

# DEPARTMENT OF HUMANITIES AND SOCIAL SCIENCES

## MINOR PROGRAM IN MARKETING AND FINANCE

### **I. BTech Minor Degree in Marketing (18 Credits):**

Following are the proposed courses for BTech Minor in Marketing. The proposed courses/schemes are suggestive only, it can be modified also as per the suggestions/recommendations of BOS

<b>Subject Code</b>	<b>Type</b>	<b>Semester</b>	<b>Name of the Subject(s)</b>	<b>Credits</b>
24B11HS311	Mandatory	3	Principles of Marketing	4
24B11HS411	Mandatory	4	Product and Brand Management	4
24B11HS511	Mandatory	5	Consumer Behaviour	4
24B11HS611	Mandatory	6	Marketing Analytics	3
24B11HS711	Mandatory	7	Digital Marketing	3
			<b>TOTAL</b>	<b>18</b>

### **II. BTech Minor Degree in Finance (18 Credits)**

Following are the proposed courses for BTech Minor in Finance. The proposed courses/schemes are suggestive only, it can be modified also as per the suggestions/recommendations of BOS

<b>Subject Code</b>	<b>Type</b>	<b>Semester</b>	<b>Name of the Subject(s)</b>	<b>Credits</b>
24B11HS312	Mandatory	3	International Finance	4
24B11HS412	Mandatory	4	Financial Analytics	4
24B11HS512	Mandatory	5	Financial Valuation and Modelling	4
24B11HS613	Mandatory	6	Financial Derivatives	3
24B11HS712	Mandatory	7	Strategic Corporate Finance	3
			<b>TOTAL</b>	<b>18</b>

# PRINCIPLES OF MARKETING

COURSE CODE: 24B11HS311

CREDITS: 4 CORE/ELECTIVE: CORE

L-T-P: 3-1-0

Pre-requisite: None

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## *Course Objectives:*

1. Understand Fundamental Marketing Principles and grasp key marketing concepts, terminologies, and strategies applicable in diverse corporate environments.
2. Interpret Marketing Strategies and develop the ability to analyze and interpret various marketing strategies employed in different sectors of the business world.
3. Explore Marketing Mix and examine the essential components of the marketing mix in product success.
4. Learn Brand and Relationship Management and comprehend the principles of brand management and relationship marketing.

## *Course Outcomes:*

S.No.	Course Outcomes	Level of Attainment
CO-1	Ability to demonstrate a comprehensive understanding of fundamental marketing principles, including key concepts, terminologies, and strategies used in diverse corporate environments.	Assessment
CO-2	Ability to interpret and critically assess the effectiveness of marketing strategies across different industries and sectors.	Assessment
CO-3	Students will be able to develop marketing mix strategies tailored to specific product or service offerings	Assessment
CO-4	Students will understand the principles and importance of brand management in creating competitive advantage.	Assessment
CO-5	Students will be capable of developing strategies for effective relationship marketing and customer retention.	Assessment

## **Course Contents:**

Unit	Contents	Lectures & Tutorial required
1	<b>Defining Marketing And The Marketing Process</b> <ul style="list-style-type: none"><li>• Marketing: Creating Customer Value and Engagement</li><li>• Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships</li></ul>	10

2	<b>Understanding The Marketplace And Consumer Value</b> <ul style="list-style-type: none"> <li>Analyzing the Marketing Environment</li> <li>Managing Marketing Information to Gain Customer Insights</li> <li>Consumer Markets and Buyer Behavior</li> <li>Business Markets and Business Buyer Behavior</li> </ul>	14
3	<b>Designing A Customer Value-Driven Strategy And Mix</b> <ul style="list-style-type: none"> <li>Target marketing –Segmentation, Targeting, Positioning</li> <li>Marketing mix</li> <li>Products, Services, and Brands: Building Customer Value</li> <li>Developing New Products and Managing the Product Life Cycle</li> <li>Marketing of Services - Unique Characteristics of Services, Marketing strategies for service firms – 7Ps.</li> <li>Pricing: Understanding and Capturing Customer Value</li> <li>Retailing and Wholesaling</li> <li>Marketing Communications Strategy</li> </ul>	26
4	<b>Extending Marketing</b> <ul style="list-style-type: none"> <li>Creating Competitive Advantage</li> <li>The Global Marketplace</li> <li>Sustainable Marketing: Social Responsibility and Ethics</li> </ul>	6
		56

#### Suggested Text Book(s):

S.No.      Name of Books

- 1      Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E.: Principles of Marketing: A South Asian Perspective 19<sup>th</sup> Edition, 2023, Pearson.

#### Suggested Reference Book(s):

S.No      Name of Books

- 1      Kotler, P. & Keller, K. L.: Marketing Management, Pearson.
- 2      Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective-Indian Context, Macmillan Publishers India Limited..

**Evaluation Scheme:**

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered upto T-1
2	T-2	25	1.5 Hours	Syllabus covered upto T-2
3	T-3	35	2 Hours	Entire Syllabus
4	Teaching Assessment	25	Entire Semester	Case study– 10 Assignments & Exercises- 10 Attendance -5

**Course Outcomes (COs) contribution to the Programme Outcomes (POs)**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	Average
CO1	2.0	3.0	3.0	2.0	2.0	2.0	1.0	2.0	3.0	2.0	2.0	3.0	2.3
CO2	2.0	3.0	3.0	2.0	2.0	2.0	1.0	2.0	3.0	1.0	1.0	3.0	2.1
CO3	2.0	3.0	3.0	2.0	2.0	2.0	1.0	2.0	3.0	2.0	2.0	3.0	2.3
CO4	2.0	3.0	3.0	2.0	2.0	2.0	1.0	2.0	3.0	1.0	2.0	3.0	2.2
CO5	2.0	3.0	3.0	2.0	2.0	2.0	1.0	2.0	3.0	2.0	2.0	3.0	2.3
Average Attainment	2.00	3.00	3.00	2.00	2.00	2.00	1.00	2.00	3.00	1.60	1.80	3.00	2.20

# PRODUCT AND BRAND MANAGEMENT

COURSE CODE: 24B11HS411

CREDITS: 4 CORE/ELECTIVE:

CORE

L-T-P: 3-1-0

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**Pre-requisite:** None

Course Objectives:

1. To develop an understanding of the basic branding principles and their exposure to classic and contemporary branding applications
2. To make the students aware about the role of brands, the concept of brand equity, and advantages of creating strong brands.
3. To increase the understanding of the important issues in planning, implementing and evaluating brand strategies.
4. To acquaint the students with the appropriate concepts, theories, models and other tools to make better brand decisions.
5. To understand the latest developments and cultivate an understanding of the adjustments to be made in branding strategies over time and geographic boundaries to maximize brand equity.

Course Outcomes:

S.No.	Course Outcomes	Level of Attainment
CO-1	Understand and differentiate the basic concepts between a product and a brand	Familiarity
CO-2	Explore the process of creation of a brand	Assessment
CO-3	Explain the various qualitative and quantitative measures that help track a brand	Usage
CO-4	Understand Impact of various brand building tools	Familiarity
CO-5	Develop strategies to be adopted for the product, pricing and distribution aspects of the brand	Usage

Course Contents:

Unit	Content	Lectures required
1	<b>Basics of Product Management:</b> Introduction, Product Planning and Development, PLC Theory- Product vs Brand, Product Portfolio Analysis	6

	- Mapping - Understanding Company Product/Brands and Competitive Brand Market Position	
<b>2</b>	<b>Concept of Brand and its Relevance in a Business Scenario:</b> Why Brand? What does Brand Building involve? Identification of opportunity for branding and Brand Management Process, Why Does Brand Wither?	<b>6</b>
<b>3</b>	<b>Brand Positioning and Repositioning:</b> Sustaining a brand long-term, Branding at different stages of market – evolution – The scope for branding, the role of branding and branding strategies needed at different stages in the evolution of the market, Brand Architecture	<b>10</b>
<b>4</b>	<b>Strategic Brand Management Process:</b> Handling a Large Portfolio, Multi-Brand Portfolio. Brand Hierarchy, Revitalizing brands: Re-launch, Rejuvenation, when brand is dying or stagnating, or when the market is dying or stagnating	<b>6</b>
<b>5</b>	<b>Managing Brand Equity:</b> What it means: how to build it; Choosing brand elements to build brand equity – Customer Based Brand Equity (CBBE) – Understanding and measuring brand equity using different methodologies, Monitoring brands, Sources of brand equity (Brand Awareness, Brand personality, Brand loyalty, perceived quality, Brand Associations) Reinforcing Brands Revitalizing Brands Adjustments to the brand portfolio	<b>10</b>
<b>6</b>	The Corporate Brand, The Digital Brand, The Global Brand & Future Perspective on PBM	<b>4</b>
	<b>Total</b>	<b>42</b>

**Suggested Text Book(s):**

1. Kevin Lane Keller and Vanitha Swaminathan: Strategic Brand Management: Buying, Measuring and Marketing Brand Equity, 5e Global edition, 2019
  2. Donald Lehmann & Russell Winer: Product Management, McGraw Hill Education, 4e, 2017
- Suggested Reference Book(s):

1. Y L R Moorthy: Brand Management: The Indian Context, Pearson
2. David Aaker: Building Strong Brands

**Evaluation Scheme:**

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered upto T-1
2	T-2	25	1.5 Hours	Syllabus covered upto T-2
3	T-3	35	2 Hours	Entire Syllabus
4	Teaching Assessment	25	Continuous evaluation	10 marks case study 10 marks case study 5 marks Class participation

**Attainment of CO-PO:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	Average Score
CO1	-	3	3	3	3	2	3	3	2	2	1	3	2.3
CO2	-	3	3	3	3	2	3	3	2	2	1	3	2.3
CO3	-	3	3	3	3	2	3	3	2	2	1	3	2.3
CO4	-	3	3	3	3	2	3	3	2	2	1	3	2.3
CO5	-	3	3	3	3	2	3	3	2	2	1	3	2.3
Average Score	-	3	3	3	3	2	3	3	2	2	1	3	2.3

# CONSUMER BEHAVIOUR

COURSE CODE: 24B11HS511

COURSE CREDITS: 4

CORE/ELECTIVE: CORE

L-T-P: 3-1-0

**Pre-requisite:** None

Course Objectives

1. To introduce students to consumers, consumer behaviour in the market place and their impact on marketing strategy and factors that influence consumer decision making

Course Outcomes:

S.No.	Course Outcomes	Level of Attainment
CO-1	Examine consumer behavior and marketing concepts.	Familiarity
CO-2	Interpret psychographic influences on consumer behaviour	Assessment
CO-3	Analyze the consumer decision making stages and deduce relevant strategies	Usage
CO-4	Evaluate the group influences on organization and institutional consumer behaviour.	Usage
CO-5	Analyze social and cultural influences on consumer behaviour	Usage

Course Contents:

Sr No	Content	Lectures required
<b>Modules</b>		
	<b>Introduction to Consumer Behavior</b>	<b>2</b>
<b>Module 1</b>	<b>Consumers as Individuals:</b> Perception, Learning and memory Motivation, values and involvement Attitudes, Attitude change and interactive communications, The self	<b>14</b>
<b>Module 2</b>	<b>Attitude Change and Consumers as Decision Makers:</b> Attitudes, Attitude Change and Interactive Communications, Individual decision-making, Shopping, buying, evaluating and disposing, Group influence and opinion leadership	<b>14</b>
<b>Module 3</b>	<b>Consumers in Their Social and Cultural Settings:</b> Total Group influence on social media, Income, Social Class and Family structure, Subcultures, Cultural	<b>12</b>

	Influence and Consumer behavior, The Creation and Diffusion of culture	
	<b>Total</b>	<b>42</b>

**Suggested Text Book(s):**

1. David L. Loudon and Albert J. Della Bitta: Consumer Behaviour, TMH, 4e, 2011
2. Solomon, M., White, K. & Dahl, D. (2014): Consumer Behavior: Buying, Having, and Being (6th Cdn. Ed.). Pearson: Toronto (ISBN: 978-0-13-216111-4).

**Suggested Reference Book(s):**

1. Schiffman, Leon G., Leslie Lazar Kanuk og Håvard Hansen (2012) : Consumer Behavior: A European Outlook, Edition, London, UK. Prentice-Hall
2. Michael R.Solomon : Consumer Behaviour: Buying, Having, & Being, Pearson, 12e, 2011

**Websites References**

3. <https://nptel.ac.in/courses/110105029/>
4. <https://hbr.org/video/2226586964001/understanding-your-customers-minds>
5. <https://www.coursera.org/lecture/marketing-management-two/understanding-consumerbehavior-p9isC>

**Evaluation Scheme:**

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered upto T-1
2	T-2	25	1.5 Hours	Syllabus covered upto T-2
3	T-3	35	2 Hours	Entire Syllabus
4	Teaching Assessment	25	Continuous evaluation	10 marks case study 10 marks case study 5 marks Class participation

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	Average Score
CO1	-	3	3	3	3	2	3	3	2	2	1	3	2.3
CO2	-	3	3	3	3	2	3	3	2	2	1	3	2.3
CO3	-	3	3	3	3	2	3	3	2	2	1	3	2.3
CO4	-	3	3	3	3	2	3	3	2	2	1	3	2.3
CO5	-	3	3	3	3	2	3	3	2	2	1	3	2.3
Average Score	-	3	3	3	3	2	3	3	2	2	1	3	2.3

# MARKETING ANALYTICS

COURSE CODE: 24B11HS611

CREDITS: 3 CORE/ELECTIVE: CORE

L-T-P: 3-0-0

Pre-requisite: None

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## *Course Objectives:*

1. To gain a comprehensive understanding of marketing analytics, including its principles, strategies, and applications in contemporary business environments.
2. To develop proficiency in designing marketing research studies, encompassing the process, various types of data relevant to marketing, and methods for utilizing data
3. To learn to effectively use Excel functions for summarizing marketing data, preparing data for analysis, and visualizing insights derived from sales and demographic data.
4. To acquire the ability to estimate demand curves, employ price bundling strategies
5. To develop a comprehensive understanding of customer analytics

## *Course Outcomes:*

S.No.	Course Outcomes	Level of Attainment
CO-1	Ability to articulate the core concepts, strategies, and applications of marketing analytics, enabling them to appreciate its significance in contemporary business practices.	Familiarity
CO-2	Demonstrate competence in designing marketing research studies, selecting appropriate data types	Usage
CO-3	Proficiency in using Excel functions to summarize, prepare, and visualize marketing data	Usage
CO-4	Ability to estimate demand curves, implement price bundling strategies, and utilize multiple regression techniques to forecast sales.	Assessment
CO-5	Adept at employing advanced analytics methods such as cluster analysis, classification trees, and logistic regression for customer segmentation, targeting, and valuation of product attributes.	Usage

## **Course Contents:**

Unit	Contents	Lectures (Hrs)
1	<b>Introduction:</b> Overview of Marketing Analytics, Marketing strategy and marketing Analytics.	4
2	<b>Research Design :</b> Research Process, Types of data relevant to marketing, Ways to use data- from generating ideas to automating decisions, Exploratory, Descriptive, & Causal Research,	8

3	<b>Descriptive data analysis</b> : Data preparation , Using Excel Functions to Summarize Marketing Data, summarizing and visualizing data, analyzing sales and demographic data	7
4	<b>Demand Forecasting &amp; Pricing:</b> Estimating Demand Curves. Price Bundling, Using Multiple Regression to Forecast Sales	7
6	<b>Analytics for customer segmentation:</b> Cluster Analysis, Using Classification Trees for Segmentation#	6
7	<b>Customer Analytics</b> : Calculating Lifetime Customer Value, Analysis of Variance, Conjoint Analysis for valuation of product attributes and Discriminant Analysis, Perceptual Maps for Positioning, Logistic regression for customer targeting	10
	#	42

#### Suggested Text Book(s):

- 1 Marketing Analytics: Data-Driven Techniques with Microsoft Excel, Wayne L. Winston, Wiley publications (2014)

#### Suggested Reference Book(s):

- 1 Principles of Marketing Engineering and Analytics, 3rd Edition, by Gary Lilien, Arvind Rangaswamy and Arnaud De Bruyn (DecisionPro, Inc. 2017), ISBN: 978-0985764821
- 2 Marketing Analytics by Brennan Davis (Edify Pub., May 2019), ISBN: 978-0-9987138-8-5
- 3 Inge, C.). Marketing metrics: leverage analytics and data to optimize marketing strategies. (2022)Kogan Page Publishers.

#### Evaluation Scheme:

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered upto T-1
2	T-2	25	1.5 Hours	Syllabus covered upto T-2
3	T-3	35	2 Hours	Entire Syllabus
4	Teaching Assessment	25	Entire Semester	Case study– 10 Assignments & Exercises- 10 Attendance -5

**Course Outcomes (COs) contribution to the Programme Outcomes (POs)**

<b>CO/PO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>	
<b>CO1</b>	2.0	3.0	3.0	2.0	3.0	2.0	1.0	1.0	3.0	1.0	2.0	3.0	2.2
<b>CO2</b>	2.0	3.0	3.0	2.0	3.0	2.0	1.0	1.0	3.0	1.0	2.0	3.0	2.2
<b>CO3</b>	2.0	3.0	3.0	2.0	3.0	2.0	1.0	1.0	3.0	1.0	2.0	3.0	2.2
<b>CO4</b>	2.0	3.0	3.0	2.0	3.0	2.0	1.0	1.0	3.0	1.0	2.0	3.0	2.2
<b>CO5</b>	2.0	3.0	3.0	2.0	3.0	2.0	1.0	1.0	3.0	1.0	2.0	3.0	2.2
<b>Average Attainment</b>	<b>2.00</b>	<b>3.00</b>	<b>3.00</b>	<b>2.00</b>	<b>3.00</b>	<b>2.00</b>	<b>1.00</b>	<b>1.00</b>	<b>3.00</b>	<b>1.00</b>	<b>2.00</b>	<b>3.00</b>	<b>2.17</b>

# DIGITAL MARKETING

COURSE CODE: 24B11HS711

CREDITS: 3 CORE/ELECTIVE:

ELECTIVE L-T-P: 3-0-0

Pre-requisite: None

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## Course Objectives:

1. To develop an understanding of the fundamental concepts and principles of digital marketing, including the relevance of the Internet to modern marketing concepts and the key differences between digital marketing and traditional marketing.
2. To comprehend digital marketing landscape and identify key drivers shaping the industry, with a focus on the macro and micro environments affecting digital marketing strategies.
3. To explore emerging forms of digital marketing and evaluate their significance in contemporary marketing strategies.
4. To develop an understanding operational digital marketing technique, including search engine marketing, search engine optimization, and website development, to effectively leverage online channels for marketing purposes.
5. To develop an ability to implement best practices for creating engaging content tailored to social media platforms.

## Course Outcomes:

S.No.	Course Outcomes	Level of Attainment
CO-1	Ability to articulate the relevance of the Internet to modern marketing concepts and delineate the differences between digital marketing and traditional marketing approaches	Familiarity
CO-2	Critically analyze the digital marketing landscape, identify key drivers shaping the industry, and assess the impact of macro and micro environmental factors on digital marketing strategies	Assessment
CO-3	Demonstrate a comprehensive understanding of emerging forms of digital marketing, and their role in contemporary marketing strategies.	Usage
CO-4	Acquire practical skills in operational digital marketing techniques, enabling them to effectively enhance online visibility and engagement.	Usage
CO-5	Students will be capable of developing digital marketing mix	Usage

**Course Contents:**

Unit	Contents	Lecture Hours
1	<b>Introduction to Digital Marketing</b> Relevance of the Internet to the modern marketing concept, Differences between digital marketing and traditional marketing. Digital Marketing Landscape, Key Drivers	4
2	<b>Digital customers:</b> Analyzing the Digital Marketing Macro and Micro Environment, The Digital users in India, Online buying behavior	6
3	<b>Emerging forms of Digital marketing:</b> Personalization, Viral marketing, Influencer marketing, Affiliate marketing, Omni channel	5
4	<b>Operational Digital marketing:</b> Search Engine Marketing, Search engine optimization, Website Development	5
5	<b>Social media marketing:</b> Importance, Overview of different social media platforms (e.g., Facebook, Twitter, Instagram, LinkedIn, TikTok) including their demographics, features, and best practices for each: Strategies for identifying and understanding target audiences on social media platforms, creating engaging content tailored to each platform, including text, images, videos, and other multimedia formats.	8
6	<b>Digital Marketing Mix:</b> Internet marketing strategy to marketing and business strategy, opportunities and threats arising from the Internet, elements of the marketing mix in an online context, digital product management & characteristics of an online brand, Interactive marketing communications	10
7	<b>E-service quality</b> Different stages involved in creating a new site or relaunching an existing site. Design elements that contribute to effective web site content. Factors that are combined to deliver an effective online customer experience	4
		42

**Suggested Text Book(s):**

1. Digital Marketing: A Practical Approach, (2022) Alan Charlesworth, Routledge

**Suggested Reference Book(s):**

1. E-Marketing 5/E by Judy Strauss and Raymond Frost ©2018 Pearson Education, Inc. Publishing as Prentice Hall
2. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Damian Ryan (2021)
3. Chaffey, D., & Smith, P. R. (2022). Digital marketing excellence: planning, optimizing and integrating online marketing. Routledge.

**Evaluation Scheme:**

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered upto T-1
2	T-2	25	1.5 Hours	Syllabus covered upto T-2
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**Course Outcomes (COs) contribution to the Programme Outcomes (POs)**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	Average
CO1	2.0	3.0	3.0	2.0	3.0	2.0	1.0	1.0	3.0	2.0	1.0	3.0	2.2
CO2	2.0	3.0	3.0	2.0	3.0	2.0	1.0	1.0	3.0	2.0	2.0	3.0	2.3
CO3	2.0	3.0	3.0	2.0	3.0	2.0	1.0	1.0	3.0	2.0	2.0	3.0	2.3
CO4	2.0	3.0	3.0	2.0	3.0	2.0	1.0	1.0	3.0	2.0	2.0	3.0	2.3
CO5	2.0	3.0	3.0	2.0	3.0	2.0	1.0	1.0	3.0	2.0	2.0	3.0	2.3
Average Attainment	2.00	3.00	3.00	2.00	3.00	2.00	1.00	1.00	3.00	2.00	1.80	3.00	2.23

## INTERNATIONAL FINANCE

COURSE CODE: 24B11HS312

COURSE CREDITS: 4

CORE/ELECTIVE: CORE

L-T-P : 3-1-0

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Pre-requisite:

None Course

Objectives:

1. To provides the student with theoretical and practical knowledge of the international financial markets and financial management of multinational corporations.
2. To gain insights into the structure, operations, and dynamics of global financial markets, including foreign exchange markets, international bond markets, BoP issues, international investment and financial risk management.

Course Outcomes:

SNo	Course Outcomes	Level of Attainment
CO-1	Understand the dynamics of international financial markets, globalization, technological development that have increased competition in global markets.	Familiarity
CO-2	Appreciate and assess the differences in the operations in the international and domestic financial markets	Assessment
CO-3	Make informed strategic decisions regarding international investments, financing options, and capital structure optimization to maximize shareholder value and minimize risks.	Usage
CO-4	Integrating theoretical concepts with practical applications through case studies, simulations, and real-world examples, to solve complex problems in international financial management.	Usage

Course Contents:

Unit	Contents	Lectures required
1	<b>Introduction:</b> Introduction to International Finance, Managing MNCs, Why MNCs pursue International Business, Methods to conduct International Business, Valuation of an MNC, IFM and Domestic Financial Management, Scope of IFM	4

<b>2</b>	<b>International Flow of Funds:</b> Balance of Payments, Growth in International Trade, Factors Affecting International Trade Flows, International Capital Flows, Agencies that Facilitate International Flows	<b>5</b>
<b>3</b>	<b>International Financial Markets:</b> Foreign Exchange Market, International Money Market, International Credit Market, International Bond Market, International Stock Markets, International Financial Market Crises, How Financial Markets Serve MNCs	<b>4</b>
<b>4</b>	<b>Exchange Rate Determination:</b> Measuring Exchange Rate Movements, Exchange Rate Equilibrium, Factors That Influence Exchange Rates, Movements in Cross Exchange Rates, Capitalizing on Expected Exchange Rate Movements	<b>4</b>
<b>5</b>	<b>Government Influence on Exchange Rates:</b> Exchange Rate Systems, A Single European Currency, Direct Intervention, Indirect Intervention	<b>4</b>
<b>6</b>	<b>Currency Derivatives:</b> Forward Market, Currency Futures Market, Currency Options Market, Currency Call Options, Currency Put Options, Other Forms of Currency Options	<b>6</b>
<b>7</b>	<b>Relationships Among Inflation, Interest Rates and Exchange Rates:</b> Purchasing Power Parity (PPP), International Fisher Effect	<b>3</b>
<b>8</b>	<b>Forecasting Exchange Rates:</b> Why Firms Forecast Exchange Rates, Forecasting Techniques, Assessment of Forecast Performance, Accounting for Uncertainty Surrounding Forecasts	<b>4</b>
<b>9</b>	<b>Measuring Exposures to Exchange Rate Fluctuations:</b> Relevance of Exchange Rate Risk, Transaction Exposure, Economic Exposure, Translation Exposure	<b>4</b>
<b>10</b>	<b>Direct Foreign Investment:</b> Motives for Direct Foreign Investment, Benefits of International Diversification, Host Government Impact on DFI, Assessing the Feasibility of Potential DFI	<b>4</b>
<b>Total lectures</b>		<b>42</b>

**Suggested Text Book(s):**

1. Jeff Madura: International Financial Management, 14<sup>th</sup> Edition, Cengage, 2021

**Suggested Reference Book(s):**

1. Alan C. Shapiro and Paul Hanouna: Multinational Financial Management, 11<sup>th</sup> Edition, Wiley, 2020
2. Jeff Madura and Roland Fox: International Financial Management, 6<sup>th</sup> Edition, Cengage, 2023
3. Lawrence Mason: Zero to Mastery in International Finance Management, 1<sup>st</sup> Edition, VEI, 2022

### Evaluation Scheme:

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered upto T-1
2	T-2	25	1.5 Hours	Syllabus covered upto T-2
3.	T-3	35	2 Hours	Entire Syllabus
4.	Teaching Assessment	25	Entire Semester	Assignment (2) - 10 Quizzes (2) -10 Attendance - 5

### Course Outcomes (COs) contribution to the Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	Av
CO1	x	1	1	2	1	2	3	1	1	2	3	3	1.82
CO2	x	3	2	3	2	2	3	1	2	2	3	3	2.36
CO3	x	2	2	2	2	2	3	1	2	2	3	3	2.18
CO4	x	3	3	3	2	2	3	1	2	2	3	3	2.45
Av	x	2.25	2	2.5	1.75	2	3	1	1.75	2	3	3	2.20

## FINANCIAL ANALYTICS

COURSE CODE: 24B11HS412

COURSE CREDITS: 4

CORE/ELECTIVE: CORE

L-T-P: 3-1-0

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Pre-requisite:

None Course

Objectives:

1. To apply modern data science tools to explore and understand interesting financial data patterns.
2. To enable the students to know how to collect financial data from different sources and how to analyze it to support data-driven decision making in companies.

Course Outcomes:

SNo	Course Outcomes	Level of Attainment
CO-1	Understand key data analytics skills, techniques, and tools to analyze financial data	Familiarity
CO-2	Understand the use of advanced data analytics tools and techniques to analyze different types of financial data	Assessment
CO-3	Understand data visualization theories and techniques and use visualization techniques to visualize real-time and offline financial data	Usage
CO-4	Able to access the financial data, analyze it to extract meaningful insight and builds models to make predictions that will be useful to the organizations	Usage

Course Contents:

Unit	Contents	Lectures required
1	<b>Introduction:</b> Introduction to Financial Analytics, Data-Driven Nature of Finance, Use of R and Python, Fundamental Data, Obtaining Fundamental Data, Market Data, Analysts' Data, Alternate Data	4
2	<b>Understanding Financial Data:</b> Reading Financial Data, Check Data Types, Managing Missing and Invalid Data, Managing Outliers	4
3	<b>Preliminary Data Analysis:</b> Univariate, Bivariate and Multivariate Analysis of Fundamental Data, Analysis of Time Series Data	4
4	<b>Accounting Data Analytics:</b> Detecting Patterns in Financial Statements, Predicting Corporate Bankruptcy	4

5	<b>Financial Fraud Analytics:</b> Benford's Law, Predicting Credit Card Fraud	4
6	<b>Valuation Analytics:</b> Theory of Valuation, Building a Valuation Model, Creating a Valuation Function, Estimating Implied Returns, Extending the model	5
7	<b>Portfolio Analytics:</b> Return and Risk of a Portfolio, Portfolio Optimization Process, Portfolio Performance Evaluation	5
8	<b>Developing and Backtesting Technical Trading Rules:</b> Trend Indicators, Momentum Indicators, Volatility Indicators, Volume Indicators, Backtesting and Technical Analysis	6
9	<b>Predicting Stock Prices / Returns:</b> Predicting Stock Returns based on Accounting Ratios, Prediction based on past return data, Prediction using Technical Indicators, Prediction using Value Drivers, Prediction based on Stock Characteristics	6
<b>Total lectures</b>		<b>42</b>

**Suggested Text Book(s):**

2. Pitabas Mohanty: Financial Analytics, 1<sup>st</sup> Edition, Wiley, 2023

**Suggested Reference Book(s):**

4. Mark J Bennet and Dirk L Hugen: Financial Analytics with R – Building a Laptop Laboratory for Data Science, 1<sup>st</sup> Edition, Cambridge University Press, 2016
5. Julie Rodrigue and Piotr Kaczmarek: Visualizing Financial Data, 1<sup>st</sup> Edition, Wiley, 2016.
6. Edward E. Williams and John A. Dobelman: Quantitative Financial Analytics – The Path to Investment Profits, 1<sup>st</sup> Edition, World Scientific, 2017
7. RK Arora: Financial Risk Analytics – Measurement, Management and Examples in R, 1<sup>st</sup> Edition, Wiley, 2022

**Evaluation Scheme:**

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered upto T-1
2	T-2	25	1.5 Hours	Syllabus covered upto T-2
3.	T-3	35	2 Hours	Entire Syllabus
4.	Teaching Assessment	25	Entire Semester	Assignment (2) - 10 Quizzes(2) -10 Attendance - 5

**Course Outcomes (COs) contribution to the Programme Outcomes (POs)**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	Av
<b>CO1</b>	x	1	1	1	3	1	1	3	3	2	3	3	<b>2.00</b>
<b>CO2</b>	x	1	2	3	3	1	3	3	3	2	3	3	<b>2.45</b>
<b>CO3</b>	x	2	2	3	3	2	3	3	3	2	3	3	<b>2.64</b>
<b>CO4</b>	x	2	3	3	3	2	3	3	3	2	3	3	<b>2.73</b>
<b>Av</b>	<b>x</b>	<b>1.5</b>	<b>2</b>	<b>2.5</b>	<b>3</b>	<b>1.5</b>	<b>2.5</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2.45</b>

## FINANCIAL VALUATION AND MODELLING

COURSE CODE: 24B11HS512

COURSE CREDITS: 4

CORE/ELECTIVE: CORE

L-T-P: 3-1-0

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Pre-requisite: None

Course Objectives:

5. To equip students an exposure to create efficient, robust and flexible financial models which enable them to report and analyze historical data, prepare future projections and present integrated financial statements, key financial ratios and outputs in a logical, summarized and effective manner.
6. To enable the students to take a realistic approach to understand wide range of financial valuation drivers in real world situations to build a strong knowledge base and skills in financial valuation and modeling as required by financial markets globally.

Course Outcomes:

SNo	Course Outcomes	Level of Attainment
CO-1	Understand the concept of financial valuation and modeling	Familiarity
CO-2	Understand and interpret performance of companies through their financial statements and other financial data	Assessment
CO-3	Assess various business scenarios available for a business situation	Assessment
CO-4	Employ various valuation methods that are currently being used by valuers across the globe and help in taking optimal business decisions	Usage

Course Contents:

Unit	Contents	Lectures required
1	<b>Introduction:</b> Introduction to Financial Valuation, Valuation Approach and Spectrum, Economies and Share Prices, Historical Cost Approach, Residual Income Approach, Multiples Approach, The Dividend Discount Model, Discounted Cash Flow Approach, Economic Value Added	5
2	<b>Discounted Cash Flow Valuation:</b> Components of DCF, Valuing Firm with DCF, Unlevering Beta and Firm Valuation	4
3	<b>Undervaluation and Financial Distress:</b> Trading & Earnings Multiples and Undervaluation, Enterprise Value Multiples, Financial Distress and Undervaluation, Managing Financial Distress	5

4	<b>Relative Valuation:</b> Valuing Nontraded Private Companies and Divisions of Traded Companies, Comparable Valuations, Steps in Comparable Valuations, Equity and Enterprise Value, Valuing Profit Margin, Credit Profile, Precedent Transaction Analysis	6
5	<b>Start-Up Valuation:</b> Convertible Debt for Start-Ups, Equity Series Round, Pre- and Post-Money Valuations, Future Dilution, Option Pool, Preferred Stock and Liquidation Preference	5
6	<b>Private Equity and Valuation:</b> Functions and Structure of a PE Firm, PE and Hedge Funds, PE Investment Strategy, Types of Private Funds, Regulations of PE Market, Factors Responsible for PE Growth, PE in India	4
7	<b>M&amp;A Valuation and Merger Modelling:</b> Purchase Price and Stock Payment, Pro-Forma Balance Sheet, Valuation of Target with Multiples	7
8	<b>Brand Valuation:</b> M&A and Brand Valuation, Brand Valuation Methods, IFRS and Brand Valuation, Intangible Assets, Value Drivers for Valuation	6
<b>Total lectures</b>		<b>42</b>

#### Suggested Text Book(s):

1. Sheeba Kapil: Financial Valuation and Modeling, 1<sup>st</sup> Edition, Wiley, 2022

#### Suggested Reference Book(s):

1. Palepu, Healy, Wright, Bradbury and Coulton: Business Analysis and Valuation, 3<sup>rd</sup> Edition, Cengage, 2021
2. Paul Pignataro: Financial Modeling and Valuation, 2<sup>nd</sup> Edition, Wiley Finance Series, 2022
3. Tim Koller, Mark Goedhart and David Wessels: Valuation – Measuring and Managing The Value of Companies, 7<sup>th</sup> Edition, McKinsey & Co, 2020
4. Aswath Damodaran: Damodaran on Valuation – Security Analysis for Investment and Corporate Finance, 2<sup>nd</sup> Edition, Wiley Finance, 2006
5. Sheridan Titman: Valuation – The Art and Science of Corporate Investment Decisions, 3<sup>rd</sup> Edition, Pearson, 2022

#### Evaluation Scheme:

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered upto T-1
2	T-2	25	1.5 Hours	Syllabus covered upto T-2
3.	T-3	35	2 Hours	Entire Syllabus
4.	Teaching Assessment	25	Entire Semester	Assignment (2) - 10 Quizzes (2) -10 Attendance - 5

**Course Outcomes (COs) contribution to the Programme Outcomes (POs)**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	Av
CO1	x	1	1	3	3	1	3	3	3	2	3	3	2.36
CO2	x	1	2	3	3	2	3	3	3	2	3	3	2.55
CO3	x	2	2	3	3	2	3	3	3	2	3	3	2.64
CO4	x	2	3	3	3	2	3	3	3	2	3	3	2.73
Av	x	1.5	2	3	3	1.75	3	3	3	2	3	3	2.57

## FINANCIAL DERIVATIVES

COURSE CODE: 24B11HS613

COURSE CREDITS: 3

CORE/ELECTIVE: Elective L-

T-P: 3-0-0

**Pre-requisite:** None

### Course Objectives:

1. To make students familiar with the area of Financial Derivatives.
2. To gain knowledge of basics in futures and forwards Markets.
3. Understanding the differences between options and futures and learning the appropriate use of each.
4. To be able to define Option Strategies for trading and hedging.
5. To understand the nature and use of swaps.

S.No.	Course Outcomes	Level of Attainment
CO-1	Understand the meaning of a derivative and derivatives markets	Familiarity
CO-2	Comprehend the nuances of the futures and forwards market.	Assessment
CO-3	Understanding the differences between options and futures and learning the appropriate use of each.	Assessment
CO-4	Being able to use options for trading and hedging	Usage
CO-5	Understand the nature and use of swaps.	Usage

### CourseContents:

Unit	Contents	Lectures required
1.	Introduction to Derivatives: Development and Growth of Derivative Markets, Types of Derivatives, Uses of Derivatives, Financial and Derivative markets - Fundamental linkages between spot & Derivative Markets, The Role of Derivatives Market, Uses & Misuses of derivatives.	10
2.	Future and Forward Market: structure of forward and Future Markets, Mechanics of future markets, Hedging Strategies, Using futures. Determination of Forward and future prices - Interest rate futures, Currency futures and Forwards.	8
3.	Options: Distinguish between Options and Futures, Structure of Options Market, Principles of Option Pricing, Option Pricing Models: The Binomial Model, The Black – Scholars Merton Model.	6
4.	Basic Option Strategies: Advanced Option Strategies, Trading with Options, Hedging with Options, Currency Options.	8
5.	Swaps: Concept and Nature, Evolution of Swap Market, Features of Swaps, Major Types of Swaps - Interest Rate Swaps, Currency Swaps, Commodity Swaps, Equity Index Swaps, Credit Risk in Swaps, using Swaps to Manage Risk, Pricing and Valuing Swaps.	10
	<b>Total Lecture Hours</b>	<b>42</b>

**Suggested Text Book(s):**

1. John C. Hull: Options, Futures and other Derivatives, Pearson, 2022.

**Suggested Reference Book(s):**

1. John C. Hull & Sankarshan Basu: Options, Futures and other Derivatives, Pearson, 2018.
2. S. Kevin: Commodities and Financial Derivatives, PHI, 2024.
3. John C Hull: Fundamentals of futures and options market, Pearson Education, 2021.
4. S. Mishra: Fundamentals of Financial Derivatives & Risk Management, Global Research Publications, 2013.

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**Evaluation Scheme:**

S.No	Exam	Marks	Duration	Coverage/Scope of Examination
1.	T-1	15	1 Hour.	Syllabus covered upto T-1
2.	T-2	25	1.5 Hours	Syllabus covered upto T-2
3.	T-3	35	2 Hours	Entire Syllabus
4.	Teacher's Assessment	25	Entire Semester	Class Performance -10 Quizzes(2)-10 Attendance-5

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	Average
CO-1	0	1	1	1	1	1	1	1	1	2	3	3	1.33
CO-2	0	2	3	3	3	1	2	2	1	2	3	3	2.08
CO-3	0	3	3	3	3	1	2	2	1	2	3	3	2.17
CO-4	0	3	3	3	3	1	1	2	1	2	3	3	2.08
CO-5	0	3	3	3	3	2	1	2	1	2	3	3	2.17
Average	0	2.4	2.6	2.6	2.6	1.2	1.4	1.8	1	2	3	3	

## STRATEGIC CORPORATE FINANCE

COURSE CODE: 24B11HS712

COURSE CREDITS: 3

CORE/ELECTIVE: Core

L-T-P : 3-0-0

**Pre-requisite:** None

**Course Objectives:** To know the details of corporate finance and the strategies involved in the corporate decisions. It will enable the students to steer the corporate issues and challenges in better manner.

S. No.	Course Outcomes	Level of Attainment
CO-1	To enable the student to identify the key themes in corporate finance.	Familiarity
CO-2	To understand the principal role of finance in an organization and the implication of overarching strategic application of its efficient use on the bottom line of the organization	Assessment
CO-3	To facilitate the understanding on the impact of risk and cost of capital on investment appraisal besides their cumulative impact on the value of a capital project	Assessment
CO-4	To enable students to employ risk and sensitivity analysis on real time basis on varied projects.	Usage
CO-5	To developed skills in group work, including communication, collaboration, and presentation.	Usage

### Course Contents:

Unit	Contents	Lectures required
1.	Introduction to strategic corporate finance: Strategy Vs Planning, significance of strategy in financial decisions, Different types of financial strategy for Shareholders Wealth Maximization, overall corporate value addition and Economic Value Addition.	4
2.	Strategic Cost Management: Traditional costing Vs Strategic Costing, Relevant costs Vs Irrelevant costs, Different types of strategic costing and their relevance- Target Costing, Activity based Costing, Life Cycle Costing, Quality Costing, Zero Based Budgeting, Strategic cost reduction techniques and value chain analysis.	4
3.	Alternative sources of financing – alternative sources of financing, Different approach to Infrastructure projects financing- Public Private Partnership (PPP) and its relevance.	3
4.	Company Valuation: an overview of valuation, valuation principles and practices more, the impact of “what if” scenarios, the key financial and commercial factors affecting the business. Value enhancement tools & techniques, the link between valuation and corporate finance.	5
5.	Management Buy-outs: Establishing feasibility of the buy-out, Negotiating the main terms of the transaction with the vendor including price and structure, Developing the business plan and financial forecasts in conjunction with the buy-out team for submission to potential funders, negotiations with potential funders so that the most appropriate funding offers are selected.	8

6.	Management Buy-ins: Management Buy-in/Buy-outs (“BIMBOs”), Vendor-initiated buy- outs/buy-ins. Valuing Real assets in the presence of risk: tracking portfolios and Real Asset valuation, Different Approaches of Valuing Real Assets, Capital Budgeting and Strategic policy	5
7.	Financial Distress and restructuring: Meaning of Bankruptcy, Factors leading to bankruptcy, symptoms and predictions of bankruptcy, reorganization of distressed firms, liquidation of firms. Company disposals: retirement sale or the sale of a non-core subsidiary, planned exit, forceful retirement and other disposals. Exit strategy- most appropriate exit route, valuation, timing of sale and tax planning opportunities, identification of potential purchasers, approaching the potential purchaser, negotiate with potential acquirers and selection of a preferred purchaser, calculation of the various tax implications.	5
8.	Fundraising: identification of different sources of development capital, determination of capital structure and factors affecting the capital structure, cost of capital and cost saving strategy, production of a business plan and financial forecasts to enable potential funders to assess the proposition. Due Diligence: financial due diligence for both purchasers and financial institutions, good quality “added value” due diligence advice.	4
9.	Other strategic issues: managing credit ratings, and setting dividend and share repurchase policy, problem of too much cash. The issues of stock liquidity and illiquidity, Strategic risk management, the substitutability of capital structure and risk management choices, such as process control efforts, financial, physical, and operational hedging, value-based management.	4
<b>Total Lecture Hours</b>		<b>42</b>

**Suggested Text Book(s):**

1. Aswath Damodaran: Corporate finance theory and practice, Wiley, 2007.

**Suggested Reference Book(s):**

1. Justin Pettit: Strategic Corporate Finance: Applications in Valuation and Capital Structure, Wiley, 2011.

**Evaluation Scheme:**

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1.	T-1	15	1 Hour.	Syllabus covered upto T-1
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4.	Teaching Assessment	25	Entire Semester	Class Performance - 10 Quizzes(2)-10 Attendance - 5

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	Average
CO-1	0	1	1	1	1	1	1	1	1	2	3	3	1.33
CO-2	0	2	3	3	3	1	2	2	1	2	3	3	2.08
CO-3	0	3	3	3	3	1	2	2	1	2	3	3	2.17
CO-4	0	3	3	3	3	1	1	2	1	2	3	3	2.08
CO-5	0	3	3	3	3	2	1	2	1	2	3	3	2.17
Average	0	2.4	2.6	2.6	2.6	1.2	1.4	1.8	1	2	3	3	