COEP Technological University (COEP TECH)

A Unitary Public University of Government of Maharashtra
w.e.f. 21st June 2022(Formerly College of Engineering, Pune)

DEPARTMENT OF MANAGEMENT STUDIES
SCHOOL OF TRANSDISCIPLINARY SCIENCES & MANAGEMENT

Curriculum Structure & Detailed Syllabus (MBA Program)
(Effective from: A.Y. 2023-25)

Program Educational Objectives

1. To produce individuals who will demonstrate strong leadership skills by possessing good ethical and humane values and capability of managing and working in a team with synergy in the business environment.
2. To create Managers with critical and analytical thinking ability to demonstrate creativity and innovation in the process of decision making.
3. To build leaders with powerful written and spoken communication skills to effectively influence stakeholders across different businesses.
4. To create Managers who are aware of their Social Responsibility and have a sustainable attitude.
5. To develop Professionals who will remain competent and consistent by upgrading skills and knowledge to catalyze change in a technology-driven business environment.
6. To churn out entrepreneurs who have the ability to identify ideas and use entrepreneurial skills to build sustainable solutions.

Program Outcomes

At the end of the program, the graduates will be able to

1. Apply the knowledge and theories of management to real life business scenarios.
2. Find and analyze a business issue comprehensively.
3. Exhibit improved entrepreneurial skills to solve business and social problems by applying the principles of creativity & innovation.
4. Develop cohesive work culture and lead the team towards accomplishment of organizational goals.
5. Develop the ability to adapt and progress in the dynamic business environment by unlearning and re-learning the newest skills.
6. Apply the advanced information systems and analytical tools and techniques along with different frameworks and theories related to management and decision making.
7. Analyze & implement the environmental, global, social, political, technological, environmental, health, safety, sustainability, ethical and legal context of business.
8. Design reporting documents and present and propagate information effectively.

Correlation between the PEOs and the POs

PEOs POs	1	2	3	4	5	6
1						
2		√				
3		√				√
4	√					
5					√	
6		√			√	
7				√		
8			√			

List of Abbreviations

Abbreviation	Title	No. of Courses	Credits	% of Credits
PCC	Program Core Course	7	15	62.5
PEC	Program Elective Core	3	3	12.5
PSBC	Program Specific Bridge Course			
IOC	Interdisciplinary Open Course			
MLC	Mandatory Learning Course			
LLC	Liberal Learning Course			
SLC	Self-Learning Course			
DEC /SEC	Departmental Elective Course / Specialization Elective Courses	3	6	25
LC	Laboratory Course			
SBC	Specific Bridge Course			
Audit	Audit Course			

Semester: III

Program Core Courses-PCC for MBA

No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PCC	PCC-1	Strategic Management	3	2	0	2
2	PCC	PCC-2	Project Management	3	2	0	2
3	PCC	PCC-3	Innovation Management	3	2	0	2
4	PCC	PCC-4	Business Forecasting	3	2	0	2
5	PCC	PCC-5	Conflict & Negotiation	3	2	0	2
6	PCC	PCC-6	HR Analytics	3	2	0	2
7	PCC		Internship Project Presentation	0	4	4	3
			Total credits				15

Generic Courses - Common for MBA- GM & BA

No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	PEC	PEC-1	Case Studies in GM	2	0	0	1
2	PEC	PEC-2	Sectoral Analysis and Economic Outlook	2	0	0	1
3	PEC	PEC-3	Global Business Environment	2	0	0	1
			Total credits				3

Specialization Elective Courses-SEC- Finance

No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	SEC	SEC-1	Merger and Acquisition	3	2	0	2
2	SEC	SEC-2	Advanced Corporate Finance	3	2	0	2
3	SEC	SEC-3	Derivative Market	3	2	0	2
4	SEC	SEC-4	Wealth Management	3	2	0	2
			Total credits				8

Specialization Elective Courses- BUSINESS ANALYTICS

No.	Course Type	Course Code	Course Name	Teaching Scheme			Credits
				L	T	P	
1	SEC	SEC-1	Data Engineering and Knowledge Management	3	2	0	2
2	SEC	SEC-2	Big Data Analytics	3	2	0	2
3	SEC	SEC-3	Digital Marketing and Web Analytics	3	2	0	2
4	SEC	SEC-4	Predictive Analytics and ML Models	3	2	0	2
			Total credits				8

PCC-1 STRATEGIC MANAGEMENT	Semester III
Credits: 2	LTP: 3:2:0

Teaching Learning Scheme
Lectures: 3 hrs /week

Examination Scheme
Mid Sem Assessment: (40 Mks)
End Semester Assessment(60 Mks)

Course Outcomes:

CO#	**COGNITIVE ABILITIES**	**Course Outcome** Students will be able to
CO1	UNDERSTAND	Understand various aspects of Strategy, Framework of Strategy Formulation, Implementation, and Appraisal.
CO2	APPLYING	integrate the aspects of strategy into functional areas and apply the tools of strategic formulation, Implementation, and control
CO3	ANALYZE	Analyze the challenges, and problems faced by the management team and the required approach for the appropriate functioning of the organization through strategic interventions.
CO4	CREATE	To develop the managerial capability to adopt a holistic view of an organization.

Unit: 1 **(6 Hrs.)**

Understanding Strategy & Strategic management:

Unit: 2 **(6 Hrs.)**

Strategy Formulation

Unit: 3 **(8 Hrs.)**

Strategy Implementation & Control:

Unit: 4 **(8 Hrs.)**

Sustainability & Digital Transformation

Textbook:

1. Strategic Management, Richard Lynch, Pearson ISBN: 978-1-292-06466-6 (print).
2. 978-1-292-06468-0 (PDF) 978-0-292-06470-3 (eText).
3. Strategic Management and Business Policy by Ashar Kazmi.
4. Keneth Starkey Strategic Management- Issues and Cases.
5. Hitt, Ireland, Hoskisson, Manikutty Strategic Management- A South Indian Perspective.
6. Fred R. David Strategic Management.

Reference Books:

1. The Principles of Scientific Management, Taylor, F.W.
2. Strategy for a Networked World Ramirez, R., & Mannervik.
3. The Social License: How to Keep Your Organization Legitimate,J. Morrison.
4. Strategy Without Design: The Silent Efficacy of Indirect Action, Chia, R.C.H.& Holt, R.

PCC-2 PROJECT MANAGEMENT	Semester III
Credits: 2	LTP: 3:2:0

Teaching Learning Scheme **Examination Scheme**

Lectures: 3 hrs /week (Mid Sem Examination : 40 Marks)
(End Sem Assessment : 60 Marks)

CO#	COGNITIVE ABILITIES	Course Outcome Students will be able to
CO1	UNDERSTANDING	Understand concepts of project management, importance and its philosophy in business
CO2	APPLYING	Apply their learning in creating Projects
CO3	EVALUATING	Evaluate projects for quality and performance
CO4	CREATING	Create innovative projects for technology enabled businesses

Unit: 1 (6 hrs)
Introduction to Project management

Unit: 2 (6 hrs)
Project identification and selection and planning

Unit: 3 (8 hrs)
Project risk management

Unit: 4 (8 hrs)
Project Execution

Textbook:
1. A Guide to the Project Management Body of Knowledge (6th edition) Author: The Project Management Institute (PMI) Published date: 2017 (6th edition)

Reference Books:
1. Project Management for Humans: Helping People Get Things Done, Author: Brett Harned, Published date: 2017
2. Making Things Happen: Mastering Project Management, Author: Scott Berkun, Published date: 2008 (revised edition)
3. Project Management for the Unofficial Project Manager, Author: Kory Kogon, Published date: 20

PCC-3: Innovation Management	Semester III
Credits: 2	LTP: 3:2:0

Teaching Learning Scheme **Examination Scheme**

Lectures: 3 hrs /week (Mid Sem Examination : 40 Marks)

(End Sem Assessment : 60 Marks)

CO#	COGNITIVE ABILITIES	Course Outcome
CO1	REMEMBERING	Define key terms in Innovation
CO2	UNDERSTANDING	Understand the fundamental concepts and principles of Innovation management
CO3	APPLYING	Application of techniques to real-world business scenarios. For innovation management
CO4	ANALYSING	Utilize tools, information and applied case studies
CO5	EVALUATING	Evaluate and select appropriate methods based on business needs.
CO6	CREATING	Develop, implement, and monitor innovation & entrepreneurial models in different business contexts.

Unit 1 **(8 Hrs)**

- Innovation

Unit 2 **(8 Hrs)**

- Avenues of Innovation

Unit 3 **(8 Hrs)**

- Various types of Thinking & Challenges of Innovation

Unit 4 **(8 Hrs)**

- Steps of Innovation Management

Books and references

1. 8 Steps To Innovation: Going From Jugaad To Excellence- Book by Rishikesha T. Krishnan and Vinay Dabholkar.

2. Innovation and Entrepreneurship Book by Peter Drucker.

3. HBS series on Innovation and Entrepreneurship

4. Entrepreneurship and Innovation Toolkit

PCC-4: Business Forecasting	Semester III
Credits: 2	LTP: 3:2:0

Teaching Learning Scheme **Examination Scheme**

Lectures: 3 hrs /week (Mid Sem Examination : 40 Marks)
(End Sem Assessment : 60 Marks)

CO#	COGNITIVE ABILITIES	Course Outcome Students will be able to
CO1	REMEMBERING	Define key terms in forecasting.
CO2	UNDERSTANDING	Understand the fundamental concepts and principles of Business forecasting.
CO3	APPLYING	Apply various forecasting techniques to real-world business Scenarios.
CO4	ANALYSING	Utilize software tools for data analysis and forecasting.
CO5	EVALUATING	Evaluate and select appropriate forecasting methods based on Data characteristics and business needs.
CO6	CREATING	Develop, implement, and monitor forecasting models in different business contexts, the cross-cultural and gender dimensions of negotiation

Unit 1: Introduction to Business Forecasting (8 Hours)

Unit 2: Forecasting Methods (8 Hours)

Unit 3: Evaluating and Improving Forecasts (8 Hours)

Unit 4: Practical Applications and Communication (6 Hours)

Textbooks:

1. Business Forecasting by John E. Hanke and Dean W. Wichern
2. Forecasting: Principles and Practice by Rob J. Hyndman and George Athanasopoulos
3. Applied Business Statistics: Making Better Business Decisions by Ken Black

Reference Journals:

1. International Journal of Forecasting, Elsevier
2. Journal of Business & Economic Statistics, American Statistical Association
3. Journal of Time Series Analysis, Wiley
4. Journal of Forecasting, Wiley
5. Technological Forecasting and Social Change, Elsevier

Andragogy

1. Lectures
2. Case Studies
3. Software Tools
4. Projects

Continuous Assessment

1. Assignment
2. Online Quiz
3. Project

PCC-5: CONFLICT AND NEGOTIATION	Semester III
Credits: 2	LTP: 3:2:0

Teaching Learning Scheme **Examination Scheme**

Lectures: 3 hrs /week (Mid Sem Examination : 40 Marks)
(End Sem Assessment : 60 Marks)

CO#	**COGNITIVE ABILITIES**	**Course Outcome:** (Student will be able to)
CO1	REMEMBERING	Know the key terms, types, evolution in Conflict and management
CO2	UNDERSTANDING	Understand the fundamental concepts and principles ,reasons for conflict, various types & team conflicts
CO3	APPLYING	Apply the models learned ,contemporary practices in real business world
CO4	ANALYSING	Construct conflict handling mechanisms ,existing approaches
CO5	EVALUATING	Evaluate the learned appropriate mechanisms as per the situation
CO6	CREATING	Manage conflicts in amicable ways

Unit 1 (Hrs: 5)

UNIT 1: Introduction

UNIT 2: Conflict Management Design (Hrs 5)

Unit-3: Managing Conflict (Hrs 8)
Managing team & organization conflict:

Unit-4: Conflict resolution and Cost (Hrs 5)

Unit-5: Negotiations (Hrs 8)

b) Managing difficult negotiations

RECOMMENDED BOOKS:

1. **Textbooks:** Corporate Conflict Management - Concepts and Skills, Eirene Leela Rout, Nelson Omiko, Prentice India, 2007.
2. Negotiations, Roy J. Lewicki, David M. Saunders, Bruce Barry, 5/e, Mc Graw Hill, 2005, ISBN: 9780072973075.

Reference Books

1. Managing conflict and negotiation, B.D. Singh, 1st edition, Excel books, 2008.
2. Conflict Management: Practical guide to develop negotiation strategies, Barbara A Budjac Corvette, Pearson Prentice Hall, 2006, ISBN: 8174466428, 9788174466426
3. Managing Conflict in Organizations, M. Afzalur Rahim, 4th Edition, Transaction Publishers, 2011, ISBN 1412844258, 9781412844253.

Andragogy

1. Lectures
2. Case Studies
3. Role plays
4. Journal writing

PCC6-: HR Analytics	Semester III
Credits: 2	LTP: 3:2:0

Teaching Learning Scheme **Examination Scheme**

Lectures: 3 hrs /week (Mid Sem Examination : 40 Marks)

(End Sem Assessment : 60 Marks)

CO#	COGNITIVE ABILITIES	Course Outcome Course Outcomes At the end of the course, the students will be able to
CO1	REMEMBERING	Remember the levels of HR Analytics and its use in different HR verticals.
CO2	UNDERSTANDING	Understand the overview of HR system design
CO3	APPLYING	Apply the use of data for decision making in different HR verticals
CO4	ANALYSING	Identify metrices relevant to various HR problems.
CO5	EVALUATING	Select visualization to analyze given workforce data.
CO6	CREATING	Create dashboards for HR functions for a given organization.

Unit 1 (Hrs : 7)

HR Analytics – Overview:

Unit 2 (Hrs : 7)

Recruitment Metrics

Unit 3

Learning & Development Metrics (Hrs : 7)

Unit 4 (Hrs : 7)

Internal Mobility Metrics

Unit 5 (Hrs : 7)

HR KPI Dashboard

Textbooks:

1. Dipak Kumar Bhattacharya, HR Analytics – Understanding Theories and Applications, 1st edition, Sage Publication.
2. Tracey Smith, 2013, HR Analytics: The What, Why and How, Create space

IndependentPublication.
3. Dr. Martin R. Edwards, Kirsten Edwards,Predictive HR Analytics: Mastering the HR Metric, 1st Edition, 2016, Kogan Page.

Reference Books:

1. S Dhir, and S Pal, HR Analytics: Theory and Application, Cengage, 1st Edition, 2020, ISBN 978-9353505295. Theory, Wiley, 1st Edition, 2020, ISBN 978-9390421558.

PCC- Internship Project	Semester III
Credits: 2	LTP: 1:0:3

CO#	COGNITIVE ABILITIES	Course Outcome: (Student will be able to)
CO1	APPLYING	Apply the theory concepts learned
CO2	ANALYSING	Construct relevant project allotted by the industry or write research based project report for the allotted subject
CO3	EVALUATING	Conclude observations as per industry norms
CO4	CREATING	Compile a report, write and solve organization challenges

Introduction

Duration:

Completion of Internship:

Project Report:

Evaluation of SIP

- Total marks allotted: 100
- Assessment of report: 40 marks
- Presentation of Project: 10 marks
- External Viva: 50

Generic Courses - Common for MBA- GM & BA

PEC-1 : Case Study in General Management	Semester III
Credits: 2	LTP: 3:2:0

CO#	COGNITIVE ABILITIES	Course Outcome
CO1	REMEMBERING	Key concepts to define key terms
CO2	UNDERSTANDING	To understand the problem or situation so as to gather, organise and analyze data, and apply their knowledge in understanding corporate world.
CO3	APPLYING	To help students develop critical thinking and problem-solving skills, and to connect them with real-world data.

- Case studies are important in business education because they can help students understand complex situations, capture the context of participants, and demonstrate expertise.
- They are extensively used in many different contexts, including research, teaching.
    - Case study as a mechanism to engage students in discussion of specific scenarios that resemble or typically are real-world examples.
    - This method is learner-centered with intense interaction between participants as they build their knowledge and work together as a group to examine the case.

Live industry cases help students to apply the concepts learned in management

PEC2 : Sectoral Analysis and Economic Outlook	Semester III
Credits: 1	LTP: 1:0:1

Teaching Learning Scheme **Examination Scheme**

Lectures: 2 Hrs /week Mid Sem Assessment: 50 Mks

CO#	COGNITIVE ABILITIES	Course Outcome (Student will be able to….)
CO1	REMEMBERING	Describe the fundamental structure and key sectors of the Indian economy.
CO2	UNDERSTANDING	Interpret the contributions of various sectors like agriculture, industry, and services to India's GDP and economic growth.
CO3	APPLYING	Apply sectoral analysis techniques to assess the performance and potential of different industries in India.
CO4	ANALYSING	Analyze the impact of government policies and macroeconomic indicator on sectoral growth and economic stability.
CO5	EVALUATING	Conclude the implications of sectoral trends and inter-linkages on the broader economic outlook for India.
CO6	CREATING	Anticipate potential risks and opportunities in emerging sectors and their influence on the future of the Indian economy.

Unit 1: Sectoral Analysis (Hrs : 9)

Unit 2: Economic Outlook (Hrs : 9)

Textbooks:

1. “Indian Economy: Performance and Policies" by Uma Kapila
2. India’s Economic Reforms and Development: Essays for Manmohan Singh" by Isher Judge Ahluwalia and IMD Little

Reference Books:

1. The Oxford Handbook of the Indian Economy edited by Chetan Ghate
2. India's Financial Markets: An Insider's Guide to How the Markets Work by Ajay Shah, Susan Thomas, and Michael Gorham
3. The Indian Economy: A Macro-Economic Perspective by K.R. Gupta

PEC-3 Global Business Environment	Semester III
Credits: 1	LTP: 3:2:0

Teaching Learning Scheme **Examination Scheme**

Lectures: 2 Hrs /week Mid Sem Assessment: 50 Mks

Course Outcomes:

CO#	COGNITIVE ABILITIES	Course Outcome (Student will be able to….)
CO1	UNDERSTANDING	Understand various concepts, functions and practices of international business.
CO2	APPLYING	Enable them get global perspective on issues related to business
CO3	ANALYSING	Learn concepts and principles related to international economics essential for business decisions.
CO4	CREATING	Develop the capability for becoming future global managers

Unit: 1 (6 Hrs)

Introduction to International Business environment

Unit: 2 (6 Hrs)

The Global Integration/Local Responsiveness Grid & Country Risk Analysis through Market Intelligence

Unit: 3 (8 hrs)

Designing a Global Strategy, importance and types – M&A of MNC's

Unit: 4 (8 Hrs)

World economic and trading situation

Reference Books:

1. Sundaram K. Anant and Black Stewart, "The International Business Environment, Text and Cases", Pearson.
2. Adhikari, Manab, "Global Business Management", Macmillan Business Book Publication.
3. Journal - Far Eastern Economy Review,
4. The Economist, Economic and Political Weekly

Specialization Elective Courses-SEC- Finance

SEC1- MERGERS & ACQUISITIONS	Semester III
Credits: 2	LTP: 3:2:0

Teaching Learning Scheme **Examination Scheme**

Lectures: 3 hrs /week (Mid Sem Examination : 40 Marks)

(End Sem Assessment : 60 Marks)

C**ourse Outcomes (CO)**

Students will be able to

CO1 Define and describe various concepts from Mergers and Acquisitions
CO2 Understand the process of Mergers and Acquisitions
CO3 Explain the exact nature of Mergers and Acquisitions
CO4 Identify and distinguish between various types of Mergers and Acquisitions
CO4 Interpret the exact usage of the Mergers and Acquisitions' process through case study
CO5 Analyze the outcomes of Mergers and Acquisitions as corporate strategies
CO6 Apply the concepts of Mergers and Acquisitions by taking real life examples on Mergers and Acquisitions
CO7 Evaluate the post-merger and acquisition impact on firm's value creation or synergies
CO8 Develop their own case studies on Mergers and Acquisitions

Unit: 1 Overview of Mergers (8 Hrs)
Mergers & Acquisitions
Case study on Value Creation and Three Different Case Studies on Unit 1

Unit: 2 (6 Hrs)
Mergers and Acquisition Process
Case Study on the process of post-merger acquisition. Case Study on Unit 2

Unit: 3 Corporate Restructuring (6 Hrs)

Case Study on MBOs and Corporate Restructuring/ JVs and Corporate Restructuring

Unit: 4 Defensive Strategies in Restructuring (8 Hrs)
Case studies on Defensive strategies

Study Material

A) Textbook:

1. Kevin K. Boeh and Paul W. Beamish (2007). Mergers and Acquisitions: Text and Cases. Sage Publications', New Delhi.
2. Kar, Rabi Narayan and Meenakshi (2023, July). Mergers, Acquisitions and Corporate Restructuring: Strategies and Practices, Taxmann Publications, Pune
3. Sullivan, D.John (2004). Case Studies in Mergers and Acquisitions, Author House Pub. ISBN 1418438448, 9781418438449

B) Reference Books:

1. Weston. F, Chung. K, and Hoag, S. (2008). Mergers, Restructuring, and Corporate Control, Prentice-Hall of Indian Pvt. Ltd., New Delhi.
2. Patrick A. Gaughan(2007). Mergers, Acquisitions and Corporate Restructurings, 4/e Wiley India, New Delhi.
3. Narayanan, P. and Vikram, Nanda (2003). Finance for Strategic Decision Making- What non-Financial managers Need to Know, Jossey- Bass, Wiley India.
4. Reuvid Jonathan, (2005). Mergers and Acquisitions, Kogan Page.
5. Robert Brown (2007), Applied Mergers and Acquisitions, John Willey and Sons.
6. Mergers, Acquisitions, and Corporate Restructurings, 7th Edition (2017), Patrick A. Gaughan, Wiley Finance
7. Mergers, Acquisitions, and Other Restructuring Activities,8th Edition (2016), Donald DePamphilis, Academic Press, Elsevier India.
8. Mergers and Acquisitions from A to Z (Hardcover) – 16 Dec 2010 by Andrew J. Sherman, AMACOM
9. The Art of M&A, Fourth Edition: A Merger Acquisition Buyout Guide Hardcover – (Imported) 2007 ed. by Stanley Foster Reed , Alexandra Reed Lajoux, H. Peter Nesvold

C) Web Sources (The following web sources are exclusively meant for Mergers and Acquisitions)

1. www.WebAcquisition.Com
2. Reuters.com
3. SeekingAlpha.com
4. Pitchbook.com

5. CNBC
6. NYTimes.com
7. TheMiddleMarket.com
8. Genengnews.com
9. FT.com
10. Bizjournals.com
11. TheMandAJournal.
12. HYPERLINK "https://dealroom.net/resources/the-current-state-of-m-a

SEC-2: Advanced Corporate Finance	Semester I
Credits: 2	LTP: 3:2:0

Teaching Learning Scheme **Examination Scheme**

Lectures: 3 hrs /week (Mid Sem Examination : 40 Marks)

(End Sem Assessment : 60 Marks)

CO#	COGNITIVE ABILITIES	Course Outcome
CO1	REMEMBERING	Remember different approaches to business valuation
CO2	UNDERSTANDING	understand the need of good corporate governance
CO3	APPLYING	Apply the techniques and do calculations related to business valuation
CO4	ANALYSING	Analyse the working capital management
CO5	EVALUATING	Evaluate the Value of a business

Unit 1

Corporate Governance (Hrs : 5)

Unit 2

Business Valuation –I (Hrs : 6)

Unit 3 (Hrs : 8)

Business Valuation- II

Unit 4 (Hrs : 6)

Working Capital management

(Hrs : 5)

Unit 5

EVA : Meaning & Importance

Textbooks:

1. Fundamentals of Financial management, 13th Edition- J.Van Horne & J M Wachowicz
2. Principles of Corporate Finance- Brealey, Myers & Allen -11th Edition
3. Ross, Westerfield, Kakani: Corporate Finance; Mc Graw Hill Publications
4. Damodaran, Ashwath – Corporate Finance, Wiley Publications.

Reference Books:

1. Financial Management- I. M. Pandey
2. Financial Management- Prassana Chandra
3. Financial Management- R.P. Rustagi
4. Financial Management- Ravi M. Kishore

SEC-3: Derivative Market	Semester III
Credits: 2	LTP: 3:0:0

Teaching Learning Scheme **Examination Scheme**

Lectures: 3 hrs /week (Mid Sem Examination : 40 Marks)
(End Sem Assessment : 60 Marks)

CO#	COGNITIVE ABILITIES	Course Outcome (Student will be able to….)
CO1	REMEMBERING	Describe the basic concepts related to derivatives and its products
CO2	UNDERSTANDING	Interpret Futures and options payoffs as well as pricing.
CO3	APPLYING	Apply strategies for Futures and options and implementation in different situations.
CO4	ANALYSING	Analyze various option Greeks to understand the nature of options
CO5	EVALUATING	Conclude the fit for option trading strategies in various situations.
CO6	CREATING	Anticipate various risks involved in derivative instrument trading.

Unit 1 (Hrs : 4)
Basics of Derivatives & Structure of Derivative Market & Risks

Unit 2 (Hrs : 8)
Forwards, Future and Option contracts

Unit 3 (Hrs : 8)
Futures Pricing & Option Pricing

Unit 4 (Hrs : 8)
Hedging Strategies using Futures

Textbooks:

- S S Kumar, Financial Derivatives, PHI Publications.
- S Janakiraman, Derivatives and Risk Management, Pearson Publications.

Reference Books:

- John C Hull, Basu: Options, Futures and Other Derivatives, Pearson Publications
- ND Vohra, BR Bagri, Futures & Options, Mc Graw Hill Publications.

SEC-4-Wealth Management	Semester III
Credits: 2	LTP: 3:2:0

Teaching Learning Scheme **Examination Scheme**

Lectures: 3 hrs /week (Mid Sem Examination : 40 Marks)

(End Sem Assessment : 60 Marks)

CO#	COGNITIVE ABILITIES	Course Outcome Student Will be able to
CO1	REMEMBERING	UNDERSTAND the need and aspects of financial planning
CO2	UNDERSTANDING	Describe the investment options available to an individual and to corporates
CO3	APPLYING	IDENTIFY types of risk and how to manage it
CO4	ANALYSING	DETERMINE the ways of personal tax planning
CO5	EVALUATING	EXPLAIN retirement and estate planning for an individual and design a financial plan.
CO6	CREATING	CREATE a financial plan for individuals.

Unit 1 - Introduction to Wealth Management: (Hrs :5)

Unit-2 Wealth management Process: (Hrs : 5)

Unit-3 Investment Products: (Hrs : 6)

Unit-4 Client Profiling (Hrs : 7)

Unit-5 Financial Planning with Insurance products and latest systems (Hrs : 7)

Textbooks:

1. Basics of Personal Financial Planning Insurance Education Series by NIA, K C Mishra, Steward Doss, Cengage Delmar Learning India Pvt. Ltd.

Reference Books: 1. Introduction to Financial Planning, Indian Institute of Banking & Finance 2. Personal Financial Planning Theory and Practice, Kaplan Schweser

3. Personal Finance, E. Thomas Gorman and Raymond E. Forgue, Southwest-Western Cengage

Learning.

4. Fundamentals of Financial Planning, Michael Dalton, Joesph Gillice, James Dalton and Thomas Langdon, Money Education

Specialization Elective Courses- BUSINESS ANALYTICS Sp

SEC-1: Data Engineering & Knowledge Management Syllabus	Semester III
Credits: 2	LTP: 3:1:1

Teaching Learning Scheme **Examination Scheme**

Lectures: 3 hrs /week (Mid Sem Examination : 40 Marks)

(End Sem Assessment : 60 Marks)

CO#	COGNITIVE ABILITIES	Course Outcome
CO1	REMEMBERING	• RECALL Key Concepts of Data Engineering • IDENTIFY Knowledge Management Tools • Recognize Data Governance Principles
CO2	UNDERSTANDING	• EXPLAIN the Role of Data Engineering in BusinessIntelligence • DISCUSS Knowledge Management Processes • Interpret the Importance of Data Integration
CO3	APPLYING	• APPLY Data Processing Techniques • UTILIZE Knowledge Management Systems • IMPLEMENT Basic Data Governance Practices
CO4	ANALYSING	• ANALYZE Data Engineering Architectures • EXAMINE Knowledge Management Processes • DIFFERENTIATE Between Data IntegrationTechniques
CO5	EVALUATING	• EVALUATE Data Engineering Solutions • CRITICALLY ASSESS Knowledge ManagementStrategies • ASSESS Ethical Considerations in Data andKnowledge Management
CO6	CREATING	• DESIGN Data Engineering Pipelines • DEVELOP Knowledge Management SystemsFORMULATE Data Governance Frameworks

Unit 1

Introduction to DataEngineering and Knowledge Management

Unit 2

Data Collection,Storage, and Integration

Unit 3

Data Processing andTransformation

Unit 4

Data Analysis andVisualization

Unit 5
Knowledge Management Systems

Unit 6
Data Governance, Ethics, and Security

Textbooks:

1. "Database System Concepts" by Abraham Silberschatz, Henry F. Korth, and S. Sudarshan
2. "Fundamentals of Data Engineering" by Joe Reis and Matt Housley
3. "Knowledge Management in Theory and Practice" by Kimiz Dalkir
4. "Knowledge Management: An Integrated Approach" by Ashok Jashapara

Reference Books:

1. "Big Data: Principles and Best Practices of Scalable Real-time Data Systems" by Nathan
2. "Designing Data-Intensive Applications" by Martin Kleppmann
3. "Data Engineering with Python" by Paul Crickard
4. "Knowledge Management: Value Creation Through Organizational Learning" by Clyde Holsapple and Meir Russ
5. "Knowledge Management: Systems and Processes" by Irma Becerra-Fernandez, Rajiv Sabherwal
6. "Knowledge Management: Value Creation Through Organizational Learning" by Danny P. Wallace
7. "Knowledge Management: An Evolutionary View" by Sudhir Warier

SEC-2: BIG Data Analytics	Semester III
Credits: 2	LTP: 3:1:1

Teaching Learning Scheme **Examination Scheme**

Lectures: 3 hrs /week (Mid Sem Examination : 40 Marks)

(End Sem Assessment : 60 Marks)

CO#	COGNITIVE ABILITIES	Course Outcome
CO1	REMEMBERING	• RECALL Key Concepts of Big Data • IDENTIFY Big Data Technologies and Tools • RECOGNIZE Data Processing Techniques
CO2	UNDERSTANDING	• EXPLAIN the Big Data Analytics Lifecycle • DISCUSS the Role of Big Data in Business Decision-Making • INTERPRET Big Data Analytics Outputs
CO3	APPLYING	• APPLY Data Ingestion and Processing Techniques • UTILIZE Big Data Analytics Tools • IMPLEMENT Data Visualization Techniques
CO4	ANALYSING	• ANALYZE Big Data Architectures • EXAMINE Data Processing Techniques • DIFFERENTIATE Between Big Data Analytics Tools
CO5	EVALUATING	• EVALUATE Big Data Analytics Solutions • CRITICALLY ASSESS Data-Driven Strategies • ASSESS Ethical Considerations in Big Data Analytics
CO6	CREATING	• DESIGN Big Data Analytics Pipelines • DEVELOP Predictive Models Using Big Data • FORMULATE Big Data Governance Policies

Unit 1
Introduction toBig Data

Unit 2
Big Data Infrastructureand Technologies

Unit 3
Data Processingand Analysis

Unit 4
Machine Learning and Predictive Analytics withBig Data

Unit 5
Data Visualizationand BusinessIntelligence

Unit 6
Big Data Governance, Security, andEthics

Textbooks:

1. "Big Data: Principles and Best Practices of Scalable Real-Time Data Systems" by Nathan Marz and James Warren
2. "Big Data Analytics: Concepts, Tools, and Applications" by Dr. Anil Maheshwari
3. "Big Data: A Revolution That Will Transform How We Live, Work, and Think" by Viktor Mayer- Schönberger and Kenneth Cukier
4. "Big Data Analytics" by Seema Acharya and Subhashini Chellappan

Reference Books:

1. "Data Science and Big Data Analytics: Discovering, Analyzing, Visualizing and Presenting Data" by EMC Education Services
2. "Hadoop: The Definitive Guide" by Tom White
3. "Data Mining: Concepts and Techniques" by Jiawei Han, Micheline Kamber, and Jian Pei
4. "Mining of Massive Datasets" by Jure Leskovec, Anand Rajaraman, and Jeffrey Ullman
5. "Big Data for Dummies" by Judith Hurwitz, Alan Nugent, Dr. Fern Halper, and Marcia Kaufman

SEC-3: Digital Marketing and Web Analytics	Semester III
Credits: 2	LTP: 3:2:0

Teaching Learning Scheme **Examination Scheme**

Lectures: 3 hrs /week (Mid Sem Examination : 40 Marks)

(End Sem Assessment : 60 Marks)

CO#	COGNITIVE ABILITIES	Course Outcome
CO1	REMEMBERING	Describe various digital Marketing Concepts in-line with business scenario
CO2	UNDERSTANDING	Discuss various techniques of search engine marketing
CO3	APPLYING	Explain various techniques to be identified for social media marketing
CO4	ANALYSING	Differentiate between web analytics techniques in given scenarios
CO5	EVALUATING	Justify selection of tools and techniques for digital marketing
CO6	CREATING	Plan for web analytics measure to be assessed

Unit 1 (Hrs : 8)

Digital Marketing Planning and Structure

Unit 2 (Hrs : 8)

Search Engine Marketing & Optimization, EMail Marketing & Mobile Marketing

Unit 3 (Hrs : 8)

Understanding Social Media & Techniques

Unit 4 (Hrs : 8)

Web Analytics Overview

Unit 5 (Hrs : 8)

Web Analytics - Measuring Success:

Reference Books:

1. Dave Chaffey,Fiona Ellis-Chadwick, Kevin Johnston, Richard Mayer, (2018), *Internet Marketing,* Pearson Education
2. Seema Gupta, (2020), *Digital Marketing,* McGraw Hill Publications, Second Edition.
3. Vandan Ahuja, (2015), *Digital Marketing,* Oxford University Press, Second Edition
4. Punit Bhatia, (2016), *Fundamentals of Digital Marketing*, Pearson Publications, Second Edition

5. Dave Chaffey, PR Smith, (2017), *Digital Marketing Excellence – Planning, Optimizing, Integrating Online Marketing,* Routledge (Taylor and Francis Group), Fifth Edition
6. Avinash Kaushik, (2009), W*eb Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity* (Sybex) 1st Edition
7. Brent Dykes (2011) *Web Analytics Action Hero: Using Analysis to Gain Insight and Optimize Your Business,* (Adobe)
8. Jason BurbyAct,(2007), *Actionable Web Analytics: Using Data to Make Smart Business Decisions* (Paperback), (Sybex)

SEC-4: Predictive Analytics and ML Models	Semester III
Credits: 2	LTP: 3:2:0

Teaching Learning Scheme **Examination Scheme**

Lectures: 3 hrs /week (Mid Sem Examination : 40 Marks)

(End Sem Assessment : 60 Marks)

CO#	COGNITIVE ABILITIES	Course Outcome
CO1	UNDERSTANDING	Understand relevant methods of analysis in given scenarios
CO2	APPLYING	Apply relevant predictive analytics methodologies in different business scenarios
CO3	ANALYSING	Interpret and communicate methodological results
CO4	EVALUATING	Assess the appropriateness of analytical methods for different applications

Unit 1 (Hrs : 8)

Introduction to Predictive Analytics

Unit 2 (Hrs : 8)

Linear Methods for Regression and Classification:

Unit 3 (Hrs : 8)

Model Assessment and Selection

Unit 4 (Hrs : 8)

Additive Models and. Unsupervised Learning

Reference Books:

1. Applied Predictive Analytics: Principles and Techniques for the Professional Data Analyst by Dean Abbott, Wiley Publication
2. Modeling Techniques in Predictive Analytics with Python and R: A Guide to Data Science By Thomas W. Miller (FT Press Analytics) 1st Edition
3. Applied Predictive Modeling, by Max Kuhn, Kjell Johnson, 2016,Springer
4. Python Machine Learning - Second Edition, Sebastian Raschka , Packt Publishing, (2017)