




**Indian Institute
of Technology Patna**

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POST GRADUATE PROGRAMME IN MANAGEMENT

PROGRAM COORDINATOR:

Prof. Nalin Bharti

Professor, Department of
Humanities & Social Science,
IIT Patna



360° Placement Support

Director's Message



It gives me immense joy to welcome you to the Quality Improvement Program (QIP), the new academic unit in the IIT Patna system. QIP aims to combine technology and management to prepare students to explore a future of possibilities. QIP plays a crucial role in upgrading and enhancing the capabilities and skill sets of pursuing graduates/ graduates and working professionals in technology & management education. With its industry-oriented future-centric curriculum, exceptional faculty, and strong international footprint, QIP has the right ingredients to achieve a leadership position among its peers in the time to come.

IIT Patna will undertake the following activities under QIP: Faculty Development Programme (FDP), Short Term Courses, Knowledge Dissemination Programme, National Summer & Winter Term and Internship (NSWTI), International Summer & Winter Term and Internship (ISWTI), Certificate Programmes, Online Courses and Training Programme for the School Students, Certificate Programmes, Executive Programmes.

I wish QIP and all its stakeholders a purposeful and joyful journey ahead and felicitate all its endeavours. I invite you to be part of this exciting journey and participate in the success of QIP at IIT Patna.

I welcome you to become a part of our story and to form a long-lasting association with the institute.

Prof. T.N. Singh
Director, Chief Academic Mentor, QIP, Indian Institute of Technology Patna



Quality Improvement Program (QIP)

Dr. Asif Ekbal

**Associate Dean (Resource)
Department of Computer Science & Engineering
IIT Patna, Bihar**

Asif Ekbal is an Associate Professor in the Department of Computer Science and Engineering at IIT Patna. He has been working in the broad areas of Artificial Intelligence, Machine Learning and Natural Language Processing since the last 18 years. His research is supported by various Govt bodies (MeitY, SERB etc) and Industries (e.g. Flipkart, Samsung Research, Wipro, Accenture etc). He has been listed in the top 2% scientists published by Stanford University, and is an awardee of Visvesvaraya Young Faculty Research Fellowship (YFRF), Govt of India; JSPS Invitation Fellowship from the Govt of Japan, and Innovative Project Award from the Indian National Academy of Engineering.

Advisory Board Members



Dr. Ravi P. Singh

Secretary General, Quality Council of India (September 2014-till date)

UG and PG from BHU, Varanasi, Ph.D and Postdoctoral experience in University of Western Ontario at London, CANADA. Dr Singh has experience in research, teaching and administration for the past more than 18 years in Professor Scale or above.

Past Positions:

Director, Regional Services Division (RSD), IGNOU, Maidan Garhi, New Delhi-110068 (2011-12); Founder-VC, Sharda University (2009-11); Dean, Punjab Technical University (2004-09); Associate Dean, PTU, (2003-04); Deputy Director, AICTE (2001-03); Regional Officer of AICTE, Kanpur (1996- 99) and Kolkata (2000-2001); Assistant Director, AICTE (1996-01).

Education:

Ph.D (1994) and Postdoctoral Fellowship in Physics from Canada (1994-95), Gold Medal from BHU in MSc (1989), NET-CSIR qualified (1989) and Topper of Honors Program in Physics (1987).



Prof. Rajeev Srivastava

**Professor CSE & Dean (Resource and Alumni Affairs)
IIT (BHU), Varanasi**



Prof. Rajeev Srivastava is currently working as a Professor in the Dept. of Computer Sc. & Engineering, Head of the Centre for Computing and Information Services (CCIS) and the Dean (Resource and Alumni Affairs), Indian Institute of Technology (BHU), Varanasi. He also served as Head of the Department of Computer Science and Engineering during August'2017-December'2020. He holds the degrees of B.E., M.E., and PhD all in Computer Science& Engineering and possess 23+ years of teaching and research experience. He is a Fellow of Institution of Engineers (India) (FIE), Institution of Electronic and Telecommunication Engineers (FIETE), Senior Member IEEE USA, and Member ACM USA. He has published around 165+ research papers in reputed international journals and conferences, 04research reference books, and 18 book chapters and a patent. He had been the Principal Investigator of research projects funded by MoE, Govt. of India and DRDO, Govt. of India.He has produced 13 PhDs, and 3 PhD thesis submitted and 04 PhDs are ongoing under his Supervision.He serves as Expert Member on different panels of NBA, UGC, UPSC, DRDO, UPPSC, reputed Institute and Universities of the Govt. of India. His research interests lies in the areas of Artificial Intelligence (AI), Machine Learning, Deep learning, Image and Video Processing, Computer Vision, and Computational Bioinformatics.

Advisory Board Members



Prof. H.P. Mathur

Dean and Head

Faculty of Management Studies (Institute Of Management Studies)

Banaras Hindu University, Varanasi

Current Affiliation:

Dean and Head, Institute of Management Studies, Banaras Hindu University (FMS-BHU)

Chairman, International Centre, Banaras Hindu University

Chairman, Investment Committee, Banaras Hindu University

Chairman, Placements and Corporate Affairs, Institute of Management Studies, Banaras Hindu University (FMS-BHU)

Promoter Director, Atal Incubation Centre- Mahamana Foundation for Innovation and Entrepreneurship-

Institute of Management Studies (Supported by Atal Innovation Mission, NITI Aayog, Government of India)

Director/Chairman (Non-Executive), Utkarsh Welfare Foundation

Member, Board of Governors, University of Petroleum and Energy Studies, Dehradun

Member, Departmental Advisory Board, National Council of Educational Research and Training

Positions (Held):

Coordinator, Placement Coordination Cell, Banaras Hindu University

Chief, University Employment and Information Guidance Bureau, Banaras Hindu University

Coordinator, International Centre, Banaras Hindu University



Industry Advisors



Rajiv Singh

Founder CEO – Quant Samurai (A Global Cybersecurity Entity)

Advisory Board of The Center For Innovation Commercialization, USA

Advisory Board of School of CyberPeace, India

Entrepreneur Experience:

Founder CEO of IndiCash (A TATA Group Venture), India

Founder CEO of ACCPAC (A Computer Associates Venture), USA

Leadership Experience:

Global Head – Cyber security - Tech Mahindra

Managing Director - Entrust Datacard, USA

President – TATA Communications Banking Infra Solutions Ltd.

Managing Director - Diebold, USA

Managing Director - Computer Associates (CA), USA

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Dr. Shourya Roy

Senior Research Director, Flipkart

Flipkart 

Dr. Shourya Roy is a seasoned technology leader with specialization in Artificial Intelligence and Machine Learning. Over the past two decades, he has led data science, data product, and data analytics teams with IBM, Xerox, American Express, and Flipkart. His past work includes a range of foundational and applied research, strategic innovation, product management, and building local and global teams. A thought leader and author of about a hundred peer-reviewed papers in premier journals and conferences and over 30 granted patents.



COURSE DETAILS

(SYLLABUS, INSTRUCTOR DETAILS, NUMBER OF TEACHING HOURS):

COURSE 1

INNOVATION & ENTREPRENEURSHIP

Compulsory

COURSE SYLLABUS

The course syllabus will be delivered through a combination of eLearning resources, digital lectures, community based digital classrooms as applicable.

1. Why Innovation and Entrepreneurship

- Innovation and entrepreneurship are intertwined - WHY, WHAT, HOW
- Various terminologies used in innovation and entrepreneurship, types of entrepreneurs
- Effectuation - know yourself as an entrepreneur, traits of an entrepreneur, why start-ups fail

2. Design Thinking - Problem and Opportunity Discovery

- Business goals and opportunity discovery, design research vs market research
- Selecting best research methods, research plan, field work
- Research data prioritisation/ mapping - tools and techniques, reframe challenge based on customer needs and hypothesis validation, design challenge summary

3. Design Thinking - Solution Development

- Creativity, invention, innovation, various thinking approaches for enhancing creativity
- Creative Personality, myths of creativity
- Types of innovation, innovation matrix, innovation management
- Ideation tools - brainstorming, mind map, SCAMPER, random entry
- Product architecture and prototyping - conceptualisation, prioritising ideas, product goals and profile, user experience goals, parameters and weightage

4. Intellectual Property Rights (IPR) and Legal Aspects, Company Structure, Human Resources (HR), Operational

- Intellectual property rights and understanding legal aspects for start-ups, types of IPR and process for protecting IP
- Choosing the right legal structure, permits, registrations and compliances
- Hiring a competent team, co-founder selection and conflict management

5. Value Proposition and Business Model

- Understanding value proposition

canvas (VPC) and business model canvas (BMC), pivoting solutions based on customer's jobs, pain and gain points

- 9 building blocks of BMC, Creating VPC and BMC
- One page business plan, Bermuda Triangle

6. Financial and Revenue Strategies

- Investment and funding ways
- Introduction to financial statements, cap table, due diligence, term sheet, equity, exit strategy, profit and loss statement, balance sheet, cash flow, cost-volume-profit (CVP) and break-even analysis, and capital budgeting
- Understanding investor's mindset - do's and don'ts, when to approach investors

7. Marketing and Sales Strategies

- Identifying the target market, total available market (TAM), serviceable available market (SAM), serviceable obtainable market (SOM)
- Branding, digital marketing, and social media strategies

8. Pitch Deck

- Start-up pitch, components of a pitch, creating an effective presentation
- Go-to-market (GTM) strategy, do's and don'ts



COURSE 2

FINANCIAL MARKETS & SERVICES

COURSE SYLLABUS

The course syllabus will be delivered through a combination of eLearning resources, digital lectures, community based digital classrooms as applicable.

1. Investment Basics

- Meaning and options for investment
- Meaning and role of stock exchanges

2. Overview of Indian Securities Markets

- Key indicators of securities markets
- Products and participants
- Market segments and their products
- Reforms in Indian securities markets

3. Securities

- Defining securities
- Regulator
- Participants

4. Primary Market

- Role of primary market
- Issuing shares
- The Initial Public Offering (IPO) process
- Listing of securities
- Foreign capital issuance

5. Secondary Market

- Meaning and role of secondary market

- Structure of secondary market
- Secondary market products, stocks and indices, debt market products

6. Debt Market

- Introduction to debt markets
- Debt market structure and participants
- Money market products
- Wholesale debt market products

7. Derivatives

- Meaning and need for derivatives
- Types of derivatives - forwards and futures
- Types of derivatives - options and swaps
- Trading derivatives on National Stock Exchange
- Commodity derivatives

8. Depository

- Introduction to depositories
- Dematerialisation of securities

9. Mutual Funds

- Introduction to mutual funds
- Types of mutual funds
- Fund management styles
- Offer documents

10. Miscellaneous

- Corporate actions
- Clearing and settlement
- Grievance redressal

11. Concepts and Modes of Analysis

- Interest basics
- Time value of money
- Systematic analysis of companies

12. Legal Framework

- Securities and Exchange Board of India Act
- Depositories Act
- Securities Contracts (Regulation) Act
- Indian Contract Act
- Income Tax Act



ELECTIVE 1

COURSE 3

BANKING FUNDAMENTALS

COURSE SYLLABUS

The course syllabus will be delivered through a combination of eLearning resources, digital lectures, community based digital classrooms as applicable.

1. Indian Financial System

- Overview of Indian financial system
- Banking and its types
- Role and functions of capital markets, mutual funds and insurance
- Recent developments in the financial system

2. Banker Customer Relationship

- Types of customers
- Customer on boarding process

3. Banking Products and Services

- Retail products
- Wholesale banking products
- Negotiable instruments including Negotiable Instruments Act
- Fee-based services offered by banks

4. Banking Regulation

- Role of Reserve Bank of India (RBI)
- Banking Regulation Act, Reserve Bank of India Act
- Grievance redressal mechanism



5. Lending by Banks

- Principles of lending
- Interest basics
- Types of collaterals and characteristics
- Non-performing asset (NPA)
- Financial inclusion, financial literacy and priority sector lending

6. Banking Technology

- Payment systems
- Electronic banking

- Mobile banking
- Security considerations

7. Marketing of Banking Products

- Customer relationship management (CRM)
- Marketing of banking products
- Consumer behaviour and products
- Role of Direct Sales Associate (DSA) and Direct Marketing Associate (DMA) in a bank

ELECTIVE 2

COURSE 4

INSURANCE & RISK MANAGEMENT

COURSE SYLLABUS

The course syllabus will be delivered through a combination of eLearning resources, digital lectures, community based digital classrooms as applicable.

1. Introduction to Insurance

- Definition of insurance
- How insurance works
- Two concepts
- Insurance Act
- Insurance regulatory and development authority
- Insurance advertisement and disclosure regulations
- Protection of policy holders interest regulations
- Third party administrators - health insurance

2. Fundamentals of Risk Management

- Definition of risk
- Classification of risks
- Definition of risk management
- Stages of risk management

3. Insurance Contract, Terminology, Elements and Principles

- Introduction
- Contract terminology



- Elements of a valid contract
- Distinguishing characteristics of insurance contracts
- Common clauses and sections in an insurance contract

4. General Insurance

- Classification of insurance
- Classification of non-life insurance
- Types of property insurance

5. Personal and Liability Insurance

- Personal insurance
- Mediclaim policy
- Group mediclaim policy
- Personal accident insurance and travel insurance
- Liability insurance
- Employers' liability insurance
- Public liability insurance and unemployment insurance
- Professional indemnity insurance
- Product liability insurance

6. Financial Planning and Life Insurance

- Term insurance
- Types of term life insurance
- Whole life insurance
- Endowment policy
- Child insurance policy
- Annuities
- Group insurance
- Industrial life assurance
- Life insurance premium and tax benefits

7. Insurance Intermediaries

- Introduction
- Individual and institutional agents
- Broking regulations
- Indian insurance market



ELECTIVE 3

COURSE 5 FINANCIAL DERIVATIVES

COURSE SYLLABUS

The course syllabus will be delivered through a combination of eLearning resources, digital lectures, community based digital classrooms as applicable.

1. Introduction

- Definition of Derivatives
- Origin of derivatives and derivatives in India
- Overview of derivatives trading regulations
- Spot vs derivatives and over-the-counter (OTC) trade vs exchange trade
- Types of derivatives

2. Applications of Derivatives

- Participants in derivatives markets

- Uses of derivatives - leverage, speculation and hedging

3. Forwards

- Introduction to forwards
- Forwards in financial, commodity, interest and currencies
- How to use forwards contracts

4. Futures

- Introduction to futures
- Difference between forwards and futures



- Futures in financial, commodity, interest and currencies
- Trading and settlement in futures
- Futures strategies

5. Forward Rate Agreements (FRAs)

- Introduction to forward rate agreements
- Interest futures vs forward rate agreements
- Pricing of forward rate agreements

6. Swaps

- Introduction to swaps
- Uses of swaps

7. Options

- Introduction to options - similarity and difference to insurance
- Options terminology
- Calls and puts
- Options for hedging and speculation
- Using Black-Scholes options pricing model and understanding Greeks
- Delta hedging and delta gamma hedging
- Straddle analysis/backtesting in Excel

8. Structured Products

- Basic structured products
- Design a capital protected structure using long dated options

ELECTIVE 4

COURSE 6

WEALTH MANAGEMENT

COURSE SYLLABUS

The course syllabus will be delivered through a combination of eLearning resources, digital lectures, community based digital classrooms as applicable.

1. Introduction to Financial Planning

- Meaning and options for investment
- Types of investors and

constraints

- Financial planning cycle

2. Asset Classes

- Equity
- Debt



- Alternate assets
- Derivatives
- Mutual funds
- Insurance

3. Financial Planning Tools

- Simple and compound interest rates
- Time value of money
- Fundamental analysis basics
- Technical analysis basics

4. Asset Allocation

- Risk profiling
- Asset allocation methods
- Asset allocation returns in equity and debt
- Risk management through insurance

5. Modern Portfolio Theory

- Capital market efficiency
- Portfolio risks
- Capital Asset Pricing Model (CAPM)

6. Measuring Risk and Return

- Risk return framework
- Risk measures
- Return measures

7. Elements of the Financial Plan

- Education planning
- Retirement planning
- Goal-based financial planning
- Estate planning

8. Tax Planning

- Taxation of investment products
- Elements of taxation

9. Customer Relationship Management (CRM)

- Customer types
- Customer relationship management



ELECTIVE 5

COURSE 7

INVESTMENT MANAGEMENT

COURSE SYLLABUS

The course syllabus will be delivered through a combination of eLearning resources, digital lectures, community based digital classrooms as applicable.

1. Introduction to Fundamental Analysis

- Meaning of fundamental analysis
- Relevance of fundamental analysis to investing
- Steps in fundamental analysis

2. Understanding Financial Statements

- Source of financial statements
- Cash flow statement
- Financial analysis and forensic accounting
- Comparative and common size financial statements

- Financial ratios
- DuPont analysis
- Cash conversion cycle

3. Valuation Methodologies

- Top-Down valuation
- Discounted cash flow models
- Dividend discount model
- Free Cash Flow to Firm (FCFF) and Free Cash Flow to Equity (FCFE) based Discounted Cash Flow (DCF)
- Sum-of-the-Parts (SOTP)
- Price-to-Earnings (P/E) ratio
- Price/Book Value (P/BV) ratio
- Enterprise Value (EV)/Earnings



Before Interest, Taxes,
Depreciation, and Amortization
(EBITDA) ratio

- Price-to-Sales (P/S) ratio

4. Introduction to Technical Analysis

- Meaning of technical analysis
- Assumptions in technical analysis
- Strengths and weaknesses of technical analysis

5. Candlestick Charts

- The charts
- Candlestick analysis

6. Pattern Study

- Support and resistance lines
- Head and shoulders
- Double top and double bottom
- Gap theory

7. Asset Allocation

- Risk profiling
- Asset allocation methods
- Asset allocation returns in equity and deb

ELECTIVE 6

COURSE 8

DESIGN THINKING

COURSE SYLLABUS

The course syllabus will be delivered through a combination of eLearning resources, digital lectures, community based digital classrooms as applicable.

1. Welcome & Introduction to Course

- On boarding process: Welcome and Course Resources
- What is Design Thinking: Introduction, Process, Modes
- It's importance in socio-economic context: WHY - Challenges, Awareness and Impact
- Design thinking broader business

picture: Broader aspects and impact, Multiple points of Interactions

- The Product Form and the content
- Module summary: recap, assessment/assignment



2. Business Hypothesis Mapping: Need Analysis

- Business Goals, Design Vision & Stakeholder mapping
- What is hypothesis: Business Context and market analysis
- Archetype Creation: Persona and Customer Journey mapping questionnaire
- Market research vs. Design research
- Types of research, Research scenario (Business Hypothesis Mapping)
- Module summary: recap, assessment/assignment

3. Customer Perspective: Identifying Customer need: Empathizing

- What is Empathy, Difference between Sympathy & Empathy
- Customer Perspectives, Recruitment process
- Research (Ethnographic) methods: Observe. Immerse. Interact
- Research Synthesis/Field work: observation & interview techniques
- Archetype Creation: Persona, Customer Journey Mapping preparation
- Various observation & empathy frameworks
- Supporting conceptual Models. User Models
- Module summary: recap, assessment/assignment

4. Design Challenge: Analysis & Synthesis

- Research data prioritization/ mapping
- Data mapping (root cause) tools & techniques
- Data interpretation. Developing insights
- Reframe challenge based on customer need and hypothesis validation
- Design Challenge Summary: Final challenge, SCOPE and HMW
- Developing contextual conclusions, developing design response
- Module summary: recap, assessment/assignment

5. Ideation

- Creativity, Invention, Innovation
- Various Thinking approaches for enhancing creativity
- Ideation tools
- Transformation, Brain writing Methods
- Conceptualization: Prioritising ideas
- Product Goals and Profile. User Experience Goals. Parameters and Weightage Perceptual Appropriation of Design Solution. Relevance and Validity.
- Design implications, product positioning
- Sustainable design solution, standards, heuristics, affordance, principles
- Module summary: recap, assessment/assignment



6. Prototyping

- Prototyping Introduction, Iteration - Mindset for prototyping
- Types of prototyping
- Prototyping tools and techniques
- Information architecture and design
- Low and high fidelity prototypes, handling complexity with simplicity
- Module summary: recap, assessment/assignment

7. Testing

- Testing methods
- Testing mindset: Planning and conducting User Testing
- Heuristic evaluation
- Expert usability testing

- Feedback analysis and iteration
- Revisiting Design Criterion, Preparing Guidelines, Recommendations
- Module summary: recap, assessment/assignment-

8. Business Launch: Impact Delivery

- Revisiting entire process and project
- Business goals and impact delivery
- KPIs and Risk Prediction
- Change Management
- Devising a preliminary Implimentation Plan
- What and How are we Delivering: Product, Service, Experience
- Module summary: recap, assessment/assignment



ELECTIVE 7

COURSE 9

MANAGERIAL ECONOMICS

COURSE SYLLABUS

- Managerial Economics: Introduction,
- Circular Flow of in an economy
- Demand Analysis and Estimation
- Elasticity of Demand & Determinants
- Production Functions in the Short and Long Run
- Type of Costs ,Short Run and Long Run Costs, Type of Costs
- Market Structure: Perfect Competition, Monopoly, Monopolistic
- Competition, Oligopoly, Economic Indicators
- Technology and Employment - Issues and Challenges, Business
- Cycles
- National Income, Fiscal and Monetary Policies, Industrial Finance
- Business Cycles
- Public-Private Participation (PPP), Foreign Direct Investment



ELECTIVE 8

COURSE 9

DESIGN THINKING

MODULE 1: REFRESHER ON EXCEL

- Introduction to Excel - Cell and formatting, report building
- Text operations with Excel
- Functions with Excel - vlookup, hlookup, match, sumproduct, ifelse and more

MODULE 2: DATA SUMMARISATION AND DATA VISUALISATION WITH EXCEL

- What-If analysis and goal programming with Excel, PivotTable
- Basic and advanced data visualisation with Excel
- Interactive data dashboards with Excel

MODULE 3: DESCRIPTIVE AND DIAGNOSTIC ANALYTICS WITH EXCEL

- Introduction to data analysis

- Introduction to probability and statistics
- Distributions with Excel
- Hypothesis testing using Excel

MODULE 4: PREDICTIVE ANALYTICS WITH EXCEL

- Introduction to regression analysis
- Linear regression analysis with Excel
- Advanced regression with Excel

MODULE 5: PRESCRIPTIVE ANALYTICS WITH EXCEL

- Introduction to linear programming
- Linear programming with Excel



PROGRAM DELIVERY

- The program will be delivered in two-way video/audio interactive mode.
- Sessions will be delivered from studio via Online Platform.
- Students will attend the lectures on their own devices (Laptop/Desktop/Tablet/Mobile).
- Students will have access to a Learning Management System for referring to the content.
- Live online instructor-led sessions by top IIT Patna faculty and industry experts.

EVALUATION CRITERIA

1.	Attendance	10%
2.	Quizzes	10%
3.	Project	20%
4.	Assignments	10%
5.	Online Test Via Digital Platform	50%

Excutive Alumni Status

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TANYA RAJHANS

Incoming Intern @Google'22 @LinkedIn'22 |
Specialist @Codeforces | Twitter DevelopHER'21 |
Flutter Developer | Internship Coordinator
@NIT-A ECE'23 | Mentor @CodXCrypt



SHUBHESH ANAND

Incoming SDE Intern, Microsoft, Hyderabad Jun'22
Applied Scientist Intern, Amazon, Bangalore



Rashmi Pandey
Team Leader



Aditya
Senior Consultant





ADITYA VISHWAKARMA

Officer / G4
Customer Care Officer



ANKIT KUMAR PATEL

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ASHWINI MAURYA

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Engineer Trainee - Networking,
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SIMRAN GUPTA
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Student Placed in Leading Companies





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SAMPLE OF CERTIFICATE

- The program will be delivered in two-way video/audio interactive mode.
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Prof.

Programme Coordinator IIT Patna

Prof.

Registrar Microtek Educational Society

Note: This certification is provided by the CEP Office IIT Patna and is not linked to any diploma or degree program.



DR. PANKAJ RAJHANS

President & Executive Director
Ph.D in Computer Science
(IIT Delhi Alumnus) MCA, MBA, PGCM
pankaj@microtek.ac.in

Dear Students,

I welcome you all to the family of learners in Microtek Group of Institutions. Our Institution as Society viz. Microtek Educational Society was established in year 2000 as an Institution of excellence in the field of Information Technology/ Computer Science, Management Studies, Commerce, Science & Bio Technology. Microtek has spread its strong and deep roots in the world of education and industry.

“ Our aim is very simple:

we strive to create high-impact, hands-on experiences that prepare learners for an aspirational career and empower them to be the industry leaders of tomorrow.”

I extend a heartily welcome to join the IIT Patna Digital Learning Programs of Institutions family and wish you all the success in your future learning endeavours!





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