

**CURRICULUM AND SYLLABUS  
(REGULATIONS 2023)**

FOR

**MASTER OF BUSINESS ADMINISTRATION (M.B.A)**

CHOICE BASED CREDIT SYSTEM

(Applicable to the students admitted from the Academic Year 2023-24 onwards)



**EASWARI ENGINEERING COLLEGE  
(AUTONOMOUS INSTITUTION)  
Bharathi Salai, Ramapuram, Chennai – 600 089**

*(Version 1)*

**Easwari Engineering College (Autonomous)**  
Department of Management Studies

SEMESTER I									
S.No	Course Code	Course Title	Cate gory	Hours / Week				CREDITS	Internal / External %
				L	T	P	R		
<b>THEORY</b>									
1	233MBC101T	Economic Analysis for Business	PC	3	-	-	-	3	40 / 60
2	233MBC102T	Management Concepts and Organizational Behavior	PC	3	-	-	-	3	40 / 60
3	233MBC103T	Accounting for Management	PC	3	-	-	-	3	40 / 60
4	233MBC104T	Legal Aspects of Business	PC	3	-	-	-	3	40 / 60
5	233MBC105T	Information Management	PC	3	-	-	-	3	40 / 60
6	233MBC106T	Statistics for Managerial decision	PC	3	-	-	-	3	40 / 60
7	233MBC101T	Entrepreneurship Development	NEC	3	-	-	-	3	40 / 60
<b>PRACTICALS</b>									
8	233MBC111L	Indian ethics	EEC	-	-	4	-	2	100/00
9	233MBC112L	Business Communication For Managers	EEC	-	-	4	-	2	100/00
<b>TOTAL CREDITS</b>								<b>25</b>	-

SEMESTER II									
S.No	Course Code	Course Title	Cate gory	Hours / Week				CREDIT S	Internal / External %
				L	T	P	R		
<b>THEORY</b>									
1	233MBC201T	Applied Operations Research	PC	3	-	-	-	3	40 / 60
2	233MBC202T	Business Research Methods	PC	3	-	-	-	3	40 / 60
3	233MBC203T	Financial Management	PC	3	-	-	-	3	40 / 60
4	233MBC204T	Human Resource Management	PC	3	-	-	-	3	40 / 60
5	233MBC205T	Business Analytics	PC	3	-	-	-	3	40 / 60
6	233MBC206T	Operations Management	PC	3	-	-	-	3	40 / 60
7	233MBC207T	Marketing Management	PC	3	-	-	-	3	40 / 60
<b>PRACTICALS</b>									
8	233MBC211L	Business Ethics	EEC	-	-	4	-	2	100/ 00
9	233MBC212L	Data analysis and Business Modeling	EEC	-	-	4	-	2	60 / 40
10	233MBA211L	Leadership development course (Mini Project)	MC	-	-	4	-	TWO	100/00
<b>TOTAL CREDITS</b>								<b>29</b>	-

*Approved in Academic Council Meeting held on 26-01-2024*

SEMESTER III									
S.No	Course Code	Course Title	Category	Hours / Week				CREDITS	Internal / External %
				L	T	P	R		
<b>THEORY</b>									
1	233MBC301T	International Business Management	PC	3	-	-	-	3	40 / 60
2	233MBC302T	Strategic Management	PC	3	-	-	-	3	40 / 60
3		Elective 1	PEC	3	-	-	-	3	40 / 60
4		Elective 2	PEC	3	-	-	-	3	40 / 60
5		Elective 3	PEC	3	-	-	-	3	40 / 60
6		Elective 4*	PEC	3	-	-	-	3	40 / 60
7		Elective 5**	PEC	3	-	-	-	3	40 / 60
8		Elective 6**	PEC	3	-	-	-	3	40 / 60
<b>PRACTICALS</b>									
9	233MBC311I	Summer Internship	EBC	-	-	2	-	1	100/00
10	233MBA311L	Leadership development course (Multidisciplinary Project)	MC	-	-	4	-	Two	100/00
<b>TOTAL CREDITS</b>								<b>25</b>	<b>-</b>

SEMESTER IV									
S.No	Course Code	Course Title	Category	Hours / Week				CREDITS	Internal / External %
				L	T	P	R		
<b>THEORY</b>									
1	233MBA401I	Main Project	EBC	-	-	20	4	12	40 / 40
<b>TOTAL CREDITS</b>								<b>12</b>	<b>-</b>

\* Indicates the Professional elective courses that can be considered in lieu of one industry support Course.

\*\* Indicates the Professional elective courses that can be considered in lieu of two Online courses.

**Note:**

1	Students can do any number of online courses of three credits conducted by the desktop platform (that is recommended by the DCC) before the end of second Semester. Three Online courses of three credits can be considered in lieu of Professional elective during the third semester with the approval of the DCC.
2	Students can do any number of (industry support) courses that are conducted by the department before the end of the second Semester. One/Two/Three with credits can be considered in lieu of Professional elective during the third semester with the approval of the DCC.
3	Students can compensate for the three Electives in the first semester by sem no.1 and sem no.2

Subject area	I	II	III	IV	Credits
Professional core (C)	22	25	6	-	53
Non Functional Electives	3	-	-	-	3
Professional Electives (E)	-	-	18	-	18
Internships/Projects	-	-	2	12	13
Employability Enhancement courses(A)	-	3	3	-	6
<b>Total Credits</b>	<b>25</b>	<b>25</b>	<b>25</b>	<b>12</b>	<b>67</b>

Practical: Summer Internship, Project Work in Industry						
Course Code	Course Title	Hours/ Week				CREDITS
		L	T	P	R	
233MBC111L	Indian ethos	0	0	4	0	2
233MBC112L	Business Communication For Managers	0	0	4	0	2
233MBC211L	Data Analysis & Business Modelling Lab	0	0	4	0	2
233MBC213L	Business Ethics	0	0	4	0	2
233MBC311L	Summer Internship	0	0	4	0	2
233MEP401L	Project Work (Industry Training)	0	0	20	4	12
<b>Total Learning Credits</b>						<b>24</b>

3. Leadership Development Courses (LDC)						
Course Code	Course Title	Hours/ Week				C
		L	T	P	R	
233MBA312L	Leadership Development Course (Mini Project)	0	0	4	0	2
233MBA313L	Leadership Development Course (Multi Disciplinary Project)	0	0	4	0	2
<b>Total Learning Credits</b>						<b>4</b>

**PROFESSIONAL ELECTIVES (PEC)  
FUNCTIONAL SPECIALISATIONS**

1. Students can take three elective subjects from two functional specializations  
Or  
2. Students can take six elective subjects from any one sectoral specialization

**Professional Elective Courses (E) Marketing**

Course Code	Course Title	Hours/ Week				C
		L	T	P	R	
233MBE301T	Customer Relationship Management	3	0	0	0	3
233MBE302T	Logistics Management	3	0	0	0	3
233MBE303T	Brand Management	3	0	0	0	3
233MBE304T	Retail Marketing	3	0	0	0	3
233MBE305T	Services Marketing	3	0	0	0	3
233MBE306T	Social Marketing	3	0	0	0	3
<b>Total Learning Credits :</b>						<b>18</b>

**Professional Electives Courses (E) Finance**

Course Code	Course Title	Hours/ Week				C
		L	T	P	R	
233MBE311T	Banking Financial Services Management	3	0	0	0	3
233MBE312T	Corporate Finance	3	0	0	0	3
233MBE313T	Derivatives management	3	0	0	0	3
233MBE314T	Security analysis and portfolio management	3	0	0	0	3
233MBE315T	Strategic Investment & Financing Decisions	3	0	0	0	3
233MBE316T	International Trade Finance	3	0	0	0	3
<b>Total Learning Credits :</b>						<b>18</b>

**Professional Electives (E) Human Resources**

Course Code	Course Title	Hours/ Week				C
		L	T	P	R	
233MBE321T	International Human Resource Management	3	0	0	0	3
233MBE322T	Industrial Relations and Labour Welfare	3	0	0	0	3
233MBE323T	Labour Legislations	3	0	0	0	3
233MBE324T	Managerial Behaviour & Effectiveness	3	0	0	0	3
233MBE325T	Organizational Theory, Design and Development	3	0	0	0	3
233MBE326T	Strategic Human Resources Management	3	0	0	0	3
<b>Total Learning Credits :</b>						<b>18</b>

**Professional Electives (E) Operations**

Course Code	Course Title	Hours/ Week				C
		L	T	P	R	
233MBE331T	Quality Management	3	0	0	0	3
233MBE332T	Materials Management	3	0	0	0	3
233MBE333T	Product Design	3	0	0	0	3
233MBE334T	Project Management	3	0	0	0	3
233MBE335T	Service Operations Management	3	0	0	0	3
233MBE336T	Supply Chain Management	3	0	0	0	3
<b>Total Learning Credits :</b>						<b>18</b>

**Professional Electives (E) Business Analytics**

Course Code	Course Title	Hours/ Week				C
		L	T	P	R	
233MBE341T	Data Mining for Business Intelligence	3	0	0	0	3
233MBE342T	Deep Learning and Artificial Intelligence	3	0	0	0	3
233MBE343T	Social media webAnalytics	3	0	0	0	3
233MBE344T	E-Business Management	3	0	0	0	3
233MBE345T	Enterprise ResourcePlanning	3	0	0	0	3
	Total Learning Credits:					15

**SECTORAL SPECIALIZATIONS**

1. Students can take three elective subjects from two functional specializations
2. Students can take an elective subjects from any one sectoral specialization
  - (a) Logistics and Supply Chain Management
  - (b) Infrastructure and Real Estate Management
  - Tourism Management

**Professional Electives (PE)**

Course Code	Course Title	Hours/ Week				C
		L	T	P	R	
233MBE351T	Supply Chain Concepts and Planning	3	0	0	0	3
233MBE352T	Sourcing and Supply Management	3	0	0	0	3
233MBE353T	Supply Chain Inventory Management	3	0	0	0	3
233MBE354T	Supply Chain Information System	3	0	0	0	3
233MBE355T	Transportation and Distribution Management	3	0	0	0	3
233MBE356T	Reverse and Contract Logistics	3	0	0	0	3
233MBE357T	Air Cargo Management	3	0	0	0	3
233MBE358T	Containerization and Allied Business	3	0	0	0	3
233MBE359T	Exim Management	3	0	0	0	3
233MBE360T	Fundamentals of Shipping	3	0	0	0	3
233MBE361T	Port and Terminal Management	3	0	0	0	3
233MBE362T	Infrastructure Planning Scheduling and Control	3	0	0	0	3

*Approved in Academic Council Meeting held on 26-01-2024*

**Professional Electives (PE)**

Course Code	Course Title	Hours/ Week					c
		L	T	P	R		
233MBE363T	Contracts and Arbitration	3	0	0	0	3	
233MBE364T	Project Management for Infrastructure	3	0	0	0	3	
233MBE365T	Management of Human Resources, Safety and Quality	3	0	0	0	3	
233MBE366T	Disaster Mitigation and Management	3	0	0	0	3	
233MBE367T	Economics and Financial Management in Construction	3	0	0	0	3	
233MBE368T	Urban Environmental Management	3	0	0	0	3	
233MBE369T	Smart Materials, Techniques and Equipment's for Infrastructure	3	0	0	0	3	
233MBE370T	Strategic Airport Infrastructure Management	3	0	0	0	3	
233MBE371T	Real Estate Marketing and Management	3	0	0	0	3	
233MBE372T	Infrastructure and Real Estate Entrepreneurship	3	0	0	0	3	
233MBE373T	Valuation of Real Estate and Infrastructure Assets	3	0	0	0	3	
233MBE374T	Tourism Principles and Practices	3	0	0	0	3	
233MBE375T	Travel Management	3	0	0	0	3	
233MBE376T	International Tourism	3	0	0	0	3	
233MBE378T	Tourism Geography	3	0	0	0	3	
233MBE379T	Culture and Heritage	3	0	0	0	3	
233MBE380T	Tourism Products in India	3	0	0	0	3	
233MBE381T	Accommodation and House Keeping Management	3	0	0	0	3	
233MBE383T	Travel Media and Public Relations	3	0	0	0	3	
233MBE384T	Destination Planning and Management	3	0	0	0	3	
233MBE385T	Tour Operations	3	0	0	0	3	
233MBE386T	Leisure and Recreation Management	3	0	0	0	3	
233MBE387T	Medical Tourism	3	0	0	0	3	

*Approved in Academic Council Meeting held on 26-01-2024*

# SEMESTER I



233MBC101T	ECONOMIC ANALYSIS FOR BUSINESS	Periods per week:				Credits:
		L	T	P	R	
Regulation - R23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination In Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

1.	To introduce the concepts of scarcity and efficiency to explain principles of micro-economics relevant to managing an organization.
2.	To describe principles of macroeconomics to have the understanding of economic environment of business.

### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Apply the basics of economics, the concepts of scarcity & efficiency to manage an organization.	K3
CO2:	Analyze the determinants of Consumer and Producer behaviour.	K4
CO3:	Evaluate the firm equilibrium condition for Product and factor market.	K5
CO4:	Examine the performance of an economy, through Macroeconomic aggregates.	K5
CO5:	Relate the aggregate supply and role of Money in Macroeconomics.	K3

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	2	2	3	3	2	3	3
CO2	3	3	3	2	3	3	2	3	3
CO3	3	3	3	3	2	3	3	2	2
CO4	3	3	2	3	3	2	3	2	3
CO5	3	3	3	3	2	2	2	2	2

3 = High ; 2 = Medium ; 1 = Low ; \* - No correlation

UNIT	INTRODUCTION	PERIODS
I		9
The themes of economics – scarcity and efficiency – three fundamental economic problems – society's capability – Production possibility frontiers (PPF) – Productive efficiency Vs economic efficiency – economic growth & stability – Micro economics and Macro economics – the role of markets and government – Positive Vs negative externalities.		
UNIT	CONSUMER AND PRODUCER BEHAVIOUR	PERIODS
II		9
Market – Demand and Supply – Determinants – Market equilibrium – elasticity of demand and supply – consumer behaviour – consumer equilibrium – Approaches to consumer behaviour – Production – Short-run and long-run Production Function – Returns to scale – economies Vs diseconomies of Scale.		
UNIT	PRODUCT AND FACTOR MARKET	PERIODS
III		9
Product market – perfect and imperfect market – different market structures – Factor market – Land, Labour and capital – Demand and supply – determination of factor price – Interaction of product and factor market – General equilibrium and efficiency of competitive markets.		
UNIT	PERFORMANCE OF AN ECONOMY – MACRO ECONOMICS	PERIODS
IV		9
Macro-economic aggregates – circular flow of macroeconomic activity – National Income determination – Aggregate demand and supply – Macroeconomic equilibrium – Components of aggregate demand and national income – multiplier effect – Fiscal policy in theory.		
UNIT	AGGREGATE SUPPLY AND THE ROLE OF MONEY	PERIODS
V		9
Short-run and long-run supply curve – Unemployment and its impact – Okun's law – Inflation and the impact – reasons for inflation – Inflation Vs Unemployment tradeoff – Phillips curve – short-run and long-run – the role of monetary policy.		
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri and Anindya Sen, Economics, 19<sup>th</sup> edition, Tata McGraw Hill, New Delhi, 2011
2. PalneerSelvam, R. Engineering Economics, 2nd Edition, PHI Learning, 2014.

#### REFERENCE BOOKS:

1. William Boyes and Michael Melvin, Textbook of economics: Sixtantra, 9<sup>th</sup> Edition, 2012.
2. N. Gregory Mankiw, Principles of Economics, 7th edition, Cengage, New Delhi, 2014
3. Richard Lipsey and Alec Chrystal, Economics, 12<sup>th</sup> edition, Oxford, University Press, New Delhi, 2011.

#### WEBSITES:

1. <https://www.mheducation.com/economics-9789383538038-india>

**JOURNALS:**

1. The Economic Journal
2. The American Economic Review

**EXTENSIVE READER:**

1. Karl E. Case and Ray C. Fair, Principles of Economics, 12th edition, Pearson, Education Asia, New Delhi, 2014.

**COURSE DESIGNERS**

1.	Dr Sankaran V	Professor & Head	MBA
2.	Mrs S Sastriha	Assistant Professor	MBA
3.	Dr. S. Purushothaman	Assistant Professor	MBA
4.			

Recommended by Board of Studies	Date: 02.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.01.2024	Meeting No:	

233MBC102F	MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOUR	Periods per week				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination In Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

1.	To familiarize the students to the basic concepts of management in order to aid in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today's business firms.
2.	To acquaint the students with the fundamentals of managing business and to understand individual and group behaviour at work place so as to improve the effectiveness of an organization.
3.	The course will use and focus on Indian experiences, approaches and cases.

### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Understanding of various management concepts and skills required in the business world	K2
CO2:	In-depth knowledge of various functions of management in a real time management context	K2
CO3:	Understanding of the complexities associated with management of individual behaviour in the organizations	K2
CO4:	Develop the skillset to have manage group behaviour in Organizations	K3
CO5:	Insights about the current trends in managing organizational behaviour	K3

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	3	2	3	3	2	3	3
CO2	3	3	3	2	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3	3
CO4	3	3	2	3	3	2	3	3	3
CO5	3	3	3	3	2	2	2	3	3

3 - High ; 2 - Medium ; 1 - Low ; '-' - No correlation

Approved in Academic Council Meeting held on 26-01-2024

UNIT	NATURE AND THEORIES OF MANAGEMENT	PERIODS
I		9
	Management- meaning, levels, management as an art or science, Managerial functions and Roles, Evolution of Management Theory- Classical era- Contribution of F.W.Taylor, Henri Fayol, Neo-Classical-Mayo &amp; Hawthorne Experiments. •Modern era - system & amp; contingency approach Managerial Skills.	
UNIT	PLANNING AND ORGANISING	PERIODS
II		9
	Planning • Steps in Planning Process • Scope and Limitations • types of Planning •Characteristics of a sound Plan • Management by Objectives (MBO)-scope and formulation •Decision Making • Types and Processes, Organization Structure and Design • Authority and Responsibility Relationships • Delegation of Authority and Decentralisation • Mechanistic vs. Adaptive Structures • Formal and Informal Organization, Control: meaning, function, Process and types of Control.	
UNIT	INDIVIDUAL BEHAVIOUR	PERIODS
III		9
	Meaning of Organizational behaviour, contributing disciplines, importance of organizational behaviour, Perception and Learning • Personality and Individual Differences • Motivation theories and Job Performance • Values, Attitudes and Beliefs.	
UNIT	GROUP BEHAVIOUR	PERIODS
IV		9
	Groups and Teams: Definition, Difference between groups and teams, Stages of Group Development, Group Cohesiveness, Group Dynamics • Leadership • Styles • Approaches • Power and Politics; concept, sources, Types, Stages of conflict, Management of conflict.	
UNIT	EMERGING ASPECTS OF ORGANIZATIONAL BEHAVIOUR	PERIODS
V		9
	Organizational Change and Development, • Organizational behaviour across cultures • Conditions affecting cross cultural organizational operations, Managing international Workforce, Productivity and cultural contingencies, Cross cultural communication, Management of Diversity.	
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. Andrew J. Dubrin, Essentials of Management, Thomson Southwestern, 10th edition, 2018.
2. Samuel C. Certo and S.Trevia Certo, Modern Management: Concepts and Skills, Pearson education, 15th edition, 2018.

#### REFERENCE BOOKS:

1. Jerald Greenberg, Behaviour in Organizations, PHI Learning, 10th edition, 2011
2. Fred Luthans, Organizational Behaviour, McGraw-Hill, 12th Edition, 2013.
3. Andrew J. Dubrin, Essentials of Management, Thomson Southwestern, 10th edition, 2018.
4. Stephen F. Robbins, Timothy A.Judge, Organizational Behaviour, PHI Learning / Pearson Education, 16th edition, 2014.

Approved in Academic Council Meeting held on 26-01-2024

**WEBSITES:**

1. <http://www.peason.com/en-au/media/1922511/9781488609329-TOC.pdf>

**JOURNALS:**

1. Journal of Organizational Behaviour Management

**EXTENSIVE READER:**

1. Harold Koontz and Heinz Weihrich, Essentials of Management: An International, Innovation, And Leadership Perspective, 10th edition, Tata-McGraw-Hill Education, 2013.

**COURSE DESIGNERS**

1.	Dr Salkumar.V	Professor & Head	MBA
2.	Mrs.V.Suritha	Assistant Professor	MBA
3.	Mrs.S.Sasirekha	Assistant Professor	MBA

Recommended by Board of Studies	Date: 02.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.01.2024	Meeting No.	

233MBC103T	ACCOUNTING FOR MANAGEMENT	Periods per week:				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

1. Acquire a reasonable knowledge in accounts analysis and evaluate financial statements.

### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Apply appropriate accounting concepts and conventions for the preparation of final accounts.	K3
CO2:	Analyze the various procedures involved in the corporate accounts.	K4
CO3:	Select the framework of financial statements analysis by using appropriate tools and techniques.	K2
CO4:	Examine various aspects of Cost accounting and budgeting to make a final decision.	K3
CO5:	Design the process of accounting in computerized environment.	K5

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	2	3	3	2	2	3	2
CO2	1	3	3	2	3	3	3	3	3
CO3	2	3	3	2	2	3	2	3	2
CO4	3	3	3	3	2	3	3	3	3
CO5	3	3	3	2	3	3	3	3	3

3 - High / 2 - Medium / 1 - Low / 0 - No correlation

UNIT	FINANCIAL ACCOUNTING	PERIODS
I		5
	Introduction to Financial; Cost and Management Accounting- Generally accepted accounting principles, Conventions and Concepts-Balance sheet and related concepts- Profit and Loss account and related concepts - Introduction to inflation accounting- Introduction to human resources accounting.	
UNIT	COMPANY ACCOUNTS	PERIODS
II		5
	Meaning of Company -Maintenance of Books of Account-Statutory Books- Profit or Loss Prior to Incorporation- Final Accounts of Company- Alteration of share capital- Preferential allotment, Employees stock option- Buyback of securities.	
UNIT	ANALYSIS OF FINANCIAL STATEMENTS	PERIODS
III		5
	Analysis of financial statements - Financial ratio analysis, cash flow (as per Accounting Standard 3) and funds flow statement analysis.	
UNIT	COST ACCOUNTING	PERIODS
IV		5
	Cost Accounts - Classification of manufacturing costs - Accounting for manufacturing costs, Cost Accounting Systems: Job order costing - Process costing- Activity Based Costing- Costing and the value chain- Target costing- Marginal costing including decision making- Budgetary Control & Variance Analysis - Standard cost system.	
UNIT	ACCOUNTING IN COMPUTERISED ENVIRONMENT	PERIODS
V		5
	Significance of Computerised Accounting System- Codification and Grouping of Accounts- Maintaining the Hierarchy of ledgers- Prepackaged Accounting software.	

<b>TOTAL PERIODS:</b>	<b>45</b>
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**TEXT BOOKS:**

1. R. Narayanaswamy, Financial Accounting, PHI, sixth edition, 2017.
2. M.Y. Khan & P.K. Jain, Management Accounting, Tata McGraw Hill, 6th edition, 2018.
3. T.S. Reddy & A. Murthy, Financial Accounting: Margham Publications, 2014.

**REFERENCE BOOKS:**

1. M.Y.Khan & P.K.Jain, Management Accounting, Tata McGraw Hill, 2011.
2. Stice & Stice, Financial Accounting: Reporting and Analysis, 8th edition, Cengage, 2010.
3. Singhvi Badhanikala, Management Accounting -Text and cases, PHI Learning, 2009



**WEBSITES:**

1. <https://www.phindia.com/Books/BookDetail/9789335443755/financial-accounting-narayanaswamy>

**JOURNALS:**

1. International Journal of Accounting and Finance
- 2.

**EXTENSIVE READER:**

1. Narashiman, M.S. Financial statement analysis. Cengage, 2015.

**COURSE DESIGNERS**

1.	Dr. Sakuman.V	Professor & Head	MBA
2.	Mrs. Jayashree	Assistant Professor	MBA
3.	Dr. B. Selvakumar	Assistant Professor	

Recommended by Board of Studies	Date: 02.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.01.2024	Meeting No.	

233MBC104T	LEGAL ASPECTS OF BUSINESS	Periods per week:				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

1.	Legal insight will be established in the business practices according to the situation of changing environment.
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### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Apply the Commercial laws in the Business operations.	K3
CO2:	Evaluate the business functions as per the companies law.	K5
CO3:	Analyse the Industrial law for benefiting the employees at the workplaces.	K4
CO4:	Evaluate the various metrics to get exemption from taxation as an individual and Corporate company.	K5
CO5:	Manage consumer protection act and cyber laws as per legal systems in the Business.	K3

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3

3- High ; 2- Medium ; 1- Low ; - = No-correlation.

UNIT	COMMERCIAL LAW	PERIODS
I		9
<b>SALE OF GOODS ACT 1930</b>		
Definition of contract, essentials elements and types of a contract, Formation of a contract, performance of contracts, breach of contract and its remedies, Quasi contracts - Contract Of Agency, Nature of agency, Creation and types of agents, Authority and liability of Agent and principal, Rights and duties of principal and agents, termination of agency.		
UNIT	COMPANY LAW 2013 (amended on 03.05.18)	PERIODS
II		9
Major principles - Nature and types of companies, Formation, Memorandum and Articles of Association, Prospectus, Power, duties and liabilities of Directors, winding up of companies, Corporate Governance, Amendments of Companies Act, 2013		
UNIT	INDUSTRIAL LAW	PERIODS
III		9
An Overview of Factories Act - Payment of Wages Act - Payment of Bonus Act - Industrial Disputes Act.		
UNIT	CORPORATE TAX AND GST (amended on 03.05.18)	PERIODS
IV		9
Corporate Tax planning, income Tax, Goods and Services Tax - Introduction, Objective, Classification and practical implications of GST		
UNIT	CONSUMER PROTECTION ACT AND INTRODUCTION OF CYBER LAWS	PERIODS
V		9
Consumer Protection Act - Consumer rights, Procedures for Consumer grievances redressal, Types of consumer Redressal Mechanism and Forums- Competition Act 2002 - Cyber crimes, IT Act 2000 and 2008, Cyber Laws, Introduction of IPR - Copy rights, Trade marks, Patent Act.		
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. N. D. Kapoor, Elements of Mercantile Law, Sultan Chand and Company, India, 2017.
2. P. K. Goel, Business Law for Managers, Botantatara Publishers, India, 2017.
3. Akhileshwar Pathak, Legal Aspects of Business, Tata-McGraw Hill, 6th Edition 2018

#### REFERENCE BOOKS:

1. V.S.Datay, GST Ready Reckoner, Tarmann Publishing, July 2017
2. P. P. S. Gogna, Mercantile Law, S. Chand & Co. Ltd, India, 11th Edition, 2013
3. Akhileshwar Pathack, Legal Aspects of Business, 4th Edition, Tata-McGraw Hill, 2009.

**WEBSITES:**

1. [www.wakilsearch.com](http://www.wakilsearch.com)

**JOURNALS:**

1. Journal of Business Law and Ethics
2. Business Law Review

**EXTENSIVE READER:**

1. P. K. Goel, Business Law for Managers, Eastern Tata Publishers, India, 2008.

**COURSE DESIGNERS**

1.	Dr. Sakuman.V	Professor & Head	MBA
2.	Dr. S. Punishothaman	Assistant Professor	MBA
3.	Mrs. V. Sunitha	Assistant Professor	MBA

Recommended by Board of Studies	Date: 02.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.01.2024	Meeting No.	

233MBC105T	INFORMATION MANAGEMENT	Periods per week				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

1.	To understand the importance of information in business
2.	To know the technologies and methods used for effective decision making in an organization.

### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:

COs	Description	Bloom's level
CO1:	Demonstrate the importance of information and information technology in business.	K3
CO2:	Examine the technologies and methods used for effective decision making in an organization.	K3
CO3:	Analyze the concept and terminologies used in database management systems	K4
CO4:	Apply the basic concepts of testing and identifying the ethical, social and security issues in information systems.	K3
CO5:	Create the better process of developing and implementing information systems in business environments.	K5

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	3	3	2	2	3	2	2
CO2	4	2	2	2	3	3	3	3	2
CO3	2	3	4	2	2	3	3	3	3
CO4	3	3	4	3	3	4	3	3	3
CO5	3	3	3	3	3	3	3	3	3

3 - High | 2 - Medium | 1 - Low | - - No correlation

UNIT	INTRODUCTION	PERIODS
I	Data, Information, Intelligence, Information Technology, Information System, evolution, types based on function and hierarchy, System development methodologies: Functional Information Systems, DSS, ES, KMS, GIS, International Information System.	9
UNIT	SYSTEM ANALYSIS AND DESIGN	PERIODS
II	Case tools - System flow chart, Decision table, Data flow Diagram (DFD), Entity Relationship (ER), Object Oriented Analysis and Design (OOAD), UML diagram.	9
UNIT	DATABASE MANAGEMENT SYSTEMS	PERIODS
III	DBMS - HDBMS, NDBMS, RDBMS, OODBMS, Query Processing, SQL, Concurrency Management, Data warehousing and Data Mart.	9
UNIT	SECURITY, CONTROL AND REPORTING	PERIODS
IV	Security, Testing, Error detection, Controls, IS Vulnerability, Disaster Management, Computer Crimes, Securing the Web, Intranets and Wireless Networks, Software Audit, Ethics in IT, User Interface and reporting.	9
UNIT	NEW IT INITIATIVES	PERIODS
V	Role of information management in ERP, e-business, e-governance, Data Mining, Business Intelligence, Penetration Computing, Cloud computing, CMM.	9
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. Robert Schüttes and Mary Sumner, Management Information Systems - The Manager's View, Tata McGraw Hill, 2008.
2. Kenneth C. Laudon and Jane P Laudon, Management Information Systems - Managing the Digital Firm, 15<sup>th</sup> edition, 2018.
3. Pannierselvam, R, Database Management Systems, 3rd Edition, PHI Learning, 2018.

#### REFERENCE BOOKS:

1. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems - Managing the digital firm, PHI Learning / Pearson Education, PHI, Asia, 2012.
2. Rahul de, MIS in Business, Government and Society, Wiley India Pvt.Ltd, 2012

**WEBSITES:**

1. [https://www.google.co.in/books/edition/MANAGEMENT\\_INFORMATION\\_SYSTEM](https://www.google.co.in/books/edition/MANAGEMENT_INFORMATION_SYSTEM)

**JOURNALS:**

1. International Journal of Information Technologies and Systems Approach (IJITSA)
2. International Journal of Information Systems for Crisis Response and Management (IJSCRAM)

**EXTENSIVE READER:**

1. Raymond McLeod and Dr. George P. Schell. Management information Systems, Pearson Education, 2007.

**COURSE DESIGNERS**

1.	Dr.Saikumar V	Professor & Head	NEA
2.	Mrs R.Jayashree	Assistant Professor	NEA
3.	Dr.M.Sharmi	Assistant Professor	NEA
4.			

<b>Recommended by Board of Studies</b>	Date: 02.11.2023	Syllabus version	2023
<b>Approved by the Academic Council</b>	Date: 24.01.2024	Meeting No:	

233MBC106T	STATISTICS FOR MANAGERIAL DECISIONS	Periods per week				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

1.	The students understand the basic notions of probability towards applying to real life problems involving random outcomes.
2.	The students learn the applications to point and interval estimates.
3.	To acquaint the knowledge of testing of hypothesis for small and large samples which plays an important role in real life problems.
4.	The students are able to understand the concepts of non-parametric test with their applications.
5.	The students are able to understand the correlation and regression analysis.

### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Use probability and probability discrete distributions - Binomial & Poisson and continuous distributions - Uniform & Normal distributions to study random variables.	K3
CO2:	Determine point and interval estimates for population parameters of large and small samples and size of the samples.	K2
CO3:	Examine the validity of null hypothesis by using t-test, F-test and ANOVA.	K3
CO4:	Use Non-parametric tests - Chi-square, sign test U-test and H test for goodness of fit.	K3
CO5:	Compute the correlation coefficient and the rank correlation coefficient for a paired data and the equations of regression lines by using the Method of Least squares.	K3



**MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	2	2	2	2	2	2	2
CO2	3	2	2	2	2	2	2	2	2
CO3	3	3	2	2	2	2	2	2	2
CO4	3	2	3	2	2	2	2	2	2
CO5	3	3	3	2	2	2	2	2	2

3 - High ; 2 - Medium ; 1 - Low ; 0 - No correlation

UNIT	INTRODUCTION	PERIODS
I		9
Basic definitions and rules for probability - Conditional probability - Independence of events - Baye's theorem - Random variables - Probability distributions: Binomial, Poisson, Uniform and Normal distributions.		
UNIT	SAMPLING DISTRIBUTION AND ESTIMATION	PERIODS
II		9
Introduction to sampling distributions - sampling distribution of mean - Sampling techniques - Estimation: Point and Interval estimates for population parameters of large sample and small samples - determining the sample size.		
UNIT	TESTING OF HYPOTHESIS - PARAMETRIC TESTS	PERIODS
III		9
Hypothesis testing: One sample and two sample tests for means of large samples (z-test) One sample and two sample tests for means of small samples (t-test) - F-test for two sample standard deviations - ANOVA one and two way.		
UNIT	NON-PARAMETRIC TESTS	PERIODS
IV		9
Chi-square test for single sample standard deviation - Chi-square tests for independence of attributes and goodness of fit - Sign test for paired data - Rank sum test - Kolmogorov-Smirnov test for goodness of fit - comparing two populations - Mann-Whitney U test and Kruskal Wallis test.		
UNIT	CORRELATION AND REGRESSION	PERIODS
V		9
Correlation - Coefficient of Determination - Rank Correlation - Regression - Estimation of Regression lines - Method of Least Squares.		
<b>TOTAL PERIODS:</b>		<b>45</b>

**TEXT BOOKS:**

1. David R. Anderson, Dennis J. Sweeney, Thomas A. Williams, Jeffrey D. Camm, James J. Cochran, *Statistics for business and economics*, 13th edition, Thomson (South – Western) Asia, Singapore, 2016.
2. T.N. Srivastava and Shailaja Rego, *Statistics for Management*, Tata McGraw Hill, 3rd Edition 2017.

**REFERENCE BOOKS:**

1. Prem S. Mann, *Introductory Statistics*, 7th Edition, Wiley India, 2015.
2. N. D. Vohra, *Business Statistics*, Tata McGraw Hill, 2012.
3. Ken Black, *Applied Business Statistics*, 7th Edition, Wiley India Edition, 2012.
4. Richard L. Levin, David S. Rubin, Sanjay Rastog, Masood Husain Siddiqui, *Statistics for Management*, Pearson Education, 7th Edition, 2016.

**WEBSITES:**

1. <https://pl.harvard.edu/course/introduction-probability-ed/#:~:text=Learn%20probability%2C%20an%20essential%20language,data%2C%20randomness%2C%20and%20uncertainty>,
2. <https://stattrek.com/>

**JOURNALS:**

1. *Journal of Probability and Statistics*: <https://www.hindawi.com/journals/jps/>
- 2.

**EXTENSIVE READER:**

1. Walpole, R.E., Myers, R.H., Myers, S.L. and Ye, K., *Probability and Statistics for Engineers and Scientists*, Pearson Education, Asia, 8th Edition, 2007.
- 2.

**COURSE DESIGNERS**

1.	Dr S.R.Anantha Lakshmi	Associate Professor & HOD	Mathematics Dept.
2.	Mrs Sowmya M	Assistant Professor	Mathematics Dept.
3.	Mr Vasu L	Assistant Professor	Mathematics Dept.

Recommended by Board of Studies	Date: 02.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.01.2024	Meeting No.	

233MBCL11L	INDIAN ETHOS	Periods per week				Credits
		L	T	P	R	
		0	0	4	0	
Regulation - R23						

### SCHEME OF EXAMINATION

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	60	40	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

1	To enable the learners in understanding of the basic concepts of Indian Ethos and familiarise about ethical behaviour and value systems at work.
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### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	The learners are able to apply the basic concepts of Indian ethos and value systems at work.	K3
CO2:	The learners can handle issues of business ethics and offer solutions in ethical perspectives.	K2
CO3:	The learners are professionally efficient and skilful in value systems and culture.	K2
CO4:	The learners are capable in ethically manage business towards well being of the society.	K3
CO5:	The learners can be socially effective in undertaking business responsibilities.	K3

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	3	3	3	3	3	3	3
CO2	3	4	4	3	4	3	3	4	3
CO3	4	4	4	3	4	4	3	4	3
CO4	3	3	4	3	4	4	4	4	3
CO5	3	4	4	3	3	3	3	4	3

3 - High ; 2 - Medium ; 1 - Low ; 0 - No correlation

S.NO	List of Topics
1	Indian Ethos and Personality Development

Approved in Academic Council Meeting held on 26-01-2024

2.	Work ethos and ethics for Professional Managers:	
3.	Indian Values: Value Systems and Wisdom for modern managers:	
4.	Ethos in leadership: development:	
5.	Indian system of learning - Gurukul system of learning, Law of humility, Law of growth, Law of responsibility	
Total Periods:		60

#### COURSE DESIGNERS

1.	Dr Sakunthi V	Professor & Head	MBA
2.	Dr B Selvakumar	Assistant Professor	MBA
3.	Mrs R Jayashree	Assistant Professor	MBA
4.			

Recommended by Board of Studies	Date: 02.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.01.2024	Meeting No.	

233MBC112L	BUSINESS COMMUNICATION FOR MANAGERS	Periods per week				Credits
		L	T	P	R	
Regulation - R23		0	0	4	0	2

### SCHEME OF EXAMINATION

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	60	40	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

1.	To familiarize learners with the mechanics of writing.
2.	To enable learners to write in English precisely and effectively.

### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:	Bloom's level
<b>CO1:</b> Develop good managerial communication skills	K3
<b>CO2:</b> Ability to excel in different forms of written communication required in a business context	K3
<b>CO3:</b> Develop good presentation skills	K3
<b>CO4:</b> In-depth understanding of interview skills	K2
<b>CO5:</b> Ability to prepare Business reports	K3

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>CO1</b>	3	3	3	3	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3	3	3	3	3
<b>CO5</b>	3	3	3	3	3	3	3	3	3

3 - High ; 2 - Medium ; 1 - Low ; 0 - No correlation

UNIT	PERSONAL COMMUNICATION	PERIODS
I		9
Day-to-day conversation with family members, neighbours, relatives, friends on various topics; context specific - Journal writing, mails/emails, SMS, greeting cards; situation based - accepting/declining invitations, congratulating, consoling, conveying information, oral reports extempore.		
UNIT	EMPLOYABILITY SKILLS	PERIODS
II		9
Interview skills - HR and technical - Types of interview, preparation for interview, mock interview, Group Discussion - Communication skills in Group Discussion, Structure of GD, GD process, successful GD techniques, Time management and effective planning - identifying barriers to effective time management, time management techniques, relationship between time management and stress management.		
UNIT	WORK PLACE COMMUNICATION	PERIODS
III		9
E-mails, minutes, reports of different kinds - annual report, status report, survey report, proposals, memorandums, presentations, interviews, profile of institutions, speeches, responding to enquiries, complaints, resumes, applications, summarizing, strategies for writing.		
UNIT	RESEARCH WRITING	PERIODS
IV		9
Articles for publication (Journals), developing questionnaire, writing abstract, dissertation, qualities of research writing, data (charts, tables) analysis, documentation.		
UNIT	WRITING FOR MEDIA AND CREATIVE WRITING	PERIODS
V		9
Features for publication (Newspapers, magazines, newsletters, notice-board), case studies, short stories, travelogues, writing for children, translation, techniques of writing.		
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. Rajendra Pal, J.S. Koriahel, Essentials of Business Communication by, Sultan Chand & Sons, 13<sup>th</sup> Edition
2. Meenakshi Raman, Prakash Singh, Business Communication by, Oxford, 2<sup>nd</sup> edition, 2012
- 3.

#### REFERENCE BOOKS:

1. Ludlow R, Pantson, The Essence of Effective Communications, Prentice-Hall of India Pvt. Ltd., 1995
2. C. E. Rayudu, Communication by, HPH, 2015

**WEBSITES:**

1. [www.businesscommunicationkills.com](http://www.businesscommunicationkills.com)
2. [www.kottraining.com](http://www.kottraining.com)
3. [www.mindtools.com](http://www.mindtools.com)
4. [www.businesscommunication.org](http://www.businesscommunication.org)

**EXTENSIVE READER:**

1. R. C. Sharma , Krishna Mohan , Business Correspondence & Report Writing , Tata McGraw Hill, 5th Edition, 2017.

**COURSE DESIGNERS**

1.	Dr Sakuntal V	Professor & Head	MBA
2.	Mrs S Sasirekha	Assistant Professor	MBA
3.	Dr.M.Shelini	Assistant Professor	MBA

<b>Recommended by Board of Studies</b>	Date: 02.11.2023	Syllabus version	2023
<b>Approved by the Academic Council</b>	Date: 24.01.2024	Meeting No.	

### NON - FUNCTIONAL ELECTIVES

233MBE101T	ENTREPRENEURSHIP DEVELOPMENT	Periods per week				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

#### SCHEME OF EXAMINATION

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

#### PREREQUISITES:

Nil

#### COURSE OBJECTIVES:

1. To equip and develop the learners entrepreneurial skills and qualities essential to undertake business.
2. To impart the learners entrepreneurial competencies needed for managing business efficiently and effectively.

#### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Apply the Basics of Entrepreneurship and its Competence.	K3
CO2:	Apply the environment and government regulations which is related to entrepreneurship.	K3
CO3:	Analyze product selection for business and budgeting.	K4
CO4:	Demonstrate various functional areas of business and steps to be considered during product Launching.	K3
CO5:	Evaluate the business and overcoming the problems faced by small business.	K5

#### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	2	1	1	2	2	1	1	1
CO2	2	3	1	1	1	1	1	1	1
CO3	3	2	1	1	1	1	2	1	1
CO4	1	1	1	1	1	1	1	1	1
CO5	1	2	1	1	1	2	1	1	1

3 - High ; 2 - Medium ; 1 - Low ; 0 - No correlation



UNIT	ENTREPRENEURIAL COMPETENCE	PERIODS
I		9
Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality – Characteristics of Successful Entrepreneurs – Knowledge and Skills of an Entrepreneur.		
UNIT	ENTREPRENEURIAL ENVIRONMENT	PERIODS
II		9
Business Environment – Role of Family and Society – Entrepreneurship Development Training and Other Support Organizational Services – Central and State Government Industrial Policies and Regulations.		
UNIT	BUSINESS PLAN PREPARATION	PERIODS
III		9
Sources of Product for Business – Feasibility Study – Criteria for Selection of Product – Ownership – Capital Budgeting – Project Profile Preparation – Matching Entrepreneur with the Project – Feasibility Report Preparation and Evaluation Criteria.		
UNIT	LAUNCHING OF SMALL BUSINESS	PERIODS
IV		9
Finance and Human Resource Mobilization – Operations Planning – Market and Channel Selection – Growth Strategies – Product Launching – Incubation, Venture capital, Start-ups.		
UNIT	MANAGEMENT OF SMALL BUSINESS	PERIODS
V		9
Monitoring and Evaluation of Business – Business Sickness – Prevention and Rehabilitation of Business Units – Effective Management of small Business – Case Studies.		
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, TataMcGraw-Hill, 3<sup>rd</sup> edition, 2017.
2. Arya Kumar, Entrepreneurship, Pearson, 2012.

#### REFERENCE BOOKS:

1. R.D.Hirsch, Entrepreneurship, Tata McGraw Hill, New Delhi, 2018.
2. S.S.Khanik, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2016.

#### WEBSITES:

1. [https://www.google.co.in/books/edition/Entrepreneurial\\_Development](https://www.google.co.in/books/edition/Entrepreneurial_Development)

**JOURNALS:**

1. International Journal of Entrepreneurship and Small & Medium Enterprise (IJESME)

**EXTENSIVE READER:**

1. Dr. Vasant Desai: "Small Scale Industries and Entrepreneurship", HPH 2005

**COURSE DESIGNERS**

1.	Dr. Saikumar, V	Professor & Head	MBA
2.	Mrs. V. Sunita	Assistant Professor	MBA
3.	Dr. B. Selvakumar	Assistant Professor	MBA
4.			

Recommended by Board of Studies	Date: 02.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.01.2024	Meeting No.	

233MBE102T	EVENT MANAGEMENT	Periods per week:				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination In Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

1.	This course is designed to provide an introduction to the principles of event management. The course aims to impart knowledge on the various events and how these events can be organized successfully.
2.	

### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Learning about structure and code of ethics of events:	K2
CO2:	Exploring and getting to know about event planning and regulations:	K3
CO3:	Understand about event marketing, planning and strategies	K2
CO4:	Enhance professional skills in event management	K3
CO5:	Analyse the safety measure of event management	K4

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	2	2	2	2	2	2	2	2
CO2	2	2	2	2	2	2	2	2	2
CO3	2	2	2	2	2	2	2	2	2
CO4	2	2	2	2	2	2	2	2	2
CO5	2	2	2	2	2	2	2	2	2

3 - High : 2 - Medium : 1 - Low : '-' - No correlation

UNIT	EVENT CONTEXT	PERIODS
I		9
	History & Evolution – Types of events – MICE – Types of Meeting, Trade Shows, Conventions, Exhibitions- Structure of event industry – Event Management as a profession – Perspectives on Event : Government, Corporate & Community – Code of Ethics.	
UNIT	EVENT PLANNING & LEGAL ISSUES	PERIODS
II		9
	Conceptualizing the event – Host, sponsor, Media, Guest, Participants, Spectators – Crew – Design of concept – Theme and content development – Visualization – Event objectives – Initial planning – Budgeting – Event design and budget checklist – Preparation of functional sheets – Timing – Contracts and Agreements – Insurance, Regulation, Licence and Permits – Negotiation.	
UNIT	EVENT MARKETING	PERIODS
III		9
	Role of Strategic Marketing Planning – Pricing – Marketing Communication Methods & budget – Elements of marketing communication – Managing Marketing Communication – Role of Internet – Sponsorship – Event sponsorship – Strategy – Managing Sponsorships – Measuring & Evaluating sponsorship.	
UNIT	EVENT OPERATION	PERIODS
IV		9
	Site Selection – Types of location – Venue Requirements – Room, Stage, Audi-Visual, Lighting, Performers, Decors, Caterer, Photography & Videography – Protocols – Guest list – Guest demographics – Children at event – Invitation – Media – Freelance Event Operation – Road show – Food & Beverage – Entertainment – Event Logistics – Supply of facilities – Onsite logistics – Control of event logistics – Evaluation & Logistics.	
UNIT	SAFETY & EVENT EVALUATION	PERIODS
V		9
	Risk assessment – Safety officer, Medical Manager – Venue, Structural safety – Food safety – Occupational safety – Fire Prevention – Sanitary facilities – Vehicle traffic – Waste Management. Event impact – Event Evaluation Process – Service Quality – Customer Satisfaction.	
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. Julia Futherford Silvers, Professional Event Coordination, The Wiley Event Management Series.
2. Allison ,The Event Marketing Handbook: Beyond Logistics & Planning.

#### REFERENCE BOOKS:

1. Lynn Van Der Wagen, & Brenda R. Carlos, Successful Event Management.
2. Judy Allen, Event Planning (2nd Edition), Wiley & Sons, Canada, 2014.
3. G.A.J. Bowdin, Events Management, Elsevier Butterworth

**WEBSITES:**

1. [https://www.google.co.in/books/edition/Events\\_Management](https://www.google.co.in/books/edition/Events_Management)

**JOURNALS:**

1. International Journal of Event and Festival Management

**EXTENSIVE READER:**

1. Shannon Kilkenny, The complete guide to successful event planning.

**COURSE DESIGNERS**

1.	Dr Salkumar V	Professor & Head	NEA
2.	Mrs V Sunitha	Assistant Professor	NEA
3.	Dr B Selvakumar	Assistant Professor	NEA

Recommended by Board of Studies	Date: 02.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.01.2024	Meeting No.	

# **SEMESTER II**

233MBC201T	APPLIED OPERATIONS RESEARCH	Periods per week				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

- To learn the concepts of operations research applied in business decision making.

### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:	Bloom's level
<b>CO1:</b> Understand the applications of Linear programming in product mix decisions.	K2
<b>CO2:</b> Understand the applications of Transportation and assignment in logistics and job allocation scenarios.	K2
<b>CO3:</b> Understand the applications of Game theory and heuristics of decision making in real time decisions.	K2
<b>CO4:</b> Understand the applications of inventory management and replacement models in manufacturing context.	K2
<b>CO5:</b> Understand the applications of Queuing and simulation in real time scenario optimization.	K2

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	2	2	2	2	2	2	2
CO2	3	3	2	2	2	2	2	2	2
CO3	3	3	2	2	2	2	2	2	2
CO4	3	2	3	3	3	2	3	2	2
CO5	3	3	3	2	2	2	2	2	2

3 - High ; 2 - Medium ; 1 - Low ; - = No correlation.

UNIT	INTRODUCTION TO LINEAR PROGRAMMING (LP)	PERIODS
I		9
Introduction to applications of operations research in functional areas of management. Linear Programming-formulation, solution by graphical and simplex methods (Primal - Penalty, Two Phase), Special cases, Dual simplex method, Principles of Duality, Sensitivity Analysis.		
UNIT	LINEAR PROGRAMMING EXTENSIONS	PERIODS
II		9
Transportation Models (Minimising and Maximising Problems) – Balanced and unbalanced Problems – Initial Basic feasible solution by N-W Corner Rule, Least cost and Vogel's approximation methods, Check for optimality, Solution by MODI / Stepping Stone method, Case of Degeneracy, Transshipment Models, Assignment Models (Minimising and Maximising Problems) – Balanced and Unbalanced Problems, Solution by Hungarian and Branch and Bound Algorithms, Travelling Salesman problem, Crew Assignment Models.		
UNIT	INTEGER PROGRAMMING AND GAME THEORY	PERIODS
III		9
Solution to pure and mixed integer programming problem by Branch and Bound and cutting plane algorithms, Game Theory-Two person Zero-sum games-Saddle point, Dominance Rule, Convex Linear Combination (Averages), methods of matrices, graphical and LP solutions.		
UNIT	INVENTORY MODELS, SIMULATION AND DECISION THEORY	PERIODS
IV		9
Inventory Models – EOQ and EBQ Models (With and without shortages), Quantity Discount Models, Decision making under risk – Decision trees – Decision making under uncertainty, Monte-carlo simulation.		
UNIT	QUEUING THEORY AND REPLACEMENT MODELS	PERIODS
V		9
Queuing Theory – single and Multi-channel models – infinite number of customers and infinite calling source, Replacement Models-individual replacement Models (With and without time value of money) – Group Replacement Models.		
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. Frederick S. Mack Hillier, Introduction to Management Science - A Modeling and case studies approach with spreadsheets, Tata Mcgraw Hill, 2010.
2. Nagraj B, Barry R. and Ralph M. S Jr., Managerial Decision Modelling with Spreadsheets, Second Edition, 2007, Pearson Education

#### REFERENCE BOOKS:

1. Panneerselvam R., Operations Research, Prentice Hall of India, Fourth Print, 2008.
2. N. D. Vohra, Quantitative Techniques in Management, Tata Mcgraw Hill, 2010.
3. Bernard W. Taylor, Introduction to Management Science, 12 th edition, 2012



**WEBSITES:**

1. [https://www.google.co.in/books?edition/Operations\\_Research](https://www.google.co.in/books?edition/Operations_Research)

**JOURNALS:**

1. International Journal of Applied Operational Research
- 2.

**EXTENSIVE READER:**

1. G. Srinivatan, Operations Research – Principles and Applications, II edition , PHI, 2010.

**COURSE DESIGNERS**

1.	Dr. S.F. Anantha Lakshmi	Associate Professor & HOD	Mathematics Dept.
2.	Mrs. Sowmya.M	Assistant Professor	Mathematics Dept.
3.	Mr. Vasu.L	Assistant Professor	Mathematics Dept.
4.			

Recommended by Board of Studies	Date: 02.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.01.2024	Meeting No.	

233MBC202F	BUSINESS RESEARCH METHODS	Periods per week:				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination In Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

1.	To familiarize the students to the principles of scientific methodology in business enquiry
2.	To develop analytical skills of business research
3.	To develop the skills for scientific communications

### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Design a suitable business research process.	K3
CO2:	Examine the instrument for achieving the research objectives.	K3
CO3:	Evaluate the data collection procedure for investigating a business research.	K3
CO4:	Analyse data with the help of statistical techniques using data analysis software.	K4
CO5:	Adapt logical and descriptive writing approaches in their presentation of research findings and also ethical behaviour in research	K3

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	2	3	3	3	3	2	2
CO2	3	3	2	3	3	3	2	3	2
CO3	3	3	2	2	3	3	2	3	3
CO4	3	3	3	2	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3

3 - High ; 2 - Medium ; 1 - Low ; 0 - No correlation

UNIT	INTRODUCTION	PERIODS
I	Business Research – Definition and Significance – the research process – Types of Research – Exploratory and causal Research – Theoretical and empirical Research – Cross –Sectional and time – series Research – Research questions / Problems – Research objectives – Research hypotheses – characteristics – Research in an evolutionary perspective – the role of theory in research.	9
UNIT	RESEARCH DESIGN AND MEASUREMENT	PERIODS
II	Research design – Definition – types of research design – exploratory and causal research design– Descriptive and experimental design – different types of experimental design – Validity of findings – internal and external validity – Variables in Research – Measurement and scaling – Different scales – Construction of instrument – Validity and Reliability of instrument.	9
UNIT	DATA COLLECTION	PERIODS
III	Types of data – Primary Vs Secondary data – Methods of primary data collection – Survey Vs Observation – Experiments – Construction of questionnaire and instrument – Validation of questionnaire – Sampling plan – Sample size – determinants optimal sample size – sampling techniques – Probability Vs Non–probability sampling methods.	9
UNIT	INVENTORY MODELS, SIMULATION AND DECISION THEORY	PERIODS
IV	Inventory Models – EOQ and EPQ Models (With and without shortages), Quantity Discount Models Decision making under risk – Decision trees – Decision making under uncertainty, Monte-carlo simulation.	9
UNIT	DATA PREPARATION AND ANALYSIS	PERIODS
V	Data Preparation – editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses – Bivariate and Multivariate statistical techniques – Factor analysis – Discriminant analysis – cluster analysis – multiple regression and correlation – multidimensional scaling – Conjoint Analysis – Application of statistical software for data analysis.	9
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. Uma Sekaran and Roger Sougier: Research methods for Business: 5<sup>th</sup> Edition, Wiley India, New Delhi, 2012.
2. Panneerselvam, R., Research Methodology, 2nd Edition, PHI Learning, 2014.

#### REFERENCE BOOKS:

1. Donald R. Cooper, Pamela S. Schindler and J K Sharma: Business Research methods, 11<sup>th</sup> Edition, Tata Mc Graw Hill, New Delhi, 2012.
2. Alan Bryman and Emma Burgess, business Research methods, 2<sup>nd</sup> edition, Oxford University Press, New Delhi, 2011.
3. William G Zikmund, Barry J Babin, Jon C.Carr, Anaru Adhikari, Mitch Griffin, Business Research methods: A South Asian Perspective, 8th Edition, Cengage Learning, New Delhi, 2012.

**WEBSITES:**

1. [https://www.google.com/books/edition/Business\\_Research\\_Methods/IqjvIAEACAAJ?hl=en](https://www.google.com/books/edition/Business_Research_Methods/IqjvIAEACAAJ?hl=en)

**JOURNALS:**

1. Journal of Applied Business Research

**EXTENSIVE READER:**

1. Panneerselvam, R. Research Methodology, 2nd Edition, PHI Learning, 2014.

**COURSE DESIGNERS**

1.	Dr. Salkumar.V	Professor & Head	MBA
2.	Mrs. S. Sasirekha	Assistant Professor	MBA
3.	Dr. E. Purushothaman	Assistant Professor	MBA

Recommended by Board of Studies	Date: 02.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.01.2024	Meeting No.	

233MBC203T	FINANCIAL MANAGEMENT	Periods per week				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination In Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

1.	Understand the operational nuances of a Finance Manager
2.	Comprehend the technique of making decisions related to finance function

### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Apply the basic fundamentals required for the foundations of finance in an organization.	K3
CO2:	Analyse the various techniques towards the Investment Decisions for the projects	K4
CO3:	Design the requirements of Financing and Dividend Decision.	K5
CO4:	Evaluate the principles of working capital management.	K5
CO5:	Develop the various long term sources of finance.	K5

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	3	3	3	2	2	3	3
CO2	3	2	3	3	2	3	3	3	3
CO3	2	3	2	2	2	3	3	2	3
CO4	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3

3 → High ; 2 → Medium ; 1 → Low ; \* → No correlation.

UNIT	FOUNDATIONS OF FINANCE	PERIODS
I		9
Introduction to finance - Financial Management - Nature, scope and functions of Finance, organisation of financial functions, objectives of Financial management, Major financial decisions - Time value of money - features and valuation of shares and bonds - Concept of risk and return - single asset and of a portfolio.		
UNIT	INVESTMENT DECISIONS	PERIODS
II		9
Capital Budgeting: Principles and techniques - Nature of capital budgeting: (identifying relevant cash flows - Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index - Comparison of DCF techniques Concept and measurement of cost of capital - Specific cost and overall cost of capital).		
UNIT	FINANCING AND DIVIDEND DECISION	PERIODS
III		9
Leverages - Operating and Financial leverage - measurement of leverages - degree of Operating & Financial leverage - Combined leverage, EBIT - EPS Analysis: Indifference point.		
UNIT	WORKING CAPITAL MANAGEMENT	PERIODS
IV		9
Principles of working capital: Concepts, Needs, Determinants, issues and estimation of working capital - Accounts Receivable: Management and factoring - Inventory management - Cash management - Working capital finance: Trade credit, Bank finance and Commercial paper.		
UNIT	LONG TERM SOURCES OF FINANCE	PERIODS
V		9
Indian capital and stock market, New issues market Long term finance: Shares, debentures and term loans, lease, hire purchase, venture capital financing, Private Equity.		
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. I.M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 11th edition, 2018
2. M.V. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill, 8th edition, 2017.
3. AswathDamodaran, Corporate Finance Theory and practice, John Wiley & Sons, 2011.

#### REFERENCE BOOKS:

1. Brigham and Ehrhardt, Financial Management, 14<sup>th</sup> edition, Cengage, 2015
2. William R.Lasher, Financial Management, 7<sup>th</sup> Edition, Cengage, 2014 .
3. Parasuraman,W.R. Financial Management, Cengage, 2014.

**WEBSITES:**

1. [https://books.google.co.in/books/about/Financial\\_Management\\_11th\\_Edition](https://books.google.co.in/books/about/Financial_Management_11th_Edition)

**JOURNALS:**

1. Journal of Financial Management, Markets and Institutions
- 2.

**EXTENSIVE READER:**

1. Asvat Damodaran, Corporate Finance Theory and practice, John Wiley & Sons, 2011.

**COURSE DESIGNERS**

1.	Dr. Salkumar, V	Professor & Head	MBA
2.	Mrs. Jayashree:	Assistant Professor	MBA
3.	Mrs. S. Sasirekha	Assistant Professor	MBA
4.			

Recommended by Board of Studies:	Date: 03.11.2023	Syllabus version:	2023
Approved by the Academic Council:	Date: 24.01.2024	Meeting No:	

233MBC204T	HUMAN RESOURCE MANAGEMENT	Periods per week				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination in Hours:	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	90

### PREREQUISITES:

Nil

### COURSE OBJECTIVE:

1.	To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements
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### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:	Bloom's level
CO1: Demonstrate the basic concepts of role played by human resources in achieving the Organization objectives	K3
CO2: Execute Various functions of Human resource management suitable for Best Fit employee.	K3
CO3: Apply various techniques available to provide training & development to employees.	K3
CO4: Examine the various techniques to sustain employee interest.	K3
CO5: Analyse the need for evaluation of employees' performance & the techniques of appraising.	K4

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	3	2	2	2	2	3	2	3
CO2	3	3	3	3	3	3	3	2	3
CO3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3

3 – High ; 2 – Medium ; 1 – low ; - – No correlation



UNIT	PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT	PERIODS
I		9
	Evolution of human resource management – The importance of the human factor – Challenges – Inclusive growth and affirmative action – Role of human resource manager – Human resource policies – Computer applications in human resource management – Human resource accounting and audit.	
UNIT	THE CONCEPT OF BEST FIT EMPLOYEE	PERIODS
II		9
	Importance of Human Resource Planning – Forecasting human resource requirement – matching supply and demand – Internal and External sources Recruitment – Selection – induction – Socialization benefits.	
UNIT	TRAINING AND EXECUTIVE DEVELOPMENT	PERIODS
III		9
	Types of training methods – purpose – benefits – resistance. Executive development programmes – Common practices – Benefits – Self-development – Knowledge management.	
UNIT	SUSTAINING EMPLOYEE INTEREST	PERIODS
IV		9
	Compensation plan – Reward – Motivation – Application of theories of motivation – Career management – Development of mentor – Protégé relationships.	
UNIT	PERFORMANCE EVALUATION AND CONTROL PROCESS	PERIODS
V		9
	Method of performance evaluation – Feedback – Industry practices Promotion, Demotion, Transfer and Separation – implication of job change. The control process – importance – Methods – Requirement of effective control systems grievance – Causes – Implications – Redressal methods.	
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. Gary Dessler and Biju Varkkey, Human Resource Management, 14th Edition, Pearson Education Limited, 2015.
2. David A. Decenzo, Stephen P. Robbins, and Susan L. Verhulst, Human Resource Management, Wiley, International Student Edition, 11th Edition, 2014.
3. Luis R. Gomez-Mejia, David B. Balkin, Robert L. Cardy, Managing Human Resource, PHI Learning, 2012.

#### REFERENCE BOOKS:

1. Uday Kumar Halder, Juthika Sarkar, Human Resource management, Oxford, 2012
2. Wencelrich, Human Resource Management, McGraw Hill 2012.
3. Wayne Cascio, Managing Human Resource, McGraw Hill, 2007

**WEBSITES:**

1. [https://books.google.co.in/books/about/Human\\_Resource\\_Management](https://books.google.co.in/books/about/Human_Resource_Management)

**JOURNALS:**

1. Journal of Human Resource Management - HR Advances and Developments
- 2.

**EXTENSIVE READER:**

1. Bernadin, Human Resource Management; Tata: McGraw-Hill, 8th edition 2012

**COURSE DESIGNERS**

1.	Dr Salkumar V	Professor & Head	MEA
2.	Mrs V Sunitha	Assistant Professor	MEA
3.	Dr E Selvakumar	Assistant Professor	MEA
4.			

Recommended by Board of Studies	Date: 02.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.01.2024	Meeting No.	

233MBC205T	BUSINESS ANALYTICS	Periods per week:				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination In Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

1.	Use business analytics for decision making.
2.	To apply the appropriate analytics and generate solutions.
3.	Model and analyze the business situation using analytics.

### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:

COs	Description	Bloom's level
CO1:	Ability to understand the role of Business Analytics in decision making.	K2
CO2:	Ability to identify the appropriate tool for the analytics scenario.	K2
CO3:	Ability to apply the descriptive analytics tools and generate solutions.	K3
CO4:	Understanding of Predictive Analytics and applications.	K2
CO5:	Knowledge of Prescriptive Analytics and demonstrating business process improvement.	K3

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	3	3	3	2	2	3	3
CO2	3	3	3	3	2	3	3	3	2
CO3	2	3	2	2	2	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3

3 - High ; 2 - Medium ; 1 - Low ; 0 - No correlation

UNIT	INTRODUCTION TO BUSINESS ANALYTICS (BA)	PERIODS
I	Business Analytics - Terminologies, Process, Importance, Relationship with Organizational Decision Making, BA for Competitive Advantage.	5
UNIT	MANAGING RESOURCES FOR BUSINESS ANALYTICS	PERIODS
II	Managing BA Personnel, Data and Technology, Organizational Structures aligning BA, Managing Information policy, data quality and change in BA.	5
UNIT	DESCRIPTIVE ANALYTICS	PERIODS
III	Introduction to Descriptive analytics - Visualising and Exploring Data - Descriptive Statistics - Sampling and Estimation - Probability Distribution for Descriptive Analytics - Analysis of Descriptive analytics	5
UNIT	PREDICTIVE ANALYTICS	PERIODS
IV	Introduction to Predictive analytics - Logic and Data Driven Models - Predictive Analysis Modeling and procedure - Data Mining for Predictive analytics, Analysis of Predictive analytics.	5
UNIT	PRESCRIPTIVE ANALYTICS	PERIODS
V	Introduction to Prescriptive analytics - Prescriptive Modeling - Non-Linear Optimisation - Demonstrating Business Performance Improvement.	5
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. James R. Evans, "Business Analytics - Methods, Models and Decisions", Pearson Ed, 2012.
2. Christian Albright S and Wayne L. Winston, "Business Analytics - Data Analysis and Decision Making", Fifth edition, Cengage Learning, 2015.

#### REFERENCE BOOKS:

1. James R. Evans, "Business Analytics - Methods, Models and Decisions", Pearson Ed, 2012.
2. Christian Albright S and Wayne L. Winston, "Business Analytics - Data Analysis and Decision Making", Fifth edition, Cengage Learning, 2015.
3. Marc J. Schniederjans, Dara G. Schniederjans and Christopher M. Starkey, "Business Analytics Principles, Concepts, and Applications - What, Why, and How", Pearson Ed, 2014.

#### WEBSITES:

1. [https://www.google.co.in/books/edition/Business\\_Analytics/oXAdrgEACAAJ?hl=en](https://www.google.co.in/books/edition/Business_Analytics/oXAdrgEACAAJ?hl=en)

**JOURNALS:**

1. Journal of Business Analytics

**EXTENSIVE READER:**

1. Marc J. Schniederjans, Dave B. Schniederjans and Christopher M. Starkey, " Business Analytics Principles, Concepts, and Applications - What, Why, and How", Pearson Ed. 2014

**COURSE DESIGNERS**

1.	Dr.Saikumar.V	Professor& Head	MBA
2.	Dr.M.Shalini	Assistant Professor	MBA
3.	Dr.S.Purushothaman	Assistant Professor	MBA

Recommended by Board of Studies	Date: 02.11.2023	Syllabus version	2023
Approved by the Academic Council	Date:24.01.2024	Meeting No:	

233MBC206T	OPERATIONS MANAGEMENT	Periods per week:				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil.

### COURSE OBJECTIVES:

1.	To provide a broad introduction to the field of operations management and explain the concepts, strategies, tools and techniques for managing the transformation process that can lead to competitive advantage.
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### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Apply the fundamental concepts of Operations Management and its recent trends.	K3
CO2:	Analyse the need of forecasting, Capacity planning and feasible facility location in Operations Management.	K4
CO3:	Design the product, process and work systems to improve productivity.	K5
CO4:	Demonstrate the procedure in material, inventory and stores management.	K3
CO5:	Examine the operational decisions involved in managing a manufacturing and service organizations.	K3

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	3	3	1	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3
CO3	2	4	4	0	3	3	3	3	3
CO4	2	3	3	3	4	3	3	3	3
CO5	3	3	3	3	2	3	3	3	3

3 – High ; 2 – Medium ; 1 – Low ; 0 – No correlation

UNIT	INTRODUCTION TO OPERATIONS MANAGEMENT	PERIODS
I		5
Operations Management - Nature, Importance, historical development, transformation processes; differences between services and goods, a system perspective, functions, challenges, current priorities, recent trends; Operations Strategy - Strategic fit, framework; Supply Chain Management.		
UNIT	FORECASTING, CAPACITY AND FACILITY DESIGN	PERIODS
II		9
Demand Forecasting - Need, Types, Objectives and Steps; Overview of Qualitative and Quantitative methods; Capacity Planning - Long range, Types, Developing capacity alternatives; Overview of sales and operations planning; Overview of MRP, MRP II and ERP; Facility Location - Theories, Steps in Selection, Location Models; Facility Layout - Principles, Types, Planning tools and techniques.		
UNIT	DESIGN OF PRODUCT, PROCESS AND WORK SYSTEMS	PERIODS
III		9
Product Design - Influencing factors, Approaches; Legal, Ethical and Environmental issues; Process - Planning, Selection, Strategy; Major Decisions; Work Study - Objectives, Procedure; Method Study and Motion Study; Work Measurement and Productivity - Measuring Productivity and Methods to improve productivity.		
UNIT	MATERIALS MANAGEMENT	PERIODS
IV		9
Materials Management - Objectives, Planning, Budgeting and Control; Purchasing - Objectives, Functions, Policies; Vendor rating and Value Analysis; Stores Management - Nature, Layout, Classification and Coding; Inventory - Objectives, Costs and control techniques; Overview of JIT.		
UNIT	SCHEDULING AND PROJECT MANAGEMENT	PERIODS
V		9
Project Management - Scheduling Techniques; PERT, CPM; Scheduling - work centers - nature, importance; Priority rules and techniques; shop floor control; Flow shop scheduling - Johnson's Algorithm - Gantt charts; personnel scheduling in services.		
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Operations and Supply Chain Management, McGraw Hill Education (India) Pvt. Ltd, 14th Edition, 2014.
2. Mahadevan B, Operations management: Theory and practice, Pearson Education India, 2015

#### REFERENCE BOOKS:

1. Panneerjeyam R, Production and Operations Management, Prentice Hall India, Second Edition, 2008
2. Mahadevan B, Operations Management (theory and practice), Pearson Education, 4th edition, 2015
3. Chary E. N, Production and Operations Management, Tata McGraw Hill, 5th Edition, 2013.

**WEBSITES:**

1. [https://www.google.com/books/edition/Operations\\_and\\_Supply\\_Management](https://www.google.com/books/edition/Operations_and_Supply_Management)

**JOURNALS:**

1. Journal of Operations Management

**EXTENSIVE READER:**

1. William J Stevenson, Operations Management, Tata-McGraw-Hill, 11th Edition, 2015.

**COURSE DESIGNERS**

1.	Dr.Saikumar,V	Professor& Head	MBA
2.	Dr.S.Purushothaman	Assistant Professor	MBA
3.	Dr.B.Selvakumar	Assistant Professor	MBA

Recommended by Board of Studies	Date: 02.11.2023	Syllabus version	
Approved by the Academic Council	Date: 24.01.2024	Meeting No.	



233MBC207T	MARKETING MANAGEMENT	Periods per week				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

1.	Developing an understanding of ideas and nuances of modern marketing
2.	Describe the process to formulate and manage the B2B marketing strategy including all key components.
3.	Explain the techniques to conduct market analysis practices including market segmentation and targeting.
4.	Compare and contrast different perspectives that characterize the study of consumer behaviour.
5.	Explain the role of IMC in the overall marketing program.

### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:

COs:	Description	Bloom's level:
CO1:	Acquaint with knowledge of conceptual framework of Marketing environment.	K2
CO2:	Apply the Marketing strategies in corporate companies to succeed in the market place.	K3
CO3:	Analyze the Various Marketing Mix decisions in Product Management.	K4
CO4:	Examine the industrial and individual buyer behaviour.	K3
CO5:	Evaluate marketing research and trends in Marketing .	K5

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3	2
CO3	2	3	3	3	3	3	3	3	2
CO4	3	3	3	3	3	3	3	3	3
CO5	3	2	3	2	1	3	3	3	3

3 - High ; 2 - Medium ; 1 - Low ; \* - No correlation

UNIT	INTRODUCTION	PERIODS
I	Marketing - Definitions - Conceptual frame work - Marketing environment : Internal and External - Marketing interface with other functional areas - Production, Finance, Human Relations Management, Information System, Marketing in global environments - Prospects and Challenges.	9
UNIT	MARKETING STRATEGY	PERIODS
II	Marketing strategy formulations - Key Drivers of Marketing Strategies - Strategies for Industrial Marketing - Consumer Marketing -- Services marketing - Competitor analysis - Analysis of consumer and industrial markets - Strategic Marketing Mix components.	9
UNIT	MARKETING MIX DECISIONS	PERIODS
III	Product planning and development - Product life cycle - New product Development and Management - Market Segmentation - Targeting and Positioning - Channel Management - Advertising and sales promotions - Pricing Objectives, Policies and methods.	9
UNIT	BUYER BEHAVIOUR	PERIODS
IV	Marketing Information System - Research Process - Concepts and applications : Product - Advertising - Promotion - Consumer Behaviour - Retail research - Customer driven organizations - Cause related marketing - Ethics in marketing -Online marketing trends.	9
UNIT	MARKETING RESEARCH & TRENDS IN MARKETING	PERIODS
V	Understanding industrial and individual buyer behaviour - Influencing factors - Buyer Behaviour Models - Online buyer behaviour - Building and measuring customer satisfaction - Customer relationships management - Customer acquisition, Retaining, Defection.	9
<b>TOTAL PERIODS:</b>		<b>45</b>

**TEXT BOOKS:**

1. Philip Kotler and Kevin Lane Keller, Marketing Management, PHI 14th Edition, 2012

**REFERENCE BOOKS:**

1. Paul Baines, Chris Fill and Kelly Page, Marketing, Oxford University Press, 2nd Edition, 2011.
2. KS Chandrasekar, "Marketing management-Text and Cases", Tata McGraw Hill, First edition, 2010

**WEBSITES:**

1. [https://www.google.co.in/books/edition/Marketing\\_Management](https://www.google.co.in/books/edition/Marketing_Management)

**JOURNALS:**

1. Journal of Marketing Management
- 2.

**EXTENSIVE READER:**

1. Micheal R. Czinkota & Masaaki Kotabe, Marketing Management, Cengage, 2000,

**COURSE DESIGNERS**

1.	Dr.Salkumari.V	Professor& Head	MBA
2.	Mrs.V.Sunitha	Assistant Professor	MBA
3.	Dr.M.Shalini	Assistant Professor	MBA
4.			

Recommended by Board of Studies	Date: 02.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.01.2024	Meeting No.	

233MBC211L	BUSINESS ETHICS	Periods per week				Credits
		L	T	P	R	
Regulation - R23		0	0	4	0	2

### SCHEME OF EXAMINATION

Duration of End Semester Examination In Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	60	40	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

- To enable the learners to have exposure on business ethics and ethical business perspectives.

### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:

COs	Description	Bloom's level
CO1:	The learners can handle issues of business ethics and offer solutions ethical perspectives.	K2
CO2:	The learner are able to apply the basic concepts of Indian ethos and value systems at work.	K3
CO3:	The learners can handle issues of business ethics and offer solutions in ethical perspectives.	K3
CO4:	The learners are professionally efficient and skilful in value systems and culture.	K3
CO5:	The learners are capable in ethically manage business towards well being of the society.	K3

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	3	3	3	3	3	3	3
CO2	3	3	3	0	0	0	3	3	0
CO3	3	3	3	0	0	0	3	3	0
CO4	3	3	3	0	0	0	3	3	0
CO5	3	3	3	0	0	0	3	3	0

3 - High ; 2 - Medium ; 1 - Low ; 0 - No correlation.

S.NO	List of Topics	
1.	Individual Culture and Ethics	
2.	Ethical codes of conduct and value Systems	
3.	Loyalty and Ethical Behaviour, Ethical decision making	
4.	Ethical business issues and solutions	
5.	Corporate Social Responsibilities of Business	
Total Periods:		50

#### COURSE DESIGNERS

1.	Dr.Saikumar,V	Professor & Head	MBA
2.	Dr.B.Selvakumar	Assistant Professor	MBA
3.	Mrs.R.Jayashree	Assistant Professor	MBA
4.			

Recommended by Board of Studies	Date: 02.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.01.2024	Meeting No:	

233MBC212L	DATA ANALYSIS AND BUSINESS MODELLING	Periods per week				Credits
Regulation - R23		L	T	P	R	
		0	0	4	0	2

### SCHEME OF EXAMINATION

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	60	40	100	45	50

### PREREQUISITES:

Nil.

### COURSE OBJECTIVE:

- To have hands-on experience on decision modelling.

### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:

COs	Description	Bloom's level
CO1:	Deep knowledge about the nature of data and conducting hypothesis testing using various data analysis techniques	K3
CO2:	Facilitates to identify the relationship between variables using data analytical tools	K2
CO3:	Provides understanding about forecasting in real time business world using analytical tools	K2
CO4:	Ability to conduct Risk and sensitivity analysis and portfolio selection based on business data	K2
CO5:	Enhances knowledge about networking, inventory models and queuing theory using data analytical tools	K2

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	3	3	2	3	3	2	3
CO2	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	2	3
CO4	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	2	3	3	2	3

3 - High | 2 - Medium | 1 - Low | 0 - No correlation

S.No.	Exp. No.	Details of experiments	Duration
		Name	
1	1	Descriptive Statistics -	4
2	2	Hypothesis – Parametric	4
3	3	Hypothesis – Non-parametric	4
4	4	Correlation & Regression	4
5	5	Forecasting	4
6	-	Extended experiment – 1	4
7	6	Portfolio Selection	4
8	7	Risk Analysis & Sensitivity Analysis	4
9	8	Revenue Management -	4
10	-	Extended experiment – 2	4
11	9	Transportation & Assignment	4
12	10	Networking Models	4
13	11	Queuing Theory	4
14	12	Inventory Models	4
15	-	Extended experiments – 3	4

#### TEXT BOOKS:

1. David M. Levine et al. "Statistics for Managers using MS Excel" (9th Edition) Pearson, 2010
2. Kiran Pandya and Smriti Buisen, "SPSS in simple steps, Dreamtech, 2011
3. Vikas Gupta, "Comdex Business Accounting with Ms Excel, 2010 and Tally ERP 9.0 Course Kit, Wiley India, 2012

#### COURSE DESIGNERS

1.	Dr.Saikumari.V.	Professor& Head	MBA
2.	Dr.S.Purushothaman	Assistant Professor	MBA
3.	Mrs.S.Sasirekha	Assistant Professor	MBA

Recommended by Board of Studies	Date: 2.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.01.2024	Meeting No.	

Approved in Academic Council Meeting held on 24-01-2024



# **SEMESTER III**

233MBC301T	INTERNATIONAL BUSINESS MANAGEMENT	Periods per week				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

#### SCHEME OF EXAMINATION

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

#### PREREQUISITES:

Nil

#### COURSE OBJECTIVES:

- To familiarize the students to the basic concepts of international business management.

#### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:

COs	Description	Bloom's level
CO1:	Acquaint with Knowledge on concept of International Business and Global Environment	K3
CO2:	Analyse the role & importance of International Trade Blocs & Associations across the globe.	K4
CO3:	Apply concepts of Strategic management in developing plans, processes and control in International Business.	K3
CO4:	Evaluate decisions in all functional areas with an International Perspective.	K5
CO5:	Relate the need for ethics in dealing with international business & the methods of resolving conflicts that may arise in them.	K3

#### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	2	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3
CO3	3	3	3	2	3	3	3	2	2
CO4	3	3	3	3	3	3	3	2	3
CO5	3	3	2	2	2	3	3	3	3

3 - High ; 2 - Medium ; 1 - Low ; 0 - No correlation

UNIT	INTRODUCTION	PERIODS
I		9
	International Business: -Definition - Internationalizing business:-Advantages - factors causing globalization of business- international business environment – country attractiveness -Political, economic and cultural environment - Protection Vs liberalization of global business environment.	
UNIT	INTERNATIONAL TRADE AND INVESTMENT	PERIODS
II		9
	Promotion of global business - the role of GATT/WTO - multilateral trade negotiation and agreements - VIII & IX, round discussions and agreements - Challenges for global business - global trade and investment - theories of international trade and theories of international investment - Need for global competitiveness - Regional trade block - Types - Advantages and disadvantages - RTBs across the globe - brief history.	
UNIT	INTERNATIONAL STRATEGIC MANAGEMENT	PERIODS
III		9
	Strategic compulsions-Standardization Vs Differentiation - Strategic options - Global portfolio management- global entry strategy - different forms of international business - advantages - organizational issues of international business - organizational structures - controlling of international business - approaches to control - performance of global business- performance evaluation system.	
UNIT	PRODUCTION, MARKETING, FINANCIAL AND HUMAN RESOURCE	PERIODS
IV		9
	Global production: -Location -scale of operations- cost of production - Make or Buy decisions – global supply chain issues - Quality considerations- Globalization of markets, marketing strategy - Challenges in product development - pricing, production and channel management- Investment decisions - economic-Political risk - sources of fund- exchange -rate risk and management - strategic orientation - selection of expatriate managers- Training and development - compensation.	
UNIT	CONFLICT MANAGEMENT AND ETHICS IN INTERNATIONAL BUSINESS	PERIODS
V		9
	Disadvantages of international business - Conflict in international business- Sources and types of conflict - Conflict resolutions - Negotiation - the role of international agencies -Ethical issues in international business - Ethical decision-making.	
<b>TOTAL PERIODS:</b>		<b>45</b>

**TEXT BOOKS:**

1. P. Akrachappa: International Business, 9th Edition, Tata Mc Graw Hill, New Delhi, 2015.

**REFERENCE BOOKS:**

1. Charles W.L Hill and Arun Kumar Jain, International Business, 5th edition, Tata McGraw Hill, New Delhi, 2010.
2. John D. Daniels and Lee H. Radebaugh, International Business, Pearson Education

**WEBSITES:**

1. [https://www.google.com/books/edition/International\\_Business](https://www.google.com/books/edition/International_Business)

**JOURNALS:**

1. Journal of International Business and Management (JIBM)
- 2.

**EXTENSIVE READER:**

1. Rakesh Mohan Joshi, International Business, Oxford University Press, New Delhi, 2005.

**COURSE DESIGNERS**

- |    |                   |                     |     |
|----|-------------------|---------------------|-----|
| 1. | Dr. Sailkumar V.  | Professor & Head    | MBA |
| 2. | Mrs. S. Sairakha  | Assistant Professor | MBA |
| 3. | Mrs. P. Jayashree | Assistant Professor | MBA |
| 4. |                   |                     |     |

Recommended by Board of Studies	Date: 02.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.01.2024	Meeting No.	

233MBC302T	STRATEGIC MANAGEMENT	Periods per week				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil.

### COURSE OBJECTIVES:

1.	To learn the major initiatives taken by a company's top management on behalf of corporates, involving resources and performance in external environments.
2.	It entails specifying the organisation's mission, vision and objectives, developing policies and plan to understand the analysis and implementation of strategic management in strategic business units.

### COURSE OUTCOMES (COs)

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Identify the process of strategic management the latest developments with respect to Corporate Governance CSR.	K3
CO2:	Analyze the impact of environment on strategic planning of an organization and also be able to identify the source of competitive advantage & the need to sustain it.	K4
CO3:	Analyze the knowledge required and its impact of environment on the strategy implementation and the source of competitive advantage.	K4
CO4:	Create a strategies to be adopted by the corporate for its various business level and corporate level goals.	K3
CO5:	Apply the knowledge in the process involved in implementing strategy/methods of resolving.	K3

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3		3	2	3	3	3	3	3
CO2	3	2	3	3	3	3	3	3	3
CO3	2	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3

3 - High ; 2 - Medium ; 1 - Low ; - - No correlation

UNIT	STRATEGY AND PROCESS	PERIODS
I		9
	Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process - Stakeholders in business - Vision, Mission and Purpose - Business definition, Objectives and Goals - Corporate Governance and Social responsibility-case study.	
UNIT	COMPETITIVE ADVANTAGE	PERIODS
II		9
	External Environment - Porter's Five Forces Model-strategic Groups-Competitive Changes during Industry Evolution-Globalisation and Industry Structure - National Context and Competitive advantage Resources- Capabilities and competencies-core competencies-Low cost and differentiation Generic Building Blocks of Competitive Advantage- Distinctive Competencies-Resources and Capabilities durability of competitive Advantage- Avoiding failures and sustaining competitive advantage-Case study.	
UNIT	STRATEGIES	PERIODS
III		9
	The generic strategic alternatives - Stability, Expansion, Retrenchment and Combination strategies - Business level strategy: Strategy in the Global Environment-Corporate Strategy/Vertical Integration/ Diversification and Strategic Alliances- Building and Restructuring the corporation - Strategic analysis and choice - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis - Mc Kinsay's 7s Framework - GE 9 Cell Model - Distinctive competitiveness - Selection of matrix - Balance Score Card-case study.	
UNIT	STRATEGY IMPLEMENTATION & EVALUATION	PERIODS
IV		9
	The implementation process: Resource allocation, Designing Organizational structure-Designing Strategic Control Systems- Matching structure and control to strategy-Implementing Strategic change-Politics- Power and Conflict-Techniques of strategic evaluation & control-case study.	
UNIT	OTHER STRATEGIC ISSUES	PERIODS
V		9
	Managing Technology and Innovation-Strategic issues for Non Profit organizations, New Business Models and strategies for Internet Economy-case study.	

<b>TOTAL PERIODS:</b>	<b>45</b>
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<b>TEXT BOOKS:</b>
1. Azhar Kazmi, Strategic Management and Business Policy, 3rd Edition, Tata McGraw Hill, 2008

**REFERENCE BOOKS:**

1. Hill: Strategic Management: An Integrated approach, 2005 Edition Wiley (2011).
2. John A. Parnell, Strategic Management, Theory and practice Bantantra (2011).

**WEBSITES:**

1. [https://www.google.co.in/books/edition/Strategic\\_Management/](https://www.google.co.in/books/edition/Strategic_Management/)

**JOURNALS:**

1. Strategic Management Journal
- 2.

**EXTENSIVE READER:**

1. John Pearce, Richard Robinson and Amitha Mittal, Strategic Management, McGraw Hill, 12th Edition, 2012.

**COURSE DESIGNERS**

1.	Dr.Salkumari.V	Professor& Head	MBA
2.	Mrs.R.Jayashree	Assistant Professor	MBA
3.	Dr.M.Shalini	Assistant Professor	MBA
4.			

Recommended by Board of Studies	Date: 2.11.2023	Syllabus version	2023
Approved by the Academic Council	Date:24.01.2024	Meeting No.	

233HBE301T	CUSTOMER RELATIONSHIP MANAGEMENT	Periods per week				Credits
Regulation - R23		L	T	P	R	
		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil.

### COURSE OBJECTIVES:

1.	To understand the need and importance of maintaining a good customer relationship.
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### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Understand Consumer orientation and consumption	K2
CO2:	Understand Internal influences	K2
CO3:	Understand Effects of external influences	K2
CO4:	Understand Models of consumer and industrial buying	K2
CO5:	Understand The decision making process	K2

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	3	2	2	3	3	2	3	3
CO2	3	3	2	3	3	3	2	3	3
CO3	2	2	3	2	3	3	3	2	3
CO4	3	2	2	3	3	3	2	3	3
CO5	3	3	3	2	3	3	3	3	2

3 = High ; 2 = Medium ; 1 = Low ; 0 = No correlation



UNIT	INTRODUCTION	PERIODS
I		9
Definitions – Concepts and Context of relationship Management – Evolution – Transactional Vs Relationship Approach – CRM as a strategic marketing tool CRM significance to the stakeholders.		
UNIT	UNDERSTANDING CUSTOMERS	PERIODS
II		9
Customer information Database – Customer Profile Analysis – Customer perception, Expectations analysis – Customer behaviour in relationship perspectives: individual and group customer's – Customer life time value – Selection of Profitable customer segments.		
UNIT	CRM STRUCTURES	PERIODS
III		9
Elements of CRM – CRM Process – Strategies for Customer acquisition – Retention and Prevention of defection – Models of CRM – CRM road map for business applications.		
UNIT	CRM PLANNING AND IMPLEMENTATION	PERIODS
IV		9
Strategic CRM planning process – Implementation issues – CRM Tools: Analytical CRM – Operational CRM – Call center management – Role of CRM Managers.		
UNIT	TRENDS IN CRM	PERIODS
V		9
e-CRM Solutions – Data Warehousing – Data mining for CRM – an introduction to CRM software packages.		

**TOTAL PERIODS:**

**45**

**TEXT BOOKS:**

1. Assel, Consumer Behaviour, Cengage, 6th Edition.

**REFERENCE BOOKS:**

1. Elkmond, Customer Relationship Management, Wiley 2012
2. G.Shalvesh, Isgdish, N.Sheth, Customer Relationship Management A Strategic Perspective, Macmillan 2010

**WEBSITES:**

1. [https://www.google.co.in/books/edition/Marketing\\_Management](https://www.google.co.in/books/edition/Marketing_Management)

**JOURNALS:**

1. Journal of Marketing Management

**EXTENSIVE READER:**

1. Francis Buttle; Customer Relationship Management : Concepts & Tools; Elsevier, 2004;

**COURSE DESIGNERS**

- |    |                   |                     |     |
|----|-------------------|---------------------|-----|
| 1. | Dr. Saikumar V    | Professor & Head    | MBA |
| 2. | Dr. B. Selvakumar | Assistant Professor | MBA |
| 3. | Mrs. V. Sunitha   | Assistant Professor | MBA |

Recommended by Board of Studies	Date: 02.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.02.2024	Meeting No.	

233MBE302T	LOGISTICS MANAGEMENT	Periods per week:				Credits
Regulation - R23		L	T	P	R	
		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination in Hours:	Marks:			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

- To learn the need and importance of logistics in product flow.

### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:

COs	Description	Bloom's level
CO1:	Design the logistics activities for providing better customer service in logistics.	K3
CO2:	Evaluate the various distribution channel and outsourcing in logistics sector.	K4
CO3:	Execute the role of transportation in logistics and importance of packaging.	K3
CO4:	Analyze the various cost involved in the logistics.	K4
CO5:	Apply new technologies to carry out the logistics activity effectively.	K3

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	2	2	2	2	3	2	1
CO2	2	2	2	3	3	3	2	2	2
CO3	3	4	3	2	3	3	3	4	2
CO4	2	2	2	3	2	3	3	2	2
CO5	4	3	3	4	4	4	4	3	3

3 – High | 2 – Medium | 1 – Low | 0 – No correlation

UNIT	INTRODUCTION	PERIODS
I		9
	Definition and Scope of Logistics - Functions & Objectives - Customer Value Chain - Service Phases and attributes - Value added logistics services - Role of logistics in Competitive strategy - Customer Service	
UNIT	DISTRIBUTION CHANNELS AND OUTSOURCING LOGISTICS	PERIODS
II		9
	Distribution channel structure - channel members, channel strategy, role of logistics and support in distribution channels, Logistics requirements of channel members, Logistics outsourcing - catalysts, benefits, value proposition, Third and fourth party logistics, Selection of service provider.	
UNIT	TRANSPORTATION AND PACKAGING	PERIODS
III		9
	Transportation System - Evolution, Infrastructure and Networks; Freight Management - Vehicle Routing - Containerization, Modal Characteristics, Inter-modal Operators and Transport Economies, Packaging, Design considerations: Material and Cost, Packaging as Unitisation, Consumer and Industrial Packaging.	
UNIT	PERFORMANCE MEASUREMENT AND COSTS	PERIODS
IV		9
	Performance Measurement - Need, System, Levels and Dimensions, Internal and External Performance Measurement, Logistics Audit, Total Logistics Cost - Concept, Accounting Methods, Cost - Identification, Time Frame and Formatting.	
UNIT	CURRENT TRENDS	PERIODS
V		9
	Logistics Information Systems - Need, Characteristics and Design, E-Logistics - Structure and Operation, Logistics Resource Management eCRM, Automatic Identification Technologies, Reverse Logistics - Scope, design and as a competitive tool, Global Logistics - Operational and Strategic Issues: ocean and air transportation, Strategic logistics planning, Green Logistics	
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. Dr.Saikumar.V, Dr.S.purushothaman,Logistics and Supply Chain Management,Sultan Chand & Sons,2022

#### REFERENCE BOOKS:

1. Sunil Chopra, Peter Meindl and DharamVirKalra, Supply Chain Management-Strategy Planning and Operation, Pearson Education, Sixth Edition, 2016.

#### WEBSITES:

1. [https://www.google.co.in/books/edition/Logistics\\_Management](https://www.google.co.in/books/edition/Logistics_Management)

Approved in Academic Council Meeting held on 26-01-2024

**JOURNALS:**

1. The International Journal of Logistics Management
- 2.

**EXTENSIVE READER:**

1. Janet Shah, Supply Chain Management - Text and Cases, Pearson Education, 2009

**COURSE DESIGNERS**

1.	Dr.Salkumar.V	Professor& Head	MBA
2.	Dr.S.Purushothaman	Assistant Professor	MBA
3.	Mrs.S.Sasirekha	Assistant Professor	MBA

Recommended by Board of Studies	Date: 02.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.01.2024	Meeting No.	

233MBE303T	BRAND MANAGEMENT	Periods per week:				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

1.	To understand the basic Principles of branding
2.	To understand the key issues in crafting and evaluating brand strategies
3.	To improve the skills in delivering persuasive brand presentations
4.	To evaluate brand extension and its contribution to parent brand
5.	To develop an understanding of brand equity and a range of performance related outcomes.

### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Demonstrate the basic concepts involved in Branding.	K3
CO2:	Examine various branding strategies used in domestic and global markets.	K3
CO3:	Analyse the different brand communication methods to construct brand Image in an organization.	K3
CO4:	Select the factors for brand extension and its contribution to parent brand.	K2
CO5:	Evaluate the various brand performance measures to improve Branding strategies.	K3

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	3	3	2	3	3	2	2	3
CO2	3	3	2	3	3	3	2	3	3
CO3	2	2	3	2	3	3	3	3	3
CO4	3	2	3	3	2	3	3	3	3
CO5	3	3	3	2	2	3	3	3	2

3 – High ; 2 – Medium ; 1 – Low ; - = No correlation

UNIT	INTRODUCTION	PERIODS
I		9
Basics Understanding of Brands – Definitions - Branding Concepts – Functions of Brand - Significance of Brands - Different Types of Brands - Co-branding - Store brands.		
UNIT	BRAND STRATEGIES	PERIODS
II		9
Strategic Brand Management process – Building a strong brand – Brand positioning – Establishing Brand values – Brand vision – Brand Elements – Branding for Global Markets – Competing with foreign brands.		
UNIT	BRAND COMMUNICATIONS	PERIODS
III		9
Brand Image Building – Brand Loyalty programs – Brand Promotion Methods – Role of Brand ambassadors/celebrities – On line Brand Promotions.		
UNIT	BRAND EXTENSION	PERIODS
IV		9
Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching.		
UNIT	BRAND PERFORMANCE	PERIODS
V		9
Measuring Brand Performance – Brand Equity Management – Global Branding strategies – Brand Audit – Brand Equity Measurement – Brand Leverage – Role of Brand Managers – Branding challenges & opportunities.		
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing Brand Equity, Pearson, 4th Edition, 2013,

#### REFERENCE BOOKS:

1. Aker, David. Building Strong Brands. Simon and Schuster, 1993
2. Kapferer J.N. Strategic Brand Management, 4th edition. Kogan Press, 2018

**WEBSITES:**

1. [https://www.google.co.in/books/edition/Brand\\_Management](https://www.google.co.in/books/edition/Brand_Management)

**JOURNALS:**

1. Journal of Brand Management

**EXTENSIVE READER:**

1. Noerthi VLR, Brand Management –I edition, Vikas Publishing House 2001.

**COURSE DESIGNERS**

1.	Dr.Saikumar,V	Professor& Head	MBA
2.	Dr.B.Selvakumar	Assistant Professor	MBA
3.	Mrs.V.Sunitha	Assistant Professor	MBA
4.			

Recommended by Board of Studies	Date: 2.11.2023	Syllabus version	2023
Approved by the Academic Council	Date:24.01.2024	Meeting No.	



233HBE304T	RETAIL MARKETING	Periods per week				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination In Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

1.	To understand the concepts of effective retailing
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### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Apply knowledge on retail environment and make retail market decision process.	K3
CO2:	Focus on various types of retail formats which evolved over the past years which influenced by social and economic development.	K2
CO3:	Analyze the factors that are important in the retail decision making process.	K4
CO4:	Organize in managing visual merchandising, space, inventory and promotions.	K3
CO5:	Estimate the shopper profiling and shopping behaviour decision making.	K4

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	3	3	3	3	3	3	3
CO2	3	2	2	2	3	3	3	3	3
CO3	2	2	2	2	2	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3
CO5	2	3	3	3	3	3	3	3	3

3 – High ; 2 - Medium ; 1 – Low ; - - - No correlation

UNIT	INTRODUCTION	PERIODS
I		9
	An overview of Global Retailing - Challenges and opportunities - Retail trends in India - Socio economic and technological influences on retail management - Government of India policy implications on retail.	
UNIT	RETAIL FORMATS	PERIODS
II		9
	Organized and unorganized formats - Different organized retail formats - Characteristics of each format - Emerging trends in retail formats - MNC's role in organized retail formats.	
UNIT	RETAILING DECISIONS	PERIODS
III		9
	Choice of retail locations - Internal and external atmospherics - Positioning of retail shops - Building retail store image - Retail service quality management - Retail Supply Chain Management - Retail Pricing Decisions, Merchandising and category management - buying.	
UNIT	RETAIL SHOP MANAGEMENT	PERIODS
IV		9
	Visual Merchandise Management - Space Management - Retail Inventory Management - Retail accounting and audits - Retail store brands - Retail advertising and promotions - Retail Management Information Systems - Online retail - Emerging trends.	
UNIT	RETAIL SHOPPER BEHAVIOUR	PERIODS
V		9
	Understanding of Retail shopper behaviour - Shopper Profile Analysis - Shopping Decision Process - Factors influencing retail shopper behaviour - Complaints Management - Retail sales force Management - Challenges in Retailing in India.	
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. Michael Ravy, Baston, Awelitz and Arje Pandit, Retail Management, Tata McGraw Hill, Sixth Edition, 2007
2. Ogden, Integrated Retail Management, Bittantia, India, 2008.
3. Patrick M. Dunne and Robert F. Lusch, Retailing, Thomson Learning, 4th Edition 2008.

#### REFERENCE BOOKS:

1. Sivapra Frashan, Retail Management - Text and Cases, Tata McGraw Hill, 4th Edition, 2012.
2. Ramkishnan and Y.R.Srinivasan, Indian Retailing Text and Cases, Oxford University Press, 2008.

**WEBSITES:**

1. [https://www.google.com/books/edition/Retail\\_Marketing](https://www.google.com/books/edition/Retail_Marketing)

**JOURNALS:**

1. Journal of Retail Marketing
- 2.

**EXTENSIVE READER:**

1. Chetan Bajor, Rajnish Tewari and Nidhi V. Srivastava, Retail Management, Oxford University Press, 2008

**COURSE DESIGNERS**

1.	Dr. Sairam V	Professor & Head	MBA
2.	Dr. B. Selvakumar	Assistant Professor	MBA
3.	Dr. M. Shalini	Assistant Professor	MBA
4.			

Recommended by Board of Studies	Date: 2.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.01.2024	Meeting No.	

233MBE005T	SERVICES MARKETING	Periods per week				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination in Hours:	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

- To understand the meaning of services and the significance of marketing the services.

### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Apply the significant role of services and its contribution to the economic growth.	K3
CO2:	Analyze the marketing mix and Service positioning in service sectors.	K4
CO3:	Design the quality measurement of service.	K5
CO4:	Examine the pricing and communication of services to its customers.	K3
CO5:	Prepare the process of service operation and its implementation.	K2

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	3	2	2	3	2	2	3
CO2	2	3	3	2	3	2	3	2	2
CO3	3	3	3	2	2	3	3	3	3
CO4	3	2	3	3	2	2	3	2	3
CO5	3	2	2	3	2	3	3	3	3

3 = High ; 2 = Medium ; 1 = Low ; 0 = No correlation

UNIT	INTRODUCTION	PERIODS
I	Definition – Service Economy – Evolution and growth of service sector – Nature and Scope of Services – Unique characteristics of services – Challenges and issues in Services Marketing.	9
UNIT	SERVICE MARKETING OPPORTUNITIES	PERIODS
II	Assessing service market potential – Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning.	9
UNIT	SERVICE DESIGN AND DEVELOPMENT	PERIODS
III	Service Life Cycle – New service development – Service Blue Printing – GAP model of service quality – Measuring service quality – SERVQUAL – Service Quality function development.	9
UNIT	SERVICE DELIVERY AND PROMOTION	PERIODS
IV	Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle – Integrated Service marketing communication.	9
UNIT	SERVICE STRATEGIES	PERIODS
V	Service Marketing Strategies for health – Hospitality – Tourism – Financial – Logistics – Educational – Entertainment & public utility Information technique Services	9
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. Christopher H. Lovelock and Jochen Wirtz, Services Marketing: People, Technology, strategy Pearson Education, New Delhi, 8th edition, 2016.
2. John E.G. Bateson, K. Douglas Hoffman, Services Marketing, South Western Cengage Learning, 4th Edition, 2011.

#### REFERENCE BOOKS:

1. Hoffman, Marketing of Services, Cengage, 4th Edition, 2010.
2. Gronroos, Service Management and Marketing –Wiley India, 3rd Edition, 2009.
3. Valerie Zeithaml et al. Services Marketing, 5th International Edition, Tata McGraw Hill, 2007.

#### WEBSITES:

1. [https://www.google.co.in/books/edition/Services\\_Marketing](https://www.google.co.in/books/edition/Services_Marketing)

Approved in Academic Council Meeting held on 20-01-2024

**JOURNALS:**

1. Journal of Services Marketing

**EXTENSIVE READER:**

1. Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, Biztantra, 2nd Edition, New Delhi, 2004.

**COURSE DESIGNERS**

1.	Dr.Salkumar.V	Professor& Head	MBA
2.	Dr.B.Selvakumar	Assistant Professor	MBA
3.	Mrs.V.Sunitha	Assistant Professor	MBA

Recommended by Board of Studies	Date: 2.11.2023	Syllabus version	2023
Approved by the Academic Council	Date:24.01.2024	Meeting No:	

233HBE306T	SOCIAL MARKETING	Periods per week				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

- To enhance Competitiveness in Social Marketing by ethical values and social media in Marketing.

### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Applying Ethical Principles in Social Marketing through advanced marketing medias.	K3
CO2:	Examine and explore the role and importance of Social marketing in today's rapidly changing business environment.	K3
CO3:	Focuses on how Social marketing can be utilised by Organizations and how its effectiveness can measured.	K3
CO4:	Know the key elements of a Social marketing strategy	K2
CO5:	Study how the effectiveness of a Social marketing campaign can be measured.	K2

### HAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	3	2	2	3	2	2	3
CO2	2	3	3	2	3	2	3	2	2
CO3	3	3	2	2	2	3	3	3	2
CO4	3	2	3	3	2	2	3	2	2
CO5	3	2	2	3	2	3	3	3	3

3 – High ; 2 – Medium ; 1 – Low ; 0 – No correlation

UNIT	INTRODUCTION	PERIODS
I	Social marketing - Definition - Scope and concept - Evolution of Social marketing - Need for Social marketing - A comparative study between Commercial and Social marketing - Use of market research - social change tools - Factors influencing Social marketing - Challenges and opportunities	9
UNIT	SOCIAL MARKETING PROCESS AND PLANNING	PERIODS
II	Introduction - Environment Monitoring - Social Class and self-efficacy - social capital - Social ecology - Advocacy - A global phenomenon - Social marketing Process - Stages - Ethical considerations, Planning - Formative Research in Social marketing, Analysis - Problem - Environment - Resource Segmentation - Motives and benefits - Shesh's and Frazier's attitude - behaviour segmentation - Stage approach to segmentation - Selecting target audiences - Cross cultural targeting - cultural and individual tailoring.	9
UNIT	SOCIAL MARKETING MIX	PERIODS
III	Social marketing mix - policy - product - place - price - promotion - people - partnership, Rating & Review - Virtual world - Using media in social marketing - Importance - effectiveness of mass media in social marketing - Practical model for media use in social marketing - Advertisement - Publicity - Education - Civic or Public - Choosing media & methods.	9
UNIT	ETHICAL ISSUES AND CHALLENGES	PERIODS
IV	Ethical principles - Codes of behaviour - Critics of social marketing - Critic of power imbalance in social marketing - Criticism of unintended consequences - Competition in social marketing - Definition - monitoring - countering competition - competition and principle of differential advantage - Internal competition.	9
UNIT	TRENDS IN SOCIAL MARKETING	PERIODS
V	Future of Social marketing - setting priorities in social marketing - Repositioning strategies - Future of Public sector - NGO - Private sector social marketing, Social Media marketing - Importance - Big Brands & Small business - E mail marketing - Social Media Tools - Marketing with Social network sites, blogging, micro blogging, podcasting with Podomatic.	9
<b>TOTAL PERIODS:</b>		<b>45</b>

**TEXT BOOKS:**

1. Kotler, P., Roberto, N., & Lee, N. (2008). Social Marketing - Influencing Behaviour for Good. (3rd ed.). Thousand Oaks, CA: Sage Publications, Inc.



**REFERENCE BOOKS:**

1. Social marketing in the 21st Century- Alan R. Andreasen- sage Publication, 2012
2. Rob Donovan & Nadine Herley, (2011), Principles and Practice of Social Marketing-an international perspective. Cambridge University Press.

**WEBSITES:**

1. [https://www.google.co.in/books/edition/Social\\_Marketing](https://www.google.co.in/books/edition/Social_Marketing)

**JOURNALS:**

1. Journal of Social Marketing

**EXTENSIVE READER:**

1. French, J., Blair-Stevens, C., McVey, D., & Merritt, R. Social Marketing and Public Health. Oxford, UK: University Press 2010.

**COURSE DESIGNERS**

- |    |                   |                     |     |
|----|-------------------|---------------------|-----|
| 1. | Dr. Salkumar V    | Professor & Head    | MBA |
| 2. | Dr. B. Selsakumar | Assistant Professor | MBA |
| 3. | Mrs. V. Sunita    | Assistant Professor | MBA |

Recommended by Board of Studies	Date: 02.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.01.2024	Meeting No.	

233MBE311T	BANKING FINANCIAL SERVICES MANAGEMENT	Periods per week				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

1.	Grasp how banks raise their sources and how they deploy it and manage the associated risks Understand e-banking and the threats that go with it.
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### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:

COs	Description	Bloom's level
CO1:	Apply the legal aspects of banking to interpret financial statement of banks.	K3
CO2:	Analyse the various sources and application of bank funds.	K4
CO3:	Design Credit monitoring system to measure various types of risk involved in bank management.	K5
CO4:	Examine the Performance of Banks in India through ratio analysis and CAMELS rating.	K3
CO5:	Prepare the recent developments in Banking.	K2

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	2	2	3	2	2	3	3
CO2	3	3	2	2	3	2	2	3	3
CO3	3	3	2	2	2	2	2	1	1
CO4	3	3	2	2	2	2	2	1	1
CO5	3	3	2	2	2	2	2	1	1

3 – High ; 2 – Medium ; 1 – Low ; 0 – No correlation

Approved in Academic Council Meeting held on 26-01-2024

UNIT	OVERVIEW OF INDIAN BANKING SYSTEM	PERIODS
I		9
	Overview of Indian Banking System. Functions of banks, key Acts governing the functioning of Indian banking system - RBI Act 1934, Negotiable Instruments Act 1881, Banking Regulation Act 1948 - Rights and obligations of a banker, Overview of Financial statement of banks - Balance sheet and Income Statement.	
UNIT	SOURCES AND APPLICATION OF BANK FUNDS	PERIODS
II		9
	Capital adequacy. Deposits and non-deposit sources. Designing of deposit schemes and pricing of deposit services; application of bank funds - investments and lending functions. Types of lending - Fund based, non-fund based, asset based - Different types of loans and their features, Major components of a typical loan policy document. Steps involved in Credit analysis. Credit delivery and administration, Pricing of loans, Customer profitability analysis.	
UNIT	CREDIT MONITORING AND RISK MANAGEMENT	PERIODS
III		9
	Need for credit monitoring. Signals of borrowers' financial sickness. Financial distress prediction models - Rehabilitation process. Risk management - Interest rate, liquidity, forex, credit, market, operational and solvency risks - risk measurement process and mitigation. Basic understanding of NPAs and ALM.	
UNIT	MERGERS, DIVERSIFICATION AND PERFORMANCE EVALUATION	PERIODS
IV		9
	Mergers and Diversification of banks into securities market, underwriting, Mutual funds and insurance business. Risks associated therewith. Performance analysis of banks - background factors, ratio analysis and CAMELS.	
UNIT	HIGH TECH E-BANKING	PERIODS
V		9
	Payment system in India - Paper based, e-payments - Electronic banking - advantages - Plastic money, E-money - Forecasting of cash demand at ATMs - Security threats in e-banking and RBI's initiatives.	
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. Padmalatha Suresh and Justin Paul, "Management of Banking and Financial Services, Pearson, Delhi, 2012.

#### REFERENCE BOOKS:

1. Meera Sharma, "Management of Financial Institutions - with emphasis on Bank and Risk Management", PHI Learning Pvt. Ltd., New Delhi 2010.
2. Peter S. Rose and Sylvia C. and Huddins, "Bank Management and Financial Services", TataMcGraw Hill, New Delhi, 2012.

**WEBSITES:**

1. [https://www.google.co.in/books?edition/Management\\_of\\_Banking\\_and\\_Financial\\_Ser](https://www.google.co.in/books?edition/Management_of_Banking_and_Financial_Ser)

**JOURNALS:**

1. Journal of Banking and Finance.
- 2.

**EXTENSIVE READER:**

1. Madura. Financial Institutions & Markets. 10th edition. Cengage. 2016.

**COURSE DESIGNERS**

1.	Dr.Salkumar.V	Professor& Head	MBA
2.	Mrs.R.Jayashree	Assistant Professor	MBA
3.	Dr.B.selvakumar	Assistant Professor	MBA

Recommended by Board of Studies	Date: 2.11.2023	Syllabus version	2023
Approved by the Academic Council	Date:24.01.2024	Meeting No.	

233HBE312T	CORPORATE FINANCE	Periods per week:				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

1.	Student will acquire nuances involved in short term corporate financing Good ethical practice
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### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Learn about evolution, process and system of International Finance	K3
CO2:	Identify the concepts of international merger and acquisitions, financial techniques and regulations	K2
CO3:	Understand about international monetary system	K2
CO4:	Knowing about ADR, GDR and bond management	K2
CO5:	Explore the learning in international risk assessment.	K2

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	2	2	3	2	2	3	3
CO2	3	3	2	2	3	2	2	3	3
CO3	3	3	2	2	3	2	2	3	1
CO4	3	3	2	2	3	2	2	3	1
CO5	3	3	2	2	3	2	2	3	1

3 - High - 2 - Medium - 1 - Low: 'X' - No correlation

UNIT	INDUSTRIAL FINANCE	PERIODS
I		9
Indian Capital Market - Basic problem of Industrial Finance in India. Equity - Debenture financing - Guidelines from SEBI, advantages and disadvantages and cost of various sources of Finance - Finance from international sources, financing of exports - role of EXIM bank and commercial banks - Finance for rehabilitation of sick units.		
UNIT	SHORT TERM-WORKING CAPITAL FINANCE	PERIODS
II		9
Estimating working capital requirements - Approaches adopted by Commercial banks, Commercial paper, Public deposits and inter corporate investments.		
UNIT	ADVANCED FINANCIAL MANAGEMENT	PERIODS
III		9
Appraisal of Risky Investments - Certainty equivalent of cash flows and risk adjusted discount rate - risk analysis in the context of DCF methods using Probability information - nature of cash flows - Sensitivity analysis - Simulation and investment decision, Decision tree approach in investment decisions.		
UNIT	FINANCING DECISION	PERIODS
IV		9
Simulation and financing decision - cash inadequacy and cash insolvency - determining the probability of cash insolvency- Financing decision in the Context of option pricing model and agency costs- Inter dependence of investment- financing and Dividend decisions.		
UNIT	CORPORATE GOVERNANCE	PERIODS
V		9
Corporate Governance - SEBI Guidelines- Corporate Disasters and Ethics- Corporate Social Responsibility- Stakeholders and Ethics- Ethics, Managers and Professionalism.		
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. Krishnamurthy and Viswanathan, Advanced Corporate Finance, PHI Learning, 2011.

#### REFERENCE BOOKS:

1. Richard A. Brealey, Stewart C. Myers and Mohanthy, Principles of Corporate Finance, Tata McGraw Hill, 9th Edition, 2011.
2. Smart, Magginson, and Gitman, Corporate Finance, 2nd Edition, 2011.

#### WEBSITES:

1. [https://www.google.co.in/books/edition/Security\\_Analysis\\_and\\_Portfolio\\_Management](https://www.google.co.in/books/edition/Security_Analysis_and_Portfolio_Management)

**JOURNALS:**

1.	Journal of Finance Management
2.	

**EXTENSIVE READER:**

1.	Brigham and Ehrhardt, Corporate Finance - A focused Approach, Cengage Learning, 2nd Edition, 2011.
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**COURSE DESIGNERS**

1.	Dr.Saikumar,V	Professor& Head	MBA
2.	Mrs.R.Jayashree	Assistant Professor	MBA
3.	Dr.B.selvakumar	Assistant Professor	MBA

Recommended by Board of Studies	Date: 2.11.2023	Syllabus version	2023
Approved by the Academic Council	Date:	Meeting No.	

233MBE313T	<b>DERIVATIVES MANAGEMENT</b>	Periods per week:				Credits
Regulation - R23		L	T	P	R	
		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination In Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

1.	To understand the nuances involved in derivatives and to understand the basic operational mechanisms in derivatives.
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### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Possess good skills in hedging risks using derivatives	K2
CO2:	Understand about future contract and options	K2
CO3:	Learning in depth about options and swaps	K2
CO4:	Knowing about the evolution of derivative markets	K2
CO5:	Develop in depth knowledge about stock options and index futures in NSE	K3

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	2	2	3	2	2	3	3
CO2	3	3	2	2	3	2	2	3	3
CO3	3	3	2	2	2	2	2	1	2
CO4	3	3	2	2	2	2	2	1	2
CO5	2	3	2	2	2	2	2	1	2

3 = High ; 2 = Medium ; 1 = Low ; 0 = No correlation



UNIT	INTRODUCTION	PERIODS
I	Derivatives – Definition – Types – Forward Contracts – Futures Contracts – Options – Swaps – Differences between Cash and Future Markets – Types of Traders – OTC and Exchange Traded Securities – Types of Settlement – Uses and Advantages of Derivatives – Risks in Derivatives.	9
UNIT	FUTURES CONTRACT	PERIODS
II	Specifications of Futures Contract – Margin Requirements – Marking to Market – Hedging uses Futures – Types of Futures Contracts – Securities Stock Index Futures, Currencies and Commodities – Delivery Options – Relationship between Future Prices, Forward Prices and Spot Prices.	9
UNIT	OPTIONS	PERIODS
III	Appraisal of Risky Investments – certainty equivalent of cash flows and risk-adjusted discount rate – risk analysis in the context of DCF methods using Probability Information – nature of cash flows – Sensitivity analysis – Simulation and investment decision, Decision tree approach in investment decisions.	9
UNIT	SWAPS	PERIODS
IV	Definition of SWAP – Interest Rate SWAP – Currency SWAP – Role of Financial Intermediary Warehousing – Valuation of Interest rate SWAPs and Currency SWAPs; Bonds and FRNs – Credit Risk.	9
UNIT	DERIVATIVES IN INDIA	PERIODS
V	Evolution of Derivatives Market in India – Regulations – Framework – Exchange Trading in Derivatives – Commodity Futures – Contract Terminology and Specifications for Stock Options and Index Options in NSE – Contract Terminology and specifications for stock futures and index futures in NSE –	9
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. E. L. Gupta, Financial Derivatives Theory, Concepts and Practice, Prentice Hall of India, 2011.

#### REFERENCE BOOKS:

1. David Dufresne – 'Option and Financial Futures – Valuation and Uses, McGraw Hill International Edition.
2. Don M. Chance, Robert Dook, An Introduction to Derivatives and Risk Management, 3<sup>rd</sup> edition, Cengage, 2013.

#### WEBSITES:

1. <https://www.google.co.in/books/edition/financial-derivatives>

**JOURNALS:**

1. Journal on Financial Management
- 2.

**EXTENSIVE READER:**

1. Stoltz, Risk Management and Derivatives, Cengage, 2nd Edition, 2011.

**COURSE DESIGNERS**

1.	Dr.Salkumar.V	Professor& Head	MBA
2.	Mrs.R.Jayashree	Assistant Professor	MBA
3.	Dr.B.selvakumar	Assistant Professor	MBA

Recommended by Board of Studies	Date: 2.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.01.2024	Meeting No:	

233HBE314T	SECURITY ANALYSIS PORTFOLIO MANAGEMENT	Periods per week:				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination In Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

1.	Understand the nuances of stock market operations.
2.	Understand the techniques involved in deciding upon purchase or sale of securities.

### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Apply the concept of investment and identify the investment alternatives based on the categories of risk and return.	K3
CO2:	Analyse the nuances of Securities market operations.	K4
CO3:	Design Economic, industry and Company analysis framework for evaluating the fundamentals of a share.	K5
CO4:	Conduct Technical analysis using appropriate tools and techniques to validate the behaviour of share price movements.	K2
CO5:	Prepare the process of portfolio management to validate the efficient portfolio.	K2

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	1	1	3	2	2	3	3
CO2	3	3	1	1	3	2	2	3	3
CO3	3	3	1	1	1	1	1	1	1
CO4	3	3	1	1	1	1	1	1	1
CO5	3	3	1	1	1	1	1	1	1

3 - High ; 2 - Medium ; 1 - Low ; 1 - No correlation

UNIT	INVESTMENT SETTING	PERIODS
I		9
Financial and economic meaning of Investment - Characteristics and objectives of Investment - Types of Investment - Investment alternatives - Choice and Evaluation - Risk and return concepts.		
UNIT	SECURITIES MARKETS	PERIODS
II		9
Financial Market - Segments - Types - Participants in financial Market - Regulatory Environment, Primary Market - Methods of floating new issues, Book building - Role of primary market - Regulation of primary market, Stock exchanges in India - BSE, OTCEI, NSE, ISE, and Regulations of stock exchanges - Trading system in stock exchanges - SEBI.		
UNIT	FUNDAMENTAL ANALYSIS	PERIODS
III		9
Economic Analysis - Economic forecasting and stock Investment Decisions - Forecasting techniques, Industry Analysis - Industry classification, Industry life cycle - Company Analysis: Measuring Earnings - Forecasting Earnings - Applied Valuation Techniques - Graham and Dodge investor ratios.		
UNIT	TECHNICAL ANALYSIS	PERIODS
IV		9
Fundamental Analysis Vs Technical Analysis - Charting methods - Market Indicators, Trend -Trend reversal - Patterns - Moving Average - Exponential moving Average - Oscillators -Market Indicators - Efficient Market theory.		
UNIT	PORTFOLIO MANAGEMENT	PERIODS
V		9
Portfolio analysis - Portfolio Selection -Capital Asset Pricing model - Portfolio Revision Portfolio Evaluation - Mutual Funds.		
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. Bodil Kane, Manoj Mohanty, Investments, 8th edition, Tata McGraw Hill, 2011.
2. V.A.Awadhan, Securities Analysis and Portfolio Management, Himalaya Publishing House, 2013.

#### REFERENCE BOOKS:

1. S. Keyn , Securities Analysis and Portfolio Management , PHI Learning , 2012.
2. Reilly & Brown, Investment Analysis and Portfolio Management, Cengage, 10th edition, 2016.
3. Donald E. Fischer & Ronald J.Jordan, Security Analysis & Portfolio Management, PHI Learning, New Delhi, 8<sup>th</sup> edition, 2011.
4. Stulz, Risk Management and Derivatives, Cengage, 2nd Edition, 2011.

#### WEBSITES:

*Approved in Academic Council Meeting held on 26-01-2024*

1.	<a href="https://www.google.co.in/books/edition/Security_Analysis_and_Portfolio_Management">https://www.google.co.in/books/edition/Security_Analysis_and_Portfolio_Management</a>
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#### JOURNALS:

1.	International Journal of Portfolio Analysis and Management
2.	

#### EXTENSIVE READER:

1.	V.K.Bhalla: Investment Management S Chand & Company Ltd, 2012
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#### COURSE DESIGNERS

1.	Dr.Saikumar,V	Professor& Head	MBA
2.	Mrs.R.Jayashree	Assistant Professor	MBA
3.	Dr.S.Purushothaman	Assistant Professor	MBA
4.			

Recommended by Board of Studies	Date: 2.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.02.2024	Meeting No.	

233HBE315T	STRATEGIC INVESTMENT AND FINANCING DECISIONS	Periods per week:				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination In Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

1.	Enable students to acquire techniques of evaluating strategic investment decisions understand the causes of prediction modes of financial distress.
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### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Develop fast, efficient and accurate excel skills	K5
CO2:	Design and construct useful and robust financial modelling applications	K5
CO3:	Recognize efficient financial budgeting and forecasting techniques	K3
CO4:	Familiarise the students with the valuation modelling of securities	K3
CO5:	The course establishes the platform for students to develop various portfolio models	K3

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	2	2	3	2	2	3	3
CO2	3	3	2	2	3	2	2	3	3
CO3	3	3	2	2	2	2	2	2	2
CO4	3	3	2	2	2	2	2	2	2
CO5	3	3	2	2	2	2	2	2	2

3 – High ; 2 – Medium ; 1 – Low ; 0 – No correlation

UNIT	INVESTMENT DECISIONS	PERIODS
I		9
Project Investment Management Vs Project Management - Introduction to profitable projects - evaluation of investment opportunities - Investment decisions under conditions of uncertainty - Risk analysis in investment decision - Types of investments and disinvestments.		
UNIT	CRITICAL ANALYSIS OF APPRAISAL TECHNIQUES	PERIODS
II		9
Significance of information and data bank in project selection; - Investment decisions under capital constraints - capital rationing; Portfolio - Portfolio risk and diversified projects.		
UNIT	STRATEGIC ANALYSIS OF SELECTED INVESTMENT DECISIONS	PERIODS
III		9
Lease financing - Lease Vs Buy decision - Hire Purchase and Installment decision - Hire Purchase Vs Lease Decision - Mergers and acquisition - Cash Vs Equity for mergers.		
UNIT	FINANCING DECISIONS	PERIODS
IV		9
Capital Structure - Capital structure theories - Capital structure Planning in Practice.		
UNIT	FINANCIAL DISTRESS	PERIODS
V		9
Consequences: Issues, Bankruptcy, Settlements, reorganization and liquidation in bankruptcy.		
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. M. Pandey, Financial Management, Vikas Publishing House, 10th edition, 2010.

#### REFERENCE BOOKS:

1. Prasanna Chandra, Financial Management, Tata McGraw Hill, 9th Edition, 2013.
2. Bodia, Kane, Marcus Investment, Tata McGraw Hill, New Delhi, 2010.

#### WEBSITES:

1. <https://www.google.com/books/edition/strategic-investment-and-financing-decisions>

#### JOURNALS:

1. International Journal of Portfolio Analysis and Management

#### EXTENSIVE READER:

1. Brigham E. F & Houston L.F. Financial Management, Thomson Publications, 9th edition, 2010.

**COURSE DESIGNERS**

1.	Dr. Sairkumar V	Professor & Head	MBA
2.	Mrs. P. Jayashree	Assistant Professor	MBA
3.	Dr. S. Purushothaman	Assistant Professor	MBA

<b>Recommended by Board of Studies</b>	Date: 2.11.2023	Syllabus version	2023
<b>Approved by the Academic Council</b>	Date: 24.01.2024	Meeting No:	

*Approved in Academic Council Meeting held on 24-01-2024*



233MBE316T	<b>INTERNATIONAL TRADE FINANCE</b>	Periods per week				Credits
Regulation - R23		L	T	P	B	
		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

1.	Understand export import finance and forex management.
2.	Understand the documentation involved in international trade.

### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Analyse the framework of international trade finance and its impact.	K4
CO2:	Examine the features of export and import finance for international trade.	K3
CO3:	Design the activities related to foreign exchange market.	K3
CO4:	Evaluate the documentation required for international trade.	K5
CO5:	Prepare the procedure involved in export trade for promotional schemes.	K2

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	1	3	3	1	1	1	1	1
CO2	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	1	3	3	3

3 - High ; 2 - Medium ; 1 - Low ; - - No correlation

UNIT	INTERNATIONAL TRADE	PERIODS
I		9
International Trade - Meaning and Benefits - Basis of International Trade - Foreign Trade and Economic Growth - Balance of Trade - Balance of Payment - Current Trends in India - Barriers to International Trade - WTO - Indian EXIM Policy.		
UNIT	EXPORT AND IMPORT FINANCE	PERIODS
II		9
Special need for Finance in International Trade - INCO Terms (FOB, CF, etc.) - Payment Terms - Letter of Credit - Pre-shipment and Post-shipment Finance - Forfaiting - Deferred Payment Terms - EXIM Bank - ECGE and its schemes - Import Licensing - Financing methods for import of Capital goods.		
UNIT	FOREX MANAGEMENT	PERIODS
III		9
Foreign Exchange Markets - Spot Prices and Forward Prices - Factors influencing Exchange rates - The effects of Exchange rates in Foreign Trade - Tools for hedging against Exchange rate variations - Forward, Futures and Currency options - FEMA - Determination of Foreign Exchange rate and Forecasting.		
UNIT	DOCUMENTATION IN INTERNATIONAL TRADE	PERIODS
IV		9
Export Trade Documents: Financial Documents - Bill of Exchange Type Commercial Documents - Proforma, Commercial, Consular, Customs, Legalized Invoice, Certificate of Origin, Certificate Value, Packing List, Weight Certificate, Certificate of Analysis and Quality, Certificate of Inspection, Health certificate, Transport Documents - Bill of Lading, Airway Bill, Postal Receipt, Multimodal Transport Document, Risk Covering Documents: Insurance Policy, Insurance Cover Note, Official Document: Export Declaration Forms, GR Form, PP Form, COD Form, Softer Forms, Export Certification, GSRS - UPDCO Norms.		
UNIT	EXPORT PROMOTION SCHEMES	PERIODS
V		9
Government Organizations Promoting Exports - Export Incentives : Duty Exemption - IT Concession - Marketing Assistance - EPCG, DEPB - Advance License - Other efforts   Export Promotion - EPZ - EOU - SEZ and Export House.		
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. Apur P.G., International Financial Management, Tata McGraw Hill, 2011.

#### REFERENCE BOOKS:

1. Eun and Resnik, International Financial Management, Tata McGraw Hill, 3rd Edition, 2011.
2. Alan C. Shapiro, Multinational Financial Management, PHI Learning, 3rd Edition, 2010.

#### WEBSITES:

1. [https://www.google.co.in/books/edition/International\\_Trade\\_Finance](https://www.google.co.in/books/edition/International_Trade_Finance)

Approved in Academic Council Meeting held on 20-01-2024

**JOURNALS:**

1. International Journal of Trade, Economics and Finance:

**EXTENSIVE READER:**

1. Jeff Madura, International Corporate Finance, Cengage Learning, 9th Edition, 2011.

**COURSE DESIGNERS**

1.	Dr.Salkumar.V	Professor & Head	MBA
2.	Mrs.R.Jayashree	Assistant Professor	MBA
3.	Dr.B.Selvakumar	Assistant Professor	MBA

Recommended by Board of Studies	Date: 02.11.2023	Syllabus version
Approved by the Academic Council	Date: 24.01.2024	Meeting No.

233HBE321T	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	Periods per week:				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination In Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

1.	The course aims to provide students insights to HR practices followed in Global organizations
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### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	The basics of HRM, models and practices	K2
CO2:	Strategic orientation and cultural context towards HRM	K2
CO3:	International practices on recruitment and selection	K2
CO4:	International perspectives on training, development, performance appraisal	K2
CO5:	International practices on Compensation management	K2

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	3	2	3	1	2	3	3
CO2	3	2	3	2	3	1	2	3	3
CO3	3	2	3	2	3	1	1	3	3
CO4	3	2	3	2	3	2	2	3	3
CO5	3	2	3	2	3	1	3	3	3

3 = High ; 2 = Medium ; 1 = Low ; 0 = No correlation

UNIT	INTRODUCTION TO IHRM	PERIODS
I	Definition - Evolution of HRM- Importance of IHRM, Models of IHRM - Matching Model, Harvard Model, Contextual Model, 5p Model, European Model, IHRM policies, Standardization and Localization of HRM practices	9
UNIT	HRM STRATEGIES	PERIODS
II	Internationalization and world business - Strategic orientation, IHRM in cross border Mergers and Acquisitions, International Alliances - IHRM & Competitive advantage, Cultural context of IHRM	9
UNIT	RECRUITMENT AND SELECTION	PERIODS
III	International Managers staffing - Approaches to staffing - Role of Expatriates - Role of Inpatriate - Role of Non expatriates- recruitment and selection methods- Current practices	9
UNIT	TRAINING AND DEVELOPMENT, PERFORMANCE APPRAISAL	PERIODS
IV	Expatriate training program, components, types, effectiveness measures, HCN training- Trends in International training and development - repatriation process and training, International performance Management methods - cultural issues in Performance Management	9
UNIT	INTERNATIONAL COMPENSATION	PERIODS
V	Components of international compensation - Approaches to international compensation - Challenges and choices, International Labor Standards - emerging issues	9
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. Peter J Dowling & D E, Welch; International Human Resource Management, Cengage Learning, 7th Edition IE., 2017

#### REFERENCE BOOKS:

1. Anne Wilberding, Ashly Pinnington, International human Resource Management, 3rd edition, Sage Publication
2. P L Rao, International Human resource Management- Text and Cases, Excel Books

#### WEBSITES:

1. [https://www.google.co.in/books/edition/International\\_Business](https://www.google.co.in/books/edition/International_Business)

#### JOURNALS:

1. International Journal of Human Resource Management

**EXTENSIVE READER:**

1. Monir H. Tayeb: International Human Resource Management: A Multinational Company Perspective Oxford University Press, IE

**COURSE DESIGNERS**

1.	Dr. Salkumar.V	Professor & Head	MBA
2.	Mrs. S. Sankha	Assistant Professor	MBA
3.	Mrs. Jayashree.R	Assistant Professor	MBA

Recommended by Board of Studies	Date: 2.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.01.2024	Meeting No.	

233MBE322T	INDUSTRIAL RELATIONS AND LABOUR WELFARE	Periods per week				Credits
Regulation - R23		L	T	P	B	
		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

- To explore contemporary knowledge and gain a conceptual understanding of industrial relations

### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to)

COs	Description	Bloom's level
CO1:	Apply and manage the Industrial relations towards effective organization.	K3
CO2:	Evaluate the various causes for industrial disputes and its remedies.	K5
CO3:	Analyze the welfare benefits as per statutory and non-statutory provisions.	K4
CO4:	Create the strategy towards Industrial Health & Hygiene for better workplace without accidents.	K3
CO5:	Relate the various welfare measures as per legal systems for the unorganized labour.	K3

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	3	2	3	1	2	3	3
CO2	1	2	3	2	3	1	2	3	1
CO3	3	2	3	2	3	1	1	3	3
CO4	3	2	3	2	3	2	2	3	3
CO5	3	2	3	2	3	1	2	3	3

3 = High ; 2 = Medium ; 1 = Low ; 0 = No correlation

UNIT	INDUSTRIAL RELATIONS	PERIODS
I		9
Concepts - Importance - Industrial Relations problems in the Public Sector - Growth of Trade Unions - Codes of conduct.		
UNIT	INDUSTRIAL CONFLICTS	PERIODS
II		9
Concepts - Importance - Industrial Relations problems in the Public Sector - Growth of Trade Unions		
UNIT	LABOUR WELFARE	PERIODS
III		9
Concept - Objectives - Scope - Need - Voluntary Welfare Measures - Statutory Welfare Measures - Labour - Welfare Funds - Education and Training Schemes		
UNIT	INDUSTRIAL SAFETY	PERIODS
IV		9
Causes of Accidents - Prevention - Safety Provisions - Industrial Health and Hygiene - Importance - Problems - Occupational Hazards - Diseases - Psychological problems - Counselling - Statutory Provisions.		
UNIT	WELFARE OF SPECIAL CATEGORIES OF LABOUR	PERIODS
V		9
Contract Labour - Construction Labour - Agricultural Labour - Differently abled Labour BPO & ITO Labour - Social Assistance - Social Security - Implications.		
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. Mamoria C.B. and SeshishMamoria, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2016.
2. Kapoor N. D., Elements of Mercantile Law, Sultan Chand, 2014.
3. ArunManappa, FajjeerNambudin, PatturajaSelvaraj, Industrial relations (Labour Laws) Tata McGraw Hill, 2012

#### REFERENCE BOOKS:

1. P.N.Singh, Neeraj Kumar, Employee relations Management, Pearson, 2011.
2. Mamoria C.B, Seshish Mamoria, Gankar, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2012.
3. P.R.N Sinha, Indu Bala Sinha, Seema Priyadarshini, Shekhar, Industrial Relations, Trade Unions and Labour Legislation, Pearson, 2004

#### WEBSITES:

1. [https://www.google.co.in/books/edition/Industrial\\_Relations\\_and\\_Labour\\_Welfare](https://www.google.co.in/books/edition/Industrial_Relations_and_Labour_Welfare)



**JOURNALS:**

1. Indian Journal of Industrial Relations

**EXTENSIVE READER:**

1. Arun Menappa, Ranjeet Nambudiri, Paturnaja Sivara, Industrial relations & Labour Laws, Tata McGraw Hill, 2012.

**COURSE DESIGNERS**

1.	Dr.Saikumar,V	Professor& Head	MBA
2.	Dr.S.Purushothaman	Assistant Professor	MBA
3.	Mrs.V.sunita	Assistant Professor	MBA
4.			

Recommended by Board of Studies	Date: 2.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.01.2024	Meeting No:	

233HBE323T	LABOUR LEGISLATIONS	Periods per week:				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination In Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

1.	To have a broad understanding of the legal principles governing the employment relationship at individual and collective level.
2.	To familiarise the students to the practical problems inherent in the implementation of labour statutes.

### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:

COs	Description	Bloom's level
CO1:	Apply and manage the Industrial relations towards effective organization.	K3
CO2:	Evaluate the various causes for industrial disputes and its remedies.	K3
CO3:	Analyze the welfare benefits as per statutory and non-statutory provisions.	K4
CO4:	Create the strategy towards industrial health & hygiene for better workplace without accidents.	K5
CO5:	Relate the various welfare measures as per legal systems for the unorganized labour.	K3

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	3	2	3	1	2	3	3
CO2	3	2	3	2	3	1	2	3	3
CO3	3	2	3	2	3	1	1	3	3
CO4	3	2	3	2	3	1	2	3	3
CO5	3	2	3	2	3	1	3	3	3

3 – High ; 2 – Medium ; 1 – Low ; 0 – No correlation

Contained in the following acts are to be studied.

	Periods
1. The Factories Act, 1948	3
2. The Trade Unions Act, 1926	4
3. The Payment of Wages Act, 1936	3
4. The Minimum Wages Act, 1948	2
5. The Industrial Disputes Act, 1947	4
6. The Workmen's Compensation Act, 1923	2
7. The Payment of Gratuity Act, 1972	3
8. The Payment of Bonus Act, 1965	3
9. The Employee's Provident Fund & Misc. Act, 1952	3
10. The Employees State Insurance Act, 1948	4
11. The Industrial Employment (Standing Orders) Act, 1948	3
12. The Apprentices Act, 1961	2
13. The Equal Remuneration Act, 1976	2
14. The Maternity Benefit Act, 1961	2
15. Contract Labour Regulations and Abolition Act, 1970	3
16. The Child Labour Prevention and Regulation Act, 1986	2

#### TEXT BOOKS:

1. Tax Mann, Labour Laws, 2008.

#### REFERENCE BOOKS:

1. P.K. Poddh, Industrial Laws, PHI, 2008.
2. Kapoor N. D., Elements of Mercantile Law, Sultan Chand, 2008

**WEBSITES:**

1. [https://www.google.co.in/books/edition/Industrial\\_Relations\\_and\\_Labour\\_Welfare](https://www.google.co.in/books/edition/Industrial_Relations_and_Labour_Welfare)

**JOURNALS:**

1. Indian Journal of Industrial Relations

**EXTENSIVE READER:**

1. Errastava, Industrial Relations and Labour law, Vikas, 2007.

**COURSE DESIGNERS**

1.	Dr.Salkumari.V.	Professor& Head	MBA
2.	Dr.S.Purushothraiman	Assistant Professor	MBA
3.	Mrs.V.sunitha	Assistant Professor	MBA

Recommended by Board of Studies	Date: 2.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.1.2024	Meeting No.	

233HBE324T	MANAGERIAL BEHAVIOUR AND EFFECTIVENESS	Periods per week:				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

1.	To examine managerial styles in terms of concern for production and concern for people.
2.	To assess different systems of management and relate these systems to Organizational characteristics.

### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Demonstrate the dimensions of managerial job behaviour at different levels of management.	K3
CO2:	Design the practices of managerial job to enhance managerial skills.	K5
CO3:	Analyze the effectiveness of managerial job.	K4
CO4:	Examine the environmental issues for managerial effectiveness.	K2
CO5:	Evaluate the management techniques to have winning edge in a competitive environment.	K5

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	3	3	1	1	3	1	3
CO2	2	2	3	3	1	1	3	1	3
CO3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3
CO5	2	2	3	3	3	3	3	3	3

3 - High ; 2 - Medium ; 1 - Low ; 0 - No correlation

UNIT	DEFINING THE MANAGERIAL JOB	PERIODS
I		9
	Descriptive Dimensions of Managerial Jobs - Methods - Model - Time Dimensions In Managerial Jobs	
UNIT	DESIGNING THE MANAGERIAL JOB	PERIODS
II		9
	Identifying Managerial Talent - Selection and Recruitment - Managerial Skills Development - Pay and Rewards - Managerial Motivation - Effective Management Criteria - Performance Appraisal Measures - Balanced Scorecard - Feedback - Career Management - Current Practices.	
UNIT	THE CONCEPT OF MANAGERIAL EFFECTIVENESS	PERIODS
III		9
	Definition - The person, process, product approaches - Bridging the Gap - Measuring Managerial Effectiveness - Current Industrial and Government practices in the Management of Managerial Effectiveness- the Effective Manager as an Optimiser.	
UNIT	ENVIRONMENTAL ISSUES IN MANAGERIAL EFFECTIVENESS	PERIODS
IV		9
	Organisational Processes - Organisational Climate - Leader - Group Influences - Job Challenge	
UNIT	DEVELOPING THE WINNING EDGE	PERIODS
V		9
	Organisational and Managerial Efforts - Self Development - Negotiation Skills - Development of the Competitive Spirit - Knowledge Management - Fostering Creativity and Innovation.	
<b>TOTAL PERIODS:</b>		<b>45</b>

**TEXT BOOKS:**

1. Peter Drucker, Management. Harper Row, 2006.

**REFERENCE BOOKS:**

1. Blanchard and Thacker, Effective Training Systems, Strategies and Practices Pearson 2012.
2. T.V.Rao, Appraising and Developing Managerial Performance. Excel Books, 2002.

**WEBSITES:**

- 1- [https://www.google.com/books/edition/Managerial\\_Behaviour\\_Performance\\_and\\_Effectiveness/](https://www.google.com/books/edition/Managerial_Behaviour_Performance_and_Effectiveness/)

**JOURNALS:**

1. Journal on Managerial Behaviour

**EXTENSIVE READER:**

1. Milkovich and Newman, Compensation, McGraw-Hill International, 2013.

**COURSE DESIGNERS**

1.	Dr.Saikumar,V	Professor& Head	MBA
2.	Mrs.R.Jayashree	Assistant Professor	MBA
3.	Mrs.S.Sasirekha	Assistant Professor	MBA

Recommended by Board of Studies	Date: 2.11.2023	Syllabus version	2023
Approved by the Academic Council	Date:24.1.2024	Meeting No:	

233HBE325T	ORGANIZATIONAL THEORY, DESIGN AND DEVELOPMENT	Periods per week:				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination In Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

1.	To learn how an organization can be designed and developed to deal with the challenges from environment, technology, and its own processes.
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### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	The fundamentals of organizational design and structure	K2
CO2:	Change process, types, and models of change in organizations	K2
CO3:	The fundamentals of organizational development	K2
CO4:	Organizational development interventions	K2
CO5:	Organizational evolution and sustenance	K2

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	3	3	2	2	3	2	3
CO2	2	2	3	3	2	2	3	2	3
CO3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3
CO5	2	2	3	3	4	4	4	3	3

3 - High ; 2 - Medium ; 1 - Low ; 0 - No correlation.



UNIT	ORGANIZATION & ITS ENVIRONMENT	PERIODS
I		9
	Meaning of Organization – Need for existence – Organizational Effectiveness – Creation of Value – Measuring Organizational Effectiveness – External Resources Approach, Internal Systems Approach and Technical approach – HR Implications.	
UNIT	ORGANIZATIONAL DESIGN	PERIODS
II		9
	Determinants – Components – Types – Basic Challenges of design – Differentiation, Integration, Centralization, Decentralization, Standardization, Mutual adjustment	
UNIT	ORGANIZATIONAL CULTURE	PERIODS
III		9
	Understanding Culture – Strong and Weak Cultures – Types of Cultures – Importance of Culture – Creating and Sustaining Culture – Culture and Strategy – Implications for practicing Managers.	
UNIT	ORGANIZATIONAL CHANGE	PERIODS
IV		9
	Meaning – Forces for Change – Resistance to Change – Types and forms of change – Evolutionary and Revolutionary change – Change process – Organization Development – HR functions and Strategic Change Management – Implications for practicing Manager.	
UNIT	ORGANIZATION EVOLUTION AND SUSTENANCE	PERIODS
V		9
	Organizational life cycle – Models of transformation – Models of Organizational Decision making – Organizational Learning – Innovation, Intrapreneurship and Creativity – HR implications.	
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. Thomson G. Cummings and Christopher G. Worley, Organizational development and Change, Cengage, 9<sup>th</sup> edition 2011

#### REFERENCE BOOKS:

1. Robbins Organization Theory: Structure Design & Applications, Prentice Hall of India, 2009.
2. Gareth R. Jones, Organizational Theory, Design & Change, Pearson Education, 6<sup>th</sup> Edition 2011.

#### WEBSITES:

1. [https://www.google.com/books/edition/Managerial\\_Behaviour\\_Performance\\_and\\_Effectiveness](https://www.google.com/books/edition/Managerial_Behaviour_Performance_and_Effectiveness)

**JOURNALS:**

1. Journal on Managerial Behaviour

**EXTENSIVE READER:**

1. Rickard L. Daft, Understanding theory & Design of Organizations, Cengage, Western, 10th Edition, 2012

**COURSE DESIGNERS**

1.	Dr.Saikumar,V	Professor& Head	MBA
2.	Mrs.R.Jayashree	Assistant Professor	MBA
3.	Mrs.S.Sasirekha	Assistant Professor	MBA

Recommended by Board of Studies	Date: 2.11.2023	Syllabus version	2023
Approved by the Academic Council	Date:24.01.2024	Meeting No.	

233HBE326T	STRATEGIC HUMAN RESOURCES MANAGEMENT	Periods per week				Credits
		L	T	P	R	
Regulation - R23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination In Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	50

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

1.	To help students understand the transformation in the role of HR functions from being a support function to strategic function.
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### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Understand the relationship of HR strategy with overall corporate strategy, the strategic role of specific HR systems.	K2
CO2:	Appreciate SHRM in the context of changing forms of Organization and will have a better understanding of the tools and techniques used by organizations to meet current challenges.	K2
CO3:	To be more sensitive to cross-cultural issues and understanding of international approaches to dealing with people in Organizations. Students will look at HRM in a broader, comparative and international perspective to deal with complex issues and manifold risks.	K2
CO4:	Providing an overview of the counselling and coaching processes and techniques. Developing alternative approach to dealing with problem situations in Organizations.	K2
CO5:	Understand the career development theories and models and gain necessary self-insight, skills and techniques to become effective HR managers.	K2

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	3	3	1	1	3	1	3
CO2	2	2	3	3	1	1	3	2	3
CO3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3
CO5	2	1	3	3	1	1	3	3	3

3 – High ; 2 – Medium ; 1 – Low ; \* – No correlation

UNIT	HUMAN RESOURCE DEVELOPMENT	PERIODS
I		9
	Meaning - Strategic framework for HRM and HRD - Vision, Mission and Values - Importance - Challenges to Organizations - HRD Functions - Roles of HRD Professionals - HRD Needs Assessment - HRD practices - Measures of HRD performance - Links to HR, Strategy and Business Goals - HRD Program Implementation and Evaluation - Recent trends - Strategic Capability - Bench Marking and HRD Audit.	
UNIT	E-HRM	PERIODS
II		9
	Performance management and Compensation design - Development and Implementation of HRIS - Designing HR portals - Issues in employee privacy - Employee surveys online.	
UNIT	CROSS CULTURAL HRM	PERIODS
III		9
	Education and Training Programs - Leadership and Strategic HR Issues in International Assignments - Current challenges in Outsourcing, Cross border Mergers and Acquisitions - Repatriation etc - Building Multicultural Organization - International Compensation.	
UNIT	CAREER & COMPETENCY DEVELOPMENT	PERIODS
IV		9
	Career Concepts - Roles - Career stages - Career planning and Process - Career development Models- Career Motivation and Enrichment -Managing Career plateaus- Designing Effective Career Development Systems - Competencies and Career Management - Competency Mapping Models - Equity and Competency based Compensation.	
UNIT	EMPLOYEE COACHING & COUNSELING	PERIODS
V		9
	Need for Coaching - Role of HR in coaching - Coaching and Performance - Skills for Effective Coaching - Coaching Effectiveness- Need for Counseling - Role of HR in Counseling - Components of Counseling Programs - Counseling Effectiveness - Employee Health and Welfare Programs - Work Stress - Sources - Consequences - Stress Management Techniques - Eastern and Western Practices - Self Management and Emotional Intelligence.	
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. Micheal Papsicleon and Peter Robert, e-business: Wiley India, 2006.

#### REFERENCE BOOKS:

1. Paul Boselle, Strategic Human Resource Management, Tata McGraw Hill, 2012.
2. Kalakota et al| Frontiers of Electronic Commerce, Addison Wesley, 2004.

## WEBSITES

1. [https://www.google.co.in/books?edition=Managerial\\_Behaviour\\_Performance\\_and\\_Effectiveness](https://www.google.co.in/books?edition=Managerial_Behaviour_Performance_and_Effectiveness)

## JOURNALS:

1. Journal on Managerial Behaviour
- 2.

## EXTENSIVE READER:

1. Robert L. Mathis and John H. Jackson, Human Resource Management, Cengage, 2007.

## COURSE DESIGNERS

1.	Dr.Salkumari.V	Professor& Head	MBA
2.	Mrs.R.Jayashree	Assistant Professor	MBA
3.	Mrs.S.Sastrekha	Assistant Professor	MBA

Recommended by Board of Studies	Date: 2.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.1.2024	Meeting No.	

233M8E3311	QUALITY MANAGEMENT	Credits per week				Credits
		1	1	2	2	
		2	2	2	2	2

### SCHEME OF EXAMINATION

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	60

### PREREQUISITES

Nil

### COURSE OBJECTIVES:

1. Learn the various principles and practices of Quality Management

### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Understanding the evolution of Quality management	K2
CO2:	Understanding of quality philosophies and practices	K2
CO3:	Ability to apply statistical process control to enhance quality.	K3
CO4:	Ability to apply quality tools to enhance organization's quality performance.	K3
CO5:	Awareness of quality management systems	K2

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	3	3	3	3	3	2	3
CO2	3	2	3	3	3	3	3	2	3
CO3	3	2	3	2	3	3	3	2	3
CO4	3	2	3	3	3	3	3	2	3
CO5	3	2	3	3	3	3	3	2	3

3 - High ; 2 - Medium ; 1 - Low ; '-' - No correlation

UNIT	INTRODUCTION	PERIODS:
I		5
	Definition and Scope of Logistics – Functions & Objectives – Customer Value Chain – Service Phases and attributes – Value added logistics services – Role of logistics in Competitive strategy – Customer Service	
UNIT	DISTRIBUTION CHANNELS AND OUTSOURCING LOGISTICS	PERIODS:
II		5
	Distribution channel structure – channel members, channel strategy, role of logistics and support in distribution channels, Logistics requirements of channel members, Logistics outsourcing – catalysts, benefits, value proposition, Third and fourth party logistics, Selection of service provider.	
UNIT	TRANSPORTATION AND PACKAGING	PERIODS:
III		7
	Transportation system – Evolution, Infrastructure and Network, Freight Management – Vehicle Routing – Containerization, Modal Characteristics, Inter-modal Operators and Transport Economics, Packaging-Design considerations, Material and Cost, Packaging as Unitisation, Consumer and Industrial Packaging.	
UNIT	PERFORMANCE MEASUREMENT AND COSTS:	PERIODS:
IV		5
	Performance Measurement – Need, System, Levels and Dimensions, Internal and External Performance Measurement, Logistics Audit, Total Logistics Cost – Concept, Accounting Methods, Cost – Identification, Time Frame and Formatting.	
UNIT	CURRENT TRENDS:	PERIODS:
V		5
	Logistics Information Systems – Need, Characteristics and Design, E-Logistics – Structure and Operation, Logistics Resource Management eLRM, Automatic Identification Technologies, Reverse Logistics – Scope, design and as a competitive tool, Global Logistics – Operational and Strategic Issues, Ocean and air transportation, Strategic logistics planning, Green Logistics.	
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. Bloomberg David J et al., Logistics, Prentice Hall India, 2003

#### REFERENCE BOOKS:

1. Sajeesh V, Logistics Management – The Supply Chain Imperative, Pearson Education, 3<sup>rd</sup> Edition, 2012
2. Ronald H. Ballou, Business Logistics and Supply Chain Management, Pearson Education, 5<sup>th</sup> Edition, 2007

#### WEBSITES:

1. [https://www.google.co.in/books/e/total\\_quality\\_management](https://www.google.co.in/books/e/total_quality_management)

#### JOURNALS:

1. Journal of Quality Management

**EXTENSIVE READER:**

1. Alawad, O.Saritha & Gaxean Singh, Logistics Management, Ppt. 2011

**COURSE DESIGNERS**

1.	Dr.Sakumari V	Professor & Head	MEA
2.	Dr.S.Purushothaman	Assistant Professor	MBA
3.	Dr.S.Selvakumar	Assistant Professor	MBA

Recommended by Board of Studies	Date: 2.11.2023	Syllabus version	2023
Approved by the Academic Council	Date:24.01.2024	Meeting No.	



283MBE3321	MATERIALS MANAGEMENT	Period per week				Credits
		L	T	P	E	
Regulation - E23		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	60

### PREREQUISITES:

Nil

### COURSE OBJECTIVES:

1. Understand how materials management should be considered for profitability.

### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Understanding basics of materials management	K2
CO2:	Understanding requirement analysis for material planning	C2
CO3:	Ability to apply inventory management models	C2
CO4:	Understanding purchasing practices	K2
CO5:	Understanding storage in warehouse	C2

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	3	3	3	3	3	2	3
CO2	3	2	3	3	3	3	3	2	3
CO3	3	2	3	3	3	3	3	2	3
CO4	3	2	3	3	3	3	3	2	3
CO5	3	2	3	3	3	3	3	2	3

3 - High ; 2 - Medium ; 1 - Low ; '0' - No correlation

UNIT	INTRODUCTION	PERIODS
I	Operating environment-aggregate planning-sale, need, strategies, costs techniques, approaches-master scheduling-manufacturing planning and control system-manufacturing resource planning-enterprise resource planning-making the production plan	7
UNIT	MATERIALS PLANNING	PERIODS
II	Materials requirements planning-bill of material-resource requirement planning-manufacturing resource planning-capacity management-scheduling order-production activity control-classification	7
UNIT	INVENTORY MANAGEMENT	PERIODS
III	Policy Decisions-objectives-control-Retail Discounting Model, Newsvendor Model, EOQ and BEO models for uniform and variable demand With and without shortages -Quantity discount models, Probabilistic inventory models	7
UNIT	PURCHASING MANAGEMENT	PERIODS
IV	Establishing specifications-selecting suppliers-price determination-forward buying-mixed buying strategy-price forecasting-buying seasonal commodities-purchasing under uncertainty-demand management-price forecasting-purchasing under uncertainty-purchasing of capital equipment-international purchasing	9
UNIT	WAREHOUSE MANAGEMENT	PERIODS
V	Warehousing functions – types – stores management-stores systems and procedures-incoming material control-stores accounting and stock verification-Classiate, surplus and scrap-value analysis-material handling-transportation and traffic management ,operational efficiency-productivity-cost effectiveness: performance measurement.	8
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. B. N. Ghaly, Production and Operations Management, Tata McGraw Hill, 2012

#### REFERENCE BOOKS:

1. J.R.Tony Arnold, Stephen W. Chapman, Lloyd M. Olive, Material Management, Pearson, 2012.
2. P. Gopalakrishnan, Purchasing and Material Management, Tata McGraw Hill, 2012

#### WEBSITES:

1. [https://www.google.co.in/books/edition/Material\\_Management](https://www.google.co.in/books/edition/Material_Management)

#### JOURNALS:

1. Journal of Purchasing and Material Management

**EXTENSIVE READER:**

1. Ajay K. Garg, *Production and Operations Management*, Tata McGraw Hill, 2012.

**COURSE DESIGNERS**

1.	Dr. Sakunthi V	Professor & Head	MBA
2.	Dr. S. Selvakumar	Assistant Professor	MEA
3.	Dr. S. Purnanandhan	Assistant Professor	MEA

Recommended by Board of Studies	Date: 2.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.1.2024	Meeting No:	

203M8E335T	PRODUCT DESIGN	Credits per week				Credit
		L	T	P	R	
		3	0	0	0	
Regulation - 203						3

### SCHEME OF EXAMINATION

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	60

### PREREQUISITES

Nil

### COURSE OBJECTIVES:

1. Understand the application of structured methods to develop a product.

### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Apply creative process techniques in synthesizing information, problem-solving and critical thinking.	K3
CO2:	Demonstrate and employ hand drawing and drafting principles to convey concepts.	K4
CO3:	Use basic fabrication method to build prototype models for hard-goods and soft-goods and packaging.	K3
CO4:	Demonstrate, apply, explain, and recognize basic engineering, mechanical, and technical principles.	K4
CO5:	Demonstrate, apply, explain, and recognize basic family of materials used in soft-goods and hard-goods, including sustainable materials and manufacturing processes.	K4

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	3	3	3	3	3	2	3
CO2	3	2	2	3	3	3	3	2	3
CO3	3	2	3	3	3	3	3	2	3
CO4	3	2	3	3	3	3	3	2	3
CO5	3	2	3	3	3	3	3	2	3

3 - High ; 2 - Medium ; 1 - Low ; \* - No correlation

UNIT	INTRODUCTION	PERIODS
I	Defining Product, Types of products, Product development – characteristics, duration and cost challenges, Development Process: Generic Process- Adding to product types, Evaluation – S-curve curve – cost expenditure curve.	9
II	Product Planning Process – Steps, Opportunity Identification – breakdown structure- product development charter, Product Life Cycle, Technology Life Cycle - Understanding Customer Needs - Disruptive Technologies- Product Specification - Concept Generation - Activity- Steps-Techniques.	9
III	Concept Selection – importance, Methodology, concept screening, Concept Scoring, Concept Testing, Product Architecture- Definition, Modularity, Implication, Establishment, Delayed Differentiation, Platform Planning.	9
IV	Industrial Design, Design for Manufacturing-Value Engineering-Ergonomics-Prototyping-Robust Design- Design for X-failure rate curve-product use testing-Collaborative Product development-Product development economic-scoring model- financial analysis.	9
V	Defining Intellectual Property and Patents, Patent Search and Application, Patent Ownership and Transfer, Patent Infringement, New Developments and International Patent Law.	9
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. Anil Mittal, Anoop Desai, Anshu Subramanian, Ashi Mittal, Product Development, Elsevier, 2009.

#### REFERENCE BOOKS:

1. Kenneth S.Kahn, New Product Planning, Sage, 2<sup>nd</sup> Edition (2011).
2. Deborah E.Saunders, Intellectual Property Rights, Delmar, Cengage Learning, 2005.

#### WEBSITES:

1. [https://www.google.co.in/books/edition/Product\\_Design](https://www.google.co.in/books/edition/Product_Design)

#### JOURNALS:

1. International Journal Of Product Design

**EXTENSIVE READER:**

1. Kotler, Ronald L, Laserer, Timothy M; Strategic Product Creation, Tata-McGraw Hill, 2007.

**COURSE DESIGNERS**

1.	Dr.Sakumari V	Professor & Head	MEA
2.	Dr.B.Selvakumar	Assistant Professor	MEA
3.	Dr.S.Purushothaman	Assistant Professor	MEA

Recommended by Board of Studies	Date: 2.11.2023	Syllabus version	2023
Approved by the Academic Council	Date:	Meeting No:	

233M8E334T	PROJECT MANAGEMENT	Periods per week				Credit
		L	T	R	P	
		3	0	0	0	3

### SCHEME OF EXAMINATION

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	60

### PREREQUISITES

Nil

### COURSE OBJECTIVES:

1. to learn the concepts of managing projects.

### COURSE OUTCOMES (COs):

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Apply the concepts of Project Management and its process	K3
CO2:	Analyzing the Project Planning, Budgeting and Risk management.	K4
CO3:	Evaluate the project progress through PERT, CPM networking, Crashing and Gantt Chart.	K5
CO4:	Explore knowledge on Project evaluation, termination and controlling process.	K3
CO5:	Examine the Project Organization Structures and Conflict management techniques.	K2

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	3	3	3	3	2	3	2
CO2	3	3	3	3	3	3	2	2	3
CO3	2	3	3	3	3	3	3	3	3
CO4	3	3	3	3	2	3	3	3	3
CO5	2	3	3	3	3	3	3	3	3

3 - High ; 2 - Medium ; 1 - Low ; 0 - No correlation

UNIT	INTRODUCTION TO PROJECT MANAGEMENT	PERIODS
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Approved in Academic Council Meeting, held on 24-01-2024

I		II
Project Management – Definition – Goal – Lifecycle, Project Selection Methods, Project Portfolio Process		
UNIT	PLANNING AND BUDGETING	PERIODS
II		8
The Planning Process – Work Break down Structure – Role of Multidisciplinary teams, Budget the Project – Methods, Cost Estimating and Improvement, Budget Uncertainty and risk management.		
UNIT	SCHEDULING & RESOURCE ALLOCATION	PERIODS
III		8
PERT & CPM Networks – Crashing – Project Uncertainty and Risk Management – Simulation – Gantt Charts – Expediting a project – Resource loading and leveling, Allocating scarce resources – Goldratt's Critical Chain.		
UNIT	CONTROL AND COMPLETION	PERIODS
IV		9
The Plan-Monitor-Control cycle – Data Collecting and reporting – Project Control – Designing the control system, Project Evaluation, Auditing and Termination.		
UNIT	PROJECT ORGANIZATION & CONFLICT MANAGEMENT	PERIODS
V		8
Formal Organization Structure – Organization Design – Types of project organizations, Conflict – Origin & Consequences, Managing conflict – Team methods for resolving conflict.		
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1. Harvey Mairor, Project Management, Fourth Edition, Pearson Education, 2010.

#### REFERENCE BOOKS:

1. Clifford Gray and Erik Larson, Project Management, Tata McGraw-Hill Edition, 4e 2014.
2. John M. Nicholas, Project Management for Business and Technology – Principles and Practice, Second Edition, Pearson Education, 3rd Edition 2016.

#### WEBSITES:

1. [https://www.google.co.in/books/edition/The\\_Standard\\_for\\_Project\\_Management](https://www.google.co.in/books/edition/The_Standard_for_Project_Management)

#### JOURNALS:

1. Journal of Project Management
- 2.

#### EXTENSIVE READER:

1. Gido and Clements, Successful Project Management, 4th Edition, Cengage, 2015.



**COURSE DESIGNERS**

1.	Dr. Sakunari V	Professor & Head	MBA
2.	Mrs. S. Sathya	Assistant Professor	MBA
3.	Dr. S. Purnanandan	Assistant Professor	MBA

Recommended by Board of studies	Date: 2.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.01.2024	Meeting No:	

205MBE335T	SERVICES OPERATIONS MANAGEMENT	Periods per week				Credits
		L	T	P	E	
Regulation -		3	0	0	0	3

*Approved in Academic Council Meeting held on 24-01-2024*

**SCHEME OF EXAMINATION**

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	80

**PREREQUISITES**

Nil

**COURSE OBJECTIVES:**

- To help understand how service performance can be improved by studying service operations management.

**COURSE OUTCOMES (COs):**

Upon completion of this course student will be able to:	Bloom's level
CO1: Appreciation of nature of service operations:	K2
CO2: Ability to design services:	K3
CO3: Ability to indicate quality in service design and delivery:	K2
CO4: Apply models to design service facility:	K3
CO5: Ability to grow and sustain service business:	K3

**MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	1	0	0	0	0	0	0
CO2	3	0	0	0	0	0	0	0	0
CO3	3	0	0	0	0	0	0	0	0
CO4	3	0	0	0	0	0	0	0	0
CO5	3	1	0	0	0	0	0	0	0

3 = High ; 2 = Medium ; 1 = Low ; 0 = No correlation.

UNIT	INTRODUCTION	PERIODS
I		7

Services - importance, role in economy, service sector - growth, nature of services -service classification, Service Portfolio, distinctive characteristics, open-systems view, Service Strategy - Strategic service vision, competitive environment, generic strategies, winning customers; Role of information technology; stages in service firm competitiveness; Internet strategies - Environmental strategies.

UNIT	SERVICE DESIGN	PERIODS
III		7

New Service Development - Design elements - Service Blueprinting - process structure - generic approaches - Value to customer, Retail design strategies - store size - Network configuration (Managing Service Experience -experience economy, key dimensions; Vehicle Routing and Scheduling

UNIT	SERVICE QUALITY	PERIODS
III		9

Service Quality - Dimensions, Service Quality Gap Model, Measuring Service Quality -SERVQUAL - Work-through Audit, Quality service by design - Service Recovery - Service Guarantees, Service Encounter - trade, creating service orientation, service profit chain, Front-office Back-office interface - service decoupling.

UNIT	SERVICE FACILITY	PERIODS
IV		7

Services codes - behaviour - environmental dimensions - framework, Facility design - nature, objectives, process analysis - process flow diagram, process steps, simulation; Service facility layout, Service Facility Location - considerations; facility location techniques - metropolitan metric, Backdrop, centre of gravity, retail outlet location, location set covering problem

UNIT	MANAGING CAPACITY AND DEMAND	PERIODS
V		8

Managing Demand - strategies; Managing capacity - basic strategies, supply management tactics; operations planning and control; fleet management; Inventory Management in Services- Retail Discounting Model, Newspaper Model; Managing Waiting Lines -Queuing systems, psychology of waiting; Managing for growth- expansion strategies; franchising, globalization

**TOTAL PERIODS:** 45

#### TEXT BOOKS:

1. Richard D. Matten, Successful Service Operations Management, Cengage Learning, 2nd Edition, 2012.
2. Cengizkayser, Barry Render, Service Management, Pearson Education, 2013.

#### REFERENCE BOOKS:

1. J.Helvan Wright and Peter Sage, The management of service operations, Cengage, 3<sup>rd</sup> Edition, 2004.
2. Bill Haller and Sage Brinkins, Managing Service Operations, Sage, 2006.

#### WEBSITES:

1. [https://www.google.co.in/books/edition/Services\\_Operation\\_Management](https://www.google.co.in/books/edition/Services_Operation_Management)

#### JOURNALS:

1. Journal of Service Operations Management

4.	
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**EXTENSIVE READER:**

1.	James A. Fitzsimons, Service Management – Operations, Strategy, Information Technology, Tata McGraw-Hill – 3th Edition 2013.
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**COURSE DESIGNERS**

1.	Dr Balakumar V	Professor & Head	MBA
2.	Dr E Sivaraj Kumar	Assistant Professor	MBA
3.	Dr S. Sureshchandra	Assistant Professor	MBA

Recommended by Board of Studies	Date: 2.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.01.2024	Wasting No:	

205MBE3341	SUPPLY CHAIN MANAGEMENT	Period per week				Credits
		L	T	P	E	

*Approved in Academic Council Meeting, held on 24-01-2024*

Regulation - R23						5	0	0	0	5
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#### SCHEME OF EXAMINATION:

Duration of End Semester Examination in hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
5	40	60	100	45	50

#### PREREQUISITES:

Nil

#### COURSE OBJECTIVES:

1.	To help understand the importance of and major decisions in supply chain management for gaining competitive advantage.
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#### COURSE OUTCOMES (COs):

upon completion of this course, student will be able to:		Bloom's level:
CO1:	Demonstrate various decisions phases and strategies for improving supply chain performance of an organization.	K3
CO2:	Execute appropriate strategic sourcing and supplier development in supply chain	K3
CO3:	Select the appropriate network design for increasing Supply chain performance.	K2
CO4:	Evaluate the various distribution channel and its outsourcing in supply chain management.	K4
CO5:	Apply current trends and new technologies to integrate the supply chain activities effectively	K3

#### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	3	3	3	3	2	3	3
CO2	3	2	3	3	3	2	2	2	3
CO3	2	2	3	2	2	3	3	2	3
CO4	3	3	3	3	2	3	2	3	3
CO5	2	3	2	2	3	3	3	3	3

3 - High ; 2 - Medium ; 1 - Low ; '-' - No correlation

UNIT	INTRODUCTION	PERIODS:
I		7

Supply Chain – Fundamentals – Evolution- Role in Economy – Importance – Decision Phases – Supplier-Manufacturer-Customer chain – Enablers/ Drivers of supply Chain Performance: supply chain strategy.

*Approved in Academic Council Meeting, held on 24-01-2024*

## Supply Chain Performance Measures

UNIT	STRATEGIC SOURCING	PERIODS
II		8

Outsourcing - Make vs buy - Identifying core processes - Market vs Hierarchy - Make vs buy continuum - Sourcing strategy - Supplier Selection and Contract Negotiation, Creating a world class supply base- Supplier Development - World Wide Sourcing

UNIT	SUPPLY CHAIN NETWORK	PERIODS
III		8

Distribution Network Design - Role - Factors influencing Options: Value Addition - Distribution strategies - Model for Facility Location and Capacity allocation, Simulation Center Location Models, Supply Chain Network optimization models, Impact of uncertainty on Network Design - Network Design decisions using Decision trees

UNIT	PLANNING DEMAND, INVENTORY AND SUPPLY	PERIODS
IV		7

Managing supply chain cycle inventory, Uncertainty in the supply chain - Analyzing impact of supply chain redesign on the inventory - Risk Pooling - Managing inventory for short life - cycle products - multiple item - multiple location inventory management, Pricing and Revenue Management

UNIT	CURRENT TRENDS	PERIODS
V		8

Supply Chain Integration - Building partnership and trust in SC, Value of information, Bullwhip Effect - Effective forecasting - Coordinating the supply chain - SC Restructuring - SC Mapping -SC process restructuring- Postpone the point of differentiation - IT in Supply Chain - Agile Supply Chains - Reverse Supply chain, Agro Supply Chains

**TOTAL PERIODS:** 45

## TEXT BOOKS:

1. Dr.Saktumal V, Dr.Sivakumaran Logan, Logistics and Supply Chain Management, Juron, Chand & Sons, 2022.

## REFERENCE BOOKS:

1. Janat Shah, Supply Chain Management - Text and Cases, Pearson Education, 2009.
2. Anand Rana V, Supply Chain Management-Concept and Cases, PHI, 2005.
3. Shapiro Jeremy F, Modeling the Supply Chain, Cengage, Second Reprint, 2002.
4. Baiju Ronald K, Business Logistics and Supply Chain Management, Pearson Education, 5<sup>th</sup> Edition, 2007.

## WEBSITES:

1. [https://www.google.co.in/books/edition/Logistics\\_Management](https://www.google.co.in/books/edition/Logistics_Management)

## JOURNALS:

1. Journal on Supply Chain Management

**EXTENSIVE READER:**

1. Balou, Ronald H. Business Logistics and Supply Chain Management. Pearson Education, 5th Edition, 2007.

**COURSE DESIGNERS**

1.	Dr.Sakumar,V	Professor& Head	MBA
2.	Dr.B.Selvakumar	Assistant Professor	MBA
3.	Dr.S.Purushothaman	Assistant Professor	MBA

Recommended by Board of Studies	Date: 3.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.1.2024	Meeting No:	

230MBE341T Regulation - 2023	DATAMINING FOR BUSINESS INTELLIGENCE	Periods per week				Credits
		L	T	P	R	
		3	0	0	0	

*Approved in Academic Council Meeting, held on 24-01-2024*

**SCHEME OF EXAMINATION**

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	60

**PREREQUISITES:**

N/A

**COURSE OBJECTIVES:**

1. Know how to derive meaning from huge volume of data and information.
2. To understand how knowledge discovering process is used in business decision making.

**COURSE OUTCOMES (COs):**

Upon completion of this course, student will be able to:

COs	Description	Bloom's level
CO1:	Learn to apply various data mining techniques into various areas of different domains.	K3
CO2:	Be able to interact competently on the topic of data mining for business intelligence.	K3
CO3:	Know the basics of data mining processes, algorithms, & systems well enough to interact with CTOs, expert data miners, consultants, etc.	K2
CO4:	Apply various prediction techniques.	K3
CO5:	Learn about supervised and unsupervised learning technique.	K2

**MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	3	3	2	2	3	2	2
CO2	2	2	2	2	3	3	3	3	3
CO3	2	3	2	2	2	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3

3 = High ; 2 = Medium ; 1 = Low ; 0 = No correlation

UNIT	INTRODUCTION	PERIODS:
I		7



Data mining, Text mining, Web mining, Spatial mining, Process mining, Data ware house and datamarts.

UNIT	DATA-MINING PROCESS	PERIODS
II		7

Data mining process – RDD, CRISP-DM, SEMMA and Domain-Specific, Classification and Prediction performance measures – RMSE, MAD, MAP, MAPE, Confusion matrix, Receiver Operating Characteristic curve & AUC, Validation Techniques – hold-out, k-fold cross-validation, LOOCV, random subsampling, and bootstrapping.

UNIT	PREDICTION TECHNIQUES	PERIODS
III		7

Data visualization, time series – ARIMA, Witter Holt Vector Autoregressive analysis, Multivariate regression analysis.

UNIT	CLASSIFICATION AND CLUSTERING TECHNIQUES	PERIODS
IV		7

Classification- Decision trees, k nearest neighbour, Logistic regression, Discriminant analysis, Clustering, Market basket analysis.

UNIT	MACHINE LEARNING AND AI	PERIODS
V		7

Genetic algorithms, Neural network, Fuzzy logic, Support Vector Machine, Optimization techniques – Ant Colony, Particle Swarm, DEA.

<b>TOTAL PERIODS:</b>		<b>45</b>
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#### TEXT BOOKS:

1.	Jawei Han and Micheline Kamber, Data Mining concepts and techniques, Kouffmann Publishers 2006
2.	Efraim Turban, Ramesh Sharda, Jay E. Aronson and David King, Business Intelligence, Prentice Hall, 2008.
3.	W.H.Inman, Building the Data Warehouse, fourth edition Wiley India Pvt. Ltd, 2006.

#### REFERENCE BOOKS:

1.	Ralph Kimball and Richard Merz, The data warehouse toolkit, John Wiley, 3rd edition, 2013.
2.	Michel Berry and Gordon Linoff, Mastering Data mining, John Wiley and Sons Inc, 2nd Edition, 2011

#### WEBSITES:

1.	<a href="https://www.google.co.in/search?q=DATA+MINING+FOR+BUSINESS+INTELLIGENCE">https://www.google.co.in/search?q=DATA+MINING+FOR+BUSINESS+INTELLIGENCE</a>
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#### JOURNALS:

1.	Journal of Artificial Intelligence and Deep Learning
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**EXTENSIVE READER:**

1. *Michel Berry and Gordon Loft: Data mining techniques for Marketing, Sales and Customer support, John Wiley, 2011*

**COURSE DESIGNERS**

1.	Dr.Sankaranarayanan	Professor & Head	MBA
2.	Dr.M.Shalini	Assistant Professor	MBA
3.	Dr.B.Sekar Kumar	Assistant Professor	MBA

Recommended by Board of Studies	Date: 1.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.1.2024	Meeting No.	

283MBE3421	DEEP LEARNING AND ARTIFICIAL INTELLIGENCE	Periods per week				Credits
		L	T	P	e	
Regulation - E23		3	0	0	0	3

*Approved in Academic Council Meeting, held on 24-01-2024*

**SCHEME OF EXAMINATION**

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	60

**PREREQUISITES:**

N/A

**COURSE OBJECTIVES:**

- Expose various algorithms related to Deep Learning and Artificial Intelligence.
- Prepare students to apply suitable algorithm for the specified applications.

**COURSE OUTCOMES (COs):**

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Knowledge of Algorithms of Deep Learning & Artificial Intelligence.	K2
CO2:	Knowledge of applying Algorithm to specified applications.	K3
CO3:	Ability to understand intelligent systems and heuristic search techniques.	K2
CO4:	Understanding of knowledge Representation, Semantic Network and Frames	K2
CO5:	Knowledge Of Expert systems, applications and Machine learning	K2

**MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	3	3	2	2	3	2	2
CO2	2	2	2	2	3	3	3	3	2
CO3	2	3	2	2	2	3	3	3	3
CO4	3	3	3	3	3	3	4	3	3
CO5	3	3	3	3	3	3	3	3	3

3 - High ; 2 - Medium ; 1 - Low ; 0 - No correlation

UNIT	DEEP NETWORKS	PERIODS
1	Deep Networks, Modern Practices; Deep Forward Networks; Example: Learning XOR - Gradient-based Learning - Hidden Units - Architecture Design - Regularization for Deep Learning.	9

UNIT	MODELS	PERIODS
II		5
Optimization for Training Deep Models: How Learning Differs from Pure Optimization - Challenges in Neural Network Optimization - Basic Algorithms - Parameter Initialization Strategies - Algorithms with Adaptive Learning Rates - Approximate Second-Order Methods - Optimization Strategies and Meta- Algorithms		
UNIT	INTELLIGENT SYSTEMS	PERIODS
III		7
Introduction to Artificial Intelligence: Intelligent Systems - Foundations of AI - Applications - Tic-Tac-Toe Game Playing - Problem Solving: State-Space Search and Control Strategies; Introduction - General Problem Solving - Exhaustive Searches - Heuristic Search Techniques		
UNIT	KNOWLEDGE REPRESENTATION	PERIODS
IV		5
Advanced Problem-solving Paradigm: Planning: Introduction - Types of Planning Systems - Knowledge Representation: Introduction - Approaches to Knowledge Representation - Knowledge Representation Using Semantic Network - Knowledge Representation using Frames		
UNIT	APPLICATIONS	PERIODS
V		5
Expert Systems and Applications: Blackboard Systems - Truth Maintenance Systems - Applications of Expert Systems - Machine-Learning Paradigms: Machine-Learning Systems - Supervised and Unsupervised Learning		
<b>TOTAL PERIODS:</b>		<b>45</b>

#### TEXT BOOKS:

1.	Ian Goodfellow, YoshuaBengio, Aaron Courville, "Deep Learning", MIT Press, 2016.
2.	U Deng and Dong Fu, "Deep Learning Methods and Applications", Foundations and Trends in Signal Processing.
3.	YoshuaBengio, "Learning Deep Architectures for AI", Foundations and Trends in Machine

#### REFERENCE BOOKS:

1.	Sarajkoushik, "Artificial Intelligence", Cengage Learning India Pvt. Ltd.
2.	Deepak Khemani, "A First Course in Artificial Intelligence", McGraw-Hill Education (India) Private Limited, New Delhi.

#### WEBSITES:

1.	<a href="https://www.google.co.in/search?q=AI+TRAINING+FOR+BUSINESS+INTELLIGENCE">https://www.google.co.in/search?q=AI+TRAINING+FOR+BUSINESS+INTELLIGENCE</a>
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#### JOURNALS:

1.	Journal of Artificial Intelligence and Deep Learning
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#### EXTENSIVE READER:

1.	Elaine Ron, Kevin Elgin, Shivashankar Sivar, "Artificial Intelligence" Third Edition, McGraw Hill, 2008
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**COURSE DESIGNERS**

1.	Dr. Sakunari, V	Professor & Head	MBA
2.	Dr. M. Shafiq	Assistant Professor	MBA
3.	Dr. S. Purnanandhan	Assistant Professor	MBA
4.			

Recommended by Board of Studies	Date: 2.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.1.2024	Meeting No:	

333M8E343T	SOCIAL MEDIA WEB ANALYTICS	Periods per week:				Credit
		L	T	P	R	
		3	0	0	0	
Regulation - 2023						

*Approved in Academic Council Meeting held on 24-01-2024*

**SCHEME OF EXAMINATION**

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	60

**PREREQUISITES:**

N/A

**COURSE OBJECTIVES:**

- To showcase the opportunities that exist today to leverage the power of the web and social media.

**COURSE OUTCOMES (COs):**

Upon completion of this course, student will be able to:		Bloom's level
CO1:	The students will be able to enhance the social media skills.	K3
CO2:	The students will be able to develop a mass communication strategy and guide campaigns.	K4
CO3:	To get an idea of social media policies.	K3
CO4:	Understand the fundamentals and concepts of web analytics.	K2
CO5:	How to effectively use the resulting insights to support website design decisions, campaign optimization, search analytics, etc.	K3

**MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	3	3	2	2	3	2	2
CO2	2	2	3	2	3	3	3	3	2
CO3	2	2	2	2	2	2	3	3	2
CO4	3	2	3	3	3	2	3	3	2
CO5	2	3	3	3	3	3	3	3	2

3 - High ; 2 - Medium ; 1 - Low ; '-' - No correlation

UNIT	INTRODUCTION	PERIODS
I	Evolution of online communities - History and Evolution of Social Media- Social Media vs. traditional media - Social Media Audience and Goals for using Social Media - Understanding Social Media, Strong and	7

*Approved in Academic Council Meeting, held on 24-01-2024*

Weak ties - influencers - How ideas travel - Virality - Social theory and social media - technological determinism in popular discourse on social media technologies.

UNIT	COMMUNITY BUILDING AND MANAGEMENT	PERIODS
II		9

Science of Social Media - Key to Community Building - Promoting Social Media Pages- Linking Social Media Accounts-The Viral Impact of Social Media-Digital PR-Encourage Positive Chatter in Social Media - Identity in social media, formation of identities, communities, activist movements, and consumer markets - Social Media as business

UNIT	SOCIAL MEDIA POLICIES AND MEASUREMENTS	PERIODS
III		9

Social Media Policies- Etiquette, Privacy- ethical problems posed by emerging social media technologies - The road ahead in social media- The Basics of Tracking Social Media - social media analytics- Insights Gained From Social Media- Customized Campaign Performance Reports - Observations of social media use.

UNIT	WEB ANALYTICS	PERIODS
IV		9

Web Analytics - Present and Future, Data Collection - Importance and Options, Overview of Qualitative Analysis, Business Analytics, KR and Planning, Critical Components of a Successful Web Analytics Strategy, Web Analytics Fundamentals: Concepts, Processes & Reports, Web Data Analysis

UNIT	SEARCH ANALYTICS	PERIODS
V		9

Search engine optimization (SEO), non-linear media consumption, user engagement, user-generated content, web traffic analysis, navigation, usability, eye tracking, online security, online ethics, content management system, data visualization, big feeds, mobile platforms, user centered design, understanding search behaviour

<b>TOTAL PERIODS:</b>		<b>45</b>
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#### TEXT BOOKS:

1.	K. M. Inwattara, Social Media in Business and Governance, Sterling Publishers Private Limited, 2013
2.	Christian Fuchs, Social Media a critical introduction, SAGE Publications Ltd, 2014
3.	Bittu kumar, Social Networking, V & J Publication, 2015

#### REFERENCE BOOKS:

1.	Avinash Koushik, Web Analytics - An Hour a Day, Wiley Publishing, 2007
2.	T. Peterson, Web Analytics Demystified, Cello Group Media and Café Press, 2004

#### WEBSITES:

1.	<a href="https://www.google.co.in/books/e/ISBN:9781118011111">https://www.google.co.in/books/e/ISBN:9781118011111</a>
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**JOURNALS:**

1. Journal of Business Research

**EXTENSIVE READER:**

1. Toreshi Mangyuchi, Web Analytics Consultant Official Textbook, 7th Edition, 2014

**COURSE DESIGNERS**

1.	Dr.Saikuresari, V	Professor & Head	MBA
2.	Dr.M.Shalini	Assistant Professor	MBA
3.	Mrs.R.Jayashree	Assistant Professor	MBA
4.			

Recommended by Board of Studies	Date: 02-11-2023	Syllabus version	2023
Approved by the Academic Council	Date: 24-01-2024	Meeting No:	

233MBE344T	E-BUSINESS MANAGEMENT	Periods per week	Credits
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*Approved in Academic Council Meeting, held on 24-01-2024*



Regulation - 223		L:	T:	P:	R:	
		5	0	0	0	5

### SCHEME OF EXAMINATION

Duration of End Semester Examination in hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
5	40	60	100	45	50

### PREREQUISITES

Nil

### COURSE OBJECTIVES:

- To understand the practices and technology to start an online business.

### COURSE OUTCOMES (COs):

Upon completion of this course student will be able to:		Bloom's level
CO1:	Ability to build and manage an e-business:	K3:
CO2:	Knowledge about Technology Infrastructure:	K2:
CO3:	Understanding of customer oriented business applications	K2:
CO4:	Knowledge of e-business payment protocols and security	K2:
CO5:	Understanding of ethical, legal, privacy issues and encryption policies	K2

### MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	3	3	2	2	3	2	2
CO2	2	2	2	2	3	3	3	3	2
CO3	2	3	2	2	2	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3

3 - High ; 2 - Medium ; 1 - Low ; 0 - No correlation

UNIT I	INTRODUCTION TO e-BUSINESS	PERIODS 8
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e-Business, e-business vs e-commerce, Economic forces - advantages - myths - e-business model; design, develop and manage e-business, Web 2.0 and Social Networking, Mobile Commerce, 3-

Approved in Academic Council Meeting, held on 24-01-2024

**COMMERCE**

UNIT	TECHNOLOGY INFRASTRUCTURE	PERIODS
II		5
Internet and World Wide Web, Internet protocols - FTP, Intranet and extranet, information publishing technology- basics of web server hardware and software.		
UNIT	BUSINESS APPLICATIONS	PERIODS
III		5
Consumer oriented e-business - e-tailing and models - Marketing on web - advertising, e-mail marketing, affiliated programs - e-CRM, online services, Business oriented e-business e-governance, EDI on the Internet, Delivery management system, Web Auctions, Virtual communities and Web portal social media marketing		
UNIT	e-BUSINESS PAYMENTS AND SECURITY	PERIODS
IV		5

E-payments - Characteristics of payment of systems, protocols, e-cash, e-checks and Micro-payment systems- Internet security - cryptography - security protocols - network security.

UNIT	LEGAL AND PRIVACY ISSUES	PERIODS
V		5
Legal, Ethical and privacy issues - Protection needs and methodology - consumer protection, cyber law, contracts and warranties, Taxation and enforcement policies.		

**TOTAL PERIODS:****45****TEXT BOOKS:**

1.	Harvey M,Zeitzl, Paul J,Zeitzl, Kate Steinhauer, e-business and e-commerce for managers, Pearson, 2011.
2.	Shamir Turban, Joe K. Lee, David King, Ting Peng Jiang, Debarun Turban, Electronic Commerce - A managerial perspective, Pearson Education Asia, 2010.
3.	Rajag Kulam, SumaJanababekal, Pradheep Chande, e business, Oxford University Press, 2012.

**REFERENCE BOOKS:**

1.	Henny Chan &el, E-Commerce - fundamentals and Applications, Wiley India Pvt Ltd, 2007.
2.	Gary R. Schneider, Electronic commerce, Thomson course technology, Fourth annual edition, 2007.

**WEBSITES:**

1.	<a href="https://www.google.co.in/books/edition/Handbook_of_Strategic_e_Business_Management">https://www.google.co.in/books/edition/Handbook_of_Strategic_e_Business_Management</a>
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**JOURNALS:**

1.	International Journal of ebusiness and eGovernment studies
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**EXTENSIVE READER:**

1.	Bharat Bhasker, Electronic Commerce - Frome Work, technology and Applications, 3rd Edition, Tata Mc Graw Hill Publications, 2009
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*Approved in Academic Council Meeting, held on 24-01-2024*

**COURSE DESIGNERS**

1.	Dr. Sakunthi V	Professor & Head	MBA
2.	Dr. M. Shafiq	Assistant Professor	MBA
3.	Mrs. S. Sasirekha	Assistant Professor	MBA

Recommended by Board of studies	Date: 2.11.2023	Syllabus version	2023
Approved by the Academic Council	Date: 24.3.2024	Meeting No:	

383AMB0345T	ENTERPRISE RESOURCE PLANNING	Periods per week				Credits
		L	T	P	E	
Registration - 625		3	0	0	0	3

*Approved in Academic Council Meeting, held on 24-03-2024*

**SCHEME OF EXAMINATION**

Duration of End Semester Examination in Hours	Marks			Minimum marks for Pass	
	Continuous assessment Examination	End Semester Examination	Maximum marks	End Semester Examination	Total
3	40	60	100	45	60

**PREREQUISITES:**

N/A

**COURSE OBJECTIVES:**

1. Exhibit the theoretical aspects of Enterprise Resource Planning.
2. Provide practical implication on ERP Suite implementation.

**COURSE OUTCOMES (COs):**

Upon completion of this course, student will be able to:		Bloom's level
CO1:	Knowledge of risk and benefits associated with Enterprise Resource Planning	K2
CO2:	Knowledge of ERP solutions and functional modules	K2
CO3:	Exposure to the implementation environment	K3
CO4:	Understanding of post implementation impact and maintenance of ERP	K2
CO5:	Knowledge of emerging trends on ERP	K2

**MAPPING OF COURSE OUTCOMES (CO) WITH PROGRAMME OUTCOME (PO)**

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	3	3	2	2	3	2	2
CO2	2	2	2	2	3	3	3	3	2
CO3	2	3	4	4	4	3	3	4	3
CO4	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3

3 - High ; 2 - Medium ; 1 - Low ; '-' - No correlation

UNIT	INTRODUCTION	PERIODS
1	Overview of enterprise systems – Evolution + Risks and benefits + Fundamental technology + warehouse management	1

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UNIT	ERP SOLUTIONS AND FUNCTIONAL MODULES	PERIODS
II		5
	Outsourcing – Make Vs buy - Identifying core processes - Market Vs Hierarchy - Make Vs buy continuum - Sourcing strategy - Supplier Selection and Contract Negotiation, Creating a world class supply base- Supplier Development - World Wide Sourcing	
UNIT	ERP IMPLEMENTATION	PERIODS
III		5
	Planning, Evaluation and selection of ERP systems - Implementation life cycle - ERP implementation Methodology and Frame work- Training - Data Migration, People Organization In implementation, Consultants, Vendors and Employees.	
UNIT	POST IMPLEMENTATION	PERIODS
IV		5
	Maintenance of ERP- Organizational and industrial impact; Success and Failure factors of ERP implementation.	
UNIT	EMERGING TRENDS ON ERP	PERIODS
V		5
	Extended ERP systems and ERP add-ons -CRM, SCM, Business analytics - Future trends in ERP systems-web enabled, Wireless technologies, cloud computing and Augmented reality.	

**TOTAL PERIODS:**

**45**

**TEXT BOOKS:**

1. Bill Leon, ERP demystified: second Edition Tata McGraw-Hill, 2008.
2. John R. Magall, Jeffrey Word, Integrated Business processes with ERP systems: John Wiley & Sons, 2012.
3. Gan Nathan Vaman, ERP in Practice: Tata McGraw-Hill, 2008.

**REFERENCE BOOKS:**

1. Anshu Jaiswal and Ganesh Venkappalli, ERP Macmillan India, 2009.
2. Anand Kumar Grog and N.K. Venkateshwar, ERP- Concepts and Practice, Prentice Hall of India, 2006.

**WEBSITES:**

1. [https://www.google.co.in/books/edition/Enterprise\\_Resource\\_Planning](https://www.google.co.in/books/edition/Enterprise_Resource_Planning)

**JOURNALS:**

1. Journal of Enterprise Information Management

**EXTENSIVE READER:**

1. Summer ERP Pearson Education, 2008

**COURSE DESIGNERS**

1.	Dr.Sajikumari.V	Professor & Head	MBA
2.	Dr.M.Shalini	Assistant Professor	MBA
3.	Mrs.V.Suritha	Assistant Professor	MBA

Recommended by Board of Studies	Date: 2.11.2023	Syllabus version	2023
Approved by the Academic Council	Date:24.01.2024	Meeting No.	

