.</p>	<p>Interactive Lecture, Experiential Learning, case studies</p>	9
3	<p>Moral issues in business: Importance of moral issues and reasoning, Principles of moral reasoning, Quality of work life, implications of moral issues in different functional areas of business like finance, HR and marketing. Whistleblowing: Kinds of whistleblowing, Blowing as morally prohibited, Whistleblowing as morally permitted, Whistleblowing as morally required, precluding the need for whistleblowing.</p>	<p>Interactive Lecture, Experiential Learning, case studies</p>	9
4	<p>Corporate social responsibility: Meaning, Evolution of corporate social responsibility, Limits of corporate social responsibility, Voluntary responsibility Vs. Legal requirements, Profit maximization vs. social responsibility.</p>	<p>Interactive Lecture, Experiential Learning, case studies</p>	9
5	<p>Socially Responsive Management: Strategies of response, formulating socially responsive strategies, Implementing social responsiveness, making a social strategy work, Conceptual framework of social responsibilities of business, SWOT analysis for evaluating organizational framework for</p>	<p>Interactive Lecture, Experiential Learning, case studies</p>	9

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*[Handwritten signatures and initials]*

discharging social responsibility, Financial incentives for social responsibility, Role of self-regulation in discharge of social responsibility.

### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
2	Ethical Dilemma and Corporate Governance Response	PBL	BL3-Apply	15

### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

### Part E

<b>Books</b>	Velasquez, M. G. (2018). Business ethics: Concepts and cases. Pearson.
<b>Articles</b>	Ghosh, S. (2015). Is corporate social responsibility in India still in a confused state?—A study of the participation of the private sector companies of India in corporate social responsibility activities. <i>Global Business Review</i> , 16(1), Kavadis, N., & Thomsen, S. (2023). Sustainable corporate governance: A review of research on long-term corporate ownership and sustainability. <i>Corporate Governance: An International Review</i> , 31(1), 198-226.
<b>References Books</b>	Sharma J P (2017). Corporate Governance, Business Ethics & CSR, Ane Books.
<b>MOOC Courses</b>	
<b>Videos</b>	

*Dr. Omveer Singh* *A. Rathi* *Dr. P. K. Singh* *Kishore* *Bina* *Rakhi* *Indira*

  
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### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	1	1	2	1	1	2	-	-	-	-	1	2	-
CO2	1	-	1	-	1	2	2	1	-	-	-	-	-	1	1
CO3	1	2	2	1	3	-	1	2	-	-	-	-	2	1	-
CO4	1	-	3	-	2	-	2	3	-	-	-	-	1	2	1
CO5	1	2	1	1	-	3	1	2	-	-	-	-	2	1	1
CO6	1	1	-	-	1	-	1	1	-	-	-	-	-	1	1



  
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## Syllabus-2023-2024

(SOM)(MBA-Dual\_Specialization)

<b>Title of the Course</b>	Foreign Exchange Management
<b>Course Code</b>	MBA-403 FM [T]

### Part A

Year		Semester	Credits	L	T	P	C
				3	0	0	3
<b>Course Type</b>	Theory only						
<b>Course Category</b>	Discipline Specific Elective						
<b>Pre-Requisite/s</b>	A fundamental understanding of international finance and basic economic principles and familiarity with financial instruments and currency markets is beneficial for effectively managing foreign exchange risk.			<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Student will be able to Remember key terms and concepts related to foreign exchange markets (e.g., Inter-Bank Forex Markets, OTC markets). <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Student will be able to Understand the exchange rate mechanism and its components. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Student will be able to Apply how to calculate spot, cross, and forward rates. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Student will be able to Analyze the portfolio management strategies involving global securities. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Student will be able to Evaluate the effectiveness of current regulations in managing external commercial borrowings. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> Student will be able to Create a comprehensive plan for dealing room operations, including the management of Nostro/Vostro/Loro. <b>(BL6-Create)</b></p>						
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		<b>SDG (Goals)</b>		SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consumption and production) SDG17(Partnerships for the goals)		



  
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**Part B**

<b>Modules</b>	<b>Contents</b>	<b>Pedagogy</b>	<b>Hours</b>
1	Fundamentals of Foreign Exchange Markets-Foreign Exchange Markets- Inter-Bank Forex Markets- Highly Traded Markets: Cash/OTC-- Nature of Transactions-- Cross Border Currency Flows.- Liberalization of Exchange Control- Role of Banks in Forex Market- Factors Impacting Forex Market.Convertibility and Balance of Payments (BOP).	Interactive Lectures, Case Studies, Experiential Learning	9
2	Forex Concepts- Exchange Rate Quotes- Factors Affecting Exchange Rates- Exchange Rate Mechanism. Exchange Rate Dynamics and Instruments- Forex Concepts- Spot, Cross, and Forward Rates. Premium and Discount- Forward Contracts: Booking, Extension, Cancellation.	Interactive Lectures, Case Studies, Experiential Learning	9
3	Advanced Forex and International Treasury Management-International Treasury- Market Participants- Various Forex Treasury Products- Volatility of Major Currencies- Currency Trading. Global Securities: Portfolio Management.	Interactive Lectures, Case Studies, Experiential Learning	9
4	Regulatory and Compliance Framework- External Commercial Borrowings (ECBs)-- FEMA Regulations for Import/Export Transactions- Current Account Rules- Capital Account Transactions	Interactive Lectures, Case Studies, Experiential Learning	9
5	Treasury Operations and Management- Liquidity and Cash Flow Management- Objectives, Sources, and Deployment- Internal Control, Netting, Gap Management- Treasury Management Processes - Domestic Remittances- International Remittances- Payment & Settlement Systems: CCIL, CLS, RTGS, NEFT, SWIFT- Dealing Room Operations: Nostro/Vostro/Loro& Mirror Accounts, Open Currency Position, Cash Position by Dealers.	Interactive Lectures, Case Studies, Experiential Learning	9

**Part C**

<b>Modules</b>	<b>Title</b>	<b>Indicative-ABCA/PBL/ Experiments/Field work/ Internships</b>	<b>Bloom's Level</b>	<b>Hours</b>
3	Create a comprehensive currency hedging policy for an import/export business to manage foreign exchange risk.	PBL	BL6-Create	15


  
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## Part D(Marks Distribution)

### Theory

Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	

### Practical

Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

## Part E

<b>Books</b>	Steiner, B. (2012). *Foreign Exchange and Money Markets: Theory, Practice, and Risk Management* (2nd ed.). Elsevier.
<b>Articles</b>	<a href="https://rbidocs.rbi.org.in/rdocs/speeches/pdfs/60912.pdf">https://rbidocs.rbi.org.in/rdocs/speeches/pdfs/60912.pdf</a>
<b>References Books</b>	Jeevanandam, C. (2020). *Foreign Exchange: Concepts, Practices, and Control* (6th ed.). Sultan Chand & Sons. Avadhani, V. A. (2018). *Foreign Exchange Management* (7th ed.). Himalaya Publishing House. Batten, G. S. (2016). *Foreign Exchange Risk Management*. Jaico Publishing House. Eiteman, D. K., Stonehill, A. I., & Moffett, M. H. (2021). *Multinational Business Finance* (15th ed.). Pearson. Madura, J. (2020). *International Financial Management* (13th ed.). Cengage Learning.
<b>MOOC Courses</b>	Economics of Banking and Financial Markets( <a href="https://nptel.ac.in/courses/110/104/110104132/">https://nptel.ac.in/courses/110/104/110104132/</a> ) Foreign Exchange Markets: Concepts, Instruments, Risks, and Derivatives ( <a href="https://iimbx.iimb.ac.in/courses/course-v1:IIMBx+RM01x+2023_T1/about">https://iimbx.iimb.ac.in/courses/course-v1:IIMBx+RM01x+2023_T1/about</a> )
<b>Videos</b>	

## Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	1	1	-	-	1	1	-	-	-	-	1	1	1
CO2	1	2	-	1	-	1	-	1	-	-	-	-	-	1	2
CO3	1	-	2	2	1	3	-	1	-	-	-	-	1	3	-
CO4	-	1	3	-	1	-	2	1	-	-	-	-	-	1	1
CO5	2	1	1	-	1	1	1	1	-	-	-	-	1	2	-
CO6	1	-	1	-	1	-	-	1	-	-	-	-	1	1	1

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## Syllabus-2023-2024

(SOM)(MBA-Dual\_Specialization)

<b>Title of the Course</b>	International Human Resource Management
<b>Course Code</b>	MBA-403 HR[T]

### Part A

Year	Semester	Credits	L	T	P	C
			4	0	0	4
<b>Course Type</b>	Theory only					
<b>Course Category</b>	Discipline Specific Elective					
<b>Pre-Requisite/s</b>	Student should have a basic understanding of the Human Resource Management.		<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Students will be able to remember key concepts and terminology related to International Human Resource Management (IHRM)(<b>BL1-Remember</b>)</p> <p><b>CO2-</b> Students will be able to understand the cultural contexts of IHRM using Hofstede's approach and cross-cultural theory(<b>BL2-Understand</b>)</p> <p><b>CO3-</b> Students will be able to apply the processes involved in recruiting and selecting international managers(<b>BL3-Apply</b>)</p> <p><b>CO4-</b> Students will be able to analyze standardized versus customized performance appraisal systems(<b>BL4-Analyze</b>)</p> <p><b>CO5-</b> Students will be able to evaluate the effectiveness of HR process in different international contexts(<b>BL5-Evaluate</b>)</p> <p><b>CO6-</b> Students will be able to create comprehensive international training programs(<b>BL6-Create</b>)</p>					
<b>Coures Elements</b>	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✓ Gender ✗ Human Values ✗ Environment ✗		<b>SDG (Goals)</b>		SDG4(Quality education) SDG8(Decent work and economic growth)	




  
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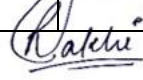


**Part B**

<b>Modules</b>	<b>Contents</b>	<b>Pedagogy</b>	<b>Hours</b>
1	Introduction IHRM: Managing people in an international context: Expatriates, Inpatriates Cultural Context of IHRM: Hofstede's Approach, Cross-cultural theory, Standardization and Localization of HRM practices. Linking HR to international expansion strategies: HRM in Cross Border Mergers and Acquisitions, International Alliances and SMEs.	Interactive Lectures, Case Studies, Experiential Learning	12
2	Recruitment and Selection: Approaches to staffing, Roles of an Expatriate, Non-Expatriates, Inpatriates, recruitment and selection of international managers, Expatriate Failure and Success, Expatriate Selection criteria, processes	Interactive Lectures, Case Studies, Experiential Learning	12
3	International Performance Management: performance criteria, standardized or customized performance appraisal, High-performance work system, International Training and Management Development: Expatriate training, Cross-cultural training, pre-departure training. Repatriation: Process, challenges, designing a repatriation program.	Interactive Lectures, Case Studies, Experiential Learning	12
4	International Compensation: Objectives, components of international compensation program and approaches: Going rate approach, Balance Sheet Approach	Interactive Lectures Case Studies Experiential Learning	12
5	International Industrial Relations; Trade Unions & International Labour Relations; Key Issues in International Industrial Relations Codes of Conduct – Monitoring HRM Practices around the world; IHRM trends and Future challenges.	Interactive Lectures, Case Studies, Experiential Learning	12

**Part C**

<b>Modules</b>	<b>Title</b>	<b>Indicative-ABCA/PBL/ Experiments/Field work/ Internships</b>	<b>Bloom's Level</b>	<b>Hours</b>
2	Evaluating a International HR Plan for a Startup	PBL	 <b>Dr. Omveer Singh</b> REGISTRAR ITM University Gwalior (M.P.)	15




### Part D(Marks Distribution)

#### Theory

Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	

#### Practical

Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

### Part E

<b>Books</b>	Peter J. Dowling , Marion Festing Sr. Allen D. Engle ,5ed, Cengage Learning India Pvt Ltd. • K. Aswathapa , International Human Resource Management, Tata Mc Graw Hill Publishing Co
<b>Articles</b>	Boon, C., Eckardt, R., Lepak, D. P., & Boselie, P. (2018). Integrating strategic human capital and strategic human resource management. The International Journal of Human Resource Management, 29(1), 34-67.
<b>References Books</b>	Peter J. Dowling Denice E Wetch, Randall S. Schuler, International Human Resource Management ,Thomson South-Western Publishers • Tony Edwards and Chris Rees , International Human Resource Management ,Pearson Education Ltd. • Anne-Wil Harzing and Joris Van Ruysseveldt, International Human Resource Management ,2nd ed, SAGE Publications Ltd. • Dennis R. Briscoe and Randall S. Schuler, International Human Resource Management, Policy and practice for the global enterprise, Second Edition, Routledge. • P. Subba Rao, International Human Resource Management, Himalaya Publishing House.
<b>MOOC Courses</b>	
<b>Videos</b>	<a href="https://www.youtube.com/watch?v=9YY4UYrflqg">https://www.youtube.com/watch?v=9YY4UYrflqg</a>

### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	2	-	2	1	2	1	-	-	-	-	1	-	1
CO2	1	2	1	1	-	2	3	1	-	-	-	-	2	1	-
CO3	1	1	-	2	1	2	1	-	-	-	-	-	1	1	1
CO4	2	1	-	2	-	1	3	1	-	-	-	-	1	-	2
CO5	1	-	1	-	3	2	-	2	-	-	-	-	2	-	1
CO6	1	-	3	1	1	-	2	1	-	-	-	-	1	-	2


  
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## Syllabus-2023-2024

(SOM)(MBA-Dual\_Specialization)

<b>Title of the Course</b>	Social Media Marketing
<b>Course Code</b>	MBA-403 MM[T]

### Part A


Year	Semester	Credits	L	T	P	C
			4	0	0	4
<b>Course Type</b>	Theory only					
<b>Course Category</b>	Discipline Specific Elective					
<b>Pre-Requisite/s</b>	The student should have knowledge of Social Media .		<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Defining the appropriate format for each content pillar, such as carousels, text posts, reels, images, short videos, long videos, etc.(<b>BL1-Remember</b>)</p> <p><b>CO2-</b> Employ the important concepts of social media marketing(<b>BL2-Understand</b>)</p> <p><b>CO3-</b> Practice the various theoretical aspects in Facebook marketing(<b>BL3-Apply</b>)</p> <p><b>CO4-</b> Discuss the different ways of marketing using Twitter and LinkedIn(<b>BL4-Analyze</b>)</p> <p><b>CO5-</b> Illustrate YouTube marketing and optimization(<b>BL5-Evaluate</b>)</p> <p><b>CO6-</b> Create Instagram business profile and promote business(<b>BL6-Create</b>)</p>					
<b>Coures Elements</b>	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	<b>SDG (Goals)</b>	SDG4(Quality education) SDG17(Partnerships for the goals)			

  
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Part B

Modules	Contents	Pedagogy	Hours
1	Why is social media marketing important- Introduction to social media advertising Developing Social Media strategy- Social Media Management Tools: How to Cut Posting Time in Half-Different types of Social Media Platforms	Interactive Lectures, Case Studies, Experiential Learning	12
2	Facebook Marketing-Introduction to Facebook Marketing- Create Facebook Page and Cover Pages-Page Settings, Description and About Page- Post Formulas Guaranteed to Drive Engagement-Facebook Ads and Campaign- Types of Facebook Ads – In Depth Analysis □ Facebook Engagement, Reporting and Insights- Facebook Analytics- How to Start a Facebook Ads Business/Agency	Interactive Lectures, Case Studies, Experiential Learning	12
3	X(formerly Twitter) and LinkedIn – Introduction to X Marketing- How X Works- What Not to Do on X - Ways to Get More Re Xeet- Steps to Optimize Your Profile- Hashtags to Increase Discoverability- X Advertisement- Introduction to LinkedIn Marketing- Optimize Your LinkedIn Profile- LinkedIn for Advertisement- Reach Your Target Audience with LinkedIn-How to Get 500+ Connections and Why you Should- How to Make Sales on LinkedIn □ Advanced LinkedIn Strategies for B2B Marketing.	Interactive Lectures, Case Studies, Experiential Learning	12
4	YouTube- Introduction to YouTube Marketing- YouTube Marketing Strategy-The Subscriber Advantage- Account Set Up, Optimization, Keyword Research and Video Structure- YouTube SEO, Thumbnails, Annotations and Cards- YouTube Promotion and Analytics- YouTube Monetarization	Interactive Lectures Case Studies Experiential Learning	12

  
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5	Instagram- How to Create an Instagram Business Profile- Optimize your Instagram Bio & Profile Image- Instagram Captions & Hashtags -Reposting Instagram Content-How to Increase your Instagram Followers & Exposure- Ways to Convert Instagram Followers to Sales & Leads <input type="checkbox"/> Sponsored Posts -Instagram Ads via Facebook - Instagram Analytics -Instagram Profile + Instagram Post Captions- Instagram Ads-Engagement + Instagram Algorithm-Instagram Stories + Instagram Reels + IGTV-Shopping on Instagram	Interactive Lectures, Case Studies, Experiential Learning	12
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**Part C**

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
2	Evaluating a social media marketing plan for a Startup	PBL		15

**Part D(Marks Distribution)**

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation



  
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## Part E

<b>Books</b>	Crittenden, V., & Crittenden, W. (2015). Digital and social media marketing in business education: Implications for the marketing curriculum. □ Evans, L. (2010). Social media marketing: strategies for engaging in Facebook, Twitter & other social media. Pearson Education.
<b>Articles</b>	Alves, H., Fernandes, C., & Raposo, M. (2016). Social media marketing: a literature review and implications. Psychology & Marketing, 33(12), 1029-1038.
<b>References Books</b>	Geho, P. R., & Dangelo, J. (2012). The evolution of social media as a marketing tool for entrepreneurs. The Entrepreneurial Executive, 17, 61. □ Heinze, A., Fletcher, G., Rashid, T., & Cruz, A. (Eds.). (2020). Digital and social media marketing: a results-driven approach. Routledge. □ Shen, C. W., Luong, T. H., Ho, J. T., & Djailani, I. (2019). Social media marketing of IT service companies: Analysis using a concept-linking mining approach. Industrial Marketing Management. □ Tuten, T. L., & Solomon, M. R. (2017). Social media marketing. Sage.
<b>MOOC Courses</b>	
<b>Videos</b>	<a href="https://www.youtube.com/watch?v=l2pwcAVonKI">https://www.youtube.com/watch?v=l2pwcAVonKI</a>

### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	2	-	3	2	2	1	-	-	-	-	1	2	1
CO2	1	2	1	1	1	3	1	2	-	-	-	-	2	1	-
CO3	1	1	-	2	3	2	1	3	-	-	-	-	1	3	1
CO4	2	1	2	1	3	1	-	1	-	-	-	-	1	2	-
CO5	1	-	1	2	1	-	1	2	-	-	-	-	2	1	1
CO6	1	-	2	1	1	3	2	1	-	-	-	-	1	2	-

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## Syllabus-2023-2024

(SOM)(MBA-Dual\_Specialization)

<b>Title of the Course</b>	Goods and Service Tax
<b>Course Code</b>	MBA-404 FM [T]

### Part A

Year		Semester	Credits	L	T	P	C
				3	0	0	3
<b>Course Type</b>	Theory only						
<b>Course Category</b>	Discipline Specific Elective						
<b>Pre-Requisite/s</b>	A foundational understanding of basic taxation principles and financial accounting and familiarity with the Indian tax system and its regulatory framework will be beneficial for comprehending GST concepts and applications.			<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Student will be able to : Remember the basic concepts and principles of GST, define key terms and vocabulary related to GST and Identify the components of the GST framework. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Student will be able to Understand the taxable event and the scope of GST and key provisions of GST laws and regulations. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Student will be able to : Apply the ability to calculate GST liabilities for different scenarios and the rules of input tax credit to calculate the net GST liability. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Student will be able to Analyze the impact of GST on various sectors of the economy and compare and contrast GST provisions with the previous tax regime. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Student will be able to Evaluate the implications of timing and value rules on tax planning and compliance. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> Student will be able to Develop strategies for maximizing ITC utilization within the regulatory framework. <b>(BL6-Create)</b></p>						
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✓ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		<b>SDG (Goals)</b>	SDG8(Decent work and economic growth) SDG10(Reduced inequalities) SDG12(Responsible consumption and production) SDG17(Partnerships for the goals)			



  
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## Part B

Modules	Contents	Pedagogy	Hours
1	Basic concept of Indirect taxes and Introduction of GST Constitutional background (pre GST regime), Constitution (101st Amendment Act,2016), Need for GST, Taxes Subsumed in GST and Taxes Not Subsumed in GST,Benefits of GST,Salient features of GST.	Interactive lectures, case studies, experiential learning	9
2	Supply, Levy& Collection Meaning and scope of supply – of CGST/SGST Act,Types of Supply, Activities which shall be treated neither supply of goods nor a supply of services, Power of Government to specify the nature of certain transactions of supply, Intra-state and Inter-state supply, Zero rated Supply, Exemption from GST. Levy and Collection under CGST/IGST and UTGST Act,Tax payable on reverse charge basis of CGST/IGST and UTGST Act,Taxability of Composite and Mixed Supply.	Interactive lectures, case studies, experiential learning	9
3	Location of the Supplier and Place of Supply of Goods and Services Location of supplier of Goods and services, Place of Supply of goods and services, Compositionlevy (Composition Scheme), Restriction on the registered person, Benefits of Composition Schemes.	Interactive lectures, case studies, experiential learning	9
4	Time of Supply and Value of Supply Time of supply of goods, Time of supply of services, Time of supply of goodsor services with respect to rate of tax. Value of Supply, Value of Supply when consideration is not wholly in money, value of supply in case of lottery, betting, gambling and horse racing.	Interactive lectures, case studies, experiential learning	9
5	Input Tax Credit and its Utilisation Concept of ITC,Principles on Input Tax Credit,Conditions for Availment of ITC by a Registered Taxable Person,ITC in case of Capital Goods,ITC on the Basis of use of Inputs,Restrictions on ITC.	Interactive lectures, case studies, experiential learning	9

## Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Analyze the effect of GST implementation on SMEs in a specific industry.	PBL	BL4-Analyze	15



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## Part D(Marks Distribution)

### Theory

Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	

### Practical

Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

## Part E

<b>Books</b>	Ahuja, C. G., & Gupta, R. (2022). Systematic Approach to Taxation Containing Income Tax & GST (Set of 2 Vol.) - 47th Edition, 2023 [Paperback].
<b>Articles</b>	
<b>References Books</b>	Acharjee, M. (2017). Goods and Service Tax. Chatterjee, T. B., & Sony, V. (2018). Goods and Service Tax. Book Corporation. Subramanian, P. L. (2017). Guide to GST: Snow white Publications, India: 3rd Edition - April 2017. Datey, V. S. (2017). GST Ready Reckoner: Taxmann Publications, New Delhi, India: Ed. 1. April 2017. Garg, K. R. (2017). GST Ready Reckoner: Bharat Publisher, New Delhi, India: Ed. 3. Gupta, S. S. (2017). GST Law & Practice: Taxmann Publications, New Delhi, India: 2017 Edition.
<b>MOOC Courses</b>	Introduction to GST by Professor Anirban Ghosh, Netaji Subhas Open University: ( <a href="https://onlinecourses.swayam2.ac.in/nou21_cm05/preview">https://onlinecourses.swayam2.ac.in/nou21_cm05/preview</a> )
<b>Videos</b>	

## Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	1	-	2	1	1	-	-	-	-	1	1	-
CO2	1	2	2	1	-	1	2	1	-	-	-	-	-	2	1
CO3	1	2	3	-	1	1	1	1	-	-	-	-	1	2	-
CO4	1	1	2	-	-	1	1	1	-	-	-	-	1	3	1
CO5	1	1	1	3	2	1	1	1	-	-	-	-	1	1	-
CO6	1	-	-	1	-	1	1	1	-	-	-	-	1	1	-

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## Syllabus-2023-2024

(SOM)(MBA-Dual\_Specialization)

<b>Title of the Course</b>	Organizational Development and Change Management
<b>Course Code</b>	MBA-404 HR [T]

Part A


Year		Semester	Credits	L	T	P	C
				3	0	0	3
<b>Course Type</b>	Theory only						
<b>Course Category</b>	Discipline Specific Elective						
<b>Pre-Requisite/s</b>	A foundational understanding of management principles and organizational behavior and familiarity with basic psychological concepts and human resource practices will enhance comprehension and application of change management strategies.			<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Students will be able to define the concepts of organizational development (OD) and change management. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Students will be able to compare different change models and their applicability in specific situations <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Students will be able to apply various OD assessment tools. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Students will be able to analyze organizational situations to identify areas for improvement and change. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Students will be able to evaluate the effectiveness of OD/ change management plans <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> Students will be able to create an intervention plan that incorporates change management principles. <b>(BL6-Create)</b></p>						
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		<b>SDG (Goals)</b>		SDG3(Good health and well-being) SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)		



  
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Part B

Modules	Contents	Pedagogy	Hours
1	Introduction to Organizational Development and Change Management Definition and importance of Organizational Development (OD) and Change Management. Evolution, Participation & Empowerment, Teams & Team Work, Parallel learning structures.	Interactive lectures, case studies, experiential learning	9
2	OD Process and Planned Change Concept of Planned change, Need for change, Models of change: Lewin's Change Model, Kotter's 8-Step Model, etc. OD Process: Components of OD Process, The Six-Box organizational Model, Third Waves Consulting, Phases of OD program.	Interactive lectures, case studies, experiential learning	9
3	Assessment and Implementation SWOT Analysis and its relevance in change management, Data collection methods: Surveys, interviews, focus groups, etc., Analyzing and interpreting assessment results. Crafting a change strategy and action plan. The Program Management Components: OD Interventions, Definition, Factors to be considered, choosing & sequencing intervention activities, classification of OD interventions.	Interactive lectures, case studies, experiential learning	9
4	Managing Change Sustainable change practices, Managing change in diverse and global organizations, Managing Crisis and Uncertainty, Crisis management and its relationship with change management, Dealing with unexpected disruptions and challenges, Strategies for managing uncertainty during change.	Interactive lectures, case studies, experiential learning	9
5	Specific OD/Change Interventions Individual Based: Coaching, Counselling, T- groups, behavioural modelling, leading, morale boosting, mentoring, Motivation Group Based: Conflict management, group facilitation, work Team & Team Building Intergroup Based: Third-party peace-making interventions, Techno structural (Reorganization, restructuring, technologies, Positions etc. HR interventions: Performance management, training, Workforce Diversity and Wellnessetc Strategic Interventions: Balance scorecard, Business process reengineering, downsizing & outsourcing, Mergers, acquisitions, and diversification the future of OD.	Interactive lectures, case studies, experiential learning	9

  
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### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Analyze and develop strategies for managing organizational change during a merger or acquisition.	PBL	BL4-Analyze	15

### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

### Part E

<b>Books</b>	1. Organization Development and Transformation: Managing Effective Change by Wendell L. French, Cecil Bell, Robert A. Zawacki, Irwin/McGraw-Hill, 2000 2. Organization Development Strategies & Models; Richard Beckhard; Tata MC Graw Hill.
<b>Articles</b>	
<b>References Books</b>	1. Organization Development & Change, Tenth Edition, Thomas G. Cummings and Christopher G. Worley, Cengage Learning 2. Organization Development; Wendee L. French and Cecil H. Bell; Pearson Publication. 3. Organizational design & Development- Concepts and applications – Dr. Bhupen Srivastava, Biztantra. 4. Organizational Design for Excellence, Pradip N. Khandwalla, TMH, 2005.
<b>MOOC Courses</b>	
<b>Videos</b>	

### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	2	2	-	2	1	1	-	-	-	-	1	2	1
CO2	1	1	3	2	-	1	-	1	-	-	-	-	2	1	-
CO3	1	3	2	1	1	-	1	1	-	-	-	-	1	3	1
CO4	1	-	1	2	2	-	1	2	-	-	-	-	3	2	1
CO5	2	2	1	-	2	1	-	1	-	-	-	-	1	1	1
CO6	2	1	-	2	-	1	1	1	-	-	-	-	-	1	1


  
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 Gwalior (M.P.)

## Syllabus-2023-2024

(SOM)(MBA-Dual\_Specialization)

<b>Title of the Course</b>	Customer Relationship Management
<b>Course Code</b>	MBA-404 MM [T]

### Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
<b>Course Type</b>	Theory only					
<b>Course Category</b>	Discipline Electives					
<b>Pre-Requisite/s</b>	Students should have knowledge of customer relations and marketing.		<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Cultivate the effective and efficient customer relationship ability.(<b>BL1-Remember</b>)</p> <p><b>CO2-</b> Able to manage CRM marketing in order to leverage CRM technology.(<b>BL2-Understand</b>)</p> <p><b>CO3-</b> Understand the needs in adoption of CRM in the tourism industry(<b>BL3-Apply</b>)</p> <p><b>CO4-</b> Students are able to analyse how to develop customer relationship based on the customer expectations.(<b>BL4-Analyze</b>)</p> <p><b>CO5-</b> Students are trained in of communication in the successful handling of customers. (<b>BL5-Evaluate</b>)</p> <p><b>CO6-</b> Get to know about the various types of customers and their preferences and accordingly able to plan for the quality services.(<b>BL6-Create</b>)</p>					
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✓ Gender ✗ Human Values ✓ Environment ✗	<b>SDG (Goals)</b>	SDG4(Quality education) SDG8(Decent work and economic growth)			



  
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Part B

Modules	Contents	Pedagogy	Hours
1	Customer Relationship Management in Tourism - Meaning and definitions of CRM. Need for CRM in hospitality sector. Salient features of CRM. Advantages of CRM system. Types of customers. Customer acquisition and retention - Customer Loyalty - Customer Profitability and value Modeling - Customer Satisfaction Measurement - Customer Feedback and Service Recovery.	Interactive Lectures, Case Studies, Experiential Learning	9
2	Analytics of CRM - Customer Information Databases - Ethics and Legalities of data use - Data Warehousing and Data Mining - Data Analysis - Market Basket Analysis (MBA) * Stream Analysis - Personalization and Collaborative Filtering.	Interactive Lectures, Case Studies, Experiential Learning	9
3	CRM in Marketing - Tourism as a Service industry - Characteristics of Services - Classification of Services - Building Service Aspirations - Consumer Behaviour in Service Encounters, Service Design and Development - Technology as an enabler of Service. Technology based customer relationship management.	Interactive Lectures, Case Studies, Experiential Learning	9
4	CRM Implementation - Managing Customer relationships: resetting the CRM strategy: Selling CRM internally: CRM development team, scoping and prioritizing; Development and delivery, Measurement; Types and Causes of Service Quality Gaps - Measuring and Improving service Quality - Strategies to resolve the gaps.	Interactive Lectures Case Studies Experiential Learning	9
5	Relationship Marketing in Tourism Business; Model of buyer - seller relationship; The customer relationship audit; Relationship Marketing and distribution channels; Benefit evaluation and relationship pricing; Relationship building and brand management; Role of communication in building relationship.	Interactive Lectures, Case Studies, Experiential Learning	9

  
**Dr. Omveer Singh**  
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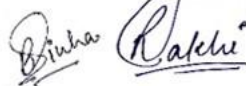














### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Creating a customer relationship management plan for a Startup	PBL	BL6-Create	15

### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

### Part E

<b>Books</b>	Christopher Lovelock & Jochen Wirtz (2004), Services Marketing, Pearson Education, Delhi. 2. Gilmore (2004), Services Marketing and Management, Response Books, New Delhi. 3. Yal, Parasuraman & Berry - Delivering quality service, The Free press, New 4. Andry Silmore (2001), Services Marketing & Management, Response Books, Sage Publications, Delhi.
<b>Articles</b>	Winer, R. S. (2001). A framework for customer relationship management. California management review, 43(4), 89-105.
<b>References Books</b>	5. Jagdish Seethi, Etal (2000), Customer Relationship Management. Stancles A. Brown. Customer Relationship Management, John Wiley & Sons. 6. Lovelock (2003). Services Marketing - People, Technology & Strategy, Pearson Edn. Singapore. 7. Iqbal S. Sachdeva (2009), Public Relations Principles and Practices, Oxford University Press, New Delhi.
<b>MOOC Courses</b>	
<b>Videos</b>	<a href="https://www.youtube.com/watch?v=SIhESAKF1Tk">https://www.youtube.com/watch?v=SIhESAKF1Tk</a>

### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	-	2	1	-	2	-	-	-	-	1	-	1
CO2	1	2	1	1	-	3	2	1	-	-	-	-	2	1	-
CO3	1	1	-	2	1	1	-	-	-	-	-	-	1	-	1
CO4	2	1	2	-	3	-	3	1	-	-	-	-	1		
CO5	1	-	1	3	2	-	1	1	-	-	-	-	-		
CO6	1	2	1	1	1	2	1	2	-	-	-	-	1	1	2

  
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## Syllabus-2023-2024

### (SOM)(MBA-Dual\_Specialization)

<b>Title of the Course</b>	Management Concept and Organization Behavior
<b>Course Code</b>	MBA101[T]

#### Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
<b>Course Type</b>	Theory only					
<b>Course Category</b>	Disciplinary Major					
<b>Pre-Requisite/s</b>	A foundational knowledge of basic business principles and introductory psychology is essential for understanding Management Concept & Organizational Behavior. Strong communication and analytical skills are also necessary for effectively engaging with course material and discussions.			<b>Co-Requisite/s</b>		
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Student will be able to Define key management concepts and organizational behavior theories. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Student will be able to Explain the role of management in organizations and the impact of individual and group behavior on organizational performance. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Student will be able to Apply management theories and principles to real-world organizational scenarios to solve basic management problems. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Student will be able to Analyze organizational case studies to identify issues related to management practices and employee behavior. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Student will be able to Evaluate different management approaches and organizational behavior strategies to determine their effectiveness in various contexts. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> Student will be able to Design a comprehensive management plan that incorporates organizational behavior principles to enhance productivity and employee satisfaction. <b>(BL6-Create)</b></p>					
<b>Coures Elements</b>	Skill Development ✓ Entrepreneurship ✓ Employability ✗ Professional Ethics ✗ Gender ✓ Human Values ✗ Environment ✗	<b>SDG (Goals)</b>		SDG4(Quality education) SDG5(Gender equality) SDG8(Decent work and economic growth)		

  
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## Part B

Modules	Contents	Pedagogy	Hours
1	Fundamentals of Management: Management practices from past to present, Different levels of management, Managerial skills and Managerial Functions, Case Studies Planning- Objective of planning, Planning process, Types of planning, Types of plans, Management by Objective, Decision-making- types, process & techniques, Case Studies	Interactive Lecture, Experiential Learning, Case Studies	9
2	Organising& Staffing- Types of organization, Organization structure and decentralization of authority, Meaning of staffing, Recruitment, selection & placement, Training & development. Directing & Controlling- Principle of directing, Essence of coordination, Different control techniques, Management by exception. Case Studies	Interactive Lecture, Experiential Learning, Case Studies	9
3	Fundamentals of individual behavior, Personality, types of personality, Personal effectiveness, meaning of Attitudes, Types, Components, attitude formation and attitude change. Meaning & Type of Group Behavior, Interpersonal skills, Transactional Analysis, Johari Window.	Interactive Lecture, Experiential Learning, Case Studies	9
4	Motivation: Theory of Motivation: Maslow's, Herzberg's, McClelland, Contemporary theories of Motivation: Self Determination Theory, Self-Efficacy Theory, Vroom's Expectancy Theory, Equity Theory, Reinforcement Theory, Meaning of Perception, process, behavioral applications of perception. Case Studies	Interactive Lecture, Experiential Learning, Case Studies	9
5	Leadership Styles and Effectiveness Among Indian Women, Work-Life Balance and Flexibility for Indian Women, Mentorship and Sponsorship Programs for Women in Indian Organizations Career Development and Advancement Opportunities for Indian Women, Sexual Harassment Prevention and Response.	Interactive Lecture, Experiential Learning, Case Studies	9

## Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Design a leadership development program tailored to an organization's needs.	PBL	BL6-Create	15


  
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## Part D(Marks Distribution)

### Theory

Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	

### Practical

Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

## Part E

<b>Books</b>	1.Robbins, S. P., & Judge, T. A. (2023). Organizational Behavior (18th ed.). Pearson. 2. Bateman, T. S., & Konopaske, R. (2023). Management: Leading & Collaborating in a Competitive World (14th ed.). McGraw-Hill Education.
<b>Articles</b>	1.Edmondson, A. C., & Lei, Z. (2014). Psychological safety: The history, renaissance, and future of an interpersonal construct. Annual Review of Organizational Psychology and Organizational Behavior, 1(1), 23-43. <a href="https://doi.org/10.1146/annurev-orgpsych-031413-091305">https://doi.org/10.1146/annurev-orgpsych-031413-091305</a> 2.Grant, A. M., & Parker, S. K. (2009). Redesigning work design theories: The rise of relational and proactive perspectives. Academy of Management Annals, 3(1), 317-375. <a href="https://doi.org/10.5465/19416520903047327">https://doi.org/10.5465/19416520903047327</a>
<b>References Books</b>	1.Luthans, F., Luthans, B. C., & Luthans, K. W. (2015). Organizational Behavior: An Evidence-Based Approach (13th ed.). Information Age Publishing. 2.Daft, R. L. (2021). Organization Theory and Design (13th ed.). Cengage Learning.
<b>MOOC Courses</b>	
<b>Videos</b>	

## Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2	1	1	3	1	2	1	-	-	-	-	1	1	-
CO2	1	-	2	1	1	1	-	1	-	-	-	-	-	2	1
CO3	2	1	1	-	2	1	1	-	-	-	-	-	1	2	2
CO4	-	2	2	2	-	1	2	1	-	-	-	-	1	3	1
CO5	1	-	-	2	3	1	1	1	-	-	-	-	1	-	1
CO6	1	-	1	1	-	-	1	-	-	-	-	-	1	1	-

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## Syllabus-2023-2024

(SOM)(MBA-Dual\_Specialization)

<b>Title of the Course</b>	Business Communication and Drafting
<b>Course Code</b>	MBA103[T]

Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
<b>Course Type</b>	Theory only					
<b>Course Category</b>	Discipline Core					
<b>Pre-Requisite/s</b>	Language Proficiency: Strong proficiency in the language of instruction (e.g., English) is essential. This includes grammar, vocabulary, spelling, and punctuation.		<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.(<b>BL1-Remember</b>)</p> <p><b>CO2-</b> Analyse ethical, legal, cultural, and global business Communication issues.(<b>BL2-Understand</b>)</p> <p><b>CO3-</b> Develop an understanding of appropriate organizational formats and channels used in business communications.(<b>BL3-Apply</b>)</p> <p><b>CO4-</b> Gaining and understanding of emerging electronic modes of communication.(<b>BL4-Analyze</b>)</p> <p><b>CO5-</b> Developing effective verbal and nonverbal communication skills.(<b>BL5-Evaluate</b>)</p>					
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗	<b>SDG (Goals)</b>	SDG4(Quality education)			



  
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## Part B

Modules	Contents	Pedagogy	Hours
1	Introduction: Role of communication—defining and classifying communication—purpose of communication – process of communication –characteristics of successful communication – importance of communication in management – communication structure in organization – communication in crisis barriers to communication.	Theory	6
2	Oral Communication, Reading and voice modulation, Need, Objectives, Advantages, Limitations, Conversation Control Managerial speeches/Presentation skills-stage fear, Extempore, Imprompt. Written communication: Purpose of writing—clarity in writing– principles of effective writing – approaching the writing process systematically: The 3X3 writing process for business communication: Pre writing – Writing – Revising – Specific writing features –coherence—electronic writing process.	PPT, Audio Video Mode	10
3	Business letters and reports: Introduction to business letters – writing routine and persuasive letters – positive and negative messages-writing memos—what is port purpose, kinds and objectives of report writing. Presentation skills: What is a presentation – elements of presentation – designing a presentation. Advanced visual support for business presentation types of visual aid.	Mind Maps	6

## Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
4	Employment communication: Introduction – writing CVs – Group discussions – interview skills Impact of Technological Advancement on Business Communication networks – Intranet – Internet – e mails – SMS – teleconferencing – video conferencing.	PBL	BL6-Create	8
5	Group communication: Meetings – Planning meetings – objectives – participants – timing – venue of meetings—leading meetings. Media management—the press release, press conference—media interviews, Seminars – workshops –conferences. Business etiquette's.	PBL	BL6-Create	6

  
**Dr. Omveer Singh**  
 REGISTRAR  
 JKM University  
 Gwalior (M.P.)

*Dr. Anshu Gaur*

*A. Rathi*

*Rathi*

*Dr. P. K. Singh*

*Dr. K. K. Singh*

*Dr. R. K. Singh*

*Rathi*

### Part D(Marks Distribution)

#### Theory

Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

#### Practical


Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
0	0	0	0	0	0

### Part E

<b>Books</b>	Bovee & Thill – Business Communication Essentials A Skill–Based Approach to Vital Business English. Pearson.
<b>Articles</b>	<a href="https://files.eric.ed.gov/fulltext/EJ1384682.pdf">https://files.eric.ed.gov/fulltext/EJ1384682.pdf</a>
<b>References Books</b>	Kulbhushan Kumar & R.S. Salaria, Effective Communication Skills, Khanna Publishing House, Delhi
<b>MOOC Courses</b>	<a href="https://onlinecourses.nptel.ac.in/noc21_hs76/preview">https://onlinecourses.nptel.ac.in/noc21_hs76/preview</a> <a href="https://www.classcentral.com/report/category/mooc-interviews/page/4/">https://www.classcentral.com/report/category/mooc-interviews/page/4/</a>
<b>Videos</b>	<a href="https://www.youtube.com/watch?v=XuviLuLnQJA">https://www.youtube.com/watch?v=XuviLuLnQJA</a> <a href="https://www.youtube.com/watch?v=nIQhHEWpdWs">https://www.youtube.com/watch?v=nIQhHEWpdWs</a> <a href="https://www.youtube.com/watch?v=Ji2FfEKmW6s">https://www.youtube.com/watch?v=Ji2FfEKmW6s</a> <a href="https://www.youtube.com/watch?v=Hw2nGZtoOhc">https://www.youtube.com/watch?v=Hw2nGZtoOhc</a>

### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	2	-	-	3	-	-	-	-	-	-	1	-	-
CO2	-	1	-	1	-	-	1	1	-	-	-	-	-	2	-
CO3	-	-	2	-	3	-	-	-	-	-	-	-	3	-	-
CO4	1	2	-	-	-	-	3	-	-	-	-	-	-	-	1
CO5	-	-	1	-	-	1	-	2	-	-	-	-	2	-	1
CO6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

  
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## Syllabus-2023-2024

(SOM)(MBA-Dual\_Specialization)

<b>Title of the Course</b>	Quantitative Technique
<b>Course Code</b>	MBA104[T]

Part A

Year		Semester	Credits	L	T	P	C
				3	0	0	3
<b>Course Type</b>	Theory only						
<b>Course Category</b>	Discipline Core						
<b>Pre-Requisite/s</b>	Basic understanding of mathematical functions and data.			<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Students will be able to define and differentiate between common statistical measures used in business.(<b>BL1-Remember</b>)</p> <p><b>CO2-</b> Students will be able to interpret statistical results presented in business reports, financial statements, and market research data.(<b>BL2-Understand</b>)</p> <p><b>CO3-</b> Students will be able to Select and apply appropriate statistical tests to analyze business data and draw data-driven conclusions for decision-making.(<b>BL3-Apply</b>)</p> <p><b>CO4-</b> Students will be able to Evaluate the strengths and limitations of different statistical methods used in business contexts.(<b>BL4-Analyze</b>)</p> <p><b>CO5-</b> Students will be able to critically appraise the validity and reliability of statistical inferences drawn from business research studies.(<b>BL5-Evaluate</b>)</p> <p><b>CO6-</b> Students will be able to develop a statistical model to forecast future trends or assess business risks based on historical data.(<b>BL6-Create</b>)</p>						
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		<b>SDG (Goals)</b>	SDG4(Quality education)			

  
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### Part B


Modules	Contents	Pedagogy	Hours
1	Role of Statistics: Applications of inferential statistics in managerial decision- making; Measures of central tendency: Mean, Median and Mode and their implications. Measures of Dispersion: Range, Mean deviation, standard deviation, coefficient of variation (C.V.), Skewness, Kurtosis.	Interactive Lectures, Case Studies, Experiential Learning	9
2	Probability Theory: Basic Terminology, Discrete and Continuous probability distributions, basic concepts and applications of Binomial, Poisson and Normal distributions.	Interactive Lectures, Case Studies, Experiential Learning	9
3	Time Series Analysis: Components of time series, Trend analysis: Least Square method - Linear and Non- Linear equations, Applications in business decision-making	Interactive Lectures, Case Studies, Experiential Learning	9
4	Correlation and Regression: Correlation: Meaning, and types of correlation, Karl Pearson and Spearman rank correlation. Regression: Meaning, Regression equations and their applications.	Interactive lectures, Case studies, problem based learning, interactive workshops	9
5	Estimation Theory and Hypothesis Testing: Sampling theory; Formulation of Hypotheses; Application of z test, t-test, F-test and Chi-Square test.	Interactive lectures, Case studies, problem based learning, interactive workshops	9

### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
5	Conducting a Statistical Analysis of Consumer Behavior Patterns	PBL	BL4-Analyze	15

### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	40	12	60	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

  
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## Part E

<b>Books</b>	Gupta, S. P. (2014) Statistics (43rded.). S. Chand & Sons. Berl, G.C. (2009). Business Statistics (3rded.). Tata McGraw Hill.
<b>Articles</b>	McClave, J. T., Benson, P. G., & Sincich, T. (2008). Statistics for business and economics. Pearson Education. Zanakis, S. H., & Valenzi, E. R. (1997). Student anxiety and attitudes in business statistics. Journal of Education for Business, 73(1), 10-16.
<b>References Books</b>	Sharma, J.K. (2006). Business statistics (2nded.). Pearson Education, ISBN: 8131798666, 9788131798669
<b>MOOC Courses</b>	
<b>Videos</b>	<a href="https://youtu.be/NF0lrqXlkQ">https://youtu.be/NF0lrqXlkQ</a> <a href="https://youtu.be/ROpbdO-gRUo">https://youtu.be/ROpbdO-gRUo</a>

### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	2	-	1	-	1	-	1	1	-	-	-	-	1	-	1
CO2	2	-	1	1	-	3	3	-	-	-	-	-	-	1	1
CO3	2	1	-	1	-	-	-	1	-	-	-	-	1	1	-
CO4	-	1	3	1	-	1	-	1	-	-	-	-	2	1	2
CO5	2	1	1	-	-	1	-	1	-	-	-	-	-	1	1
CO6	1	-	-	1	-	-	-	1	-	-	-	-	1	-	-



  
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 Gwalior (M.P.)

## Syllabus-2023-2024

(SOM)(MBA-Dual\_Specialization)

<b>Title of the Course</b>	Legal Aspect of Business
<b>Course Code</b>	MBA107[T]

### Part A

Year	Semester	Credits	L	T	P	C
			3	0	0	3
<b>Course Type</b>	Theory only					
<b>Course Category</b>	Foundation core					
<b>Pre-Requisite/s</b>	A strong foundation in business fundamentals is a prerequisite for understanding the legal aspects of business.		<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Students will be able to define and recall key legal terms and concepts relevant to business law. <b>(BL1-Remember)</b></p> <p><b>CO2-</b> Students will demonstrate comprehension of legal terminology, theories, and precedents, and apply this understanding to analyze business scenarios. <b>(BL2-Understand)</b></p> <p><b>CO3-</b> Students will apply legal principles and concepts to solve business problems, draft basic legal documents, and make informed business decisions within legal frameworks. <b>(BL3-Apply)</b></p> <p><b>CO4-</b> Students will critically analyze legal cases, statutes, and regulations to identify relevant issues, evaluate arguments, and assess the impact on business operations. <b>(BL4-Analyze)</b></p> <p><b>CO5-</b> Students will assess the effectiveness of legal strategies, policies, and practices in mitigating risks and promoting compliance within business organizations. <b>(BL5-Evaluate)</b></p> <p><b>CO6-</b> Students will be able to synthesize a comprehensive legal compliance strategy for a business, considering potential risks and ethical implications within the regulatory framework. <b>(BL6-Create)</b></p>					
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✗ Employability ✗ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		<b>SDG (Goals)</b>		SDG4(Quality education) SDG8(Decent work and economic growth) SDG10(Reduced inequalities)	


  
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 ITM University  
 Gwalior (M.P.)

### Part B

Modules	Contents	Pedagogy	Hours
1	Indian Contract Act 1872	INTERACTIVE LECTURES , CASE STUDY DISCUSSION AND ROLE PLAYS	9
2	The Sale of Goods Act, 1930. Partnership Act 1932	INTERACTIVE LECTURES , CASE STUDY DISCUSSION AND ROLE PLAYS	9
3	Companies Act, 2013	INTERACTIVE LECTURES , CASE STUDY DISCUSSION AND ROLE PLAYS	9
4	The Negotiable Instruments Act, 1881	INTERACTIVE LECTURES , CASE STUDY DISCUSSION AND ROLE PLAYS	9
5	Intellectual Property Rights Act	INTERACTIVE LECTURES , CASE STUDY DISCUSSION AND ROLE PLAYS INDIAN	9

### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
2	Understanding the Sale of Goods Act 1930 through Moot Court	PBL	BL5-Evaluate	15

### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	60	18	40	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

### Part E

<b>Books</b>	Kapoor, N. D. (2020). Elements of Mercantile Law (38th ed.). Sultan Chand & Sons.
<b>Articles</b>	
<b>References Books</b>	Kumar, R. (2019). Legal Aspects of Business (4th ed.). Cengage Learning India.
<b>MOOC Courses</b>	
<b>Videos</b>	

*Dr. Anshu Gaur*

*A. Rathi*


*Rathi*

*Dr. M. K. Singh*

*Dr. Kishore*

*Dr. Binu*

*Rathi*

  
**Dr. Omveer Singh**  
 REGISTRAR  
 JKM University  
 Gwalior (M.P.)

### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	1	1	-	-	1	1	1	-	-	-	-	1	-	1
CO2	2	1	-	-	1	1	2	1	-	-	-	-	-	3	1
CO3	1	2	1	1	-	-	1	1	-	-	-	-	2	-	-
CO4	1	3	1	2	-	1	1	2	-	-	-	-	1	1	-
CO5	1	-	3	2	1	1	2	1	-	-	-	-	1	1	2
CO6	1	-	-	-	1	1	1	-	-	-	-	-	-	-	1

  
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 REGISTRAR  
 ITM University  
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## Syllabus-2023-2024

(SOM)(MBA-Dual\_Specialization)

<b>Title of the Course</b>	Computer Concept and Managerial Application
<b>Course Code</b>	MBA108[T]

### Part A


Year		Semester	Credits	L	T	P	C
				3	0	0	3
<b>Course Type</b>	Theory only						
<b>Course Category</b>	Discipline Core						
<b>Pre-Requisite/s</b>	Students should have basic computer literacy, understanding of business processes, familiarity with productivity software (e.g., spreadsheets, databases), and awareness of information systems concepts and applications.			<b>Co-Requisite/s</b>			
<b>Course Outcomes &amp; Bloom's Level</b>	<p><b>CO1-</b> Student will be able to identify common types of business software used in management tasks(<b>BL1-Remember</b>)</p> <p><b>CO2-</b> Student will be able to explain the basic functionalities of a specific business software application (<b>BL2-Understand</b>)</p> <p><b>CO3-</b> Student will be able to apply appropriate software tools to analyze data for management decisions(<b>BL3-Apply</b>)</p> <p><b>CO4-</b> Student will be able to analyze the strengths and weaknesses of different software solutions for a specific management need(<b>BL4-Analyze</b>)</p> <p><b>CO5-</b> Student will be able to evaluate the impact of technology adoption on organizational efficiency and decision-making processes(<b>BL5-Evaluate</b>)</p> <p><b>CO6-</b> Student will be able to develop a plan to implement a new software application in a department, considering training needs and potential challenges(<b>BL6-Create</b>)</p>						
<b>Courses Elements</b>	Skill Development ✓ Entrepreneurship ✗ Employability ✓ Professional Ethics ✗ Gender ✗ Human Values ✗ Environment ✗		<b>SDG (Goals)</b>		SDG4(Quality education) SDG8(Decent work and economic growth) SDG12(Responsible consumption and production)		



  
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Part B

Modules	Contents	Pedagogy	Hours
1	Computer hardware and software, Framework of computer, input and output devices, computer memories, central processing unit, types of computers; types of software: system software and application software, some basic terms related to operating system.	Interactive Lecture	9
2	MS Word: Some basic terms: toolbar, format bar, and status bar; insert tables, charts, and smart arts; add graphics; pages options; insert citations; create, edit, and save Word documents; use auto text; spelling and grammar tool; create a cover letter; mail merge. MS Powerpoint: Preparation of powerpoint presentation, what to include and what not to include in slides, inserting new slides and deleting any slide, use of master slides, insertion of figures, graphics, and charts in presentation.	Interactive Lecture, Interactive workshops	9
3	MS Excel: Understanding Basic working with Excel, Quick review on MS Excel Options, ribbon, sheets, Saving Excel File as PDF, CSV and older versions, Copy, Cut, Paste, Hide, Unhide and link the data in Rows, Columns and Sheet; Using paste special options, Formatting cells, Rows, Columns and sheets, Protecting and Unprotecting cells, rows, columns and sheets with or without password, Page Layout and Printer properties, Consolidation, Consolidating With Identical Layouts , Consolidating With Different Layouts.	Interactive Lecture, Interactive workshops	9
4	Data Processing File Management System, Database Management System, Database Models, Main Components of a DBMS, Creating and Using a Database, Introduction to MS Access: Introduction to DBMS, Databases. Basic Working of MS-Access, Tools, and Menus in MS-Access, creating tables is MS-Access.	Interactive Lecture, Interactive workshops	9
5	Basic Elements Of A Communication System Data Transmission Modes, Transmission Basics; Types of Data Transmission Media; Modulation Techniques, Modems, Analog versus Digital Transmission, Multiplexing Techniques, Need for Computer Communication Networks, Types of Network, Network Topologies, Network Protocol, OSI and TCP/IP model, The Future of Internet Technology, Internet Protocol, World Wide Web, E-mail, Search Engines.	Interactive Lecture, Interactive workshops	9

  
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### Part C

Modules	Title	Indicative-ABCA/PBL/ Experiments/Field work/ Internships	Bloom's Level	Hours
3	Developing a Comprehensive Financial Model Using Spreadsheets for Business Planning	PBL	BL6-Create	15

### Part D(Marks Distribution)

Theory					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation
100	40	40	12	60	
Practical					
Total Marks	Minimum Passing Marks	External Evaluation	Min. External Evaluation	Internal Evaluation	Min. Internal Evaluation

### Part E

<b>Books</b>	Sinha, P. K., & Sinha, P. (2017). Computer fundamentals, BPB publication (6th ed.) Lambert, J., & Cox, J. (2007). MS-Office word step by step. Microsoft Press, ISBN: 9780735637887
<b>Articles</b>	Fitzmaurice, J. M., Adams, K., & Eisenberg, J. M. (2002). Three decades of research on computer applications in health care: medical informatics support at the Agency for Healthcare Research and Quality. Journal of the American Medical Informatics Association, 9(2), 144-160 Kandasamy, N., Abdelwahed, S., & Hayes, J. P. (2004, May). Self-optimization in computer systems via on-line control: Application to power management. In International Conference on Autonomic Computing, 2004. Proceedings. (pp. 54-61). IEEE.
<b>References Books</b>	2. Morley and parker(2010). Understanding Computers: Today and Tomorrow, Cengage Learning
<b>MOOC Courses</b>	
<b>Videos</b>	<a href="https://youtu.be/kOuNec3yF_Q">https://youtu.be/kOuNec3yF_Q</a> <a href="https://youtu.be/zc2_N1WZhU0">https://youtu.be/zc2_N1WZhU0</a>


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### Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	-	1	1	-	2	1	1	-	-	-	-	-	1	1
CO2	2	1	-	1	-	3	3	-	-	-	-	-	1	-	2
CO3	1	2	-	1	2	-	1	1	-	-	-	-	1	-	1
CO4	-	2	3	1	1	-	1	2	-	-	-	-	2	1	-
CO5	-	1	3	-	1	2	-	-	-	-	-	-	-	2	1
CO6	1	-	-	2	-	-	2	1	-	-	-	-	2	-	1



  
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