

MBA Sem III
July-Dec 2021

Lesson Plan

Session	2021-22
Name of Faculty	Dr.Ashish Mahajan
Subject code:	MBA3005:
Subject Name:	BUSINESS ANALYTICS

S.No.	Topic	No.of Lectures
Unit-1 Introduction, Scope and Application	Introduction, Evolution, Classification, Trends, Scope and data for Business Analytics.	2
	Application of Business Analytics in various aspects of management	1
	Exploring data and analytics on spreadsheets	1
	Data mining, its introduction, phases, comparison with classical statistics	1
Unit-2 Descriptive and Inferential Analytics	Data visualization, Data charts and graphs	2
	Measures of location, dispersion and shape.	2
	Descriptive statistic for grouped and categorical data	1
	Statistical inference,	2
	power of test, confidence intervals	2
Unit-3 Predictive and Analytics	Linear, Non Linear and multiple regression	2
	multicollinearity, heteroscedasticity, Autocorrelation, dummy variable and categorical variable regression modeling	2
	autoregressive modeling	2
	Logistic regression	2
	time series forecasting	2
Unit-4 Machine Learning	Types of data,data preparation	1
	Data reduction techniques, missing data, outliers, overlapping data, over fitting	2
	data normalization , data partitioning	1
	Classification and Regression Trees,	2
	Principle Component Analysis	2
	Discriminate Analysis	2
Unit-5 Prescriptive Analytics	LPP, Integer Programming, Sensitivity	2
	Conditions for Optimality, Infeasibility, Degeneracy & Multiple Solution	1
	Monte Carlo simulation and risk analysis	2
	excel solver	1
TOTAL		40

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Shri G.S. Institute of Technology and Science, Indore
Department of Management Studies
MBA III SEM

MB 3106: Advertising and Sales Promotion

Unit No.	No. of Lectures (30)	Intended Coverage of Syllabus
1. Nature and Scope of Advertising:	2	Definition, Significance and Changing Concepts of Advertising,
	3	Functions and Types of Advertising, Social and Economic Effects of Advertising.
2. Campaign Planning:	3	Social, Ethical, and Economic Aspects of Advertising and Promotion.
	3	Advertising Campaign, Campaign Planning Process,
	3	Product Market Analysis, Setting Advertising Objectives, DAGMAR Approach, Budgeting and Creative Strategy, Basic media strategy.
3. Media Planning:	3	Types of Media, Basic Media Strategy,
	3	An IMC Campaign Layout, Media budgeting, Media Planning, Media Research,
	3	Factors Affecting Media Selection, Media Characteristics and Media Scheduling.
4. Copy Design and Development:	2	Nature and Use of Appeals, Message Format and Copy Writing and Script,
	3	Storyboard, Layouts and Illustrations. Advertising Agency-Operations & Management: Types of Agency
	2	Agency Organization Structure, Agency-client Relationship.
5. Measuring Advertising Effectiveness:	2	Pre-testing and Post Testing Techniques, Sales Promotion: Nature, Purpose and types of sales promotion activities,
	3	Sales promotion tools, factors affecting sales promotion.
	2	Case study related to advertising and sales promotion.

TOTAL = 40



Shri G.S. Institute of Technology and Science, Indore
Department of Management Studies
MBA III SEM
MB 3107: STRATEGIC BRAND MANAGEMENT

Unit No.	No. of Lectures (30)	Intended Coverage of Syllabus
1. Brands and Brand Management:	2	The concept of Brand, Importance and Significance of Branding,
	2	Challenges and Opportunities, Brand Health, Brand Awareness, Brand Image,
	3	Brand Personality, Brand Association. The Positioning Decisions, Brand Identity, Brand Loyalty, Brand Evolution.
2. Identifying and Establishing Brand Positioning and Values:	2	Brand Equity Concept, The Role of Brands, Strategic Brand Management Process, Legal Perspectives of Branding, Brand Positioning and Repositioning,
	3	Brand Valuation, Service Brands, and Global Branding, Customer Based Equity, Making a Brand Strong: Brand Knowledge, Sources of Brand Equity, Building Strong Brands,
	3	Brand Building Implications, Identifying and Establishing Brand Positioning, Defining and Establishing Brand Values.
3. Planning and Implementing Brand Marketing Programs:	2	Criteria for Choosing Brand elements, Options and Tactics for Brand Elements,
	3	Designing Marketing Programs to Build Brand Equity, Integrating Marketing Communications to Build Brand Equity
	3	Leveraging Secondary Brand Knowledge to Build Brand Equity.
4. Measuring and Interpreting Brand Performance:	2	Developing a Brand Equity Measurement and Management System, Brand Value Chain,
	3	Designing Brand Tracking Studies, Establishing a Brand Equity Management System, Measuring Sources of Brand Equity: Capturing Customer Mindset,
	3	Measuring Outcomes of Brand Equity: Capturing Market Performance
5. Growing and Sustaining Brand Equity:	2	Designing and Implementing Branding Strategies, Introduction and Naming
	3	New Products and Brand Extensions, Managing Brands over Time, Managing Brands over Geographic Boundaries and Market Segments
	3	BCG Product - Portfolio Matrix.

TOTAL = 40



Shri G.S. Institute of Technology and Science, Indore
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MBA III SEM
MB 310S: DIGITAL MARKETING

Unit No.	No. of Lectures (30)	Intended Coverage of Syllabus
1. Introduction to Digital marketing:	2	Traditional Vs Online Marketing, Components of Digital Marketing,
	2	Importance and scope of digital marketing; how web sites works- dynamic, static, responsive
	2	Website optimisation, Minimize bounce rate, RACE framework.
2. Digital Marketing Tools:	2	Google AdWords, How Google works: Search engine marketing and keywords
	2	Ranking methods, Techniques to get on top of Google, Banner ads, Re-Marketing, video ads,
	2	Email Marketing and Email optimisation, Search engine optimization.
3. Content Marketing:	2	Introduction to content marketing, Measuring and analysing content
	2	Difference from other forms of marketing, Importance of content marketing, 4 Ps of content marketing,
	2	Benefits of blogs, Designing blogs, Promoting & measuring blogs.
4. Social Media Marketing:	2	Social Media Revolution, Definition of Social Media, Social Media Marketing and its benefits,
	2	Popular Social Media Mediums – Facebook, Twitter, LinkedIn, Youtube, Instagram, Pintrest, Blogs.
	2	Mobile Marketing: Why Mobile, Tools of Mobile Marketing – Apps / Ads / Codes.
5. Evaluation of Direct Marketing:	2	Effective Ads: Calculating ROI, Budget, Analytics for Facebook, KPI's, Market research,
	2	Google Analytics, engagement, CTR. Online Reputation Management: Brand management, Tools to monitor online brand reputation,
	2	Communication online best practices, Online press releases, Online newspaper, magazine ads, Google, Yahoo news.

TOTAL = 40



Session		Lesson Plan	
Name of Faculty	Dr. Ashish Mahajan		
Subject code:	MBA 3304		
Subject Name:	SECURITY ANALYSIS & PORTFOLIO MANAGEMENT		
S.No.	Topic	No. of Lectures	
Unit-1 Introduction	: Investment types, investor classification, different venues of investment need for investment analysis & portfolio management realized return vs expected return.	1	
	Risk Return concept	1	
	multifactor model of risk & return	1	
	systematic and unsystematic risk	1	
	concept of beta,	1	
	capital assets pricing model,	1	
Unit-2 Valuation of Securities and Equity models	SML and CML valuations.	2	
	macroeconomic & market analysis: the global asset allocation decision,	1	
	constant growth model, multi-stage growth model,	3	
	P/E ratio and earnings multiplier models,	1	
	valuation of preference shares, valuation of warrants, rights issued.	1	
Unit-3 Valuation of Bonds	: bond fundamentals, interest rate and yield calculation,	1	
	bonds yield	1	
	bond valuation models:	1	
	measures duration, modified duration,	1	
	bond value theorem,	2	
	immunization convexity,	1	
Unit 4 Portfolio Concepts and Evaluation:	Portfolio and security returns, diversification	2	
	markowitz model	2	
	sharp index model	2	
	actor models and arbitrage pricing theory	2	
	portfolio investment process	1	
	bond portfolio management strategies	1	
	equity portfolio management strategies.	1	
Unit 5 Security Analysis:	fundamental analysis	2	
	technical analysis,	2	
	M and N wave and indicators: Bollinger bands, MACD,	2	
	Dow Theory, Elliott Wave Theory, Efficient Market Theories and testing	2	
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TOTAL = 40

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Derivatives -lesson plan

	lectures
1. An overview of risk management:	
· Investors and risk management. the profitable side of risk management;	1
· risk management process - risk models;	1
· derivative – hedging currency risk ,	1
· hedging risk through forward contracts.	1
· Indian derivatives market	
2. Interest rate swaps and Risk Management:	
· Rationale, liability and asset based interest rate swaps,	1
· pricing of swaps,	3
· forwards and options on swaps,	1
· financial distress and investment,	1
· risks in banking credit risk, foreign exchange risk, political risk and country risk, liquidity risk	1
3. Option Market:	
· Types and uses of options, payoffs,	2
· trading strategies: Bull-Bear, Butter Fly, Calendar and Diagonal spread, Straddles, Strip and Straps, options valuation and pricing factors determining option price,	5
· exotic options: Binary, Barrier and Asian options,	2
· Black Scholes models.	1
4. Concepts:	
· Concepts of delta, theta, gamma, vega,	3
· exchange traded option- stock, option, foreign currency option, over the counter exchange option, index options,	2
· put call parity.	2
5. Future Contracts:	
· introduction to futures markets, future contract and trading,	1
· hedging using futures,	2
· index futures. basics of stock index future,	1
· interest rate futures,	1
· foreign exchange and currency future,	2
· mechanism of future, contracts, operations of margin,	2
· convergence clearing process, clearing house and clearing margins, hedging.	3

TOTAL= 40



Lesson plan

MBA 3307: BANKING AND INSURANCE

CONTENTS:	Lectures
1. Risk and Insurance:	
a) Defining risk, concept and significance of insurance,	1
b) classification of insurance – life and non life,	1
c) general principles of insurance,	2
d) insurance application and acceptance procedure, insurance terminology	1
2. Life and general Insurance:	
a) Insurance Products types	3
b) pensions,	1
c) annuities,	1
d) claim management,	1
e) analysis of balance sheet of life insurance,	1
f) fire Insurance	2
g) marine Insurance	1
h) health and other insurance	1
i) group insurance	1
3. IRDA:	
a) Functions and importance,	1
b) recent developments in insurance,	1
c) premium payment lapse and revival,	1
d) premium calculations,	1
e) concept of mortality tables,	1
f) assignment, nomination,	1
g) loans, surrenders, foreclosure,	1
h) reinsurance, underwriting.	1
4. Overview of Banking Industry:	
a) Banking Structure in India- RBI, commercial, rural and co-operative banks their role and significance,	1
b) capital adequacy norms	2
c) SLR, CRR, CAR,	1
d) Commercial banks balance sheet and income statement,	2
e) Banking Risk :credit, liquidity, market, operational, interest rate, solvency.	3
f) ALM by banks: classification of assets, gap analysis Asset Reconstruction Company.	2
5. Recent development:	
a) BIS- its role and importance,	1
b) universal banking,	1
c) e-banking, mobile banking,	1
d) BASEL 1, 2 and 3 norms	1
TOTAL	40

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SGSITS, Department of Management Studies

MBA II Year (III Sem) MBA 3505: SOCIAL AND INDUSTRIAL PSYCHOLOGY
LECTURE PLAN

Unit No.	No. of Lectures	Intended Coverage of Syllabus
1 Social Psychology	1	Social Psychology Definition, Nature and Background
	1	Factors affecting social behavior.
	2	Social cognition
	1	Social Perception
	2	Non-Verbal Communication
	1	Case Study
2 Theories of Attribution	1	Concept of Attribution, Kelley's theory of causal attribution
	1	Examples and discussion of Theory
	2	Theory of correspondent inference
	1	Examples and discussion of Theory
	2	Impression formation and Impression Management
	1	Case Study
3 Social Identity	2	Self Concept and its components
	1	Self-esteem and factors affecting it
	2	Self-efficacy and factors affecting it
	1	Self-monitoring and its factors
	1	Self- focusing
	1	Case Study
4 Employee Selection and Testing	2	Interview- objectives, process, guidelines
	1	Application blanks- Importance and Proforma, Biographical inventories
	1	References and background investigations
	1	Testing abilities
	2	Testing personality
	1	Testing skills and achievements
5 Safety Psychology	2	Safety management
	1	Safety Training
	1	Safety Publicity and Contests
	2	Safety psychology
	1	Differential accident liability, Prevention of Accidents
	1	Case Study
Total	40 30	

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Shri G.S Institute of Technology and Science, Dept of Management Studies
MBA II Yr, III Semester
MBA 3506: TRAINING AND ORGANIZATIONAL DEVELOPMENT
Lecture Plan

Unit No.	No. of Lectures	Intended Coverage of Syllabus
1 Designing the Training Program	1	Scope, Nature and Importance
	2	Training Needs Analysis
	3-4	Training Design Process
	5	Principles of Learning (Vroom's Expectancy Theory, Social Learning Theory, Reinforcement Theory)
	6	Trainee Readiness and Motivation
	7	Establishing Training Objectives
	8	Case study
	2 Implementation and Evaluation	9-10
11		Kirk Patrick's Model for Training Evaluation
12-13		Levels of evaluation
14		Bench Marking
15		Case study
3 Theory and Management of OD	16-17	Foundations of Organizational Development
	18	Organizational Development Process
	19	Action Research
	20	Life Cycle & Phases of growth
	21-22	Organization Culture, Values & Ethics
	23	Case study
4 OD interventions and Change Strategy	24-25	Overview of Types interventions
	26	Team interventions, Inter- Group interventions
	27-28	Comprehensive and Structural interventions
	29-30	Forces for Change (Internal Vs. external)
	31-32	Kurt Lewin's 3 step change model
5 Emerging Trends in OD and T&D	33	Case study
	34-35	Recent trends and changes in Organizational Development
	36-37	Recent trends and changes in Training & Development
	38	Learning Organizations
	39-40	Case Study

TOTAL = 40

Dr. M. K. Kar



Shri G.S Institute of Technology and Science, Dept of Management Studies
MBA II Yr, III Semester
MBA3507 : HUMAN RESOURCE DEVELOPMENT
Lecture Plan

Unit No.	No. of Lectures	Intended Coverage of Syllabus
1 Human Resource Development	1-2	Concept and Historical Perspective
	3	Elements of Good Human Resource Development
	4-5	HRD and Organizational Effectiveness
	6	Formulation and Implementation of HRD Strategies
	7	Discussion of related research paper
	8	Case study
2 HRD Mechanisms I	9-10	Employee Counselling- Types, Methods
	11	Importance and Impact on Employees Effectiveness.
	12-13	Performance Appraisal- Methods
	14	Impact on Employees Effectiveness
	15	Potential Appraisal
	16	Case study
3 HRD Mechanisms II	17-18	Career Planning and Development
	19	Succession Planning
	20	Skills of Coaching
	21-22	Coaching and Performance Management
	23	Selection of Mentor
	24	Mentoring Methods and their Benefits, Case study
4 Behavioral Tools	25	FIRO-B (Fundamental Interpersonal Relations Orientation),
	26	Applications in HRD
	27-28	Johari Window
	29	Applications in HRD
	30-31	Transactional Analysis(TA)
	32	Applications in HRD, Case study
	33-34	Cost and Future of H.R.D:
5 The Benefits	35-36	Cost and Benefit of Training, Models of Cost Benefit Analysis
	37-38	Future of HRD
	39-40	Case Study

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Lesson Plan		
Session	2021-22	
Name of Faculty	Dr. Ashish Mahajan	
Subject code:	MSA 3706	
Subject Name:	MATERIALS MANAGEMENT	
S.No.	Topic	No. of Lectures
1. Introduction:	- Introduction to Materials Management and Productivity.	1
	- Functions of materials management.	1
	- Organization structures in materials management.	1
	- role of materials management techniques in improved material productivity.	1
	- Materials Planning: Objectives.	1
	- Material Requirement Planning.	1
	- manufacturing resource planning, JIT production planning	1
	- Material control: Acceptance Sampling, Inspection.	1
2. Purchasing:	- Importance of good purchasing system.	1
	- Organization of purchasing functions.	1
	- Purchase policy and procedures.	1
	- Purchasing decisions, Role of purchase in new product development and purchasing in cost reduction.	1
	- Negotiations and purchase.	1
	- Purchasing research: Identification of right sources of supply.	1
	- Vendor rating, Vendor certification plans, Vendor and supply reliability	1
	- Standardization	2
3. Cost reduction:	- Cost control v/s cost reduction.	1
	- Price analysis.	1
	- Material cost reduction techniques.	1
	- Variety reduction.	1
	- Cost reduction and value improvement.	1
	- Techniques of cost control.	1
	- Standard costing.	2
	- Cost effectiveness, Cost analysis for material management.	1
- cost control. Make or buy decision, Economic analysis, Break even analysis, Break-even point theory.	1	
4. Inventory management:	- Inventory v/s Stores, Types of inventory.	1
	- Inventory control, EOQ model, Various inventory models, Inventory models with quantity discount.	2
	- Exchange curve concept.	1
	- Coverage analysis.	1
5. Stores and waste management:	- Optimal stocking and issuing policies.	1
	- Inventory management of perishable commodities.	1
	- Selective inventory control (ABC, VED analysis, FSN, HML, XYZ, GOLF, Music 3D).	2
	- Design of inventory distribution systems, Information system for inventory management.	1
	- Design of Stores for manufacturing organisation and retail stores.	1
	- Centralisation v/s Decentralisation, Types of stores.	1
- Waste Reduction, and waste disposal system planning. Case studies.	1	

TOTAL = 40

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SGSITS, Department of Management Studies
MBA II Year (III Sem) MBA3707: TOTAL QUALITY MANAGEMENT
LECTURE PLAN

Unit No.	No. of Lectures	Intended Coverage of Syllabus
1 Core Concepts of Total Quality Management	1	Concept of Quality, Quality for Profits, Customer Focus
	2	Cost of Quality, Competitive Benchmarking
	2	Team Efforts, Managers as Role Models
2 T.Q.M. Fundamentals	1	Recognition and Rewards, Quality Delivery Process.
	1	Evolution of Total Quality Management, Historical perspective
	2	Elements of TQM: Elimination of waste and problem exposure
	1	Total quality control systems
	2	Quality Function Deployment.
	2	Learning from Quality Gurus: Edward Deming, Joseph M. Juran, Karon Ishikawa, Philip B. Crosby, William E. Conway and their Applications in Today's Business Environment.
	2	Techniques for Analyzing a Quality Process, Quality Circles
3 Tools and Techniques of TQM	2	Statistical Process Control
	2	Failure Mode and Effect Analysis, Fishbone Diagram, Poka Yoke, Ishikawa Diagram
	2	Computer Aided Inspection, Data Collection and Analysis
	2	ISO-9000; ISO-16000: Concepts, Certifications, Methods and Implementations.
4 Quality Standards, applications of TQM	2	Applications of TQM to service organizations
	1	Various Quality Awards
	2	Cost-benefit analysis, Life cycle costing
	1	Case studies
	1	General methodology of Six Sigma
5 Fundamental concepts of Six sigma	1	Latest developments in six sigma methodology
	2	Six-sigma and cost control
	1	Generating competitive advantage and quality superiority for the firm
	2	Indian Applications
	2	Pitfalls and difficulties in implementation TQM and Methods of Avoiding pitfalls in implementation.
	1	Case studies
	Total	40

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Dr. Monica Bhatia



SGSITS, Department of Management Studies
MBA II Year (III Sem) MBA3708: OPERATIONS PLANNING AND CONTROL
LECTURE PLAN

Unit No.	No. of Lectures	Intended Coverage of Syllabus
1 Introduction to Operations planning and Control	1	Overview and Need for Operations Planning Control
	1	Organization of OPC, Advantages, Limitations
	2	Functions of OPC, System Point of view, Duties of Production Controller
	1	Principles and Procedure of Production Control
	2	Methods and techniques of Production Control
2 Sales Forecasting & Resources Requirement Planning	1	Introduction, Definition, need and importance of demand forecasting
	2	Methods of Demand Forecasting
	1	Aggregate Production Planning Strategies
	2	Master Production Schedule, ATP (Available to Promise)
	2	Material Requirement Planning
3 Routing and Sequencing	1	Definition, Objectives, importance
	1	Procedure of Routing, Factors Affecting Routing Procedure
	2	Route Sheets, and Use of Route Sheets, Formats of routing
	2	Sequencing- Classification of Sequencing methods.
	2	Single Machine Sequencing, Algorithms and methods
4 Scheduling and Dispatching	1	Definition, Aims of Scheduling, Purpose of Scheduling
	1	Types of Scheduling Situations, Short-term Scheduling, Long-term Scheduling
	2	Methods of Scheduling, Scheduling for more than three machines
	2	Scheduling through Networks
	1	Line of Balance, Line Balancing Fundamentals and Method.
	2	Duties of Dispatcher, Dispatching procedures
	1	Types of Follow-up, Preventing Production Delays, Causes for Delay
	1	Fundamentals of Theory of Constraints,
5 Advance concepts in OM	2	Drum-Buffer- Rope, MRP Lot Sizing Techniques
	1	Lean Manufacturing tools and applications
	2	Total Productive Maintenance
	1	Case study
Total	40	

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Dr. Monica Bhatia

