



# Institute of Management & Technology, Faridabad

## Department of Management

### Lecture Plan

<b>COURSE:</b>	Management	<b>CODE:</b>	24IMS1201DS01
<b>CLASS:</b>	MBA I Semester	<b>ACADEMIC YEAR:</b>	2025-26
<b>FACULTY:</b>	Prof. (Dr.) Parul Khanna		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. of Lecture	Delivery Method
<b>UNIT-I</b>				
1	Introduction: Nature of Management	T1; R1; W1a.	1	Chalk & Talk
2	Scope of Management	T1; R2; W1c.	1	Chalk & Talk
3	Evolution of Management	T1, R2	4	Talk, Smart board
4	Functions of Management	T4, T5	1	Chalk & Talk
5	Skills of Managers	T4	1	Chalk & Talk
6	Roles of Management	T5	1	Chalk & Talk
7	Managerial Competencies	T1, R3, W1d.	2	Web Source
8	Core competencies	T1, R3, W1d.	2	Chalk & Talk Group Discussion
9	Emotional Intelligence at work place	T1, R2, W1e.	2	Web Source
10	Dynamics in Social Milieu	T4	1	Chalk & Talk
<b>UNIT II</b>				
11	Motivation: Nature	T3, R2, W2a	1	Smart board
12	Theories: Content Theories	T4, R1	2	Chalk & Talk
13	Process Theories	T1, R2	2	Smart board
14	Leadership: Nature	T1, R1, W2d	2	Smart board
15	Leadership Theories: Trait, Behavioral and Contingency approach	T1, R1, W2d	2	Smart board
16	Leadership development for learning organizations	T1, R1, W2d	1	Smart board

UNIT III				
17	Foundations of Organizational behavior	W3c	2	Smart board
18	Background of Organizational behavior	W3c	2	Smart board
19	Interpersonal: Group behavior	W3	1	Smart board
20	Dynamics of Group: Formation and stages	T3, T4	2	Chalk & Talk
21	Team building	T1, T2, R1	1	Chalk & Talk
22	Intrapersonal process: Attitude	W3f	2	Smart board
23	Personality	W3e	2	Smart board
24	Perception	W3d	2	Smart board
UNIT IV				
25	Organizational process	W4 a	1	Smart board
26	Organization structure	W4a	1	Smart board
27	Work Innovation	T5	1	PPT
28	Job design	R1, R2	1	PPT
29	Organization climate	R6, R7	2	PPT
30	Organization culture	W4 c	2	Smart board
31	Organization change	R6	2	Chalk & talk
32	Organization development	W4 d	2	Smart board
33	Organization control	R7	2	Chalk & talk

**Total Lectures: 54**

**DELIVERY/INSTRUCTIONAL METHODOLOGIES:**

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

## References

- **Text Books:**

T1: Robbins, S.P. and Decenzo, D.A. Fundamentals of Management, Pearson Education

T2 : Hellreigel, Management, Thomson Learning, Bombay

T3: Koontz, H and Wechrich, H; Management, Tata McGraw Hill

T4: Stoner, J et. al, Management, Pearson Education

T5: Robbins and Coulter, Management, Pearson Education

- **Reference Books:**

R1: Pravin Durai, Principles of Management, Pearson Education.

R2: Satya Raju, Management – Text and Cases , PHI, New Delhi

R3: Richard L. Daft, Management, Thomson South-Western

R4: Nelson, Debra L and James C Quick, Organizational Behavior, Thomson Learning

R5: Hellgiegel, D and J.W. Slocum, Organizational Behavior, Thomson Learning

R6: Luthans, Fred, Organizational Behavior, McGraw Hill, New York

R7: New Storm and Keith Davis, Organization Behavior, TMH, New Delhi

- **Google Classroom Link**

<https://classroom.google.com/c/ODEyNDg0NTE3MTY0?cjc=gkd6ajo2>

### **Digital Content:**

#### **W1:**

- <https://egyankosh.ac.in/bitstream/123456789/88393/1/Unit-1.pdf>
- <https://aitsrajampet.ac.in/images/pdf/mba/learning-management-system/MANAGEMENT ORGANIZATION-BEHAVIOUR%20-ALL-UNITS-min.pdf>
- <https://www.upgrad.com/blog/nature-scope-of-management/>
- <https://www.ninety.io/library/9-core-competencies-brief>
- <https://www.coursera.org/articles/what-is-emotional-intelligence>

#### **W2:**

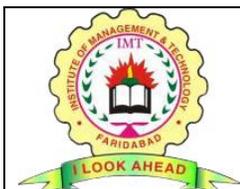
- <https://egyankosh.ac.in/bitstream/123456789/21322/1/Unit-3.pdf>
- <https://www.atlassian.com/blog/leadership/motivation-theory>
- [https://www.youtube.com/watch?v=DX9dnLJf\\_00](https://www.youtube.com/watch?v=DX9dnLJf_00)
- <https://testbook.com/ugc-net-commerce/leadership-and-motivation>
- <https://egyankosh.ac.in/bitstream/123456789/8007/1/Unit-5.pdf>

#### **W3.**

- <https://www.youtube.com/watch?v=-sLHfYnxh8s>
- [https://tau.edu.ng/assets/media/docs/organizational-behaviour-bus-322\\_1720097185.pdf](https://tau.edu.ng/assets/media/docs/organizational-behaviour-bus-322_1720097185.pdf)
- [https://youtu.be/ZxCvD2g-\\_dk](https://youtu.be/ZxCvD2g-_dk)
- [https://youtu.be/pURyXH\\_f9z4](https://youtu.be/pURyXH_f9z4)
- <https://youtu.be/mOYAOKSsVfU>
- <https://youtu.be/u5eY6v2fVbY>
- <https://youtu.be/zt2Kw1xGrTo>

#### **W4.**

- <https://youtu.be/gscyaGUjOcw>
- <https://youtu.be/FVoOq9DMcJ4>
- <https://youtu.be/AGyZihLQg4Q>
- <https://youtu.be/7adJEiyOsDI>



# Institute of Management & Technology, Faridabad

## Department of Management

### Lecture Plan

<b>COURSE:</b>	BUSINESS ENVIRONMENT	<b>CODE:</b>	24IMSI201DS04
<b>CLASS:</b>	MBA I SEM	<b>ACADEMIC YEAR:</b>	2025-26
<b>FACULTY:</b>	Dr. R N SINGH		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. Of Lecture	Delivery Method
<b>UNIT-I</b>				
1	The concept of Business Environment	T1, R1	2	Chalk & Talk PPT
2	Significance and nature of Business Environment	T1, R1	2	Chalk & Talk PPT
3	Environment Scanning: meaning,	T1, R1	1	Chalk & Talk PPT
4	Environment Scanning: nature and scope,	T1, R1	2	Chalk & Talk PPT
5	The process of environmental scanning,	T1, R1	1	Chalk & Talk PPT
6	Interaction between internal and external environments,	T1, R1	1	Chalk & Talk PPT
7	Basic philosophies of Capitalism	T1, R1	1	Chalk & Talk PPT
8	Basic philosophies of Socialism with their variants	T1, R1	1	Chalk & Talk PPT
9	Concepts of Mixed Economy	T1, R1	1	Chalk & Talk PPT
10	Overview of Unit I	T1, R1	2	Seminar
<b>UNIT-II</b>				
11	Overview of Political, Socio-cultural, Legal, Technological and Global environment	T1, R2	2	Chalk & Talk PPT
12	Recent developments with regard to enactment of business laws.	T1, R2	2	Chalk & Talk PPT
13	An introduction to MRTP, CCI, FEMA, SEBI Act	T1, R2	6	Chalk & Talk PPT
14	Consumer Protection Act;	T1, R2	1	Seminar
15	The changing dimensions of these laws and their impact on business	T1, R2	1	Chalk & Talk PPT
<b>UNIT-III</b>				

16	Overview of Unit III	T2, R1	1	Seminar
17	Current industrialization trends and industrial policy;	T2, R1	1	Chalk & Talk PPT
18	Economic environment for skill development in start-ups and the MSME sector	T2, R1	2	Chalk & Talk PPT
19	Infrastructure development and policy	T2, R1	1	Chalk & Talk PPT
20	Public sector reforms and performance	T2, R1	2	Chalk & Talk PPT
21	Public and private partnership	T2, R1	1	Chalk & Talk PPT
22	Intellectual property regime and the R and D environment	T2, R1	1	Chalk & Talk
23	Trends in service sector growth	T2, R1	1	Chalk & Talk PPT
24	Banking reforms and challenges; Business opportunities in the rural sector	T2, R1	2	Chalk & Talk PPT
<b>UNIT-IV</b>				
25	Globalization trends and challenges	T2,R1	1	Chalk & Talk PPT
26	Balance of payments trends	T2,R1	1	Chalk & Talk PPT
27	Environment for foreign trade and investment	T2,R1	1	Chalk & Talk PPT
28	Exchange rate movements and their impact	T2,R1	1	Chalk & Talk PPT
29	India's competitiveness in the world economy	T2,R1	1	Chalk & Talk PPT
30	External influences on India's business environment	T2,R1	1	Chalk & Talk PPT
31	Policies with regard to foreign trade and investment	T2, R2	1	Chalk & Talk PPT
32	Overview of Unit IV	T2, R2	2	Chalk & Talk PPT

Total Lectures: 47

**DELIVERY/INSTRUCTIONAL METHODOLOGIES:**

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

## **References**

- **TEXT BOOKS:**

T1 Saleem Shaikh "Business Environment", Pearson Education

T2 Cherunilam, Francis, "Business Environment-Text and Cases", Himalaya Publishing House, New Delhi.

- **REFERENCE BOOKS:**

R1 Dutt, Ruddra and Sundaram, K.P.M., "Indian Economy", S. Chand and Co. Ltd., New Delhi.

R2 Mishra S K and Puri V K - Economic Environment of Business, Himalaya Publishing House, New Delhi.



# Institute of Management & Technology, Faridabad

## Department of Management

### Lecture Plan

<b>COURSE:</b>	BUSINESS RESEARCH METHODS	<b>CODE:</b>	251MS506DS01
<b>CLASS:</b>	MBA I	<b>ACADEMIC YEAR:</b>	2025-26
<b>FACULTY:</b>	Ms.Manjusha Kaur Bedi		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. Of Lecture	Delivery Method
<b>UNIT-I</b>				
1	Introduction of Business Research	T1 ,W1	2	PPT
2	Nature and Scope of BRM	T1,R1,W1	2	Chalk & Talk,PPT
3	Need and Managerial Value of Business Research	T1,R1,W1	2	Chalk & Talk,PPT
4	Components of Theory- Concepts	T1,R1	2	Chalk & Talk
5	Constructs in BRM	T1,R1	1	Chalk & Talk
6	Variables in BRM	T1,R1	1	Chalk & Talk
7	Hypothesis in BRM	T1, R1	2	Chalk & Talk
8	Process of Research	T1, R1	2	Chalk & Talk
9	Research Proposal -Meaning and Definition	T1, R1	2	Chalk & Talk
10	Purpose of Research Proposal	T1, R1	2	PPT
11	Types of Research Proposal	T1, R1	1	PPT
12	Structure of Research Proposal	T1, R1	2	Assignment
<b>UNIT-II</b>				
13	Research Design- Concept and Types	T1, R1 W2	2	Chalk & Talk
14	Sampling Design Techniques	T1, R2, W2	2	PPT
15	Measurement Scales-Types	T1, R2	2	Chalk & Talk
16	Construction of Measurement Scales	T1, R2	1	Chalk & Talk
17	Reliability in Measurement	T1, R2	1	Chalk & Talk
18	Validity aspect in Measurement	T1, R2	1	Chalk & Talk

UNIT-III				
19	Methods of Data Collection	T2, R1	2	Seminar
20	Questionnaire Schedule; Questionnaire Designing	T2, R1,W3	2	PPT
21	Data Analysis and Interpretation	T2, R1	2	Chalk & Talk
22	Editing in Data	T2, R1	1	Chalk & Talk
23	Coding in Data	T2, R1	2	Chalk & Talk
24	Content Analysis	T2, R1	2	Chalk & Talk
25	Tabulation	T2, R1	1	Chalk & Talk
26	Hypothesis Testing	T2, W1	2	Chalk & Talk
27	Parametric and Non-Parametric tests	T2, R1	2	PPT
UNIT-IV				
28	Multiple Regression	T1,R1	2	Numerical
29	Discriminant Analysis;Conjoint Analysis	T1,R1	2	Chalk & Talk
30	Factor Analysis; Cluster Analysis	T2,R1	2	Chalk & Talk
31	Ingredients and Constructions of Research Report	T2,R1	1	Chalk & Talk
32	Preparation of References	T2,R1	1	Chalk&Talk
33	Bibliography	T2,R1	1	Chalk & Talk

Total Lectures: 55

**DELIVERY/INSTRUCTIONAL METHODOLOGIES:**

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

## References

- **TEXT BOOKS:**

T1 Naval Bajpai, Business Research Methods, Pearson Education

T2 Zikmund Millian G, Business Research Methods, Thomson Learning, Bombay

- **REFERENCE BOOKS:**

R1 HK Dangi, Business Research Methods, Vikas Publication

R2 Kothari, C.R, Research Methodology

- **GOOGLE CLASSROOM LINK**

<https://classroom.google.com/c/ODEzMTc4MjI3MjQ2?cjc=ds4cequ7>

- **DIGITAL CONTENT:**

W1. [BUSINESS RESEARCH METHODS | PPTX](#)

W2. [Research design | PPTX](#)

W3. [Questionnaire Design Business Research | PPT](#)



# Institute of Management & Technology, Faridabad

## Department of Management

### Lecture Plan

<b>COURSE:</b>	Finance for managers	<b>CODE:</b>	25IMSI203DS06
<b>CLASS:</b>	MBA I SEM	<b>ACADEMIC YEAR:</b>	2025-26
<b>FACULTY:</b>	Sandeep Nagar		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. Of Lecture	Delivery Method
<b>UNIT-I</b>				
1	Meaning of accounting	T1, R1, W1	1	PPT
2	Advantages of accounting	T1, R1, W1	1	PPT
3	Limitations of accounting	T1, R1	1	PPT
4	Recording of business transaction	T1, R1,	2	Chalk & Talk
5	Ledger	T1, R1 W2	2	Chalk & Talk
6	Trail balance	T1, R1	2	Chalk & Talk
7	Preparation of financial accounts with adjustment	T1, R1	3	Chalk & Talk
<b>UNIT-II</b>				
13	Analysis of financial statement	T1, R2,	2	PPT
14	Comparative statement	T1, R2,	2	Chalk & Talk
15	Common size statement	T1, R2	1	Chalk & Talk
16	Ratio analysis	T1, R2	2	Chalk & Talk
17	Fund flow statement	T1, R2 ,W3	2	Chalk & Talk
18	Cash flow statement	T1, R2 ,W3	2	Chalk & Talk
<b>UNIT-III</b>				
19	Classification of cost	T2, R1, W4	1	PPT
20	Cost sheet	T2, R1,	1	Chalk & Talk
21	CVP analysis	T2, R1	1	Chalk & Talk
22	Marginal costing a	T2, R1, W5	2	Chalk & Talk

23	Budgetary control	T2, R1	2	Chalk & Talk
<b>UNIT-IV</b>				
26	Investment decision	T2,R1	1	PPT
27	Method of capital budgeting	T2,R1 W6	1	Chalk & Talk
28	ARR	T2,R1	2	Chalk & Talk
29	PI	T2,R1W6	2	Chalk & Talk
30	PBP	T2,R1,	2	Chalk & Talk
31	NPV	T2,R1	2	Chalk & Talk
32	IRR	T2, R2W6	2	Chalk & Talk
33	Cost of capital	T2, R2	2	Chalk & Talk

Total Lectures: 45

**DELIVERY/INSTRUCTIONAL METHODOLOGIES:**

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

**References**

• **TEXT BOOKS:**

T1 PANDEY I.M, FINANCIAL MANAGEMENT VIKAS PUBLICATION , NEW DELHI  
T2 KHAN AND JAIN FINANCIAL MANAGEMENT TATA MCGRAW HILL , NEW DELHI

• **REFERENCE BOOKS:**

R1 THUKRAM RAO ,M.E COST AND MANGEMENT ACCOUNTING .NEW AGE PUBLISHERS  
R2 NARAYANASWAMY .R .FINANCIAL ACCOUNTING ,TAXMANN PUBLICATION ,NEW DELHI

• **GOOGLE CLASSROOM LINK**

<https://classroom.google.com/c/NzIyNjAxODQ3NjM2?cjc=5q2fkfh>

• **DIGITAL CONTENT:**

. W1.

<https://www.youtube.com/watch?v=fcjsgITHI2k&pp=ygUUZmluYW5jaWFsIGFjY291bnRpbmc%3D>

W2.

<https://www.youtube.com/watch?v=LJAISiOgVQ4&pp=ygU2am91cm5hbCB1bnRyaWVzIGxlZGdlciB0cm1hbCBiYWxhbmNIIGFuZCBiYWxhbmNIIHNoZWV0>

W3 <https://www.youtube.com/watch?v=fPAwVSLEtx0&list=PLLhSIFfDZcUWh8d4xupL-PJhaOaj82AKj>

W4 <https://www.youtube.com/watch?v=fPAwVSLEtx0&list=PLLhSIFfDZcUWh8d4xupL-PJhaOAj82AKj>

W5 <https://www.youtube.com/watch?v=fPAwVSLEtx0&list=PLLhSIFfDZcUWh8d4xupL-PJhaOAj82AKj>

W6 <https://www.youtube.com/watch?v=KTONSZOBtBg&pp=ygURY2FwaXRhbCBidWRnZXRpbmc%3D>



**Institute of Management & Technology, Faridabad**

**Department of Management**

**Lecture Plan**

<b>COURSE:</b>	<b>MANAGERIAL ECONOMICS</b>	<b>CODE:</b>	<b>24IMSI202DS01</b>
<b>CLASS:</b>	MBA Ist SEM	<b>ACADEMIC YEAR:</b>	2025-26
<b>FACULTY:</b>	Dr. GEETA		

<b>S. No.</b>	<b>Topic Name</b>	<b>Reference/ Text Book/ Web (R/T/W)</b>	<b>No. Of Lecture</b>	<b>Delivery Method</b>
<b>UNIT-I</b>				
1	Nature and scope of managerial economics; nature of marginal analysis	T1, R1, W1	2	PPT
2	Alternative objectives of business firms	T1, R1, W2	2	Chalk & Talk
3	Cardinal utility theory	T1, R1	3	Chalk & Talk
4	Indifference curve technique and the theory of consumer choice	T1, R1, W3	2	PPT
5	Consumer surplus; price, Income and substitution effects;	T1, R1	1	Chalk & Talk
6	Demand elasticity	T1, R1	3	Chalk & Talk
9	Demand estimation and forecasting;	T1, R1	2	Chalk & Talk
10	Relationship between Price elasticity and marginal revenue.	T1, R1	2	PPT
<b>UNIT-II</b>				
13	Law of variable proportions; laws of return; optimal input combination; output-cost relations	T1, R2, W4	2	Chalk & Talk
14	Output-cost relations; engineering cost Curves	T1, R2, W5	2	PPT
15	Technological change and production decisions, Revenue curves of a firm;	T1, R2	2	Chalk & Talk
17	Price-output decisions under Alternative market structures	T1, R2	3	Chalk & Talk
18	Baumol's sales maximization model; advertising and price Output decisions.	T1, R2	2	Chalk & Talk

UNIT-III				
19	Product differentiation; price-output decision in multi-plant and multi-product firms	T2, R1	2	Seminar
20	General pricing strategies;	T2, R1,W6	2	Chalk & Talk
21	Special pricing techniques – limit pricing	T2, R1	2	Chalk & Talk
22	Peak load pricing and transfer pricing;	T2, R1	2	Chalk & Talk
23	Dumping analysis	T2, R1	2	Chalk & Talk
24	Pricing of Public utilities.	T2, R1	2	Chalk & Talk
UNIT-IV				
28	Risk analysis; investment and capital replacement decisions	T2,R1	3	Chalk & Talk
29	Location choice of a firm	T2,R1	1	Chalk & Talk
30	Measures of national Income	T2,R1	2	Chalk & Talk
34	Business cycles	T2, R2	2	Chalk & Talk
35	Operative aspects of macroeconomic policies	T2, R2	3	Chalk & Talk
36	Inflation analysis	T2, R2	2	Chalk & Talk
37	Tariff analysis	T2, R2	2	Chalk & Talk

**Total Lectures: 55**

**DELIVERY/INSTRUCTIONAL METHODOLOGIES:**

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

**References**

• **TEXT BOOKS:**

T1.Agarwal, Managerial Economics, Pearson Education.

T2.Monroe, Kent B., Pricing-Making Profitable Decisions, McGraw-Hill, New York

• **REFERENCE BOOKS:**

R1.Hirschey, Mark, Managerial Economics, Thomson Learning, Bangalore  
R2.Keat, Paul B., and Philip K.Y. Young, Managerial Economics – Economic Tools for Today’s Decision Makers, Pearson Education

• **GOOGLE CLASSROOM LINK**

<https://classroom.google.com/c/NTU4MTMyMTgyMjk5?cjc=jfugyxs4>

• **DIGITAL CONTENT:**

- W1. <https://www.geeksforgeeks.org/business-studies/managerial-economics-scope-nature-and-importance/>
- W2. <https://www.economicdiscussion.net/business-economics/alternative-objectives-of-business-firms/7130>
- W3. <https://byjus.com/commerce/difference-between-cardinal-and-ordinal-utility-study-material/>
- W4. <https://www.geeksforgeeks.org/microeconomics/indifference-curve-meaning-assumptions-properties/>
- W5. <https://theintactone.com/2019/09/12/consumer-surplus-price-income-and-substitution-effect/>
- W6. <https://www.geeksforgeeks.org/microeconomics/price-elasticity-of-demand/>
- W7. <https://testbook.com/ugc-net-commerce/marginal-revenue-and-price-elasticity-of-demand>
- W8. <https://www.geeksforgeeks.org/microeconomics/law-of-variable-proportion-meaning-assumptions-phases-and-reasons-for-variable-proportions/>
- W9. <https://maseconomics.com/price-determination-in-different-market-structures/>
- W10. <https://www.studocu.com/in/document/university-of-calicut/ba-economics/pricing-of-public-utilities/24350022>
- W11. <https://testbook.com/ugc-net-commerce/types-of-capital-budgeting-decisions>
- W12. <https://egyankosh.ac.in/bitstream/123456789/19293/1/Unit-14.pdf>



# Institute of Management & Technology, Faridabad

## Department of Management

### Lecture Plan

<b>COURSE:</b>	BUSINESS ETHICS AND COMMUNICATION SKILLS	<b>CODE:</b>	24IMSI201SA01
<b>CLASS:</b>	MBA I SEM	<b>ACADEMIC YEAR:</b>	2025-26
<b>FACULTY:</b>	Mrs. Trupti Rode		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. Of Lecture	Delivery Method
<b>UNIT-I</b>				
1	Importance and need for Business Ethics	T1, R1, W1	1	PPT
2	Theories of Ethics -	T1, R1, W2	2	Chalk & Talk
3	Ethical Issues in Business	T1, R1	1	Chalk & Talk
4	Ethics and Management – Theory	T1, R1	2	Chalk & Talk
5	Ethics and Management – Case Study	T1, R1, W3	2	PPT
6	Ethics Norms, Values, Believes and Morality	T1, R1	2	Chalk & Talk
7	Ethical Decision Making Process	T1, R1	2	Chalk & Talk
8	Framework for Ethical Decision Making – Theory + Models	T1, R1	1	Chalk & Talk
9	Framework for Ethical Decision Making – Models	T1, R1	2	Chalk & Talk
<b>UNIT-II</b>				
10	Concept of Ethical Delima and Values	T1, R2,	2	Chalk & Talk
11	Resolving Ethical Delima – Theory	T1, R2, W4	1	PPT
12	Resolving Ethical Delima – Case Study + Presentation	T1, R2	2	Seminar
13	Ethical Delima in different Business areas - Theory	R1, R2	1	Chalk & Talk
14	Ethical Delima in different Business areas – Presentation	T1, R2	2	Chalk & Talk
15	Professional Values for Business	T1, R2	2	Chalk & Talk
16	Managerial Values	T1, R2	2	Chalk & Talk

UNIT-III				
17	Business Communication - Concept	T2, R1	1	Seminar
18	Business Communication – Process	T2, R1	1	Chalk & Talk
19	Business Communication – Importance and Limitations	T2, R1	1	Chalk & Talk
20	Types of Communication	T2, R1	2	Chalk & Talk
21	7 C’s of Communication	T2, R1	1	Chalk & Talk
22	Process of Communication	T2, R1	2	Chalk & Talk
23	Barriers of Communication - Theory	T2, R1	1	Chalk & Talk
24	Barriers of Communication – Case Study	T2, R1,W5	2	PPT
UNIT-IV				
25	Return Communication Report Writing	T2,R1	1	Chalk & Talk
26	Process of Report Writing	T2,R1	1	Chalk & Talk
27	Structure of Business Reports - Theory	T2,R1	1	Chalk & Talk
28	Structure of Business Reports – Case Study and Presentation	T2,R1	2	Seminar
29	Business Letter Components and Layouts	T2,R1,W6	1	PPT
30	Business Letter Components and Layouts – Case Study	T2,R1	2	Chalk & Talk
34	Types of Letters	T2, R2	2	Chalk & Talk
35	Agenda and Minutes of Meetings	T2, R2	2	Chalk & Talk
36	Resume	T2,R2	1	Chalk & Talk
37	Curriculum vitae	T2, R2	1	Chalk & Talk

Total Lectures: 52

**DELIVERY/INSTRUCTIONAL METHODOLOGIES:**

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

## References

### • TEXT BOOKS:

- T1 Murthy CSV, Business Ethics, McGraw Hill Publishing Co. Ltd  
T2 Hartman L, Chatterjee, A perspectives in Business Ethics, Himalya Publishing House

### • REFERENCE BOOKS:

- R1 McGrath,, E.H Basic Managerial Skills for All, Pill New Delhi.  
R2 K. K. Sinha Business Communication Galgotia Publishing Company Ltd.

### • GOOGLE CLASSROOM LINK

<https://classroom.google.com/c/ODAwMjM3Njk0MDcy?cjc=gz3mc2ju>

### DIGITAL CONTENT:

- W1 <https://www.slideshare.net/slideshow/business-ethics-64475848/64475848>  
W2 <https://www.investopedia.com/terms/b/business-ethics.asp>  
W3. <https://www.slideshare.net/slideshow/ethics-in-management/61092767>  
W4. <https://www.slideshare.net/slideshow/steps-in-resolving-ethical-dilemmas/11159024>  
W5. <https://www.slideshare.net/slideshow/barriers-of-communication-251034177/251034177>  
W6. <https://www.slideshare.net/slideshow/business-letter-15660548/15660548>



# Institute of Management & Technology, Faridabad

## Department of Management

### Lecture Plan

<b>COURSE:</b>	Strategic Management	<b>CODE:</b>	25IMSI203DS01
<b>CLASS:</b>	MBA III SEM (Common)	<b>ACADEMIC YEAR:</b>	2025-26
<b>FACULTY:</b>	Ms.Chetna Virmani		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. Of Lecture	Delivery Method
<b>UNIT-I</b>				
1	Introduction-BPSM	T1, R1, W1	1	PPT, Smart Board
2	Concept, Objectives and Significance	T1, R1	1	Chalk & Talk
3	Levels of Strategy	T1, R1	1	Chalk & Talk
4	Characteristics of Strategic Management	T1, R1	1	Chalk & Talk
5	Strategic Management Process	T1, R1, W2	2	PPT, Smart Board
6	Concept of Strategic Decision Making	T1, R1	1	Chalk & Talk
7	Strategic Intent: Vision, Mission, Business, Goals and Objectives	T1, R1	2	Role Play
<b>UNIT-II</b>				
8	Environment Appraisal: Concept	T1, R2	1	Chalk & Talk
9	PEST Analysis	T1, R2, W3	1	PPT
10	Organizational Appraisal: Concept and Capability Factors	T1, R2	2	Chalk & Talk
11	Porter's Value Chain Model	T1, R2	1	Assignment
12	Framework for Developing Strategic Advantage	T1, R2	1	Chalk & Talk
13	SWOT Analysis	T1, R2	1	Group Discussion
14	Types of Strategies: Corporate Level, Business Level, Functional Level	T2, R1	1	Chalk & Talk
15	Guidelines for Crafting Successful	T2, R1	1	Chalk &

	Strategies			Talk
16	Corporate Level Strategy Analysis: BCG Matrix and GE 9 Cell Matrix	T2, R1, W4	2	Smart Board
17	Business Level Strategy Analysis: Life Cycle Analysis , Porter Five forces of Industry Analysis	T2, R1	2	Chalk & Talk
18	Strategic Choice and its Process	T2, R1	2	Chalk & Talk
<b>UNIT-III</b>				
19	Strategy Implementation- Introduction	T2,R1	1	Chalk & Talk
20	Interrelation between Strategy Implementation and Strategy Formulation	T2,R1	1	Assignment
21	Project Implementation	T2,R1,W5	2	PPT
22	Procedural Implementation	T2,R1,W5	2	PPT
23	Resource Allocation and Structural Implementation	T2,R1,W5	1	PPT
24	Overview of Structural Consideration	T2,R1	2	Chalk & Talk
25	Behavioural Implementation	T2, R2	2	Chalk & Talk
26	Leadership, Corporate Culture	T2, R2	1	Chalk & Talk
27	Corporate Politics and Use of Power	T2, R2	1	Seminar
28	Personal Values and Business Ethics	T2, R2	1	Chalk & Talk
29	Functional/Operational Implementation	T2,R1,W5	2	Smart Board
<b>UNIT-IV</b>				
30	Strategy Evaluation and Control	T2,R1	2	Chalk & Talk
31	Strategic Control	T2,R2	1	Chalk & Talk
32	Operational Control	T2,R2	2	Assignment
33	Role of Organizational Systems in Evaluation	T2,R1	2	Chalk & Talk
34	Techniques for Strategic Evaluation and Control	T1,R2	1	Chalk & Talk
35	McKinsey's Framework	T1,R1, W6	2	Case Study

Total Lectures: 50

**DELIVERY/INSTRUCTIONAL METHODOLOGIES:**

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

**References**

• **TEXT BOOKS:**

- T1 Kazmi Azhar, Business Policy and Strategic Management, TMH, New Delhi
- T2 Wheelen and Hunger, Strategic Management and Business Policy, Pearson Education

• **REFERENCE BOOKS:**

- R1 David, Fred R. Strategic Management -Concept and Cases, Perason Eeducation
- R2 Srivastava R.M " Managemnt Policy and Strategic Management" Himalayan Publishing House

• **DIGITAL CONTENT:**

- W1 <https://www.slideshare.net/slideshow/business-policy-strategic-management/30026682>
- W2 <https://siesce.edu.in/docs/resources/STRATEGIC%20MANAGEMENT%20PROCESS%20PDF.docx.pdf>
- W3 <https://www.slideshare.net/slideshow/pest-analysis-13612137/13612137>
- W4 <https://www.slideshare.net/slideshow/bcg-matrix-ge9-cell-matrix/102715238>
- W5 <https://www.slideshare.net/slideshow/strategic-implementationpptx-257007682/257007682>
- W6 [https://www.lkouniv.ac.in/site/writereaddata/siteContent/202003291621085882smitasingh\\_mcKinsey\\_7s\\_model.pdf](https://www.lkouniv.ac.in/site/writereaddata/siteContent/202003291621085882smitasingh_mcKinsey_7s_model.pdf)



# Institute of Management & Technology, Faridabad

## Department of Management

### Lecture Plan

<b>COURSE:</b>	Digital Marketing	<b>CODE:</b>	25IMS1203SE01
<b>CLASS:</b>	MBA 3rd Sem	<b>ACADEMIC YEAR:</b>	2025-26
<b>FACULTY:</b>	Priyanka Kumar		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. Of Lecture	Delivery Method
UNIT-I				
1	Introduction to digital marketing	T1	1	Chalk & Talk
2	Internet Users, Digital Marketing Strategies	T1	1	Chalk & Talk
3	Digital advertising market in India, Skills required in digital marketing	T2	1	Chalk & Talk
4	Digital marketing plan	T1	2	Chalk & Talk
5	Display advertising & its concept	W3	1	Web resources
6	Types of display ads	W3	1	Web resources
7	Buying models, Display plan, Targeting, What makes a good ad	T1	1	Chalk & Talk
8	Programmatic Digital advertising, Analytical tools, Youtube advertising	T2	2	Chalk & Talk
UNIT: 2				
9	Search engine advertising, Benefits of paid search advertising	T1	1	Chalk & Talk
10	Understanding AD Placement, Understanding Ad ranks, Creating the first ad campaign	T2	2	LCD
11	Enhance your ad campaign, Performance reports	T1	1	LCD
12	Social media marketing, How to build a successful strategy	T1	1	Chalk & Talk
13	Facebook marketing: facebook for business	T1	1	Chalk & Talk
14	Anatomy of an ad campaign, adverts, Facebook insights	T2	1	LCD
15	Other marketing tools & essentials	T1	1	Chalk & Talk
UNIT: 3				
16	Linkedin marketing	T1	1	Chalk & Talk

17	Why is important for linkedin presence, LinkedIn Analytics, Targeting, Ad campaigns	T1	1	seminar
18	Twitter marketing: getting started with twitter marketing, How is Twitter Different?,	T1	1	assignment
19	Building a content strategy, Twitter usage, twitter ads, Twitter analytics, Twitter tools and tips for marketers	T1	2	Chalk & Talk
20	Instagram and snapchat, Instagram-content strategy, Sponsored ads, snapchat, Digital public relation	T1	1	Chalk & Talk
UNIT 4				
21	Mobile marketing: Mobile usage, Mobile advertising, Mobile marketing toolkit, Mobile marketing features, Addressing the diversity in India through mobile, Campaign development process, Tracking of mobile campaigns,	T1	3	Chalk & Talk
22	Concept of SEO, SEO phases, On page & Off page optimisation	T1	1	Chalk & Talk
23	Social media reach, maintenance, Web analytics: data collection, Key metrics	T2	1	Chalk & Talk
24	Making web analytics actionable, Multi-channel attribution, How to connect offline with online, Types of tracking codes	T1	1	Web resources
25	Mobile analytics, Universal analytics, competitive intelligence	T1	1	Chalk & Talk

Total Lectures:

**DELIVERY/INSTRUCTIONAL METHODOLOGIES:**

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

**References**

• **TEXT BOOKS:**

- T1 Puneet Bhatia: Fundamentals of digital marketing, pearson education  
T2 Philip kotler: Marketing 4.0: moving from traditional to digital, wiley

• **REFERENCE BOOKS:**

- R1 Miler, the ultimate web marketing guide, pearson education

• **DIGITAL CONTENT:**

- W1. [Tony Cletus - Portfolio](#)  
W2. [eli.johogo.com](#)  
W3. [www.slideshare.net+1](#)  
W4. [Lawn Tennis Association](#)

- **GOOGLE CLASSROOM:**

<https://classroom.google.com/c/Nzk5OTY5Nzk5NjYz?cjc=ckjxguw5>



Institute of Management & Technology, Faridabad

Department of Management

Lecture Plan

<b>COURSE:</b>	<b>Compensation and Benefits Management</b>	<b>CODE:</b>	<b>20IMG23GH1</b>
<b>CLASS:</b>	MBA III SEM (HR)	<b>ACADEMIC YEAR:</b>	2025-26
<b>FACULTY:</b>	Dr. Geeta		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. Of Lecture	Delivery Method
<b>UNIT-I</b>				
1	Compensation: concept, objectives,	T1, R1, W1	1	PPT
2	Financial and non-financial compensation system.	T1, R1, W1	2	Chalk & Talk
3	Economic and Behavioural theories of compensation	T1, R1	1	Chalk & Talk
4	Compensation structure	T1, R1, W3	2	PPT
5	Job evaluation	T1, R1	2	Chalk & Talk
6	Approach to compensation management,	T1, R1	2	Chalk & Talk
7	Significance of employee compensation	T1, R1	1	Chalk & Talk
8	New trends in compensation	T1, R1	3	PPT
9	Overview of the 1 <sup>st</sup> Unit	W1,2,3	1	PPT
<b>UNIT-II</b>				
10	Wage and salary administration: theories of wage determination, types of wages	T1, R2, W4	2	Chalk & Talk
11	Salary progression, wage boards and pay commissions.	T1, R2, W5	2	PPT
12	Pay for performance plans, incentive scheme:	T1, R2	2	Chalk & Talk
13	Types of incentive schemes, group incentive plans	T1, R2	1	Chalk & Talk
14	Team based compensation: introduction	T1, R2	1	Chalk & Talk

15	Design of team based compensation	T1, R2	1	Chalk & Talk
<b>UNIT-III</b>				
16	Benefits and services: concept, classification of employee benefits	T2, R1	2	PPT
17	Factors influencing benefits, competency based compensation	T2, R1,W6	2	Chalk & Talk
18	Executive compensation: introduction, components and executive compensation design	T2, R1	3	Chalk & Talk
19	Compensation of special groups	T2, R1	2	Chalk & Talk
20	Employee reward system in India.	T2, R1	2	Chalk & Talk
<b>UNIT-IV</b>				
21	Strategic compensation management	T2,R1	1	Chalk & Talk
22	Strategic compensation design and policies	T2,R1	1	Chalk & Talk
23	Legal framework of compensation	T2,R1	1	Chalk & Talk
24	Retirement plans	T2,R1	1	Chalk & Talk
25	Employee welfare and working conditions-statutory and voluntary measures.	T2,R1,W7	3	PPT
26	Taxation issues and employee compensation	T2, R2	1	Chalk & Talk
27	Tax implications of compensation	T2, R2	1	Chalk & Talk
28	Compensation and the Income Tax Act.	T2, R2	1	Chalk & Talk

**Total Lectures: 45**

**DELIVERY/INSTRUCTIONAL METHODOLOGIES:**

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

**References**

• **TEXT BOOKS:**

- T1. Singh, B.D., "Compensation Reward Management", Excel Books, New Delhi.
- T2. Bhattacharya, Deepak: Compensation Management, Oxford University Press.

- **REFERENCE BOOKS:**

R1.Milkovich, George T and Newman J.M., "Compensation", Tata McGraw Hill, New Delhi  
R2.Henderson, R.I., "Compensation Management", Pearson Education.

- **GOOGLE CLASSROOM LINK**

<https://classroom.google.com/c/NTU2MTAwNzExMzA5?cjc=jljvd3qf>

- **DIGITAL CONTENT:**

- W1. <https://www.geeksforgeeks.org/hr/compensation-management-meaning-objectives-components-and-types/>
- W2. <https://www.geeksforgeeks.org/hr/job-evaluation-meaning-steps-benefits-and-methods/>
- W3. <https://theintactone.com/2019/03/01/hrm-u4-topic-4-recent-trends-in-compensations-management/>
- W4. <https://unstop.com/blog/wage-and-salary-administration>
- W5. <https://www.kennect.io/post/wage-incentive-plans>
- W6. <https://unstop.com/blog/wage-and-salary-administration>
- W7. <https://www.studocu.com/in/document/maharshi-dayanand-university/compensation-and-benefits-management/compensation-and-benefits/77268924>
- W8. <https://www.visier.com/compensation-management/strategic-compensation/>



# Institute of Management & Technology, Faridabad

## Department of Management

### Lecture Plan

<b>COURSE:</b>	Management of Industrial Relations	<b>CODE:</b>	24IMSI201DS01
<b>CLASS:</b>	MBA III Semester	<b>ACADEMIC YEAR:</b>	2025-26
<b>FACULTY:</b>	Prof. (Dr.) Parul Khanna		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. of Lecture	Delivery Method
<b>UNIT-I</b>				
1	Industrial Relations-Concepts	T1; R1; W1a.	1	Chalk & Talk
2	Evolution of Industrial Relations	T1; R2; W1c.	1	Chalk & Talk
3	Significance, Perspectives and Organization	T1, R2, W1b	1	Talk, Smart board
4	Anatomy of Industrial Relations	T3, T1	1	Chalk & Talk
5	Industrial Relations and the State	T1	1	Chalk & Talk
6	Trade Unions: Concept, Significance & Objectives	T2, W1c	1	Chalk & Talk
7	Trade Union: Types	T1, R1, W1.	1	Web Source
8	Approaches	T1, R1, W1c	1	Chalk & Talk Group Discussion
9	Problems of Trade Unions in India	W1 d,e	1	Web Source
10	Recommendations of National Commission on Labour for Strengthening of Trade Unions.	T4	1	Chalk & Talk (10)
<b>UNIT II</b>				
11	Collective bargaining: Concept, Importance	T3, R2, W2a	1	Smart board
12	Process of Bargaining	T2, R1	1	Chalk & Talk
13	Participative Management: Forms of Workers' Participative Management In India	T1, R2, W2 b	2	Smart board
14	Tripartite and Bipartite Bodies	T1, R1, W2c	2	Smart board
15	Standing Orders and Grievance Procedure;	T1, R1, W2d	2	Smart board
16	Code Of Discipline.	T1, R1, W2e & f	1	Smart board (9)

UNIT III				
17	Trade union act-1948	Class notes	2	Talk
18	Industrial Disputes Act-1947	Class notes	2	Talk
19	Industrial Disputes: Introduction	W3	1	Smart board
20	Conciliation	T3, T1	1	Chalk & Talk
21	Arbitration	T1, T2, R1	1	Chalk & Talk
22	Adjudication	T2	2	Smart board
23	Payment of wages act-1936,	Class notes	1	Talk
24	Minimum wages act-1948.	Class notes	1	Talk (11)
UNIT IV				
25	Modern and international scenario of industrial relations:	T1	2	Smart board
26	Industrial relations and technological change;	T2	1	Smart board
27	Industrial relations and HRD;	T3	1	PPT
28	ILO and Industrial Relations;	R1, R2	1	PPT
29	Legal framework of Industrial relations;	R1	2	PPT
30	Industrial relations systems in India,	Class notes	2	Smart board
31	Industrial relations systems in UK,	Class notes	2	Chalk & talk
32	Industrial relations systems in USA	Class notes	2	Smart board
33	Industrial relations systems in Japan	Class notes	2	Chalk & talk (15)

**Total Lectures: 54**

**DELIVERY/INSTRUCTIONAL METHODOLOGIES:**

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

## References

- **Text Books:**

T1: PRN Sinha and I.B Sinha, Industrial Relations, Trade Union and Labor Legislation, Pearson Education

T2: Bhattacharya Dipak Kumar, "Human Resource planning", Excel Books.

T3: Srivastava, M.P. "Human Resource Planning: Approaches, Needs, Assessment and Priorities in Manpower Planning", Manak Publications, Pvt. Limited, New Delhi.

- **Reference Books:**

R1: Belcourt, Monica & J. McBey, Kenneth "Strategic Human Resource Planning", Cengage Learning India.

R2: Srivastava, M.P. "Human Resource Planning", Institute of Applied Manpower Research, New Delhi

- **Google Classroom Link**

<https://classroom.google.com/c/ODA1NTE2ODEyNTky?cjc=feadkcg6>

- **Digital Content:**

**W1:**

- a) <https://share.google/V2ZPgwGEtY9BTETVg>
- b) <https://www.scribd.com/doc/64248340/Ppts-on-Industrial-Relations#:~:text=This%20document%20provides%20an%20overview,and%20trade%20unions%20in%20India.>
- c) <https://www.slideshare.net/slideshow/trade-union-8870861/8870861#:~:text=The%20document%20discusses%20the%20definition,to%20participation%20in%20management%20issues.>
- d) <https://www.slideshare.net/slideshow/industrial-relations-42909502/42909502#:~:text=CONCEPT%20OF%20INDUSTRIAL%20RELATIONS%20%E2%80%A2IR%20can%20be%20defined%20as,as%20dynamic%20and%20evolving%20one>
- e) <https://www.scribd.com/document/606121317/Problems-faced-by-Trade-Unions-in-India>

**W2:**

- a) [https://mlsu.ac.in/econtents/1197\\_Collective%20Bargaining%20.pdf](https://mlsu.ac.in/econtents/1197_Collective%20Bargaining%20.pdf)
- b) <https://www.mbaknol.com/human-resource-management/workers-participation-in-management/>
- c) <https://www.scribd.com/presentation/330618425/Tripartite>
- d) <https://www.youtube.com/watch?v=Vi8nLeXosKw>
- e) <https://www.simplinotes.com/code-of-discipline/>
- f) <https://www.slideshare.net/slideshow/code-of-discipline-54532537/54532537>



# Institute of Management & Technology, Faridabad

## Department of Management

### Lecture Plan

<b>COURSE:</b>	Indian Financial System & Financial Services	<b>CODE:</b>	25IMSI203DS05
<b>CLASS:</b>	MBA III SEM (FIN)	<b>ACADEMIC YEAR:</b>	2025-26
<b>FACULTY:</b>	Dr. Meenu Dhembra		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. Of Lecture	Delivery Method
<b>UNIT-I</b>				
1	Financial System-Meaning	T1, R1, W1	1	PPT
2	Components and functions of financial system	T1, R1	2	Chalk & Talk
3	Money Market and its segments	T1, R1	2	Chalk & Talk
4	Capital Market-New Issue Market	T1, R2, W2, W3	2	PPT
5	Stock Exchange and its functions	T1, R2, W4	2	PPT
6	Trading in stock exchange-NSE, BSE	T1, R1	2	Chalk & Talk
7	Role and functions of SEBI	T1, R1	1	Chalk & Talk
<b>UNIT-II</b>				
8	Commercial Banks-Introduction	T2, R1, W5	2	PPT
9	NBFC's	T2, R1	1	Chalk & Talk
10	EXIM Bank	T2, R1, W6	1	Chalk & Talk
11	RBI	T1, R2, W7	2	PPT
12	Micro Finance	T1, R2	1	Chalk & Talk
13	Financial Inclusion	T1, R1	1	Chalk & Talk
<b>UNIT-III</b>				
14	Financial Services- Salient features, scope and problems	T3, R1	2	Seminar
15	Regulatory and theoretical framework of leasing	T3, R2, W8	2	Chalk & Talk
16	Merchant Banking and its services	T3, R1	1	PPT
17	Credit Rating Agencies- Objectives	T2, T3, W10	1	Chalk & Talk

18	Credit Rating Agencies-Functions & Importance	T2, T3	2	PPT
19	Factoring – meaning, types and mechanism	T1, T2,W11	2	Chalk & Talk
20	Forfeiting – meaning, types and mechanism	T1, R1, W12	2	Chalk & Talk
<b>UNIT-IV</b>				
21	Housing Finance-Evolution and Role	T1, R1, W13	2	PPT
22	Investor Protection Fund-Objectives	T1, R2,	1	Chalk & Talk
23	Grievances redressal mechanism under investor protection fund	T1, R1	1	Chalk & Talk
24	Venture Capital – meaning and role	T2, R1, W14	2	PPT
25	Venture capital investment process	T1,R2	1	Chalk & Talk
26	Private Equity- meaning, working and types	T2,R1	2	Chalk & Talk
27	Mutual Funds- concepts	T1,T2,W15	1	PPT
28	Mutual Funds- Organization	T3,R1	1	Chalk & Talk
29	Types of mutual fund schemes.	T3,R2	2	Chalk & Talk

Total Lectures: 45

**DELIVERY/INSTRUCTIONAL METHODOLOGIES:**

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

**References**

• **TEXT BOOKS:**

- T1 Khan M.Y. , Indian Financial System, Tata Mc Graw Hill
- T2 Khan M.Y., Management of Financial Services, Tata Mc Graw Hill
- T3 B.V. Pathak, Indian Financial System, Pearson Education

• **REFERENCE BOOKS:**

- R1 Machiraju, H.R. Indian Financial System, Himalaya Publishing House
- R2 Suresh, P and Paul J. Management of Banking and Financial and Financial Services, Pearson Education

• **GOOGLE CLASSROOM LINK**

<https://classroom.google.com/c/ODE3MDU5Njg0NTg0?cjc=a2cpk2sc>

## **DIGITAL CONTENT:**

- W1. <https://www.slideshare.net/slideshow/financial-system-157511977/157511977#6>
- W2. <https://www.youtube.com/watch?v=bBiv6L2pxCU>
- W3. <https://www.slideshare.net/slideshow/capital-market-79601451/79601451#4>
- W4. <https://www.slideshare.net/slideshow/stock-exchange-simple-ppt/14846701#5>
- W5. <https://www.slideshare.net/slideshow/commercial-bank-165540201/165540201#2>
- W6. <https://www.slideshare.net/slideshow/chapter-6-exim-bank/79207733#5>
- W7. <https://www.slideshare.net/slideshow/reserve-bank-of-india-114490060/114490060#5>
- W8. <https://www.slideshare.net/slideshow/leasing-regulatory-framework/28838816#3>
- W9. <https://www.youtube.com/watch?v=1VrXj5N3Yrk>
- W10 <https://www.slideshare.net/slideshow/credit-rating-24753386/24753386>
- W11 <https://www.slideshare.net/slideshow/factoring-39256482/39256482>
- W12 <https://www.slideshare.net/slideshow/forfaiting-51711579/51711579>
- W13 <https://www.slideshare.net/slideshow/housing-finance/5711104>
- W14 <https://www.slideshare.net/slideshow/venture-capital-39257981/39257981#3>
- W15 <https://www.slideshare.net/slideshow/mutual-funds-24753501/24753501>



# Institute of Management & Technology, Faridabad

## Department of Management

### Lecture Plan

<b>COURSE:</b>	Project management	<b>CODE:</b>	25IMSI203DS06
<b>CLASS:</b>	MBA III SEM (FM)	<b>ACADEMIC YEAR:</b>	2025-26
<b>FACULTY:</b>	Sandeep Nagar		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. Of Lecture	Delivery Method
<b>UNIT-I</b>				
1	Nature ,scope of project management	T1, R1, W1	1	PPT
2	Objectives and process	T1, R1,W2	2	Chalk & Talk
3	The project life cycle	T1, R1	1	Chalk & Talk
4	Capital budgeting	T1, R1,	2	PPT
5	Generation and screening of project ideas	T1, R1	1	Chalk & Talk
6	Preliminary screening	T1, R1	1	Chalk & Talk
7	Market & demand analysis	T1, R1	1	Chalk & Talk
8	Demand foresating	T1, R1	1	Chalk & Talk
9	Technical analysis	T1, R1	1	Chalk & Talk
10	Financial anaysis	T1, R1	2	PPT
11	Profrma of financial analysis	T1, R1	1	PPT
12	Assumption in financial analysis	T1, R1	2	Ppt
<b>UNIT-II</b>				
13	Financial estimates and projections	T1, R2,	2	Chalk & Talk
14	Investment appraisal criteria	T1, R2, W3	2	PPT
15	Assessment of various methods	T1, R2	1	Chalk & Talk
16	Social cost benefit analysis	T1, R2	1	PPT
17	Rational for SCBA,	T1, R2	1	Chalk & Talk
18	UNIDO approach	T1, R2	1	Chalk & Talk
<b>UNIT-III</b>				

19	Risk analysis	T2, R1	1	PPT
20	Type of risk	T2, R1,	1	Chalk & Talk
21	Measures and techniques of project analysis	T2, R1,W4	1	Chalk & Talk
22	Project selection under risk	T2, R1	1	Chalk & Talk
23	Project financing in india	T2, R1	2	Chalk & Talk
24	Project appraisal by financial institutions	T2, R1	2	Chalk & Talk
25	Environment appraisal of project	T2, R1	2	Chalk & Talk
<b>UNIT-IV</b>				
26	Project implementaion	T2,R1, W5	1	Chalk & Talk
27	Forms of organisation	T2,R1	1	Chalk & Talk
28	Planning , control	T2,R1	1	Chalk & Talk
29	Human aspect and pre-requites	T2,R1	1	Chalk & Talk
30	Project review	T2,R1,	1	PPT
31	Post audit	T2,R1	1	Chalk & Talk
32	Abandonment analaysis	T2, R2	1	Chalk & Talk
33	Evaluating the capital budgeting system of an organisation	T2, R2	1	Chalk & Talk
34	Basic techniques of exposure management	T2, R2	1	Chalk & Talk

Total Lectures: 45

**DELIVERY/INSTRUCTIONAL METHODOLOGIES:**

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

## References

- **TEXT BOOKS:**

T1 pradeep rai,project management ,pearson education

T2 chandra prasana,project planning analysis ,selection ,implementation and review TMH

- **REFERENCE BOOKS:**

R1 Bhavesh patel ,project management ,vikas

R2 pinto P.K project management pearson education.

- **GOOGLE CLASSROOM LINK**

<https://classroom.google.com/c/NDM5MTQxMzQ4ODk2?cjc=k3etkhj>

- **DIGITAL CONTENT:**

W1. <https://youtu.be/uWPisaYpY7U?si=mKxtdCyWjzrHTMnR>

W2. [https://www.youtube.com/live/PqQqTAu\\_FiM?si=PCQpniwL2WR9v5\\_N](https://www.youtube.com/live/PqQqTAu_FiM?si=PCQpniwL2WR9v5_N)

W3.<https://www.youtube.com/watch?v=j9W494AHNqw&pp=ygUUaW52ZXN0bWVudCBhcHByYWl3YWw%3D>

W4.<https://www.youtube.com/watch?v=2Qe0Z0C3hbE&pp=ygUNcmlzayBhbmFseXNpcw%3D%3D>

W5<https://www.youtube.com/watch?v=NADFueaMsr4&pp=ygUWcHJvamVjdCBpbXBsZW11bnRhdGlvbg%3D%3D>



# Institute of Management & Technology, Faridabad

## Department of Management

### Lecture Plan

<b>COURSE:</b>	Foreign Exchange Management	<b>CODE:</b>	25IMSI203DS16
<b>CLASS:</b>	MBA III SEM (IBE)	<b>ACADEMIC YEAR:</b>	2025-26
<b>FACULTY:</b>	Dr. Meenu Dhembra		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. Of Lecture	Delivery Method
<b>UNIT-I</b>				
1	Nature of foreign exchange	T1, R1, W1	1	PPT
2	Sources of demand for foreign exchange	T1, R1, W2	2	Chalk & Talk
3	Supply of foreign exchange	T1, R1	1	Chalk & Talk
4	The balance of payments (bop) framework	T1, R1, W3	2	PPT
5	Nominal exchange rate	T1, R1	1	Chalk & Talk
6	Real exchange rate	T1, R1	1	Chalk & Talk
7	Effective exchange rate	T1, R1	1	Chalk & Talk
8	Determination of rate of exchange	T1, R1	1	Chalk & Talk
9	Monetary portfolio balance	T1, R1	1	Chalk & Talk
10	Purchasing power parity approaches	T1, R1	2	PPT
11	Overvalued and undervalued currencies	T1, R1	1	PPT
12	Exchange rate systems	T1, R1	2	Seminar
<b>UNIT-II</b>				
13	General factors of exchange rate fluctuations	T1, R2, W4	2	Chalk & Talk
14	The Dornbusch Sticky-price theory of exchange rate volatility	T1, R2, W5	2	PPT
15	Exchange rate overshooting	T1, R2	1	Chalk & Talk
16	J-curve effect	T1, R2	1	Seminar
17	Central banking intervention for exchange rate stability	T1, R2	1	Chalk & Talk

18	Effect of depreciation on trade balance	T1, R2	1	Chalk & Talk
<b>UNIT-III</b>				
19	Nature, and functions foreign exchange market	T2, R1	1	Seminar
20	Participants of foreign exchange market	T2, R1,W6	1	Chalk & Talk
21	Spot and forward markets	T2, R1	1	Chalk & Talk
22	Forward premium, forwards in hedging and arbitrage	T2, R1	1	Chalk & Talk
23	Methods of quoting exchange rates	T2, R1	2	Chalk & Talk
24	Cross rates of exchange, arbitrage operations	T2, R1	1	Chalk & Talk
25	Bid -ask spreads; the Interest Rate Parity Theorem	T2, R1	1	Chalk & Talk
26	The Expectation Theory	T2, R1	1	PPT
27	International Fisher Effect	T2, R1	2	PPT
<b>UNIT-IV</b>				
28	Currency futures	T2,R1	1	Chalk & Talk
29	Options and determination of their market value	T2,R1	1	Chalk & Talk
30	Over-the-counter options	T2,R1	1	Chalk & Talk
31	Fisher Black's Optional-Pricing model	T2,R1	1	Chalk & Talk
32	Currency and interest rate swaps	T2,R1,W7	1	PPT
33	Credit risk of swaps	T2,R1	1	Chalk & Talk
34	Euro currency market and its instruments	T2, R2	1	Chalk & Talk
35	Measuring foreign exchange risk and exposure	T2, R2	1	Chalk & Talk
36	Basic techniques of exposure management	T2, R2	1	Chalk & Talk
37	Foreign exchange regulation in India	T2, R2	1	Chalk & Talk

Total Lectures: 45

**DELIVERY/INSTRUCTIONAL METHODOLOGIES:**

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

## References

- **TEXT BOOKS:**

T1 D.Levi, Maurice, International Finance, Prentice Hall of India, New Delhi  
T2 Apte P.G. , International Financial Management, Tata McGraw Hill, New Delhi

- **REFERENCE BOOKS:**

R1 Giddy , I.A.N., Global Financial Markets, AITBS, New Delhi  
R2 David K. Eiteman, Multinational Business Finance , Pearson, London

- **GOOGLE CLASSROOM LINK**

**<https://classroom.google.com/c/ODIwMDg0MDI0OTU1?cjc=vlpu6qqu>**

### **DIGITAL CONTENT:**

- W1. <https://www.slideshare.net/slideshow/foreign-exchange-market-forex-market/89875806>  
W2. <https://www.slideshare.net/slideshow/foreign-exchange-market-241017731/241017731>  
W3. <https://www.slideshare.net/slideshow/unit-5-balance-of-payments/238749336>  
W4. <https://www.slideshare.net/slideshow/factor-affecting-exchange-rate-and-theories-of-exchange-rate/217730858#3>  
W5. <https://www.slideshare.net/slideshow/exchange-rate-dynamics-the-overshooting-model-with-sticky-prices/164766720>  
W6. <https://www.slideshare.net/slideshow/unit-22-exchange-rate-quotations-forex-markets-21737139/21737139>  
W7. <https://www.slideshare.net/slideshow/interest-rate-and-currency-swaps/73300072#9>



# Institute of Management & Technology, Faridabad

## Department of Management

### Lecture Plan

<b>COURSE:</b>	International Trade Theory and Practices	<b>CODE:</b>	25IMSI203DS14
<b>CLASS:</b>	MBA-III SEM (IBE)	<b>ACADEMIC YEAR:</b>	2025-26
<b>FACULTY:</b>	Arti Gupta		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. Of Lecture	Delivery Method
UNIT-I				
1	Evolution of International Trade	T1,R2	1	Chalk & Talk
2	Internal Trade and International Trade	T1,R1	1	PPT
3	Theories of International Trade	T1,R1	3	Chalk & Talk
4	Classical Theory of International Trade	T1,R2	1	Chalk & Talk
5	General Equilibrium Theory of International Trade	T2,R1	1	Chalk & Talk
6	Exchange Rate Mechanism	T1,R2	1	Chalk & Talk
7	Model of Ohlin	T1,R2,W1	1	PPT
8	Criticism of the Modern Theory of International Trade	T2,R2	1	Chalk & Talk
9	Porter National Competitive Advantage Theory	T1,R2	1	Chalk & Talk
10	Product Life Cycle	T1,R1,W4	1	Chalk & Talk
UNIT-II				
11	Objectives of Trade Barriers	T1,R2	1	Chalk & Talk
12	Types of Tarrif and Non-Tarrif Barriers	T1,R1	2	Chalk & Talk
13	Types of Regional Economic Groups	T1,R2	1	PPT
14	Effects of Regional Economic Groups	T2,R2	1	Chalk & Talk
15	Trade Blocs	T1,R2	1	PPT
16	Free Trade and Protection	T2,R1	1	Chalk & Talk
17	Economic effects of tarrif, Tarrif retaliation	T1,R2	2	Chalk & Talk
18	Anti-Dumping / countervailing duties	T2,R1,W2	1	Chalk & Talk

19	Export subsidies	T1,R2	1	Chalk & Talk
UNIT-III				
20	Multinational Corporation	T2,R1	1	Chalk & Talk
21	Role and Functions of Foreign Direct Investment	T1,R1	2	Chalk & Talk
22	Factors influencing Foreign Direct Investment	T1,R2	1	PPT
23	FDI Policy in India, Make in India	T2,R2,W3	2	Chalk & Talk
24	Foreign Investment Promotion Board	T2,R1	2	Chalk & Talk
25	Foreign Investment Promotion Council	T1,R2	1	PPT
26	Project and Consultancy Exports	T1,R1	2	Chalk & Talk
27	Foreign Collaboration Policies and counter trade arrangements	T2,R1	2	PPT
UNIT-IV				
28	Merits and Demerits of Foreign Trade	T1,R1	1	Chalk & Talk
29	Growth of India's Foreign Trade	T1,R2,W6	1	Chalk & Talk
30	India's Exports and Imports	T2,R1	2	PPT
31	India's Share in World Trade and FTP 2015-2020	T1,R2	2	Chalk & Talk
32	Prospects for India's Foreign Trade Development	T2,R2	2	Chalk & Talk
33	Challenges to India's Foreign Trade Development	T2,R1,W5	1	Chalk & Talk

Total Lectures: 45

#### **DELIVERY/INSTRUCTIONAL METHODOLOGIES:**

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

### **References**

- **TEXT BOOKS:**

T1 Paul R. Krugman, International Trade: Theory and Policy, Pearson Education.  
T2 Export-Import Procedure and Documentation, Jain. S. Khushpat, Jain.V. Apexa, Himalaya Publishing

- **REFERENCE BOOKS:**

R1 Verma, M.L. "International Trade", Commonwealth Publishers, Delhi.

R2 Varsheny R.L. and B. Bhattacharya, "International Marketing Management", Sultan Chand and Sons, Delhi

- **GOOGLE CLASSROOM LINK**

**<https://classroom.google.com/c/ODA2Nzg4NDA3MDk4?cjc=xsd7hz3r>**

- **DIGITAL CONTENT:**

W1. <https://www.slideshare.net/slideshow/heckscher-ohlin-model-presentation/895004>

W2. <https://www.slideshare.net/slideshow/antidumping/7792879>

W3. <https://www.slideshare.net/slideshow/fdi-policy-in-india-233281765/233281765>

W4. <https://www.slideshare.net/slideshow/product-life-cycle-12816142/12816142>

W5. <https://www.slideshare.net/slideshow/3challenges-of-tradepptx/258711134>

W6. <https://www.slideshare.net/slideshow/indias-foreign-trade-44826489/44826489>



# Institute of Management & Technology, Faridabad

## Department of Management

### Lecture Plan

<b>COURSE:</b>	<b>E-COMMERCE AND APPLICATION</b>	<b>CODE:</b>	<b>25IMS1203DS11</b>
<b>CLASS:</b>	<b>MBA 111SEM (IT)</b>	<b>ACADEMIC YEAR:</b>	<b>2025-26</b>
<b>FACULTY:</b>	<b>Ms Seep Taneja</b>		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. Of Lecture	Delivery Method
UNIT-I				
1	Framework for E-commerce	T1,W1	2	PPT
2	Market Forces Influencing I-way	T1	1	Chalk & Talk
3	Network Access Equipment	T1,R1	2	Chalk & Talk
4	Public policy issues shaping the I-way	T1	1	Chalk & Talk
5	EDI-Application in Business	T1	2	PPT
6	Legal, Security and privacy Issues of EDI	T1	2	Chalk & Talk
7	Components of EDI Standards	T1,R1	2	Chalk & Talk
8	ASC X12	T1	2	Chalk & Talk
9	EDIFACT	T1	2	PPT
UNIT-II				
10	Changing Retail Industry Dynamics	T1,R1	2	Chalk & Talk
11	Merchantile Models rom the Consumers perspective	T1,R2	1	Seminar
12	Management Challenges in online Retailing	T1,R2,W2	1	Chalk & Talk
13	Basics of Customer assest management	T1	2	Chalk & Talk
14	Online Customer Service and Support	T1,R2	1	PPT
15	Technology and Marketing Strategy	T1,R1	3	Chalk & Talk
UNIT-III				
16	Integrated Logistics, Agile Manufacturing, Emerging Business Requirements	T1,R1,	2	Chalk & Talk
17	Manufacturing Information System, Intranet-based Manufacturing and Logistics	R2,W3	2	PPT

	Management			
18	E-Commerce and online Publishing	T2,R1	2	Chalk & Talk
19	Online Publishing Approaches,Advertising and Online Publishing	T1,R2	1	PPT
18	Changing Dynamics in the Banking Industry	T1	2	Chalk & Talk
19	Home Banking Implementation Approaches	T1,R1	1	Smart Board
20	Management Issues in Online Banking	R2, T1	1	Smart Board
UNIT-IV				
21	Introduction of Intranet and Cooperate Finance	R1,T1	2	Chalk & Talk
22	Financial System,Financial Intarnets	R2	1	Chalk & Talk
23	Software Modules in Financial Information Systems	W1	2	PPT
24	Human Resource Management System	T2,R1	1	Smart Board
25	Size / Structure of Financial Market	R1,W4	2	Chalk & Talk
45				

Total Lectures: 45

**DELIVERY/INSTRUCTIONAL METHODOLOGIES:**

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

**References**

• **TEXT BOOKS:**

T1 Dave Chaffey,E-Business and E-Commerce Management ,Implementation and Practice  
T2 Greenstien and Vasarhelyi,Electronic Commerce ,Tata McGraw Hill

• **REFERENCE BOOKS:**

R1 Kalakota and Whinston ,Electronic Commerce :A Manager’s Guide,Pearson Education

• **GOOGLE CLASSROOM LINK:**

<https://classroom.google.com/c/ODE3MjkzNzA1NzY5?cjc=ngaji373>

**DIGITAL CONTENT:**

W1. <https://www.slideshare.net/slideshow/ecommerce-web-site-project/65330966>

- W2. <https://www.slideshare.net/slideshow/consumer-oriented-application-mercantile-process-and-mercantile-models/165410984>
- W3. <https://www.slideshare.net/slideshow/management-information-system-manufacturing-information-system/87592561>
- W4. <https://www.slideshare.net/slideshow/financial-system-157511977/157511977>



# Institute of Management & Technology, Faridabad

## Department of Management

### Lecture Plan

<b>COURSE:</b>	<b>MULTIMEDIA AND WEB DEVELOPMENT</b>	<b>CODE:</b>	<b>25IMS1203DS12</b>
<b>CLASS:</b>	<b>MBA-V</b>	<b>ACADEMIC YEAR:</b>	<b>2025-26</b>
<b>FACULTY:</b>	<b>MS. DEEPTI JAIN</b>		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. Of Lecture	Delivery Method
UNIT-I				
1	Introduction to Multimedia	T1, R1, W1	2	CHALK & TALK
2	Multimedia devices	T1, W2	1	WEB RESOURCES
3	Components of Multimedia systems	T1, R1	1	CHALK & TALK
4	Authoring tools	T2, R1	1	LCD/SMART BOARDS
5	Creating multimedia	R3, R1	2	LCD/SMART BOARDS
6	Video- capturing and Video on demand	R3, R2	1	LCD/SMART BOARDS
UNIT-II				
7	Data Compression	T2, W3	1	CHALK & TALK
8	Non-lossy and lossy-compressions for images	T2, R4	1	CHALK & TALK
9	Color, gray scale	T2, R3	1	LCD/SMART BOARDS
10	Video image, Still video images	T2, R3	1	LCD/SMART BOARDS
11	Audio compression JPEG standard	T2, R3	1	CHALK & TALK
12	MPEG Standard, MIDI	T3	1	LCD/SMART BOARDS
13	DVI technology	T3, W4	2	LCD/SMART BOARDS
14	Brief survey of speech recognition and generations	T3, W5	1	LCD/SMART BOARDS
UNIT-III				
15	Data and file format standards	T2, R3, W6	1	CHALK & TALK
16	Multimedia application design	T2, R3	1	LCD/SMART BOARDS
17	Application classes	T2, R3	1	LCD/SMART BOARDS
18	Types of multimedia systems	T2, R3, W7	1	LCD/SMART BOARDS

19	Distributed multimedia systems	T2, R3	1	LCD/SMART BOARDS
20	Components	T3,R4	1	CHALK & TALK
21	Distributed multimedia databases.	T3,R4	1	CHALK & TALK
UNIT-IV				
22	Introduction to web design	R4, T2, W7	1	CHALK & TALK
23	Web development process	R4, T2	1	LCD/SMART BOARDS
24	Site types and architectures	R4, T2	1	WEB RESOURCES
25	Navigation theory and practice	R4, T2	1	WEB RESOURCES
26	Introduction to page	R4, T2	1	LCD/SMART BOARDS
27	Page types & sizes	R4, T2	1	LCD/SMART BOARDS
28	Web design tools	R4, T2	1	LCD/SMART BOARDS
29	Introduction to Font and Text	R4, T2	1	WEB RESOURCES
30	Introduction and Structure of HTML document	R4, T2, W8	1	WEB RESOURCES
31	HTML Tags, Inserting images, Creating links	R4, T2	1	LCD/SMART BOARDS
32	Tables, Forms, Frames	R4, T2	1	LCD/SMART BOARDS
33	Lab: students developed a website.	R4, T2	5	STUD. ASSIGNMENT

Total Lectures: 40

**DELIVERY/INSTRUCTIONAL METHODOLOGIES:**

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

**References**

• **TEXT BOOKS:**

- T1. Buford, Multimedia Systems, Pearson Education
- T2. Vaughan, Multimedia Making IT Work, Tata McGraw Hill,
- T3. Villamil and Molina, Multimedia: An Introduction, PHI

• **REFERENCE BOOKS:**

- R1. Shuman, Multimedia in Action, Vikas Publishing House
- R2. Senclair, Multimedia on the PC, BPB Publication
- R3. Rosch, Multimedia Bible, SAMS Publishing
- R4. Powell, Web Design: The Complete Reference, Tata McGraw Hill.

- **GOOGLE CLASSROOM LINK:**

<https://classroom.google.com/c/ODIwMTUwOTcyODM1?cjc=tan4ocbv>

- **DIGITAL CONTENT:**

- W1. <https://www.geeksforgeeks.org/computer-science-fundamentals/what-is-multimedia/>
- W2. <https://www.slideshare.net/slideshow/multimedia-system-and-hardware-devices-119498770/119498770>
- W3. <https://www.slideshare.net/slideshow/multimediamultimedia-compression/151057974>
- W4. <https://www.geeksforgeeks.org/computer-graphics/digital-visual-interface-dvi/>
- W5. <https://cacm.acm.org/research/a-historical-perspective-of-speech-recognition/>
- W6. <https://www.geeksforgeeks.org/techtips/list-of-file-formats/>
- W7. [https://www.tutorialspoint.com/multimedia/multimedia\\_systems.htm](https://www.tutorialspoint.com/multimedia/multimedia_systems.htm)
- W8. <https://www.geeksforgeeks.org/websites-apps/web-design/>
- W9. [https://www.w3schools.com/html/html\\_intro.asp](https://www.w3schools.com/html/html_intro.asp)



# Institute of Management & Technology, Faridabad

## Department of Management

### Lecture Plan

<b>COURSE:</b>	<b>BASICS OF BUSINESS ANALYTICS</b>	<b>CODE:</b>	<b>251MS1203DS23</b>
<b>CLASS:</b>	<b>MBA III(BA)</b>	<b>ACADEMIC YEAR:</b>	<b>2025-26</b>
<b>FACULTY:</b>	<b>Ms. Manjusha Kaur Bedi</b>		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. Of Lecture	Delivery Method
UNIT-1				
1	Business Analytics: Definition, Need and Scope	T1,W1	2	PPT
2	Types of Data, Big Data, Models in Business Analytics	T1,W1	2	PPT
3	Problem Solving with Analytics	T1,W1	2	PPT
4	Classification of Analytic Methods	T1	1	Chalk & Talk
UNIT-2				
5	Machine Learning: Introduction and Concepts	W2	2	PPT
6	Differentiating Algorithm	T2,R1	1	Chalk & Talk
7	Frameworks: Descriptive Analytics	T1,R1	1	Chalk & Talk
8	Predictive Analytics	T2	1	Chalk & Talk
9	Prescriptive Analytics	T2	1	Chalk & Talk
10	Web Analytics	T2	2	Chalk & Talk
UNIT-3				
11	Descriptive Analytics: Descriptive Statistical Measures	T1,R1	3	Chalk & Talk
12	Measures of Location, Dispersion	T1,R1	3	Chalk & Talk
13	Shapes and Association	T1,R1	2	Chalk & Talk
14	Visualising and Exploring Data	T1,R1	2	Chalk & Talk
15	Tables, Charts	W3 ,R1	2	PPT
16	Advanced Data Visualisation	T1,R1	2	Chalk & Talk
17	Data Dashboards	T2	2	Chalk & Talk

18	Overview	T1,T2,R1	1	Assignment
UNIT -4				
19	Introduction of Linear Optimisation Model	T1	2	Chalk & Talk
20	Solving Linear Optimisation Model	T1	2	Chalk & Talk
21	Optimisation Model for Prediction and Insight	T1	2	Chalk & Talk
22	Application of Analytics in Finance	T2,W4	2	PPT
23	Application of Analytics in Marketing	T2,W5	1	PPT
24	Application of Analytics in Human Resource Management	T1,T2	1	Chalk & Talk
25	Application of Analytics in Supply Chain Management	T1,T2	1	Chalk & Talk
26	Application of Analytics in Healthcare	T2	1	Chalk & Talk
27	Application of Analytics in Social Media	T2	1	Chalk & Talk

Total Lectures:45

**DELIVERY/INSTRUCTIONAL METHODOLOGIES:**

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

**References**

• **TEXT BOOKS:**

- T1 Lin N. (2014) Applied Business Analytics,Integrating Business Process, Big Data,And Advanced Analytics FT Press
- T2 Pochiraju,.B & Seshadri S.(2019),Essential of Business Analytics

• **REFERENCE BOOKS:**

- R1 Sharma J.K Business Statistics,Pearson Education

• **GOOGLE CLASSROOM LINK:**

<https://classroom.google.com/c/ODIwMTIzNjI3NDc3?cjc=x4mc6ifs>

• **DIGITAL CONTENT:**

- W1. [Chapter 1 - Introduction to Business Analytics.pptx](#)
- W2. <https://www.slideshare.net/slideshow/machine-learning-ppt-143214180/143214180>
- W3. [https://www.slideshare.net/slideshow/ppt-on-the-topic-tabular-and-graphical-presentation-of-data-data-tables-frequency-curve-histogram-bar-graphs-pie-charts-ppt/283346086?from\\_search=2](https://www.slideshare.net/slideshow/ppt-on-the-topic-tabular-and-graphical-presentation-of-data-data-tables-frequency-curve-histogram-bar-graphs-pie-charts-ppt/283346086?from_search=2)
- W4. <https://www.slideshare.net/slideshow/use-of-analytics-in-finance/243425922>
- W5. <https://www.slideshare.net/slideshow/marketing-analytics-ppt/250658130>



# Institute of Management & Technology, Faridabad

## Department of Management

### Lecture Plan

<b>COURSE:</b>	Information economics and its applications	<b>CODE:</b>	25IMSI203DS25
<b>CLASS:</b>	MBA 3rd Sem (BA)	<b>ACADEMIC YEAR:</b>	2025-26
<b>FACULTY:</b>	Priyanka Kumar		

S. No.	Topic Name	Reference/ Text Book/ Web (R/T/W)	No. Of Lecture	Delivery Method
UNIT-I				
1	Introduction to information economics	w1	1	Chalk & Talk
2	Principle agent, hidden action problem, hidden information problem,	w3	1	Stud. seminar
3	Monopolistic screening	T2	1	Chalk & Talk
UNIT: 2				
4	Adverse selection, concept, lemons problem, probable solutions	T1	2	Chalk & Talk
5	Signalling, separation pooling equilibrium	T2	1	LCD
6	Insurance market, cheap talk	T1	1	LCD
UNIT: 3				
7	Screening: second degree price discrimination,	T1	1	Chalk & Talk
8	Screening in competitive insurance market	T1	1	seminar
9	Monopoly screening in insurance market	w4	1	assignment
UNIT 4				
10	Introduction to mechanism design: basic concepts	T1	1	Chalk & Talk
11	Revelation principle, truthful implementations, applications of mechanism design to bargaining and auctions	T1	2	Chalk & Talk
12	Bidding behaviour in the four standard auctions, first priced sealed bid, second price sealed bid	T2	1	Chalk & Talk
13	Dutch auction, english auction, revenue equivalence theorem, applications to finance: credit market rationaling	W5	1	Web resources

Total Lectures:

**DELIVERY/INSTRUCTIONAL METHODOLOGIES:**

<input type="checkbox"/> CHALK & TALK	<input type="checkbox"/> STUD. ASSIGNMENT	<input type="checkbox"/> WEB RESOURCES
<input type="checkbox"/> LCD/SMART BOARDS	<input type="checkbox"/> STUD. SEMINARS	<input type="checkbox"/> ADD-ON COURSES

**References**

• **TEXT BOOKS:**

T1 mas-colell micro economic theory

T2 hard o,d & holmstrm microeconomic analysis

• **REFERENCE BOOKS:**

R1 cowell microeconomics: principle and analysis. Oxford university press.

• **DIGITAL CONTENT:**

W1. [dlc.dlib.indiana.edu](http://dlc.dlib.indiana.edu)+1

W2. [bpb-us-w2.wpmucdn.com](http://bpb-us-w2.wpmucdn.com)+1

W3. [Scribd](https://www.scribd.com)

W4. [api.pageplace.de](http://api.pageplace.de)

W5,. [its.caltech.edu](http://its.caltech.edu)

• **GOOGLE CLASSROOM:**

<https://classroom.google.com/c/ODIxOTc4NTU0NTAz?cjc=qx4d56z6>