ST ALOYSIUS COLLEGE, MANGALURU

(AUTONOMOUS)

MASTER OF BUSINESS ADMINISTRATION

(MBA)

CHOICE BASED CREDIT SYSTEM (CBCS)

(With effect from 2022-23 onwards)

ALOYSIUS INSTITUTE OF MANAGEMENT & INFORMATION TECHNOLOGY

(AIMIT)

BEERI, MANGALORE – 575 022

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Re-accredited by NAAC with 'A++' Grade with CGPA 3.67/4 (Cycle 4)
Recognised as Centre for Research Capacity Building under UGC-STRIDE Scheme
Recognised under DBT – BUILDER Scheme, Government of India
College with "STAR STATUS" Conferred by DBT, Government of India
Recognised by UGC as "College with Potential for Excellence"

Date: 30-03-2023

NOTIFICATION

Sub: Syllabus of **Master of Business Administration (MBA)** under Choice Based Credit System.

Ref: 1. Decision of the Academic Council meeting held on 25-02-2023.
2. Office Notification dated 30-03-2023

Pursuant to the above, the modified Syllabus of **Master of Business Administration (MBA)** under Choice Based Credit System which was approved by the Academic Council at its meeting held on 25-02-2023 is hereby notified for implementation with effect from the academic year **2022-23**.

PRINCIPAL **REGISTRAR**

To:

1. The Chairman/Dean/HOD.
2. The Registrar Office
3. Library
4. AIMIT Office

PREAMBLE

The MBA curriculum is the result of constant innovation and continuous review by the faculty with help from practitioners in the industry and valuable feedback from alumni and students. The Programme revolves around the principle that world-class business leaders are not mass-produced; they are nurtured and developed with personalized care and attention, in small work groups and teams, and in a practical, application-oriented user-friendly environment. It prepares students to manage and lead in global business scenario which is getting increasingly complex and dynamic.

The programme design is inspired by current management principles and practice rather than ivory tower academics. The course material and design is oriented towards current and emerging issues in management. The curriculum undergoes a complete transformation every three years. In addition, it is adapted significantly every year to keep it abreast with the current business environment.

The program comprises of three components: the Hard Core subjects, the Soft Core subjects and Summer Internship Project. The Hard Core programme focuses on rigorous grounding in the rudiments of every discipline in management and the development of a common foundation of business knowledge and management theory. The Soft Core programme aims at providing rich conceptual and analytical skills in the areas of specialization. It allows students to choose a bouquet of courses that interest them and develop proficiency in the areas of their choice. Five areas of specialization areas offered namely Marketing, Finance, Human Resource, Operations Management and Business Analytics.

Following the first year programme, students undertake summer training using a Problem Centric Approach for a period of six to eight weeks. The Summer Internship Programme is a powerful source of practical managerial insights, validation of management concepts, and valuable market knowledge. A project report is submitted at the end of the internship period followed by Viva Voce.

The entire programme spanning over four semesters includes 92 credits ranging between 4 credits for Hard Core and 3 credits for soft Core courses. Students are given choices to select both Hard and Soft Core courses and thus equip themselves with necessary skills needed to face a competitive and uncertain tomorrow.

VISION

To foster excellence in leadership and management, inculcating an inbuilt spirit of Magis, sustainable entrepreneurship, and innovation for business, government and society

MISSION

- Offering programmes with intellectual depth, abundant resources and individual attention to develop budding managers who are socially responsible and environmentally conscious
- Creating innovative global leaders rooted in Jesuit ethos and Indian societal values
- Transforming individuals to be ethically sound intrapreneurs and entrepreneurs

PROGRAMME EDUCATION OBJECTIVES (PEOs)

PEO1: To nurture innovative and ethical business leaders to navigate the dynamic global environment

PEO2: To develop a culture of sustainable entrepreneurship to promote empowerment and inclusion

PEO3: To impart holistic and transformative management education to create intrinsically motivated, ethically sound, morally upright, socially conscious and competent professionals.

PROGRAMME OUTCOMES (POs)

PO1: Business Acumen: To apply acquired KSA (Knowledge, Skills and Abilities) in the domain of management sciences to detect, diagnose, predict and resolve Business problems.

PO2: Analytical and critical thinking: To adopt analytical and critical thinking for scenario analysis based decision-making.

PO3: Ethical leadership: To exhibit ethical behaviour in managerial choices as responsible corporate citizens.

PO4: Team management: To lead diverse cross-functional teams in a globalized organizational environment to optimize the welfare of stakeholders.

PO5: Ideation: To be able to generate, develop and communicate new ideas.

PO6: Catalytic Innovation: To approach social problems in an innovative way to create viable, feasible, sustainable solutions.

PO7: Ecological sustainability: To spear head environmentally responsible decisions that cater to the needs of the present without compromising the future.

PO8: Developmental alliances: To develop an association at the individual and organizational level for mutual attainment of objectives and goals.

PO9: Continual learning: To adopt experiential learning for reflection on real world situations and ensure life-long learning.

PO10: Value based education: To internalise values that promote effective learning and reinforce continuous improvement of the personal, social, moral, and economic wellbeing.

PO11: Professional development: To refine the industry readiness and agility of business professionals

PO12: Community Spirit: To engage in service oriented activities so as to empowering and benefiting social stakeholders.

PROGRAMME SPECIFIC OBJECTIVES (PSOs)

A. ECONOMICS AND FINANCE:

PSO1: To identify, evaluate and select the available investment avenues that enhance wealth maximization.

PSO2: To critically analyze sources of capital which lead to optimal capital structure decisions.

PSO3: To apply the knowledge of accounting, financial analytical tools and costing techniques to crystallize decision making strategies for global business.

PSO4: To apply the fundamentals of finance and demonstrate an ability to assess the market value of corporate securities and to manage complex short term finance decisions.

PSO5: To integrate the areas of business activity to solve the complex unstructured business problems.

B. **BUSINESS ANALYTICS:**

PSO1: To select and apply advanced data analytical techniques and tools for data driven decision-making.

PSO2: To fashion professionals to have an innovator's attitude to technology which fosters technical adaptability in the dynamic business environment

PSO3: To enhance analytical capability and process the information to produce result oriented data sets for effective decision making.

PSO4: To mature as an independent data scientist with robust cross-domain skills to manage analytics driven organization.

PSO5: To generate meaningful insights across diverse functional domains to develop innovative data analytics solutions.

C. **MARKETING**

PSO1: To identify key principles in marketing practice in today's new , more connected , more engaging marketing world going beyond traditional tried-and –true marketing concepts

PSO2: To incorporate creating and capturing customer value and engagement in the digital and social age as a fundamental bulwark of marketing

PSO3: To apply traditional and trending concepts like customer engagement marketing, omni-channel marketing and retailing , customer cocreation , marketing content creation and native advertising and many more to solve complex marketing problems.

PSO4: To facilitate the development of the customer engagement framework –creating direct and continuous customer involvement in shaping brands, brand conversations, brand experiences and brand communities

PSO5: To demonstrate critical-thinking and problem solving skills in today's complex global environment via application of "marketing accountability and "sustainable marketing" skills

D. HUMAN RESOURCE MANAGEMENT

PSO1: To apply the fundamental functions of Human Resource Management in contrast with the contemporary dynamic business environment.

PSO2: To design selection process based on assessment of manpower planning and formulate a suitable compensation package to keep the human resource extrinsically driven

PSO3: To develop, implement and evaluate employee orientation, training and development programmes to enhance productivity and facilitate professional advancement in the organization.

PSO4: To recognize and comply with the policies and practices governing labour markets in India and abroad.

PSO5: To foster distinctive practices that are designed to attract and retain the most talented human capital of the organization.

The requirements to be fulfilled for the award of MBA Degree

MBA - AIMIT									
SEM	Hard Core			Soft Core			Others		TOTAL
	No of Papers	Credits	Total Credits	No of Papers	Credits	Total Credits	Project	Credits	
I	4	4	16	2	3	6			22
II	4	4	16	2	3	6			22
III	2	5	10	4	3	12			22
IV	2	5	10	4	3	12	1	4	26
TOTAL	**12**		**52**	**12**		**36**	**1**	**4**	**92**

Regulations Governing the "Add on Courses"

Academic Year 2021 Onwards

Eligibility for Admission: All students enrolled for the MBA programme are eligible and required to pursue the Add on courses offered by the Department.

Hours of Instruction: There shall be 20 hours of input for theory papers and at least 25 hours for practicals Add-ons. These hours may be distributed for different components such as lectures, seminars, tutorials, project work, presentations and any other modes of instruction that respective add on courses may demand and will **NOT** necessarily be inbuilt within the regular working time table of 9 A.M. to 5 P.M.

Period for Completion of the Add on Courses: The candidates shall complete the add-on course in the semester in which it is offered and/or reckoned for that respective Semester marks card.

Grading: The courses will be graded as **C** – Completed or **NC** – Not Completed. Those who have satisfactorily completed the course will be graded as V/G/S:

V- Very Good 81% to 100%

G- Good 61% to 80%

S- Satisfactory 40% to 60%

Those who do not satisfactorily complete the course will be declared as "Not Complete" (Below 40%).

Candidates who have not satisfactorily completed the course will NOT be provided another opportunity to complete the course **unless for extraordinary reasons/ circumstances.**

Attendance: Each "add-on-course" shall be treated as an independent unit for the purpose of attendance. A student shall attend a minimum of 75% of the total instruction hours in a particular paper including tutorials and seminars. There is no provision for condonation of shortage of attendance and the students failing to get the minimum attendance will be declared as "Not Completed" the course.

Scheme of Examination: There will be continuous evaluation of the "add on course" which will include a term end examination / continuous evaluation based on seminars, field work, assignment and other appropriate assessment tools.

The following are the Add-on Courses:

Semester 1

1. Hands -on using EXCEL
2. Rural Exposure

Semester II

3. Gavel Club
4. Hands -on using SPSS

Semester III

5. Integrated Management Lab
6. Personal Financial Planning

Semester IV

7. Entrepreneurship Development
8. Service Learning Project

MBA - SEMESTER: I 2022								
Type	**Code**	**Title**	**Instruction Hrs per Week**	**Duration of Exam**	**Marks**			**Credits**
					IA	**End Semester Exam**	**Total**	
HARDCORE (4 Out of 6)	PH 301.1	Principles of Accounting	4	3	30	70	100	4
	PH 302.1	Organizational Behaviour	4	3	30	70	100	4
	PH 303.1	Economics for Managers	4	3	30	70	100	4
	PH 304.1	Statistics for Business Decisions	4	3	30	70	100	4
	PH 305.1	Principles of Strategic Management	4	3	30	70	100	4
	PH 306.1	Principles of Marketing	4	3	30	70	100	4
SOFTCORE (2 Out of 5)	PS 307.1	Contemporary Banking	3	3	30	70	100	3
	PS 308.1	Principles of Human Resource Management	3	3	30	70	100	3
	PS 309.1	Management Data Analytics	3	3	30	70	100	3
	PS 310.1	Executive Communication	3	3	30	70	100	3
	PS 311.1	Social Marketing	3	3	30	70	100	3
		Total			**180**	**420**	**600**	**22**

SEMESTER: II								
Type	**Code**	**Title**	**Instruction Hrs per Week**	**Duration of Exam**	**Marks**			**Credits**
					IA	**End Sem Exam**	**Total**	
HARDCORE (4 Out of 6)	PH 301.2	Operations Management	4	3	30	70	100	4
	PH 302.2	International Business Environment	4	3	30	70	100	4
	PH 303.2	Business Research Methodology	4	3	30	70	100	4
	PH 304.2	Business Law	4	3	30	70	100	4
	PH 305.2	Cost and Management Accounting	4	3	30	70	100	4
	PH 306.2	Entrepreneurship Management	4	3	30	70	100	4
SOFTCORE (2 Out of 4)	PS 307.2	Corporate Financial Management	3	3	30	70	100	3
	PS 308.2	Leadership in Business Organizations	3	3	30	70	100	3
	PS 309.2	Services Marketing	3	3	30	70	100	3
	PS 310.2	Econometric Analysis	3	3	30	70	100	3
		Total			**180**	**420**	**600**	**22**

SEMESTER III									
Type		**Code**	**Title**	**Instruction Hrs per Week**	**Duration of Exam**	**Marks**			**Credits**
						IA	**End Sem Exam**	**Total**	
HARD CORE		PH 301.3	Business Ethics	5	3	30	70	100	5
		PH 302(a).3/ PH 302(b).3	Logistics and Supply Chain Management [OR] Creativity and Innovation Management	5	3	30	70	100	5
SOFTCORE (2 each in 2 areas of specialization)	**FINANCE**	PS 303(a).3	Investment Analysis and Portfolio Management	3	3	30	70	100	6
		PS 303(b).3	Short Term Decision Making in Finance						
		PS 303(c).3	International Financial Management						
		PS 303(d).3	Merchant Banking and Financial Services						
	HR	PS 304(a).3	Industrial Relations	3	3	30	70	100	6
		PS 304(b).3	Organisational Change and Development						
		PS 304(c).3	Talent Management						
		PS 304(d).3	International and Strategic Human Resource Management						
	MARKETING	PS 305(a).3	Sales and Distribution Management	3	3	30	70	100	6
		PS 305(b).3	Rural Marketing						
		PS 305(c).3	Strategic Brand Management						
		PS 305(d).3	Consumer Behaviour						
	OPERATIONS MANAGEMENT	PS 306(a).3	Facility Location and Process Design	3	3	30	70	100	6
		PS 306(b).3	Inventory and Warehouse Management						
		PS 306(c).3	Materials and Procurement Management						
		PS 306(d).3	Service Operations Management						
	BUSINESS ANALYTICS	PS 307(a).3	Financial Modeling	3	3	30	70	100	6
		PS 307(b).3	People Analytics						
		PS 307(c).3	Data Driven Marketing						
		PS 307(d).3	Forecasting Analytics						
			Total			**180**	**420**	**600**	**22**

SEMESTER IV									
Type		**Code**	**Title**	**Instruction Hrs per Week**	**Duration of Exam**	**Marks**			**Credits**
						IA	**End Sem Exam**	**Total**	
HARD CORE		PH 301.4	Corporate Governance	5	3	30	70	100	5
		PH 302(a).4/ PH 302(b).4	Decision Making Models [OR] Knowledge Management	5	3	30	70	100	5
		Project PH 303.4	Summer Internship Project	4	VIVA	30	70	100	4
SOFTCORE (2 each in 2 areas of specialization)	**FINANCE**	PS 304(a).4	Financial Reporting and Analysis	3	3	30	70	100	6
		PS 304(b).4	Taxation for Managers						
		PS 304(c).4	Project Financing and Appraisal						
		PS 304(d).4	Derivatives and Risk Management						
	HR	PS 305(a).4	Training and Development	3	3	30	70	100	6
		PS 305(b).4	Labour Law						
		PS 305(c).4	Staffing and Compensation Management						
		PS 305(d).4	Public Relations						
	MARKETING	PS 306(a).4	Advertising Management	3	3	30	70	100	6
		PS 306(b).4	New Product Development						
		PS 306(c).4	Retail Management and Visual Merchandising						
		PS 306(d).4	Digital Marketing						
	OPERATIONS MANAGEMENT	PS 307(a).4	Operations Analytics	3	3	30	70	100	6
		PS 307(b).4	Purchase Management						
		PS 307(c).4	Strategic Operations Management						
		PS 307(d).4	Total Quality Management						
		PS 307(e).4	Project Financing and Appraisal						
	BUSINESS ANALYTICS	PS 308(a).4	Financial Analytics	3	3	30	70	100	6
		PS 308(b).4	Talent Analytics						
		PS 308(c).4	Marketing Analytics						
		PS 308(d).4	Data Visualization						
			Total			**210**	**490**	**700**	**26**

I SEMESTER MBA

PS 309.1 MANAGEMENT DATA ANALYTICS

Instruction hours: 40

Credits 03 Total Marks: 100

COURSE OBJECTIVES

- To familiarize the learner with concepts of Data, Information Systems and Analytics
- To explore the fundamental concepts of Business Intelligence
- To understand how Information System is developed and implemented at various levels in the organization
- To learn the various techniques of data warehousing and mining data
- To use some of the basic analytical tools which freely available in excel
- To use Python as tool to perform basic data analytical functions.

COURSE OUTCOMES

- To apply principles and skills of economics, marketing, and decision making to contexts and environments in data science
- To build and enhance business intelligence capabilities by adapting the appropriate technology and software solutions
- To acquire the ERP concepts for real world applications
- To understand Data Warehouse fundamentals and Data Mining principles
- To communicate effectively using Data Visualization with MS Excel
- Exploring the power of Python in analyzing large set of data

PEDAGOGY

This subject will be taught through interactive sessions with extensive use of real time data, invited talks, learning by doing, assignments and projects.

UNIT I - DATA FOR BUSINESS ANALYTICS 8 Hours

Introduction to the concept of Data, Big Data & Analytics, Business Analytics (BA): Evolution & Scope of BA, BA Model, Advantages & Challenges of BA. Data for Business Analytics: Data Sets and Databases; Metrics and Data Classification; Data Reliability and Validity.

UNIT 2 - BUSINESS INTELLIGENCE (BI) CONCEPTS AND APPLICATION

8 Hours

Business Intelligence (BI), Pattern Recognition, Data Processing Chain, BI for Better Decisions, Decision Types, BI Tools and Skills, BI Applications. Basic concepts of Descriptive Decision Models; Predictive Decision Models; Prescriptive Decision Models.

UNIT 3 - MANAGEMENT INFORMATION SYSTEMS (MIS) 7 Hours

MIS: Introduction, Concepts, Scope, Characteristics, Structure and Types, Role of MIS in Global Business, Challenges of MIS, Business Applications of MIS in brief (e-Commerce, eBusiness, e-Governance), Enterprise Systems: ERP, CRM, SCM,

UNIT 4 - DATA WAREHOUSING AND MINING 7 Hours

Design Considerations of Data Warehousing (DW), Development Approaches, DW Architecture, Data Mining: Data Cleansing and Preparation, Techniques (Overview), Best Practices, Data Visualization: Concepts and Overview, Text Mining and Web Mining: Concepts and Overview

UNIT 5 - DATA ANALYTICS WITH PYTHON 10 Hours

Basic of computer programming, : Flowchart and Algorithms, Variables and constants, Types of operators, Translators and its types, errors in programming, Types of programming languages, Object oriented programming,

Introduction to Python : Input and output statements, conditional statements, looping , control statements, sequences in Python, list, tuple and arrays. Writing user defined functions, Basic statistical functions, and data analytics in Python. Packages in Python : NumPy and Pandas

LEARNING RESOURCES

1. Damien, L. (2019). Data analytics: A comprehensive beginner's guide to learn the realms of data analytics.
2. Maheshwari, A. (2017). Data analytics. Chennai: McGraw Hill Education (India).
3. Evans, J. R. (2016). Business analytics: Methods, models, and decisions. New Delhi: Pearson Education Limited.
4. Goyal, D. (2014). Management information systems: Managerial perspectives (4th ed.). Vikas Publishing House.
5. Roebuck, K. (2015). Business Analytics: High-Impact Strategies - What You Need to Know: Definitions, Adoptions, Impact, Benefits, Maturity, Vendors. Atlantic Publishers & Distributors.
6. Jank, W. (2011). Business analytics for managers. Springer Publications.
7. Wes McKinney (2017). Python for Data Analysis. O'Reilly Media Inc.

I SEMESTER MBA

PS 310.1 EXECUTIVE COMMUNICATION

Instruction hours: 40

Credits 03 Total Marks: 100

COURSE OBJECTIVES

- To demonstrate understanding of the communication process and the importance of communication skills in business management
- To be acquainted with the tools for effective use of non-verbal communication
- To familiarize with the various types and formats of business messages
- To know the basic principles and components of letter writing
- To understand the basic of report writing and the organization of a formal report

COURSE OUTCOMES

- To develop strategies for improving organizational communication
- To effectively use verbal and non-verbal communication in business discourse
- To compose business messages by using appropriate formats of messages
- To formulate strategies for writing appropriate letters for various purposes
- To prepare a professional resume and cover letter

PEDAGOGY

Key business communication topics will be covered in easy to follow lectures which will then prompt analysis, synthesis evaluation & discussion. Diligent preparation & participation by the students is required so that the students may move efficiently from reviewing what they have learnt, to acquiring new information and skills, to applying their knowledge and skills to real life scenarios. The case study method will also be used so as to encourage reflection, integration of theory & practice & problem solving.

UNIT 1 COMMUNICATION ENVIRONMENT – COMMUNICATION AT THE WORKPLACE 8 hours

Business communication foundations- Nature and process of communication, Importance of communication skills in Business Management, Types of communication, Communication Networks, Strategies for improving Organizational Communication, Communication in the digital age

UNIT 2 VERBAL AND NON-VERBAL COMMUNICATION 8 hours

Reading Skills - Speaking skills - Conversation Skills-Forms of Non-Verbal Communication-Types of Non-Verbal Communication-Interpreting Nonverbal Message, Tips for effective use of Nonverbal Communication, -Cross Cultural Communication-Effective Listening, Effective and Ineffective listening skills, Levels of Listening and Barriers to effective listening. Strategies for effective listening. Business presentations and public speaking- Group Discussions- Meetings and Conferences, Interviews –Fundamental principles of Interviewing - Preparation for and mastering the art of facing interviews.

UNIT 3 FUNDAMENTALS OF BUSINESS WRITING 8 hours

Characteristics of Good writing- Writing-Improving Writing Skills-Five main stages of business writing- Introduction to Business Messages- Types of Business Messages-Direct and indirect approach to business messages- Writing and responding to messages- Various formats of messages.

UNIT 4 BASIC PATTERNS OF BUSINESS MESSAGES 8 hours

The Nature of Business Messages; Directness in Good News and Neutral Messages; Indirectness in Bad News Messages; Indirectness in Persuasive Messages; Formats for Business Letters- Basic Principles-Components and strategies for letter writing- Routine Type; Sales Promotion, Persuasive Messages; Negative Messages; Job Applications. Basic Official Correspondence- Memos, Notices, Office Orders and Circulars.

UNIT 5 BUSINESS REPORTS AND PROPOSALS 8 hours

Basics of Report Writing; Characteristics of Shorter Reports and Proposals; Basic and Subsidiary Parts of a Report; Organization and Content of a Long Formal Report; Strategies in the Job Search Process; Preparing a Professional Resume and Cover Letter, Business Etiquettes.

LEARNING RESOURCES

1. Bhardwaj Kumkum (2019). Fundamentals of Business Communication, International Publishing House Pvt. Ltd., New Delhi.
2. Hory Sankar Mukerjee (2017) Business Communication Business Communication: Connecting at work: 2/e, Oxford University Press, New Delhi.
3. Verma Shalini (2015). Business Communication: Essential Strategies for 21st Century Managers, 2/e, Vikas Publishing House Pvt. Ltd. New Delhi.
4. P. D. Chaturvedi and Mukesh Chaturvedi (2013) Business Communication: Concepts, cases and applications, 3/e, Pearson Education, New Delhi.
5. Meenakshi Raman and Prakash Singh (2012) Business Communication, 2/e, OUP, New Delhi.

II SEMESTER MBA

PH 306.2 ENTREPRENEURSHIP MANAGEMENT

Instruction hours: 50

Credits 04 Total Marks: 100

COURSE OBJECTIVES:

- To comprehend the concept of entrepreneurship, and gain an in-depth understanding on the traits and qualities of successful entrepreneurs and their contribution to Economic Development
- To get an understanding on how to identify problems or opportunities, develop creative solutions and build a viable business model
- To help acquire necessary knowledge related to the legal formalities and the entrepreneur's capital to start up a business
- To study the elements of a Business Plan and learn how to conduct feasibility analysis to prepare business plan for new ventures.
- To develop knowledge about key challenges facing the entrepreneur at different stages of the entrepreneurial voyage

COURSE OUTCOMES:

- To develop the spirit of entrepreneurship among the young management graduates and contribute towards the Economic Development
- To develop next generation innovators, intrapreneurs, entrepreneurs and change-makers
- To direct the budding entrepreneurs to start up their own venture following the legal formalities and be equipped with the required capital.
- To formulate and present the business plans in a professional manner to all the stakeholders.
- To be able to effectively manage the various stages of growth of an entrepreneurial firm

PEDAGOGY

The sessions will include theory, practical exercises, assignments, case discussions, seminars and group discussions in the class.

UNIT I: INTRODUCTION TO ENTREPRENEURSHIP DEVELOPMENT 10 hrs.

Entrepreneurship: Concept and Definitions; Entrepreneurship and Economic Development; Classification and Types of Entrepreneurs; Traits/Qualities of an Entrepreneurs; Factors Affecting Entrepreneurial Growth – Economic, Non-Economic Factors, EDP Programmes, Entrepreneurial Training, Manager Vs. Entrepreneur, Family run Business. Role of Women Entrepreneurship, Rural Entrepreneurship, Social Entrepreneurship.

UNIT II: CREATIVITY, INNOVATION AND METHODS TO INITIATE VENTURES 12 hrs.

Entrepreneurial imagination and creativity, Creative Process, Developing Creativity, Impediments to creativity. Sources of Innovative ideas, types of Innovation, Principles of Innovation**, and Using Design thinking for need based product or services.**

Creating New Ventures: New-New approach, new old approach. Examination of the financial picture, Checklist for estimating startup expenses. Acquiring an established entrepreneurial venture; Franchising.

UNIT III: LEGAL CHALLENGES FOR THE ENTREPRENEURIAL VENTURE AND ENTREPRENEUR'S CAPITAL 8 hrs

Intellectual Property Protection-Patents, Copyrights, Trademarks .Legal structures for Entrepreneurial Ventures, Bank funding, Government Policy packages, Venture Capitalists, Angel Investors. Institutions that facilitate Entrepreneurship and Entrepreneurship Development.

UNIT IV: FORMULATION OF ENTREPRENEURIAL PLAN 15 hrs

The Challenges of New-Venture Start -ups, Start -ups in India, Pitfalls in selecting new venture, Critical factors for New-Venture Development, Reasons for new Ventures failure. Feasibility analysis-Technical feasibility, marketability, Organizational feasibility, Competitive analysis, **Lean Canvas as tool for developing innovative business, Investor pitch deck,** Business Plan preparation for new ventures, Elements of a Business Plan.

UNIT V: MANAGING AND GROWING AN ENTREPRENEURIAL FIRM 5 hrs

Creating a Sales Script for Business, Business Storytelling, Unique Marketing Issues: Selecting a Market and Establishing a Position, Segmenting the market, selecting a Target Market, Establishing Unique Position, Key Marketing Issues for new Ventures, Selling Benefits Rather than Features, Establishing a Brand

Preparing for Business Growth, Reasons for growth, Managing growth, Knowing and Managing the Stages of Growth, Challenges of Growth, Day-to-Day Challenges of Growing a Firm, Ethical Decisions in Business, Controlling Costs in business, adapting the business in the Midst of Change,

LEARNING RESOURCES

1. Kuratko, D. F. (2016). *Entrepreneurship: Theory, process, and practice*. Cengage Learning.
2. Barringer R. Bruce, Ireland R. Duane (2019) Entrepreneurship, 6/e Pearson, South Asia.
3. Burns, P., & Dewhurst, J. (2016). *Small business and entrepreneurship*. Macmillan International Higher Education.
4. La Counte Scott(2019).The Keynote Pitch Deck: Creating a Pitch Deck That Wows Investors and Raises the Money You Need to Soar. SL Editions
5. Muhammad Mashhood Alam(2019)Transforming an Idea Into a Business with Design Thinking: The Structured Approach from Silicon Valley for Entrepreneurs and Leaders ,Routledge/productivity press(Taylor &Francis Group)

II SEMESTER MBA

PS 310.2 ECONOMETRIC ANALYSIS

Instruction hours: 40

Credits 03 Total Marks: 100

COURSE OBJECTIVES

- To introduce the core concepts and techniques in econometrics, with a special focus on the classical linear regression model
- To understand the assumptions upon which different econometric methods are based and their implications
- To understand necessary hypothesis tests of the linear regression model
- To study the validation and the interpretation of linear regression model
- To provide hands on experience using STATA, E-Views, and R

COURSE OUTCOMES

- To translate business problems into formal testable hypothesis within regression model
- To construct linear regression equations to model business decision making problems
- To draw inference from estimated regression results
- To identify and develop solutions to the problems that results from violating the assumptions of classical regression model
- To estimate and validate linear regression models using E-Views, STATA and R

PEDAGOGY

The methodology includes class lectures and practical sessions using E-Views, STATA, and R.

UNIT I: THE NATURE ECONOMETRIC ANALYSIS (6 Hours)

Econometrics- Specification of the Econometric Model, population regression function and sample regression function- Simple Regression- multiple regression, interpretation of regression coefficients, correlation and causation. Nature of variables and implication for measurement. Types of regressions.

UNIT II: SINGLE EQUATION SIMPLE REGRESSION MODELS (10 Hours)

Two variable regression analysis-The problem of estimation-The method of Ordinary Least Square (OLS); Assumptions underlying OLS- BLUE properties of OLS.

Measure of goodness of fit - r^2, measure of precision- variance and standard errors of OLS estimators.

Problem of inference-Hypothesis testing. -Null and alternative hypotheses in regression; t statistic and test of significance, and confidence interval approach.

Trend regression

UNIT III: SINGLE EQUATION MULTIPLE REGRESSION MODELS (10 HOURS)

Extension of two variable regression- Multiple regression analysis- Estimation- OLS estimators of partial regression coefficients. Multiple coefficient of determination R^2 and Adjusted R^2. Variance and standard error of the estimators.

Hypothesis testing- Hypothesis testing about individual regression coefficients - t statistic. Testing the overall significance of the sample regression- F test.

UNIT IV: VIOLATION OF THE ASSUMPTIONS OF LEAST SQUARE METHOD-DETECTION AND REMEDIAL MEASURES (7 HOURS)

BLUE property of OLS

Multicollinearity – Nature of multicollinearity; Detection of multicollinearity, remedial measures.

Heteroscedasticity – Nature of heteroscedasticity; Detection of heteroscedasticity, remedial measures.

Autocorrelation – Nature of the problem of autocorrelation; detecting autocorrelation, remedial measures.

UNIT V: ESTIMATION AND VALIDATION OF REGRESSION MODEL USING E-VIEWS AND STATA AND R (7 Hours)

Running simple and multiples regression. Hypothesis testing, validating the model and detecting and correcting the violation of OLS assumptions.

LEARNING REFERENCES

1. Gujarati, D.N., Porter D.C., & Pal, M. (2019). *Basic Econometrics* (6 ed.), New Delhi: McGraw Hill Publications.
2. Studenmund, A. H. (2017). *A Practical Guide to Using Econometrics* (7 ed.), England: Pearson Education Ltd.
3. Brooks, C. (2019). *Introductory Econometrics for Finance,* (4 ed.). Cambridge University Press.
4. Bhaumik, S. K. (2015). *Principles of Econometrics: A Modern Approach Using E-Views*. Oxford Publications.
5. Wooldridge, J. (2018). *Introductory Economics: A Modern Approach* (7 ed.). Cengage Learning.

III SEMESTER MBA

(BUSINESS ANALYTICS SPECIALIZATION)

PS 307(a).3 FINANCIAL MODELING

Instruction hours: 40

Credits 03 Total Marks: 100

COURSE OBJECTIVES

- To learn and apply the concept of time value of money and its implications in day to life.
- To study and develop personal financial models like EMI calculation, preparation of loan repayment schedule, etc.
- To study various sources of corporate financing and estimating their costs.
- To study and employ models used in typical finance and investments practice.
- To model the impact of corporate events on the share prices.

COURSE OUTCOMES

- To perform accurate financial calculations with the help of packages like MS Excel and R.
- To create interactive financial models which help in quick decision making.
- To scrutinize the dividend payment pattern of the corporations and their implications.
- To construct the financial statements and to predict the future financial positions of the companies.
- To analyze the implications of corporate events on the share prices and to take informed investment decisions.

PEDAGOGY

This course includes class Lectures, Group Discussions, Seminars and Projects.

UNIT 1: CORPORATE FINANCE MODELS 8 hours

Basic Financial Analytics- Overview- Present value and net present value, Internal Rate of Return and Loan tables, Multiple Internal Rate of Return, flat payment schedules, future values and applications, continuous compounding, discounting using dated cash flows

UNIT 2: COST OF CAPITAL **6 hours**

Calculating Cost of Capital- Overview; Cost of Debt and WACC, Computing cost of debt and WACC, using CAPM to determine the cost of equity

UNIT 3: DIVIDEND MODEL ANALYSIS **6 hours**

The Gordon Dividend Model, Adjusting the Gordon Model to account for all cash flows to equity, Supernormal growth and the Gordon Model

UNIT 4: FINANCIAL STATEMENT MODELLING **10 Hours**

Introduction, free cash flow- Measuring the cash flows, using the free cash flow to value the firm and its equity- Sensitivity Analysis; Project Finance- Debt repayment Schedules

UNIT 5: EVENT STUDIES **10 hours**

Background of an event study, A fuller Event Study- Impact of announcements on stock prices, using Two- Factor Model of Returns for an Event Study

LEARNING RESOURCES

1. Shamsuddin Aasha (2015) Financial Modelling Manual: A comprehensive but succinct step-by-step guide to building a financial forecast model in Excel, BG Consulting.
2. Pandey I M (2015) Financial Management, 11/e, Vikas Publishing House.
3. Fairhurst Danielle Stein (2015) Using Excel for Business Analysis: A Guide to Financial Modelling Fundamentals, John Wiley & Sons (India) Ltd. New Delhi.
4. Benninga Simon (2014) Financial Modelling, 4/e, Massachusetts Institute of Technology,USA.
5. Murugappan Palani (2014) Financial Modelling and Analysis using Microsoft Excel for non -finance personnel, Blue Micro Solutions.
6. Day Alastair (2012) Mastering Financial Modelling in Microsoft Excel, A Practitioner's Guide to Applied Corporate Finance, 3/e, Pearson Education.

III SEMESTER MBA

(BUSINESS ANALYTICS SPECIALIZATION)

PS 307(d).3 FORECASTING ANALYTICS

Instruction hours: 40

Credits 03 Total Marks: 100

COURSE DESCRIPTION:

The course aims at understandings the nature of time series data, identifying appropriate time series model for a given data, and estimate time series model and produce forecast from them using E-Views and R.

COURSE OBJECTIVES:

- To understand the nature and the components of time series data
- To learn data driven forecasting techniques
- To describe the issues related to fitting AR, MA and ARMA models
- To study multivariate and volatility time series models
- To gain hands-on experience on modelling time series techniques using E-views/R

COURSE OUTCOMES

- To disentangle the components of time series data
- To construct data driven models of forecasting, such as naïve models, moving average models and exponential smoothing models
- To build and validate stationary time series models
- To apply multivariate and volatility models for forecasting, such as VAR, Granger Causality, ARCH and GARCH Models
- To construct and evaluate time series models using E-Views/R

PEDAGOGY:

The methodology includes Class lectures and practical on a variety of datasets using E-Views and R software.

UNIT 1: INTRODUCTION TO TIME SERIES ECONOMETRICS (6 Hours)

Time series data- Nature of time series data, components of time series data- trend, seasonality, cyclical movements and Irregular fluctuation. Time series decomposition- Additive and multiplicative models

Approaches to Forecasting- Qualitative and Quantitative methods

UNIT 2: TIME SERIES FORECASTING- DATA DRIVEN MODELS (9 hours)

Time series forecasting- Deterministic models – Naïve model, Simple average method, moving average method, exponential smoothing method, Exponential Smoothing Adjusted for Trend: Holt's Method, Exponential Smoothing Adjusted for Trend and seasonal Variation: Holt-Winter Method. Forecasting evaluation- Mean Absolute Deviation (MAD), Mean Absolute Percentage Deviation (MAPE), and Mean Squared Error (MSE).

UNIT 3: MODEL BASED FORECASTING TECHNIQUES (9 Hours)

Trend regression and Trend regression with seasonality

Stationary and non-stationary series. Tests of stationarity and transforming non-stationary time series data.

Univariate time series models- Autoregressive, and Moving Average (ARMA) modelling of time series. The Box-Jenkins Methodology- Identification, estimation, diagnostic checking and Forecasting

UNIT 4: MULTIVARIATE AND VOLATILITY TIME SERIES MODELS (9 Hrs)

Vector Auto Regression (VAR) and Granger Causality models

Volatility models – Nature of volatility in financial time series.

Modelling volatility- Autoregressive Conditional Heteroscedasticity Models (ARCH) and Generalized Autoregressive Conditional Heteroscedasticity Models (GARCH). Symmetric and asymmetric GARCH Models.

UNIT 5: TIME SERIES ANALYSIS WITH E-VIEWS & R (PRACTICAL) (7 Hours)

Running deterministic, stochastic, multivariate and volatility models in E-views and R

LEARNING RESOURCES

1. Brooks, C. (2019) Introductory Econometrics for Finance, 4e, Cambridge University Press.
2. John. E. Hanke & Dean W. Wichern (2015) ***Business Forecasting*** 9e. PHI Learning Private Ltd.
3. Gujarati, D.N., Porter D.C., & Pal, M. (2019) Basic Econometrics, 6e, McGraw Hill Education Pvt. Ltd: New Delhi.
4. Studenmund, A. H. (2017). A Practical Guide to Using Econometrics, 7e, Pearson Education Ltd: England.
5. Enders, W. (2018). *Applied Econometrics Time Series* (4 ed.). Wiley Publications

IV SEMESTER MBA (PROJECT)
PH 303.4 SUMMER INTERNSHIP PROJECT

Instruction hours: 50

Credits 04 Total Marks: 100

Business management in general and the MBA degree in particular, are professional practitioner subjects, just like medicine, law, engineering, and architecture. Hence, MBA learning is professional practitioner learning that needs the practice of summer internship projects (SIP) and business consultancy projects (BCP), both of which pave the way to permanent placement (PP). Ideally, one must so choose the SIP that it naturally leads to BCP, and both of which deservedly terminate in PP preferably in the same industry or company. This note is premised on this hope and assumption, and seeks to maintain this ideal transitional focus of **SIP => BCP => PP**.

The Summer Internship Project is of 8 weeks duration and adopts the Problem identification and problem solving route:

1. Step One: Problem description, identification and definition characterize P. The problem P occurs whenever Y > X; that is, when uncontrollable variables dominate controllable variables.
2. Step Two: Problem Formulation identifies each variable in X and Y.
3. Step Three: Problem Specification specifies the relation of each variable in X to each variable in Y, and relations within X, and relations within Y.
4. Step Four: Problem Resolution Alternatives Investigation: We investigate various alternatives that are efficient in reducing uncontrollable variables Y in relation to controllable variables X, or which increases the control ratio X/Y.
5. Step Five: Selection of the best among Problem Resolution-Alternatives evaluated under Step Four. That is, the best resolution is that which maximizes {X/Y} over all X and Y.

Typically in SIP Steps 1-5 are carried out predominantly with the help of primary data backed by secondary data, it ensures that the research method and methodology are valid, that the questionnaire design was based on sound theory and hypotheses formulation-verification procedures, that data collection was valid, reliable, and objective, that the data analysis was

technically thorough and valid, and hence, that finally ensures that conclusions are reliable, valid, dependable and objective, profitable and socially responsible. When SIP and BCP are done professionally well and technically perfect, PP should follow.

The Structure of Business Problems

Technically, any problem situation must deal with a certain level of knowledge and a certain level of certainty-uncertainty regarding that level of knowledge. That is, any problem situation must confront four states of affairs as follows:

- **Relevant knowledge high and knowledge certainty high**: here the best decision-making approach is rational, logical and deterministic. There is just one solution to the problem.
- **Relevant knowledge is high but knowledge certainty is low**: here the best decision-making approach is fine-tuning, artistic and nondeterministic. Business data and knowledge are rarely unequivocal. There is one problem but with many possible solutions.
- **Relevant knowledge is low but knowledge certainty is high**: we know very little about the causes of cancer, but what we know we are quite certain about under present conditions. In other words, there could be many connected problems even though in practice we treat them with some known solutions. Here you follow a diagnostic or focused trial-and error approach. This is what doctors do when they cannot pinpoint the patient's problem: they try various medical regimes and converge on the one that works best.
- **Relevant knowledge is low and knowledge certainty is low**: for instance, we have very little knowledge about global climate change, global pandemic diseases, global terrorism, and the like, and what we know is hardly certain and mostly conjectural. Here we proceed by a pure trial-and-error approach of experimentation and trial balloons. This approach often assumes no knowledge at all.

Problem Centered Research

In general, problem-centered research involves the following major steps:

1. **Problem Identification and Definition**: That is, describe, frame, classify or categorize the problem given various taxonomies or typologies. To which industry or cross-industry does the problem belong? In this connection do some **industry scanning** in order better to identify and define the problem. Identifying and defining wrong problems are Type Three errors that we must avoid. [Weeks one and two]

2. **Problem Formulation**: that is, identify the major controllable and uncontrollable variables that constitute the problem. Controllable variables are those the company can

handle and control given its current resources (of manpower, capital, cash, infrastructure, technology and regulation-compliance). Uncontrollable variables are related to the competitors, markets, legal environments and global factors. Hence, do some **competitor scanning, market scanning, legal environment scanning and global scanning** in order to formulate your problem better. A problem well formulated is half solved. Often, the process of problem formulation indicates the path of solution. [Week three]

3. **Problem Specification**: that is, explore, examine and understand the relationships (actual and potential) between your controllable variables, between your uncontrollable variables, and between your controllable and uncontrollable variables. One of the fundamental laws in systems thinking is that everything is connected with everything else in a global web or network of relationships. Hence, all your variables, controllable and uncontrollable, are connected, related, and they influence each other. Identify the major connections and influences. Note the relationships could be complex. Complexity in systems thinking is twofold: a) **variables complexity**: the more the number of variables involved, the more complex is the problem; b) **dynamic complexity**: the more the relationships between these variables, and more the relationships change constantly, as often the case is, the more is dynamic complexity. Hence, at this juncture, you may need **variables scanning such as product scanning and customer scanning** to specify your problem better. [Week four]

4. **Problem-resolution Alternatives Investigation**: Given problem identification, formulation and specification, we now investigate various problem-resolution alternatives that might have occurred to us during the previous three steps. In systems thinking, we do not "solve" problems, but only "resolve" them; problem solutions are permanent, and there relate to "simple" problems where problem formulations and solutions are known. But when problems are "complex" (that is, problems may be formulated but solutions are not obvious), or "unstructured" (that is, problems cannot be formulated, but we can guesstimate their possible resolutions) or "wicked" (i.e., problems have neither known formulations nor resolutions), then we can only try to tame them with resolutions.

Problem resolution alternatives relate primarily to uncontrollable variables that involve aggressive competition, uncertain or turbulent markets, economic chaos, new consumer lifestyles, new consumer needs and demands, new regulatory challenges, new market opportunities, new product development opportunities, new brand equity drives, new financial crises, new corporate frauds, political corruption and bribery, and the like.

Solution-Hypotheses Formulation: In this connection, when resolution alternatives are not clear, we may, based on good theory, need to speculate and frame various hypotheses regarding what would work and what would not work in seeking better control over our uncontrollable variables. Do we need to redesign the product? Do we need to re-bundle the product in terms of complementary accessories with attractive prices? Will a new pricing strategy work? Will a new product promotion strategy be effective? Will a new retailing strategy be needed? Will we need to explore new markets or new customer segments hitherto underserved by us? Do we need to focus only on big lifetime-loyal accounts? And so on.

Solutions-hypotheses-verification: Each solution alternative needs to be tested either by pre-test marketing or test marketing experimental designs. Or, using survey designs we may investigate target customer perceptions, feelings, emotions and attitudes about our resolution-alternatives, about our products, product policies, retailing policies, pricing policies, promotion policies, consumer credit policies, and so on. In which case, we need suitable survey questionnaires to be designed, constructed, and pretested for reliability (using Cronbach's α)and validity (face validity, content validity, discriminant validity, convergent validity, nomological validity, and so on). [Weeks five and six]

5. **Best Resolution Selection:** Based on observation-experimentation or solution-hypothesis verification results from the previous step, we should be able to select or "elect" the best resolution alternative to the original problem we started with. Thus, if we were testing different product price designs using pretest marketing or test city marketing, then results should indicate which price or product mix design is most effective in generating highest sales revenues. On the other hand, if we investigated target customer perceptions or attitudes, then we should single which product or price design evoked the most positive perceptions and attitudes. Either method would converge toward an optimal resolution selection. At this stage we need to consider the cost and benefits of each resolution alternative and choose the best. In case, your research based on Steps One through Five did not yield an optimal solution, then perhaps you need to re-formulate the problem. That means, we go through steps 1-5 again. Good research is recursive, repetitive, and replicated. [Weeks Seven and Eight]

A Suggested Structure for the SIP Report

Chapter #	Title	Major Contents	Remarks
	Executive Summary	Draw a bullet-point summary of major findings from your SIP that will be useful to the firm	Summarize only your findings based on your questionnaire design, primary and secondary data collection, data analysis and objective inferencing. What are your major recommendations to the organization.
One	Introduction	The Importance of the Problem Researched	Describe and investigate the genesis, urgency, uniqueness, critical benefits, intended purpose of the research problem, and the desired outcomes
Two	Problem Identification	Describe, identify, classify and define the Problem	Is the problem market related? Product related? Legality related? Environment related? Is it upstream, or midstream or downstream value-chain innovation related, either at the corporate level (Set A) or at the divisional/functional level (Set B)? Which industry or cross industry does it belong and why? Do some industry scanning to define the problem better.
Three	Problem Formulation	Identify the controllable and uncontrollable variables that constitute the problem	Identify and define controllable versus uncontrollable variables from the company's perspective, and from the target customer's perspective. Do some competitor scanning, market scanning, legal environment scanning and global scanning in order to formulate your problem better.
Four	Problem Specification	Describe, identify and specify relationships between variables that constitute the problem	Explore, examine and understand the relationships (actual and potential) between your controllable variables, between your uncontrollable variables, and between your controllable and uncontrollable variables.. Hence, do some variables scanning in the form of product scanning and customer scamming to specify your problem better.

Chapter #	Title	Major Contents	Remarks
Five	Problem-Resolution Alternatives Investigation	Given problem identification, formulation and specification, now investigate various problem-resolution alternatives that might have occurred during the previous three steps.	Problem resolution alternatives relate primarily to uncontrollable variables that involve competition, uncertainty or turbulent markets, economic chaos, new regulatory challenges, new market and new product development opportunities, etc..
Six	Survey Questionnaire Designing and Data Analysis	Certain hypotheses are made, in this regard, and verified, and accordingly, problem-resolution alternatives assessed.	Frame proper solution-hypotheses regarding their relative merits and based on theory design a concise, precise and unequivocal questionnaire to verify the hypotheses. Collect and analyze data using statistical software.
Seven	Best Problem-Resolution Selection	Based on feasibility, viability, economic desirability, legality, ethicality and morality, the best problem-resolution among all alternatives resolutions is selected.	Based on observation-experimentation or solution-hypothesis verification results from the previous step, we should be able to select or "elect" the best resolution alternative to the original problem we started with. We also assess the consequences of the best solution selected, especially in relation to the externalities on all stakeholders of the firm.
Eight	Limitations & Concluding Remarks	Indicate SIP limitations and research Directions for the future	Objectively analyze strengths and weaknesses of your SIP. Suggest directions for further research to minimize weaknesses or strengthen the results. Highlight major findings and their consequences in your concluding remarks.
References	Append complete references used in your SIP by alphabetically listed authors, year of publication, titles of books or articles, publisher details; dates in case of newspaper or news magazines.		
Tables	Include here properly numbered and referenced Figures, Charts, Tables, Exhibits, Appendices, Timelines, and other out materials that support and supplement your SIP text.		

EVALUATION CRITERIA:

I. INTERNAL CRITERIA

- Frequency of meeting the faculty (Time Management)-5 marks (A)
- Follow Up & Correction- 5 marks (B)
- Report Content- 10 marks (C)
  (Problem identification & definition, Formulation, specification, alternative resolutions and best resolution selection)
- Submission of drafts on time (Draft-1 and Draft-2 – 5 marks each)- 10 marks(D)
  The above total of 30 marks (A+B+C+D) will be reduced to 15 marks. (H)

II. INTERNAL VIVA

- Draft-1 Report -10 marks (E)
  Presentation-10 marks (F)
  Question & Answer-10 marks (G)
  The above total of 30 marks is graded by two internal faculty (E+F+G) will be reduced to 15 marks. (I)
  Internal Marks = H + I = 30 marks (J)

III. EXTERNAL CRITERIA

- Presentation (15)
- Problem Definition, Formulation & Specification (15)
- Research Methodology & Data Analysis (15)
- Findings & Suggestions (10)
- Q & A (15)
  Total of 70 marks (K)
  The above total of 70 marks is graded by two faculty members. One internal (not the guide) and one external member. The average of the same is considered.

  Total Marks = J + K = 100

Cover Page

FINANCIAL STATEMENT ANALYSIS: A CASE STUDY WITH REFERENCE TO SHERATON LTD. BANGALORE

Summer Internship Project submitted in partial fulfillment of the requirement for the

MASTERS DEGREE IN

BUSINESS ADMINISTRATION (MBA)

SUBMITTED BY

XXXXXX

REGISTER NUMBER:

UNDER THE GUIDANCE OF

Prof./Mr./Ms./Mrs.____

Designation

ST ALOYSIUS COLLEGE (AUTONOMOUS)

ALOYSIUS INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY (AIMIT)

MADOOR, MANGALORE-575022

2015-2017

Title Page

FINANCIAL STATEMENT ANALYSIS: A CASE STUDY WITH REFERENCE TO SHETRON LTD. BANGALORE

Summer Internship Projectsubmitted in partial fulfillment of the requirement for the

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MADOOR, MANGALORE-575022

2015-2017

ST ALOYSIUS COLLEGE (AUTONOMOUS)

ALOYSIUS INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY (AIMIT)

MADOOR, MANGALORE-575022

CERTIFICATE

This is to certify that **Ms. / Mr…….** bearing Register Number**……..**is a bonafide student of Master of Business Administration (MBA) course of this institute (2014-2016 batch). The Summer Internship Project titled "**……"** is prepared by her/him under the guidance of **…….** in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA**).**

Professor & Dean

Place: Mangalore

Date:

Report Format Instructions

1. Paper

- A4 Size(Executive Bond Paper)

2. Report

- Hardbound
- The cover page should be in **sky blue color with black print**.

3. Font

- Times New Roman

4. Font Size

- Font size should be 12

5. Margin

- Right, top, bottom=1 inch
- Left=1.5 inch(For Binding)

6. Line Spacing

- 1.5 inch throughout the document

7. No of Copies

- 2 copies (University, College) Personal copy should be taken separate if needed.
- Guide copy based on guide's decision

8. Tables and Charts

- Each table should have a number and title in the document and each should appear in the list of tables and charts.

9. Page Number

- Upper right hand corner inside margins
- Page number begins on list of table, ends with bibliography
- From list of tables to Executive summary page number should be i, ii, iii,
- From chapter 1 to Bibliography 1,2,3

10. Bibliography

- References and bibliography is a must; in case of website references the date of viewing the website should be mentioned.
- Page numbers appear on these pages.
- In case of Books

  Malhotra, NareshK(2007) "Marketing Research", Fourth Edition, Pearsons Education Private Limited, New Delhi, pp 586-598.
- In case of Magazines and Journal

  Roy Sahadip (April 2007) " Marketing Strategies in Indian Rural Markets", Marketing Mastermind , Vol II, Issue 4, ICFAI University Press, Hyderabad, pp 23-43.
- In case of Websites

  http://en.wikipedia.org/wiki/Colour_scheme

  Last accessed on 18/04/2010

11. Header and Footer

- No Header
- Footer- St. Aloysius Institute of Management and Information Technology (AIMIT) (Centrally Placed)(Starts from Page number 1)

IV SEMESTER MBA

(BUSINESS ANALYTICS SPECIALIZATION)

PS 308(a).4 FINANCIAL ANALYTICS

Instruction hours: 40

Credits 03 Total Marks: 100

COURSE OBJECTIVES

- To provide in-depth and practical knowledge of financial analytics with special importance to capital market analytics and a few derivative product analytics.
- To develop students with quantitative and analytical skills in corporate financing and capital market.
- To get acquaintance with different software packages that help to technical analysis.
- To understand the practical difficulties while making investment decisions.
- To analyze and apply analytical skills on the real time financial market data.

COURSE OUTCOMES

- To become expert in different software packages in technical analysis and to guide others.
- To inculcate the problem solving ability whenever need arises in the area investment management.
- To become self-reliant investors and traders in financial products.
- To obtain an attractive career in the field of investment analysis.
- To create awareness among the investing community about the fraudulent investment tips providers.

PEDAGOGY

This subject will be taught through interactive sessions with extensive use of real time data, invited talks, learning by doing, assignments and projects.

UNIT 1: CAPITAL MARKET ANALYTICS **6 hours**

Dow theory and Elliot Wave Theory Principles of Dow Theory - Significance of Dow Theory - Problems with Dow Theory - Elliot Wave - Introduction - Fundamental Concept – After Elliott

UNIT 2: CANDLE STICK ANALYTICS **9 hours**

Introduction to technical analysis- Different methods of charting - Candlestick analysis – One Candle Pattern, Two Candle Pattern, Three Candle Pattern, Importance of volume - Support and resistance Analysis- Real Time Data Analysis.

UNIT 3: PATTERN ANALYSIS **9 hours**

Head and shoulders, Double top and Double Bottom, Rounded Top and Bottom- Gap Analysis Continuation patterns - pennant and wedges - rectangle and flags analysis- Real Time Data Analysis.

UNIT 4: INDICATORS AND OSCILLATORS ANALYTICS **8 hours**

Indicators- Simple Moving Average, Exponential Moving Average- Signals: Moving Average Price Crossover, Multiple Moving Averages. Relative Strength Index (RSI)- Momentum-Divergence-Stochastic- William %R- Moving Average Convergence/Divergence (MACD)- Money Flow Index- Bollinger Band Analysis.

UNIT 5: OPTION PRICING ANALYTICS **8 hours**

Factors affecting option prices, assumptions, notations, pricing formulae, use of statistical tables, Binomial Model of Option Pricing, The Black-Scholes Model, Binomial Model of Option Pricing v/s The Black-Scholes Model.

LEARNING RESOURCES

1. Kevin S (2016) Security Analysis and Portfolio Management, 2/e, PHI Learning Pvt. Ltd, New Delhi.
2. Pandey I M (2015) Financial Management, 11/e, Vikas Publishing House.
3. Robert D. Edwards, W.H.C. Bassetti, and John Magee (2013) Technical Analysis of Stock Trends, 10/e, CRC Press.
4. Pandya Falguni H. (2013) Security Analysis and Portfolio Management, Jaico Publishing House.
5. Adam Grimes (2012) The Art and Science of Technical Analysis: Market Structure, Price Action and Trading Strategies, John Wiley & Sons.
6. Khatri Dhanesh Kumar (2010) Security Analysis and Portfolio Management, Macmillan.
7. Jamasandekar Mandar (2018) Trading and Technical Analysis Course, Vision Books Pvt. Ltd.
8. Kathlawala Rajiv (2017) How to profit from technical analysis: Beginners' Guide, Vision Books Pvt. Ltd.
9. Bennet Mark J and Hugen L Dirk (2016), Financial Analytics with R, Cambridge University Press.

IV SEMESTER MBA

(BUSINESS ANALYTICS SPECIALIZATION)

PS 308(d).4: DATA VISUALIZATION

Instruction hours: 40

Credits 03 Total Marks: 100

COURSE DESCRIPTION

Data visualization is one of the most powerful tools to explore, understand and communicate patterns in quantitative information. At the same time, good data visualization is a surprisingly difficult task and demands three quite different skills: substantive knowledge, statistical skill, and artistic sense. The course is intended to introduce participants to the key principles of analytic design and useful visualization techniques for the exploration and presentation of univariate and multivariate data.

COURSE OBJECTIVES

- To expose students to visual representation methods and techniques that increase the understanding of complex data
- To study good design practices for visualization and tools for visualization of data
- To learn data cleaning and relationship building for interactive data visualization
- To provide hands on experience in data visualization using visualization software like Tableau, R and R Studio.

COURSE OUTCOMES

- To transform data into interactive visual reports and dashboards
- To identify appropriate data visualization techniques given particular requirements imposed by the data
- To prepare data and to create and manage relationship for visual analytics
- To construct compelling visualizations using Power BI and Tableau

PEDAGOGY

This subject will be taught through interactive sessions with extensive use of real time data, learning by doing, assignments and projects.

UNIT I: INTRODUCTION TO DATA VISUALIZATION

Introduction to Big Data and Data Visualization, Data Story telling; the value of visualization, The process behind visualization; Visual Perception and Quantitative Communication

Interactive data visualization- Exploratory and explanatory data visualization

Evaluating data visualization tools

UNIT II: THE SCIENCE AND ART BEHIND DATA VISUALIZATION

Cognitive Psychology-Iconic memory, short term memory and long term memory

Design thinking and data visualization - Gestalt's principles of Design- Proximity, Similarity, continuity, figure and ground, symmetry

The art behind visualizations- Basics of visual grammar

UNIT III: DATA CLEANING AND MODELING

Importance of data cleaning, Components of quality data- Validity, Accuracy, completeness, uniformity and consistency, Steps in data cleaning, Handling missing values,

Data modeling-Fact and Dimension tables, Create and Manage Relationships - one to one, one to many, many to one and many to many, Cross filter directions- Single and Both

UNIT IV: VISUAL ANALYTICS

Visual Analytics- Building interactive dashboards and Reports- dashboards and storytelling with data

Dashboard - Layout and structure- Vertical matrix and horizontal matrix. Best Practices for Dashboard Design. Key Performance Indicators Visualizations

Exploratory and Explanatory Analysis: Chart selection- Column and Bar Chart for comparison, Stacked and clustered column charts, Funnel, gauge chart line and area charts, tree maps, maps, pie charts, cards, slicers, scatter plots, matrix visuals and custom visuals. Colour, scheme and font and icon selection for visuals

UNIT V: PRACTICALS WITH POWER BI AND TABLEAU

Uploading data from different sources, data cleaning, relationship building and data visualization and forecasting using Power BI and Tableau, Prediction Model with Python and Power BI

LEARNING RESOURCES

1. Few, Stephen (2012). Show Me the Numbers. Designing Tables and Graphs to Enlighten. (Second Edition). Analytics Press.
2. Wexler, S. (n.d.). The Big Picture: How to Use Data Visualization to Make Better Decisions--Faster. McGraw-Hill Education
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