

EMBA-I Semester



Gautam Buddha University, School of Management, Greater Noida
Executive MBA [2023-25]

Course: Economics for Managerial Decisions [EMB - 101]

Instructor:	Dr.Rakesh Kr Srivastava	Year/Sem:	1 st Year/ Sem I
Email:	rakesh@gbu.ac.in	Phone:	6159
Area:	Finance and Economics	Credit:	3
Sessions:	30	Each Session:	60 Minutes

Introduction:

This course aims to elucidates the different concepts, principles of economics, theories, tools and schools of thoughts in economics and their application on business decision/research problem. Business firms takes the economic decisions to maximize their output and profit The concepts like demand, supply and elasticity helps to understand how consumers take decisions to buy, how the producers take decisions to supply and the gains from trade arise. Theories of production and cost are discussed to understand firms behaviour in different market condition. To discuss the economic foundation of Pricing, cost based pricing decisions and economics of multiproduct pricing.

Aims and Objectives: To develop an understanding about the Principle of Economics and overview of Economic Environment and inculcate understanding to integrate the managerial economics decisions with the changing business environment in India. All functional areas of management derive their basic principles and concepts from economics. The objective of this course is to acquaint students with basic tools and concepts of managerial economics, analyzing their application to managerial decision making. This course aims to enable the decision makers to analyze firm-level economic problems and to take informed and optimal decisions subject to various constraints and objectives.

Pedagogy:A mix of Classroom instructional methods comprises lectures, case analysis and exercises, to strengthen the conceptual knowledge and application through cases and exercises. Emphasis throughout will be applications of concepts, principles and techniques to company data available from published sources. Special Emphasis will be given to help the students to develop analytical ability to analysis corporate decisions.

Evaluation Scheme:

Class Participation/Attendance:	05
Quizzes/ Chapter Review	05
Research Paper/Case Presentation	05
<u>Mid-Review Test</u>	<u>25</u>
Continuous Evaluation:	40
External Evaluation:	60

Suggested Readings: (All text books referred should be of the latest edition).

1. Managerial Economics - Christopher Thomas, S. Charles Maurice
2. Principles of Economics - N.Gregory Mankiw
3. Damodaran Suma – Managerial Economics (Oxford)
4. Hirschey Mark – Economics for Managers (Thomson, India Edition)
5. Peterson Craig H. Etal – Managerial Economics (Pearson Education)
6. Dominick Salvatore – Managerial Economics (Oxford)
7. Dwivedi D.N. – Managerial Economics (Vikas Publication)

COURSE PLAN FOR I.F.M.- III SEMESTER MBA [45 sessions(Each session of 90 minutes)]

UNITS	TOPICS TO BE COVERED	SESSIONS	Readings
I	Introductions to Economics and Nature and Scope of Managerial Economics, Significance in decision making and fundamental concepts. Objectives of the firm.	2	TB 1
	Ten principles of Economics Thinking like an Economist; Interdependence and the gains from Trade.	2	
	Comparative Statics, Consumer Theory, Preferences, Utility Maximization, Substitution and Income Effect, Giffin Goods	2	
II	Theory of Demand, Demand Analysis; Law of demand, Exceptions to the Law of Demand, Determinants of Demand.	2	TB 1
	Theory of Consumer Behaviour Elasticity of Demand-Price, Income, Cross and Advertising Elasticity, Uses of Elasticity of Demand for managerial decisions making, measurement of Elasticity of Demand.	2	
	Demand forecasting meaning, significance and methods. Supply Analysis; Law of supply, Market forces of supply and Elasticity, Application of elasticity: Analysis and its uses for managerial decision making. Equilibrium, Supply, Demand and government policies	2	
III	Production concepts and analysis, Production function and Isoquants, substitutions, single variable-law of variable proportion, two variable-Law of return to scale and Economies of Scale.	3	TB 1
	Cost concepts and analysis, cost functions, cost curves, short-run and long-run cost curves and its managerial use. Cost minimization and profit maximization	3	
IV	Theory of Market: Market Equilibrium and Average Revenue Concept.	2	TB 1
	Market Structure; perfect and Imperfect markets Perfect Competition, features, determination of price under perfect competition, Short Run Vs Long Run Monopoly; Feature, pricing under monopoly, Profit Maximization,	2	
	Price Discrimination – First Degree, Second degree, Third Degree Monopolistic; Feature, Pricing under monopolistic competition, product differentiation. Oligopoly; Features, Kinked demand curve, cartels, price leadership. Oligopoly and Game Theory, Nash equilibrium, Cournot/Bertrand theory	2	

V	Product Pricing Strategies; Price Determination, Full cost pricing, product line pricing, price skimming, penetration pricing. National Income; Concepts and various methods of its measurements, inflation, types and causes, Business Cycle, Profit concepts and major theories of profits; Dynamic Surplus Theory, Risk & Uncertainty bearing theory and innovation theory	3	TB 1 TB 2
		3	
TOTAL		30	
Note	Case Study and Quiz will be discussed aftr every unit		

**Gautam Buddha University,
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Greater Noida**

Program: Executive MBA

Semester	:I	AcademicSession	: 2023-24
Programme	:Executive MBA	Batch	:2023-25
CourseCode	:EMB-103	Credits	03
CourseName: Business Environment & Ethics			
Instructor	:	Email:	
Sessions	:Thirty	EachSession:	90 Minutes

COURSE OBJECTIVES:

1. The Basic objective of this course is to familiarize the Working Professionals with the Nature and Dimensions of evolving Business Environment to influence managerial decisions;
2. To Identify Business opportunities;
3. To Improve Performance.

COURSE OUTCOME: After completing this course Executives should:

1. Be acquainted with Business Environment;
2. Be able to apply tools to various Business Problems;
3. It helps in Decision Making.

PEDAGOGY: The teaching pedagogy will combine lecture cum discussions, assignments and exercises. Classes will be interactive.

ASSESSMENT/ EVALUATION:

Component	Maximum Marks	Duration (Hr)
Mid-term	25	1.30 Hr
End-term	60	3.00 Hr
Internal Assessment (<i>Quizzes/ Class Tests/ Assignments / Class Participation/ Presentations/ Discussions</i>)	15	

SUGGESTED READINGS:

Text Book

- Essentials of Business Environment- Dr. C.B.GUPTA, Sultan chand & sons, N.Delhi
- Business Environment- Dr.V.C.Sinha, Sahitya Bhawan, Agra
- Business Environment- G.Upadhyay, R.L.Sharma, P.Dayal- Ramesh Book Depot, Jaipur
- Corporate Governance, Business Ethics and CSR- Dr. J.P.Sharma, Ane Books, N.Delhi

Reference Readings:

- Morrison J, The International Business Environment, Palgrave.
- Francis Cherunilam, Business Environment-Himalaya Publishing House, New Delhi.
- Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi.
- Mishra and Puri, Indian Economy, Himalaya Publishing House, New Delhi.

TEACHING SCHEDULE:

Session Required (Hr.)	Topic to be covered	Reference Books
Unit 1: An Overview of Business Environment		
8 Lectures	Type of Environment- internal, external, micro and macro environment. Competitive structure of industries, environmental analysis and strategic management. Managing diversity. Scope of business, characteristics of business. Objectives and the uses of study. Process and limitations of environmental analysis.	Would be referred during session
Unit 2: Economic Environment		
8 Lectures	Nature of Economic Environment. Economic factors-growth strategy, basic economic system, economic planning, Economic policies- new industrial policy, FEMA, Monetary and fiscal policies. Foreign Direct Investment , Foreign Institutional Investment, WTO and India: an overview, Regulation of Foreign Trade, Disinvestment in Public Sector Units. Liberalization, Privatization and Globalization of Indian Economy, Trends and Issues.	Would be referred during session
Unit 3: Socio-Cultural Environment		
8 Lectures	Nature and impact of culture on business, culture and globalization, social responsibilities of business, social audit, business ethics and corporate governance. Demographic environment population size, migration and ethnic aspects, birth rate, death rate and age structure.	Would be referred during session
Unit 4: Political Environment		

8 Lectures	Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention.	Would be referred during session
Unit 5: Natural and Technological Environment		
8 Lectures	Innovation, technological leadership and followership, sources of technological dynamics, impact of technology globalization, transfer of technology, time lags in technology, introduction, status of technology in India. Management of technology, features and impact of technology.	Would be referred during session
Unit 6: Business Ethics		
5 Lectures	A Few Definitions, Why should Business Act Ethically?, Honesty and Integrity are the Benchmark of Business Ethics, Values and Ethics, Ethics is different from Feelings, Ethics is different from Religion, Ethical Standards are different from Cultural Traits, Ethics and Law, Business Ethics and Corporate Governance, Code of Ethics for Business Managers, Ethics Committee, Developing a Comprehensive Ethics Programme, Appointing Ethics and Compliance Officer (ECO), Benefits from Managing Business Ethics.	Would be referred during session

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Program: Executive MBA

Semester	:I	AcademicSession	: 2023-24
Programme	:Executive MBA	Batch	:2023-25
CourseCode	:EMB-105	Credits	03
CourseName	: Accounting for Managers		
Instructor	:Dr.DineshK Sharma	Email:	dinesh@gbu.ac.in
Sessions	:Thirty	EachSession:	90 Minutes

COURSEOBJECTIVES:

Financial Accounting is the language of business. It attempts to measure and report corporate performance. Users of financial statements demand the performance measure in a variety of decisions they make. Managers use accounting in making decisions; while investors use it for valuing stocks. Bankers and lenders rely on accounting information to decide whether to lend money to businesses. While, Management Accountants are integral members of planning and decision-making teams. Their role is not only to provide data but to facilitate decision making, behaviour and action amongst people and divisions in the best interest of the organizations' objectives.

This course is designed with the following main objectives:

- Help the participants to become intelligent users of accounting information
- Make the participants' comfortable looking through an annual report
- Develop the ability in participants' to use financial statements to assess a company's performance
- Develop students' understanding of management accounting concepts, methods and techniques and have opportunities to use cost information in management decisions.

COURSEOUTCOME:

After completing this course, students should be able to understand

- Understand the accounting process and accounting system in an organization.
- Prepare Financial Statements of the company.
- Analyze the financial performance of a company with the help of scanning the Balance Sheet and Profit & Loss Account.
- How cost information supports the planning, controlling, and decision-making process of the organization.
- Understanding of Break Even Analysis and the inferences that can be drawn.

- The students will be able to make the decision regarding the fixation of selling price, Make or Buy, maintaining a given level of profit, acceptance of an export order and Profit Planning etc.

PEDAGOGY:

A mix of instructional methods will be used, like lectures, discussions, exercises, and assignments. Efforts would be made to strengthen conceptual knowledge and application through cases and exercises. The emphasis of this course is on both intellectual stimulation and rigorous applications, through the cost-benefit analysis of projects.

ASSESSMENT/EVALUATION:

Component	Maximum Marks	Duration (Hr)
Mid-term	25	1.5
End-term	60	3.0
Internal Assessment (Quizzes/Class Tests/Assignments/ Class Participation/Presentation & Discussions)	15	

SUGGESTED READINGS:

TextBook:

- Maheshwari, S.N. & Maheshwari, S.K. , Financial Accounting, Vikas Publishing House Pvt. Ltd.
- Ravi M.Kishore,(RM)Advanced Management Accounting,Textman Publishing House.

Readings:

- Tulsian, P.C., Financial Accounting, Pearson
- Ghosh, T.P., Financial Accounting for Managers, Taxmann Allied Services (P) Ltd.
- Gupta, Ambrish: Financial Accounting for Management
- Bhattacharyya, Asish K., Financial Accounting for Business Managers
- Charles T. Horngren, Gart L. Sundem, John A. Elliot and Donna R. Philbrick, Introduction to Financial Accounting, Pearson.
- M.E.Thukaram Rao(ME),Cost and Management Accounting–, New Age International(P)Ltd.
- Maheshwari,S.N.,and Mittal,S.N.CostAccounting: Theory and Problems,
- M.N.Arora, Management Accounting,Theory,Problems and Solutions,Himalaya Publishing House.
- CharlesT.Horngren,SrikantM.Datar,GeorgeFoster(HG),CostAccounting:(IndianSubcontinentEdition), Published by Pearson Education
- James Jiambalvo(JJ),Managerial Accounting: JohnWiley &Sons Pte Ltd, Second Edition
- RonaldW.Hilton, Managerial Accounting:Tata McGraw-Hill

TEACHING SCHEDULE:

Session Required	Topic to be covered	Reference Books
2	Introduction to Financial Accounting: Accounting as an Information System, Importance and Scope, Limitations; Users of accounting information, Concepts, Accounting Principles, Generally Accepted Accounting Principles;	SN-1-Chap-1 & 2 and Reading Material
4	Nature of Accounts, Rules of Debit and Credit; Recording Transactions in Journal; The Accounting Equation; Preparation of Ledger Accounts; Preparation of Trial Balance. Concept and Objectives of Depreciation, Fixation of Depreciation Amount, Straight Line Method and Diminishing Value Method, Method of Recording Depreciation	SN-1-Chap-3 to 5 and Reading Material
5	Preparation of Financial Statements: Trading Account, Profit & Loss Account and Balance Sheet, Adjustment Entries, Preparation of cash flow statement, Introduction to Indian Accounting Standards (Ind-AS) and International Financial Reporting Standards (IFRS)	SN-1-Chap-6, 7 & 10 and Reading Material
4	Financial Statement Analysis: Objective of financial statement analysis, sources of Information; Techniques of financial statement analysis: Horizontal analysis, Vertical Analysis and Ratio Analysis; Financial Ratios: Meaning and Usefulness of Financial Ratios.	SN-1-Chap-12 and Reading Material
2	Introduction to the domain of management accounting and control. Cost concepts, Classification of costs, Fixed, Variable, and Semi-variable, Segregation Methods for Semi-variable cost in Fixed and Variable Cost.	RM- Chap 1, Page-3; and Reading Material
3	Cost-Volume-Profit Analysis: Contribution, Break-even-point, cost break-even-point, cash break-even-point, Key Factor, PV Ratio, Margin of safety, Break-even Analysis, Break-even Charts	RM- Chap 3, and Reading Material
4	Marginal Costing and its applications: Relevant Costs and Decision Making, Fixation of Selling Price, Product Profitability, Make or Buy, maintaining a given level of profit, introduction of new product, exploring new markets, shutting down or continuing, acceptance of an export order and Profit Planning etc.	RM- Chap and Reading Material
3	Budgets and Budgetary Control: Meaning, Types of Budgets, Fixed and Flexible Budget, Functional Budgets (Sales Budget, Production Budget, Purchase Budget, Material Consumption Budget, Cash Budget and Master Budget etc),	RM- Chap 4, and Reading Material
3	Standard Costing and Variance Analysis: Standard Cost, Material Cost Variance analysis, Labour Cost Variance analysis	RM- Chap 5, and Reading Material

Gautam Buddha University
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Programme:- Executive MBA)

Semester	:I	Academic Session: 2023-24
Programme	:Executive MBA	Batch:2023-25
Course Code	:EMB-107	Credits: 03
Course Name:	Consumer Oriented Market Management	Phone:2346162
Instructor	:Dr. Subhojit Banerjee	Email:subhojit@gbu.ac.in
Sessions	:Thirty	EachSession:90 Minutes

Introduction:

There are a large number of factors which may cause markets to evolve . In a market ecosystem, a marketer's job is to create and sustain a business that is meant to be strong, agile, and sustainable enough to survive even in the fastest-changing environment. Thus successful strategy development is crucial for a marketing manager just as it is for a manager at the top management level. Marketing carries the roles of strategic thinking, planning, and management by leading, creating, and providing energy as a power center to many organizations. A marketer has to have the vision to develop not just business, but also functional and operational strategies as well as marketing actions, constantly adjusting them all for the better.

Affected by both unwanted changes and/or desired developments in many circumstances, we observe today that the marketers who aim to create value are looking for different and more sustainable competitive methods. This helps businesses gain a relative advantage in the market. New trends are emerging with the help of technological developments which are affecting customers, cultures and values, the economy, budget limitations, other restrictions regarding businesses, and so on. Thus, marketing management needs to take a fresh look at market strategy development and implementation.

Aims and Objectives:

Aims: The course aims to impart skills and knowledge needed by working executives toto re-examine as well as formulate and successfully implement strategies that helps professional already in the field. The broad objectives of the course can be stated as

1. Gather conceptual clarity of Marketing and its nature that will be helpful for participant (executives) to develop a consumer oriented outlook in all facets of their firms operation enabling a sustainable market strategy.
2. To learn methods and techniques that help in assessment of the current state of affairs in the organization from a marketing perspective.
3. Help participants learn about tools to identify future directions that they may take.
4. To learn about formulation of strategies, their types and the conditions under which each can be applied.

Pedagogy:

The pedagogy will be a mix of lectures, experience sharing, real life case discussion, assignments and industry/research based projects. In addition to the reading materials, additional readings and cases will be distributed in the class from time to time. Students are also expected to prepare and analyze all the cases as class participation is very important.

Learning Outcomes:

At the end of the course it is expected that the students will be:

- Proficient to understand and appreciate the concept of marketing management in theory and practice.

- To evaluate the marketing environment and reinvent marketing strategy tools and technique for organizational success.
- To understand and apply the contemporary strategic management technique
- To understand the various dimensions of marketing planning

ASSESSMENT/EVALUATION:

Component	Maximum Marks	Duration(Hr)
Mid-term	25	1.5
End-term	60	3.0
Internal Assessment (Quizzes/Class Tests/Assignments/ Class Participation/Presentation&Discussions)	15	

Note: Case Evaluation would be based on class discussion AND written case analysis. Written case analysis (maximum 3 pages of Times New Roman single space) is due for each case, BEFORE the class in which we discuss that case. Students shall not be evaluated for a case (zero out of 5 marks assigned to a case) if they do not submit the hard copy of the written analysis before the case is discussed in class.

Suggested Readings/websites:

1. Wilson, R. M., & Gilligan, C. (2012). Strategic marketing management. Routledge.
2. Bennett, Anthony G., 'Big Book of Marketing : Lessons and Best Practices from the World's Greatest Companies'(2010), McGraw Hill Publishers India Ltd.
3. Marketing Management-A South Asian Perspective / Philip Kotler;Kevin Lane Keller;Abraham Koshy;Mithileshwar Jha
4. Aesthetics in Marketing / Rajat K. Baisya ; G. Ganesh das (2008)
5. Applied Marketing / Githa S Heggde (2009)
6. Business to Business Marketing Management/Blythe Jim (2005)
7. Contemporary Marketing: The Shift from Traditional to Digital/<https://ewm.swiss/en/blog/contemporary-marketing-shift-traditional-digital>

Additional Readings: (Compulsory)

1. Ellet William, 'How to write a Case based essay ', HBS Publishing (2007) – to be read before the end of the 3rd session.
2. Branstad, A., & Solem, B. A. (2020). Emerging theories of consumer-driven market innovation, adoption, and diffusion: A selective review of consumer-oriented studies. Journal of Business Research, 116, 561-571.
3. Berry, L. L., Conant, J. S., & Parasuraman, A. (1991). A framework for conducting a services marketing audit. Journal of the Academy of Marketing Science, 19, 255-268.

Session Plan:(Each session of 60 minutes)

Session	Topic(s)
1-4	Introduction to Consumer Oriented Market Planning <ul style="list-style-type: none"> • The nature of marketing, The management process, Strategic decisions and the nature of strategy, • The marketing/strategy interface, The role of strategic marketing planning, • The three dimensions of planning

5-10	Where are we now? Strategic and marketing analysis <ul style="list-style-type: none"> • Marketing auditing and the analysis of capability • Segmental, productivity and ratio analysis • Approaches to competitor analysis • Approaches to customer analysis
11-15	Where do we want to be? Strategic direction and strategy formulation <ul style="list-style-type: none"> • Missions and objectives • Market and environmental analysis • Market segmentation, targeting and positioning
16-20	The formulation of strategy 1: analysing the product portfolio <ul style="list-style-type: none"> • The development of strategic perspectives • Models of portfolio analysis • Market attractiveness and business position assessment • Criticisms of portfolio analysis
21-25	The formulation of strategy 2: generic strategies and the significance of competitive advantage <ul style="list-style-type: none"> • Types of strategy • Porter's three generic competitive strategies • Competitive advantage and its pivotal role in strategic marketing planning • The influence of market position on strategy
25-30	The formulation of strategy 3: strategies for leaders, followers, challengers and nichers <ul style="list-style-type: none"> • Strategies for market leaders • Strategies for market challengers • Strategies for market followers • Strategies for market nichers • The influence on strategy of product evolution and the product life cycle

Note : All Units will be accompanied with case discussion and quizzes.

EMBA-II Semester
Gautam Buddha University
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Programme: Executive MBA

Semester	:II	Academic Session:	2023-24
Programme	:Executive MBA	Batch	:2023-25
Department	Business Management	Credits	03
Instructor	:Dr. Dinesh Kumar Sharma	Email	:dinesh@gbu.ac.in
Sessions	:Forty Five	Each Session	:60 Minutes
Course name	: Strategic Financial Management	Course:	EMB-102

COURSE OBJECTIVES:

- To familiarize the students with the principles and practices of financial management.
- To help the students understand the process and system of Financial Management in an organization, its necessity, structure, goals, and scope.
- To gain insights for financing decisions and to make students aware of the various long-term and short-term sources of finance along with concepts and approaches of capital structure, various techniques of project evaluation i.e., capital budgeting, methods and estimation of working capital management, and dividend theories & policy and its importance.
- To familiarize the students with different financial strategies used in an organization.

COURSE OUTCOME:

After completing this course, students should be capable of the following:

- Comprehending and scrutinizing a company's capital structure.
- Acquiring insights into long-term and short-term sources of financing in decision-making.
- Assessing diverse projects using capital budgeting techniques.
- Estimating and managing the working capital needs of a company.
- Making informed decisions regarding a company's dividend payouts.
- Developing financial strategies for diverse decision-making scenarios of company.

PEDAGOGY:

A mix of classroom instructional methods will be used, like lectures, case analysis, and exercises. Efforts would be made to strengthen conceptual knowledge and application through cases and exercises. Special emphasis will be given to helping the students to develop analytical ability to analyze corporate decisions.

ASSESSMENT/EVALUATION:

Component	Maximum Marks	Duration (Hr)
		1

Mid-term	25	1.5
End-term	60	3.0
Internal Assessment (Quizzes/Class Tests/Assignments/Class Participation/Presentation&Discussions)	15	

SUGGESTED READINGS:

Text Book

- Pandey IM-Financial Management (Vikas Publishing) [IMP]

Reference Readings

- Van Horne, James C., & Wachowicz Jr, John M. Fundamental of Financial Management, Prentice Hall of India [VH]
- Van Horne, James C. - Financial Management & Policy, Prentice Hall of India
- Brealey, Richard A. Myers, & Stewart C. - Principles of Corporate Finance, Tata McGraw Hill
- Damodaran, Aswath - Corporate Finance - Theory & Practice John Wiley & Sons
- Knott G - Financial Management (Palgrave,) [KnG]
- Sharma & Gupta, Financial Management, (Kalyani Publications) [SG]
- Prasanna Chandra - Fundamental of Financial Management (TMH,) [PC]
- Khan MY and Jain PK, Financial Management 6e, McGraw Hill
- Rustagi, R. P. Fundamental of Financial Management. Taxmann Publication (RPG)

TEACHING SCHEDULE:

Session Required (Hours)	Topic to be covered	Reference Books
Unit 1: Introduction		
1	Nature, scope, and objective of Financial Management	VH, Chap. 1, Page 1, Reading Material
2-5	Time value of money, Risk, and return (Including Capital Asset Pricing Model), Case Study	VH, Chap. 3, Page 41 VH, Chap. 5, Page 97
6-7	Valuation of securities - Bonds and Equities	VH, Chap. 4 Page 73 Reading Material
Unit 2: Investment Decisions		
8-11	Capital Budgeting Decisions: Nature and Types of Long-term Investment Decisions, Project evaluation Techniques: Non-Discounting and Discounting; The Capital Budgeting Process, Cashflow Estimation,	VH, Chap. 12, Page 307 Reading Material
12-14	Non-Discounting Techniques: Pay Back Period and ARR, project selection criterion and merits & demerits of these techniques,	VH, Chap. 13, Page 323 Reading Material
15-17	Discounting Techniques: Discounted Pay Back Period, NPV, IRR, and PI, the project selection criterion for conventional and unconventional cash flow projects, and the merits & demerits of these techniques, Case Study	VH, Chap. 13, Page 323 Reading Material
18-19	Capital budgeting under Risk - Certainty Equivalent Approach and Risk Adjusted Discount Rate.	VH, Chap. 14, Page 353 Reading Material
Unit 3: Financing Decisions		
20-21	Cost of Capital and Financing Decision: Sources of long-term financing,	VH, Chap. 15, Page 381 Reading Material

22-24	Estimation of components of cost of capital. Methods for Calculating the cost of equity capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average cost of capital (WACC), and Marginal cost of capital. Case Study	VH, Chap. 15, Page 381 Reading Material
5-26	Operating and financial leverage; Determinants of capital structure	VH, Chap. 16, Page 419 Reading Material
27-28	Capital structure – Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach).	VH, Chap. 17, Page 451 Reading Material
Unit 4: Dividend Decisions		
29-30	Theories for Relevance and irrelevance of dividend decision for corporate valuation (Walter's model; Gordon's Model and Modigliani-Miller model); Cash and stock dividends;	VH, Chap. 18, Page 475 Reading Material
31-35	Dividend policies in practice, Constant Dividend per Share or Dividend Rate, Constant Payout, Constant Dividend per Share plus Extra Dividend, Factor affecting dividend decision & Stability of Dividends, Forms of Dividends; Bonus shares, Buyback of Shares Case Study	VH, Chap. 18, Page 475 Reading Material
Unit 5: Working Capital Decisions		
36-37	Concept of Gross Working Capital & Net Working Capital, the risk-return trade-off, Motives of Holding working capital, Various Approaches to Working Capital Management,	VH, Chap. 8, Page 205 Reading Material
38-39	Sources of short-term finance, Estimation, and Factors affecting the working capital requirement	VH, Chap. 9, Page 221 Reading Material
40-41	Cash management, Motives of Holding Cash, Cash Planning; Investing Surplus Cash <i>Optimum Cash Balance under Certainty: Baumol's Model, Optimum Cash Balance under Uncertainty: The Miller-Orr Model, Case Study</i>	VH, Chap. 10, Page 249 Reading Material
42-43	Receivables Management, Credit Policy; formulation and execution, Costs involved in receivables, factoring	VH, Chap. 10, Page 249 Reading Material
44-45	Inventory management, Motives, Use and Importance, Levels of Inventory, Inventory Mgt. Systems; EOQ, ABC, JIT, etc., and payables management.	VH, Chap. 10, Page 249 Reading Material
Presentations/Summary of Syllabus		

Gautam Buddha University
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Programme: Executive MBA

Semester	: II	Academic Session: 2023-24
Programme	: Executive MBA	Batch: 2023-25
Department	Business Management	Credits: 03
Instructor	: Dr. Pawan Kumar	Email: prof.pawankumar@gmail.com
Sessions	: Forty Five	Each Session: 60 Minutes
Course code	: EMB-104	Course name: Management Information System

INTRODUCTION:

This course has been designed to develop a macro-level perspective of information systems and its potential to help organizations in creating sustainable competitive advantage in respective industries. The students will learn about the use of information systems to improve the company's operations. This will also help in the decision-making process which is related to IT investment. This course will also help to manage various information systems so that it would best serve the needs of managers, staff, and customers.

MIS helps to create systems for finding and storing data and computer databases, networks, computer security, decision support system, ITES, and lots more. Management of information systems also helps to understand the role of information technology in the company. The kind of IT programs that companies use affect the decisions, structure and strategies of an organizations along with customer relationships. With a background on key concepts in MIS, the company will be able to strategically control and implement modern information systems that include business software.

AIMS AND OBJECTIVES:

Aims: The aim of this course is to expose the students to the managerial issues relating to information systems and help them to identify and evaluate various options in this regard. This course also imparts skills and knowledge required by working executives to understand the rapidly emerging technologies and their new applications by business organizations, which is extremely challenging for managers to stay updated and arrive at crucial business decisions related to investments in Information Technology and Systems. This course introduces the existing and upcoming technologies, wide variety of their applications for business and e-commerce, and issues involved in their management.

Objectives of the course are as follows:

1. Developing a macro-level understanding among the working professionals with regard to the exploitation of information technology by organizations.
2. Understanding various types of Computers Based Information Systems and their relevance for organizations.
3. Understanding the role of IT for competitive advantage.
4. Understand the role of IT Architecture in making IT investments.
5. Decision making through Visualization.

The pedagogy will be a mix of lectures/exercises, practical sessions on business software, assignments and industry/research-based projects. In addition to the reading materials, additional readings and cases will be shared in the class from time to time. Students are also encouraged to prepare and analyze all the cases/exercises.

LEARNING OUTCOME:

At the end of the course, it is expected that the students will be able:

- To understand the use of MIS in decision making processes.
- To understand the process of storing information and application of Business Intelligence.
- To analyze the role of strategic enterprise systems in business organizations.
- To implement the IT strategies and balance score card.
- To understand the role of emerging technologies in business organizations for competitive advantages.
- To implement a knowledge management system for decision-making processes.
- To understand the role of social, ethical and security issues in MIS.
- To apply decision-making processes through application of visualization tools.

ASSESSMENT/ EVALUATION:

Component	Max.marks	Duration (Hr)
Mid-term	25	1.5
End-term	60	3.0
Internal Assessment (Quizzes/ Class Tests/ Assignments / Class Participation/ Presentation & Discussions)	15	

Text Books:

T-1: James O'Brien, George Marakas and Ramesh Behl, Management Information Systems, latest edition, McGraw Hill Education.

T-2 Kenneth Laudon and Jane Laudon, Management Information Systems: Managing the Digital Firm, latest edition, Pearson Education.

References Books (Latest Editions)

1. Ralph Stair and George Reynolds), Information Systems, latest edition, Cengage Learning.
2. Haag, Stephen, Management Information Systems for the Information Age, latest edition, McGraw Hill Education India, Delhi
3. D.P. Goyal, Management Information Systems: Managerial Perspectives, latest edition, Vikas Publishing House.
4. Sahil Raj, Management Information System, Pearson Education.

SESSION PLAN: (EACH SESSION OF 90 MINUTES)

Session	Topic(s)	Reading(s)
1-6	Foundation of Information Systems in Business: Introduction to Information systems, Fundamental Roles of IS in Business, Trends in Information Systems, Role of E-Business in Business, Types of Information Systems, Components of Information Systems, Types of IS, Capabilities, Complements, CCR Framework; Role of manager with respect to IT in an organization.	T1 - Ch. 1 Add. Read. 1. 1

7	Application Exercise Case Study 1 (Spark Batteries Ltd)	T1- Pg 53 Pg- 60-61
8-12	Information Technology as a strategic tool: Competitive Strategies Concepts, Competitive Forces and Strategies, Strategic uses of Information Technology, building a customer Focused Business, value chain and strategies, Strategic uses of IT, Creating a virtual Company, IT- business alignment, balanced scorecard, cloud and vendor strategies.	T1 - Ch. 2 Add. T2-Ch-3
13	Case Study-2(IT Leaders: Reinventing IT as a Strategic Business Partner) and Application Exercise	T1-Pg 105
14-18	Computer Systems: End User and Enterprise Computing, Computer Peripherals: Input, Output and Storage Technologies. Computer Software: End User Applications, Types of Software, Cloud Computing. Foundation of Database Management and Mining: The Database approach to Data Management, Technical Foundation of Databases, Database management systems, Fundamental Data Concepts, Database Structure, Database Development, Data Resource Management, Types of Databases, Data Warehousing and Data Mining, Foundations of business intelligence, Data and Text Mining.	T1- Ch-5 T2- Ch-6
19-20	Case Study-3 (Redbus.in: Automating Bus Travel Industry) and Hands on MIS Project	
21	Application Exercise	
22-26	Telecommunications and Networks: Networking and communication trends, Types of Networks, Transmission Media, Internet Services, DNS, VPN. Strategic Enterprise Systems - Functional Enterprise Application, Enterprise Application Integration, Transaction Processing Systems, Enterprise Collaboration Systems., ERP, SCM, CRM, SRM. Functional Business Systems: Manufacturing Systems, Sales and Marketing Systems, HRIS, Finance and Accounting Systems	T2- Ch-7 T1- Ch-7 T1- Ch-8 T2- Ch-9
27	Case Study 4 (CRM for Building Closer Relationships with Dealers)	T1- Pg 483
28-32	Supporting Decision Making: Introduction, Decision Support trends, Decision Support Systems-What-if Analysis, Sensitivity Analysis, Goal Seek, OLAP, OLTP. Artificial Intelligence in Business: Business and AI, Overview of AI, Expert Systems, Neural Networks, Fuzzy Logic Systems, Genetic Algorithms, Intelligent Agents. Emerging Technologies – Cloud computing, Big Data Technologies, Internet of Things, Bring Your Own Device (BYoD,) Virtual Reality, Augmented Reality, Blockchain, Artificial Intelligence	T1- Ch-10 T2- Ch-5
33	Hands-On MIS Projects Case Study 5 (Case Study: Should Businesses Move to the Cloud?)	232 234
34-36	Developing Business/IT Strategies: Organizational Planning,	T1-Ch- 11

	<p>Scenario Approach, Planning for competitive advantages, Business models and Planning, Identifying Business/IT Strategies, Business application planning, End user Resistance and involvement, Change Management.</p> <p>Knowledge Management – Decision Support Systems, Expert Systems, Learning Management Systems, Executive Information Systems, Social, ethical and security issues in MIS.</p>	T2-Ch-11
37	<p>Case Study 6: IT Leaders: IT/Business Alignment takes on a whole new meaning.</p> <p>Case Study 7: Knowledge Management and Collaboration at Tata Consulting Services</p>	<p>T1- Pg 635</p> <p>T2- Pg479</p>
38-39	Managing Global Organization – Globalization, Global Strategies and Business Organization, Shared Services, Offshoring / Transitioning Global IT Systems, Globalization of Corporates in a Flat World	T2-Ch 15
40	Security Management of Information Technology: Introduction, Ethical Responsibility of Business Professionals, Computer Crime, Privacy Issues, Cyber law, Tools of security management, Inter-networked security defenses, Viral defenses, security measures, System controls and audits.	T1- Ch13
41	Case Study 7: Phishing: Customer Beware!	T1-Pg 827
42-45	Creation of Google Dashboard for Visualization of Data	

Gautam Buddha University
School of Management,
Greater Noida
Programme: Executive MBA

Semester	: II	Academic Session: 2023-24
Programme	: Executive MBA	Batch: 2023-25
Department	Business Management	Credits: 03
Instructor	: Dr. Varsha Dixit	Email: varsha@gbu.ac.in
Sessions	: Forty Five	Each Session : 60 Minutes
Course code	: EMB-106	Course Name: Strategic Human Resource Management

INTRODUCTION:

Human Resource Management (HRM) involves all management decisions and actions that affect the nature of the relationship between the organization and its employees. Effective Human Resource Management creates a win-win relationship with employees by seeking the best fit between organizational and individual goals. The primary focus is on the various human resource policies as recruitment, selection, performance management, rewards, training and development. We shall be studying the strategic aspect of these HR functions. We shall go deeper into the relation and fit between HRM and the strategy, culture and capabilities of an organization and understand maintaining the balance between organizational goals and individual goals.

“People are our most important asset and business partners.” This phrase is very common, and all managers would agree that managing people effectively is an important ingredient of organizational effectiveness. The most important success factor to achieving a long-term, sustainable competitive advantage—acknowledged by the world’s most admired companies—is the effective acquisition and management of human resource.

This course approaches the management of human assets from a strategic perspective. As a student, you will develop an understanding of how human resources decisions contribute to organizational effectiveness and a firm’s competitive advantage. The learning can be applied in small, medium, and large organizations. This course adopts an integrative approach. Thus, it involves application of:

-
- knowledge from previous subjects and its integration with strategy,
- work experience, and
- rational judgment, critical thinking, and creativity will add to your learning experience in this course.

AIMS AND OBJECTIVES:

Aims: The course aims to impart skills and knowledge needed by students to re-examine as well as formulate and successfully implement strategies that help professionals already in the field. The students will be able to

- Understand how managers can be effective and efficient in their role in SHRM.
- Understand the basic principles and integration of strategy into HR policies.

- Understand how SHRM is related to the organizational context.
- Develop a vision on the future of SHRM.

COURSE OBJECTIVES: The primary objective of this course is to help you develop an understanding and appreciation of the role strategic human resource management in a firm's success, along with knowledge of the basic functions of human resource management, current practices, and issues.

LEARNING OUTCOMES:

After taking this class, students should be prepared to: 1) Recall and apply major theoretical and topics in strategic human resource management, such as alignment and core competencies. 2) Demonstrate an understanding of strategic human resource practices and how to design and implement them strategically in organizations to influence organizational effectiveness. 3) Develop a regard for ethics, as they play a role in strategic human resource decisions, and an ability to make judgments based upon ethical and environmental considerations. 4) Identify and analyze human resource management problems in organizations and develop strategic solutions to these problems. 5) Being working professionals understand how HR professionals implement strategic human resource management practices.

PEDAGOGY:

The pedagogy will be a mix of lectures, experience sharing, real life case discussion, assignments and industry/research-based projects. In addition to the reading materials, additional readings and cases will be distributed in the class from time to time. Students are also expected to prepare and analyze all the cases as class participation is very important.

ASSESSMENT/ EVALUATION

Component	Maximum Marks	Duration (Hr)
Mid-term	25	1.5
End-term	60	3.0
Internal Assessment (Quizzes/ Class Tests/ Assignments / Class Participation/ Presentation & Discussions)	15	Continuous

Note: Case Evaluation would be based on class discussion and written case analysis. Written case analysis (maximum 3 pages of Times New Roman single space) is to be submitted for evaluation.

Textbook: Strategic HRM, Jeffrey A Mello, Cengage Learning (latest edition)

Suggested Readings/websites:

1. Strategic Human Resource management, Das Pulak, Cengage Learning
2. Strategic Human resource management, Charles R. Greer, Pearson
3. Cascio, W. F., & Boudreau, J. W., Short Introduction to Strategic Human Resource Management. New York: Cambridge University Press. ISBN: 978-107-60883-2

TEACHING SCHEDULE

Lectures	Course Content	Book
1-2	Strategic HRM-An overview	Strategic HRM, Jaffrey AMello, Cengage Learning
3-5	An Investment Perspective of Human Resource Management: Adopting an Investment Perspective, Valuation of Assets, Understanding and measuring Human capital, Factors influencing how “Investment Oriented” an organizational is.	Chapter-1 Strategic HRM, Jaffrey AMello, Cengage Learning
6-8	Social Responsibility and HRM Challenges in strategic Human Resource Management: Impact of technology, HR issues and challenges related to technology, Ethical Behavior, Workforce Demographic changes, and diversity	Chapter-2 Strategic HRM, Jaffrey AMello, Cengage Learning
9-10	Strategic Management: Models of strategy, the process of Strategic management, A Strategic approach to manpower acquisition – recruitment and selection, Strategic development of human resources, Analysis of environment, Organizational Self- Assessment	Chapter-3 Strategic HRM, Jaffrey AMello, Cengage Learning
11-12	Establishing Goals and objectives, importance of strategic planning for business success, Setting strategy- Corporate Strategies, Business unit Strategies, An introduction to market driven strategy, Resource driven strategy	Chapter-3 Strategic HRM, Jaffrey AMello, Cengage Learning
13-14	The Evolving/ Strategic Role of Human Resource Management: Strategic HR versus Traditional HR, Barriers to Strategic HR, Strategic approach to management structure, job design	Chapter-4 Strategic HRM, Jaffrey AMello, Cengage Learning
15-18	Human Resource Planning: Objectives of Human resource planning, Types of planning: Aggregate planning, Succession Planning. Design and Resign of Work Systems: Design of work systems, Job rotation, Redesign of work systems, Strategic work redesign in Action, Mergers and Acquisitions, Understanding change, Managing Change	Chapter-5 and 6 Strategic HRM, Jaffrey AMello, Cengage Learning
19-21	Employment Law: Scope of laws, Federal Antidiscrimination Laws, Racial Discrimination, Employees with disabilities, Enforcement of federal Laws under EEOC, Executive Orders, Affirmative Action, Sexual Harassment	Chapter-7 Strategic HRM, Jaffrey AMello, Cengage Learning
22-26	Staffing: Recruiting, Temporary versus Permanent Employees, Internal versus External Recruiting, when and how extensively to recruit, methods of recruiting, Selection, Interviewing, Testing, Diversity.	Chapter-8 Strategic HRM, Jaffrey AMello, Cengage Learning
27-30	Training and development: Benefits, Planning and strategizing training, Need Assessment, Objectives, Design and delivery, evaluation.	Chapter-9 Strategic HRM, Jaffrey AMello, Cengage Learning

31-33	Performance Management and feedback	Chapter-10 Strategic HRM, Jaffrey A Mello, Cengage Learning
34-36	Compensation	Chapter-11 Strategic HRM, Jaffrey AMello, Cengage Learning
37-40	Employee separation, HR outsourcing	Chapter-13 Strategic HRM, Jaffrey AMello, Cengage Learning
41-42	Global practices	Chapter-14 Strategic HRM, Jaffrey AMello, Cengage Learning
43-45	Contemporary issues in Strategic HRM	

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Gautam Buddha University
School of Management,
Greater Noida
Programme: Executive MBA

Instructor	Dr. Subhojit Banerjee	Year/Sem.	2023-24/ 2nd
Email	subhojit@gbu.ac.in	Phone	0120-234-6162
Department	Business Management	Credit	3
Sessions	Forty Five	Each session	60 minute
Course code	EMB 108	Course name	- Research methodology

Introduction: Business Research is a systematic inquiry that provides information to guide managerial decisions. More specifically, it is a process of planning, acquiring, analyzing, and disseminating relevant data, information, and insights to decision makers in ways that mobilize the organization to take appropriate actions that, in turn, maximize business performance. The managers of tomorrow will need to know more than any managers in history. Business research will be a major contributor to that knowledge as it helps management make better decisions that help achieve organizational goals.

Aims and Objectives: The objective of the course is to introduce various aspects of research methodology, including problem formulation, research designs, various tools and techniques for data collection and analysis and reporting of research findings. The course aims to provide a broad overview of the above aspects and prepare the student for undertaking more detailed research in his/her chosen field of interest.

Pedagogy: Class time will be used to expose various concepts and illustrate their applications to research problems. The course is well supported with various business examples and cases. Students will simultaneously be working on the assigned project to get the feel of research methodology. The emphasis in the class will be on learning by doing. Success (or failure) in this course will, therefore, to a large extent be determined by the amount of effort that you put in outside class. Assignments may be assigned and shall be due at the beginning of class on the designated submission date.

Learning Outcomes: By the end of the course, it is expected that the students will be able to

- Develop exposure to research applications in the field of management.
- Develop acquaintance with the intensive techniques and skills of research process.
- Familiarize the art and style of writing a research report.
- Impact the latest and relevant knowledge from the field of management theory and practice.

Evaluation Scheme

Assignment/Quiz/Attendance	:15Marks
Mid semester examination	:25Marks
End semester examination	: 60 Marks

SESSION PLAN

Sessions	Sections/outlines
1	Research and its role in Modern Business Decision Making
Unit I: Overview of Research Methodology	
2	Meaning, Types, Process, Applications, Ethics in Research
3	Identification and Formulation of research problem, Formulation of hypothesis
4	Review of Literature
5	Lab work and online exercise
Unit II: Research Design	
6-8	Components of Research Design in social sciences, Types of Research Design
9-10	Survey and its Types, Experimental and Non-Experimental Design, Qualities of a good research design
11-12	Lab work and online exercise
Unit III: Data Measurement and Scaling	
13-14	Classification of data, sources of primary and secondary data
15	Qualitative methods of data collection
16	Measurement Concepts – 1: Reliability
17-21	Measurement Concepts – 2: Validity and Scales
21-23	Sampling concepts and design, errors, Data editing, coding and classification
24-25	Lab work and online exercise
Unit IV: Data analysis and Interpretation	
25	Introduction to Univariate, Bivariate and Multivariate analysis of data, Descriptive and inferential analysis; Cross-tabulation
26	Use of SPSS in Data Analysis, Chart Basics
27-30	Testing of Hypothesis and Basics – Analysis of Variance Techniques,
31-35	Correlation and Regression Analysis
36-40	Lab work and online exercise
Unit V: Report Writing	
41-45	Report Writing, Presentation of Results, Report structure, Guidelines for effective documentation

Suggested Readings:

1. Banerjee S & Roy R, Fundamentals of Research Methodology, latest edition, Kitab Mahal (ISBN: 978-81-225-0487-3)

2. Zikmund, Business Research Methods, Cengage Publication.
3. Copper Donald R., Schindler Pamela S., Business Research Methods, latest edition, Tata McGraw-Hill.
4. Srivastava T.N., Rego Shailaja, Business Research Methodology, latest edition, Tata McGraw-Hill.
5. CR Kothari, Research Methodology

Gautam Buddha University

School of Management,

Greater Noida

Programme: Executive MBA

:

Instructor :Dr Rakesh Kumar Srivastava

Email :rakesh@gbu.ac.in

Department :Business Management

Session :Forty Five

Year/Sem:I/II

Phone:0120-234-6159

Credit:3

EachSession:60Minutes

Course code :EMB-110,BusinessStatistics and Analytics for DecisionMaking

INTRODUCTION:

Statistics is the art and science of collection, analyzing, presenting, and interpreting data. It included descriptive analysis (the study of methods and tools for collecting data and mathematical models to describe and interpret data) and inferential statistics (the systems and techniques for making probability-based decisions and accurate predictions based on incomplete (sample) data).In today's global business and economic environment, vast amount of statistical information is available. The most successful managers and decision makers are the ones who can understand the information and use it effectively and hence it has become very desirable to understand and practice statistical thinking.

AIMS AND OBJECTIVES:

This course is designed to help the students get the feel for statistics: what it is, how and when to apply statistical techniques to decision-making situations. The object of the course is to:

1. Use mathematical concepts in the resolution of management decision problems.
2. Introduce various basic quantitative techniques and develop an analytical tool-set that can be used to analyze business models.
3. Introduce concepts of data analysis and decision making under uncertainty
4. To inculcate the attitude of ensuring impermeability of well thought-out solutions to decision problems.

PEDAGOGY:

Class time will be used to expose various concepts and illustrate their applications to business situations. The course is well supported with various business examples and cases. The emphasis in the class will be on learning by doing. Homework may be assigned and is due at the beginning of class on the designated submission date.

LEARNING OUTCOMES:

By the end of the course, it is expected that the students will be able to

- Understand basic statistical concepts.
- Develop skills in structuring and analyzing problems.
- Apply a range of statistical and analyzing problems.
- Use statistics creatively and productively in decision making.

EVALUATION SCHEME:

Class Participation/Attendance:	05
Quizzes/Chapter Review	05
Research Paper/Case Presentation	05
Mid-Sem Exam	25

Continuous Evaluation: 40

External Evaluation: 60

TEXTBOOK:

Levin, R.I., & Rubin, D.S.: Statistics for Management, latest edition., Prentice-Hall India.

REFERENCE BOOKS:

1. Render, B., Stair Jr. R.M., & Michael E.H.: Quantitative Analysis for Management, latest edition, Pearson Education.
2. Beri, G.C.: Business Statistics, latest edition, Tata McGraw-Hill.
3. Keller, G.: Statistics for Management and Economics, latest edition, Thomson.
4. Anderson D., Sweeney D., & Williams T.: Statistics for Business and Economics, Tomson.

SESSION PLAN: (EACH SESSION OF 90 MINUTES)

S.No.	Topics to be covered	Readings
1-7	Module I: L Data and Statistics Descriptive Statistics: Numerical Methods – measures of Central Tendency and Dispersion in Frequency Distributions Probability: Concepts & Enumeration, Types, Probability Rules, Probabilities under conditions of Statistical Independence & Dependence, Bayes' Theorem	Chap 3 (TB) Chap 4 (TB)
8-15	Module II: Probability Distributions – Random Variables, Expected values in Decision making Discrete Distributions - Binomial Distribution, Poisson Distribution Continuous Distributions – Normal Distribution: Normal Curve, Standard Normal Probability Distribution	Chap 5 (TB)
15-23	Module III: Sampling and Sampling Distributions Random Sampling, Non-Random Sampling, Sampling Distribution Estimation: Point estimates, Interval Estimates and Confidence Intervals Interval Estimates of the Mean from large Samples/Proportion Interval Estimates using t Distribution	Chap 6 (TB) Chap 7 (TB)
24-30	Module IV: Hypothesis Testing Developing Null and Alternative Hypothesis, Type I and Type II Errors, one – Tailed and Two-Tailed tests with σ Known and σ unknown. Hypothesis Testing and Decision Making	Chap 8 (TB)
	Statistical Inference with Two Populations Hypothesis Techniques - Two Sample Test: σ_1 and σ_2 known Two simple tests: σ_1 and σ_2 unknown Hypothesis Testing: Dependent Samples	Chap 9 (TB)

31-38	Module V: Test of Goodness of Fit and Independence χ^2 – test – As a test of independence χ^2 – test – Inferences about one population variance	Chap 11 (TB)
	Analysis of Variance and Experimental Design Analysis of Variance – Testing for Equality of K Population Means Analysis of Variance – Inferences about two population variance.	Chap 11 (TB)
39-45	Module VI: Simple Linear Regression model, Least Square Method, Correlation: Coefficient of Determination and Testing for Significance Multiple Regression and Correlation Analysis Finding the Multiple Regression Equation Inference about Population Parameters and Modelling Techniques	Chap 12 (TB) Chap 13 (TB)

Gautam Buddha University
School of Management,
Greater Noida

Programme: Executive MBA

Semester	: II	Academic Session	: 2023-24
Programme	: Executive MBA	Batch	: 2023-25
Department	Business Management	Credits	03
Instructor	: Dr. Ripudaman Gaur	Email	: ripudamangaur@gmail.com
Sessions	: Forty Five	Each Session	: 60 Minutes
Course	: EMB-112	Course name:	Business Environment & Ethics

COURSE OVERVIEW:

The core objective of the course is to introduce the students to the Business Scenario so that they can understand the intricacies of business matters based on the basic knowledge of National & International Business Environment. The Course also aims to analyze the overall business environment and evaluate its various components in business decision making. The course will provide an analysis and examination of significant contemporary ethical issues and challenges existing throughout the professional business arena. Emphasis will be placed upon the manager's social and environmental responsibilities to a wide variety of stakeholders, including employees, customers and the public.

As a student dealing with business, it is necessary to acquire full knowledge about the behaviour of the economy. The macro system determines the operational conditions under which the business operates. Therefore, right decisions can be taken by understanding and adapting to the changes in the business environment & hence understanding of Macro Economics becomes critical.

LEARNING OUTCOMES:

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

1. Identify, discuss and indicate macro-economic variables like consumption, saving, investment, and interest rates, for better decision making
2. Apply macro-economic variables like consumption, saving, investment, and interest rates, for better decision making.
3. Students will understand the importance of ethics in business. Scan the international business environment with a view to look for better business opportunities in global perspective.

BOOKS AND REFERENCES:

Text Books (Latest Edition):

1. Francis Cherunilam, Business Environment, Himalayan Publishing

References:

1. Justin Paul, Business Environment: Text and Cases, TMH.
2. John D. Daniels, Lee H. Radebaugh, Daniel P Sullivan, Prashant Salwan, International Business Environment and Operations, Pearson Education India.
3. Sundaram and Black, International Business Environment: Text and Cases, PHI

TEACHING SCHEDULE

Session Required (Hr.)	Topic to be covered
Unit 1: An Overview of Business Environment	
8 Lectures	Type of Environment- internal, external, micro and macro environment. Competitive structure of industries, environmental analysis and strategic management. Managing diversity. Scope of business, characteristics of business. Objectives and the uses of study. Process and limitations of environmental analysis.
Unit 2: Economic Environment	
8 Lectures	The Nature of Economic Environment. Economic factors-growth strategy, basic economic system, economic planning, economic policies- new industrial policy, FEMA, Monetary and fiscal policies. Foreign Direct Investment , Foreign Institutional Investment, WTO and India: an overview, Regulation of Foreign Trade, Disinvestment in Public Sector Units. Liberalization, Privatization and Globalization of Indian Economy, Trends and Issues.
Unit 3: Socio-Cultural Environment	
8 Lectures	Nature and impact of culture on business, culture and globalization, social responsibilities of business, social audit, business ethics and corporate governance. Demographic environment population size, migration and ethnic aspects, birth rate, death rate and age structure.
Unit 4: Political Environment	
8 Lectures	Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention. India & World -Liberalization and Privatization in India, Export and Import of India, Private and Public Sector in India, FDI, MNCs, Modes of entry into international business, selecting an Entry Strategy.
Unit 5: Natural and Technological Environment	
8 Lectures	Innovation, technological leadership and followership, sources of technological dynamics, impact of technology globalization, transfer of technology, time lags in technology, introduction, status of technology in India. Management of technology, features and impact of technology.
Unit 6: Business Ethics	
5 Lectures	A Few Definitions, Why should Business Act Ethically?, Honesty and Integrity are the Benchmark of Business Ethics, Values and Ethics, Ethics is different from Feelings, Ethics is different from Religion, Ethical Standards are different

	from Cultural Traits, Ethical leadership, Ethics & Business Sustainability, Indian Ethos.
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PEDAGOGY:

Every topic will be discussed in the class in the form of lecture session initially. The objective is not just to understand the concept but also to have a thorough knowledge of the ramifications and the applications of the concept in business parlance. The course will follow the following tools for effective learning: Lectures, Case studies, News Hunt, Group discussion based on case studies, Team presentations on assigned topics, Quizzes, Discussion related to current topics.

Group Discussion:

We propose group discussion for honing students' brain storming and persuasive capabilities. A group consists of 8 students and the discussion will last for 10 minutes. Propose the following GD topics for students:

- GD-1: Overpopulation: Strength or weakness for world
- GD-2: Is Swadeshi relevant for India today?
- GD-3: Privatization will lead to less corruption
- GD-4: Should PSUs be divested through a Strategic Sale or Public Offer?
- GD-5: Why can't India be a World-Class Player in manufacturing the industry as it is in IT & BPO sectors?
- GD-6: Women Empowerment is limited to debates
- GD-7: Subsidies—are they good or bad from a non-political stand-view?
- GD-8: Economic indicators only provide part of the picture

Team Presentation:

- China's Economic Miracle: Lessons to be learnt for India
- Major Economic Reforms in India in the last 20 years.
- Technology that will disappear in the next 5 years
- Capital Market Reforms in India
- Tourism in India: Potentials and problems

Case Studies:

- McKinsey's Agenda for India's Economic Reform.
- Global Financial Crisis .
- Central Bank Independence and Inflation in Industrial Countries.
- Environmental Services Business

Journals:

- Multinational Business Review
- Journal of International Business Studies
- International Trade Journal
- Columbia Journal of World Business
- Academy of Management Journal

Magazines:

1. Business World
2. The Week

Online Resource:

1. <http://www.mckinsey.com/quarterly/overview>
2. <http://nptel.ac.in>
3. <https://www.wto.org>