

**ACADEMIC AFFAIRS OFFICE
INDIAN INSTITUTE OF TECHNOLOGY ROORKEE**

No. Acd./184/IAPC-102

Dated: April 27, 2021

Head, Department of Management Studies

The IAPC in its 102nd meeting held on 21.04.2021 vide Item No. 102.2.4 considered and approved the syllabi received from Department of Management Studies for MBA Term 4 with minor modification.

The modified syllabi are attached as **Appendix-A**.



Assistant Registrar (Curriculum)

Encl: as above

Copy to (through e mail):-

1. All faculty
2. All Heads of Departments/ Centres
3. Dean, Academic Affairs
4. Associate Dean of Academic Affairs (Curriculum)
5. Channel I/ Acad portal/ Academic webpage of iitr.ac.in

INDIAN INSTITUTE OF TECHNOLOGY ROORKEE

NAME OF DEPARTMENT/CENTRE: Department of Management Studies

1. **Subject Code:** BMN-528 **Course Title:** Data Science and Big Data Analytics
2. **Contact Hours:** **L:** 3 **T:** 0 **P:** 0
3. **Examination Duration (Hrs.):** **Theory:** 2 **Practical:** 0
4. **Relative Weightage:** **CWS:** 50 **PRS:** 0 **MTE:** 0 **ETE:** 50 **PRE:** 0
5. **Credits:** 1.5 **6. Term:** IV
7. **Pre-requisite:** Nil **8. Subject Area:** PCC
9. **Objective:** The objective of this course is to learn data science and machine learning algorithms, and how to perform big data analytics to solve business challenges.

10. Details of the Course

S.No.	Contents	Contact hours
1.	Introduction to Big Data Analytics, Data Analytics Lifecycle	3
2.	Programming Essentials for Analytics: Python, R, SQL	5
3.	Advanced Analytical Theory and Methods: Clustering, Association Rules, Decision Trees, Neural Networks, SVM, Time Series Forecasting, Text Mining	9
4.	Advanced Analytics-Technology and Tools: MapReduce and Hadoop, In-Database Analytics	4
Total		21

11. Suggested Books:

S.No.	Name of Authors/Book/Publisher	Year of Publication / Reprint
1.	Galit Shmueli, Peter C. Bruce, Inbal Yahav, Nitin R. Patel, Kenneth C. Lichtendahl Jr., Data Mining for Business Analytics: Concepts, techniques and applications in R, Wiley	2018
2.	Data Science and Big Data Analytics: Discovering, Analyzing, Visualizing and Presenting Data, EMC Education Services	2015
3.	Aurélien Géron, Hands-On Machine Learning with Scikit-Learn, Keras, and TensorFlow: Concepts, Tools, and Techniques to Build Intelligent Systems, 2nd Edition, O'Reilly Media	2019

INDIAN INSTITUTE OF TECHNOLOGY ROORKEE

NAME OF DEPARTMENT/CENTRE: Department of Management Studies

1. **Subject Code:** BMN-529 **Course Title:** Product Management
2. **Contact Hours:** **L:** 2 **T:** 0 **P:** 0
3. **Examination Duration (Hrs.):** **Theory:** 2 **Practical:** 0
4. **Relative Weightage:** **CWS:** 50 **PRS:** 0 **MTE:** 0 **ETE:** 50 **PRE:** 0
5. **Credits:** 1 **6. Term:** IV
7. **Pre-requisite:** Nil **8. Subject Area:** PCC
9. **Objective:** To know that the extensive role of Product Management and Product Development in the contemporary world of business.

10. Details of the Course

S.No.	Contents	Contact hours
1.	Product – What it's all about and Product management in contemporary marketing environment	2
2.	Product strategy and integration with marketing mix elements, product levels and classification in product management, product lifecycles and product portfolio management, Positioning	3
3.	Product planning and market planning, understanding the relationship with respect to objectives of market departments involved and interdepartmental considerations, Relationship of PLC with Industry Life Cycle, Organizational Life Cycle, Leadership and Holistic Marketing at Large	2
4.	Category planning and evaluation, category attractiveness analysis, competitors, analysis, going beyond competition, customers analysis, customer analysis, market potential and sales forecasting	2
5.	Introduction to product and offerings, developing product strategy, role of technology, inventions and innovations, pricing and brand development considerations, product and the perspective of targeting and segmentation	2
6.	New product development process and its positioning, packaging and product development, market research and its influence on new product development Design Thinking and NPD, Insights and NPD, Changing industry norms through NPD	3
Total		14

11. Suggested Books:

S.No.	Name of Authors/Book/Publisher	Year of Publication / Reprint
1.	Keller, K.L. and Swaminathan V., "Strategic Brand Management: Building, Measuring, and Managing Brand Equity", 5 th Ed., Prentice Hall	2019
2.	Kapferer, J., "The New Strategic Brand Management: Advanced Insights and Strategic Thinking", 5 th Ed., Kogan Page	2012
3.	Trott, P., "Innovation Management and New Product Development", 4 th Ed., Prentice Hall	2008
4.	Donald, R.L. and Russell S.W., "Product Management", 3 rd Ed., Tata McGraw Hill	2002

5.	Reis, A. and Trout, J., "Positioning: The Battle for Your Mind", McGraw Hill Education	2001
6.	Kotler and Keller, "Marketing Management" 15 th Ed. Pearson	2015

INDIAN INSTITUTE OF TECHNOLOGY ROORKEE

NAME OF DEPARTMENT/CENTRE: Department of Management Studies

1. Subject Code: BMN-530 **Course Title:** Marketing Research

2. Contact Hours: **L:** 3 **T:** 1 **P:** 0

3. Examination Duration (Hrs.): **Theory:** 3 **Practical:** 0

4. Relative Weightage: **CWS:** 50 **PRS:** 0 **MTE:** 0 **ETE:** 50 **PRE:** 0

5. Credits: 2 **6. Term:** IV

7. Pre-requisite: Nil **8. Subject Area:** PCC

9. Objective: The objective of the course would be to give the students an understanding of marketing research from both user's (management) and doer's (the researchers) perspective.

10. Details of the Course

S.No.	Contents	Contact hours
1.	Introduction to Business Research and Research Design, Research in consumer and Industrial markets, online research.	2
2.	Research Design: Exploratory Research, Descriptive & Causal Research Experimental designs	4
3.	Scale development and sampling, Questionnaire development, Data Collection: Primary and secondary data	3
4.	Qualitative Research: Ethnography and observation, Projective techniques, Focus group, Delphi, scenario building, Interviewing techniques, Case study, Content analysis	4
5.	Quantitative Research: Univariate, bivariate and multivariate analysis	5
6.	Mixed method research, Report writing, ethics in research	3
Total		21

11. Suggested Books:

S.No.	Name of Authors/Book/Publisher	Year of Publication / Reprint
1.	Business Research Methods by Cooper, Schindler and Sharma, McGrawHill Publications, 12 th edition	2018
2.	Business Research Methods by Alan Bryman and Ema Bell, McGrawHill Publications, 4 th edition	2018
3.	Marketing Research by Malhotra & Dash, Pearson Publication 7 th Edition	2016
4.	Marketing Research by Aaker, Kumar, Leone and Day, Wiley publications 11 th edition	2016

INDIAN INSTITUTE OF TECHNOLOGY ROORKEE

NAME OF DEPARTMENT/CENTRE: Department of Management Studies

1. **Subject Code:** BMN-531 **Course Title:** Legal Aspects of Business
2. **Contact Hours:** **L:** 4 **T:** 0 **P:** 0
3. **Examination Duration (Hrs.):** **Theory:** 3 **Practical:** 0
4. **Relative Weightage:** **CWS:** 50 **PRS:** 0 **MTE:** 0 **ETE:** 50 **PRE:** 0
5. **Credits:** 2 **6. Term:** IV
7. **Pre-requisite:** Nil **8. Subject Area:** PCC
9. **Objective:** To develop basic understanding of laws related to business.

10. Details of the Course

S.No.	Contents	Contact hours
1.	Introduction to Law: Sources and development of law, type of law: civil, criminal, revenue, personal, labour, environment, intellectual property.	2
2.	Laws of contract: Formation of contract, offer, acceptance, revocation of offer and acceptance, essentials of contract, void and voidable contracts, consideration, tender, performance of contract, breach of contract and remedies thereof.	6
3.	Sale of Goods: Essentials of sale, sale and ownership, conditions and warranties, sale by description, sale by general name.	3
4.	Negotiable Instruments: Meaning, promissory note, bill of exchange, cheque, parties to a negotiable instrument, negotiation, liability of a banker	4
5.	Company Law: Formation of a company, memorandum and articles of association, foreign companies, winding up	6
6.	Limited Liability Partnership: Meaning, formation, comparison with other business organizations	3
7.	Miscellaneous Laws: Right to information, Introduction to IP laws, Laws related to environmental issues.	4
Total		28

11. Suggested Books:

S.No.	Name of Authors/Book/Publisher	Year of Publication / Reprint
1.	Datey V.S., "Business and Corporate Laws", Taxmann's , 6 th Edition	2013
2.	Corporate Laws Vol 1 and 2 by Taxmann's , 43 rd Edition	2021
3.	Jain D.K., "Company Law Ready Reckoner (set of 2 volumes), Bharat, 23 rd Edition	2021
4.	Bare Acts – Indian Contracts Act Sale of Goods Act Negotiable Instruments Act	

INDIAN INSTITUTE OF TECHNOLOGY ROORKEE

NAME OF DEPARTMENT/CENTRE: Department of Management Studies

1. **Subject Code:** BMN-532 **Course Title:** Financial Management - 2
2. **Contact Hours:** **L:** 3 **T:** 0 **P:** 0
3. **Examination Duration (Hrs.):** **Theory:** 2 **Practical:** 0
4. **Relative Weightage:** **CWS:** 50 **PRS:** 0 **MTE:** 0 **ETE:** 50 **PRE:** 0
5. **Credits:** 1.5 **6. Term:** IV
7. **Pre-requisite:** Nil **8. Subject Area:** PCC
9. **Objective:** To acquaint the MBA students with some relevant concepts of financial management, valuation and investment decisions.

10. Details of the Course

S.No.	Contents	Contact hours
1.	Capital Structure: Approaches of capital structure, theories of capital structure, Taxation and capital structure, Capital structure decision.	4
2.	Cost of capital: Cost of debt and preference capital, cost of equity, WACC, Determining the optimal capital budget, project cost of capital, flotation cost and the cost of capital, factor affecting the WACC.	4
3.	Valuation of bonds and stocks: valuation concepts, bond valuation, bond yields, bond market. Equity valuation, dividend discount model, the P/E ratio approach.	4
4.	Dividend decision: Dimensions of dividend policy, dividend policy formation, corporate dividend behavior, legal and procedural aspects, bonus shares, shares buyback, dividend policy in practice.	4
5.	Working capital management: Management of current assets and current liabilities	3
6.	Introduction to portfolio theories and asset pricing models.	2
Total		21

11. Suggested Books:

S.No.	Name of Authors/Book/Publisher	Year of Publication / Reprint
1.	Richard Brealey and Stewart Myers and Franklin Allen, “Principle of Corporate Finance” , 13 th edition, McGraw-Hill Education.	2020
2.	Chandra, P., “Financial Management: Theory & Practice” , 10 th Edition, McGraw-Hill Education.	2019
3.	Eugene, F. Brigham & Michael C. Ehrhardt, “Financial Management: Theory & Practice” 15 th Edition, Cengage Learning.	2017
4.	Stephen A. Ross, Randolph W. Westerfield, Jeffrey Jaffe, Bradford D. Jordan, & Ram Kumar Kakani, “Corporate Finance” , 11 th edition, McGraw-Hill Education.	2017
5.	Van Horne, J.C., “Financial Management and Policy” , 12 th Edition, Pearson publishing.	2015
6.	Pandey, I.M., “Financial Management” , 11 ^h Edition, Vikas Publishing House	2015

INDIAN INSTITUTE OF TECHNOLOGY ROORKEE

NAME OF DEPARTMENT/CENTRE: Department of Management Studies

1. **Subject Code:** BMN-533 **Course Title:** Strategy and Business Policy
2. **Contact Hours:** **L:** 4 **T:** 0 **P:** 0
3. **Examination Duration (Hrs.):** **Theory:** 3 **Practical:** 0
4. **Relative Weightage:** **CWS:** 50 **PRS:** 0 **MTE:** 0 **ETE:** 50 **PRE:** 0
5. **Credits:** 2 **6. Term:** IV
7. **Pre-requisite:** Nil **8. Subject Area:** PCC
9. **Objective:** To impart knowledge for developing long range strategic plans for any organization.

10. Details of the Course

S.No.	Contents	Contact hours
1.	Business Policy-Perspective and Corporate Governance Understanding the relevance of corporate culture and leadership in strategic management	3
2.	Business ethics covering universalism, relativism and social contracts theory, relevance of ethical standards in crafting and executing strategy, drivers of unethical behaviour in strategy especially with reference to strategic choices. Implementation and Corporate Governance	2
3.	Understanding the concept of corporate social responsibility and good citizenship, environment sustainability and stakeholder analysis	3
4.	Blue ocean strategy concept and analytical framework, formulation and execution of blue ocean strategy along with learning to avoid red ocean traps	4
5.	Fortune at the bottom of the pyramid with capability approach, Capitalism at the Cross Roads	3
6.	Understanding business transformation and process through innovation, strategic driving of cocreated value as an enabler of innovation, The new Age of Innovation	4
7.	Conceptualization of design thinking in strategic decisions and understanding application of design thinking in redefining strategic management	3
8.	Strategy making in times of change, 21 st century evolving terms and techniques in strategic management practical environment	2
9.	Strategic Leadership-Policy-Strategy- A relationship in totality-Disaster Accounting and Steering Organizations and Industry at large through unforeseen and unprecedented circumstances	3
10.	Designing and Creating Black Swans-Future and the Strategic Leadership	1
Total		28

11. Suggested Books:

S.No.	Name of Authors/Book/Publisher	Year of Publication / Reprint
1.	Thompson, A.J., Peteraf, M., Gamble, J. and Strickland, A., "Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases", 21 st Ed., McGraw-Hill Higher Education	2017
2.	Kim, W.C. and Mauborgne, R.A., "The Blue Ocean Strategy: How to Create Uncontested Market Space and Make the	2015

	Competition Irrelevant”, Harvard Business Press	
3.	Prahalad, C.K., “Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits”, Pearson	2013
4.	Chia, R.C. and Holt, R., “Strategy without Design: The Silent Efficacy of Indirect Action”, Cambridge University Press	2009
5.	Kazmi, Azhar., “Strategic Management and Business Policy” McGrawHill	2008
6.	Taleb, Nassim Nicholas., “Black Swan The Impact of Highly Improbable” Penguin U K	2008

INDIAN INSTITUTE OF TECHNOLOGY ROORKEE

NAME OF DEPARTMENT/CENTRE: Department of Management Studies

1. **Subject Code:** BMN-534 **Course Title:** Supply Chain Management
2. **Contact Hours:** **L:** 3 **T:** 0 **P:** 0
3. **Examination Duration (Hrs.):** **Theory:** 2 **Practical:** 0
4. **Relative Weightage:** **CWS:** 50 **PRS:** 0 **MTE:** 0 **ETE:** 50 **PRE:** 0
5. **Credits:** 1.5 6. **Term:** IV
7. **Pre-requisite:** Nil 8. **Subject Area:** PCC
9. **Objective:** To impart knowledge of supply chain concepts and operations of supply chain.

10. Details of the Course

S.No.	Contents	Contact hours
1.	Introduction to SCM: Importance and imperatives, Various flows in SCM Push and Pull view, Cycle view of SCM, Drivers of SCM	3
2.	Strategic issues in SCM, Fisher's framework, Examples	2
3.	Facilities, Location, models, examples Transportation	2
4.	Transportation, Network design, Network models, Use of Linear Programming	3
5.	Inventory – models, (deterministic, and stochastic) examples, case, Aggregate models	3
6.	Inventory, Sourcing decisions, vendor managed inventory	2
7.	Information systems, Role of IT Demand distortion -Bull whip effect, IT in SCM- blockchain, IoT , Digitization , platform economy	2
8.	SCOR template, performance measurement	2
9.	Reverse Supply chain, circular economy, sustainability	2
Total		21

11. Suggested Books:

S.No.	Name of Authors/Book/Publisher	Year of Publication / Reprint
1.	Sunil Chopra, Peter Meindl, Supply Chain Management, Pearson	2018
2.	D. Simchi-Levi, P. Kaminsky, E. Simchi-Levi, Ravi Shankar, Designing and Managing the Supply Chain, Tata McGraw Hill	2017
3.	Shah Janat, Supply Chain Management, Pearson Education	2016

INDIAN INSTITUTE OF TECHNOLOGY ROORKEE

NAME OF DEPARTMENT/CENTRE: Department of Management Studies

1. **Subject Code:** BMN-639 **Course Title:** Management of Self and Interpersonal Dynamics
2. **Contact Hours:** **L:** 3 **T:** 0 **P:** 0
3. **Examination Duration (Hrs.):** **Theory:** 2 **Practical:** 0
4. **Relative Weightage:** **CWS:** 50 **PRS:** 0 **MTE:** 0 **ETE:** 50 **PRE:** 0
5. **Credits:** 1.5 **6. Term:** IV/V/VI/VII
7. **Pre-requisite:** Nil **8. Subject Area:** PEC
9. **Objective:** To develop an understanding of all the three types of work relationships that every professional faces-relationships with direct reports, peers, and bosses

10. Details of the Course

S.No.	Contents	Contact hours
1.	Relational Development and Maintenance; Characteristics of Relationship, Knapp's 10 Stages of relationship, Dialectical Perspectives and Tensions, Repairing Damaged Relationship, 12 Interpersonal Styles	2
2.	Fundamental Interpersonal Relationship Orientation– Behavior; Introduction, Evolution, Types of Behavior, FIRO B Model	2
3.	Forgiveness; Introduction, Definitions of Forgiveness, Dimensions of Forgiveness, Models of Forgiveness	2
4.	Happiness at Workplace; Meaning, Definitions of Happiness, Theories, Models of Happiness, Methodology- Instrument (Questionnaire), Trust; Introduction, Definitions of Trust, Dimensions of Trust, Models of Trust	3
5.	Managerial Effectiveness; Introduction, Definition, Concept, Basic Managerial Philosophies, Models of Managerial Effectiveness, Leadership and Managerial Effectiveness	2
6.	Buddhist approach to MSID; Introduction, Four noble truths, Fundamentals of Buddhism, Basic pillars of Buddhism, Management through buddhist lens	2
7.	Chanakya and Interpersonal Dynamics; Teachings of Management & Interpersonal Dynamics, Seven Pillars of successful Business, Five Chanakya's Aphorisms, Strengthening Strategies for Interpersonal Relationships, Chanakya Raj Dharma Bhagwat Gita & Interpersonal Dynamics; Introduction, Influences of the Bhagwat Gita, Case study, Critical questions to all managers, Knowledge of the Self and Interpersonal Relations: Lessons from Bhagvad GITA	3
8.	Emotional Negotiation; Importance, approaches of Emotion In Negotiation, Temporal Phases for Negotiation, Model of Negotiation Problems and Possible Solutions, Indian Negotiation Strategies and Technical Ways. Understanding Cultural Influences on Negotiation	2
9.	Moods and Emotions; Affect, Emotions, and Moods, The Functions of Emotions Sources of emotions and moods, Applications of emotions and moods Adaptability; Introduction, Definition, Adaptability process in Organization, Antecedents of adaptive performance, The enemies of Adaptability Optimism; Introduction, Literature, Types/ Classification, Theories of optimism, Outcome/ results, Strategies to become more optimistic, Examples of optimistic leaders	3
Total		21

11. Suggested Books:

S.No.	Name of Authors/Book/Publisher	Year of Publication / Reprint
1.	Udai Parek. & Sushama Khanna, Understanding Organizational Behavior, Oxford University Press 4 th Edition	2018
2.	Exploring Interpersonal Dynamics Edited by: Pamela L. Perrewe, Daniel C. Ganster Study material prepared on the basis of Research Journals.	2004
3.	INTERPERSONAL DYNAMICS IN THE SMALL GROUP. By Gerald M. Phillips and Eugene C. Erickson. New York: Random House,	1970
4.	The Interpersonal Dynamics of Emotion: Toward an Integrative Theory of Emotions as Social Information, Gerben A. van Kleef, Cambridge University Press;	2016

INDIAN INSTITUTE OF TECHNOLOGY ROORKEE

NAME OF DEPARTMENT/CENTRE: Department of Management Studies

1. **Subject Code:** BMN-659 **Course Title:** Queuing Systems and Simulation
2. **Contact Hours:** **L:** 3 **T:** 0 **P:** 0
3. **Examination Duration (Hrs.):** **Theory:** 2 **Practical:** 0
4. **Relative Weightage:** **CWS:** 50 **PRS:** 0 **MTE:** 0 **ETE:** 50 **PRE:** 0
5. **Credits:** 1.5 6. **Term:** IV/V/VI/VII
7. **Pre-requisite:** Basic knowledge of Operations Research 8. **Subject Area:** PEC
9. **Objective:** To build foundation on queuing models, simulation and their managerial implications.

10. Details of the Course

S.No.	Contents	Contact hours
1.	Fundamental Insights: The M/M/s Type Systems, Little's Law, Conservation Laws and PASTA	5
2.	Multi-class queues, priority queues, Fundamentals of Queueing Networks: Open and Closed Networks with Product-Form Solutions	6
3.	Random number generation, generating discrete and continuous random variable	4
4.	Simulation via discrete events, verification of simulation model, Statistical analysis of simulated data, Inventory model, repair problem	6
Total		21

11. Suggested Books:

S.No.	Name of Authors/Book/Publisher	Year of Publication / Reprint
1.	Bose, Sanjay K. An introduction to queueing systems. Springer Science & Business Media.	2013
2.	Ross, Sheldon M. Simulation. Academic Press, 5 th edition.	2012
3.	Stidham Jr, Shaler. Optimal design of queueing systems. CRC press.	2009
4.	Banks, Jerry. Discrete event system simulation. Pearson Education India,	2005
5.	Harchol-Balter, Mor. Performance modeling and design of computer systems: queueing theory in action. Cambridge University Press.	2013
6.	Hassin, Refael, and Moshe Haviv. To queue or not to queue: Equilibrium behavior in queueing systems. Vol. 59. Springer Science & Business Media.	2003

INDIAN INSTITUTE OF TECHNOLOGY ROORKEE

NAME OF DEPARTMENT/CENTRE: Department of Management Studies

1. **Subject Code:** BMN-678 **Course Title:** Digital Marketing
2. **Contact Hours:** **L:** 3 **T:** 0 **P:** 0
3. **Examination Duration (Hrs.):** **Theory:** 2 **Practical:** 0
4. **Relative Weightage:** CWS: 50 PRS: 0 MTE: 0 ETE: 50 PRE: 0
5. **Credits:** 1.5 6. **Term:** IV/V/VI/VII
7. **Pre-requisite:** Nil 8. **Subject Area:** PEC
9. **Objective:** To familiarize the students with various digital marketing initiatives that are being extensively used by business enterprises to meet business objectives.

10. Details of the Course

S.No.	Contents	Contact hours
1.	Introduction to Digital Marketing Landscape: Evolution, Meaning, and Strategic relevance of Digital Marketing, Owned, Earned & Paid Media, Frameworks in Digital Marketing, 4P's in Digital Marketing	2
2.	Understanding Digital Consumer: Understanding Consumer Journey, P-O-E-M Framework, 3i Principles in a Digital World, Consumer Behaviour & Buyer Persona, Creating Digital Assets and Data Bases	3
3.	Business Models and Digital Marketing Channels: Display Advertising, Email, Mobile and Social Media Marketing.	2
4.	Search Engine Marketing: Meaning, Campaign Launch & Optimization, Landing Page Optimization. Search Engine Optimization: How Search Engines Work - Indexing & Crawling Basics, Optimizing Crawl Budget, Keyword Research, On-page SEO, Link Building, Content Planning & Optimization, Competition Research, SEO vs SEM	5
5.	Social Media Marketing: Managing Social Media Platforms, Leveraging Benefits of Social Media and Amplifying messages, Ads Manager & Business Manager, Campaign Setup & Optimization , Measuring Effectiveness of Social Media Campaigns	4
6.	Organic Social Media: Selecting the right network, Customer Relationship Management, Rise of Influencer Marketing	2
7.	Measuring Results in a Digital World: Web Analytics, Data Mining, Reporting and Calculating ROI, Ethics in Digital Marketing, Ethical Dilemmas in Digital Marketing: Context of Inevitability	3
Total		21

11. Suggested Books:

S.No.	Name of Authors/Book/Publisher	Year of Publication / Reprint
1.	Ian Dodson, The art of Digital Marketing, Wiley	2019
2.	Seema Gupta, Digital Marketing. Mc Graw Hill	2018
3.	Digital Marketing, Vandana Ahuja, Oxford	2016
4.	Digital Marketing: A Practical Approach, A. Charlesworth, Routledge	2018

INDIAN INSTITUTE OF TECHNOLOGY ROORKEE

NAME OF DEPARTMENT/CENTRE: Department of Management Studies

1. Subject Code: BMN-691 **Course Title:** Modern Financial Markets and Market Microstructure

2. Contact Hours: L: 3 T: 0 P: 0

3. Examination Duration (Hrs.): Theory: 2 Practical: 0

4. Relative Weightage: CWS: 50 PRS: 0 MTE: 0 ETE: 50 PRE: 0

5. Credits: 1.5 **6. Term:** IV/V/VI/VII

7. Pre-requisite: Nil **8. Subject Area:** PEC

9. Objective: To provide a comprehensive overview of modern Financial Markets

10. Details of the Course

S.No.	Contents	Contact hours
1.	Financial Market Microstructure (Dealer Markets, Limit-Order Books	2
2.	Measures of Risk and Return (Variance, risk-return framework)	2
3.	Liquidity of Financial Markets (Spread, Depth, Immediacy)	2
4.	Cash Flow Discounting and Valuation of Securities	2
5.	Efficient Market Hypotheses and Behavioral Finance	2
6.	Risk and Cost of Capital	2
7.	Fixed Income Securities (Bonds, Notes, etc.)	2
8.	Index Investing (Construction of Portfolios, Risk Diversification)	3
9.	Mutual Funds (Open-ended Funds, Closed-Ended Funds)	2
10.	Theories of Asset Pricing (Information Asymmetry, Inventory models, CAPM)	2
Total		21

11. Suggested Books:

S.No.	Name of Authors/Book/Publisher	Year of Publication / Reprint
1.	Brealy, Myers, Allen; "Principles of Corporate Finance", McGraw Hill Education., 12 th Edition.	2018
2.	Elton & Gruber, "Modern Portfolio Theory", Wiley, 9 th Edition	2014
3.	Reilly, Frank,K., "Investment Analysis and Portfolio Management", 5 th Edition, Dryden.	2017
4.	Mishkin & Eakins, "Financial Markets and Institutions", Pearson, 9 ^h Edition.	2018
5.	Frederic S. Mishkin, "The Economics of Money, Banking and Financial Markets", 11 th Edition	2019