

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

No. Acd./ 1806 /IAPC-111

Dated: October 20 , 2021

Head, Department of Management Studies

The IAPC in its 111th meeting under Item No. 111.2.8 considered and approved the following proposals of Department of Management Studies with minor modifications:

1. To introduce a PEC i.e., BMN-647: Marketing Strategy (**Appendix-A**)
2. Syllabus of following Program Elective Courses (PECs): (**Appendix-B**)
 - a) BMN-668: Electronic Commerce and Applications
 - b) BMN-663: Information Technology Project Management

The IAPC also approved inclusion of both the courses in the PEC basket of MBA specializations i.e., Information system and Marketing & Information system and Operations.

3. To introduce an Institute Elective Course i.e., IBM-321: Behavioral Economics (**Appendix-C**)


Assistant Registrar (Curriculum)

Copy to (through e mail):-

1. All faculty
2. Head of all Departments / Centres
3. Dean, Academic Affairs
4. Associate Dean of Academic Affairs (Curriculum)
5. Chairman, DAPC of Management Studies
6. 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-647 **Course Title:** Marketing Strategy
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 impart knowledge related to marketing strategy formulation-the identification of the target markets and the creation of a differential advantage.

10. Details of the Course

S.No.	Contents	Contact hours
1.	Setting the stage for Marketing Strategy, Marketing in current times	3
2.	Strategic Marketing planning	3
3.	Discovering Market Opportunities, Collecting and analyzing Marketing Information	4
4.	Developing Competitive advantage and strategic focus	4
5.	Developing Marketing Strategy and program, Branding and Positioning	3
6.	Putting Strategy into action, Ethics and Social Responsibility, Implementation and Control	4
Total		21

11. Suggested Books:

S.No.	Name of Authors/Book/Publisher	Year of Publication/ Reprint
1.	Aaker, D.A., Moorman, C., Strategic Market Management, 11 th Ed., Wiley	2021
2.	Hooley, G., Piercy, N., Marketing Strategy and Competitive Positioning, 7 th Ed., Pearson	2020
3.	Ferrell, O.C., and Hartline, M.D., Marketing Strategy: Text and Cases, 6 th Ed., Cengage Learning	2018

INDIAN INSTITUTE OF TECHNOLOGY ROORKEE

NAME OF DEPARTMENT/CENTRE: Department of Management Studies

1. **Subject Code:** BMN-668 **Course Title:** Electronic Commerce and Applications
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 impart knowledge on electronic commerce and its applications in the current business context.

10. Details of the Course

S.No.	Contents	Contact hours
1.	Background of EC, EC vs e-Business, EC Drivers, Tools, Frameworks, Limitations, Transactions, EC Business Models, Evolution of EC in India, EC Opportunities in India, Factors affecting Indian ECs.	3
2.	Technology Infrastructure, EC Brand Building, EC Challenges Issues, Domestic vs International Context.	3
3.	Types of threats in EC, Key dimensions of EC Security, Technology Solutions, EC Security plan, Security Management Structure.	3
4.	Concepts and attributes of m-commerce, Drivers and applications, Benefits, Location based e-commerce, implementation issues of m-commerce.	4
5.	E-payment systems, E-Payment Classification, Virtual Currency, Payment Gateways, Stakeholders.	2
6.	AI and it's applications in EC, Types of AI problems in EC, Impact of AI in the changing EC scenario.	4
7.	Electronic Governance definition and scope, Categories of e-government services, Application of E-Governance and m-Governance.	2
Total		21

11. Suggested Books:

S.No.	Name of Authors/Book/Publisher	Year of Publication / Reprint
1.	Laudon, K. C., and Traver, C. G., "E-Commerce: Business, Technology, Society", 15th Ed., Pearson Education, Inc.	2020
2.	Turban, E., Outland, J., King, D., Lee, J.K., Liang, T.P. and Turban, D.C., "Electronic commerce: a managerial and social networks perspective". Switzerland: Springer International Publishing.	2018
3.	Turban, E., Whiteside, J, King, D., and Outland, J., "Introduction to Electronic Commerce and Social Commerce", 4th Ed, Springer International Publishing.	2017
4.	D. Chaffey, "Digital business and E-commerce management: strategy, implementation and practice", 6th Ed., Pearson Education, USA.	2015

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NAME OF DEPARTMENT/CENTRE: Department of Management Studies

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| 1. Subject Code: BMN-663 | Course Title: Information Technology Project 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/ V/VI/VII | | | | |
| 7. Pre-requisite: Nil | 8. Subject Area: PEC | | | | |
| 9. Objective: To provide an insight into life cycle of IT projects highlighting specific and unique requirements. | | | | | |

10. Details of the Course

S.No.	Contents	Contact hours
1.	Introduction to Information Technology Projects: Difference between IT and Business Projects, Specific requirements of IT Projects, Success of IT projects-reasons of projects failure, Typical large projects, Issues and challenges.	2
2.	Project Methodologies and Processes: Program and project lifecycle (PLC), SDLC vs PLC, Project Phases, Project management knowledge areas, Waterfall vs Agile model.	2
3.	IT Project Estimation Techniques and Tools: Cost estimating tools: COCOMO I/II, Function Point Method, Scheduling Techniques.	4
4.	Project Planning: Project objectives, Developing Project Charter, Develop business cases, Financial analysis of projects, Evaluate project alternatives, Project infrastructure, The organization and project resources, Procurement planning, Phases and stages, IT project Risk Management.	5
5.	Project Execution, Implementation and Rollout: Management of Multi-Vendor projects, Project vendor structure, Proof of concept, Project kickoffs and nodal teams, Testing, Pilots, Training, handover and project Closure.	5
6.	Agile Methodologies: Difference between SCRUM and Traditional Methods of Project Management, Agile method definition and usage, Definition of SCRUM, SCRUM Framework	3
Total		21

11. Suggested Books:

S.No.	Name of Authors/Book/Publisher	Year of Publication / Reprint
1.	Schwalbe, K., “Information Technology Project Management”, 9 th Ed., Cengage learning	2018
2.	Marchewka, J.T., “Information Technology Project Management: Providing measurable organizational value”. John Wiley & Sons	2016

INDIAN INSTITUTE OF TECHNOLOGY ROORKEE

NAME OF DEPARTMENT/CENTRE: Department of Management Studies

1. **Subject Code:** IBM-321 **Course Title:** Behavioral Economics
2. **Contact Hours:** **L:** 3 **T:** 0 **P:** 0
3. **Examination Duration (Hrs.):** **Theory:** 3 **Practical:** 0
4. **Relative Weightage:** **CWS:** 20-35 **PRS:** 0 **MTE:** 20-30 **ETE:** 40-50 **PRE:** 0
1. **Credits:** 3 6. **Semester:** Both 7. **Subject Area:** HSSMEC
8. **Pre-requisite:** Nil
9. **Objective:** To acquaint students with various aspects of behavioral issues in economics.

10. Details of the Course

S.No.	Contents	Contact hours
1.	Introduction; Nature of Behavioral Economics; Relationship with other disciplines; Scope and structure	3
2.	Methodology: Theories, evidence & consilience	5
3.	Values, preferences and choices	5
4.	Beliefs, heuristics & biases: The standard model, probability estimation, magical beliefs	5
5.	Decision making under risk & uncertainty: Prospect Theory, loss aversion, Decision weighting; Recent theories	6
6.	Mental accounting: Framing & editing; Budgeting & fungibility; Choice bracketing & dynamics	6
7.	The discounted utility models, present –focus, present-bias and alternative intertemporal choice models	6
8.	Behavioural game theory; Social preferences: Types of games and strategies; Models of social preferences.	6
Total		42

11. Suggested Books:

S.No.	Name of Authors/Book/Publisher	Year of Publication / Reprint
1.	Wilkinson, N. and Kleas, M. An Introduction to Behavioral Economics (3rd Edition), Palgrave McMillan	2017
2.	Forbes, W. Behavioral Finance, Wiley	2015
3.	Diamond, Peter, and Vartiainen, H., (ed.) Behavioral Economics and Its Applications, Princeton	2007
4.	Cartwright, E., Behavioral Economics, 3 rd Edition, Routledge	2018