



Faculty of Commerce

**Department
of
Commerce and Business Administration
University of Allahabad
Prayagraj**

SYLLABUS

**FIVE YEAR INTEGRATED PROGRAMME
IN MANAGEMENT (IPM)**

STRUCTURE OF FIVE YEAR INTEGRATED PROGRAMME IN MANAGEMENT (IPM)

Learning Outcomes Descriptors and Programme Outcomes (POs) for Integrated Programme

Descriptor	Knowledge and understanding: The graduates should be able to demonstrate the acquisition of:
P.O. 1.	advanced knowledge about a specialized field of enquiry, with depth in one or more fields of learning within a broad multidisciplinary/ interdisciplinary context.
P.O. 2.	a coherent understanding of the established methods and techniques of research and enquiry applicable to the chosen fields of learning.
P.O. 3.	an awareness and knowledge of the emerging developments and issues in the chosen fields of learning,
P.O. 4.	procedural knowledge required for performing and accomplishing professional tasks associated with the chosen fields of learning.
Descriptor	General, technical and professional skills required to perform and accomplish tasks: The graduates should be able to demonstrate the acquisition of:
P.O. 5.	a range of cognitive and technical skills required for performing and accomplishing complex tasks relating to the chosen fields of learning,
P.O. 6.	cognitive and technical skills relating to the established research methods and techniques,
P.O. 7.	cognitive and technical skills required to evaluate complex ideas and undertake research and investigations to generate solutions to real-life problems,
P.O. 8.	generate solutions to complex problems independently, requiring the exercise of full personal judgement, responsibility, and accountability for the output of the initiatives taken as a practitioner.
Descriptor	Application of knowledge and skills: The graduates should be able to demonstrate the ability to:
P.O. 9.	apply the acquired advanced technical and/or theoretical knowledge and a range of cognitive and practical skills to analyze the quantitative and qualitative data gathered drawing on a wide range of sources for identifying problems and issues relating to the chosen fields of learning,
P.O. 10.	apply advanced knowledge relating to research methods to carry out research and investigations to formulate evidence-based solutions to complex and unpredictable problems.
Descriptor	Generic learning outcomes: The graduates should be able to demonstrate the ability to:
P.O. 11.	listen carefully, read texts and research papers analytically, and present complex information in a clear and concise manner to different groups/ audiences,
P.O. 12.	communicate technical information and explanations, and the findings/ results of the research studies relating to specialized fields of learning,
P.O. 13.	present in a concise manner one's views on the relevance and applications of the findings of research and evaluation studies in the context of emerging developments and issues.
P.O. 14.	meet own learning needs relating to the chosen fields of learning,

P.O. 15.	pursue self-paced and self-directed learning to upgrade knowledge and skills that will help accomplish complex tasks and pursue a higher level of education and research.
	The graduates should be able to demonstrate:
P.O. 16.	a keen sense of observation, enquiry, and capability for asking relevant/ appropriate questions,
P.O. 17.	the ability to problematize, synthesize and articulate issues and design research proposals,
P.O. 18.	the ability to define problems, formulate appropriate and relevant research questions, formulate hypotheses, test hypotheses using quantitative and qualitative data, establish hypotheses, make inferences based on the analysis and interpretation of data, and predict cause-and-effect relationships,
P.O. 19.	the capacity to develop appropriate tools for data collection,
P.O. 20.	the ability to plan, execute and report the results of an experiment or investigation,
P.O. 21.	the ability to acquire the understanding of basic research ethics and skills in practicing/doing ethics in the field/ in own research work, regardless of the funding authority or field of study,
P.O. 22.	examine and assess the implications and consequences of emerging developments and issues relating to the chosen fields of study based on empirical evidence.
P.O. 23.	make judgement in a range of situations by critically reviewing and consolidating evidence,
P.O. 24.	exercise judgement based on evaluation of evidence from a range of sources to generate solutions to complex problems, including real-life problems, associated with the chosen field(s) of learning requiring the exercise of full personal responsibility and accountability for the initiatives undertaken and the outputs/outcomes of own work as well as of the group as a team member.
Descriptor	Constitutional, humanistic, ethical, and moral values: The graduates should be able to demonstrate the willingness and ability to:
P.O. 25.	Embrace and practice constitutional, humanistic, ethical, and moral values in life.
P.O. 26.	adopt objective, unbiased, and truthful actions in all aspects of work related to the chosen field(s) of learning and professional practice.
P.O. 27.	present coherent arguments in support of relevant ethical and moral issues.
P.O. 28.	participate in actions to address environmental and sustainable development issues.
P.O. 29.	follow ethical practices in all aspects of research and development, including avoiding unethical practices such as fabrication, falsification, or misrepresentation of data or committing plagiarism.
Descriptor	Employability and job-ready skills, and entrepreneurship skills and capabilities/ qualities and mindset: The graduates should be able to demonstrate the acquisition of knowledge and skill sets required for:
P.O. 30.	adapting to the future of work and to the demands of the fast pace of technological developments and innovations that drive a shift in employers' demands for skills, particularly with respect to the transition towards more technology-assisted work involving the creation of new forms of work and rapidly changing work and production processes.

P.O. 31.	managing complex technical or professional activities or projects, requiring the exercise of full personal responsibility for the output of own work as well as for the outputs of the group as a member of the group/team.
P.O. 32.	exercising supervision in the context of work having unpredictable changes.

Programme Specific Outcomes (PSOs)

PSO1: Foundational and Multidisciplinary Knowledge

Graduates will demonstrate a broad understanding of commerce, management, economics, technology, and social sciences, integrating interdisciplinary perspectives to solve organizational and societal challenges.

PSO2: Analytical and Decision-Making Competence

Graduates will develop the ability to analyze business problems using quantitative, qualitative, and technological tools, apply data-driven insights, and make effective managerial decisions in dynamic environments.

PSO3: Leadership, Ethics, and Sustainability

Graduates will exhibit ethical judgment, leadership skills, and social responsibility, embracing sustainability principles, corporate governance, and inclusive growth in business decision-making.

PSO4: Innovation, Entrepreneurship, and Global Mindset

Graduates will demonstrate an entrepreneurial orientation, creativity, and adaptability, with an understanding of global business trends, emerging markets, and cross-cultural management practices.

PSO5: Communication, Collaboration, and Lifelong Learning

Graduates will develop effective communication, negotiation, and teamwork skills, along with the ability to pursue lifelong learning, research, and self-development in professional and academic contexts.

**CREDIT STRUCTURE
SEMESTER-I**

S.N.	Course Code	Course Title	L	T	P	Credit	Int.	Ext.
THEORY								
1.		Foundation Course - 1	2	1		3	40	60
2.		Skill Based Elective - 1	2	1		3	40	60
3.	IPMC-101	Fundamentals of Management	3	1		4	40	60
4.	IPMC-102	Accounting for Managers	3	1		4	40	60
5.	IPMC-103	Fundamentals of Computing	3	1		4	40	60
6.	IPMC-104	Workshop on Presentation Skills	1	-	3	4	40	60
TOTAL						22		

SEMESTER-III

S. No.	Course Code	Course Title	L	T	P	Credit	Int.	Ext.
THEORY								
1.	IPMC-301	Business Research	3	1		4	40	60
2.	IPMC-302	Principles of Marketing	3	1		4	40	60
3.	IPMC-303	Business Law	3	1		4	40	60
4.		Elective 01	3	1		4	40	60
5.		Elective 02	3	1		4	40	60
6.	IPMC-304	Dissertation	1	-	1	2	40	60
TOTAL						22		

SEMESTER-V

S. No.	Course Code	Course Title	L	T	P	Credit	Int.	Ext.
THEORY								
1.	IPMC-501	Business Ethics and Corporate Governance	3	1		4	40	60
2.	IPMC-502	Stock Market Operations	3	1		4	40	60
3.	IPMC-503	Business Statistics	3	1		4	40	60
4.		Elective 05	3	1		4	40	60
5.		Elective 06	3	1		4	40	60
6.	IPMC-504	Summer Internship	-	-	2	2	-	100*
TOTAL						22		

***40 marks- presentation + 60 marks-Report**

Electives Courses

<u>General Management</u>	<u>Financial Management</u>
IPME-101: Personality Development IPME-102: Behavioural Economics IPME-103: Managing Online Businesses IPME-104: Family business management IPME-105: Stress Management IPME-106: Corporate Social Responsibility IPME-107: Start-up ecosystems and Management IPME-108: Intellectual Property Rights IPME-109: Indian management thought and practices	IPME-201: Indian Financial System IPME-202: Behavioural Finance IPME -203:Financial Services IPME-204: Security Analysis & Portfolio Management IPME -205:FinancialModelling for Business IPME -206:Risk Management in business IPME -207: Financial Derivatives IPME -208: Financial econometric IPME -209: Capital and securities market IPME -210: Personal Financial Planning IPME -211: Financial Reporting & Analysis
<u>Human Resource Management</u>	<u>Marketing Management</u>
IPME-301: Strategic Human Resource Management IPME-302: Performance Management IPME-303: Leadership Development IPME-304: International Human Resource Management IPME-305: Managing Organisational Change IPME-306: Industrial Relations IPME-307: Labour Laws IPME-308: Talent Development	IPME- 401: Digital Marketing IPME- 402: Customer Relationship Management IPME- 403: Advertising Management IPME- 404: Marketing Research IPME- 405: Social Media Marketing IPME- 406: Agri Business and Rural Marketing IPME- 407: Brand and Product Management IPME- 408: Advanced Selling Skills and Sales Management IPME- 409: Marketing Analytics

IPME-309: Competency and Skill Management	IPME- 410: Consumer Behaviour
IPME-310: Organisation Development	IPME- 411: International Logistics Management
IPME-311: Training Management	
<u>Supply Chain Management</u>	<u>Skill Courses</u>
IPME-501: Agri-Food Supply Chain Management	As offered by the University of Allahabad
IPME-502: Commercial Aspects of Transportation and Logistics Industry	
IPME-503: Digital Innovation & Technology in Supply Chain Management	<u>Foundation Courses</u>
IPME-504: Logistics Regulation and Compliance	As offered by the University of Allahabad
IPME-505: Transportation and Shipping Logistics Management	
IPME-506: Innovations in Supply Chain	
IPME-507: Retail Supply Chain Management	
IPME-508: Supply Chain Finance	
IPME-509: Transportation Systems & Network Design	
IPME-510: Sustainable Supply Chain	

FIVE YEAR INTEGRATED PROGRAMME IN MANAGEMENT (IPM)

SEMESTER-I

CORE COURSE

IPMC-101: FUNDAMENTALS OF MANAGEMENT

Course Objectives

- To familiarize students with the concept, evolution, and principles of management and their relevance in contemporary organizations.
- To develop an understanding of planning, organizing, leading, and controlling functions as applied in real business contexts.
- To build analytical and problem-solving skills for managerial decision-making and strategy formulation.
- To enhance the ability to motivate teams, communicate effectively, and coordinate resources for achieving organizational goals.
- To equip students with the knowledge of control techniques, performance evaluation, and modern managerial tools like PERT/CPM and budgetary control.

Course Learning Outcomes (COs):

CO1: Understand management evolution, functions, and challenges. Apply classical and modern theories to solve real-world problems.

CO2: Plan and make decisions to develop strategies. Analyze and apply organizational structures in workplace situations.

CO3: Use motivation and leadership theories to boost employee performance and improve work dynamics.

CO4: Build communication and coordination strategies to meet organizational goals.

CO5: Use control tools like PERT/CPM, budgets, and audits to measure performance and improve efficiency.

Mapping of Course Outcomes

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO10	PO21
CO1	3	1		1	2	3	2		1
CO2			2	2		3		2	
CO3		1		1	3			3	1
CO4	3	3			1	3	3		3
CO5	2		3		3	2	3		3

Course Content

UNIT-I Introduction: Functions and Principles of management, Managerial roles, Evolution of management, Approaches to management– Classical, behavioural, systems and contingency approaches; Contemporary issues and challenges.

UNIT-II Planning: Meaning, nature, importance and steps of planning, types of plans, MBO, Decision making: meaning, types, Process and models. Organization: Concept, Characteristics, Functions and Importance, Classification of organisation, Formal, Informal Theories of Organization, Line and staff authority, Matrix and Virtual organisation

UNIT-III Directing and Controlling: Direction-meaning, principles of directing, techniques of direction, Motivation- Motives, Characteristics, Motivation Theories, Maslow's hierarchy of need Theory, Douglas McGregor Theory X and Y, Theory Z, Herzberg two factor theory, ERG theory, Leadership-theories of leadership, Trait theory, Behavioural, situational approach,

UNIT-IV Communication: Process, Methods, Types of communication, Principles of Effective communication, Barriers to communication, Methods of overcoming barriers, Coordination-Features and importance, essentials of effective coordination, Techniques of coordination, Types, Steps for effective coordination.

UNIT-V Control Process: Nature, Steps in control process, Techniques of control, PERT/CPM, types of managerial control, Budgetary Control, Management Audit-Objectives and significance, Approaches to management audit.

Suggested Readings:

1. S.P.Robbins, Mary Coulter,David DE Cenzo, *Fundamentals of management*, Pearson Publication.
2. D. Chandra Bose ,*Principles of management and Administration*
3. Peter F. Drucker,*The Practice of Management*
4. Peter. F. Drucker,*Management: Tasks, Responsibilities and Practices*
5. Peter F. Drucker,*People and Performance*
6. Stephen P. Robbins and Mary A. Coulter *Management: Global Edition*
7. Ricky W. Griffin *Management: Principles and Practices*
8. Stoner, Freeman and Gilbert, Jr. *Management*, Pearson Education,
9. Weihrich, Heinz and Harold Koontz, *Management: A Global Perspective*, TMHl

IPMC-102: ACCOUNTING FOR MANAGERS

Course Objectives

- To impart a clear understanding of basic accounting concepts, conventions, and processes relevant to business organizations.
- To develop the ability to prepare, interpret, and analyze key financial statements for decision-making.
- To enable students to apply accounting ratios, trend analysis, and comparative statements for financial evaluation.
- To familiarize learners with cost concepts, cost-volume-profit (CVP) analysis, and their applications in managerial planning and control.
- To introduce budgetary control, standard costing, and variance analysis techniques for effective management decision-making.

Course Learning Outcomes (COs):

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

CO1: To understand the fundamentals of accounting and managerial decision-making.

CO2: To develop the ability to prepare key financial statements.

CO3: To analyze the financial statements using ratio analysis, trend analysis, and common-size and comparative statements.

CO4: To learn cost concepts and techniques of cost-volume-profit analysis.

CO5: To apply standard costing and variance analysis and understand the important budgeting principles for effective control and planning.

Mapping of Course Outcomes

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO10	PO19
CO1	3	2	1		2	3		2	1
CO2		1	2	1		2	2	2	
CO3	2			3	3		2	3	2
CO4	3	3		2		3	3		3
CO5	2		3		3	2		3	3

Course Content

Unit –I

Accounting – Introduction, importance and scope; Generally Accepted Accounting Principles; accounting equation; Accounting cycle – Journals, Ledgers, Trial Balance; Role of Cost Accounting and Financial Accounting for decision making.

Unit – II

Preparation of financial statements – Statement of Profit and Loss, Balance Sheet; Fund Flow Statement and Cash Flow Statement

Unit – III

Financial Statement Analysis – Ratio Analysis, Trend Analysis, Common size statement and Comparative Financial Statement.

Unit – IV

Cost Concept & classification - Material, labour, overhead; types of cost;**cost sheet; marginal costing and** Cost volume profit analysis.

Unit – V

Standard costing and variance analysis (Material and labour); Budget and Budgetary Control: Characteristics of Budgeting, Objectives of budgetary control, budget and Forecasting, types of budget, Limitations of Budgetary control; use of any accounting software.

Suggested Readings:

- P.C. Tulsian, *Financial Accountancy*, Pearson Education.
- S.N. Maheshwari and S.K. Maheshwari, *An Introduction to Accountancy*, Vikas Publishing House
- M.N. Arora, *Cost and Management Accounting*, Himalaya Publishing House
- R.P. Rustagi, *Fundamentals of Management Accounting*, Taxmann

IPMC-103: Fundamentals of Computing

Course Objectives

- To introduce the fundamentals of computer systems, their architecture, and functional components.
- To develop understanding of hardware, input-output devices, and memory management in business computing environments.
- To familiarize students with operating systems, application software, and productivity tools for managerial use.
- To build knowledge of computer networks, communication systems, and internet technologies used in organizations.
- To provide conceptual understanding of Database Management Systems (DBMS) and cloud computing applications for business decision support.

Course Learning Outcomes (COs):

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

CO1: Understand the evolution, characteristics and classification of Computers

CO2: Understand the importance of various input devices and memory of computer system

CO3: Understand the purpose and usages of Operating System and Application Softwares

CO4: Evaluate and analyze computer communication system

CO5: Understand the Database Management System and Cloud Computing

Mapping of Course Outcomes

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO15	PO22
CO1	3	2		1	2	3	2		2
CO2			2	1		3		2	
CO3	1				3		1	3	1
CO4	3	3		1		3			3
CO5		2		2	3		3	3	

Course Content

UNIT-I

Introduction- Evolution of Computers, Characteristics and classification of Computers, Basic Computer Organization, System Concept, Number Systems, Conversion from one number system to another, CPU, Control Unit, Arithmetic Logic Unit, Registers, Main Memory, Cache Memory, Storage Evaluation Criteria.

UNIT-II

Input-Output Devices: Keyboard, Point-and-Draw Devices, Data Scanning Devices, Electronic-card reader, Speech Recognition and Vision-input system, Monitors, Printers, Screen Image Projector, Voice Response Systems, Secondary Storage Devices: Magnetic Disks, Optical Disks, Memory Storage Devices, Mass Storage Devices.

UNIT-III

Relationship between Software and Hardware, Types of Software, What is an Algorithm and a Flowchart, Computer Languages, Language Translators, Operating System, Major Functions of OS, Application Software Packages, MS-Word, Excel and PowerPoint.

UNIT-IV

Communication system, Data Transmission Modes, Data Transmission Media: Twisted-Pair Wire, Coaxial Cable, Microwave System, Communications Satellite, Optical Fibers, Asynchronous and Synchronous Transmission, Switching Techniques, Network Types, Network Topologies, Communication Protocol, Distributed Computing Systems.

UNIT-V

Data Processing, Characteristics of Poor Quality Data and Integrity of Data, Data Storage Hierarchy, Standard methods of organizing data, File Management System, DBMS, Internet, Intranet, Extranet, e-mail, Web Browsers, Search Engines, Search Engine Result Pages, Data Centers, Cloud Computing-Concept, its application in organisation, Virtualization.

Suggested Readings:

1. Norton, Peter, *Introduction to Computers*, McGraw Hill
2. Sinha, Pradeep K., Sinha, Priti, *Computer Fundamentals*, BPB
3. Rajaraman V., Neeharika Adabala, *Fundamentals of Computer*, PHI
4. Goel, Anita, *Computer Fundamentals*, Pearson
5. Lalwani, Lokesh, *Excel 2019 All-in-One*, BPB

IPMC-104: Workshop on Presentation Skills

This course aims to develop the presentation skill of the students. Their presentation skills will be evaluated on predefined criteria.

CO1: Plan and structure professional presentations for organizational contexts.

CO2: Demonstrate effective verbal communication skills in formal settings.

CO3: Use appropriate non-verbal cues to enhance message delivery.

CO4: Adapt communication style to suit audience and purpose.

CO5: Present ideas confidently and clearly in professional environments.

SEMESTER III

IPMC-301: Business Research

Course Objectives (COs):

- To develop an understanding of basic concepts, scope, and importance of business research in managerial decision-making.
- To enable students to design and structure research problems and identify suitable research methodologies.
- To impart practical knowledge about data collection techniques, sampling procedures, and scaling methods.
- To provide exposure to quantitative and qualitative data analysis using statistical tools and software.
- To develop the ability to prepare, interpret, and present research reports while adhering to ethical standards.

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

CO1: Explain the basics and types of business research.

CO2: Design research using appropriate tools and techniques.

CO3: Apply suitable methods for data collection and sampling.

CO4: Analyze data using statistical tools and software.

CO5: Prepare research reports and follow research ethics.

Mapping of Course Outcomes

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO5	PO14	PO22
CO1	3	2			2	3	2		1
CO2	2		2	1		3	3		
CO3					3				3
CO4	3	3		2		3	3	3	2
CO5		2	3	2	3	2		3	

UNIT- I

Business Research Method: Concept, Nature, Scope of BRM, Significance, Objectives of Business Research, Characteristics of Research, Types of Research-Exploratory, Empirical Research, Cross- Sectional and Time Series Research, Research Questions/ Problems, Research Hypothesis- Characteristics, Research in an Evolutionary Perspective, The Role of Theory in Research, The Research Process: An overview.

UNIT- II

Research Design and Measurement: Definition and types of research design- Exploratory and Causal Research Design, Descriptive and Experimental Design, Qualities of a Good Research Design, Validity of Findings-Internal and External Validity, Variables in Research, Scaling:

Procedure and Technique, Nominal, Ordinal and Rank Scales, Measurement of variables, Validity and Reliability of data.

Unit III

Data Collection: Primary Vs Secondary Data, Methods of data Collection, Survey Vs Observation
Research Methods: Descriptive and Experimental, Construction of Questionnaire and Instrument, Validation of Questionnaire, Sampling Plan, Sample Size, Determination of Optimal Sample Size, Sampling Techniques, Probability Vs. Non Probability Sampling Methods.

Unit IV

Data Preparation and Analysis: Data Preparation, Editing, Coding, Data Entry, Validity of Data, Qualitative Vs Quantitative data analysis, Bivariate and Multivariate statistical Techniques, Factor Analysis, Discriminant Analysis, Cluster Analysis, Multiple Regression and Correlation, Chi square test, Multidimensional scaling – Application of Statistical Software for Data Analysis.

Unit V

Report Writing and Ethics in Business Research: Research Report: Different types, Contents of Report; Need of Executive Summary; Chapterization, Contents of Chapter; Report Writing; The Role of Audience; Readability; Comprehension, Tone, Final Proof; Report Format : Title of the Report; Ethics in Research, Ethical Behaviour in Research; Subjectivity and Objectivity in Research.

Suggested Readings:

- William G. Zikmund: *Business Research Methods*,
- Cooper and Schindler: *Business Research Methods*, TMH
- Mark Saunders: *Research Methods for Business*: Pearson Education,
- C.R. Kothari: *Research Methodology – Methods*, New Age Publications.
- Anil K. Mishra: *A Hand-Book of Research in SPSS*, Himalayan Publishing
- Field, A.: *Discovering Statistics Using IBM SPSS*. Sage Publications
- Das Gupta S., *Methodology of Social Science Research*

IPMC-302: Principles of Marketing

Course Objectives

- To familiarize students with the fundamental concepts, principles, and scope of marketing management.
- To enable learners to analyze consumer behavior, market segmentation, and targeting strategies for effective positioning.
- To equip students with skills to formulate pricing, distribution, and promotional strategies in dynamic business contexts.
- To develop the ability to apply marketing mix and strategic marketing tools for decision-making.
- To cultivate an understanding of ethical, sustainable, and digital dimensions of marketing in the contemporary environment.

Course Outcomes:

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

CO1: Understand the core concepts, scope, and environment of marketing.

CO2: Analyze consumer behavior and segmentation to guide product decisions.

CO3: Apply pricing strategies considering consumer psychology and demand.

CO4: Evaluate distribution channels and supply chain strategies.

CO5: Design effective promotional strategies using various communication tools.

Mapping of Course Outcomes

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO16	PO20
CO1	3	2	3		1		3	2	3
CO2		3	2	3		3	2		
CO3	2				1	2			2
CO4		3		2			3	3	
CO5	2	2		2		2	1	3	3

Course Content

Unit-I

Marketing: Core Concept of marketing, Nature, scope of Marketing, Theories of marketing, Functions of marketing, Strategic marketing, Marketing Mix, Holistic marketing, Marketing Organization, Designing Appropriate Structure and influencing Factors, Marketing Environment,

Unit-II

Analysing consumer markets: Model of consumer behaviour, Buying decision process, Segmentation-bases for consumer segmentation, Product-Types of products, Levels of product, Product mix, Product width, PLC, New product Development, Consumer Behaviour, Nature and Factors influencing Consumer Behaviour, Decision Making Process

Unit-III

Pricing: Consumer psychology and pricing, Defining the pricing Objective, Determining demand, Pricing methods, Product-mix Pricing, Major consumer incentive decisions. Selecting Trade incentives.

Unit-IV

Distribution Channels, Functions, Type of Channels, channel levels, Factors Influencing Channel management ,Modern retail environment, Brick-And Mortar Retailers and Online retailers, Supply Chain Management, Gati Shakti Scheme

Unit-V

Promotion-Promotional Mix, Elements of Promotional Mix, Characteristics of promotional tools Communication Process, Advertising, Publicity, Personal selling as a process, Sales Promotion, Direct marketing channels, (Case Studies)

Suggested Readings:

- Kotler, Philip: *Marketing Management*: PHI
- Stanton, W J: *Fundamentals of Marketing*
- Cundiff & Still: *Fundamentals of Marketing*
- Rusenberg, L J: *Marketing*
- Pillai R S N, Bhagwati :*Modern Marketing Principles & Practices*
- Neelmegham and Namakumari :*Marketing Management*, MacMillan, New Delhi
- S.A.Sherlekar : *Marketing Management*

IPMC-303: Business Law

Course Objectives

- To provide an understanding of the fundamental legal principles governing business operations in India.
- To develop the ability to analyze and interpret provisions of key business legislations, including the Companies Act, Contract Act, and Sale of Goods Act.
- To familiarize students with different forms of business organizations and their legal implications under Indian law.
- To build awareness of environmental laws and mechanisms for pollution control within business contexts.
- To nurture a sense of legal compliance, ethics, and responsibility in managerial decision-making.

Course Outcomes:

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

CO1: Describe the formation, structure, and key provisions of the Companies Act, 2013.

CO2: Explain the essentials of valid contracts and key concepts under the Indian Contract Act, 1872.

CO3: Interpret provisions related to the sale of goods, including ownership, warranties, and performance.

CO4: Differentiate LLPs from other business forms and outline their legal structure and dissolution.

CO5: Identify key environmental laws and understand legal mechanisms for pollution control in India.

Mapping of Course Outcomes

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO5	PO17	PO22
CO1	1	2	1	1	2	3		1	3
CO2	3	3	2				3		
CO3		3			3		3		2
CO4	3	3		2		3		3	
CO5		2	3	2	3	2	3	3	3

Unit I

Companies Act, 2013 Definition: Types of Companies, Incorporation of a Company, Memorandum and Articles of Association, Prospectus, Directors, Meetings

Unit II

The Indian Contract Act, 1872: Contract-Meaning, Characteristics and kinds, Essentials of valid contract, Discharge of contract, Contingent contracts, Contract of Bailment

Unit III

The Sale of Goods Act, 1930: Contract of Sale, Conditions and warranties, Transfer of Ownership in Goods, Performance of Contract of Sale

Unit IV

The Limited Liability Partnership Act, 2008: Salient Features of LLP, Difference between LLP and Partnership, LLP and Company, Partners and Designated Partners, Incorporation and Registration, Dissolution

Unit V

Laws related to Environment Protection: Environment Protection Act, 1986, Water (Prevention and Control of Pollution) Act, 1974, Air (Prevention and Control of Pollution) Act, 1981, National Green Tribunal Act, 2023

Suggested Readings

- Himanshu Srivastava, Mohit Bahal: *Company Law*; Shuchita Prakashan, Allahabad
- G.K. Kapoor: *Corporate Laws & Secretarial Practices*; Premier Book Company, New Delhi
- Garg, Chawla & Gupta: *Company Law*; Kalyani Publishers, Ludhiana (Hindi & English)
- Himanshu Srivastava, Prabhat Agarwal, *Commercial Law*, Shikha Publication

IPMC-304: Dissertation

The course aims to inculcate the researching abilities among students. The students will learn about framing objectives, hypotheses and adopting appropriate research design and the art of writing research report.

Each student will prepare dissertation under the supervision of a faculty member assigned by the Director, MONIRBA. Dissertation topic will be allotted and evaluated by the concerned supervisor.

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

CO1: Identify a relevant research problem and set clear research objectives.

CO2: Review and interpret existing literature related to the chosen topic.

CO3: Select and apply suitable research methods to collect and analyse data.

CO4: Prepare a structured dissertation report following academic standards.

CO5: Present and defend research findings clearly and confidently.

SEMESTER V

IPMC: 501 Business Ethics and Corporate Governance

Course Objectives

- To develop an understanding of ethical principles, values, and frameworks applicable in business and managerial contexts.
- To create awareness about corporate governance mechanisms ensuring transparency, accountability, and responsibility.
- To analyze ethical challenges and dilemmas faced by managers in decision-making processes.
- To study the regulatory framework and governance practices in India, including SEBI guidelines and corporate codes.
- To promote understanding of Corporate Social Responsibility (CSR) and its role in achieving sustainability and stakeholder trust.

Course Outcomes:

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

CO1: Explain and apply ethical principles to resolve dilemmas in business decisions.

CO2: Evaluate ethical issues in markets and workplaces, including environmental and consumer concerns.

CO3: Understand corporate governance and stakeholder responsibilities in business.

CO4: Analyze Indian governance practices and SEBI rules to assess ethical performance.

CO5: Assess the role of CSR in sustainability and evaluate CSR practices under Indian and global standards.

Mapping of Course Outcomes

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO19	PO22
CO1	3	2	3		1	3		2	1
CO2	2	3			2		3		
CO3				2				3	2
CO4		3	3	2	2	3	2	3	2
CO5	3		2	3		3	3		

Unit - I Business Ethics: Introduction Ethics and Business: Introduction; Moral Reasoning; Ethical Relativism, Ethical Principles in Business: Utilitarianism, Justice and Fairness, Ethics of care; Ethical Dilemma

Unit – II Ethics in Marketplace: Market and Business: Ethics in Marketplace- Perfect Competition, Monopoly and Oligopoly; Ethics of Consumer Production and Marketing; Ethics and Environment; Employees’ Duties and Obligations to Organization

Unit - III Corporate Governance: Introduction, Concept and Significance; Shareholders and their Role;; Corporate citizenship; Insider Trading; Whistle Blowing.

Unit – IV Corporate Governance in India: Evolution; Role of Securities and Exchange Board of India (SEBI); Directors and their roles; Independent Directors; Responsibilities of Board; Measurement of Board Performance; Roles and Functions of Board Committees

Unit – V Corporate social Responsibility: Concept and Nature; Significance; Kumar Mangalam Birla Report; NR Narayanmurty Committee Report; CSR in Companies Act, 2013; Corporate Sustainability; CSR Practices in India

Note: Case Studies will be provided and discussed in the classroom.

Suggested Reading:

- MGVelasquez: *Business Ethics: Concepts and Cases*, Pearson Education
- J Boatright: *Business Ethics*, Pearson Education
- S.K.,Chakraborty: *Values and Ethics for Organizations: Theory and Practice*, Oxford University Press
- Chakraborty, S.K., *Management by Values*, Oxford University Press
- Kesho Prasad: *Corporate Governance*, Prentice Hall of India
- BN Ghosh: *Business Ethics and Corporate Governance*, McGraw Hill
- Sharma, J.P., *Corporate Governance, Business Ethics and CSR*, Ane Books Pvt Ltd, New Delhi.

IPMC-502: STOCK MARKET OPERATIONS

Course Objectives

- To provide comprehensive knowledge of the structure and functioning of the Indian stock market.
- To explain the role, responsibilities, and regulation of stock exchanges and key market participants.
- To develop an understanding of trading mechanisms, settlement procedures, and clearing systems at NSE and BSE.
- To enable students to analyze stock indices, market volatility, and investment risks.
- To introduce derivative instruments, SEBI regulations, and emerging market challenges.

Course Outcomes:

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

CO1: To provide an overview of the Indian securities market and recent developments .

CO2: To understand the role and regulation of stock exchanges and functions of key market participants.

CO3: To explore the trading mechanisms, settlement systems and market operations at BSE and NSE.

CO4: To study stock market indices and analyze stock market risks and returns.

CO5: To gain knowledge of derivative instruments and understand the role of SEBI .

Mapping of Course Outcomes

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO5	PO9	PO22
CO1	3	3		1	1	3		1	1
CO2			2			2	3		
CO3	1			2	1		2		2
CO4	3	3	1	2	2	3	3	3	
CO5		3	3		3			3	3

Unit-I Capital Markets in India: An overview of Indian Securities Market, Meaning, Functions; Role of Primary Market; Methods of Floatation of Capital; Problems of New Issues Market; IPO's; Evolution of Stock Exchanges in India and Interlinkages among the Global Stock Markets; Recent developments in Capital Markets in India.

Unit-II Stock exchanges and its Functions : Meaning, Nature, Functions of Secondary Market; Organisation and Regulatory framework for Stock Exchanges in India, SEBI : Functions and Measures for Secondary Market; Overview of major Stock Exchanges in India Listing conditions of BSE and NSE, Delisting ;**Depositories-** NDSL, CDSL; Secondary **Market Players-** Brokers, Sub-Brokers, FIIs, DIIs, Depository Participants, Custodians.

Unit –III Trading , settlement and Surveillance System In Stock Exchanges : Different trading systems-BSE-BOLT System; Different types of settlements - Pay-in and Pay-out – Bad Delivery, Short delivery; Long and Short position, Auction; NSE – NEAT system; Market types, Order

types; De-mat settlement, Physical settlement, Funds settlement; Valuation debit, Valuation price; Margins, Exposure limits; Surveillance system in BSE & NSE, Circuit breakers.

Unit –IV Stock Market Indices : Meaning, Purpose, and Methods of calculating Stock Market Indices– Stock Market Indices in India – BSE Sensex–NSE indices – S&P CNX Nifty , Stock Market Indices in Foreign Countries (Overview), Stock Market Clearing House- Functions and Importance ;**Stock Market Risk** : Risk – Return Trade- off, Systematic Vs. Non-Systematic Risks; Components of Risks.

Unit –V Futures and Options (Call and Put): Terminology, Spot Price and Exercise Price, Mark to Market, In the Money, Out of Money contracts, Hedging, Swap Contracts; **Investor Protection and Legal Framework in India**- Role of SEBI and Stock Exchanges in Investor Protection, Investor Grievances and Investors’ Redressal System, Insider Trading, Stock Market Fraud Cases.

Suggested Readings:

- Punithavathy Pandian, “*Security Analysis and Portfolio Management*”,
- Prasanna Chandra, “*Investment Analysis and Portfolio management*”, TMH,
- V. A. Avadhani, *Investment and Securities Market in India*, Himalaya Publishing.
- Sanjeev Agarwal- *A Guide to Indian Capital Market*, Bharat Publishers
- Ravi Puliani and Mahesh Puliani- *Manual of SEBI*, Bharat Publication

IPMC-503: Business Statistics

Course Objectives

- To acquaint students with the principles and importance of business statistics for economic and managerial analysis.
- To develop understanding of probability concepts and statistical distributions applicable in business decisions.
- To enable students to perform regression, correlation, and hypothesis testing for interpreting data relationships.
- To impart knowledge of business forecasting and vital statistics for planning and performance measurement.
- To build practical competency in data sampling, statistical quality control, and decision-making techniques.

Course Outcomes:

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

CO1: Understand and apply regression analysis, including simple and multiple regression, and interpret correlation coefficients for business data analysis.

CO2: Comprehend probability theory and apply fundamental theorems and distributions such as Binomial, Normal, and Poisson in business contexts.

CO3: Analyze association of attributes, use chi-square tests, and assess data consistency for categorical data interpretation.

CO4: Evaluate business forecasting methods and vital statistics, including mortality, fertility measurements, and population growth analysis.

CO5: Apply sampling techniques and hypothesis testing methods such as t-test and control charts for statistical quality control and decision making.

Mapping of Course Outcomes

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO4	PO9	PO22
CO1	2	3	1	2	3	3	3	1	2
CO2		3			1		3		1
CO3	3		2	1	2	2	3	2	
CO4		3	2	2		3		3	1
CO5	3			2	3		3		3

Unit – I

Regression Analysis: Regression Equations, Regression Coefficients.

Multiple Correlation and Multiple Regression Analysis: Partial Correlation, Coefficient of Multiple Correlation, Multiple Regression Analysis.

Unit-II

Probability Theory: Axiomatic and Classical Definitions, Addition and Multiplication Theorems of Probability, Application of Addition Theorem, Multiplication Theorem, Bayes' Theorem.

Theoretical Frequency Distribution: Binomial, Normal and Poisson Distribution.

Unit-III

Association of Attributes: Theory of Association, Criterion of Independence, Coefficient of Association, Partial Association, Illusory Association, Consistency of Data, Contingency.

Chi-Square Test: Methods and Uses.

Unit-IV

Business Forecasting: Elements, Importance, Limitations and Theories of Business Forecasting.

Vital Statistics: Meaning, Definition, Importance, Utility, Measurements of Mortality, Life Table, Measurement of Fertility, Population Growth.

Unit-V

Sampling: Hypothesis Testing, Standard Error, Sampling of Attributes, Sampling of Variables – Large and Small Sample, t-test, Partial Comparison Test.

Statistical Quality Control: Meaning, Definition, Origin, Control Charts.

Suggested Readings:

- Black, Ken, Business Statistics: For Contemporary Decision Making, Wiley
- Roy, Ramendu, Principle of Statistics, PrayagPustak
- Sharma, J. K., Business Statistics, Vikas
- Elhance, D.N., Elhance, Veena, Aggarwal, B.M., Fundamentals of Statistics, Kitab Mahal.
- Singh, R.K., Shukla, S.S., Business Statistics, Shikha
- Gupta, S.P. Statistical Methods, Sultan Chand.
- Gupta, S.C., Gupta, Indira, Business Statistics, Himalaya
- Aggrawal, B.M., Singh, Sukhvir, Business Statistics, Ane Books

IPMC-504: Summer Internship

This course aims to provide industry-exposure to students. The students are expected to complete an internship of six to eight weeks duration in an organisation after the completion of the end-semester examination of Semester IV. It will help them learn the practical aspects of management. After the completion of internship, an internship report will be submitted by the students to the Department. The students shall be evaluated on the pre-defined criteria.

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

CO1: Gain practical exposure to management functions in a professional setting.

CO2: Apply theoretical concepts to real-world business problems.

CO3: Analyze organizational processes and suggest improvements.

CO4: Prepare and present a structured internship report with findings.

CO5: Demonstrate professional skills, ethics, and workplace adaptability.