

Course Name: Master of Business Administration (Information Technology System Management) Semester 3

Sr. No.	Subject Code	Name of Subject	Hrs/Week	Course Type	Credit	Examination Scheme						
						Duration of Exam Hours	External		Internal		Total Max Marks	Min. Agg. Marks
							Max Marks	Min. Pass Marks	Max Marks	Min. Pass Marks		
1	MBA/301/ITS	Big Data Analytics and Management	4	DSC	4	3	70	35	30	15	100	350
2	MBA/302/ITS	Software Testing	4	DSC	4	3	70	35	30	15	100	
3	MBA/303/ITS	Information Security and Audit	4	DSC	4	3	70	35	30	15	100	
4	MBA/304/ITS	Data Warehouse and Data Mining	4	DSC	4	3	70	35	30	15	100	
5	MBA/305/ITS / MBA/306/ITS	Software Marketing / Role of IT in Ecommerce and Retailing	4	DSE	4	3	70	35	30	15	100	
6	MBA/307/ITS	Managing Software Projects	4	DSC	4	3	70	35	30	15	100	
7	MBA/308	UHV 1	4	DSC	4	Internal Assessment				100		
Total			28		28					700	350	

MBA SEMESTER III

MBA in Information Technology and Systems Management

Sr. No.	Subject Code	Name of Subject	Course Type
1	MBA/301/ITS	Big Data Analytics and Management	DSC
2	MBA/302/ITS	Software Testing	DSC
3	MBA/303/ITS	Information Security and Audit	DSC
4	MBA/304/ITS	Data Warehouse and Data Mining	DSC
5	MBA/305/ITS MBA/306/ITS	Software Marketing / Role of IT in Ecommerce and Retailing	DSE
6	MBA/307/ITS	Managing Software Projects	DSC
7	MBA/308	UHV 1	DSC

MBA/301/ITS

Big Data Analytics and Management

CO	Course Outcome
1	Demonstrate a deep understanding of the key concepts and technologies of big data analytics and management.
2	Apply big data analytics and management skills to solve real-world problems.
3	Design and implement big data analytics solutions using appropriate tools and technologies.
4	Demonstrate an awareness of the ethical and social implications of big data analytics and management.

Unit 1: Fundamentals of Big Data:

Introduction to Big Data - Definition and Characteristics of Big Data, Importance of Big Data in Business Challenges and Opportunities

Big Data Technologies - Hadoop and Hadoop Ecosystem, NoSQL Databases (e.g., MongoDB, Cassandra)

Data Acquisition and Preprocessing - Data Collection Strategies, Data Cleaning and Transformation, Data Integration and Storage

Unit 2: Big Data Analysis Techniques:

Data Visualization and Reporting - Data Visualization Tools (e.g., Tableau), Dashboards and Key Performance Indicators (KPIs), Storytelling with Data

Text and Sentiment Analysis - Text Mining Techniques, Sentiment Analysis in Social Media Data, Use Cases and Applications

Unit 3: Big Data Management and Governance:

Data Governance and Compliance - Data Governance Frameworks, Data Privacy and Compliance Regulations, Ethical Considerations

Data Security and Privacy - Security Challenges in Big Data, Encryption and Access Control, Secure Data Sharing

Big Data Strategy and Architecture - Developing a Big Data Strategy, Scalable Architectures for Big Data, Cloud-Based Big Data Solutions

Unit 4: Big Data Applications:

Big Data in Business Decision-Making - Business Intelligence and Big Data, Data-Driven Decision-Making, Customer Analytics and Market Segmentation

Real-world Big Data Implementations - Case Studies of Successful Big Data Projects, Challenges Faced and Solutions Implemented, Lessons Learned

Emerging Trends in Big Data - Big Data in Internet of Things (IoT), Deep Learning and Big Data, Future Trends and Innovations

Reference Books: -

1. Big Data: A Revolution That Will Transform How We Live, Work, and Think by Kenneth Cukier and Viktor Mayer-Schönberger (2013). New York, NY: Houghton Mifflin Harcourt.
2. Data Science for Business: What You Need to Know About Data Mining, Machine Learning, and Statistics by Foster Provost and Tom Fawcett (2013). Sebastopol, CA: O'Reilly Media.
3. Hadoop: The Definitive Guide by Tom White (2012). Sebastopol, CA: O'Reilly Media.
4. Big Data Analytics: A Practitioner's Guide by V. K. Jain (2019). New Delhi, India: Wiley India.
5. Big Data Analytics: Concepts, Tools, and Techniques by Seema Acharya and P. S. Sastry (2019). New Delhi, India: Pearson Education India.
6. Big Data Analytics in Healthcare by R. S. Inder (2020). New Delhi, India: Springer Nature Singapore.
7. Big Data Analytics in Finance and Banking by S. N. Chari (2021). New Delhi, India: Springer Nature Singapore.

MBA/302/ITS
Software Testing

CO	Course Outcome
1	To understand scope of Software Testing Activity
2	To learn tools and techniques of Software Testing
3	To develop skill to design suitable test procedure in a given software development environment

Unit 1: Software Testing Principles:

Basic concepts - Need of testing, errors, faults, defects Defects – Process defects, design defects, data defects Reducing the frequency of defects in software development Factors affecting software testing, Testing constraints Life cycle testing Tester's workbench

Unit 2: Levels and Type of Testing:

Verification and Validation Functional and Structural Testing Static and Dynamic Testing, V Concept of Testing with Testing Stages, Unit Testing, Integration Testing, System Testing- Performance, Load, Stress, Volume Testing, Regression Testing, Alpha, Beta and Acceptance Testing, Functional Testing, Performance Testing, Recovery Testing, White Box Testing, Black Box Testing, Gray Box Testing

Unit 3: Test Management:

Testing Life Cycle – Roles and activities, Test Planning – forming a test team, develop test plan reviews, structured walkthroughs, Test Cases design strategies, build test data, life cycle of defect, defect tracking, defect detection stages, defect detection stages, defect types, defect severity, defect analysis and prevention.

Unit 4: Function and Structural Testing:

Random testing, equivalence class partitioning and boundary value analysis, Cause effect graphing, Syntax testing, test adequacy criteria, coverage (Branch and decision coverage, path coverage) and control flow graphs, paths, loop testing, mutation testing. Black Box testing versus White Box Testing

Reference Books:

1. Effective Methods for Software Testing, William E Perry, 2nd Edition, Wiley Publication
2. Practical Software Testing, Ilen Burnstein, Springer Publication, 2003
3. Software Testing and continuous Quality improvement, William E Lewis, CRC Press, 2009
4. Software Engineering, Pressman, Fifth Edition

MBA/303/ITS

Information Security and Audit

CO	Course Outcome
1	To understand perspectives of Information Security risks
2	To appreciate security audit as a preventive system
3	To know other techniques / approaches of risk prevention

Unit 1: Information Security Risk Analysis Fundamentals:

Importance of Physical Security and Biometric Controls for Protecting Information Systems Assets.

Unit 2: Overview of Network Security Perspectives:

Networking and Digital Communications, Security of Wireless Networks

Unit 3: Cryptographic Techniques and Encryption:

Intrusion Detection Systems and Firewalls. Security of Virtual Private Networks.

Unit 4: Auditing concepts and Controls:

Information Security Audit - Need, Concept, Standards, Performance, Steps, Techniques , Methodologies , around and through computer. Control Concept, Objectives, Types, Risk, Exposure

Reference Books:

1. Information Security and Auditing in the Digital Age by: Amjad Umar
2. Computer Security, Art and Science by Matt Bishop, Pearson
3. Management Information Systems by Laudon, Laudon, Dass, Pearson

MBA/304/ITS

Data Warehouse and Data Mining

CO	Course Outcome
1	To learn operational aspects of Data Warehousing and Data Mining
2	To know applications of Data Warehousing / Data Mining in business

Unit 1: Data Warehouse Architecture:

Steps for design and construction, Three-tier Data Warehouse architecture, Types of OLAP servers: ROLAP versus MOLAP versus HOLAP

Unit 2: Data Warehouse Implementation:

Efficient computation of Data cubes, Indexing OLAP Data and efficient processing of OLAP queries
Back-end tools and utilities

Unit 3: Introduction to data mining (DM):

Kind of data, DM Functionalities, Classification of DM Systems, Issues in DM. What is Data warehousing (DW)? Multidimensional data model: Data cubes, Stars, snowflakes and fact constellations, Defining schemas, concept hierarchies, OLAP

Unit 4: Data Mining Primitives, Languages and System Architectures:

Task relevant data, Kind of Knowledge to be mined, DM Query languages: Syntax, Designing GUI, Architectures of DM Systems, Concept of Cluster Analysis. Application and trends in Data mining, Data Mining for Financial data analysis, Data Mining for retail industry, Data mining for telecommunication industry

Reference Books:

1. Data Mining Concepts and Techniques, J. Han, M. Kamber, Morgan Kaufmann Publishers, 2001.
2. Data mining: Concepts, Models, Methods and Algorithms, M. Kantardzic, John Wiley & Sons Inc., 2003.
3. Data Mining: Introductory and Advanced Topics, M. Dunham, Pearson
4. Data mining: Practical machine learning tools and techniques, H. Witten, E. Frank, 2nd ed., Morgan Kaufmann Publishers, 2005.
5. Data mining: A tutorial-based primer, R. J. Roiger, M. W. Geatz, Pearson Education, 2003.
6. UCI Repository of Machine Learning, C. L. Blake, C. J. Merz. 19 July 2002.

MBA/305/ITS
Software Marketing

CO	Course Outcome
1	To understand facets of software marketing as a field of study
2	To develop in depth of understanding of Software Marketing Practices
3	To assist in developing capability to market the software

Unit 1: Global and Indian Software Industry Environment:

Historical Growth of the Industry, Market Size, Nature of Products, Projects and Services, Major Players, Industry Associations and their role in market development, Overview of India's Software Export Industry.

Unit 2: Service Marketing Mix:

7 Ps of Services Marketing – Service Life Cycle Strategic Aspects of Software Marketing - Identification of potential markets, Industry/ Business analysis and creating/ sustaining competitive advantage -Segmenting, Targeting and Positioning.

Unit 3: Promotion and Distribution:

Role of Promotion in Software Marketing; Personnel Selling, Advertising and Sales Promotion; Trade Shows, Role of Relationship Marketing in promoting software, Place – Distribution Strategies for Software Products / Services; Challenges in distribution of Software Products and Services; Role of Internet in distribution of Software Products and Services.

Unit 4: Customer satisfaction and Service Quality:

Monitoring and Measuring customer, satisfaction. Applying technology to service settings, e-services. Role of People, Process and Physical Evidence in Software Products and Services

Reference Books:

1. Services Marketing - Zeithaml, Bitner, Gremler&Pandit, TMGH, 4thEdition.
2. Services Marketing – Rampal& Gupta
3. Software That Sells : A Practical Guide to Developing and Marketing your Software Project, Edward Hasted
4. Services Marketing - Christopher Lovelock

MBA/306/ITS

Role of IT in Ecommerce and Retailing

CO	Course Outcome
1	To gain a comprehensive understanding of the basic concepts and historical evolution of E-commerce and Retailing, and recognize their significance in modern business.
2	To Assess the role of Information Technology in transforming E-commerce and Retailing, and identify the key IT infrastructure and tools that facilitate these industries.
3	To Examine the legal and ethical aspects related to E-commerce and Retailing, including regulations, privacy, security, and ethical issues, and understand their implications for business operations.
4	To apply Information Technology to Retail and E-commerce environments, including E-commerce platforms, Retail IT systems, and supply chain management, and comprehend their practical implications.

Unit 1: Introduction:

Introduction to E-commerce and Retailing - Definition and Concepts, Historical Evolution, Importance in Modern Business

IT Fundamentals for E-commerce and Retailing - Basics of Information Technology, E-commerce and Retail IT Infrastructure, E-commerce Models and Strategies

Legal and Ethical Considerations - E-commerce Laws and Regulations, Privacy and Security in E-commerce, Ethical Issues in Retail and E-commerce

Unit 2: Application of IT in Retail and E-commerce:

E-commerce Platforms and Technologies - E-commerce Software and Platforms, Payment Gateways and Security, E-commerce Website Design

Retail IT Systems - Point of Sale (POS) Systems, Inventory Management Systems, Customer Relationship Management (CRM) in Retail

Supply Chain Management - IT Applications in Supply Chain, Inventory Optimization, Vendor Management and Integration

Unit 3: Technology in E-commerce and Retailing

Data Analytics and Consumer Insights - Big Data Analytics for Retail and E-commerce, Consumer Behavior Analysis, Personalization and Recommendations

Mobile Commerce and Social Commerce - Mobile App Development and Strategies, Social Media Marketing, Mobile Payment Technologies

Omni-channel Retailing - Multi-channel Integration, Seamless Customer Experience, Challenges and Opportunities

Unit 4: Future Trends in Retailing:

Emerging Technologies - Artificial Intelligence and Machine Learning, Internet of Things (IoT) in Retail, Augmented Reality (AR) and Virtual Reality (VR) Applications

Global E-commerce and Retailing - International E-commerce Trends, Cross-border E-commerce Strategies, Global Retail Expansion

Sustainability and Green IT - Sustainable Practices in Retail, Green IT Initiatives, Corporate Social Responsibility (CSR)

Reference Books:

1. E-Commerce: Business Technology, Strategy, and Practice by Kenneth C. Laudon and Carol Guercio Traver (2020). Upper Saddle River, NJ: Pearson Education.
2. Electronic Commerce: A Managerial Perspective by Jeffrey F. Rayport and David J. Jaworski (2018). Boston, MA: Cengage Learning.
3. The Everything Guide to E-Commerce by Marc Andreessen and Ben Horowitz (2000). New York, NY: Warner Books.
4. E-Commerce: Business Technology, Strategy, and Practice by Kenneth C. Laudon and Carol Guercio Traver (2020). Upper Saddle River, NJ: Pearson Education.
5. Electronic Commerce: A Managerial Perspective by Jeffrey F. Rayport and David J. Jaworski (2018). Boston, MA: Cengage Learning.
6. The Everything Guide to E-Commerce by Marc Andreessen and Ben Horowitz (2000). New York, NY: Warner Books.

Managing Software Projects

CO	Course Outcome
1	To understand concepts of Software Project Management and Software Integration Management.
2	To understand about activities to define project scope, scheduling and efforts estimations.
3	To understand costing and quality assurance of project.
4	To understand about managing HR and communication in Project.

Unit – 1 Introduction to Software Project Management and Project Integration Management:

Introduction – definition of a project, Project management, Program and Project Portfolio Management; Role of the project manager, Systems view of the project management, Project Phases and Project Life cycle (in Context of the IT projects).

Project Integration Management: - Strategic Planning and Project Selection, Preliminary Scope statements, Project Management Plans, Project Execution, Monitoring and controlling project work, Integrated change control, Closing projects

Unit – 2 Project Scope and Time Management:

Scope Planning and the Scope Management Plan – Scope Definition and the project Scope statement, Creating WBS, Scope verification, Scope Control, Importance of Project Schedules, Activity Definition, Activity sequencing, Activity Resource estimating, Activity Duration estimating, Schedule Development.

Unit – 3 Project Costing and Quality Management:

Project Costing – Basic Principles of Cost Management, Cost Estimating, Cost Budgeting, Cost Control

Quality Management – Quality Planning, Quality Assurance, Quality Control, Tools and Techniques for Quality Control, Modern Quality Management

Unit – 4 Project HRM and Communications Management:

Key to Managing People, HR Planning, Acquiring the Project Team, Developing the Project Team, Managing the Project Team

Communications Planning, Information Distribution, Performance Reporting, Managing Stakeholders.

Reference Books:

1. “Information Technology Project Management “, Kathy Schwalbe (2019), Cengage.
2. “Software Project Management: A Process-Driven Approach”, Ashfaque Ahmed (2019), 1st Edition, Auerbach Publications.
3. “Software Project Management”, Bob Hughes, Mike Cotterell and Rajib Mall (2017), McGraw Hill Education– 6th Edition.
4. “Software Project Management Practice “, PankajJalote (2016), Pearson.
5. “Introduction to Software Project Management “, Adolfo Villafiorita (2014), CRC Press , 1st Edition.
6. “Software Project Management “, Joel Henry (2011), Pearson.
7. “Software Project Management”, Sanjay Mohapatra (2011), Cengage.

MBA 308

UNIVERSAL HUMAN VALUES - I

CO#	Course Outcome
1	Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.
2	Analyze the value of harmonious relationships based on trust and respect in their life and profession.
3	Examine the role of a human being in ensuring harmony in society and nature and Apply the understanding of ethical conduct to formulate the strategy for ethical life and profession.

Unit 1: - Understanding Value Education, Self-exploration as the Process for Value Education, Continuous Happiness, and Prosperity – the Basic Human Aspirations, Right Understanding, Relationship and Physical Facility, Happiness and Prosperity – Current Scenario, Method to fulfil the Basic Human Aspirations. Understanding Human being as the Co-existence of the Self and the Body, distinguishing between the Needs of the Self and the Body, The Body as an Instrument of the Self, Understanding Harmony in the Self, Harmony of the Self with the Body, Program to ensure self-regulation and Health.

Unit 2: - Harmony in the Family – the Basic Unit of Human Interaction, Values in Human-to-Human Relationship, Nine universal values in relationships viz. Trust, Respect, Affection, Care, Guidance, Reverence, Glory, Gratitude, Love.

Unit 3: - Understanding Harmony in Society, Vision for the Universal Human Order, Human Order Five Dimension.

Unit 4: - Understanding Harmony in the Nature, self-regulation & mutual fulfillment among the Four orders of Nature, Realizing Existence as co-existence at all levels holistic perception of harmony in existence.

Textbooks:

1. Human Values and Professional Ethics by R R Gaur, R Sangal, G P Bagaria, Excel Books, New Delhi, 2010.
2. A Foundation Course in Human Values and Professional Ethics, R R Gaur, R Asthana, G P Bagaria, 2nd Revised Edition, Excel Books, New Delhi, 2019. ISBN 978-93-87034-47-1

Reference Books:

1. Jeevan Vidya: Ek Parichaya, A Nagaraj, Jeevan Vidya Prakashan, Amarkantak, 1999.
2. Human Values, A.N. Tripathi, New Age Intl. Publishers, New Delhi, 2004.
3. The Story of My Experiments with Truth - by Mohandas Karamchand Gandhi
4. On Education – J Krishnamurthy

Course Name: Master of Business Administration (Information Technology System Management) Semester 4

Sr. No.	Subject Code	Name of Subject	Hrs/Week	Course Type	Credit	Examination Scheme						
						Duration of Exam Hours	External		Internal		Total Max Marks	Min. Agg. Marks
							Max Marks	Min. Pass Marks	Max Marks	Min. Pass Marks		
1	MBA/401	Corporate and Social Responsibility	4	DSC	4	3	70	35	30	15	100	250
2	MBA/402	UHV 2	4	DSC	4	3	70	35	30	15	100	
3	MBA/403/ITS	Internship Project Report & Viva-Voce	6	RP	6	---	100	50	100	50	200	
4	MBA/404/ITS	Case Study Preparations and Presentations	4	Case Study	4	---	Internal Assessment				100	
Total			18		18						500	250

MBA 401

Corporate and Social Responsibility

CO#	Course Outcome
1	Understanding of corporate governance principles and their importance for business sustainability
2	Analyze and interpret various theoretical perspectives on corporate governance to inform strategic decision-making.
3	Apply practical governance mechanisms and best practices to enhance transparency, accountability, and risk management.
4	Integrate CSR principles into corporate governance frameworks to promote ethical conduct, stakeholder engagement, and social responsibility.

Unit 1: Introduction to Corporate Governance

Definition of Corporate Governance, Historical Evolution, Principles of Corporate Governance, Theoretical Frameworks, Corporate Governance Structures, Global Perspectives.

Unit 2: Theoretical Perspectives on Corporate Governance

Agency Theory, Stakeholder Theory, Shareholder vs. Stakeholder Approaches, Ethical Considerations, Governance Models, Governance Failures

Unit 3: Corporate Governance Mechanisms

Board of Directors, Executive Compensation, Auditing and Financial Reporting, Risk Management, Shareholder Activism, Governance Codes and Guidelines

Unit 4: Corporate Social Responsibility (CSR) and Integration with Corporate Governance

Concept of CSR, Business Ethics, CSR Strategies, CSR Reporting and Transparency, Integration with Governance, Future Trends.

Reference Books:

1. Agarwal, R. N., Agrawal, N. M. (Indian Author). (Year). Corporate Governance: Principles, Policies, and Practices.
2. Das, Bhagwan. (Indian Author). (Year). Corporate Governance and Accountability: Text and Cases.
3. Basu, Sudipta. (Indian Author). (Year). Corporate Governance: Theory and Practice. Publisher.
4. Gupta, C. B. (Indian Author). (Year). Corporate Governance: Concepts and Cases. Publisher.

MBA/402

UNIVERSAL HUMAN VALUES-II

CO#	Course Outcome
1	Understand and nurture emotional bonds, trust, and respect for harmonious human interactions.
2	Evaluate systems for societal well-being, addressing misunderstandings and fostering mutual enrichment.
3	Recognize interconnectedness in nature and society, promoting a holistic view of harmony.
4	Establish ethical foundations and competence, transitioning to value-based living and work in a universal order.

UNIT -1 Harmony in the Family:

Feelings, Justice in Human-to-Human Relationship, Vision for the Universal Human Order, Exploring the Feeling of Trust, Exploring the Feeling of Respect

UNIT-2 Harmony in the Society: Human Goal

Exploring Systems to fulfil Human Goal and Gross Misunderstanding / Self Reflection

Human Order, Systems / Dimensions -

1. Education – Sanskar
2. Health – Self-regulation
3. Production – Work
4. Justice – Preservation
5. Exchange – Storage

Mutually Enriching, Cyclic Process

UNIT-3 Harmony in the Nature / Existence:

Understanding Harmony in the Nature, Interconnectedness, self-regulation and Mutual Fulfilment among the Four Orders of Nature, Realizing Existence as Co-existence at All Levels, The Holistic Perception of Harmony in Existence

UNIT- 4 Implications of the Holistic Understanding – a Look at Professional Ethics:

Natural Acceptance of Human Values, Definitiveness of (Ethical) Human Conduct, A Basis for Humanistic Education, Humanistic Constitution and Universal Human Order, Competence in Professional Ethics, Holistic Technologies, Production Systems and Management Models-Typical Case Studies, Strategies for Transition towards Value-based Life and Profession, among the Four Orders of Nature, Realizing Existence as Co-existence at All Levels, The Holistic Perception of Harmony in Existence

Suggested Readings:

1. Jeevan Vidya: Ek Parichaya, A Nagaraj, Jeevan Vidya Prakashan, Amarkantak, 1999.
2. Human Values, A.N. Tripathi, New Age Intl. Publishers, New Delhi, 2004.
3. The Story of Stuff (Book).
4. The Story of My Experiments with Truth - by Mohandas Karamchand Gandhi
5. Small is Beautiful - E. F Schumacher.

Master of Business Administration

SEMESTER IV

Course Name: - MBA in Information Technology & Systems

Management

MBA/403/ITSM

Internship Project Report & Viva-Voce

a. Dissertation / Research Project (SIP/OJT/FP) for MBA Students

i. Overview

1. To graduate with a degree in Management, fourth-semester students undertake a research project focusing on their chosen specialization. This project aims to deepen their understanding of key concepts, explore emerging market trends, gain practical experience, and develop solutions to real-world business problems. Students submit their project reports for evaluation by internal and external examiners for receiving their final grade. The assessment is determined through an external viva-voce examination held after the completion of their project.

ii. Credits and Duration

1. The RP is worth six credits, and each credit is equivalent to 15 - 30 hour of effective work. This means that students are expected to work on their RP for a total of 60-90 days over the twelve-week period.

iii. Approval Process

1. Before commencing the SIP, students must seek advance written approval from their faculty guide and the Head of the Department.

iv. Evaluation

1. The RP is evaluated in following ways:
 - a. **Internal / External viva-voce:** After the completion of RP, students will participate in an external viva-voce examination for their RP. The viva-voce will be conducted by a panel of external examiners and internal examiner and will be worth 200 marks combined. (100 marks for external and 100 marks for internal examiners)

v. SIP Report must contain

- Institute's Certificate
- Certificate by the Company
- Formal feedback from the company guide
- Executive Summary
- Organization profile
- Outline of the problem/task undertaken
- Research methodology & data analysis (in case of research projects only)
- Relevant activity charts, tables, graphs, diagrams, AV material, etc.
- Learning of the student through the project
- Contribution to the host organization
- References in appropriate referencing styles. (APA, MLA, Harvard, Chicago Style etc.)

MBA/404/ITSM

Case Study Preparation and Presentation

b. Case Study Preparation and Presentation for MBA Students

i. Overview

1. Each student or a group of students will require to present their findings in the form of a case study.

ii. Credits and Duration

1. The Case study is worth six credits, and each credit is equivalent to 6 hours of effective work. This means that students are expected to work on inside the classroom for a total of 48 hours over the eight-week period.

iii. Approval Process

1. Before commencing the case study, students must seek advance written approval from their faculty guide and the Head of the Department. Students must also identify the topics for case study based on their either research project or Internship project.

iv. Evaluation

1. The Case study is evaluated in following ways:
 - a. **Internal evaluation:** The Project guide along with subject expert will evaluate the student's work based on the nature and quantum of work undertaken, the effectiveness of the work, and the overall professionalism of the student. The viva-voce will be conducted by a panel of internal examiners and will be worth 100 marks.