



Institute of Management Sciences

University of Lucknow

Course Structure

2 Years Full-Time Masters Degree

Program in Management

MBA (Finance & Control)

(To be effective from the session 2023-2024)

PREAMBLE

The reorganization and revision of the curriculum for the Institute of Management Sciences (IMS) has been developed keeping in view the needs of current industry in terms of skill sets being sought in the new business environments. It also seeks to align the program structure and curriculum in accordance with students aspirations and corporate expectations.

A regular review of the Choice Based Credit System will help students to grow with their career dimensions and also to develop better understanding for the requisite industry aspirations. The course restructuring deals with PG program 1st and 2nd year comprising of four semesters. The course redesign will surely motivate students to be successful managers as well as guide to become a successful entrepreneur.

Need for Revision and Restructure

- The Current Scenario Changing global facets of businesses and economies
- Dynamism in industry practices and evolution of technology
- Emergence of new businesses and business practices
- Thrust on Application oriented and experiential learning
- Expectations of Key stakeholders viz. students, industry and academician

Programme Objectives

- To enable the students to be aware about global business environment, trends and practices.
- To provide in depth understanding of all core areas- finance and control, human resource and industrial relations, marketing, international business, information technology etc.
- To enable students, understand the applications of basics management concepts in the areas of corporate management, human resource practices, financial management, international business practices and marketing.

Programme Outcomes

- Develop an ability to apply skills acquired in problem solving and management of business activities through specialized courses.
- Demonstrate ethical values, team work spirit, leadership managerial skills, future visions and leadership.
- Integrate the innovative thought processes in analyzing the risk return trade off in specific financial decision making.

Programme Specific Outcomes

- Join organizations with skills required to work as executives.
- Become skilled entrepreneurs and initiate sustainable start-ups.
- Work as management consultants after initial exposure with suitable organizations.
- Work as managers and advisors, trainers and consultants.
- Work as executives in multinational organizations.

Course Structure
(To be effective from the session 2023-2024)
MBA (Finance & Control)

Paper Code	Name of the Subject	Credit	Remarks
	Semester - I		
IMS (CC)-101	Principles of Management	04	Core Course
IMS (CC)-102	Quantitative Techniques for Business	04	Core Course
IMS (CC)-103	Financial and Management Accounting	04	Core Course
IMS (CC)-104	Marketing Management	04	Core Course
IMS (CC)-105	Managerial Economics	04	Core Course
IMS (VC)-101	Human Resource Management	04	Value added course (Credited)
IMS (FNC)-111	Information Technology Skills (IT Skills)	00	Foundation Course (Non-Credited)
	Semester Total	24	
	Semester - II		
IMS (CC)-201	Organizational Behaviour	04	Core Course
IMS (CC)-202	Financial Management	04	Core Course
IMS (CC)-203	Legal Aspects and Business Environment	04	Core Course
IMS (CC)-204	Production and Operations Management	04	Core Course
IMS (CC)-205	Research Methods for Business	04	Core Course
IMS (CC)-206	Management Information Systems	04	Core Course
IMS (VNC)-201	Business Ethics & Corporate Governance	00	Value added course (Non-Credited)
	Semester Total	24	
	Semester - III		
IMS (CC)-301	Innovation and Entrepreneurship /MOOCs	04	Core Course
IMS (FC) -301	Project Management	04	Core Course Domain
FC (EL)-301A	Investment Analysis & Portfolio Management	08	Elective (Choose Any Two)
FC (EL)-301B	Taxation Laws		
FC (EL)-301C	Financial Systems		
FC (EL)-301D	International Financial Management		
IMS (IN)-301	Summer Internship Project	04	Summer Internship
IMS (ID)-301A	Business Analytics	04	Inter-Departmental Course
IMS (ID)-301B	Inter-Departmental Course		
IMS (FL)-333	Foreign Language (French/German)	00	Foreign Language (French/German) (Non-Credit Course)
	Semester Total	24	
	Semester-IV		
IMS (CC)-401	Strategic Management/ MOOCs	04	Core Course
IMS (FC)- 401	Management of Financial Institutions	04	Core Course Domain
FC (EL)-401A	Merchant Banking and Financial Services	08	Elective (Choose Any Two)
FC (EL)-401B	Behavioral Finance		
FC (EL)-401C	Financial Derivatives		
FC (EL)-401D	Corporate Tax Planning		
IMS (MT)-401	Master Thesis/ Dissertation	04	Master Thesis/ Dissertation
IMS (ID)-401A	Artificial Intelligence in Business	04	Intra-departmental Course
IMS (ID)-401B	Intra-departmental Course		
	Semester Total	24	
	GRAND TOTAL	96	

Detailed Course Outline

Semester - I

Paper Code	Name of the Subject	Credit	Remarks	Marks		
				Theory/ External	Internal Assessment	Total
IMS(CC)-101	Principles of Management	04	Core Course	70	30	100
IMS(CC)-102	Quantitative Techniques for Business	04	Core Course	70	30	100
IMS(CC)-103	Financial and Management Accounting	04	Core Course	70	30	100
IMS(CC)-104	Marketing Management	04	Core Course	70	30	100
IMS(CC)-105	Managerial Economics	04	Core Course	70	30	100
IMS(VC)-101	Human Resource Management	04	Value Added Course (Credited)	70	30	100
IMS(FNC)-111	Information Technology Skills (IT Skills)	00	Foundation Course (Non-Credited)	70	30	100
	Semester Total	24		420	180	600

IMS(CC)-101: PRINCIPLES OF MANAGEMENT

Course Objective: The objective of this course is to introduce the students to the intricacies of management. It elaborates on the various theories, principles, skills, functions and significance of management in today's global era.

Learning Outcome: Students incorporate managerial knowledge and skills after attending this course. They develop the competencies to implement these in the real business world.

Unit I

Management: Concept, Nature & Importance; Managerial Roles & Skills; Levels of Management; Principles of Management; Management Process. Classical theories-Taylor Scientific Management, Fayol's Administrative Management, Bureaucracy. Neo classical theories-Hawthorne Experiment & Human relations Approach; System approach; Social System Approach; Decision Theory Approach; Behavior Science Approach; Contingency theory; McKinsey-7-S theory; Quantitative Approach.

Unit II

Nature, Scope, Objectives and Significance of Planning; Types of Planning; Process of Planning; Barriers to Effective Planning; Planning Premises and Forecasting; Decision Making - Conditions of Certainty, Risk and Uncertainty, Bounded rationality (Herbert Simon); Management By Objective; Management Information System.

Unit III

Concept of Organizing; Organization Theories; Formal & Informal Organizations; Forms of Formal Organizational Structure; Departmentation; Span of Management; Authority, Responsibility and Accountability; Power; Delegation, Centralization & Decentralization.

Unit IV

Concepts and significance of Staffing, Direction & Supervision. Types & importance of Control; Techniques of control; Management by Exception; Co-ordination: Essence of management; Coordination Vs. Co-operation; Types of coordination; Techniques of coordination.

Unit V

Forms of Business Organizations; Company and its various forms; Formation of a company; Memorandum of Association; Articles of Association; Prospectus; Shares and Share Capital; Promoters, Trusts & Societies; Issues of Consumer Protection.

Suggested Readings:

- *Stoner, Freeman & Gilbert Jr (2011); Principle & Practice of Management in Business; Prentice Hall of India; 6th Edition.*
- *Koontz H., Weihrich H. (2009) ; Principles of Management; Tata McGraw Hill; 8th Edition.*
- *Robbins, Decenzo David & Coulter (2012); Fundamental of Management; Prentice Hall of India; 8th Edition.*
- *Williams C (2009) Principles of Management; South-Western/Cengage Learning; 5th Edition.*
- *Weihrich Heinz and Koontz Harold (2013); Management: A Global, Innovative, and Entrepreneurial Perspective; McGraw Hill; 14th Edition.*
- *Andrew Leigh (2012); The Essentials of Management: Everything you need to succeed as a new manager; Pearson UK; 2nd Edition.*

IMS(CC)-102: QUANTITATIVE TECHNIQUES FOR BUSINESS

Course Objective: The objective of this course is to acquaint the students with various statistical tools and techniques used in business decision making.

Learning Outcomes: On completion of this course, the students will be able to understand various quantitative statistical methods. Understand data and draw inference from data, Calculate and interpret statistical values by using statistical tool & demonstrate an ability to apply various statistical tools to solve business problems.

Unit-I

Introduction to Statistics: Basic concepts, Classification & Tabulation, Data measurement, Uses of Statistics in business. Descriptive Statistics: Measure of Central Tendency - Mean, Median, Mode, Percentiles, Quartiles.

Unit-II

Measures of Variation: Range, Inter-quartile range, Mean Absolute Deviation, Variance and Standard deviation. Measures of Association Correlation: Methods of Correlation study - Karl Pearson's coefficient of correlation, Rank correlation.

Unit-III

Simple Regression Analysis: Introduction to regression analysis, regression lines, Coefficient of Determination & Estimation, Develop Trend line Probability: Introduction, Methods of assigning probabilities, Structure of probability, Joint and Conditional probabilities, Addition and Multiplication Laws, Baye's Theorem

Unit-IV

Analysis of Categorical Data: Chi-Square- Test of Independence, Test of Goodness of Fit. Probability Distributions: Discrete Distributions –Binomial Distribution, Poisson Distribution, Continuous Distributions - Normal Distribution

Unit-V

Introduction to Matrices: Types of Matrices, Matrix Operations-Addition, Subtraction & Multiplication of Matrices, Adjoint and Inverse of a Matrix, Solving Linear Equations using Matrix Method, Business Applications of Matrices.

Suggested Readings:

- *Levin &Rubins, (2017) Statistics for Business, Prentice Hall of India, 8th Edition, N.Delhi.*
- *Bhardwaj, R.S.(2009) Business Statistics, Excel Books,2nd edition.*
- *Gupta,S.C. &Kapoor VK, (2002) Fundamentals of Mathematical Statistics, Sultan Chand & SonsReprint Edition.*
- *Arulmozhi ,G. and Muthulakshmi ,S(2009),Statistics for Management, The McGraw-Hill Education, ISBN: 9780070153684.*
- *Medhi,J.(2013),Statistical Methods-An Introductory Text,New Age InternationalPublishers, ISBN: 978-81-224-1957-3.*

IMS(CC)-103: FINANCIAL AND MANAGEMENT ACCOUNTING

Course Objective: The basic objective of this course is to enable the students to learn, explain and integrate the fundamental concepts, principles and techniques of accounting.

Learning Outcomes: Successful Application of financial and accounting information for planningdecision-making and control in real business situations

Unit I

Introduction to Accounting -Basic Concepts, Purpose, Importance, Scope and Limitations of Accounting Users of Accounting, Information, Generally Accepted Accounting Principles (GAAP) and Accounting Standards (AS), International Financial Reporting Standards (IFRS) –need and significance. Ethical Dimensions in Reporting of Accounting Information

Unit II

Financial Statements Preparation and Analysis- Preparation of Income Statements and Balance Sheet,Contents of Corporate Annual Reports, Financial Statement Analysis – Ratio Analysis, Trend Analysis

Unit III

Preparation of Cash Flow Statement, Direct Method-Cash Flow from Operating, Investing and Financing Activities; Indirect Method of Preparing Cash Flow Statement Reconciliation of Net Income to Net Cash Provided by Operations,

Unit IV

Costing Techniques- Introduction to Costs and Costs Behaviour, Absorption and marginal costing, Applications of marginal costing techniques in managerial decision making

Unit V

Accounting for Planning and Control- Budgets and Budgetary Control, Various Types of Operating Budgets, and Financial Budgets, Flexible Budgeting, Rolling Budget and Zero Based Budgeting Variance Analysis, Management Control System and Responsibility Accounting.

Suggested Readings:

- Khan, M. Y., & Jain, P. K. (2006). *Management Accounting, McGraw-Hill Education, 4th Edition.*
- Ananthanayanan, P.S. (2014). *Management Accounting, Oxford Publication.*
- Larson, Kermit D., & Miller, Paul B. W. (1994) *Financial Accounting, McGraw-Hill Education*
- Narayanaswamy, R. (2014). *Financial Accounting: A Managerial Perspective, Prentice Hall India, 6th Edition.*
- Maheshwari, S.N., Maheshwari, S.K. & Maheshwari, S.K. (2018), *Financial Accounting, Vikas Publishing, 6th Edition.*

IMS(CC)-104: MARKETING MANAGEMENT

Course Objective: The course seeks to familiarize the students with marketing principles and theories and develop an understanding of their practical applications in the contemporary business environment. The students would understand that companies are now customer-and-market driven. Segmentation, targeting and positioning are the basic fundamentals involved in value creation, delivery and promotion.

Learning Outcomes: The students will grasp how the concept of marketing is changing with times and companies are developing newer forms of communication as well as strategies to leverage on their understanding of customers.

Unit I:

Meaning, Scope, Nature, Importance, Recent Trends & Challenges in Marketing, Core Concepts of Marketing, Company's Orientations towards the Marketplace, Concept of Value, Value Creation and Delivery.

Unit II:

Marketing Plan and Strategy, Ansoff Market Expansion Grid, BCG Matrix, Role of Technology in Marketing, Environmental Variables of Marketing, Market Segmentation, Bases for Segmentation, Market Targeting, Developing and Communicating Positioning Strategy.

Unit III:

Consumer and Business Markets, Product Classification, Product life cycle – stages and strategies, Product Differentiation, Developing Pricing Strategies and Programs, Adapting the Price, Pricing techniques for Promotion, Responding to Price Changes.

Unit IV:

Dealing with Competition, Role of Marketing Channels, Channel levels, Channel Design Decision and Managing Channel Conflict.

Unit V:

Characteristics of Marketing Communication Mix, Integrated Marketing Communication, Macro

Models of Communication, Micro Models of Consumer Response, Communication Objectives, Personal and Non-Personal Communication Channels, New Forms of Communication (viral marketing, experiential marketing), Marketing Control, Emerging trends in marketing.

Suggested Readings:

- Kotler, P., & Keller, K., Koshi, A. & Jha, (2012) *M. Marketing Management: South Asian Perspective*, Pearson (14th edition.).
- Rama Oswamy, V.S., & Namakumari, S. (2018), *Marketing Management: Global Perspective Indian Context* Sage Pub. (6th edition.).
- Grewal, D., Levy, (2016) *M. Marketing McGraw Hill* (5th edition.).
- Saxena, Rajan. (2009) *Marketing Management McGraw Hill* (6th edition).
- Dutta, Debraj & Dutta, Mahua, (2011) *Marketing Management.*, Vrinda Publication, (2nd Edition)
- Kamal Y. (2020), *Marketing Management, NRBC, (1st Edition).*

IMS(CC)-105: MANAGERIAL ECONOMICS

Course Objective: The objective of this course is to acquaint the students with insights of Economic Theory as used in managerial decision making. Emphasis is given to changes in the nature of business firms in the context of globalization.

Learning Outcomes: Managerial Economics will help the students strengthen the foundations of analytical approach to managerial decision-making and understand the economic behaviour of several economic agents including a single firm. They should be able to analyse various market structures and the strategic behaviour of firms related to pricing and output decisions. Students will also learn how the changing Macroeconomic environment impacts the prospects of various businesses.

Unit I:

Nature and Scope of Managerial Economics, Demand-Supply Framework, Elasticity types and applications, Demand Forecasting, Marginal Analysis and Optimization.

Unit II:

Analysis of Production Function, Theory of Cost, Law of Variable Proportion, Laws of Returns to Scale, Economies of Scope, Optimal Combination of Inputs,

Unit III:

Managerial Theories and Goal(s) of a Firm; Information Economics and its Business Applications, Environmental Economics.

Unit IV:

Market Structures and Strategic Behavior of Firms, Pricing and out-put strategies in different Market Structures, Price Discrimination, Game Theory Applications.

Unit V:

National Income Analysis, Theories of Inflation and Deflation, Theories of Business Cycles and Stabilization Policies, Monetary Policy, Fiscal Policy and the Budget.

Suggested Readings:

- Thomas & Maurice (2016); *Managerial Economics; McGraw-Hill. 8th Edition.*

- Salvatore & Rastogi (2016); *Managerial Economics: Principles & Worldwide Applications*; Oxford University Press, 8th Edition.
- J.V. Vaishampayam (2008); *Managerial Economics*; NRBC, 1st Edition.
- A Koutsoyiannis (2003); *Modern Microeconomics*; Palgrave MacMillan, 2nd Edition.
- G S Gupta (2017); *Managerial Economics*; McGrawHill Education, 2nd Edition.

IMS(VC)-101: HUMAN RESOURCE MANAGEMENT

Course Objective: To develop student competency on theories and practices dealing with factors influencing people at workplace. It teaches the basic techniques of how an organization acquires, rewards, motivates, and manages its people effectively.

Learning Outcomes: On completion of the course the student should be able to understand the importance of human resources (HR) in organization, link organization strategy with human resource practices in an organization, learn the techniques of HR practices and its implementation aspects to motivate employees for performance and their retention and to learn the implementation of HR practices through discussion of real examples with case studies.

Unit I:

Introduction to Human Resource Management (HRM), Evolution of HRM, Trends shaping HRM, Strategic Human Resource Management, HRM Models-Harvard model, Guest model, Ulrich's HR model, AMO framework, Line and Staff aspects of HRM.

Unit II:

Job Analysis- process and methods, Job Description, Job Specification, Human Resource Planning and Forecasting, Employee Recruitment- Sources, Application Forms, Employee Selection- Types of Tests, Management Assessment Centers, Types of Interviews, Placement.

Unit III:

Employee Orientation- Purpose, Process, Training Process- Analysing the training need & designing the training program, implementation and evaluation of training program, Management Development Programs, Employer Life-cycle Career Management- Promotion, Transfers, Retirements, Career Planning, Talent Management.

Unit IV:

Concept of Performance Management and Appraisal, Techniques for Appraising Performance, Appraisal related Problems, Appraisal Interview, Succession Planning Factors in determining pay rates, Process of establishing Pay rates- Salary survey, Job Evaluation, Pricing Managerial and Professional Jobs, Competency-Based Pay, Variable Pay, Employee Incentives, Benefits.

Unit V:

Employee Relations: Concept and Types of Employment Relationship, Industrial relations, Collective bargaining, Psychological Contract, Ethical behaviour at work, Employee well-being.

Suggested Readings:

- Dessler, G. & Varkkey, B. (2015); *Human Resource Management*; New Delhi: Pearson; 14th Edition.
- Armstrong, M. & S. Taylor. (2017); *Armstrong's Handbook of Human Resource Management Practice*; London: Kogan Page; 14th Edition.

- *Aswathappa, K. (2010); Human Resource and Personnel Management; TataMcGraw- Hill Education; 6th v*
- *Rao, P. S., & Rao, V. S. P. (2009); Personnel and Human ResourceManagement; Himalaya Publishing House; 5th Edition.*
- *Bernardin, John H. (2012); Human Resource Management; McGraw Hill; 6th Edition.*

IMS(FNC)-111: INFORMATION TECHNOLOGY SKILLS (IT Skills)

Course Objective: This course has been designed to impart basic IT skills required for a business executive. It provides students with an overview of the business application software and problem-solving using that software. Topics include computer systems, microcomputer operating systems, word processing, electronic spreadsheets, business graphics, networks, database management, and integrated packages. Industry accepted office software will be used.

Learning Outcomes: Students acquire skills of using end-user software for communication, data transformation, collaboration, and problem-solving. They also acquire understanding of software and hardware components, information structures, basic business processes, information system security, and networks.

Unit I:

Computer Systems -An Introduction, Elements of a Computer System, Input, Output and storage devices. Processing and CPUs. Operating system – Basics, functions and types., Concepts of Networking and Data Communication. Basics and Features of Internet. Methods of Accessing the Internet, Handling Graphics and Multimedia,

Unit II:

Text processing software: creating and saving a document, previewing and printing a document, editing, proofreading and formatting of documents. Presenting information in columns and tables, using graphics, symbols, diagrams and charts. Creating and modifying table of contents, index, bookmarks, cross references, hyperlinks, foot notes, end notes and bibliography. Creating form letters, e-mail messages and labels. Collaborating using tracking of changes, adding and reviewing comments, comparing and merging documents, password protecting of documents. Creating documents in alternate formats.

Unit III:

Presentation software: Creating and managing slides and presentation, entering and editing content on slides, presenting content in tables, inserting, creating and managing graphics, adding sound and animation to slides, reviewing, preparing and delivering presentation, customizing and sharing presentations.

Unit IV:

Spreadsheet Software: Creating workbooks, working with data and tables, formatting and changing workbook appearance, managing and hiding worksheet data, ordering and summarising data, combining data from multiple sources, creating charts and graphs,

Unit V:

Performing calculations using Formulas and Functions, analysing alternate data sets, creating dynamic worksheets, printing worksheets and charts. Automating repetitive tasks, using workbooks for collaborative working. Performing business intelligence analysis.

Suggested Readings:

- *Peter Norton,(2008), Introduction to computers, 9th reprint Edi. (Tata Mcgraw Hill)*
- *Leon Alexis, Introduction to computers 1st edition, (Vikas Publishing), ISBN: 9788182092341*
- *Saxena S.& Chopra P.(2006) Computer Application in Management, Vikas Publication*
- *Gupta Vikas,(2008) 14 in one computer course kit, Dreamtech Publication*
- *Tannenbaum,(2013) computer networks, 5e, PHI publication*

Semester II

Paper Code	Name of the Subject	Credits	Remarks	Theory/ External	Internal Assessment	Total
IMS(CC)-201	Organisational Behaviour	04	Core Course	70	30	100
IMS(CC)-202	Financial Management	04	Core Course	70	30	100
IMS(CC)-203	Legal aspects and Business Environment	04	Core Course	70	30	100
IMS(CC)-204	Production and Operations Management	04	Core Course	70	30	100
IMS(CC)-205	Research Methods for Business	04	Core Course	70	30	100
IMS(CC)-206	Management Information Systems	04	Core Course	70	30	100
IMS(VNC)-201	Business Ethics and Corporate Governance	00	Value added course (Non- Credited)	70	30	100
	Semester Total	24		420	180	600

IMS(CC)-201: ORGANISATIONAL BEHAVIOUR

Course Objective: The objective of this paper is to help the students understand how individuals, groups and structure interact to influence behaviour of people working in an organization.

Learning Outcomes: Students are expected to develop an understanding of their own perceptions, attitudes and behaviours as well as of those expected from an OB Manager. They are expected to develop comprehensive understanding of interplay among human nature, group dynamics, technology and organizational environment and its implications on organizational performance.

Unit I

Introduction to OB: Meaning and Nature of Organisational Behaviour, OB as an Interdisciplinary Subject, Significance of OB for Managers, OB as an Open System, Robbin's Model of OB, Changing Context, Challenges for an OB Manager.

Unit II:

Perception: Meaning, Significance of Perception for Understanding Human Behaviour, Factors Influencing Perception, Attribution Theory. Attitude: Meaning, Concept, Significance of attitude for Understanding Human Behaviour, Values and attitude, Attitude formation, Measurement of Attitude, Cognitive Dissonance theory, Attitude Change, Learning: Concept, Learning Theories: Classical, Operant, Social, Learning, OB Modification, Steps in OB Modification Process.

Unit III:

Motivation: Motivation and Goal Directed Nature of Human Behaviour, Process, Theories of Motivation, Maslow's Need Hierarchy, Herzberg's Two Factor Theory, Theory X, Y and Z, Work Redesign for Creating Motivating Job, Applications of Motivation. Meaning, Functions and Types of Group, Reasons for Joining Group, Stages of Group Development, Characteristics, Advantages, and Disadvantages of Informal Groups.

Unit IV:

Concept of Group Dynamics, Group Norms, Group Cohesiveness, Group Shift and Group Decision Making Techniques, Conflict, Dysfunctional Groups, Groups vs. Team, Types of Team, Concept of Leadership, Fiedler's Contingency Model, Hershey and Blanchard's Model, Transactional and Transformation Leadership.

Unit V:

Organizational Conflict: Reasons, Consequences and Handling. Organizational Culture: Concept, Forming, Sustaining and Changing a Culture, OCTAPACE Model, Hofstede Model, Organizational Change: Forces of Change, Resistance to Change, Change Model-Lewin's model. Case Studies: Somecases of real business world to supplement learning from the course.

Suggested Readings:

- *Robbins, Judge, and Vohra (2013); Organizational Behavior; Prentice Hall Inc.; 15th Edition.*
- *Fred, Luthans (2005); Organisational Behavior; UK: McGraw Hill; 10th Edition.*
- *G, Moorhead & Griffith. (2007). Organizational Behavior. Houghton Muffin Co.*
- *Newstrom J (2007); OB: Human Behaviour at Work. McGraw Hill Inc.; 12th Edition.*
- *PareekUdai (2016); Understanding Organizational Behaviour; Oxford University Press; 4th Edition.*
- *Rao, V.S.P. (2009); Organisation Behaviour; Excel Book.*

IMS(CC)-202: FINANCIAL MANAGEMENT

Course Objective: The objective of this course is to provide the basic understanding of corporate financial concepts. To enable the students synthesize and explain the corporate financial functions and decision making dynamics in the broad framework of a financial system.

Learning Outcome: To demonstrate the application of the course concepts in capital structure and project investment decisions. To demonstrate the application of financial understanding in varying situations of risk return analysis, cash, credit and inventory management.

Unit I:

Nature of Financial Management: Scope and objectives of finance, role and functions of finance manager, risk-return trade off, shareholders' wealth maximization, agency problem, General awareness of financial environment-financial instruments, regulation and markets.

Unit II:

Investment Decisions: Analysis of Capital budgeting decisions, application of discounted and non-discounted techniques in capital budgeting, time value of money, capital rationing, risk analysis in capital budgeting.

Unit III:

Financing Decisions: Cost of Capital and Dividend Decision: Optimum capital structure, financial and operating leverages, sources of long-Term Finance, cost of capital-components' costs and Combined Cost (WACC), capital structure theories.

Unit IV:

Dividend theories, Irrelevance of dividend, MM Hypothesis, relevance of dividend and Walter's model, dividend policy determinants, share repurchase or buyback, Issue of bonus share and its implications,

Unit V:

Working Capital Management: Principles of working capital management, Accounts Receivable management, Inventory management and Cash management, factors influencing working capital requirement, computation of working capital required in business firm.

Suggested Readings:

- *Gitman, Lawrence J., & Chad J. Zutter (2017). Principles of Managerial Finance, Pearson Publication, 13th Edition*
- *Van Horne, James C, & Dhamija, Sanjay (2011), Financial Management and Policy, Pearson Publication*
- *Rustagi, R.P. (2019), Fundamentals of Financial Management, Taxman's 14th Edition*
- *Kishore, Ravi M (2016). Financial Management, Taxman's, 8th Edition.*
- *Khan, M.Y., & Jain, P.K. (2018). Financial Management: Text, Problems and Cases, McGraw Hill Publication, 8th Edition*

IMS(CC)-203: LEGAL ASPECTS AND BUSINESS ENVIRONMENT

Course Objective: To help students develop an appreciation of the evolution of the global economy and of current topical debates surrounding 'globalization' and a range of associated issues and laws. Provide background knowledge of the institutional, economic, political, cultural and technological environments that constitute today's global business environment. Provide a strong foundation to students of basic economic theories and regulations underlying the importance of the transnational corporation, of international trade, and of competitiveness.

Learning Outcomes: Aims to equip the students with an analytical framework to scan the national and global business environment. Provide students a framework to calculate the implications of their business decisions on different segments of the economy and legal issues.

Unit I

Indian Contract Act, 1872 Contract- Meaning, Essentials, Kinds, Offer and Acceptance, Contractual Capacity, Free Consent, Consideration, Void Agreements, Quasi Contracts. Modes of discharge of contract and remedies for breach of contract. Contract of Indemnity and Guarantee. The Sale of Goods Act, 1930 Meaning of Contract of sale, Difference between Sale and Agreement to Sell. Conditions and Warranties, Transfer of Property in Goods, Unpaid Seller and his Rights.

Unit II

Indian Partnership Act, 1932. Meaning and test of Partnership, Implied Authority of a partner, Position of a minor in partnership. The Negotiable Instruments Act, 1881 Meaning, and characteristics of promissory note, bill of exchange and cheque. Negotiation and assignment. Crossing of cheque, bouncing of cheques.

Unit III

Concept of Business Environment, Nature and Factors in Business Environment, Role of Planning in a Market Economy, India's Growth Experience, Performance & Challenges, Unemployment & Employment, Population Change, and Economic Environment, Agricultural Growth, Performance & Policies, Industrial Growth & Policies.

Unit IV

Economic role of Government; Contemporary Economic Reforms, Role of Industry in Economic

Development, Stock Exchange of India, Role of Regulatory Institutions in Indian financial system– RBI and SEBI, Balance of Payment.

Global Business Environment– Political, Economic, Social, Cultural, Legal, Technological, Theories of International Trade; Adam Smith, Ricardo and Ohlin & Heckscher, Indian Economy and GATT, WTO.

Unit V

Emerging issues, Regional Economic Integration, European Union. Corporate Social Responsibility; Environmental and Sustainability issues in Development.

Suggested Readings:

- *M C Kuchhal, Business Law, Vikas Publications*
- *Akhilshwar Pathak, Legal Aspects of Business, Tata Mc GRAW HILL*
- *Cherunilum F. (2017); Business Environment; Himalaya Publishing House, 4th Edition.*
- *B.N. Ghosh (2014); Business Environment; Oxford University Press 1st Edition.*
- *Rao P.S. (2013); International Business; Himalaya Publishing House 1st Edition.*

IMS(CC)-204: PRODUCTION AND OPERATIONS MANAGEMENT

Course Objective: The objective of this subject is to introduce the students with the intricacies of Operations Management. The course discusses the importance of planning, organizing and controlling aspects in Operations Management. It also elaborates on the significance of Quality Management in the organizations.

Learning Outcomes: Students will be able to formulate and evaluate Operational decisions in any organization – Production based and/or Service Based.

Unit I

Introduction to Operations Management; Historical Evolution; Strategic role of Operations; Systems view of Operations Management; Functions of Operations manager; Recent Trends; Designing Products; Services and Processes; Flexible Manufacturing System.

Unit II

Facility Location Planning; Facility Layout Planning; Job Design; Work Study; Work Measurement; Method Study; Financial Analysis of Operating Plans; Ergonomics; Environmental Consideration – Green manufacturing; Ethical issues in OM.

Unit III

Production Planning & Control, Master Scheduling; Aggregate Planning; Rough Cut Capacity Planning; Gantt Charts & Sequencing. Just in Time (JIT); Lean Production System; Total Productive Maintenance (TPM).

Unit IV

Fundamentals of Inventory Management; Inventory Control Techniques; Material Requirement Planning (MRP); Manufacturing Resource Planning (MRP II); Enterprise Resource Planning; Project Management – PERT/CPM.

Unit V

Introduction to Quality Management; TQM; Contributions of Quality Gurus - Demings, Juran, Philip Crosby & Ishikawa; Techniques of Quality Control; ISO 9000 & ISO 14000; Statistical Process Control; Quality Circles; Kaizen; Six Sigma Approach; 7 QC tools; Service Quality & Service Quality Management

Suggested Readings:

- Heizer and Render, (2010) *Operations Management, 10th edition, Prentice Hall,*
- Ashwathappa K & Bhat K. Shridhara (2019) - *Production & operation Management, 2nd Edition, Himalaya Publication.*
- S N Chary (2019) *Production and Operations Management, 6th Edition, Tata McGraw Hill,*
- William J Stevenson (2018) *Operations Management, McGraw Hill, 13th edition.*
- Adam Jr Everetl E. & Ebert R J, (1992) *Production and Operations Management, 5th Edition, Prentice-Hall.*
- Dilworth James B (1996) *Operations Management, 2nd edition, McGraw Hill,.*

IMS(CC)-205: RESEARCH METHODS FOR BUSINESS

Course Objective: The objective of this paper is to impart knowledge about various stages of the research processes and their application in decision making.

Learning Outcomes: Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling. Have basic knowledge on qualitative research techniques, and adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis. Basic awareness of data analysis-and hypothesis testing procedures

Unit-I

Concept, Objectives and Significance of Research, Research Process, Research Design: Exploratory Research Design, Descriptive Research Designs- Cross-sectional & Longitudinal, Experimental Design: Pre-Experimental, Quasi Experimental, True Experimental & Statistical Design.

Unit-II

Measurement and Scaling: Primary Level of Measurement- Nominal, Ordinal, Interval, Ratio, Comparative and Non-competitive Scaling Techniques, Questionnaire Design, Sampling- Sampling Process, Sampling Techniques-Probability and Non-Probability Sampling, Sample Size Decision.

Unit-III

Data Collection: Primary & Secondary Data; Survey Method of Data Collection, Classification of Observation Method; Fieldwork and Data Preparation. Hypothesis: Null Hypothesis & Alternative Hypothesis; Type-I & Type-II Errors; Hypothesis Testing: T-Test, ANOVA, Concepts of Multivariate Techniques-Multiple Regression Analysis, Discriminant Analysis etc.

Unit-IV

Qualitative Research: Data Collection of Qualitative Research- Interviews, Observation & Documents, Qualitative Research Procedure: Focus Group Interview, Online Focus Group, Depth Interview, Projective Techniques, Other Methods of Qualitative Research: Narrative, Phenomenological, Grounded Theory, Ethnography & Case Study Method.

Unit-V

Meaning, Types and Layout of Research Report; Steps in Report Writing, Tabular & Graphical Presentation of Data, Citations, Bibliography and Annexure in Report, Avoid Plagiarism; Use of Statistical Software to Analysis the Data.

Suggested Readings:

- *Satyabhushan D., Malhotra NK.,(2015) Marketing Research: An Applied Orientation,7th Edition, Pearson publisher.*
- *Bajpai N., (2011) Business Research Methods:, Pearson publisher.*
- *Cooper & Schindler (2015) Business Research Methods,12th Edition, Mcgraw-Hill.*
- *Green, Tull&Albaum (2010) Research for Marketing Decisions,5th Edition, PHI Pvt. Ltd, New Delhi.*
- *Levine ,Khrehbiel& Berenson (2013) Business Statistics,6th Edition, Pearson Education.*
- *Luck D. & Rubin D. (2006) Marketing Research, 7th edition, PHI, New Delhi.*

IMS(CC)-206: MANAGEMENT INFORMATION SYSTEMS

Course Objective: For an organization to thrive in today's increasingly rapid pace of change in environment, managers and functional specialists in all areas must perform their jobs effectively, efficiently, and ethically. Information technology provides the tools that enable all organizational personnel to solve increasingly complex problems and to capitalize on opportunities that contribute to the success of the organization. This course provides students with solid grounding in business uses of information technology in a rapidly changing environment, and to understand critical issues surrounding the use of IT in organizations.

Learning Outcomes: Students will be able to understand and articulate fundamental concepts of information systems management. Apply IT to solve common business problems. Plan and implement effective IT solutions to business problems. Apply the ethical aspects of information technology use in the organization.

Unit I:

Information Systems: Concept & Technologies, Role of information Systems in Business. Influence of Information Systems in Transforming Businesses. Global E-Businesses and Collaborations, Strategic roles of Information Systems. Behavioural, Technical and Socio-technical approaches. Enhancing Business Processes through Information Systems. Types of Business Information Systems. TPS, MIS, DSS and EIS. Organising the Information Systems function in Business. Ethical and Social issues of Information Systems.

Unit II:

Using Information Systems to Achieve Competitive Advantage: Porter's Competitive Forces Model and The Business Value Chain Model. Aligning Information Systems with Business. Decision Making and Information Systems: Types of Decisions and the Decision-Making Process, Business Value of Improved Decision Making. Decision Support for Operational, Middle and Senior Management. Concepts of Database and Database Management System.

Unit III:

Functional Information Systems: Marketing, Human Resource, Financial and Operational Information Systems. Cross Functional Information Systems, Enterprise Systems. Supply Chain Management Systems. Customer Relationship Management Systems. Business Value of Enterprise applications and challenges in Implementing, Knowledge Management.

Unit IV:

E-Commerce: Fundamentals and Concepts: Digital Markets and Digital Goods. Types of E-commerce and E-commerce Business Models. B2B E-Commerce: New Efficiencies and Relationships. Concept of Mobile E-Commerce. Security and Control of Information Systems.

Unit V:

Implementing Information Systems as Planned Organisational Change. Business Process Reengineering. Systems Analysis and Systems Design. Modeling and Designing Systems: Structured and Object-Oriented Methodologies, Traditional Systems Life Cycle, Prototyping, End-User Development, Application Software Packages and Outsourcing. Implementing Information Systems. Introduction to Change Management.

Suggested Readings:

- *Laudon Kenneth C. and Laudon Jane P.,(2018), Management Information Systems Managing the Digital Firm by : Pearson Publication, 15e*
- *James A O'Brien, Behl Ramesh, George M.Marakas, (2019), Management Information Systems,McGraw Hill*
- *Jawadekar Waman S., (2013) Management Information Systems A Global Digital Enterprise Perspective; McGraw Hill*
- *Dr.S.Shajahan, R.Priyadharshini, (2004) Management Information Systems, New Age International Publishers*
- *Boris Shishkov,(2020) Designing Enterprise Information Systems, Springer Publication,, ISBN 978-3-030-22441-7*

IMS(VNC)-201: BUSINESS ETHICS & CORPORATE GOVERNANCE

Course Objectives: The objective of this course is to study the major concepts, principles & theories of business ethics, corporate governance, corporate social responsibility and sustainability in today's business world.

Learning Outcomes: Students will be able to incorporate importance of ethics in business world today and it will help them take ethical decisions in the organization. They will have a better understanding of CSR, Corporate Governance and Sustainability issues faced by the organizations.

Unit I: Introduction

Opening Case: Subprime lending

Concept of Business Ethics, Elements of Business Ethics, History and development of Business Ethics, Can Ethics be taught?, Bad Apple Theory, Why Ethics matters in Business? Ethics and Law, Ethical Behavior, Relationship between Business and Ethics: Unitarian View of Ethics, Separatist View of Ethics, Integration View of Ethics, Why be ethical in business? Who cares?, Pressure Points for Ethical Behaviour.

Emerging Ethical Issues and Dilemmas in Business- Lying, Bullying, Discrimination, Sexual Harassment, Fraud, Corporate Espionage, Insider Trading, Environmental Issues, Sexual Harassment, Misuse of Organizational resources, Privacy Concerns, Employee Theft, Conflict of Interest etc.

Ethical issues related to Marketing, Ethical issues related to Finance, Ethical issues related to HR, Ethical issues related to IT, Ethics of Net neutrality, Ethical dimensions of artificial intelligence, Ethical Issues in Capitalism, Socialism and Communism.

Closing Case Study: Bhopal Gas tragedy

Unit II: Business Ethics Philosophies

Opening Case: Turing Pharmaceutical price hike controversy

Institutionalization of Business Ethics in India: Environment Laws, Antitrust Laws, Consumer Protection Laws, Investor Protection, Intellectual Property Right Laws, Corruption Prevention Laws, and Laws Promoting Equity and Safety at Workplaces.

Traditional and Contemporary Moral Philosophies: Teleology: Egoism, Utilitarianism, Deontology: Categorical Imperative of Kant, Hypothetical Imperative, Divine Command Theory, Machiavellian Theory, Darwinism, Justice Theory of Rawls', Virtue Theory of Aristotle, Ethical Relativism.

Contemporary Moral Philosophies: Contractarianism, Prisoner's Dilemma, Kohlberg's Cognitive Moral Development Theory and Heinz Dilemma, Feminist care ethics, Integrated Social Contract Theory (ISCT).

Closing Case: Johnson & Johnson Tylenol Crisis

Unit III: Ethical Decision Making: Individual and Organizational Factors

Opening Case: Enron scandal

Individual Ethics Management: Ethical Dilemma; Ethical Decision Making Models- Utility, Rights, Justice and Caring (URJC) Model, Janus Headed Model, Steps for Taking Good Ethical Decision; White Collar Crimes and Reason for its Growth.

Organizational Ethics Management: Organizational Culture and Ethical Climate, Danger Signs of Ethical Risk in Organization, Whistleblowing in Organisations: Tips for whistleblowing and the process of handling whistleblowing in organisations, Discussion of case related to murder of whistle-blowers Satyendra Dubey and Shanmugam Manjunath.

Leadership and Ethics, Leadership and use of power to shape an ethical corporate culture, Use of Developing, Managing and Controlling Good Ethics Program in an Organization, Ethics Audit, Mechanism to Resolve Ethical issues in Organization.

Global Ethics Management: Avoiding, Forcing, Persuasion or education, Infiltration, Negotiation or Compromise, accommodation and Collaboration.

Closing Case: Galleon Group Insider trading fraud.

Unit IV: Corporate Social Responsibility Opening Case: Merck and River blindness

Definition of CSR, Importance and Limitations of CSR, Identifying and Defining Social Problems, Preventing and Solving Social Problems, Historical Evolution of CSR, Development of CSR in Modern India, Trusteeship Theory of Mahatma Gandhi, Types of CSR: Carroll's Pyramid, Triple Bottom Line and Environmental Sustainability, Cause Related Marketing, CSR Standardization, Developing an Effective CSR Strategy.

Theological Ethics and Philanthropy: Philanthropy in Hinduism, Buddhism, Islam, Christianity, Islam and Sikhism.

Closing Case: The pesticide controversy and its impact upon the CSR strategy of Coca- Cola

Unit V: Corporate Governance: Theories and Models Opening Case: Punjab National Bank Scam

Definition of Corporate Governance, Importance of Corporate Governance, Principles of Corporate Governance, and Models of Corporate Governance: Anglo-American Model, German Model, Japanese Model, Issues in Corporate Governance. Development of Corporate Governance in US, UK and India.

Theories of Governance: Agency Theory, Shareholder Theory, Stakeholder Theory, Stewardship Theory.

Closing Case: Satyam Scam

Suggested Readings:

- Linda K. Trevino, Katherine A. Nelson (2017); *Managing Business Ethics: Straight Talk about How to Do It Right*, Wiley Publishing House, 6th Edition
- Kumar, Shailendra, Rai Alok K (2019); *Business Ethics*; Cengage Learning, 1st edition.
- O. C. Ferrell, John Fraedrich, Ferrell (2017); *Business Ethics: Ethical Decision Making & Cases*; Cengage Publishing House
- Thomas Donaldson, Thomas W. Dunfee, (1999); *Ties That Bind: A Social Contracts Approach to Business Ethics*; Harvard Business School Press.
- Norman E. Bowie, (2015); "Business Ethics," in *New Directions in Ethics*, ed. Joseph P. DeMarco and Richard M. Fox, New York: Routledge & Kegan Paul, 2015
- Elkington, John, (1997) *Cannibals with Forks: The Triple Bottom Line of 21st Century* (Capstone/John Wiley, hardcover, 1997)
- Gandhi M.K. *Trusteeship* (Ahmedabad Navjivan Publishing house, 1960) pp 5.
- Callahan, D. (2004), *The Cheating Culture: Why More Americans are Doing Wrong to Get Ahead* (Harcourt, Inc., Orlando, FL).
- Mallin, Chris A. (2011) ; *Handbook on International Corporate Governance: Country Analyses*; Edward Elgar. pp 421
- Kanungo, R. N., and M. Mendonca (1996); *Ethical dimensions of leadership*, Sage Publications Thousand Oaks, CA.

SEMESTER III

Paper Code	Name of Subject	Credit	Remarks	Theory/ External	Internal Assessment	Total
IMS (CC)-301	Innovation and Entrepreneurship / MOOCs	04	Core Course	70	30	100
IMS (FC)-301	Project Management	04	Core Course Domain	70	30	100
FC (EL)-301A	Investment Analysis & Portfolio Management	08	Elective (Choose Any Two)	70	30	100
FC (EL)-301B	Taxation Laws			70	30	100
FC (EL)-301C	Financial Systems			70	30	100
FC (EL)-301D	International Financial Management			70	30	100
IMS (IN)-301	Summer Internship Project	04	Summer Internship	70	30	100
IMS (ID)-301A	Business Analytics	04	Inter-Departmental Course	70	30	100
IMS (ID)-301B	Inter-Departmental Course					
IMS (FL)-333	Foreign Language (French/German)	00	Non-Credit	-	-	-
Semester Total		24		420	180	600

IMS(CC)-301: INNOVATION AND ENTREPRENEURSHIP

Course Objective: The course is designed as a broad overview of entrepreneurship, including identifying a winning business opportunity, gathering funding for and launching a business, growing the organization and harvesting the rewards. It is an integrative course—one that combines material introduced to the students in core courses and applies it to the design and implementation of new ventures. The students are expected to have completed courses in Management Principles, Marketing, HRM, Productions & Operations, Economics, Accounting & Finance.

Learning Outcomes: Appreciate and develop entrepreneurial attitude and prerequisites for becoming an entrepreneur. Demonstrate creativity in identifying opportunities for business venture. Distinguish between suitability of alternative forms of business organisations for chosen venture. Familiarize with the procedures for establishing a business venture and necessary documentary and regulatory compliances and tax issues. Familiarize and identify sources of finance available for the venture. Display insights into procedure for and advantages of different IPR's. Relate and apply different strategies in support of a venture. Develop and display soft skills for managing a team and provide leadership. Prepare projected financial statements and ratios for key indicators. Prepare a comprehensive business plan. Recognize the need for social entrepreneurial opportunity and ways to organise the same through own venture

Unit I:

Entrepreneurship: Meaning and objective. Entrepreneurship and its role in Economic Development. Entrepreneurial Traits and Mindset. Misconceptions and Myths about Entrepreneurship. Motivation for becoming an Entrepreneur. Entrepreneurship as a Career Option. Entrepreneurial Leadership. Creativity and Innovation. Bottlenecks to Creativity and innovation. Disruptive Technology and generating commercial value from Innovation; Sources of New Ideas, Techniques for generating Ideas. Accessing Business Potential of an Idea. Idea to Opportunity: Sources of Opportunity, Opportunity Recognition.

Unit II:

Types of New Ventures, Tax implications of various forms of Ventures. Procedures for setting up a Business in India. Entrepreneurship and Intellectual Property Rights (IPR): Patents, Trademarks and Copyrights. Business Plan: Purpose and Contents of a Business Plan. Marketing Plan: Need for Marketing Research, Industry Analysis, Competitor Analysis, Market Segmentation, Target Markets, Market Positioning, Marketing Mix, Marketing Plan and Market Strategy. Operation and Production Plan: Product Design and Specifications.

Unit III:

Types of Production Systems, Location and Layout Decisions, Plant and Technology Choices, Production Planning and Commercialization. Financial Plan: Assumptions underlying the Financial Statements. Budgeting. Preparation of projected Funds Flow and Cash Flow Statement, Profit and Loss Accounts / Income Statement and Balance Sheet. Key Financial Indicators: Break-Even Analysis, Ratio Analysis, Valuation Methods, Sensitivity analysis. Financing of New Ventures: Stages of Financing, Sources of Finance – Seed Funding, Venture Capital Funding, Bank Funding, Lease Financing. Funding opportunities and Institutional Support in India for New Ventures. Managing Cash and Liquidity, Record Keeping, Performing Due Diligence

Unit IV:

Launching a New Venture: Preparing Implementation Plan, Raising Resources, Leveraging Intellectual property, Organisation Plan: Team Building for the New Venture, Designing Organisational Structure and Systems Building a Winning Team, Motivating and Inspiring the Team Members, Monitoring the Technological Trends, Pilot Testing, Understanding Markets, Market Strategies and Positioning. Managing Growth: Managerial Issues and Growth Strategies for New Ventures. Revival and Exit: Turnaround Strategies, Liquidation and Exit Strategies for Entrepreneurs.

Unit V:

Introduction to social enterprises, Social entrepreneurship – need, definition, characteristics and models. Social leadership, networks and external relationships, revenue models, Measures of performance of social enterprises, ISO 26000, Local problems and local solutions, Social audit, Issues in management of Social Enterprises.

Suggested Readings:

- Kumar A (2012); *Entrepreneurship*; Pearson, 3rd Edition.
- Poornima M.CH (2006); *Entrepreneurship Development: Small Business Enterprises*; Pearson, 1st Edition.
- Kumar A., S.C. Poornima, M.K. Abraham, K. Jayashree (2011); *Entrepreneurship Development*; New Age International Publishers, 1st Edition.
- A.Sahay, M. S. Chhikara (2007); *New Vistas of Entrepreneurship: Challenges & Opportunities*; Excel Books, 1st Edition.
- R.K.R. Kummitha (2016); *Social Entrepreneurship: Working towards Greater Inclusiveness*; Sage Publications, 1st Edition.

IMS(FC)-301: PROJECT MANAGEMENT

Course Objective: The aim is to provide a suitable framework for gaining insight in the process of preparation, appraisal, monitoring and control of a project. The role project management techniques and how to mobilize finance for domestic and international projects shall be highlighted.

Learning Outcomes: The course will equip the students to various feasibility analysis of project and will give the knowledge and skills required to be successful in applying project management.

Unit I: Basic framework of project

Meaning and importance of a Project, types of projects, project development cycle, the concept of project management, project planning and implementation Corporate Strategy and Resource Allocation, Generation and Screening of Project Ideas -Project identification, Project formulation and preparation – pre-feasibility studies, feasibility studies and Balanced scorecard,

Unit II: Project Preparation

Market and Demand estimation, market survey, demand forecasting techniques, technical feasibility, cost of project, estimation of costs, estimation of fund requirement, sources of funds, project financing in India, loan syndication for projects, tax considerations in project preparation, plans and project planning tips; design project management

Unit III: Project Appraisal

Cost benefit analysis (Cash flow projections), Financial evaluation – discounted and non-discounted techniques of capital budgeting techniques, project rating index, critical examination of evaluation techniques,

Economic, commercial, social cost benefit analysis in public and private sectors, investment criteria and choice of techniques, Treatment of risk and uncertainty –types and risk measuring techniques, risk sensitivity analysis, probability approach single as well as multiple projects, allocation of limited capital

Unit IV: Implementation, Monitoring and Control of Projects

Project scheduling, network techniques for resource and cost budgeting and scheduling, project management teams and coordination, forms of project organizations, project review and administrative aspects, Monitoring and post completion audit, evaluation of the projects.

Unit V: Contemporary Issues

Contemporary issues in project appraisal and related area, project management principles by project management institute USA

Suggested Readings:

- Gray, Clifford F., Larson, Erik W. and Desai, Gautam V. (2017). *Project management the managerial process*, McGraw hill education, 7th edition,
- Chandra, Prasanna (2019), *Projects: Preparation, Appraisal, Budgeting and Implementation*, 8th edition, , Mcgraw hill education
- Lester, Albert (2017), *Project management, planning and control*, 7th edition, Butterworth-Heinemann.
- Gupta, Rajeev M. (2014), *Project management, second edition*, PHI
- Bhavesh Patel (2010), *Project management financial evaluation with strategic planning, networking and control*, second edition, Vikas publishing
- Nagrajan, K. (2010), *Project Management*, New Age International Publications.

FC(EL)-301A: INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT

Course Objective: The basic purpose of this course is to develop competencies for analyzing different investment opportunities and construct an optimal portfolio of investments as per risk profile and investment objectives with respect to the various avenues of investment and their management strategies.

Learning Outcomes: The students will be able to provide theoretical & practical background in the field of investments. They will be able to design, manage & measure the portfolio performance.

Unit I: Investment Environment

Nature and scope of investment decision, Investment vs. speculation, type of investments – commodities, real estate, financial assets and other investment avenues, sources of investment information, introduction to Indian securities market

Investment Environment: Investment process, Procedure of investment in securities market, Stock Market Indices, Role of SEBI with regard to Secondary Markets, The Role and Functions of Various Players and Agencies in the Secondary Market.

Unit II: Security Valuation and analysis

Equity Valuation and Analysis: valuation of equity & preference shares - different models: dividend discount models – constant growth, two-stage, three phase model

Risk and Return trade off – types and measurement, mean variance criterion, Single Index Model Risk - types and measurement, Fundamental Analysis vs. Technical analysis, Efficient Market Hypothesis & its implications to investors.

Bonds: Characteristics, valuation, risk & return, Bond Price & interest rate relationship, bond duration.

Unit III: Portfolio Construction

Portfolio Management: Nature and Scope, Traditional Vs Modern Portfolio Management, Portfolio Risk and Return – Diversification & Portfolio Risk

Portfolio Construction: Markowitz Theory (mean variance analysis), Portfolio Analysis & Construction- Feasible set and the efficient set of Markowitz drawing the efficient set with two securities, three securities, n securities, effect of risk free lending & borrowing, optimum portfolio for an investor, construction of optimum portfolio under single index model

Unit IV: Portfolio Performance evaluation

CAPM – Theory and model- capital market line, security market line. Multi factor model, Arbitrage pricing theory.

Portfolio Revision & Performance Valuation: Need for revision of portfolio, formula plans, portfolio performance evaluation, risk adjusted measures of portfolio performance evaluations, Fama's performance attribution model, managed portfolio & its performance evaluation

Unit V: Contemporary issues in Portfolio Management

Case studies in analyzing securities and its valuation, practical cases related to portfolio management and its analysis, recent developments

Suggested Readings:

- Bodie, Z., Kane, A., Marcus, A. J. & Mohanty, P. (2019). *Investments, McGraw-Hill Education, 11th Edition.*
- Chandra, P. (2017). *Investment Analysis and Portfolio Management, McGraw-Hill Education, 5th Edition.*

- Elton, E. J., Gruber, M. J., Brown, S. J. & Goetzmann, W. N. (2010). *Modern Portfolio Theory and Investment Analysis*. USA, John Wiley & Sons, 8th Edition.
- Fischer, D. E. & Jordan, R. J, (2002), *Security Analysis and Portfolio Management*, Pearson Education, 6th Edition.
- Tripathi, Vanita (2019), *Security Analysis and Portfolio Management*, Taxmann Publication
- England, Holden, C. W (2014). *Excel Modeling in Investments*, Pearson Education, 5th Edition.
- Ranganathan, M. & Madhumathi, R (2011). *Investment Analysis and Portfolio Management*, Pearson Education, 2nd Edition.
- Reilly, F. K., Brown, K. C. & Leeds, S. J (2018). *Investment Analysis & Portfolio Management*, Cengage Learning, 11th Edition.
- Sehgal, S (2005), *Asset Pricing in Indian Stock Market*, New Century Publications

FC(EL)-301B: TAXATION LAWS

Course Objective: The aim of this course is to enable the students to understand the structure and system of taxation laws and equip them with application knowledge.

Learning Outcome: Develop an understanding of the basics of an individual's direct taxation, residential status, and tax liability and make aware of the computation of the total income from various heads. Develop an understanding of the basics of GST, its benefits, challenges, and council structure, and make aware of the concept of supply and input tax credit.

UNIT-01: INTRODUCTION TO INCOME TAX

General introduction of Indian income tax act, 1961. Basic concepts: income, agriculture income, casual income previous year, assessment year, gross total income, total income, person, assesses, residential status and tax liability of an individual, exempted income.

UNIT-02: HEADS UNDER INCOME TAX- I

Income from salary, income from house property

UNIT-03: HEADS UNDER INCOME TAX- II

Income from business and profession, capital gains, income from other sources.

UNIT-04: INTRODUCTION TO GOODS AND SERVICE TAX (GST)

Introduction to Goods and Service Tax – Evolution of GST Act in India – Meaning of Goods and Service Tax – Objectives of GST - Need for GST – Features of GST – Subsuming of taxes- Benefits of Implementing GST – Challenges of GST Regime — Constitution of GST Council – Structure, Power, and Functions of GST Council.

UNIT-05: PROCEDURES AND LEVY UNDER GST

Registration under GST, Taxable turnover, GST Registration Forms and Process, Person Liable to Register Under GST, Compulsory Registration, Exempted Goods and Services Under GST, Rates of GST, Procedure Relating to Levy CGST & SGST, Various Schedules Related to Supply- Computation of Taxable Value and Tax Liability under CSGT & SGST, Procedure Relating to Levy IGST- Computation of Taxable Value and Tax Liability IGST, Input Tax Credit, Set Off , simple problems on utilization of Input Tax Credit.

Suggested Readings:

- Dr. H.C. Mehrotra, *Goods and Services Tax (GST)*, 10th edition.
- V.S. Datey, *Taxmann's GST Ready Reckoner [2023]*.

- *Dr. H.C. Mehrotra and Dr. S.P. Goyal, Income Tax Law & Accounts, 63rd edition.*
- *Dr. Vinod K. Singhania and Dr. Monica Singhania, Taxmann's Students' Guide to Income Tax University Edition.*

FC(EL) - 301C: FINANCIAL SYSTEMS

Course Objective: The aim of the course is to enable the students to understand the structure and systems of Financial Markets and financial institutions.

Learning Outcomes: The students will have basic understanding of financial environment and its components. The subject shall enlighten the learned on the types of markets, financial institutions and their regulatory framework

Unit I: Financial Systems & Money Market

An overview of the Indian Financial Systems Definition, Significance, and its relationship with economic development. The constituents of a Financial System, Regulation of organized financial system in India, Money Market as a part of Financial System.: meaning, role and features, components: call, treasury bill, commercial bill, commercial paper, financial guarantee, discount market etc. present position of India

Unit II: Capital Market

The primary and the secondary market: Concept, characteristics, and functions. Instruments of Capital Market, Capital market institutions – The stock exchange, its organization, functions and control, capital market in India, OTCEI and N.S.E & B.S.E, Regulation of capital market, Role of SEBI

Unit III: Financial Intermediaries: Banks & NBFC

Commercial bank functions and present position, problems of capital adequacy, risk management in banks – BASEL Norms & other commercial banking reforms, Regulatory role of RBI Non-Banking Financial Intermediaries: meaning role types and features, Investment institutions their objectives, functions, organization, Insurance- LIC, GIC, Mutual Funds and other important NBFCs

Unit IV Financial Services and Instruments

Financial Services: meaning, role features and types of financial services regulatory framework of financial services in India, Introduction to marketing of financial services, risk management of financial series. Introduction to financial instruments: Meaning, types and features, Comparison of India Financial System with international financial system

Unit V Recent Developments in Financial System

Recent amendments and reforms in RBI, SEBI and IRDA in the financial system.

Suggested Readings:

- Pathak, Bharti V. (2018), Indian Financial System, Pearson Education, New Delhi, 5th Edition
- Bhole, M.K (2017), Financial Institutions and Markets, McGrawHill Education, 6th Edition.
- Khan, M.Y (2019), Indian Financial Systems, McGrawHill Education, 11th Edition.
- Srivastava, R.M. & Nigam, Divya (2010), Management of Indian Financial Institutions, Himalaya Publishing.
- Desai, V (2015). Development Banking and Financial Intermediaries, Himalaya Publishing House.

FC(EL) - 301D: INTERNATIONAL FINANCIAL MANAGEMENT

Course Objective: To provide insights relating to financial management applications in the realm of international business with special reference to international financial markets and operations of MNCs

Learning Outcomes: On successful completion of the course students will be able to analyse, apply and evaluate information within the global financial environment so as to solve problems and make informed decisions. Further to review the problems of dealing in foreign currency, recognise and calculate futures and forward exchange rates, hedging and related foreign exchange exposures.

Unit I: International Financial Environment

The rise of Multinational Corporation, International Monetary System, International Financial Institutions: World Bank, International Monetary Fund, Asian Development Bank, Bank for International Settlement

Unit II: Foreign Exchange Markets

Theories of Foreign Exchange Rate Movement and International Parity Conditions, Foreign Exchange Markets: Foreign Currency Futures and Foreign Currency Options, Hedging strategies through foreign exchange markets

Unit III: Managing Foreign Exchange Exposure

Foreign Exchange Risk and Exposure, Management of Foreign Exchange Risk, Techniques of Foreign Exchange Risk Management, Management of Translation Exposure, Management of Transaction Exposure,

Unit IV: Financial Management of the Multinational Firm

Foreign Direct Investment, Internationalisation, Cost of Capital and Capital Structure of the Multinational Firm, Multinational Capital Budgeting, Multinational Cash Management

Unit V: Current trends

Recent trends in Balance of Payments, Fluctuations of foreign exchange, contemporary case studies

Suggested Readings:

- *Vij, Madhu (2002), International Financial Management, 3rd Edition, Excel Books, New Delhi*
- *Apte, P. G. (2008), International Financial Management, 7th Edition, McGraw Hill Education (India) Pvt. Ltd., Chennai*
- *Shapiro, A.C., Moles, P. and Seal, J.K. (2016), International Financial Management, Wiley*
- *Madura, J. (1997), International Financial Management, 5th Edition, South-Western Publications.*
- *Sharan, V. (2010), International Financial Management, 6th Edition, Prentice Hall India Publications*

IMS(IN)-301: SUMMER INTERNSHIP PROJECT

IMS(ID)-301A: BUSINESS ANALYTICS

Course Objectives: Understand the conceptual foundations of relevant business analytics

methodologies. Understand the nature and scope of analytics in business management decisions. Understanding the application of various analytical tools including interpreting the input and communicating the output from these tools and models with their advantages and limitations. Understand the application of these analytical tools to assist business decisions. Support Business decisions with analytical, research and managerial skills.

Learning Outcomes: The Students would be able to understand the benefits provided by analytical methods in business management. Manage technical challenges to plan, gather, analyse and interpret research information. Be able to access the appropriateness of analytical methods for different applications. Have gained hands-on analytical application skills utilizing relevant software. Be able to properly interpret and communicate methodological results. Resolve marketing decision problems and make sound business decisions using analytics.

Unit I:

Overview of Business Analytics, Analytical Methods and Models, Use of Analytics in Business Practices, Concept of Big Data, Types of Data, Hands on Practice on Data in Excel.

Unit II:

Concept of Data Visualization, Data visualization and Storytelling Through data, Data Visualization Techniques, Data Visualization Through Advanced Chart, Time Series Data Analysis and forecasting.

Unit III:

Data Mining and Management, Data Mining Tools, Data Mining Process, Data Mining Through Social Media, Summarize Marketing Data, Data Reduction methods, Metrics for Business Management, Pricing Analytics.

Unit IV:

Introduction to R and R-Studio software, Data Analysis Through R, Web and Social Media Analytics, Sentiment Analysis, Social Network Analytics, Text Analytics, Hands on practice on Data Analysis using R

Unit V:

Optimization Techniques, Linear Optimization Models, Sensitivity Analysis, Decision Analysis, Decision Analysis without Probabilities, Decision Analysis with Probabilities.

Suggested Readings:

- *Lilien, G. L., Rangaswamy, A., & De Bruyn (2007); Principles of Marketing Engineering; Trafford Publishing, 3rd edition.*
- *Linoff, G. S., & Berry, M. J. (2011); Data mining techniques for marketing, sales, and customer relationship management; John Wiley & Sons, 3rd Edition.*
- *S. Scheps (2011); Business Intelligence; For Dummies; 1 Edition.*
- *E. Siegel & T.H. Davenport (2013); Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die; Wiley, 1st Edition.*
- *Pochiraju, Bhimasankaram, Seshadri & Sridhar (2019); Essentials of Business Analytics; Springer International Publishing, 1st Edition.*

IMS (ID)-301B: INTER-DEPARTMENTAL COURSE

IMS (FL)-333: FOREIGN LANGUAGE

French Language

Course Objectives: To develop listening, speaking, reading & writing skills in French and also to introduce the learner to different aspects of life and culture of the people who speak the language.

Learning Objectives: This course will enable the students to listen and comprehend elementary structures of the spoken language, participate in simple conversations in various day to day situations. Further the students will be able to develop the creative aspect of language learning.

Unit-I : Elements of Functional Grammar

1. Organisation générale de la grammaire
2. Article indéfini, défini, contracté
3. Nom, adjectif, masculin, féminin, singulier et pluriel
4. Qui est-ce, qu'est-ce que c'est
5. Les verbes- la conjugaison de verbes réguliers et irréguliers
6. Le temps -Présent,
7. Prépositions-à,de, l'article contracté
8. Négation, interrogation : Inversion, est-ce que, qu'est-ce que, comment,
9. Adjectifs
10. Le mode impératif

Unit-II : Composition & Comprehension

Textes recommandés lus et expliqués et écoutes orales suivies de questions de compréhension avec facilitateur , Rédiger des phrases simples sur des sujets de la vie quotidienne.

Faire des projets de week-end/ de vacances

Rédiger la réponse, l'invitation, le message, un petit annonce, fiche d'identité, la carte postale

Unit-III : Translation & Communication skills

Traduction en français-anglais et vice-versa de passages du texte et de phrases simples Se présenter, présenter quelqu'un, faire la connaissance des autres, formules de politesse, rencontres parler de soi : parler du travail, de ses activités,

Donner/demander des informations sur une personne, premiers contacts, exprimer ses goûts et ses préférences

Unit-IV: Lexical acquisition through Culture and Civilization

La vie en France, monuments, architecture, sculptures, montagnes, rivières, sports, fromages, vins, cuisine, gastronomie, journaux et magazines

Unit-V: Elements of Business French

Suggested Readings:

Le livre à suivre : Nouveau Sans Frontière: Niveau 1 : Alter Ego :Collins Gem French-English/English-French Dictionary

German Language

Course Objectives: The course aims at enabling the students to grab the opportunities of jobs

also at international level. It becomes easier for them to get placement in different spheres, banks as well as in corporate world, as knowledge of foreign language is one of the requirements for the candidate. now a days.

Learning Objectives: In this course the students are taught all the three skills, reading, writing, speaking, at basic level.

Unit I

Introduction to Germany, Basic grammar structure, Nouns (singular, plural), Numbers, Days, Months, Seasons, Colours.

Unit II

Personal pronouns, Verbs, Conjunctions, Prepositions, Articles, Adjectives

Unit III

Tenses, Sentence Construction, Interrogative Sentences, Affirmative Sentences, Negative Sentences

Unit IV

Comprehension Texts

Unit V

Paragraph Writing

Suggested Readings:

1. Häussermann, U., Günther, C. C., Dietrich, G. (1997). *Sprachkurs Deutsch 1: Unterrichtswerk für Erwachsene. Germany: Diesterweg.*
2. Rusch, P., Müller, M., Scherling, T., Wertenschlag, L. (1997). *Moment mal! : Lehrwerk für Deutsch als Fremdsprache ; [Materialien]. 1 : Glossary German-English. Austria: Langenscheidt.*

SEMESTER IV

Paper Code	Name of Subject	Credit	Remarks	Theory/ External	Internal Assessment	Total
IMS (CC)-401	Strategic Management/ MOOCs	04	Core Course	70	30	100
IMS (FC) -401	Management of Financial Institutions	04	Core Course Domain	70	30	100
FC (EL)-401A	Merchant Banking & Financial Services	08	Elective (Choose Any Two)	70	30	100
FC (EL)-401B	Behavioral Finance			70	30	100
FC (EL)-401C	Financial Derivatives			70	30	100
FC (EL)-401D	Corporate Tax Planning			70	30	100
IMS(MT)-401	Master Thesis/ Dissertation	04	Master Thesis/ Dissertation	70	30	100
IMS(ID)-401A	Artificial Intelligence in Business	04	Inter- Department al Course	70	30	100
IMS(ID)-401B	Intra-departmental Course					
	Semester Total	24		420	180	600

IMS(CC)-401: STRATEGIC MANAGEMENT

Course Objective: The objective of this course is to develop a holistic perspective of enterprise, critical from the point of view of the top management and to acquaint with strategic management process and develop competencies to understand competitive posture of own and competing firms in various industries with a view to successfully implement strategy with effectiveness.

Learning Outcomes: Relate vision and mission with the current business of the organization. Define business in terms of need/ functions, customers and alternative Technologies. Distinguish between ability, capability, competence and competitive advantage. Interpret trends and developments in the environment and implications for business in terms of opportunities, challenges and threats. Perform SWOT analysis of organisation and competitors. Justify the chosen strategy with the conditions and prerequisites for success. Construct business portfolio and understand strategic implication. Distinguish a mechanist organization with a learning organization. Assess an organization's readiness to change. Address the issues in implementation of strategy in a given situation. Apply value chain to identify core competencies required to be developed. Discriminate between variants of organisation structure and recommend suitable organisation structure to support strategy execution. Identify and recommend best practices for ensuring effectiveness in strategy execution. Decipher characteristics of culture in an organisation and recommend required attributes and actions for changing the problematic /unhealthy culture. Identify performance metrics for strategic performance management Recommend strategic and operational effectiveness techniques for evaluation and perform strategic audit. Demonstrate ethical behavioural orientation and cultural sensitivity.

Unit I:

Nature and Scope of Strategic Management, Process of Strategic planning and Implementation, Strategic Management Process, Strategists and their Role in Strategic Management, Hierarchy of Strategic Internet: Vision, Mission, Goals and Objectives, Business Definition. Environmental Appraisal: Environmental Scanning, Appraising the Environment, Organizational Appraisal: Organisational Capability Factors, Considerations in Organisational Appraisal, Methods and Techniques used for Organisational Appraisal, Structuring Organisational Appraisal.

Unit II:

Company level strategies: Grand, Stability, Expansion, Retrenchment and Combination Strategies, Business Level strategy: Cost, Differentiation, Focus, Organisational prerequisites for implementing chosen business strategy, Implications for strategic alignment, tailoring strategy to fit specific industry and company situation. Strategic Analysis and Choice: Business Portfolio, Portfolio balance, choice, Construction and analysis of business portfolio, Strategic imperatives of portfolio choice, Competitive advantage: Sources, drivers and routes to Competitive advantage

Unit III:

Strategies for entering new business, choosing a diversification path-related vs unrelated business, International diversification and. Strategies for managing a group of business, Corporate Restructuring. The challenge of Strategic Implementation, Levels of organizational change and associated approaches to strategic management of change, Organizational learning, leadership for organizational change, assessment of readiness to change, Integrating formulation and implementation, role of implementers at different levels, Principal managerial components of strategy execution process, building a capable organization, staffing, building core competencies and competitive capabilities, matching organization structure to strategy, organization structures of the future

Unit IV:

Generic model of core processes and systems, Context levers, systems levers – information resourcing, human resourcing, capital resourcing and control systems, systems as action levers, managing internal operations and actions to promote better strategy execution: Marshalling resources, instituting best practices, adopting best practices and continuous improvement, TQM, Installing Information systems and operating systems, corporate culture and leadership as keys to successful execution

Unit V:

Functional and Operational Implementation, operational effectiveness, Strategy Evaluation and Control, Techniques of operational and strategic control the leader as a role model, Everyday actions shaping organizational outcomes, Strategic Management in an International Firm; Navigating and managing disruptions and innovation. Strategy and Corporate Evolution in Indian Context.

Suggested Readings:

- Thompson, A A, Strickland, A. J and Gamble, J E, Jain A K, 19 ed, *Crafting and Executing Strategy*, McGraw Hill/Irwin
- Dess, G G, and Miller, A, *Strategic Management*, 2nded, McGraw Hill,
- Pearce I, J A. Robinson, R B. Jr., Mital, A McGraw-Hill Education, 2018 *Strategic Management: Planning for Domestic and Global*
- David, F., 15thed 2015, *Strategic Management*
- Kazmi, A, 3rd edition, *Business Policy and Strategic Management*, Tata McGraw Hill

IMS (FC) 401: MANAGEMENT OF FINANCIAL INSTITUTIONS

Course Objective: To provide in- depth understanding of nature and functions of various financial markets, institutions, and instruments.

Learning outcomes: The students should learn the types and role of financial institutions. Further they should also be able to understand the management of commercial bank practices such as ALM and risk management systems.

Unit I: Introduction to Financial Institutions

Introduction to Financial Institutions, Classification of Financial Institutions, Concept of Apex-Level Institutions, its objectives. Organisation & functions, resource mobilisation Co-ordinational & supervisory role, Financing of other financial Institutions.

Unit II: Management of Commercial Banks

Objectives, Functions & Organizational setup, Management of deposits, Mobilisation of Funds, Management of cash position & liquidity, Nature & functions of primary & secondary reserves, Considerations influencing reserves, Employment of funds by commercial banks, Type of securities, mode of creating charge, bank guarantee, regulation of bank frauds. Management of loan, advance & other investments Management of income, Prudential norms. Asset-Liability management in Commercial Banks.

Unit III: Management of Non-Banking Financial Institutions

Concept, Objectives, Nature, Function & Promotional role of NBFI, Management of funds, changing role of NBFI in present environment, Policies & practices regarding mobilization & management of funds in NBFIs, their performance. Types & functions of Mutual funds, their legal & accounting aspects, SEBI & mutual funds, Investment & marketing Strategies of mutual funds, performance review of mutual funds currently in India Concept, nature and types of policies, Advantages, Social aspect, Impact on Economy.

Unit IV: Risk Management in Financial Institutions

Risk exposure of financial institutions, Interest risk, market risk, foreign exchange risk, liquidity risk, Operational risk.

Interest Rate Risk and its management, The Repricing Model, Theories of Interest rate risk, Duration. Market Risk: The Risk Metrics Model, Monte Carlo Simulation, Credit Risk management: Default risk models

Unit V: Contemporary Issues

Regulatory structure and practices of Financial Institutions in India, Current scenario, and contemporary problems.

Suggested Readings:

- Saunders, A. and Cornett, M.M. (2017). Financial Institutions Management, 7th Edition, McGraw Hill Education, New Delhi
- Pathak, Bharti V. (2018), Indian Financial System, Pearson Education, New Delhi, 5th Edition
- Bhole, M.K (2017), Financial Institutions and Markets, McGraw Hill Education, 6th Edition.
- Khan, M.Y (2019), Indian Financial Systems, McGraw Hill Education, 11th Edition.
- Srivastava, R.M. & Nigam, Divya (2010), Management of Indian Financial Institutions, Himalaya Publishing.
- Desai, V (2015). Development Banking and Financial Intermediaries, Himalaya Publishing House.

FC (EL) - 401A: MERCHANT BANKING AND FINANCIAL SERVICES

Course Objective: To develop understanding of various financial services for managing long-term and short-term assets and liabilities.

Learning Outcomes: the subject will help in understanding of the structure and types of financial services along with their relevance in economic development. It will enable the learners to comprehend the current scenario of financial services and regulatory framework.

Unit I: Merchant Banking and Venture Capital

The concept of Merchant Banking Services in India: Rules Regulation's and categorization. The lead manager and its functions, management of capital issues. Underwriting: meaning, features types and process, Venture capital; Concept and characteristics, process and problems of venture capital financing, growth of venture capital services in India

Unit II: Leasing and Consumer Finance

Leasing concept - types, legal tax and accounting aspects. Financial evaluation of lease structuring, Qualitative factors in lease decisions. Lease agreements, Consumer Finance: meaning and features, Hire Purchase agreement – Types, difference between hire purchase and lease. Flat and effective rates of interest. Evaluation of Hire Purchase deals.

Unit III: Other Financial Services

Credit Rating – Concept and types, functions of credit rating agencies, credit rating of Debt and other securities. Credit rating agencies in India - their rating scale and rating process. Factoring – The concept and characteristics, Types of factoring, legal and financial aspects, factoring in India. Factoring and Bill discounting, Forfaiting.

Unit IV: Securitization and Marketing aspect

Securitization: -Introduction of securitization, features, advantages and the steps involved in the securitization process, guidelines laid down by the Securitization Act, Introduction to marketing of financial services: Concept, significance, and environment. Financial services marketing vs. Consumer and Industrial Goods Marketing, Planning, organizing and analysis of financial services marketing. Marketing of banking and insurance services

Unit V: Contemporary Issues

Case studies in Venture capital and other services

Suggested Readings:

- Verma, J.C., (1996), *Bharat's Manual of Merchant Banking: Concept, Practices and Procedures with SEBI Clarifications, Guidelines, Rules and Regulations*, Bharat Law House, 4th Edition
- Van Horne, James C, & Dhamija, Sanjay (2011), *Financial Management and Policy*, Pearson Publication
- Vij, M. & Dhawan, S. (2017), *Merchant Banking and Financial Services*, McGrawHill Education, 2nd Edition

- Gurusamy, S. (2013), *Merchant Banking and Financial Services*, Vijay Nicole Imprints Private Limited
- Khan, M.Y., & Jain, P.K. (2018). *Financial Management: Text, Problems and Cases*, Mc Graw Hill Publication, 8th Edition

FC (EL)-401B: BEHAVIORAL FINANCE

Course Objective:

The purpose of this course is to introduce the student to the new field of behavioral finance. The theory is based on the notion that investors behave in a rational, predictable and an unbiased manner. This course will help the students to identify persistent or systematic behavioral factors that influence investment behavior

Learning Outcomes: It will enable students to understand some psychological biases which lead to various anomalies and investor behaviour in secondary markets.

Unit I: An overview of Behavioural Finance

Behavioural Finance: Nature, Scope, Objectives and Significance & Application. History of Behavioural Finance, Psychology: Concept, Nature, Importance, The psychology of financial markets, The psychology of investor behaviour, Behavioural Finance Market Strategies, Prospect Theory, Loss aversion theory under Prospect Theory & mental accounting—investors Disposition effect.

Unit II: Theories of Behavioural Finance

Building block of Behavioural Finance, Cognitive Psychology and limits to arbitrage. Demand by arbitrageurs: Definition of arbitrageur; Long-short trades; Risk vs. Horizon; Transaction costs and short-selling costs; Fundamental risk; Noise-trader risk; Professional arbitrage; Destabilizing informed trading (positive feedback, predation) Expected utility as a basis for decision-making. The evolution of theories based on expected utility concept, Investing Styles and Behavioral Finance.

Unit III : Rationality in Behavioural Finance

Elsberg's paradoxes, Rationality from an economics and evolutionary perspective. Different ways to define rationality: dependence on time horizon, individual or group rationality, Group Behavior: Conformism, herding, fatal attractions. Herbert Simon and bounded rationality.

Demand by average investors: Definition of average investor; Belief biases; Limited attention and categorization; Non-traditional preferences – prospect theory and loss aversion; Bubbles and systematic investor sentiment.

Unit IV: External Factor of Investor Behaviour

External factors and investor behaviour: Fear & Greed in Financial Market, Emotion and Neuroscience and financial markets: geomagnetic storm, Statistical methodology for capturing the effects of external influence onto stock market returns,

Unit V:

Behavioural corporate finance: Empirical data on dividend presence or absence, ex-dividend day

behaviour. Recent development in behavioural finance and cases.

Suggested Readings:

- *Mauboussin, M. J. (2013). More Than You Know: Finding Financial Wisdom in Unconventional Places (Updated and Expanded). Columbia University Press.*
- *Chancellor, E. (1999). Devil take the hindmost: A history of financial speculation.*
- *Forbes, W. (2011), Behavioural Finance, Wiley India.*
- *Montier, J. (2010), The Little Book of Behavioral Investing, Wiley*
- *Cialdini, R. (2007). Collins Business Essentials Revised. Influence: The Psychology of Persuasion.*

FC (EL)-401C: FINANCIAL DERIVATIVES

Course Objective: to understand the basics of various financial Derivative instruments – forwards, futures, options and swaps, their pricing and hedging strategies.

Learning Outcomes: it will enable learners to analyze and implement risk management strategies in financial markets using financial derivatives.

Unit I- Derivatives – Forwards and Futures

Introduction to derivatives, meaning, characteristics, types, their need, uses and applications, derivative market structure –OTC and exchange traded, Forwards –problems in forward contracts, Futures - market, basic mechanism, types of margins, determination of future pricing and participants in futures market, hedging strategies using futures prices

Unit II – Options

Meaning, Definition and features of option contract, important terms, types – call and put, American and European, distinction between futures and options, advantages and disadvantages of options, factors affecting pricing of options, construction of option strategies in various market situations and their pay-off

Unit III – Other Derivatives

Black and Scholes option pricing model – assumptions and valuations of put options with the model, Credit derivatives – concept and types, uses, benefits and limitations of credit derivatives, Swaps – Interest rate swaps, currency swaps – basic structure of swaps and management of risk using swaps

Unit IV – Commodity and Currency Derivatives

Commodity market derivative instruments – product category, contract specifications, risk management strategies using commodity futures and options, introduction to currency derivative instruments

Unit V – Case studies

Derivatives in India – prospects and policies, reasons for its popularity, Case studies related to real market applications of Futures, Options and Swaps of different derivative instruments

Suggested Readings:

- *Rajwade, A.V. (2010), Currency Exposure and Derivatives, McGraw Hill Education.*
- *Rajwade, A.V. (2007), Handbook of debt Securities and Interest Rate Derivative, McGraw Hill Publications.*

- *Hull, John C. (2008). Options Futures and other Derivatives, Prentice Hall India, 7th Edition.*
- *Vijaya Bhasker, P. & Mahapatra B. (2002), Derivatives Simplified, Sage Publications.*
- *Rustagi, R.P. (2013), Derivatives and risk management, Taxmann Publications*
- *R. Madhumati and M. Ranganatham (2011), Der*

FC (EL)-401D: CORPORATE TAX PLANNING

Course Objectives: To acquaint the students with the taxation policies and practices applicable to companies and formulating strategy for tax planning.

Learning Objective: Develop an understanding of tax planning, tax management, the residential status of a company, and the computation of corporate tax liability under various heads. Enhance understanding of set-off carry forward corporate losses, and tax considerations in specific financial and managerial decisions. To understand capital structure decisions, double taxation relief, transfer pricing, tax planning relating to amalgamation and merger, filing returns, and solving cases on corporate tax planning.

Unit I:

Basic concepts of income tax, Tax evasion and tax avoidance; tax planning and tax management, Residential status of a company and incidence of taxation, Corporate tax liability-computation of income under various of heads of income

Unit II

Set off and carry forward of corporate losses, Scope of tax planning for setting of new business, Location of business undertaking, Nature and size of business, Form of business and ownership pattern, Employee remuneration

Unit III

Tax considerations in specific financial and managerial decisions, Lease or own decision, Make or buy decision, Repair/renewal or replacement of an asset, Capital structure decision, Dividend policy and tax considerations

Unit IV

Double taxation relief, Tax provisions regulating transfer pricing, Tax planning relating to amalgamation and merger of companies, Tax planning with reference to sale of scientific research assets

Unit V

Recent amendments in corporate tax laws, filing of returns, cases of corporate tax planning

Suggested Readings:

- *Singhania, V.K. & Singhania, M. (2019), Corporate tax planning and business tax procedures, Taxmann 23rd Edition*
- *Ahuja, Girish and Gupta. Ravi (2019), corporate tax planning and management by, BharatLaw House, 20th Edition.*
- *Lakhotia R. N. & Lakhotia S. (2017), Corporate Tax Planning Handbook, 32nd Edition, McGraw Hill*

Education

- *Agarwal K.K. (2008), Corporate Tax Planning, Atlantic Publishers and Distributors PVTLTD*
- *Agarwal, K.K., (2008), Direct Tax Planning and Management, Atlantic Publishers and Distributors PVT LTD, 5th Edition.*

IMS (MT)-401 MASTER THESIS/DISSERTATION

IMS (ID) – 401A: ARTIFICIAL INTELLIGENCE IN BUSINESS

Course Objective: The objective of the course is to give the student a conceptual understanding of how AI works and how is it different from the human mind. It is further sought to enlighten the student on how the traditional business tools and practices will be affected by the AI systems. The important points regarding the challenges and the ethical dimension are also incorporated. Finally, the future of AI and the interface between consciousness and AI is brought out succinctly.

Learning Outcomes: The conceptual understanding of AI system and its difference with the human mind will help student appreciate the gravity of the implications for the business in the coming decades. Going through the instructions on the utility of AI as business tools the student would stand out as a valuable asset to their future employers. The ethical dimensions involved should also sensitize the students on the challenges involved for value-based business practices. In the frightening and uncertain times of AI era the student should find solace in the infallibility and supremacy of human consciousness and take the AI challenge boldly and positively.

Unit I

What matters to a machine; What makes a mind; Looking into the Future; Programs that Write Programs; Four Basic Drives; The Intelligence Explosion; The Point of No Return; The Law of Accelerating Returns; The Singularity; The End of Human Era; The Cyber Ecosystem; Tele migration, Automation and the Transformation; Digitech Impulse.

Unit II

Market Research; Marketplace Segmentation; Raising Awareness; Social Media Engagement; In Real Life; The B2B World; The In-Store Experience; On the Phone; The Onsite Experience—Web Analytics; Merchandising; Closing the Deal; Back to the Beginning: Attribution; Growing Customer Expectations; Retention and Churn; Many Unhappy Returns; Customer Sentiment; Customer Service; Predictive Customer Service; The AI Business Platform.

Unit III

Application of AI: Finance, Manufacturing, Transportation, Energy, Healthcare, Communication, Law, and Defence. One-to-One Marketing; One-to-Many Advertising; The Four Ps; The Customer Journey; Branding; Your Bot Is Your Brand; Marketing Mix Modelling; Econometrics; Customer Lifetime Value.

Unit IV

Machine Mistakes; Human Mistakes; The Ethics of AI; What Machines Haven't Learned Yet; How to Train a Dragon; The Human Advantage; AI to Leverage Humans; Collaboration at Work; Your Role as Manager; AI for Best Practices.

Unit V

The Path to the Future; Machine-Train Thyself; Intellectual Capacity as a Service; Data as a

Competitive Advantage; How Far Will Machines Go; Computing Tomorrow; Consciousness and AI: What is Consciousness; is Consciousness beyond Science; Experimental clues about Consciousness; Theories of Consciousness; How might AI Consciousness Feel?

References:

- *James Barrat (2015); Our Final Invention; Pan Macmillan India, 1st Edition.*
- *Garry K & Mig G. (2017); Deep Thinking: Where Machine Intelligence Ends and Human Creativity Begins; John Murray Publications, 1st Edition.*
- *Kamal Y. (2020); Marketing Management; NRBC, 1st Edition.*
- *Jim Sterne, G.A. Poe & Gildan M. (2018); Artificial Intelligence for Marketing; Gildan Media-Audible Book, 1st Edition.*
- *Max Tegmark (2017); Life 3.0: Being Human in the Age of AI; Knopf, 1st Edition.*

IMS (ID)-401B INTRA-DEPARTMENTAL COURSE