



Curriculum and Syllabi
for

MBA

REGULATIONS - 2019

Department of
MANAGEMENT STUDIES

CANDIDATES ADMITTED DURING 2019-2020 ONWARDS



INSTITUTE VISION:

To contribute to the society through excellence in technical education with societal values and thus a valuable resource for industry and the humanity.

INSTITUTE MISSION:

- To create an ambience for quality learning experience by providing sustained care and facilities.
- To offer higher level training encompassing both theory and practices with human and social values.
- To provide knowledge based services and professional skills to adapt tomorrow's technology and embedded global changes.

DEPARTMENT VISION:

To create spirited Entrepreneurs & Executives with ethics and social responsibility and to inculcate innovative continuous learning with a global mind-set through quality teaching, training and research.

DEPARTMENT MISSION:

- Creating an environment for aspiring Managers and Entrepreneurs to learn Ethical Values, Morale and Social Responsibility through managerial concepts.
- Promoting research based advanced learning and engages with organizations through establishing high quality aspirants and faculty.
- Enhancing Institute's prophecy through sustainable growth in association with industry leaders, professional bodies and the local community.

PROGRAM EDUCATIONAL OBJECTIVES (PEO)

MBA Programme curriculum is designed to prepare the post graduate students to

PEO 1: Graduates are able to adapt sound leadership traits to take ethical decision-making within business in the competitive global environment.

PEO 2: Graduates are competent to excel in their professional skills in life-long learning to make creative, innovative and entrepreneurial talent for manage business environmental changes.



P.S.R. ENGINEERING COLLEGE
(Autonomous Institution – Affiliated to Anna University, Chennai)
Accredited by NAAC and listed under 12(B) of the UGC Act, 1956



PEO 3: Graduates will adapt to a rapidly changing environment with their employability skills, integrated knowledge and demonstrated ability to perform as management professionals.

PEO 4: Graduates will have the positive perspectives in imparting technology and skills that build Nation's upliftment.

PROGRAM SPECIFIC OUTCOMES (PSO)

At the end of two year MBA program, graduate will be able to

PSO 1: Explore the knowledge of management principles, production techniques, data based decision making, various customs procedures of International business and impact of logistics in nation's economy for more employment opportunities.

PSO 2: Enrich the core concepts of marketing in business and developing marketing strategies based on marketing mixes and incorporate psychological and sociological factors that influence the consumers for specific product.

PSO 3: Apply the knowledge of Accounting standards, financial analytical tools, costing techniques to financial developments and investment to gain knowledge of the various strategies to the investment practitioners.

PSO 4: Enhance the basic concepts and HRM role to manage and plan key human resource functions and make them to contribute to employee performance management and to solve human resource challenges.

PROGRAMME OUTCOMES (POs)

On completion of MBA Programme the graduate will be able to:

PO 1: Apply knowledge of management theories and practices to solve business problems.

PO 2: Foster Analytical and critical thinking abilities for data-based decision making.

PO 3: Ability to develop Value based Leadership ability.

PO 4: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.



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PO 5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

PO 6: Attitude to develop the employability skills and design the career meritoriously.

PO 7: Knowledgeability to interconnect enterprises by introductions of new business modules and manage fluctuating business environment

PO 8: Apply skills and knowledge on social responsibility, innovation and knowledge management in business by leading edged research and practice in the field.



CHOICE BASED CREDIT SYSTEM
MASTER OF BUSINESS ADMINISTRATION
REGULATIONS, CURRICULUM AND SYLLABUS
(I TO IV SEMESTERS)
2019- 2020 ONWARDS

Total Credits: 90

SEMESTER – I

| S. No. | Code No. | Course Title | Category | L-T-P | C |
|-------------------|----------|-------------------------------------|----------|-------|-----------|
| THEORY | | | | | |
| 1 | 193BA11 | Principles of Management | FC | 3-0-0 | 3 |
| 2 | 193BA12 | Business Statistics and Probability | FC | 3-1-0 | 4 |
| 3 | 193BA13 | Managerial Economics | FC | 3-0-0 | 3 |
| 4 | 193BA14 | Organizational Behaviour | FC | 3-0-0 | 3 |
| 5 | 193BA15 | Accounting for Management | FC | 3-1-0 | 4 |
| 6 | 193BA16 | Quality Management Techniques | FC | 3-0-0 | 3 |
| 7 | 193BA17 | Legal Aspects of Business | FC | 3-0-0 | 3 |
| PRACTICALS | | | | | |
| 8 | 193BA18 | Business Communication Laboratory | EEC | 0-0-3 | 2 |
| 9 | 193BA19 | Seminar I – Business Environment | EEC | 0-0-2 | 1 |
| 10 | 193BA10 | Personality Development | EEC | 0-0-2 | 0 |
| | | Total | | | 26 |

SEMESTER – II

| S. No. | Code No. | Course Title | Category | L-T-P | C |
|-------------------|----------|--------------------------------------------|----------|-------|-----------|
| THEORY | | | | | |
| 1 | 193BA21 | Operations Management | PC | 3-0-0 | 3 |
| 2 | 193BA22 | Financial Management | PC | 3-0-0 | 3 |
| 3 | 193BA23 | Marketing Management | PC | 3-0-0 | 3 |
| 4 | 193BA24 | Human Resource Management | PC | 3-0-0 | 3 |
| 5 | 193BA25 | Information Management | PC | 3-0-0 | 3 |
| 6 | 193BA26 | Applied Operations Research for Management | PC | 3-1-0 | 4 |
| 7 | 193BA27 | Business Research Methods | PC | 3-0-0 | 3 |
| PRACTICALS | | | | | |
| 8 | 193BA28 | Data Analysis and Business Modeling | EEC | 0-0-4 | 2 |
| 9 | 193BA29 | Seminar II – Professional Ethics | EEC | 0-0-2 | 1 |
| 10 | 193BA20 | Career Guidance and Counseling | EEC | 0-0-2 | 0 |
| | | Total | | | 25 |

SUMMER SEMESTER (4 WEEKS)**SUMMER TRAINING**

Summer Training – The training report along with the company certificate should be submitted within the two weeks of the reopening date of 3rd semester. The training report should be around 40 pages containing the details of training undergone, the departments wherein he was trained with duration (chronological diary), along with the type of managerial skills developed during training. The training report should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 3rd Semester.

SEMESTER – III

| S. No. | Code No. | Course Title | Category | L-T-P | C |
|-------------------|----------|-----------------------------------|----------|-------|-----------|
| THEORY | | | | | |
| 1 | 193BA31 | Strategic Management | PC | 3-0-0 | 3 |
| 2 | 193BA32 | Entrepreneurship Development | PC | 3-0-0 | 3 |
| 3 | 193BA** | Elective I | PE | 3-0-0 | 3 |
| 4 | 193BA** | Elective II | PE | 3-0-0 | 3 |
| 5 | 193BA** | Elective III | PE | 3-0-0 | 3 |
| 6 | 193BA** | Elective IV | PE | 3-0-0 | 3 |
| 7 | 193BA** | Elective V | PE | 3-0-0 | 3 |
| 8 | 193BA** | Elective VI | PE | 3-0-0 | 3 |
| PRACTICALS | | | | | |
| 9 | 193BA33 | Seminar – III Case Study Analysis | EEC | 0-0-2 | 1 |
| 10 | 193BA34 | Summer Training | EEC | 0-0-8 | 2 |
| 11 | 193BA35 | Social Service Programme | EEC | 0-0-2 | 0 |
| | | Total | | | 27 |

SEMESTER – IV

| S. No. | Code No. | Course Title | Category | L-T-P | C |
|--------|----------|--------------|----------|--------|-----------|
| 1 | 193BA41 | Project Work | EEC | 0-0-24 | 12 |
| | | Total | | | 12 |

**LIST OF PROGRAM ELECTIVES
MASTER OF BUSINESS ADMINISTRATION (MBA)**

| S. No. | Code No. | Course Title | Category | L-T-P | C |
|------------------------------|----------|------------------------------------|----------|-------|---|
| MARKETING – ELECTIVES | | | | | |
| 1 | 193BAM1 | Retail Management | PE | 3-0-0 | 3 |
| 2 | 193BAM2 | Services Marketing | PE | 3-0-0 | 3 |
| 3 | 193BAM3 | Consumer Behaviour | PE | 3-0-0 | 3 |
| 4 | 193BAM4 | Integrated Marketing Communication | PE | 3-0-0 | 3 |
| 5 | 193BAM5 | Rural Marketing | PE | 3-0-0 | 3 |
| 6 | 193BAM6 | Brand Management | PE | 3-0-0 | 3 |

| FINANCE – ELECTIVES | | | | | |
|----------------------------------------------------------|----------|-----------------------------------------------------|----------|-------|---|
| 1 | 193BAF1 | Investment Analysis and Portfolio Management | PE | 3-0-0 | 3 |
| 2 | 193BAF2 | Merchant Banking And Financial Services | PE | 3-0-0 | 3 |
| 3 | 193BAF3 | International Trade Finance | PE | 3-0-0 | 3 |
| 4 | 193BAF4 | Derivatives And Risk Management | PE | 3-0-0 | 3 |
| 5 | 193BAF5 | Corporate Tax Management | PE | 3-0-0 | 3 |
| 6 | 193BAF6 | Micro Finance And Credit | PE | 3-0-0 | 3 |
| S. No. | Code No. | Course Title | Category | L-T-P | C |
| HUMAN RESOURCE – ELECTIVES | | | | | |
| 1 | 193BAH1 | Compensation Management | PE | 3-0-0 | 3 |
| 2 | 193BAH2 | Industrial Relations | PE | 3-0-0 | 3 |
| 3 | 193BAH3 | Labour Legislations | PE | 3-0-0 | 3 |
| 4 | 193BAH4 | Learning and Development | PE | 3-0-0 | 3 |
| 5 | 193BAH5 | Organizational Psychology | PE | 3-0-0 | 3 |
| 6 | 193BAH6 | Strategic Human Resource Management and Development | PE | 3-0-0 | 3 |
| SYSTEMS - ELECTIVES | | | | | |
| 1 | 193BAS1 | Data Mining and Business Intelligence | PE | 3-0-0 | 3 |
| 2 | 193BAS2 | e-commerce and Digital Marketing | PE | 3-0-0 | 3 |
| 3 | 193BAS3 | Enterprise Resource Planning | PE | 3-0-0 | 3 |
| 4 | 193BAS4 | Managing Software Projects | PE | 3-0-0 | 3 |
| 5 | 193BAS5 | Cloud Computing | PE | 3-0-0 | 3 |
| 6 | 193BAS6 | System Analysis and Design | PE | 3-0-0 | 3 |
| OPERATIONS & LOGISTICS MANAGEMENT – ELECTIVES | | | | | |
| 1 | 193BAO1 | Logistics Management | PE | 3-0-0 | 3 |
| 2 | 193BAO2 | Services Operations Management | PE | 3-0-0 | 3 |
| 3 | 193BAO3 | Supply Chain Concepts And Planning | PE | 3-0-0 | 3 |
| 4 | 193BAO4 | Sourcing And Supply Management | PE | 3-0-0 | 3 |
| 5 | 193BAO5 | Supply Chain Inventory Management | PE | 3-0-0 | 3 |
| 6 | 193BAO6 | Lean Six Sigma | PE | 3-0-0 | 3 |

ELECTIVES OFFERED TO UNDER GRADUATION [B.E. /B.Tech]

| S. No. | Code No. | Course Title | Category | L-T-P | C |
|--------|----------|-------------------------------------|----------|-------|---|
| 1 | 193BAE1 | Women Studies and Women Empowerment | OE | 3-0-0 | 3 |
| 2 | 193BAE2 | Entrepreneurship | OE | 3-0-0 | 3 |
| 3 | 193BAE3 | Professional Ethics in Engineering | OE | 3-0-0 | 3 |
| 4 | 193BAE4 | Engineering Economics & Accounting | OE | 3-0-0 | 3 |
| 5 | 193BAE5 | Essentials of Management | OE | 3-0-0 | 3 |
| 6 | 193BAE6 | Intellectual Property Rights | OE | 3-0-0 | 3 |

FC – Foundation Course, PC – Program Core, PE - Program Elective, OE - Open Elective, EEC – Employment Enhanceability Courses

SEMESTER – I

| S. No. | Code No. | Course Title | Category | L-T-P | C |
|-------------------|-----------------|-------------------------------------|-----------------|--------------|-----------|
| THEORY | | | | | |
| 1 | 193BA11 | Principles of Management | FC | 3-0-0 | 3 |
| 2 | 193BA12 | Business Statistics and Probability | FC | 3-1-0 | 4 |
| 3 | 193BA13 | Managerial Economics | FC | 3-0-0 | 3 |
| 4 | 193BA14 | Organizational Behaviour | FC | 3-0-0 | 3 |
| 5 | 193BA15 | Accounting for Management | FC | 3-1-0 | 4 |
| 6 | 193BA16 | Quality Management Techniques | FC | 3-0-0 | 3 |
| 7 | 193BA17 | Legal Aspects of Business | FC | 3-0-0 | 3 |
| PRACTICALS | | | | | |
| 8 | 193BA18 | Business Communication Laboratory | EEC | 0-0-3 | 2 |
| 9 | 193BA19 | Seminar I – Business Environment | EEC | 0-0-2 | 1 |
| 10 | 193BA10 | Personality Development Programme | EEC | 0-0-2 | -- |
| | | Total | | | 26 |

SEMESTER – I

| | | | | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------|----------|------------------|--------------|-----------------------|-----------|
| 193BA11 | PRINCIPLES OF MANAGEMENT | | | | L-T-P | C | |
| | | | | | 3-0-0 | 3 | |
| Programme: | MBA | Sem: | I | Category: | FC | | |
| Aim: | To impart the Management concepts and principles to achieve efficiency in Management. | | | | | | |
| Course Outcomes: | | | | | | | |
| The students will be able to CO1. Demonstrate knowledge of managerial functions, types of managers, managerial roles and skills CO2. Discuss and apply the planning, organizing and control processes. CO3. Analyze organizational structure, and organizational control and culture. CO4. Communicate effectively through both oral and written presentations. CO5. Conduct research and analyze information by using both human and technological resources. | | | | | | | |
| HISTORICAL DEVELOPMENT | | | | | | 9 | |
| Definition of Management – Science or Art – Nature – Scope and functions - Management and Administration – Role of managers - Development of Management Thought – Contribution of Taylor, Fayol, Elton Mayo, Hawthorne Studies – Approaches to Management. | | | | | | | |
| PLANNING | | | | | | 9 | |
| Nature & Purpose – Steps involved in Planning - Types of plans – Objectives – Setting Objectives – Process of Managing by Objectives – Strategies, Policies, Procedures and methods & Planning Premises-Forecasting – Decision-making. | | | | | | | |
| ORGANISING | | | | | | 9 | |
| Nature and Purpose of organizing – Types of Business Organization - Organization structure - Formal and informal organization – Structure and Process – Departmentation by difference strategies – Line and Staff authority – Benefits and Limitations – Delegation of Authority – Staffing - Job Analysis, Selection and Recruitment – Techniques - Orientation – Training - Performance Appraisal. | | | | | | | |
| DIRECTING | | | | | | 9 | |
| Creativity and Innovation – Leadership – Types, Theories - Motivation – Need, Importance, Motivation theories – Motivational Techniques – Communication – Process of Communication – Barriers and Breakdown – Effective Communication – Electronic media in Communication – Organizational Culture. | | | | | | | |
| CONTROLLING | | | | | | 9 | |
| Process of controlling - Types of control - Budgetary and non-budgetary control techniques -Managing Productivity - Cost Control - Purchase Control - Maintenance Control - Quality Control –Emerging Trends in Management. | | | | | | | |
| | | | | | | Total Periods: | 45 |
| Text Book: | | | | | | | |
| <ol style="list-style-type: none"> Harold Koontz, Heinz Weihrich and Mark V Cannice, 'Management - A global & Entrepreneurial Perspective', Tata McGraw Hill, 12th edition, 2013. James A.F. Stoner, R.Edward Freeman, Daniel R. Gilbert Jr., 'Management', Prentice-Hall of India, 6th edition. | | | | | | | |
| References: | | | | | | | |
| <ol style="list-style-type: none"> Charles W L Hill, Steven L McShane, 'Principles of Management', McGraw Hill Education, Special Indian Edition, 2012. Andrew J. Dubrin, 'Essentials of Management', Thomson Southwestern, 7th edition, 2014. Tripathy PC and Reddy PN, 'Principles of Management', Tata McGraw-Hill,2012. Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India, 8th edition | | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 3 | 2 | 2 | - | 2 | 1 | - | 2 | 3 | - | - | 2 |
| CO2 | - | 1 | 2 | - | - | - | - | - | - | - | 2 | - |
| CO3 | 1 | - | - | - | 2 | - | 3 | - | - | - | - | - |
| CO4 | 1 | 2 | - | - | 2 | - | 3 | - | - | - | - | - |
| CO5 | 3 | 1 | - | - | 2 | - | - | - | - | 1 | - | 2 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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| 193BA12 | BUSINESS STATISTICS AND PROBABILITY | | | | L-T-P | C | |
| | | | | | 3-1-0 | 4 | |
| Programme: | MBA | Sem: | I | Category: | FC | | |
| Aim: | To learn the applications of statistics and probability to business. | | | | | | |
| Course Outcomes: | | | | | | | |
| The students will be able to CO1. Understanding the principles of statistics and probability. CO2. Analyze the business issue with the help of statistics and probability. CO3. Apply statistical tools for solving business problems. CO4. Apply the probability concept to issues in business. | | | | | | | |
| STATISTICS & MANAGEMENT | | | | | | 12 | |
| Statistics – Definition, Types of variables, Measures of Central tendency – Mean, Median & Mode, Measures of dispersion – Range, Variance & Standard deviation, Probability – Definition, Rules, Baye’s theorem, Binomial distribution, Poisson distribution, Normal distribution, Uniform distribution. | | | | | | | |
| SAMPLING DISTRIBUTION & ESTIMATION | | | | | | 12 | |
| Introduction to sampling distributions, Central limit theorem, sampling techniques, Estimation of confidence limits for large samples & small samples, determining the sample size | | | | | | | |
| PARAMETRIC TESTS | | | | | | 12 | |
| Hypothesis – Definition, Types. Type I & II Errors, One sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F-test, ANOVA – one way and two way | | | | | | | |
| NON-PARAMETRIC TESTS | | | | | | 12 | |
| Chi-square tests - Goodness of fit, Independence of attributes and homogeneity. Sign test for paired data, Rank sum test – Mann-Whitney ‘U’ test and Kruskal Wallis ‘H’ test, Kolmogorov-Smirnov test (K-S test), one sample run test. | | | | | | | |
| CORRELATION AND REGRESSION | | | | | | | |
| Correlation – Coefficient of Determination – Rank Correlation – Regression – Estimation of Regression line – Method of Least Squares – Standard Error of estimate. | | | | | | | |
| | | | | | Lecture: 45 | Tutorial: 15 | Total Periods: 60 |
| Text Books: | | | | | | | |
| 1. Richard I. Levin, David S. Rubin, Statistics for Management, Pearson Education, 7th Edition, 2012. 2. Srivatsava TN, ShailajaRego, Statistics for Management, Tata McGraw Hill, 2013. | | | | | | | |
| References: | | | | | | | |
| 1. Anderson D.R., Sweeney D.J. and Williams T.A., Statistics for business and economics, 8 th edition, Thomson (South – Western) Asia, Singapore, 2012. 2. Aczel A.D. and Sounderpandian J., Complete Business Statistics, 6 th edition, Tata McGraw – Hill, 2012. 3. Ken Black, Applied Business Statistics, 7th Edition, Wiley India Edition, 2012 4. P.N.Arora&S.Arora, “Statistics for Management”, S.Chand& Company Ltd., New Delhi, Second Edition, 2014. | | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 3 | - | - | - | - | - | - | 1 | 3 | - | 2 | - |
| CO2 | 1 | 2 | - | - | - | - | - | - | - | - | 1 | - |
| CO3 | 2 | 2 | - | - | - | - | - | - | 2 | - | - | 1 |
| CO4 | 2 | 2 | - | - | - | - | - | 2 | 1 | - | - | - |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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| 193BA13 | MANAGERIAL ECONOMICS | | | | L-T-P | C | |
| | | | | | 3-0-0 | 3 | |
| Programme: | MBA | Sem: | I | Category: | FC | | |
| Aim: | To introduce the theory of Economics; to explain principles of micro economics relevant to managing an organization; to describe principles of macroeconomics to have the understanding of economic environment of business. | | | | | | |
| Course Outcomes: | | | | | | | |
| The students will be able to CO1. Gaining the knowledge about Demand, Supply and its types. CO2. Gathering ideas over pricing, different market structure and pricing methods in practice. CO3. Understand the importance of economy and modern parameters of economy for everyday life. CO4. Apply skills in enhancing an organization's decision-making process. CO5: Application of the principles to appreciate the functioning of both product and input markets as well as the economy. | | | | | | | |
| INTRODUCTION TO MANAGERIAL ECONOMICS | | | | | | 09 | |
| Concept of Managerial Economics, Scope of Managerial Economics, Significance of Managerial Economics, Distinction between Economics and Managerial Economics, Managerial Economics in Other Disciplines, Micro economics and Macroeconomics, Major Economic Problems. | | | | | | | |
| DEMAND AND SUPPLY ANALYSIS | | | | | | 09 | |
| Introduction, Determinants of Demand & Supply, Demand & Supply Function, Demand and Supply Curve, Law of Demand & Supply, Elasticity of Demand & Supply, Demand Forecasting. | | | | | | | |
| PRODUCTION AND COST ANALYSIS | | | | | | 09 | |
| Production Analysis- Introduction , Production Process & Function-One Variable and Two Variable Inputs, Iso-quant and Iso-cost, Law of returns to scale .Cost concept , short-run and long-run cost curves and its managerial uses. | | | | | | | |
| MARKET STRUCTURES AND PRICING STRATEGIES | | | | | | 09 | |
| Market Structure - Perfect Competition and Imperfect competition, Monopoly - Feature, Pricing under Monopoly, Monopolistic - Features, Pricing under Monopolistic competition, Oligopoly - Features, Pricing under Oligopoly, Price Discrimination. | | | | | | | |
| MACROECONOMIC ANALYSIS | | | | | | 09 | |
| Introduction, Circular flow of macroeconomic activity, National income determination, Unemployment and its Impact, Inflation and its Impact, Role of Monetary policy. | | | | | | | |
| | | | | | | Total Periods: | 45 |
| Text Books: | | | | | | | |
| <ol style="list-style-type: none"> 1. Paul A. Samuelson and William D. Nordhaus, Economics, 19th edition, Tata McGraw Hill, 2014. 2. William Boyes and Michael Melvin, Textbook of economics, Biztantra, 2012. | | | | | | | |
| References: | | | | | | | |
| <ol style="list-style-type: none"> 1. P.L. Mehta – Managerial Economics Analysis, Problems and Case 2. s– Sultan Chand & Sons, New Delhi. 3. V.L. Mote – Managerial Economics – Tata McGraw Hill, India, New Delhi. 4. K.K. Dewett – Modern Economic Theory: Micro and Macro Analysis – Orient Book Distributors, New Delhi. 5. Thomas. R. Christopher and Maurice Charles S Managerial Economics: Concepts and Application Tata McGraw Hill 2014. | | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | - | 2 | - | - | - | - | 2 | - | 2 | - | - | - |
| CO2 | - | 3 | 2 | - | - | - | 1 | - | - | - | - | - |
| CO3 | 2 | 1 | - | - | - | - | - | - | - | - | 2 | 2 |
| CO4 | 3 | 2 | - | - | - | - | - | 2 | - | - | - | - |
| CO5 | - | - | 1 | 2 | - | - | 1 | - | 3 | - | - | - |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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| 193BA14 | ORGANIZATIONAL BEHAVIOUR | | | | L-T-P | C | |
| | | | | | 3-0-0 | 3 | |
| Programme: | MBA | Sem: | I | Category: | FC | | |
| Aim: | To provide an overview of theories and practices in organizational behavior in individual, group and organizational level. | | | | | | |
| Course Outcomes: | | | | | | | |
| The students will be able to | | | | | | | |
| CO1. Acquire scope of this study initially and giving in-depth knowledge to managerial students regarding subject importance through various framework, models and other techniques. | | | | | | | |
| CO2. Demonstrate how individual and group behavioral components affect their behavior in all sort of organization environment. | | | | | | | |
| CO3. Attain knowledge on these areas such as essential leadership theories, power centers, and role of politics in modern and conventional organization. | | | | | | | |
| CO4. An ability to tackle different organization culture, hectic stress, organization change | | | | | | | |
| CO5: To know the framework for managing individual and group performance | | | | | | | |
| FOCUS AND PURPOSE | | | | | | 6 | |
| Definition, need and importance of organizational behaviour – Nature and scope – contributing Disciplines to OB field – Challenges and Opportunities for OB - Frame work – Organizational behaviour models. | | | | | | | |
| INDIVIDUAL BEHAVIOUR | | | | | | 12 | |
| Personality – The Myers-Briggs Type Indicator – The Big Five Personality Model- Other Personality Traits Relevant to OB - Learning – Types of learners – The learning process – Learning theories - Emotions - Emotional Labour – Emotional Intelligence. Attitudes – Components - Job satisfaction – Values - Perceptions – Importance – Factors influencing perception – Interpersonal perception- Impression Management - Motivation – importance – Types – Theories | | | | | | | |
| GROUP BEHAVIOUR | | | | | | 9 | |
| Organization structure - Formation Groups in organizations –Stages of Group Development – Properties – Group Decision Making Work Team - Team - Types – Creating effective team - Organizational Communication. | | | | | | | |
| LEADERSHIP AND POWER | | | | | | 8 | |
| Meaning – Importance – Leadership styles – Theories - Power & Politics - Bases of power – Power Tactics – Power in action – Causes and Consequences of Political Behaviour. | | | | | | | |
| DYNAMICS OF ORGANIZATIONAL BEHAVIOUR | | | | | | 10 | |
| Organizational culture – Function – Creating and Sustaining culture – Modes of learning Organizational culture - Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change Stress – Sources of Stress – Consequences- Managing Stress –Organizational development – Characteristics – objectives – OD intervention. Organizational effectiveness | | | | | | | |
| | | | | | | Total Periods: | 45 |
| Text Books: | | | | | | | |
| 1. Stephen P. Robbins, Timothy A. Judge, “Organizational Behavior”, PHI Learning /Pearson Education, 15 th edition, 2013. | | | | | | | |
| 2. Fred Luthans, Organizational Behavior, McGraw Hill, 12 th Edition, 2012. | | | | | | | |
| References: | | | | | | | |
| 1. Schermerhorn, Hunt and Osborn, Organizational behavior, John Wiley, 12 th Edition, 2012. | | | | | | | |
| 2. UdaiPareek, Understanding Organizational Behaviour, 2 nd Edition, Oxford Higher Education, 2013. | | | | | | | |
| 3. Mc Shane & Von Glinov, Organizational Behaviour, 4 th Edition, Tata Mc Graw Hill, 2014. | | | | | | | |
| 4. Hellrigrigal, Slocum and Woodman, Organizational Behavior, Cengage Learning, 11 th Edition 2013. | | | | | | | |
| 5. Ivancevich, Konopaske&Maheson, Organizational Behaviour& Management, 7th Edition, Tata McGraw Hill, 2008. | | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | 1 | - | 1 | - | - | - | - | 3 | - | 2 | 1 |
| CO2 | - | - | - | - | - | - | - | 2 | 2 | 1 | - | - |
| CO3 | - | - | 3 | - | - | - | - | - | - | - | - | - |
| CO4 | 1 | - | - | - | - | - | - | - | - | - | - | - |
| CO5 | - | 1 | 1 | - | 2 | - | - | - | - | - | - | 3 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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| 193BA15 | ACCOUNTING FOR MANAGEMENT | | | | | | L-T-P | C |
| | | | | | | | 3-1-0 | 4 |
| Programme: | MBA | | | Sem: | I | Category: | FC | |
| Aim: | To understand the significance of accounting for managerial decision making. | | | | | | | |
| Course Outcomes: | | | | | | | | |
| CO1. Management students will gain in-depth knowledge on fundamental accounting concepts. CO2. Students will possess skills in analysing the financial statements by using various techniques. CO3. Students will learn significance of costing techniques used in production. CO4. Evaluate the costs and benefits of different conventional and contemporary costing systems; CO5. Enrichment of accounting knowledge in computerized platform. | | | | | | | | |
| UNIT I - FINANCIAL ACCOUNTING | | | | | | | | 12 |
| Introduction to Financial, Cost and Management Accounting- Generally accepted accounting principles, Conventions and Concepts-Preparation of Trading, Profit and Loss account and Balance sheet with adjustment entries - Introduction to inflation accounting- Introduction to human resources accounting. | | | | | | | | |
| UNIT II - ANALYSIS OF FINANCIAL STATEMENTS | | | | | | | | 12 |
| Analysis of financial statements – Common size statement – Comparative statement – Trend analysis - Ratio analysis, Funds flow statement and cash flow statement (as per Accounting Standard 3). | | | | | | | | |
| UNIT III - BUDGET AND BUDGETORY CONTROL | | | | | | | | 12 |
| Budgetary control – Nature and objectives of budgetary control – limitations - Types of Budgets - Fixed and Flexible budgets - Zero base budgeting. | | | | | | | | |
| UNIT IV - COST ACCOUNTING | | | | | | | | 12 |
| Cost Accounting – Elements of cost – Cost sheet and preparation of cost sheet - Marginal costing including decision making- Cost volume profit analysis - Standard cost system. | | | | | | | | |
| UNIT V - ACCOUNTING IN COMPUTERISED ENVIRONMENT | | | | | | | | 12 |
| Significance of Computerized Accounting System - Codification and Grouping of Accounts - Maintaining the hierarchy of ledgers- Prepackaged Accounting software. | | | | | | | | |
| Lecture: 45 Tutorial: 15 Total Periods: | | | | | | | 60 | |
| Text Books: | | | | | | | | |
| <ol style="list-style-type: none"> 1. M.Y.Khan&P.K.Jain, Management Accounting, Tata McGraw Hill, 2014. 2. R.Narayanaswamy, Financial Accounting – A managerial perspective, PHI Learning, New Delhi, 2013. | | | | | | | | |
| References: | | | | | | | | |
| <ol style="list-style-type: none"> 1. Horngren, Surdem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting, PHI Learning, 2013. 2. Dr.Maheswari.S.N., Management Accounting, 5th Edition, Sultan Chand & sons ,2012 3. Reddy.T.S. &Hari Prasad Reddy, Financial and Management Accounting, 6th Edition, Margerm Publications, 2013. 4. SinghviBodhanwala, Management Accounting -Text and cases, PHI Learning, 2014. | | | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | 1 | - | - | - | - | 1 | 2 | 2 | - | 3 | - |
| CO2 | 3 | 2 | - | - | - | - | - | 1 | - | - | 2 | - |
| CO3 | - | 1 | - | - | - | - | 1 | - | - | 1 | - | - |
| CO4 | - | - | - | - | - | - | - | - | - | - | - | - |
| CO5 | - | - | - | - | - | - | 2 | - | - | - | - | - |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

| 193BA16 | QUALITY MANAGEMENT TECHNIQUES | | | L-T-P | C | |
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| | | | | 3-0-0 | 3 | |
| Programme: | MBA | Sem: | I | Category: | FC | |
| Aim: | The overall aim is for students to develop an understanding of total quality management principles, frameworks, tools and techniques for effective real life applications in both manufacturing and services. | | | | | |
| Course Outcomes: | | | | | | |
| CO1. Students will be able to gain basic knowledge in total quality management relevant to both manufacturing and service industry. | | | | | | |
| CO2. Students will be able to implement the basic principles of TQM derived by various philosophizers. | | | | | | |
| CO3. The student would be able to apply the tools and techniques of quality management to manufacturing and services processes | | | | | | |
| CO4. The student would be able to apply the tools and techniques of quality management to manufacturing and services processes. | | | | | | |
| CO5. The students will be able to gain the knowledge on various ISO standards and quality systems. | | | | | | |
| UNIT I - INTRODUCTION | | | | | 9 | |
| Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of product and service quality. Cost of quality. | | | | | | |
| UNIT II - PRINCIPLES AND PHILOSOPHIES OF QUALITY MANAGEMENT | | | | | 9 | |
| Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – introduction, loss function, parameter and tolerance design, signal to noise ratio. Concepts of Quality circle, Japanese 5S principles and 8D methodology. | | | | | | |
| UNIT III - STATISTICAL PROCESS CONTROL | | | | | 9 | |
| Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributed. Process capability – meaning, significance and measurement – Six sigma - concepts of process capability. Reliability concepts – definitions, reliability in series and parallel, and product life characteristics curve. Total productive maintenance (TMP), Terotechnology. Business process Improvement (BPI) – principles, applications, reengineering process, benefits and limitations. | | | | | | |
| UNIT IV - TOOLS AND TECHNIQUES FOR QUALITY MANAGEMENT | | | | | 9 | |
| Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven Tools (old & new). Bench marking and POKA YOKE. | | | | | | |
| UNIT V - QUALITY SYSTEMS ORGANIZING AND IMPLEMENTATION | | | | | 9 | |
| Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits. TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward - TQM framework, benefits, awareness and obstacles. | | | | | | |
| | | | | | Total Periods: | 45 |
| References: | | | | | | |
| <ol style="list-style-type: none"> 1. Dale H.Besterfield, Carol Besterfield – Michna, Glen H. Besterfield, Mary Besterfield – Sacre, Hermant – Urdhwareshe, RashmiUrdhwareshe, Total Quality Management, Revised Third edition, Pearson Education, 2011 2. Shridhara Bhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, II Edition 2010 3. Douglas C. Montgomery, Introduction to Statistical Quality Control, Wiley Student Edition, 4th Edition, Wiley India Pvt Limited, 2008. 4. James R. Evans and William M. Lindsay, the Management and Control of Quality, Sixth Edition, Thomson, 2005. 5. PoornimaM.Charantimath, Total Quality Management, Pearson Education, Second Edition, 2011. 6. Indian standard – quality management systems – Guidelines for performance improvement (Fifth Revision), Bureau of Indian standards, New Delhi. | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | 1 | - | 1 | - | - | - | 1 | 2 | 1 | - | 3 |
| CO2 | - | 2 | 2 | - | - | - | 2 | - | - | - | - | - |
| CO3 | 2 | 2 | - | - | - | - | - | - | - | 2 | - | - |
| CO4 | - | - | - | 1 | - | - | - | - | 3 | - | - | 2 |
| CO5 | 1 | 3 | - | - | - | - | - | 2 | - | - | 2 | - |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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| 193BA17 | LEGAL ASPECTS OF BUSINESS | | | | L-T-P | C |
| | | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | I | Category: | FC | |
| Aim: | To have a clear understanding of the corresponding laws and procedures, kinds of implications, applications in the business scenario. | | | | | |
| Course Outcomes: | | | | | | |
| The students will be able to | | | | | | |
| CO1. Appreciate the relevance of business law to individuals and businesses and the role of law in an economic, political and social context. | | | | | | |
| CO2. Acquire knowledge on legal procedures and to be able to present coherent, concise legal argument. | | | | | | |
| CO3. Be able to identify and formulate the legal issues and theories that apply to the facts of described situation or problem in industries. | | | | | | |
| CO4. Acquire the basic fundamentals of taxation among individuals to make precise business decisions. | | | | | | |
| CO5: Gaining knowledge on Industrial laws Cyber laws and consumer protection act relevant to the current existing business environment. | | | | | | |
| COMMERCIAL LAW | | | | | | 9 |
| The Indian Contract Act 1872: 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 The Agency Act 1970: 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. | | | | | | |
| The sale of Goods Act 1930: Nature of Sales contract, Documents of title, risk of loss, Guarantees and Warranties, performance of sales contracts, conditional sales and rights of an unpaid seller | | | | | | |
| The Negotiable Instruments Act 1881: Negotiable Instruments Act 1881: Nature and requisites of negotiable instruments. Types of negotiable instruments, liability of parties, holder in due course, special rules for Cheque and drafts, discharge of negotiable instruments. | | | | | | |
| COMPANY LAW 2013 | | | | | | 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. | | | | | | |
| INDUSTRIAL LAW | | | | | | 9 |
| An Overview of Factories Act - Payment of Wages Act - Payment of Bonus Act - Industrial Disputes Act | | | | | | |
| CORPORATE TAX AND GST | | | | | | 9 |
| Corporate Tax Planning, Income Tax, Goods and Services Tax - Introduction, objective, classification, and practical implications of GST. | | | | | | |
| CONSUMER PROTECTION ACT AND INTRODUCTION OF CYBER LAWS | | | | | | 9 |
| Consumer Protection Act – Consumer rights, Procedures for Consumer grievances redressal, Types of consumer Redressal Machineries and Forums- Competition Act 2002 - Cybercrimes, IT Act 2000 and 2002, Cyber Laws, Introduction of IPR – Copy rights, Trade marks, Patent Act. | | | | | | |
| Total Periods: | | | | | | 45 |
| Text Book: | | | | | | |
| 1. N. D. Kapoor, Elements of mercantile Law, Sultan Chand and Company, India, 30 th Edition, 2014. | | | | | | |
| 2. P. K. Goel, Business Law for Managers, Biztantra Publishers, India, 2012. | | | | | | |
| References: | | | | | | |
| 1. P. P. S. Gogna, Mercantile Law, S. Chand & Co. Ltd., India, 11 th Edition, 2013. | | | | | | |
| 2. Maheshwari, S.N. and S.K. Maheshwari; A Manual of Business Law, 6th Edition, Himalaya Publishing House, 2015. | | | | | | |
| 3. V.S.Datey, GST Ready Reckoner, Taxmann Publishing, July 2017. | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 1 | 1 | 2 | 3 | 1 | - | - | - | 2 | 2 | - | 2 |
| CO2 | - | - | - | - | 2 | - | - | - | - | - | - | - |
| CO3 | 3 | 2 | - | 2 | 2 | - | - | 2 | - | - | - | - |
| CO4 | - | 2 | 1 | - | - | - | 1 | - | 1 | - | 2 | - |
| CO5 | - | - | - | - | 1 | - | - | - | - | 3 | - | 1 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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| 193BA18 | BUSINESS COMMUNICATION LABORATORY | | | L-T-P | C | |
| | | | | 0-0-4 | 2 | |
| Programme: | MBA | Sem: | I | Category: | EEC | |
| Aim: | To provide opportunities to learners to practice their communicative skills to make them become proficient users of English. | | | | | |
| Course Outcomes: | | | | | | |
| At the end of the course, learners will be able to: CO1: Read articles of a general kind in magazines and newspapers. CO2: Participate effectively in informal conversations; introduce themselves and their friends and express opinions in English. CO3: Make presentations and Participate in Group Discussions. CO4: Comprehend conversations and short talks delivered in English CO5: Write short essays of a general kind and personal letters and emails in English. | | | | | | |
| UNIT I : LISTENING / VIEWING | | | | | 9 | |
| Listening and note-taking – Listening to telephonic conversations – Ted talks – Inspiring Speeches – Watching documentaries on personalities, places, socio-cultural events, TV news programmes and discussions to answer different kinds questions, viz., identifying key idea and comprehension questions... so on. | | | | | | |
| UNIT II : SPEAKING & READING | | | | | 9 | |
| Speaking: Conversation practice – Interview – Group Discussion – Introducing oneself and others – Role play – Debate – Presentation (PPT) – Panel discussion – Neutral accent. Reading : Different genres of text (literature, media, technical) for comprehension – Reading strategies like note-making – reading graphs, charts and graphic organizer – Sequencing sentences – reading online sources like e-books, e-journals and e-newspapers. | | | | | | |
| UNIT III – WRITING | | | | | 9 | |
| Blogs – Tweets – Online resume/ – e-mails – SMS and Online texting – Report writing – Describing charts and tables – Writing for media on current events. Application of office Automation tools. | | | | | | |
| UNIT IV - VOCABULARY | | | | | 9 | |
| Idioms and Phrases – Proverbs – Collocations – Chunks of language. | | | | | | |
| UNIT V - GRAMMAR | | | | | 9 | |
| Sentence structures – Subject-Verb agreement – Pronoun-Antecedent agreement – Tense forms – Active and passive voices – Direct and Indirect speeches – Cohesive devices. | | | | | | |
| | | | | | Total Periods: | 45 |
| TEXT BOOKS: | | | | | | |
| 1. Board of Editors. Using English A Coursebook for Undergraduate Engineers and Technologists. Orient BlackSwan Limited, Hyderabad: 2015 2. Richards, C. Jack. Interchange Students' Book-2 New Delhi: CUP, 2015. | | | | | | |
| References: | | | | | | |
| 1. Barker, A. "Improve Your Communication Skills", New Delhi: Kogan Page India Pvt. Ltd., 2006. 2. Craven, Miles. "Listening Extra – A resource book of multi-level skills activities", Cambridge University Press, 2004. 3. Gammidge, Mick, "Speaking Extra – A resource book of multi-level skills activities", Cambridge University Press, 2004. 4. Hartley, Peter. "Group Communication", London: Routledge, 2004. 5. John Seely, "The Oxford Guide to Writing and Speaking", New Delhi: Oxford University Press, 2004. 6. Naterop, Jean & Rod Revell, "Telephoning in English", Cambridge University Press, 1987. 7. Ramesh, Gopalswamy and Mahadevan Ramesh, "The ACE of Soft Skills". New Delhi: Pearson, 2010. | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | - | - | - | - | - | - | - | 2 | 2 | 3 | - | - |
| CO2 | 2 | 3 | 2 | 2 | - | - | - | - | - | - | 2 | - |
| CO3 | - | 2 | 1 | - | - | - | 2 | - | - | - | - | 3 |
| CO4 | - | - | - | - | - | 2 | - | - | - | - | - | - |
| CO5 | - | - | - | - | - | - | - | 1 | - | - | - | - |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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| 193BA19 | SEMINAR I – BUSINESS ENVIRONMENT | | | | L-T-P | C |
| | | | | | 0-0-2 | 1 |
| Programme: | MBA | Sem: | I | Category: | EEC | |
| AIM | Students will get an exposure to Business Environment issues and acquiring in depth knowledge on local and international business environment. | | | | | |
| Course Outcomes: | | | | | | |
| CO1. Students will get the outline how an entity operates in a business environment. | | | | | | |
| CO2. Students will gain knowledge of the environment in which businesses operate, the economic operational and financial framework | | | | | | |
| CO3. Students will know the importance of balance of trade, balance of payment and various international commercial terms to the development of macroeconomic policy. | | | | | | |
| CO4. Students will get the idea in financial information and legal framework that regulates the business environment. | | | | | | |
| CO5: Gaining a deeper understanding of the environmental factors influencing Indian business organizations. | | | | | | |
| Note: Following Is the List of Topics Suggested for Preparation and Presentation by Students. | | | | | | |
| 1. Social and Cultural Environment. | | | | | | |
| 2. Technological Environment. | | | | | | |
| 3. Economic Environment. | | | | | | |
| 4. Political Environment. | | | | | | |
| 5. Trade Blocks and Business Centers. | | | | | | |
| 6. Foreign Direct Investment. | | | | | | |
| 7. International Trade: Policies and Relations. | | | | | | |
| 8. Balance of Payments (Special Reference to India). | | | | | | |
| 9. Conflicts and Negotiations in Business Environment. | | | | | | |
| 10. Global Strategic Management and Business Ethics. | | | | | | |
| Total Periods: | | | | | | 30 |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | - | 1 | - | 3 | 2 | - | 2 | - | 2 | - | - | 2 |
| CO2 | 2 | 2 | - | 2 | - | - | - | - | 1 | 3 | - | - |
| CO3 | - | - | 2 | - | 1 | - | - | - | - | 2 | - | - |
| CO4 | - | 3 | - | 1 | - | - | 1 | - | - | - | 3 | - |
| CO5 | - | 1 | - | - | - | 2 | - | 2 | - | - | - | 2 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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| 193BA10 | PERSONALITY DEVELOPMENT PROGRAMME | | | L-T-P | C |
| | | | | 0-0-2 | 0 |
| Programme: | MBA | Sem: | I | Category: | EEC |
| AIM | To enhance holistic development of students and improve their employability skills. | | | | |
| Course Outcomes: | | | | | |
| CO1. To develop inter personal skills and be an effective goal oriented team player. | | | | | |
| CO2. To develop professionals with idealistic, practical and moral values. | | | | | |
| CO3. To develop communication and problem solving skills. | | | | | |
| CO4. To re-engineer attitude and understand its influence on behavior. | | | | | |
| <ol style="list-style-type: none"> 1. SELF ANALYSIS: SWOT Analysis, Who am I, Attributes, Importance of Self Confidence, Self Esteem. 2. CREATIVITY: Out of box thinking, Lateral Thinking. 3. ATTITUDE: Factors influencing Attitude, Challenges and lessons from Attitude, Etiquette. 4. GOAL SETTING: Wish List, SMART Goals, Blue print for success, Short Term, Long Term, Life Time Goals. 5. TIME MANAGEMENT: Value of time, Diagnosing Time Management, Weekly Planner -To do list, Prioritizing work. 6. INTERPERSONAL SKILLS: Gratitude: Understanding the relationship between Leadership Networking & Team work. Assessing Interpersonal Skills Situation description of Interpersonal Skill. Team Work: Necessity of Team Work Personally, Socially and Educationally 7. LEADERSHIP: Skills for a good Leader, Assessment of Leadership Skills 8. STRESS MANAGEMENT: Causes of Stress and its impact, how to manage & distress, Circle of control, Stress Busters. Emotional Intelligence - What is Emotional Intelligence, emotional quotient why Emotional Intelligence matters, Emotion Scales? Managing Emotions. 9. CONFLICT RESOLUTION: Conflicts in Human Relations –Reasons Case Studies, Approaches to conflict resolution. 10. DECISION MAKING : Importance and necessity of Decision Making, Process and practical way of Decision Making, Weighing Positives & Negatives. | | | | | |
| Assessment: | | | | | |
| <ol style="list-style-type: none"> 1. A practical and activity oriented course which has continuous assessment for 75 marks based on class room interaction, activities etc. | | | | | |
| Text Book: | | | | | |
| <ol style="list-style-type: none"> 1. SOFT SKILLS, 2015, Career Development Centre, Green Pearl Publications . | | | | | |
| Reference: | | | | | |
| <ol style="list-style-type: none"> 1. Covey Sean, Seven Habits of Highly Effective Teens, New York, Fireside Publishers, 1998. 2. Carnegie Dale, How to win Friends and Influence People, New York: Simon & Schuster, 1998. 3. Thomas A Harris, I am ok, You are ok, New York-Harper and Row, 1972 4. Daniel Coleman, Emotional Intelligence, Bantam Book, 2006 | | | | | |
| Total Periods: | | | | | 30 |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | - | - | - | 2 | 1 | - | 1 | - | 2 | - | - | 2 |
| CO2 | 2 | 2 | - | - | - | - | - | - | - | - | - | - |
| CO3 | - | 3 | - | 1 | 2 | - | 1 | - | 1 | 1 | - | - |
| CO4 | 1 | 1 | - | - | - | - | - | - | - | - | - | 3 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

SEMESTER – II

| S. No. | Code No. | Course Title | Category | L-T-P | C |
|-------------------|-----------------|--------------------------------------------|-----------------|--------------|-----------|
| THEORY | | | | | |
| 1 | 193BA21 | Operations Management | PC | 3-0-0 | 3 |
| 2 | 193BA22 | Financial Management | PC | 3-0-0 | 3 |
| 3 | 193BA23 | Marketing Management | PC | 3-0-0 | 3 |
| 4 | 193BA24 | Human Resource Management | PC | 3-0-0 | 3 |
| 5 | 193BA25 | Information Management | PC | 3-0-0 | 3 |
| 6 | 193BA26 | Applied Operations Research for Management | PC | 3-1-0 | 4 |
| 7 | 193BA27 | Business Research Methods | PC | 3-0-0 | 3 |
| PRACTICALS | | | | | |
| 8 | 193BA28 | Data Analysis and Business Modeling | EEC | 0-0-4 | 2 |
| 9 | 193BA29 | Seminar II – Professional Ethics | EEC | 0-0-2 | 1 |
| 10 | 193BA20 | Career Guidance and Counseling Programs | EEC | 0-0-2 | 0 |
| | | Total | | | 25 |

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| 193BA21 | OPERATIONS MANAGEMENT | | | | L-T-P | C | |
| | | | | | 3-0-0 | 3 | |
| Programme: | MBA | Sem: | II | Category: | PC | | |
| Aim: | 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 | | | | | | |
| Course Outcomes: | | | | | | | |
| CO1. Understanding of the strategic and operational decisions in managing manufacturing and service organizations and appreciation of the role of operations management function in an organization. | | | | | | | |
| CO2. To know the uses of forecasting and aggregate planning and design the facility location and layouts. | | | | | | | |
| CO3. To understand the product, services and work system to improve productivity | | | | | | | |
| CO4. To acquire Knowledge in material management and its uses in production process. | | | | | | | |
| CO5. To know the suitable techniques of project management to the organization | | | | | | | |
| INTRODUCTION | | | | | | 9 | |
| 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 | | | | | | | |
| FORECASTING, CAPACITY AND FACILITY DESIGN | | | | | | 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 | | | | | | | |
| DESIGN OF PRODUCT, PROCESS AND WORK SYSTEM | | | | | | 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 | | | | | | | |
| MATERIALS MANAGEMENT | | | | | | 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. | | | | | | | |
| SCHEDULING AND PROJECT MANAGEMENT | | | | | | 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 | | | | | | | |
| | | | | | | Total Periods: | 45 |
| Text Book: | | | | | | | |
| 1. Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Nicholas J. Aquila no, Operations and Supply Management, Tata McGraw Hill, 12th Edition, 2014. | | | | | | | |
| 2. Norman Gaither and Gregory Frazier, Operations Management, South Western Cengage Learning, 9 th Edition, 2012. | | | | | | | |
| References: | | | | | | | |
| 1. William J Stevenson, Operations Management, Tata McGraw Hill, 11th Edition, 2013. | | | | | | | |
| 2. Russell and Taylor, Operations Management, Wiley, 5 th Edition, 2014. | | | | | | | |
| 3. Kanishka Bedi, Production and Operations Management, Oxford University Press, 2012. | | | | | | | |
| 4. Chary S. N, Production and Operations Management, Tata McGraw Hill, 3 rd Edition, 2012. | | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | - | - | 2 | 2 | - | 2 | - | 3 | - | - | 1 |
| CO2 | 1 | - | - | - | - | - | - | - | - | - | 2 | - |
| CO3 | - | 2 | - | 1 | - | - | 1 | 1 | 1 | 3 | - | - |
| CO4 | 1 | - | - | - | 1 | - | 1 | - | - | - | 2 | - |
| CO5 | - | 2 | - | - | 2 | - | - | 1 | - | 1 | - | 2 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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| 193BA22 | FINANCIAL MANAGEMENT | | | L-T-P | C |
| | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | II | Category: | PC |
| Aim: | To provide a thorough understanding of concepts and theories and develop the skills to understand, analyze and use appropriate tools and techniques to make better financial decisions and Investment Opportunity Analysis. | | | | |
| Course Outcomes: | | | | | |
| The students will be able to CO1. Ability to apply the knowledge of financial management. CO2. Ability to conceptualize functions of Finance. CO3. Ability to solve issues related to finance. CO4. Ability to determine the working capital requirements. CO5. Ability to make appropriate investment decision. | | | | | |
| UNIT - I FOUNDATIONS OF FINANCE | | | | | 9 |
| Financial management – Objectives, Scope, Uses and Functions of Financial management – Risk and return relationship – Time value of Money – Discounting and compounding concepts Financial Information System – Financial Forecasting. | | | | | |
| UNIT – II WORKING CAPITAL MANAGEMENT AND FINANCE – I | | | | | 9 |
| Sources of Finance: Security Financing, Internal Financing, Loan Financing and other Innovative sources of Financing - Principles of working capital: Concepts, Needs, Factors, Determinants, issues and methods of estimating working capital Management. | | | | | |
| UNIT – III WORKING CAPITAL MANAGEMENT AND FINANCE – II | | | | | 9 |
| Receivables Management: Objectives – Costs – Benefits – Credit policies – Credit Terms – Collection policies - Inventory management: Objectives of inventory management - Inventory management Techniques | | | | | |
| UNIT – IV FINANCING AND DIVIDEND DECISION | | | | | 9 |
| Leverage: Operating leverage - Financial leverage – Combined leverage – EBIT/EPS Analysis - Cost of capital: Equity, Debt, Retained Earnings – Weighted Average Cost of Capital - Capital structure: designing capital structure - Capital structure Theories – Net income, Net operating Income, MM and Traditional theories - Dividend policy and practices - Dividend policies – Factors affecting Dividend Decision – Dividend Theories – Graham, Walter, Gordon and MM theories. | | | | | |
| UNIT – V INVESTMENT DECISIONS | | | | | 9 |
| Capital Budgeting: Principles and techniques - Nature of capital budgeting- Identifying relevant cash flows - Evaluation Techniques: Payback, Net Present Value, Profitability Index, Internal Rate of Return, Accounting rate of return - Comparison of DCF techniques - Project selection under capital rationing. | | | | | |
| Total Periods: | | | | | 45 |
| Questions: 60% of the questions shall be problems and 40% of the questions shall be theory based. | | | | | |
| Text Book: | | | | | |
| 1. M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill, 7 th edition, 2012. 2. I. M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 10 th edition, 2012. | | | | | |
| References: | | | | | |
| 1. Prasanna Chandra, Financial Management, 7 th edition, Tata McGraw Hill, 2012. 2. S.N.Maheswari, Financial Management, 13 th Edition, Sultan Chand & Sons, 2010. 3. P.C.Tulsian, Financial Mangement, 2nd Edition, S.Chand& Company, 2011. 4. P.V.Kulkarani and B.G.Sathya Prasad, Financial Management, 15 th Edition, Himalaya Publishing House, 2011. 5. AswatDamodaran, Corporate Finance Theory and practice, John Wiley & Sons, 2013. | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | 1 | - | - | 2 | - | 1 | - | 3 | - | 3 | - |
| CO2 | - | 2 | - | - | - | - | 2 | - | - | 2 | 2 | - |
| CO3 | - | - | - | - | 1 | - | - | 1 | - | - | - | 1 |
| CO4 | - | - | - | - | - | - | - | - | - | - | 1 | - |
| CO5 | - | 3 | - | - | - | - | - | 3 | - | - | 2 | - |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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| 193BA23 | MARKETING MANAGEMENT | | | L-T-P | C |
| | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | II | Category: | PC |
| Aim: | To have a clear understanding of the marketing management process, kinds of strategies, marketing mix decisions, buyer behavior and marketing research. | | | | |
| Course Outcomes: | | | | | |
| The students will be able to | | | | | |
| CO1. Demonstrate the basic principles of marketing and its knowledge towards environmental influences. | | | | | |
| CO2. Outlines the evolution of marketing strategies and consumer behavior. | | | | | |
| CO3. Summarizes the product management and its pricing strategy. | | | | | |
| CO4. Brief about the functions of managing marketing channels and its major areas. | | | | | |
| CO5. Demonstrate the ability to carry out a research project that explores marketing planning and strategies for a specific marketing situation. | | | | | |
| INTRODUCTION | | | | | 9 |
| Marketing – Definitions – Importance and Scope - Philosophies of marketing management - Core marketing concepts - Marketing environment: Internal and External - Marketing in global environment- Marketing interface with other Functional Areas | | | | | |
| SEGMENTATION, TARGETING, POSITIONING AND BUYER BEHAVIOUR | | | | | 9 |
| Marketing Strategy formulations - Competitor Analysis - Market segmentation -Targeting and Positioning - Marketing Mix - Definition of buyer behavior - Understanding individual and industrial buyer behavior - Influencing factors - Buying Decision Process | | | | | |
| PRODUCT MANAGEMENT AND PRICING STRATEGY | | | | | 9 |
| Introduction - Value- Product levels – Components – Types - Product planning and development - Product Life Cycle - New Product Development –Packaging - Understanding pricing - Setting the price - Adopting the price-Initiating and responding to price change | | | | | |
| MANAGING MARKETING CHANNELS | | | | | 9 |
| Introduction - Levels - Functions - Channel Flows - Channel Design Decisions - Concept in distribution management - Functional Areas - Retailing, Direct Marketing and Wholesaling | | | | | |
| PROMOTION MANGEMENT & MARKETING RESEARCH | | | | | 9 |
| Advertising - Publicity and Public relations - Sales Promotion - Personal Selling - Current Trends: On line Marketing - Digital Marketing - Customer Relationship Management – Marketing Research process. | | | | | |
| | | | | | Total Periods: 45 |
| Text Books: | | | | | |
| 1. Philip Kotler, Kevin Lane, Abraham Koshy and MithileshwarJha, Marketing Management – A South Asian Perspective, Prentice Hall India, 14 th Edition, 2014. | | | | | |
| 2. Paul Baines, Chris Fill and Kelly Page, Marketing, Oxford University Press, 2 nd Edition, 2013. | | | | | |
| References: | | | | | |
| 1. Micheal R. Czinkota & Masaaki Kotare, Marketing Management, Vikas Thomson Learning, 2012. | | | | | |
| 2. Duglas J. Darymple, Marketing Management, John Wiley & Sons, 2014. | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | - | 2 | 3 | 2 | - | - | 3 | 3 | 3 | 2 | 2 |
| CO2 | - | 1 | 3 | 1 | - | - | - | - | 2 | 3 | - | - |
| CO3 | - | 2 | - | - | 1 | - | - | - | - | 2 | 1 | 1 |
| CO4 | - | - | - | - | 1 | - | - | 1 | 2 | 2 | - | - |
| CO5 | 1 | 3 | - | - | 1 | - | 3 | - | - | 3 | 2 | 1 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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| 193BA24 | HUMAN RESOURCE MANAGEMENT | | | | L-T-P | C |
| | | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | II | Category: | PC | |
| Aim: | To prepare students to gain knowledge in the field of human resource management and enabling them to understand the human resource functions and practices in organization for improved performance and help create a transparent organizational culture. | | | | | |
| Course Outcomes: | | | | | | |
| The students will be able to | | | | | | |
| CO1. Gather knowledge and understand Primary HRM Framework and its concepts. | | | | | | |
| CO2. Understanding of functional knowledge of the following processes such as HR Planning, Recruitment and selection, | | | | | | |
| CO3. Analyze the importance of training and development, Performance appraisals and career Planning and management. | | | | | | |
| CO4. Congregate the ideas of Compensation and employee relations. | | | | | | |
| CO5. Analyze the key issues related to administering the human elements in internationalization such as career planning, diversity, ethics, and training. | | | | | | |
| PERCEPTIVE IN HUMAN RESOURCE MANAGEMENT | | | | | | 9 |
| Evolution of human resource management – Nature, scope and importance of HRM – Objectives of HRM – Models of HRM - Role of human resource manager – HR Policies – Human Resource Information System (HRIS) – Human resource accounting and audit. | | | | | | |
| THE CONCEPT OF BEST FIT EMPLOYEE | | | | | | 9 |
| Importance of Human Resource Planning – Demand and Supply Forecasting – Recruitment - Selection process – Induction – Socialization benefits. | | | | | | |
| TRAINING AND DEVELOPMENT | | | | | | 9 |
| Training and Developing employees – Purpose – Methods – Benefits – Performance Management and appraisal – Coaching, Career Management - Promotion – Demotion - Transfer and Separation. | | | | | | |
| COMPENSATION AND EMPLOYEE RELATIONS | | | | | | 9 |
| Establishing pay plans – Pay for Performance and incentives – Fringe benefits – Trade unions – Grievances – Causes – Implications – Redressal methods – Ethical Issues in HRM. | | | | | | |
| MANAGING GLOBAL HUMAN RESOURCES | | | | | | 9 |
| Role of HR in Internationalization of Business – Staffing Global organizations – Training and maintaining Expatriates – Implementing global HR system. | | | | | | |
| | | | | | | Total Periods: |
| | | | | | | 45 |
| Text Books: | | | | | | |
| 1. Aswathappa K, Human Resource Management; Text and cases, McGraw Hill, 7/e, 2013. | | | | | | |
| 2. Dessler, Gary and BijuVarkkey, Human Resource Management, Pearson Education Limited, 14 th Edition, 2016. | | | | | | |
| References: | | | | | | |
| 1. Luis R.Gomez-Mejia, David B.Balkin, Robert L Cardy. Managing Human Resource, PHI Learning, 2012. | | | | | | |
| 2. Bernadin, Human Resource Management, Tata McGraw Hill, 8th edition 2012. | | | | | | |
| 3. Uday Kumar Haldar, Juthika Sarkar, Human Resource management, Oxford, 2012. | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | 3 | - | 2 | - | 2 | 1 | 2 | 3 | - | - | 3 |
| CO2 | 1 | 2 | 2 | - | - | - | - | 1 | - | - | 2 | 2 |
| CO3 | - | - | - | 1 | 2 | 3 | - | 2 | - | - | - | 2 |
| CO4 | - | - | - | - | - | 2 | 3 | - | - | 1 | 3 | 1 |
| CO5 | - | 2 | - | - | - | - | 2 | - | 2 | - | - | 3 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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| 193BA25 | INFORMATION MANAGEMENT | | | | L-T-P | C | |
| | | | | | 3-0-0 | 3 | |
| Programme: | MBA | Sem: | II | Category: | PC | | |
| Aim: | To explain the students why information are so important today for business and management. | | | | | | |
| Course Outcomes: | | | | | | | |
| CO1. Understand the role of information in organizations, the strategic management processes, and the implications for the management; | | | | | | | |
| CO2. Develop an understanding of how various information systems work together to accomplish the information objectives of an organization; | | | | | | | |
| CO3. Understand the technologies for data and database management. | | | | | | | |
| CO4. Justify the ethical and security issues in information systems management | | | | | | | |
| CO5 Describe the new initiatives of information technology for effective decision making in an organization | | | | | | | |
| INTRODUCTION | | | | | | 9 | |
| Data, Information, Intelligence, Information Technology, Information System, evolution, types based on functions and hierarchy, System development methodologies, Functional Information Systems, DSS, EIS, KMS, GIS, International Information System. | | | | | | | |
| SYSTEM ANALYSIS AND DESIGN | | | | | | 9 | |
| Case tools - System flow chart, Decision table, Data flow Diagram (DFD), Entity Relationship (ER), Object Oriented Analysis and Design(OOAD), UML diagram. | | | | | | | |
| DATABASE MANAGEMENT SYSTEMS | | | | | | 9 | |
| DBMS – HDBMS, NDBMS, RDBMS, OODBMS, Query Processing, SQL, Concurrency Management, Data warehousing | | | | | | | |
| SECURITY, CONTROL AND REPORTING | | | | | | 9 | |
| 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 | | | | | | | |
| NEW IT INITIATIVES | | | | | | 9 | |
| Role of information management in ERP, e-business, e-governance, Data Mining, Business Intelligence, Pervasive Computing, Cloud computing, CMM. | | | | | | | |
| | | | | | | Total Periods: | 45 |
| Text Book: | | | | | | | |
| 1. Robert Schultheis and Mary Summer, Management Information Systems – The Managers View, Tata McGraw Hill, 2014. | | | | | | | |
| 2. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems – Managing the digital firm, PHI Learning / Pearson Education, PHI, Asia, 2012.. | | | | | | | |
| References: | | | | | | | |
| 1. Gordon Davis, Management Information System: Conceptual Foundations, Structure and Development, Tata McGraw Hill, 21 st Reprint 2012. | | | | | | | |
| 2. Haag, Cummings and Mc Cubbrey, Management Information Systems for the Information Age, McGraw Hill, 9 th Edition, 2013. | | | | | | | |
| 3. Turban, McLean and Wetherbe, Information Technology for Management – Transforming Organisations in the Digital Economy, John Wiley, 2014. | | | | | | | |
| 4. Raymond McLeod and Jr. George P. Schell, Management Information Systems, Pearson Education, 2012 | | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | 2 | - | 2 | - | - | - | 1 | 2 | - | 2 | - |
| CO2 | 1 | 1 | - | 1 | 2 | - | - | - | 1 | 1 | - | - |
| CO3 | 2 | 2 | - | 3 | - | - | 1 | - | - | - | 1 | - |
| CO4 | - | 1 | - | 1 | - | - | - | 3 | - | - | - | 2 |
| CO5 | 1 | 1 | - | 1 | 1 | - | - | 2 | 1 | - | - | - |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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| 193BA26 | APPLIED OPERATIONS RESEARCH FOR MANAGEMENT | | | L-T-P | C | | |
| | | | | 3-1-0 | 4 | | |
| Programme: | MBA | Sem: | II | Category: | PC | | |
| Aim: | To familiarize the quantitative approach to managerial decision making. | | | | | | |
| Course Outcomes: | | | | | | | |
| The students will be able to CO1. Usage of Operations Research/Management Science in managerial problem solving. CO2. Ability to formulate the mathematical models for the specific managerial situations. CO3. Proficiency in applying suitable algorithms for solving the mathematical model. CO4. Ability to use mathematical models for managerial decision making. | | | | | | | |
| INTRODUCTION TO OPERATIONS RESEARCH & LINEAR PROGRAMMING PROBLEM (LPP) | | | | | 12 | | |
| Operations Research – Definition – Characteristics – Phases – Models – Applications - Formulation of LPP - Solution of LPP: Graphical method - Simplex method - Artificial Variable Techniques – Charne’s penalty method & Two phase simplex method - Duality Principle - Dual simplex method. | | | | | | | |
| TRANSPORTATION & ASSIGNMENT MODELS | | | | | 12 | | |
| Mathematical formulation of Transportation Model - Balanced and unbalanced cases - Initial Basic feasible solution (IBFS) by North-West Corner Rule - Row Minima & Column Minima Method - Least cost method and Vogel’s approximation method - Cases of degeneracy - Optimum Solution by MODI method & Stepping Stone method. Mathematical formulation of Assignment Model - Minimizing and Maximizing Cases - Balanced and Unbalanced Cases - Optimum Solution by Hungarian algorithm and Branch and Bound method | | | | | | | |
| INTEGER PROGRAMMING PROBLEM AND GAME THEORY | | | | | 12 | | |
| Solution to pure and mixed integer programming problem by Branch and Bound method and Gomory’s cutting plane algorithm. Game Theory - Saddle point - Dominance Rule - Convex Linear Combination (Averages) - Method of matrices - Graphical method. | | | | | | | |
| INVENTORY MODELS AND DECISION THEORY | | | | | 12 | | |
| Inventory Models – EOQ and EBQ Models (With and without shortages) - Quantity Discount Models - Decision making under risk – Decision trees – Decision making under uncertainty. | | | | | | | |
| QUEUING THEORY AND REPLACEMENT MODELS | | | | | 12 | | |
| 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. | | | | | | | |
| | | | | Lecture: 45 | Tutorial: 15 | Total Periods: | 60 |
| Text Books: | | | | | | | |
| 1. Paneerselvam R., Operations Research, Prentice Hall of India, Fourth Print, 2013. 2. N. D Vohra, Quantitative Techniques in Management, Tata McGraw Hill, 2014. | | | | | | | |
| References: | | | | | | | |
| 1. SankarIyer P, Operations Research, Tata McGraw Hill, 2013. 2. Frederick & Mark Hillier, Introduction to Management Science – A Modeling and case studies approach with spreadsheets, Tata McGraw Hill, 2014. 3. Gupta P.K, Hira D.S, Problem in Operations Research, S.Chand and Co, 2012. 4. Kalavathy S, Operations Research, Second Edition, Vikas Publishing House, 2012. | | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | 3 | 1 | - | - | - | - | 2 | 3 | - | - | 1 |
| CO2 | 1 | 2 | - | - | - | - | 1 | - | - | 2 | 3 | - |
| CO3 | - | - | - | - | - | - | - | 1 | 2 | 1 | - | - |
| CO4 | - | - | 2 | - | - | - | 2 | - | 1 | - | 1 | 2 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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| 193BA27 | BUSINESS RESEARCH METHODS | | | L-T-P | C |
| | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | II | Category: | PC |
| Aim: | To familiarize the students to the principles of scientific methodology in business enquiry; to develop analytical skills of business research; to develop the skills for scientific communications | | | | |
| Course Outcomes: | | | | | |
| CO1. To become acquainted with the scientific methodology in business domain. CO2. To acquire the knowledge of research design and scaling techniques. CO3. To know the way to collect the data and Design the sampling and questionnaire CO4. To become familiar with the nuances of scientific communications. CO5. To become analytically and reporting skillful. | | | | | |
| INTRODUCTION | | | | | 9 |
| 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. | | | | | |
| RESEARCH DESIGN AND MEASUREMENT | | | | | 9 |
| 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. | | | | | |
| DATA COLLECTION | | | | | 9 |
| 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. | | | | | |
| DATA PREPARATION AND ANALYSIS | | | | | 9 |
| 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 – Application of statistical software for data analysis. | | | | | |
| REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH | | | | | 9 |
| Research report – Different types – Contents of report – need of executive summary – chapterization – contents of chapter – report writing – the role of audience – readability – comprehension – tone – final proof – report format – title of the report – ethics in research – ethical behaviour of research – subjectivity and objectivity in research | | | | | |
| Total Periods: | | | | | 45 |
| Text Book: | | | | | |
| 1. Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research methods, 11th Edition, Tata Mc Graw Hill, New Delhi, 2012. 2. Alan Bryman and Emma Bell, Business Research methods, 3rd Edition, Oxford University Press, New Delhi, 2011. | | | | | |
| References: | | | | | |
| 1. Uma Sekaran and Roger Bougie, Research methods for Business, 5th Edition, Wiley India, New Delhi, 2012. 2. William G Zikmund, Barry J Babin, Jon C.Carr, AtanuAdhikari,Mitch Griffin, Business Research methods, A South Asian Perspective, 8th Edition, Cengage Learning, New Delhi, 2012. | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | 3 | - | - | - | - | 1 | 1 | 3 | - | - | 2 |
| CO2 | - | 2 | - | - | 1 | - | - | - | - | - | - | - |
| CO3 | - | - | - | 2 | - | - | - | - | - | 2 | - | - |
| CO4 | - | - | - | 2 | - | - | - | - | - | 1 | 3 | 1 |
| CO5 | - | 2 | - | 1 | - | - | 1 | - | - | - | - | - |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

| 193BA28 | DATA ANALYSIS AND BUSINESS MODELLING | | | L-T-P | C |
|----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-----------|------------------|----------------|
| | | | | 0-0-4 | 2 |
| Programme: | MBA | Sem: | II | Category: | EEC |
| Aim: | Connect the research process and provides a practical insight for business | | | | |
| Course Outcomes: | | | | | |
| CO1: Effectively use the Office management software for business needs | | | | | |
| CO2: Understand the fundamental concepts of business research methods. | | | | | |
| CO3: Differentiate concepts, constructs, definitions, variables, hypothesis, theory and model. | | | | | |
| CO4: Understand the methods that can be used to communicate with respondents | | | | | |
| CO5: Be able to identify one's own practical position in business research | | | | | |
| Exp.No | Details of Experiments | | | | Periods |
| | Name | | | | |
| 1 | MS – EXCEL – Advanced functions | | | | 4 |
| 2 | Forecasting | | | | 4 |
| 3 | Deciding research methodology – Research design, defining the population, Sampling Frame, Sample size determination basics– Probability sampling/ Non - probability sampling. | | | | 4 |
| 4 | Preparation of questionnaire relevant to the research objectives by exploring measurement and scaling techniques. Data entry using IBM SPSS | | | | 4 |
| | Extended Experiment – 1 | | | | 4 |
| 5 | Frequency Distribution | | | | 4 |
| 6 | Correlation | | | | 4 |
| - | Extended Experiment – 2 | | | | 4 |
| 7 | Independent Sample T-Test | | | | 4 |
| 8 | Chi-square | | | | 4 |
| 9 | One Way ANOVA | | | | 4 |
| 10 | Regression | | | | 4 |
| 11 | Transportation using TORA | | | | 4 |
| 12 | Networking Models using TORA | | | | 4 |
| - | Extended Experiment – 3 | | | | 4 |
| Total | | | | | 60 |
| Text Books: | | | | | |
| 1. Donald R. Cooper and Pamela S. Schindler, Business Research methods, 9 th Edition, Tata Mc Graw Hill, 2014. | | | | | |
| 2. Alan Bryman and Emma Bell, Business Research methods, Oxford University Press, New Delhi, 2013. | | | | | |
| References: | | | | | |
| 1. Uma Sekaran, Research methods for Business, Wiley India, New Delhi, 2013. | | | | | |
| 2.K. N. Krishnaswamy, Appa Iyer Sivakumar and M. Mathirajan, Management Research Methodology, Pearson Education, New Delhi, 2014 | | | | | |
| 3.NareshK.Malhotra, Marketing Research- And Applied Orientation,7 th Edition, Pearson Prentice Hall, New Delhi | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | 2 | - | - | - | - | - | - | 3 | - | 2 | 3 |
| CO2 | - | 3 | - | - | 2 | - | 2 | - | 2 | 2 | - | - |
| CO3 | 1 | - | - | - | 1 | - | 1 | 1 | 1 | - | - | - |
| CO4 | - | - | - | - | - | - | - | - | - | - | - | - |
| CO5 | 1 | 1 | - | - | - | - | - | 1 | - | - | - | - |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|----|-----------|-------|---|
| 193BA29 | SEMINAR II - PROFESSIONAL ETHICS | | | | L-T-P | C |
| | | | | | 0-0-2 | 1 |
| Programme: | MBA | Sem: | II | Category: | EEC | |
| Aim: | To recognize and evaluate ethical challenges that they will face in their professional careers through knowledge and exercises that deeply challenge their decision making processes and ethics. | | | | | |
| Course Outcomes: | | | | | | |
| CO1: To provide basic knowledge about engineering Ethics, Variety of moral issues and Moral dilemmas, Professional Ideals and Virtues. CO2: To provide basic familiarity about Engineers as responsible Experimenters, Research Ethics, Codes of Ethics, Industrial Standards, Exposure to Safety and Risk, Risk Benefit Analysis CO3: To have an idea about the Collegiality and Loyalty, Collective Bargaining, Confidentiality, Occupational Crime, Professional, Employee, Intellectual Property Rights. CO4: To have an adequate knowledge about MNC's, Business, Environmental, Computer Ethics, Honesty, Moral Leadership, sample Code of Conduct. | | | | | | |
| Note: Following Is the List of Topics Suggested for Preparation and Presentation by Students. | | | | | | |
| <ul style="list-style-type: none"> • Ethics and Business Ethics. • Concepts Values and Ethics. • Ethical Corporate Behaviour and its Development. • Ethical Leadership. • Ethical Decision-making. • Ethical Dilemmas in Organization. • Social Responsibility of Business. • Corporate Governance. • Ethic in Functional Area, Marketing, Finance, Human Resource and Information Technology. • Environmental Ethics. • Corruption and Gender Issues—Gender Ethics, Sexual Harassment and Discrimination. | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 3 | 1 | - | - | 2 | 2 | 2 | 2 | 3 | - | - | - |
| CO2 | - | 2 | - | - | - | - | 1 | - | - | 2 | - | - |
| CO3 | 2 | - | 2 | - | 1 | - | - | 1 | - | - | 3 | - |
| CO4 | - | 1 | - | 3 | - | 1 | - | - | 2 | 1 | - | 2 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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| 193BA20 | Career Guidance and Counseling Programs | | | L-T-P | C |
| | | | | 0-0-2 | 0 |
| Programme: | MBA | Sem: | II | Category: | EEC |
| AIM | To help individuals acquire the knowledge, skills, and experience necessary to identify options, explore alternatives and succeed in society. | | | | |
| Course Outcomes: | | | | | |
| CO1. To improve employment marketability and opportunities | | | | | |
| CO2. To maximizing career opportunities & promoting effective job placement. | | | | | |
| CO3. To develop broadening knowledge, skills, and abilities | | | | | |
| CO4. To understand labor market changes and complexity of the workplace | | | | | |
| CO5. To increasing self-esteem and motivation | | | | | |
| <ol style="list-style-type: none"> Resume Building Quantitative Aptitude: Speed Math–HCF & LCM –Ratio & Proportions –Profit & Loss – Number System –Simple Interest & Compound Interest Reasoning: Odd Man Out –Coding and Decoding –Mathematical Operations –Arithmetic Reasoning –Seating Arrangement Interview & GD: Interview Handling Skills –Self preparation checklist –Grooming tips: do’s & don’ts –Mock interview & Feedback, GD skills –Understanding the objective and skills tested in a GD –General types of GDs –Roles in a GD –Do’s & Don’ts –Mock GD & Feedback. Presentation Skills: Presentation Skills –Stages involved in an effective presentation – Selection of topic, Content, Aids –Engaging the audience –Time management –Mock Presentations & Feedback. | | | | | |
| Reference Books: | | | | | |
| 1. Jeff Butterfield, Soft Skills for Everyone, Cengage Learning India Pvt Ltd, New Delhi, 2011 edition | | | | | |
| 2. E.Suresh Kumar, P.Srihari and J.Savithri –Communication Skills and Soft Skills: An Integrated Approach, 2011 edition, Pearson Publication, New Delhi. | | | | | |
| 3. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, , 4thedition, TMH | | | | | |
| 4. Bhatnagar Nitin , Communicative English for Engineers and Professionals, ISBN 9788131732045, 2010 edition of Pearson Publication, New Delhi. | | | | | |
| 5. V.Sasikumar, P.Kiranmai Dutt & Geetha Rajeevan, Listening & Speaking, ISBN 9788175963344, Reprint 2007 Pearson Education, New Delhi. | | | | | |
| 6. R.V.Praveen, Quantitative Aptitude and Reasoning, PHI7.R.S.Agarwal, Quantitative Aptitude, 3rdedition,TMH | | | | | |
| Total Periods: | | | | | 30 |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | - | 2 | - | 1 | 2 | 3 | - | - | 3 | - | - | 3 |
| CO2 | - | - | - | - | - | 2 | - | 2 | - | - | - | 2 |
| CO3 | - | 1 | - | - | 1 | - | - | 1 | - | - | - | 2 |
| CO4 | 3 | 2 | - | - | 3 | - | 2 | - | - | - | 2 | 1 |
| CO5 | 1 | - | - | - | - | 2 | - | - | 1 | - | - | 2 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

SEMESTER – III

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| 193BA31 | STRATEGIC MANAGEMENT | | | L-T-P | C |
| | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | III | Category: | PC |
| Aim: | To focus on organization's strategy as a whole and its transactions with its environment and integrate functional courses in marketing, accounting, finance, management, operations, information system and economics. | | | | |
| Course Outcomes: | | | | | |
| CO1. Develop a framework of analysis to enable students to identify the evolution and strategic Decision-making process. | | | | | |
| CO2. Realize the strategic Intent of business and the behavioral implementation of strategies. | | | | | |
| CO3. Scanning the environment of any organization and identify the key aspects of environmental factors having an impact on the performance of overall industry and the company being analysed. | | | | | |
| CO4. Enhancing the knowledge domain in the areas of structural, Project, Procedural, functional and operational implementation of strategies. | | | | | |
| CO5. Insist the process of strategic evaluation and control with its techniques. | | | | | |
| BUSINESS POLICY | | | | | 9 |
| Evolution of strategic management and Business policy – Understanding strategy - strategic decision making process – Schools of Thoughts on strategic formation. Introduction to strategic Management – conceptual framework - Case study. | | | | | |
| STRATEGIC MANAGEMENT PROCESS | | | | | 9 |
| Vision of the company – Business Mission– Business definition & models – objectives and goals. Balanced Score Card – Corporate Governance and social responsibility – Corporate culture and strategic Management - case study. | | | | | |
| STRATEGY FORMULATION | | | | | 10 |
| Industry Analysis: Competitor analysis- Strategic Group- Porter's Five Forces Model - Environmental Scanning: The Synthesis of External Factors - Internal Scanning – Directional Strategies and Business Level Strategies - Strategic Analysis & Choice: SWOT Analysis, Value Chain Analysis, BCG Matrix, GE- Nine Cell, Experience Curve, Gap analysis, Mc Kinsey's 7s Framework -Distinctive competitiveness - Selection of matrix–Strategic plan - Case study. | | | | | |
| STRATEGY IMPLEMENTATION | | | | | 9 |
| Nature-Interrelationship formulation and Implementation – process – Project Implementation- Procedural Implementation- Resource allocation - Designing organizational structure and activating strategies; Matching structure and corporate strategy– Behavioral Implementation – Functional and Operational Implementation - Case study. | | | | | |
| STRATEGY EVALUATION & CONTROL | | | | | |
| Overview of strategic evaluation and Control. Strategic and Operational Control; Techniques of strategic evaluation and control. Role of organizational systems in evaluation-Case study. | | | | | |
| | | | | | Total Periods: |
| | | | | | 45 |
| Text Books: | | | | | |
| 1. Thomas L. Wheelmen, J. David Hunger and Krish Rangarajan, Strategic Management and Business policy, Pearson Education, 13 th Edition, 2013. | | | | | |
| 2. Azhar Kazmi, Adela Kasi, Strategic Management, Tata McGraw Hill, 4 th Edition, 2015 | | | | | |
| References: | | | | | |
| 1. Upendra Hachru, Strategic Management concepts & cases, Excel Books, 2012. | | | | | |
| 2. Adriaun Haber berg and Alison Rieple, Strategic Management Theory & Application, Oxford University Press, 2013. | | | | | |
| 3. Harvard Business Review, Business Policy – part I & II, Harvard Business School | | | | | |
| 4. Saloner and Shepard, Podolny, Strategic Management, John Wiley, 2012. | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 3 | 3 | - | - | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 |
| CO2 | 2 | - | 3 | 2 | 3 | 1 | - | 1 | - | 2 | - | - |
| CO3 | - | 3 | 2 | 3 | - | - | - | 2 | 2 | - | 1 | 1 |
| CO4 | 1 | - | - | - | 2 | 1 | 2 | 1 | - | - | - | - |
| CO5 | 1 | 2 | 1 | 1 | - | - | 1 | - | 1 | 2 | 1 | 3 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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| 193BA32 | ENTREPRENEURSHIP DEVELOPMENT | | | | L-T-P | C |
| | | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | III | Category: | PC | |
| Aim: | To develop and strengthen entrepreneurial quality and motivation in students and impart basic entrepreneurial skills and understandings to run a business efficiently and effectively. | | | | | |
| Course Outcomes: | | | | | | |
| The students will be able to CO1. Gain basic knowledge on foundations of entrepreneurship and key skills. CO2. Demonstrate a solid fundamental knowledge of environment and their successful characteristics within the broad field of entrepreneurship. CO3. Learn to how prepare the feasible business plan and project reports for initiating businesses. CO4. Trace out the ways to get financing for starting up the business and taxation issues. Describe the ways of sickness in business and its turnout initiatives by the Government policies. | | | | | | |
| ENTREPRENEURIAL COMPETENCE | | | | | | 9 |
| Entrepreneurship concept - Entrepreneurship as a Career - Entrepreneurial Personality - Characteristics of Successful, Entrepreneur - Knowledge and Skills of Entrepreneur. | | | | | | |
| ENTREPRENEURIAL ENVIRONMENT | | | | | | 9 |
| Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organizational Services - Central and State Government Industrial Policies and Regulations - International Business. | | | | | | |
| BUSINESS PLAN PREPARATION | | | | | | 9 |
| Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital - Budgeting Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria. | | | | | | |
| LAUNCHING OF SMALL BUSINESS | | | | | | 9 |
| Finance and Human Resource Mobilization Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, IT startups. | | | | | | |
| MANAGEMENT OF SMALL BUSINESS | | | | | | 9 |
| Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units- Effective Management of small Business. | | | | | | |
| Total Periods: | | | | | | 45 |
| Text Books: | | | | | | |
| 1. Hisrich, Entrepreneurship, Edition 9, Tata McGraw Hill, New Delhi, 2014 2. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, (Revised Edition) 2013. | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | 3 | 2 | 1 | - | 2 | 3 | 2 | 3 | 2 | 2 | 3 |
| CO2 | 1 | 2 | 1 | 2 | - | 2 | 1 | - | - | - | - | 2 |
| CO3 | 1 | 1 | - | - | 2 | - | 1 | - | 2 | 1 | - | 1 |
| CO4 | - | - | - | - | - | - | - | - | - | - | 2 | - |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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| 193BA33 | SEMINAR III – CASE STUDY ANALYSIS | | | | L-T-P | C |
| | | | | | 0-0-2 | 1 |
| Programme: | MBA | Sem: | III | Category: | EEC | |
| AIM | A case study analysis requires to investigate a business problem, examine the alternative solutions, and propose the most effective solution using supporting evidence. | | | | | |
| Course Outcomes: | | | | | | |
| CO1. Students will be able to read and examine the Case thoroughly. | | | | | | |
| CO2. Students will focus the analysis of problems existing and its impact. | | | | | | |
| CO3. Students will identify the possible solutions through research, discussions and experience. | | | | | | |
| CO4. Students will get the idea of choosing the realistic solution among the possibilities. | | | | | | |
| CO5: Gaining the knowledge on drafting a Case analysis. | | | | | | |
| Note: Following is the List of topics suggested for Preparation and Presentation by Students. | | | | | | |
| <ol style="list-style-type: none"> 1. Case Studies Topics on Human Resource Management. 2. Customers Relationship Management Topics for Case Studies. 3. Case Studies Topics on Operations and Quality. 4. Marketing Communication Topics for Case Studies. 5. Case Studies Topics on Marketing Research. 6. Case Study Topics in Organizational Psychology. 7. Case studies related with Business and the External Environment. 8. Case studies related with Finance and Accounts. 9. Case studies related with Marketing Strategies. 10. Case studies related with Business Strategies and Competitive Advantage. | | | | | | |
| Total Periods: | | | | | | 30 |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | 2 | - | 2 | 3 | - | 2 | 3 | 3 | 2 | 2 | - |
| CO2 | 3 | 3 | - | - | - | - | - | 2 | 2 | - | 1 | 2 |
| CO3 | - | - | - | 1 | 2 | - | 3 | - | - | 2 | - | - |
| CO4 | 2 | 2 | - | - | - | - | - | 1 | 2 | - | 2 | 1 |
| CO5 | - | - | - | 2 | 1 | - | 2 | - | - | - | - | - |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

SUMMER SEMESTER (4 WEEKS)**SUMMER TRAINING**

Summer Training – The training report along with the company certificate should be submitted within the two weeks of the reopening date of 3rd semester. The training report should be around 40 pages containing the details of training undergone, the departments wherein he was trained with duration (chronological diary), along with the type of managerial skills developed during training. The training report should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 3rd Semester.

MARKETING – ELECTIVES

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| 193BAM1 | RETAIL MANAGEMENT | | | | | | L-T-P | C |
| | | | | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | III | Category: | PE | | | |
| Aim: | To understand the concepts of effective retailing | | | | | | | |
| Course Outcomes: | | | | | | | | |
| CO1. Give basic idea about factors influencing retail management and its global perspective. CO2. Depict existing retail formats, its characteristics and role of MNC in organized retail format. CO3. Describe positioning of retail shops, necessity of retail quality management and pricing Decisions. CO4. Furnish with fundamental knowledge about retail shop management in terms of space management, inventory management, accounting and auditing. CO5. Familiarize management students with retail shopper behavior and sales force role in retailing. | | | | | | | | |
| OVERVIEW OF RETAIL MANAGEMENT | | | | | | | | 9 |
| Introduction to Retailing - Characteristics - Importance, Developing Retail strategy - Strategic Planning in retailing - Elements of retail strategy - Preparation of strategic plan. | | | | | | | | |
| RETAIL FORMATS | | | | | | | | 9 |
| Organized and unorganized formats Retail institutions by ownership - Store based Strategy mix - Categories of store based, Non - store based and other forms of Non - traditional Retailing - Single and Multi channel Retailing - Emergence of Electronic retailing. | | | | | | | | |
| RETAIL SHOP DECISIONS | | | | | | | | 9 |
| Trading-Area analysis - Importance of location, characteristics - Analysis of site selection - Types of locations - Site evaluation. | | | | | | | | |
| RETAIL MERCHANDISE MANAGEMENT AND PRICING | | | | | | | | 9 |
| Organizational Patterns in retailing - Developing Merchandise plans - Buying Organization formats and processes - Developing merchandise plans - Category Management - Implementing Merchandise plans - Inventory management - Merchandise forecasting and Budgeting - Pricing in retailing. | | | | | | | | |
| RETAIL COMMUNICATIONS AND SHOPPER BEHAVIOUR | | | | | | | | 9 |
| Establishing and maintain Retail Image - Components, Dynamics and atmosphere - Promotional strategy - Elements and planning a Retail Promotional Strategy - Understanding of Retail shopper behavior – Shopper Profile Analysis – Shopping Decision Process - Factors influencing retail shopper behavior. | | | | | | | | |
| Total Periods: | | | | | | | | 45 |
| Text Books: | | | | | | | | |
| 1. Michael Levy, Barton, A. Weitz and Ajay Pundit, Retail Management, Tata McGraw Hill, 8 th Edition, 2012. 2. Swapna Pradhan, Retail Management -Text and Cases, Tata McGraw Hill, 4 th Edition, 2012. | | | | | | | | |
| References: | | | | | | | | |
| 1. Patrick M. Dunne and Robert F Lusch, Retailing, Thomson Learning, 8 th Edition, 2014. 2. Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 2013. 3. Dunne, Retailing, Cengage Learning, 2 nd Edition, 2012. | | | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | - | - | 2 | - | - | - | 1 | 3 | 2 | - | - |
| CO2 | 2 | 2 | - | - | 2 | - | 3 | - | - | 3 | 2 | - |
| CO3 | - | 3 | - | 1 | 1 | - | 2 | 1 | 2 | 2 | - | 2 |
| CO4 | 1 | 2 | - | - | - | 2 | - | - | - | 1 | 3 | - |
| CO5 | 1 | - | 1 | 1 | 2 | - | 2 | 2 | 1 | 2 | - | 2 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------|------------|------------------|-----------|
| 193BAM2 | SERVICES MARKETING | | | L-T-P | C |
| | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | III | Category: | PE |
| Aim: | To understand the meaning of services and the significance of marketing the services. | | | | |
| Course Outcomes: | | | | | |
| The students will be able to | | | | | |
| CO1. Understand and explain the nature and scope of services marketing and present about this in a professional and engaging manner. | | | | | |
| CO2. Identify and discuss characteristics and strategies of managing service firms in the modern world including cultural implications. | | | | | |
| CO3. Evaluate and learn the service delivery system to adapt appropriate delivery of services to the consumers. | | | | | |
| CO4. Discuss key linkages between marketing and other business functions in the context of designing and operating an effective service system. | | | | | |
| CO5. Understand the service strategies reference to hospitality, tourism, logistics, education, entertainment and other sectors | | | | | |
| INTRODUCTION | | | | | 9 |
| Definition – Service Economy – Evolution and growth of service sector – Nature and Scope of Services – Unique characteristics of services - Challenges and issues in Services Marketing. | | | | | |
| SERVICE MARKETING OPPORTUNITIES | | | | | 9 |
| Assessing service market potential - Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning. | | | | | |
| SERVICE DESIGN AND DEVELOPMENT | | | | | 9 |
| Service Life Cycle – New service development – Service Blue Printing – GAP model of service quality – Measuring service quality – SERVQUAL – Service Quality function development. | | | | | |
| SERVICE DELIVERY AND PROMOTION | | | | | 9 |
| Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle - Integrated Service marketing communication | | | | | |
| SERVICE STRATEGIES | | | | | 9 |
| Service Marketing Strategies for health – Hospitality – Tourism – Financial – Logistics - Educational – Entertainment & public utility Information technique Services | | | | | |
| Total Periods: | | | | | 45 |
| Text Books: | | | | | |
| 1. Christopher Lovelock, JochenWirtz& Jayantha Chatterjee, Services Marketing - People, Technology, Strategy, Pearson Education, New Delhi, 7th edition, 2012. | | | | | |
| 2. Hoffman, Marketing of Services, Cengage Learning, 1 st Edition, 2014. | | | | | |
| References: | | | | | |
| 1. Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, Biztantra, 2nd Edition, New Delhi, 2014. | | | | | |
| 2. Halen Woodroffe, Services Marketing, McMillan, 2012. | | | | | |
| 3. Valarie Zeithaml et al, Services Marketing, 5th International Edition, Tata McGraw Hill, 2012. | | | | | |
| 4. Christian Gronroos, Services Management and Marketing a CRM Approach, John Wiley, 2013. | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 3 | 2 | 1 | - | - | - | 2 | 2 | 3 | 2 | - | - |
| CO2 | 2 | 3 | - | - | 2 | - | - | 1 | 2 | 3 | 1 | - |
| CO3 | - | 1 | - | 2 | - | 1 | 3 | - | - | - | - | 2 |
| CO4 | - | - | - | 1 | - | - | 2 | 1 | - | 1 | 2 | - |
| CO5 | 1 | 1 | - | 3 | - | 2 | - | - | 2 | - | - | - |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

| | | | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|-------------|------------|------------------|--------------|-----------|
| 193BAM3 | CONSUMER BEHAVIOR | | | | L-T-P | C |
| | | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | III | Category: | PE | |
| Aim: | To understand the dimensions of consumer behavior and their decision making process. | | | | | |
| Course Outcomes: | | | | | | |
| The students will be able to | | | | | | |
| CO1. Define the conception of consumer behavior and reveal its importance in the context of marketing. | | | | | | |
| CO2. Identify the major psychological influences and learning in consumer decision making. | | | | | | |
| CO3. Categorize the social and cultural influences that affect consumers' decision making process. | | | | | | |
| CO4. Explain and analyze the major stages which consumers usually go through when making a consumption-related decision in consumer and business markets. | | | | | | |
| CO5. Understand the essence of how consumers make decisions and assess the relevant implications for marketing practitioners. | | | | | | |
| INTRODUCTION | | | | | | 9 |
| Defining Consumer Behaviour - Scope and Application of Consumer Behavior - Interdisciplinary Nature of Consumer behavior - Digital Revolution and consumer behaviour - A Model of Consumer Decision Making. | | | | | | |
| PSYCHOLOGICAL INFLUENCES AND LEARNING ON CONSUMER DECISION MAKING | | | | | | 9 |
| Motivation – Personality – Perception – Attitudes – Learning. | | | | | | |
| SOCIOLOGICAL INFLUENCES ON CONSUMER DECISION MAKING | | | | | | 9 |
| The Family and Social Class – Culture and Subculture – Cross-Cultural Behaviour – Reference Groups and Word-of-Mouth | | | | | | |
| CONSUMERS' DECISION-MAKING | | | | | | 9 |
| Levels of Consumer Decision-Making - Basic Model of Consumer Behaviour - Kotler's Model of Buyer Behaviour - Brand Equity and Consumer Decision-Making Process - Model of Industrial Buying. | | | | | | |
| DIFFUSION AND ADOPTION | | | | | | 9 |
| Types of Innovations – The Diffusion of Innovations – The Adoption Process. | | | | | | |
| Total Periods: | | | | | | 45 |
| Text Books: | | | | | | |
| 1. Leon G.Schiffman, Leslie Lazar Kanuk and S. Ramesh Kumar, Consumer Behavior, Pearson Education, India, 11 th Edition, 2015. | | | | | | |
| 2. Jay D. Lindquist and Joseph Sirgy, Shopper, Buyer and Consumer Behavior, Biztranza, 2012. | | | | | | |
| References: | | | | | | |
| 1. Assael, Consumer Behavior - A Strategic Approach, Wiley, 2012. | | | | | | |
| 2. Sheth Mittal, Consumer Behavior- A Managerial Perspective, Thomson Asia (P) Ltd., 2013. | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 3 | 2 | - | 2 | 1 | - | 2 | - | 3 | 3 | 1 | 2 |
| CO2 | - | 3 | - | 2 | - | - | 2 | - | - | 2 | 2 | - |
| CO3 | - | 3 | 2 | - | 1 | - | 2 | - | 2 | 2 | - | 1 |
| CO4 | 2 | - | 1 | - | 2 | - | 1 | - | - | 2 | - | - |
| CO5 | 2 | - | - | - | 2 | - | - | 1 | 1 | 1 | 2 | 2 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

| | | | | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|------------|------------------|-----------------------|
| 193BAM4 | INTEGRATED MARKETING COMMUNICATION | | | L-T-P | C |
| | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | III | Category: | PE |
| Aim: | This course introduces students to the basic concepts of promotional mix and how business organizations and other institutions carry out such activities. | | | | |
| Course Outcomes: | | | | | |
| The students will be able to | | | | | |
| CO1. Insight the importance of integrated marketing communication in relation to communication process. | | | | | |
| CO2. Able to craft advertising and sales promotion strategy to match out the positioning of market offerings. | | | | | |
| CO3. Ensuring the ways to construct IMC creative strategies and tactics, including digital & social media executions, advertising, promotions, and public relations initiatives. | | | | | |
| CO4. Ascertain the strategies for media planning to generate the media plan for the effective marketing communications. | | | | | |
| CO5. Capable to make a sound capital budget with financial objectives and a measurable financial assessment. | | | | | |
| INTRODUCTION | | | | | 9 |
| Introduction to IMC – The Evolution of IMC – Reasons for the Growing Importance of IMC – The Role of IMC in Marketing Process – The IMC Tools - The Communication Process - The IMC Planning Process - case studies. | | | | | |
| IMC TOOL – ADVERTISING | | | | | 9 |
| Advertising Strategy – Creative Execution in Advertising – Execution in Print, Radio, Television, and Online Advertisements – case studies. | | | | | |
| OTHER IMC TOOLS | | | | | 9 |
| Sales Promotion – Direct Marketing – Public Relations and Publicity – Personal Selling – Word of Mouth - Social Media Marketing- case studies. | | | | | |
| MEDIA PLANNING | | | | | 9 |
| Print Media – Broadcast Media – Outdoor Media – Developing the Media Plan | | | | | |
| BUDGETING AND MEASURING IMC | | | | | 9 |
| Promotion Objectives and Budget Determination – Measuring IMC Performance | | | | | |
| | | | | | Total Periods: |
| | | | | | 45 |
| Text Books: | | | | | |
| 1. George E Belch and Michel A Belch, Advertising & Promotion, Tata McGraw Hill, 9 th edition, 2014. | | | | | |
| 2. Donald E Baack and Kenneth E Clow, Advertising, Principles & Practice, Pearson Education, 7 th Edition, 2013. | | | | | |
| References: | | | | | |
| 1. S. H. H. Kasi and Satish K Batra, Advertising & Sales Promotion, Excel Books, New Delhi, 2012. | | | | | |
| 2. Julian Cummings, Sales Promotion: How to Create, Implement and Integrate Campaigns that Really Work, Kogan Page, London 2013. | | | | | |
| 3. E.Belch and Michael, Advertising and Promotion, McGraw Hill, 2013. | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | 3 | - | - | 2 | - | 2 | 2 | 3 | 3 | 1 | 2 |
| CO2 | - | 2 | 1 | 2 | - | - | - | - | 2 | 2 | - | - |
| CO3 | - | 2 | - | 1 | 1 | 1 | 3 | 1 | 1 | 2 | 2 | 3 |
| CO4 | 2 | 2 | - | - | - | - | 2 | - | - | 2 | - | - |
| CO5 | - | 2 | - | - | - | - | - | - | - | 2 | 3 | - |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

| | | | | | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|-------------|------------|------------------|--------------|-----------|
| 193BAM5 | RURAL MARKETING | | | | L-T-P | C |
| | | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | III | Category: | PE | |
| Aim: | To understand the unique characteristics and strategies in rural marketing. | | | | | |
| Course Outcomes: | | | | | | |
| The students will be able to | | | | | | |
| CO1. Creating awareness about the applicability of the concepts, techniques and processes of marketing in rural context. | | | | | | |
| CO2. Learning the differences among rural and urban markets and its pace on consumer decision making. | | | | | | |
| CO3. Grasping the knowledge of product strategy especially positioning to rural markets. | | | | | | |
| CO4. Familiarizing with the special problems related to sales in rural markets. | | | | | | |
| CO5. Understanding the working of rural marketing institutions. | | | | | | |
| RURAL ECONOMY | | | | | | 9 |
| Rural - Urban disparities-policy interventions required - Rural face to Reforms - The Development exercises in the last few decades. | | | | | | |
| RURAL MARKETING | | | | | | 9 |
| Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets. | | | | | | |
| SELECTION OF MARKETS | | | | | | 9 |
| Product Strategy - Product Mix Decisions - Competitive product strategies for rural markets. | | | | | | |
| PRICING STRATEGY | | | | | | 9 |
| Pricing policies - innovative pricing methods for rural markets - promotion strategy - appropriate media - Designing right promotion mix - promotional campaigns. | | | | | | |
| DISTRIBUTION | | | | | | 9 |
| Logistics Management - Problems encountered - selection of appropriate channels - New approaches to reach out rural markets – Electronic Choupal applications. | | | | | | |
| Total Periods: | | | | | | 45 |
| Text Books: | | | | | | |
| 1. Balaram Dogra &KarminderGhuman, Rural Marketing: Concept & Cases, Tata McGraw-Hill Publishing Company, New Delhi, 2008. | | | | | | |
| 2. CSG Krishnama Charylu&Laitha Ramakrishna, - Rural Marketing, Pearson Education Asia.2009 | | | | | | |
| References: | | | | | | |
| 1. Pradeep Kashyap& Siddhartha Raut, Rural Marketing, Biztantra Publications, 2012. | | | | | | |
| 2. U.C.Mathur, Rural Marketing, Excel books, 1 st Edition, 2012. | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 3 | 2 | - | 2 | 1 | - | 2 | - | 3 | 3 | 1 | 2 |
| CO2 | - | 3 | - | 2 | - | - | 2 | - | - | 2 | 2 | - |
| CO3 | - | 3 | 2 | - | 1 | - | 2 | - | 2 | 2 | - | 1 |
| CO4 | 2 | - | 1 | - | 2 | - | 1 | - | - | 2 | - | - |
| CO5 | 2 | - | - | - | 2 | - | - | - | 1 | 1 | 2 | 2 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|------------|------------------|--------------|-----------|
| 193BAM6 | BRAND MANAGEMENT | | | | L-T-P | C |
| | | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | III | Category: | PE | |
| Aim: | To understand the basic Principles of branding and key issues in crafting and evaluating brand strategies, and improve the skills in delivering persuasive brand presentations. | | | | | |
| Course Outcomes: | | | | | | |
| The students will be able to | | | | | | |
| CO1. Have a solid understanding of the key ‘branding’ concepts, methods and tools used by marketing practitioners. | | | | | | |
| CO2. Be able to more confidently engage in and contribute to ‘brand building’ projects, developments, and discussions. | | | | | | |
| CO3. Able to learn the process of brand communication strategies to ensure the good brand image. | | | | | | |
| CO4. Learn about the process of brand adoption among consumers. | | | | | | |
| CO5. Have a solid knowledge on measuring brand performance and key to learn the process of brand equity of market offerings. | | | | | | |
| INTRODUCTION | | | | | | 9 |
| Basics Understanding of Brands – Definitions - Branding Concepts – Functions of Brand - Significance of Brands – Different Types of Brands – Co branding – Store brands. | | | | | | |
| BRAND STRATEGIES | | | | | | 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. | | | | | | |
| BRAND COMMUNICATIONS | | | | | | 9 |
| Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand Promotions. | | | | | | |
| BRAND EXTENSION | | | | | | 9 |
| Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching. | | | | | | |
| BRAND PERFORMANCE | | | | | | 9 |
| Measuring Brand Performance – Brand Equity Management - Global Branding strategies - Brand Audit – Brand Equity Measurement – Brand Leverage -Role of Brand Managers– Branding challenges & opportunities - Case Studies | | | | | | |
| Total Periods: | | | | | | 45 |
| Text Books: | | | | | | |
| 1. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing Brand Equity, Pearson, 4 th Edition, 2013. | | | | | | |
| References: | | | | | | |
| 1. Tapan K Panda, Building Brands in the Indian Market, Excel Books, 2008. | | | | | | |
| 2. Moorthi YLR, Brand Management – 1 st Edition, Vikas Publishing House, 2001. | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | 3 | - | 2 | - | - | 2 | 1 | 2 | 3 | - | - |
| CO2 | 2 | 2 | 1 | - | - | - | 1 | - | - | - | - | - |
| CO3 | 1 | 2 | - | - | - | - | 2 | - | - | 2 | 2 | 2 |
| CO4 | - | - | - | - | - | - | 2 | - | 1 | - | - | - |
| CO5 | 2 | - | - | - | 2 | - | - | - | - | 2 | - | - |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

FINANCE – ELECTIVES

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|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|------------|------------------|-----------|
| 193BAF1 | INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT | | | L-T-P | C |
| | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | III | Category: | PE |
| Aim: | To acquire knowledge about Economic Forecasting & Stock Investment Decisions. To understand the various methods of fundamental and technical analysis To appreciate various portfolio measurement tools. | | | | |
| Course Outcomes: | | | | | |
| The students will be able to CO1. Understand Investment Opportunity and Financial Markets CO2. Identify and Evaluate Risk and Return CO3. Analyse and understand Economic, Industry and Company information. CO4. Apply fundamental and technical analysis for security valuation. CO5. Interpret the published information and value the share price movements. CO6. Gain knowledge of the various strategies followed by investment practitioners. | | | | | |
| INVESTMENT SETTING AND VALUATION | | | | | 9 |
| Financial and Economic Meaning of Investment – Investment vs Speculation – Characteristics and objectives of Investment – Types of Investment – Investment Alternatives – Stock Return and Valuation – Risk and Return | | | | | |
| SECURITY MARKETS | | | | | 9 |
| Financial Markets – Types and Functions of Financial Markets – Primary and Secondary Markets – Methods of floating new issues Market - Market Participants – Stock exchanges in India – Regulation – Eligibility for Public Issues - Trading system in stock exchanges – SEBI | | | | | |
| FUNDAMENTAL ANALYSIS | | | | | 9 |
| Economic Analysis – Forecasting and Stock Investment Decisions – Forecasting techniques Industry Analysis : Industry classification, Industry life cycle – Company Analysis - Measuring Earnings – Forecasting Earnings – Applied Valuation Techniques | | | | | |
| TECHNICAL ANALYSIS | | | | | 9 |
| Fundamental Analysis Vs Technical Analysis – Charting methods – Market Indicators Trend – Trend reversals – Patterns - Moving Average – Exponential moving Average – Oscillators – Market Indicators – Efficient Market theory. | | | | | |
| PORTFOLIO MANAGEMENT | | | | | 9 |
| Portfolio Analysis and Portfolio selection – Capital Asset Pricing model – Portfolio Construction - Efficient Portfolio - Portfolio Revision – Mutual Funds. | | | | | |
| Total Periods: | | | | | 45 |
| Text Books: | | | | | |
| 1. Donald E.Fischer & Ronald J.Jordan, Security Analysis & Portfolio Management, PHI Learning., New Delhi, 8 th edition, 2012. 2. Prasanna chandra, Investment analysis and Portfolio Management, Tata McGraw Hill, 2014. | | | | | |
| References: | | | | | |
| 1. V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya Publishing House, 2013. 2. S. Kevin, Securities Analysis and Portfolio Management, PHI Learning, 2012. 3. Preeti Singh, Investment Management, Himalaya Publishing House, 2013. 4. Punithavathy Pandian, Securities Analysis and Portfolio Management, Himalaya Publishing House, 2013. | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | - | 2 | - | - | - | - | - | 1 | - | - | 2 | - |
| CO2 | 1 | - | - | - | - | - | 2 | - | - | - | - | - |
| CO3 | - | 1 | - | 3 | - | - | 1 | 2 | 2 | - | - | 2 |
| CO4 | - | - | 2 | - | - | - | 2 | - | - | - | 2 | - |
| CO5 | 2 | 2 | - | - | - | - | - | 2 | - | - | 3 | - |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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| 193BAF2 | MERCHANT BANKING AND FINANCIAL SERVICES | | | L-T-P | C |
| | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | III | Category: | PE |
| Aim: | To give knowledge about financial services to the students. To understand the modes of issuing securities To acquire financial evaluation technique of leasing and hire purchase | | | | |
| Course Outcomes: | | | | | |
| The students will be able to CO1. Possess Good knowledge on institutional structure, regulatory framework and functions of Merchant Banking. CO2. Students can differentiate Products in the Indian Market e.g Equity, Debt and Derivatives CO3. An ability to acquire knowledge about issue management procedures clearly. CO4. Demonstration of different and main fund based services in purchase of fixed assets. CO5. Students will learn various secondary fund based services in generating funds for business. | | | | | |
| MERCHANT BANKING | | | | | 9 |
| Indian Financial System – Merchant Banking in India – Recent Developments and Challenges ahead – Functions of Merchant Bank - Legal and Regulatory Framework – Relevant Provisions of Companies Act - Securities Contract Regulation Act, 1956 - SEBI Act,1992 – SEBI Guidelines relating to Investor Protection - Relation with Stock Exchanges and OTCEI. | | | | | |
| ISSUE MANAGEMENT | | | | | 9 |
| Role of Merchant Banker in Appraisal of Projects, Designing Capital Structure and Instruments – Issue Pricing – Book Building – Preparation of Prospectus Selection of Bankers, Advertising Consultants, etc. - Role of Registrars –Bankers to the Issue, Underwriters, and Brokers. – Offer for Sale – Green Shoe Option – E-IPO, Private Placement – Bought out Deals – Placement with FIs, MFs, FIIs, etc. Off - Shore Issues – Issue Marketing – Advertising Strategies – NRI Marketing – Post Issue Activities | | | | | |
| MERGERS AND ACQUISITIONS | | | | | 9 |
| Mergers and Acquisitions – Portfolio Management Services – Credit Syndication – Credit Rating – Mutual Funds - Business Valuation | | | | | |
| LEASING AND HIRE PURCHASING | | | | | 9 |
| Leasing and Hire Purchasing – Basics of Leasing and Hire purchasing – Financial Evaluation – Venture Capital | | | | | |
| FOREX SERVICES AND MUTUAL FUNDS | | | | | 9 |
| Forex Services - Related Regulations - RBI Guidelines – FDI Policy 2013 - FII – SEBI Guidelines relating to FII, Mutual Funds – Organisation, types & Objectives , SEBI guidelines relating to Mutual Funds - Foreign Pension Funds – Investment Banking. | | | | | |
| Total Periods: | | | | | 45 |
| Text Books: | | | | | |
| 1. M.Y.Khan, Financial Services, Tata McGraw-Hill, 12 th Edition, 2014. 2. Nalini Prava Tripathy, Financial Services, PHI Learning, 2012. 3. S.Gurusamy – “Merchant Banking & Financial Services”, (2nd ed.), Tata McGraw Hill Publications, 2009. | | | | | |
| References: | | | | | |
| 1. Machiraju, Indian Financial System, Vikas Publishing House, 2nd Edition, 2013. 2. J.C.Verma, A Manual of Merchant Banking, Bharath Publishing House, New Delhi 3. Varshney P.N. & Mittal D.K., Indian Financial System, Sultan Chand & Sons, New Delhi. 4. Sasidharan, Financial Services and System, Tata McGraw Hill, New Delhi, 2 nd Edition, 2014. 5. Website of SEBI. | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | 2 | - | 2 | - | - | 2 | - | 1 | - | 2 | - |
| CO2 | - | 1 | - | - | - | - | 1 | - | - | 2 | - | - |
| CO3 | - | - | - | - | - | - | - | - | 2 | - | 1 | - |
| CO4 | - | 2 | - | 1 | - | - | - | - | - | 1 | - | - |
| CO5 | 2 | 1 | - | - | - | 2 | 1 | 1 | 1 | - | 2 | - |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|------------|------------------|-----------|
| 193BAF3 | INTERNATIONAL TRADE FINANCE | | | L-T-P | C |
| | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | III | Category: | PE |
| Aim: | Evaluating foreign currency exchange risk and selecting, implementing, and managing risk mitigation techniques to protect the company against fluctuation of foreign exchange. To enable student <ul style="list-style-type: none"> • Understand export import finance and Forex management • Understand the documentation involved in international trade | | | | |
| Course Outcomes: | | | | | |
| The students will be able to | | | | | |
| CO1. Describe the importance of balance of trade, balance of payment and various international commercial terms to the development of macroeconomic policy | | | | | |
| CO2. Possess good knowledge on Foreign exchange rate and the risk reduction strategies | | | | | |
| CO3. Provide a forum for negotiating and monitoring further trade liberalization | | | | | |
| CO4. Describe and distinguish among alternative trade documents of both export and import | | | | | |
| CO5. Evaluate the export promotion schemes | | | | | |
| INTERNATIONAL TRADE | | | | | 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. | | | | | |
| EXPORT AND IMPORT FINANCE | | | | | 9 |
| Special need for Finance in International Trade – INCO Terms (FOB, CIF, etc.) – Payment Terms – Letters of Credit – Pre Shipment and Post Shipment Finance – Forfeiting – Deferred Payment Terms – EXIM Bank – ECGC and its schemes – Import Licensing – Financing methods for import of Capital goods. | | | | | |
| FOREX MANAGEMENT | | | | | 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. | | | | | |
| DOCUMENTATION IN INTERNATIONAL TRADE | | | | | 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 Document: Insurance Policy, Insurance Cover Note. Official Document: Export Declaration Forms, GR Form, PP Form, COD Form, Softer Forms, Export Certification, GSPS – UPCDC Norms. | | | | | |
| EXPORT PROMOTION SCHEMES | | | | | 9 |
| Government Organizations Promoting Exports – Export Incentives : Duty Exemption – IT Concession – Marketing Assistance – EPCG, DEPB – Advance License – Other efforts I Export Promotion – EPZ – EQU – SEZ and Export House. | | | | | |
| Total Periods: | | | | | 45 |
| Text Books: | | | | | |
| <ol style="list-style-type: none"> 1. Apte P.G., International Financial Management, Tata McGraw Hill, 2014. 2. Jeff Madura, International Corporate Finance, Cengage Learning, 9th Edition, 2014. | | | | | |
| References: | | | | | |
| <ol style="list-style-type: none"> 1. Alan C. Shapiro, Multinational Financial Management, PHI Learning, 5th Edition, 2012. 2. Eun and Resnik, International Financial Management, Tata McGraw Hill, 5th Edition, 2013. 3. Website of Indian Government on EXIM policy. | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 1 | 2 | - | 1 | 2 | - | - | - | 2 | - | 2 | 2 |
| CO2 | 2 | - | - | - | - | - | 1 | 1 | - | - | 2 | 1 |
| CO3 | - | 1 | - | 2 | 1 | - | - | - | - | - | 1 | - |
| CO4 | - | - | - | - | - | - | 2 | 2 | 1 | 2 | 2 | - |
| CO5 | - | 2 | - | - | 1 | - | - | - | - | - | - | - |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

| 193BAF4 | DERIVATIVES AND RISK MANAGEMENT | | | L-T-P | C |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-----|------------------|-----------|
| | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | III | Category: | PE |
| Aim: | <p>To acquire knowledge about derivatives market and use it for hedging their risks. To understand issues pertaining to pricing and hedging with options on individual stocks and indexes To examine forwards and futures contracts for equity indexes, commodities, and currencies To analyze second generation derivative products such as interest rates and the management of credit risks.</p> | | | | |
| Course Outcomes: | | | | | |
| <p>The students will be able to</p> <p>CO1. To have a discussion and explain in detail financial instruments such as options, futures, swaps and other derivative securities.</p> <p>CO2. Describe and understand the economic environment in which such instruments operate.</p> <p>CO3. Develop and employ theoretical valuation methods to price these financial instruments</p> <p>CO4. Apply these instruments in managing the risk of investing and hedging activity at the individual and the corporate level.</p> <p>CO5. Appreciate the use of derivative instruments in hedging risk and advise others in trading derivative instruments</p> | | | | | |
| INTRODUCTION | | | | | 10 |
| <p>Spot Market vs. Future Market. Derivatives – Definition, Derivative Instruments – Forward (Customised) & Futures (Standardised) Contracts, Options, Warrants & Convertibles, Swaps. Evolution of Derivatives Market in India. Structure of derivatives markets in India. Concept of Hedging. Derivatives in NSE, BSE & MCX. Settlement – functions of clearing House, The operation of margin, Margin Cash Flows, Closing a Futures position.</p> | | | | | |
| FUTURES & FORWARD CONTRACT | | | | | 10 |
| <p>Comparisons of Futures & Forward Contract. Forward Contract- Trading Mechanism, Determination of forward prices. Futures – Terminologies related to Futures, Characteristics and Theories of Future price. Spreads-Types, Spread prices. Determination of Future prices of specific assets- Securities, Stock Index Futures, Currencies and Commodities. Hedging strategies using Futures-The perfect Hedging Model, Basic Long and Short Hedges, Cross Hedging, The Hedge ratio concept.</p> | | | | | |
| OPTIONS | | | | | 10 |
| <p>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.</p> | | | | | |
| SWAPS | | | | | 7 |
| <p>Definition of SWAP. Features of SWAPS, Types - Interest Rate, Currency & Equity Swaps. Valuation of Interest rate SWAPS and Currency SWAPS Bonds and FRNs – Credit Risk. Concepts of Warrants & Convertibles.</p> | | | | | |
| DERIVATIVES IN INDIA | | | | | 8 |
| <p>Exchange Trading in Derivatives - Badla System - SEBI Prudential Conditions and Precautions on RCFS (1995) - Derivatives Regulations in Indian Stock Market - Committees on Forward and Future Markets -Risk Containment Measures in the Indian Derivative market - Recommendations of Dr.J.R. Varma Committee.</p> | | | | | |
| Total Periods: | | | | | 45 |
| Text Books: | | | | | |
| <ol style="list-style-type: none"> 1. John.C.Hull, Options, “Futures and other Derivative Securities”, (8th ed.), PHI Learning, 2011. 2. Keith Redhead, “Financial Derivatives – An Introduction to Futures, Forwards, Options and SWAPS”, PHI Learning, 2008. | | | | | |
| References: | | | | | |
| <ol style="list-style-type: none"> 1. Stulz, “Risk Management and Derivatives”, (1st ed.), Cengage Learning, 2008. 2. Varma, “Derivatives and Risk Management”, (1st ed.), 2008. | | | | | |

3. David Dubofsky, "Option and Financial Futures -Valuation and Uses", McGraw Hill International Edition
4. S.L.Gupta, "Financial Derivatives- Theory, Concepts and Practice", Prentice Hall Of India, 2008.

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 1 | 2 | - | 2 | - | - | - | 2 | 2 | - | 2 | - |
| CO2 | - | - | - | 3 | - | - | - | - | - | 2 | - | - |
| CO3 | 2 | 1 | - | 1 | 1 | - | - | 1 | 1 | - | 1 | - |
| CO4 | - | - | - | - | - | - | 1 | - | - | 2 | - | - |
| CO5 | 1 | 2 | - | 1 | 1 | 1 | - | 1 | 1 | - | 1 | - |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

| | | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|-------------|------------|------------------|-----------|
| 193BAF5 | CORPORATE TAX MANAGEMENT | | | L-T-P | C |
| | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | III | Category: | PE |
| Aim: | The course aims to help students to comprehend the basic principles and laws governing Direct taxes in relation to business. | | | | |
| Course Outcomes: | | | | | |
| The students will be able to CO1. Acquire knowledge relating to taxation CO2. Compute the taxable business income CO3. Calculate the taxation of companies CO4. Understand and apply the tax consideration relating to specified managerial decisions and special areas CO5. | | | | | |
| INTRODUCTION | | | | | 9 |
| Basic Concepts, Assessment year, Previous year, Person, Assessee, Income, Gross Total Income, Total Income, Capital Asset, Capital Receipts Vs Revenue Receipts, Capital Expenditure Vs Revenue Expenditure, Residential status and Tax incidence, Incomes exempt from tax. | | | | | |
| BUSINESS INCOME | | | | | 9 |
| Computation of Profits and Gains of Business or Profession, General Principles, Deductions and Allowances, Deemed Profits, Income from undisclosed sources, Valuation of stock. | | | | | |
| TAXATION OF COMPANIES | | | | | 9 |
| Definitions of Indian Company, Domestic Company, Foreign Company, Industrial Company, Widely held company, closely held company, Investment Company, Consultancy Service Company and Trading Company. Deductions available to Company, Minimum Alternate Tax, Carry forward and set-off of losses in case of certain companies, Tax on undistributed profits on domestic companies. | | | | | |
| TAX CONSIDERATION IN SPECIFIED MANAGERIAL DECISIONS | | | | | 9 |
| Tax Consideration in specified Managerial Decisions and their implications on cash flow, make or buy, own or lease, retain or replace, export or domestic sales, shutdown or continue, purchase by installment or hire. | | | | | |
| TAX CONSIDERATION IN SPECIAL AREAS | | | | | 9 |
| Foreign Collaboration Agreements, Mergers, Amalgamation, Reconstructions and Acquisitions, Capital Structure and Dividend Policy, Depreciation and Other Allowances, New Industrial undertakings and tax relief's. | | | | | |
| Total Periods: | | | | | 45 |
| Text Books: | | | | | |
| 1. Vinod, K. Singhania, and Kapil Singhania, 2015, Direct Taxes: Law and Practice, Taxmann publications, New Delhi. 2. Lakhotia, R.N., and S. Lakhotia, Corporate Tax Planning Hand Book, Vision Books, New Delhi. | | | | | |
| References: | | | | | |
| 1. Mehrotra and Goyal, Income Tax Law and Practice, SahityaBhawan, Agra. 2. Kanga and Palkivala, Law & practice of Income Tax, N.M. Tripathi. 3. Bhagwati Prasad, Direct Taxes Law and Practice, Wishwa Prakash, New Delhi. 4. B.B. Lal, Direct Taxes Practice and Planning, Konark | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | - | - | 1 | - | - | - | - | 2 | - | 2 | - |
| CO2 | - | - | - | - | - | - | - | - | - | - | 1 | - |
| CO3 | - | 1 | - | - | 1 | - | 2 | 1 | - | - | 1 | 2 |
| CO4 | 2 | - | - | 1 | - | - | - | - | - | 2 | 2 | - |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

| 193BAF6 | MICRO FINANCE AND CREDIT | | | L-T-P | C |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-----|------------------|-----------|
| | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | III | Category: | PE |
| Aim: | To analyse the role and significance of Micro Finance and financial inclusion To analyse the models in Micro finance To examine the costs and impact of micro finance To discuss the importance of micro finance for economic development of the economy | | | | |
| Course Outcomes: | | | | | |
| The students will be able to CO1. Appreciate the importance of micro finance for economic growth and employment generation CO2. Understand about the benefits of micro finance CO3. Analyse the risks associated with Micro finance CO4. Implement the concepts of Microfinance for creating value in an organisation CO5. Apply the skills of measurement and auditing the micro finance products | | | | | |
| INTRODUCTION | | | | | 9 |
| Meaning role and significance of Micro Finance – the unbanked sector and the emergence of Microfinance - Financial Inclusion – Challenges facing the formal banking systems - Effectiveness of MF in Social and Economic Uplift of the poor - Role of MF in corporate Profitability – Micro Finance as Corporate Strategy. | | | | | |
| MICRO FINANCE MODELS AND INSTITUTIONS | | | | | 9 |
| Innovative and Creative Microfinance Models - Group lending models - Limitations of the group models - Individual Lending Models - Role of NGO's in MF - Commercialization, Transformation and Regulation - characteristics and limitations. | | | | | |
| MICRO FINANCE PRODUCTS | | | | | 9 |
| Micro Credit & Micro Insurance etc. - Savings and Savings Products – Banking Products - Funding MFI through government agencies and other donors - Role of capital markets in microfinance - Hurdles faced by MFIs in accessing the capital markets – Transforming and integrating – Technology Solutions for Micro Finance Products. | | | | | |
| MEASUREMENT & AUDIT | | | | | 9 |
| Measuring the impact of Microfinance - Revenue Models of Microfinance: Profitability, Efficiency and Productivity – Operational aspects of microfinance - Credit assessment, Cost of debt servicing. | | | | | |
| Legal and Regulatory Frame Work in Micro Finance | | | | | 9 |
| RBI guideline in MF Lending, Impediment to MF - Emerging MF in Asia, Africa and the US – FINCA, BRAC and Grameen – Wisdom Microfinance Institution in Ethiopia - Case Studies in Micro Finance – The Microfinance Evolution. | | | | | |
| Total Periods: | | | | | 45 |
| Text Books: | | | | | |
| 1. Debadutta K. Panda, “Understanding Microfinance”, Wiley India Publications, 2009. 2. Todd Watkins, “Microfinance”, V. 1.0, Flat World Knowledge, 2013. | | | | | |
| References: | | | | | |
| 1. Jonathan Morduch, Beatriz Armendariz, “The Economics of Microfinance”, MIT Press (MA), 2007. 2. Joanna Ledgerwood, “Microfinance Hand book: An Institutional and Financial Perspective”, World Bank Publications, 1998. 3. Marguerite S. Robinson – “The Microfinance Revolution: Sustainable Finance for the Poor”, World Bank Publications, 2001. 4. Elisabeth Rhyne, “Microfinance for Bankers and Investors: Understanding the Opportunities and Challenges of the Market at the Bottom of the Pyramid”, McGraw-Hill, 2009. B.B. | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | - | - | - | 2 | - | 1 | 2 | - | 2 | 3 | - |
| CO2 | - | 2 | - | - | - | - | - | - | - | - | - | - |
| CO3 | 1 | 1 | - | 2 | 1 | - | 1 | 1 | 1 | 1 | 2 | - |
| CO4 | 1 | - | - | 1 | - | - | - | - | - | - | - | - |
| CO5 | 2 | 2 | - | - | 1 | - | 2 | 1 | 2 | 1 | 1 | 1 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

HUMAN RESOURCE – ELECTIVES

| | | | | | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|------------|------------------|--------------|-----------|
| 193BAH1 | COMPENSATION MANAGEMENT | | | | L-T-P | C |
| | | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | III | Category: | PE | |
| Aim: | To understand new developments as well as established approaches to compensation decisions and also assess knowledge in various components of total compensation and its relevance for achieving sustainable competitive advantage. | | | | | |
| Course Outcomes: | | | | | | |
| The students will be able to | | | | | | |
| CO1. Students will gain knowledge about appropriate manner of compensation system. | | | | | | |
| CO2. Examine the way of determining the structure based on job analysis and concern for employees. | | | | | | |
| CO3. Assess the pay levels and the way of designing the pay structure for the employees. | | | | | | |
| CO4. Learning the various concepts of the current industrial and government practices in the management of managerial effectiveness. | | | | | | |
| CO5. Understanding the effectiveness of employees' contribution and the process of benefit determination process. | | | | | | |
| INTRODUCTION TO COMPENSATION | | | | | | 8 |
| Definition – Forms of Pay – A Pay Model – Similarities and Differences in Strategies - Strategic Choices – Developing a Total Compensation Strategy - Source of Competitive Advantage. | | | | | | |
| INTERNAL ALIGNMENT | | | | | | 12 |
| Defining Internal Alignment – Job Analysis – Evaluating Work: Job Evaluation – Person Based Structures – Current Practices. | | | | | | |
| EXTERNAL COMPETITIVENESS | | | | | | 7 |
| Defining External Competitiveness – Designing Pay Levels, Mix, and Pay Structure | | | | | | |
| EMPLOYEE CONTRIBUTION AND BENEFITS | | | | | | 8 |
| Pay for Performance Design – Pay for Performance Plans – The Benefit Determination Process. | | | | | | |
| MANAGING THE COMPENSATION SYSTEM | | | | | | 10 |
| Managing Labour Costs – Control Salary Level – Embedded Controls – Pay as Change Agent – Structuring the Compensation Function - case studies. | | | | | | |
| Total Periods: | | | | | | 45 |
| Text Books: | | | | | | |
| 1. George T. Milkovich, Newman M. Jerry, and VenkataRatnam C.S., Compensation, Tata McGraw-Hill, 9 th Edition, 2009. | | | | | | |
| References: | | | | | | |
| 1. Henderson I. Richard, Compensation Management in KnowledgeBased World, Pearson Education, 10 th Edition, 2009. | | | | | | |
| 2. Dipak Kumar Bhattacharya, Compensation Management, Oxford University Press, 2009. | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | 1 | - | 1 | - | 1 | - | - | 1 | - | 1 | 2 |
| CO2 | 1 | - | - | - | 2 | 3 | - | 1 | - | - | - | 1 |
| CO3 | - | 2 | - | - | 1 | - | 2 | - | - | - | - | 2 |
| CO4 | - | 1 | - | 2 | - | - | - | 1 | 2 | - | 2 | - |
| CO5 | 2 | - | - | 1 | - | 3 | - | - | - | 2 | - | 3 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|------------|------------------|--------------|-----------|
| 193BAH2 | INDUSTRIAL RELATIONS | | | | L-T-P | C |
| | | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | III | Category: | PE | |
| Aim: | To understand the complexities of managing human resources in an industrial context, able to explain the importance and relevance of industrial relations that helps organizations to gain peace and security. | | | | | |
| Course Outcomes: | | | | | | |
| The students will be able to | | | | | | |
| CO1. Gain basic knowledge on industrial practices of Human relations and identify the roles of human resource in Industrial relations. | | | | | | |
| CO2. Explain the legal framework of trade unions and its major functions. | | | | | | |
| CO3. Able to gain knowledge employee grievances and collective bargaining. | | | | | | |
| CO4. Describe the process of employee discipline and formalities. | | | | | | |
| CO5. Recognize the key factors to be considered in industrial conflict and the initiatives and machineries for resolving industrial conflict. | | | | | | |
| INTRODUCTION TO INDUSTRIAL RELATIONS | | | | | | 9 |
| Industrial Relations: Meaning, evolution, Labour Legislation, Approaches, Workers participation, Industrial Worker, Role of HR in IR, Trends in IR- Technology change and Industrial Relations. | | | | | | |
| TRADE UNIONS | | | | | | 9 |
| Legal framework, Structure, Functions, Evolution and Growth of Trade unions, Rights and responsibilities and Management of Unions. | | | | | | |
| EMPLOYEE GRIEVANCE & COLLECTIVE BARGAINING | | | | | | 9 |
| Grievance - Definition, Meaning, Nature and Causes, and procedures. | | | | | | |
| Concept, Importance, negotiation process, Types of Contracts, Collective bargaining agreements, Prerequisites and Trends. | | | | | | |
| EMPLOYEE DISCIPLINE | | | | | | 9 |
| Definition, Meaning, Approaches to Industrial Employment (Standing Orders) Act, 1946 – Model Standing Orders, Standing Order Certification, Registering, Posting standing orders, Penalties and Procedures, Contract of employment Holding - Domestic Enquiries in industry. | | | | | | |
| INDUSTRIAL CONFLICT | | | | | | 9 |
| Conflict –Meaning, trends and Resolution - Dispute resolution and Industrial harmony - Industrial dispute Act 1947: Industrial Dispute, Strike, Lockout, Retrenchment, Dispute Resolution Machinery: Negotiation, Voluntary settlement, Mediation, Conciliation. | | | | | | |
| Total Periods: | | | | | | 45 |
| Text Books: | | | | | | |
| 1. Mamoria C.B &SathishMamoria, Gawker, Dynamics of Industrial Relations, Himalaya Publishing House, 2012. | | | | | | |
| 2. ArunMoapa, RamjetNambudiri&PatturajaSelvaraj, Industrial relations &Labour Laws, Tata McGraw Hill, 2012. | | | | | | |
| References: | | | | | | |
| 1. Ratna Sen, Industrial Relations in India, Shifting Paradigms, Macmillan India Ltd., 2007. | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 3 | 2 | - | - | - | - | - | 2 | 2 | 2 | 2 | 3 |
| CO2 | - | 3 | - | - | 2 | - | 2 | - | - | - | - | 1 |
| CO3 | - | 2 | - | - | - | - | 1 | 1 | 1 | - | - | - |
| CO4 | 1 | 1 | - | 2 | 1 | - | - | - | - | 1 | - | 1 |
| CO5 | 2 | - | - | - | 2 | - | - | 1 | 1 | - | - | 2 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

| | | | | | | |
|----------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|------------|------------------|--------------|-----------|
| 193BAH3 | LABOUR LEGISLATIONS | | | | L-T-P | C |
| | | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | III | Category: | PE | |
| Aim: | To have a broad understanding of the legal principles governing the employment relationship at individual and collective level and familiarize the students to the practical problems inherent in the implementation of labour statutes. | | | | | |
| Course Outcomes: | | | | | | |
| The students will be able to | | | | | | |
| CO1. Appreciate the application of labour laws. | | | | | | |
| CO2. Learn the legal provisions related to wages. | | | | | | |
| CO3. Learn the legal provisions related to working conditions and labor welfare. | | | | | | |
| CO4. Learn the legal provisions related to Industrial relations. | | | | | | |
| CO5. Learn the legal provisions related to social security. | | | | | | |
| Contained in the following acts are to be studied. | | | | | | |
| 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 | | | | | 5 |
| 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, 1946 | | | | | 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 | | | | | 2 |
| 16 | The Child Labour Prevention and Regulation Act, 1986 | | | | | 2 |
| Total Periods: | | | | | | 45 |
| Text Books: | | | | | | |
| 1. P.K. Padhi, Industrial Laws, PHI, 2014. | | | | | | |
| 2. N. D. Kapoor, Elements of mercantile Law, Sultan Chand and Company, India, 35 th revised Edition, 2014. | | | | | | |
| References: | | | | | | |
| 1. Tax Mann, Labour Laws, 2013. | | | | | | |
| 2. D. R. N. Sinha, InduBalasinha&SemmaPriyadarshiniShekar, Industrial Relation, Trade unions and Labour Legislation, 2014. | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | 2 | - | 2 | 2 | - | 1 | 2 | 2 | - | - | 2 |
| CO2 | 1 | 3 | - | 1 | 1 | - | 2 | - | - | 1 | - | 1 |
| CO3 | - | 2 | - | - | - | - | - | 1 | 1 | - | 2 | 2 |
| CO4 | 1 | 3 | - | - | - | - | 1 | - | - | - | - | 1 |
| CO5 | - | 2 | - | 2 | 1 | - | - | 1 | 2 | 2 | - | 3 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

| | | | | | | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|-------------|------------|------------------|-----------|--|--------------|-----------|
| 193BAH4 | LEARNING AND DEVELOPMENT | | | | | | L-T-P | C |
| | | | | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | III | Category: | PE | | | |
| Aim: | To understand the essential elements of collective bargaining. | | | | | | | |
| Course Outcomes: | | | | | | | | |
| The students will be able to | | | | | | | | |
| CO1. Ability to analyse the key processes of industrial relations at the workplace level and their relationships. | | | | | | | | |
| CO2. Ability to manage work place conflict. | | | | | | | | |
| CO3. Ability to resolve industrial relations and human resource problems. | | | | | | | | |
| CO4. Justify the ethical and security issues in information systems management. | | | | | | | | |
| CO5. Knowing the various hazards of Occupation and their statutory provisions. | | | | | | | | |
| CO6. Understanding the workers benefits arising from social security schemes. | | | | | | | | |
| TRAINING: OVERVIEW AND TRENDS | | | | | | | | 9 |
| Significance of Training and Development - Career Opportunities in Training - Strategic Planning – OD - Linkage between Business strategy and Training. | | | | | | | | |
| LEARNING, MOTIVATION, AND PERFORMANCE | | | | | | | | 9 |
| Understanding Motivation and Performance - Understanding Learning - Social Learning Theory - Experiential Learning - Aligning Training Design with Learning Process. | | | | | | | | |
| TRAINING NEEDS ANALYSIS AND DESIGN | | | | | | | | 9 |
| Assessing Development Needs - Training Need Analysis - The TNA Model - Operational Performance Gaps - Framework for Conducting TNA - Approaches to TNA Design of Training - Developing Objectives - Facilitation of learning and Transfer. | | | | | | | | |
| TRAINING METHODS | | | | | | | | 9 |
| Traditional Training Methods - Lectures and demonstrations - Games and Simulations - On-the-job Training - E-learning and use of Technology in Training - Computer based training methods. | | | | | | | | |
| IMPLEMENTATION AND EVALUATION OF TRAINING | | | | | | | | 9 |
| Development and Implementation of Training - Transfer of Training - Areas of Organizational Training – Orientation - Diversity training - Safety training - Cross-functional training - Employee Development - Team Training - Cross functional Training. | | | | | | | | |
| Total Periods: | | | | | | | | 45 |
| Text Books: | | | | | | | | |
| 1. Nick P. Blanchard, James V. Thacker, and Anand V. Ram, <i>Effective Training</i> , Pearson Education, 4 th Edition, 2015. | | | | | | | | |
| 2. Raymond Anoe and Amitabh D. Kodwani, <i>Employee Training and Development</i> , Tata McGraw-Hill, 5 th Edition, 2012. | | | | | | | | |
| References: | | | | | | | | |
| 1. Janakiram, <i>Training and Development</i> , Biztantra, 2007. | | | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | 2 | - | 2 | 2 | - | 2 | 1 | 2 | - | - | 2 |
| CO2 | 1 | 3 | - | 1 | 2 | - | 1 | - | - | 1 | - | 2 |
| CO3 | - | 2 | 1 | 1 | - | - | - | - | 1 | - | 2 | 2 |
| CO4 | 2 | - | - | - | - | 1 | 1 | 2 | - | - | - | 1 |
| CO5 | - | 2 | - | 1 | - | 1 | - | 2 | 2 | 2 | - | 3 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|-------------|------------|------------------|-----------|
| 193BAH5 | ORGANIZATIONAL PSYCHOLOGY | | | L-T-P | C |
| | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | III | Category: | PE |
| Aim: | To focus on Employees' attitude, stress and behaviour in an organization | | | | |
| Course Outcomes: | | | | | |
| The students will be able to | | | | | |
| CO1. Students Will gain knowledge about attitude, workbehaviour and modes of stress of employees in an organisation. | | | | | |
| CO2. Demonstrate a solid fundamental knowledge of psychology as a discipline. This will include both knowledge of the history of the field, but also of the current facets, theoretical perspectives, and the divisions within the broad field of Psychology. | | | | | |
| CO3. Gaining knowledge on the areas of citizenship behavior of employees in the organization and ways to control counterproductive behavior. | | | | | |
| CO4. Be proficient in the domains that comprise the core of I-O Psychology, which include Job analysis and evaluation, evaluating employee performance, evaluating training systems, Stress management and Work Behaviour, Employee Motivation. | | | | | |
| CO5. Be knowledgeable in the practice of I-O psychology by applying the concepts in the field of I-O psychology to the functioning of organizations. | | | | | |
| INTRODUCTION TO ORGANIZATIONAL PSYCHOLOGY | | | | | 9 |
| Organizational Psychology - Historical evolution of Organizational Psychology - Organizational socialization process - Impact of diversity on socialization. | | | | | |
| PRODUCTIVE AND COUNTERPRODUCTIVE BEHAVIOUR | | | | | 9 |
| Productive Behaviour in Organizations - Job performance - Organizational citizenship behaviour – Innovation - Counterproductive Behaviour in Organizations - Ineffective job performance - Absenteeism and turnover – Accidents – Theft | | | | | |
| OCCUPATIONAL STRESS | | | | | 9 |
| Brief history – Approaches – Occupational stress models – Workplace stressors – Reducing the impact of workplace stressors. | | | | | |
| INTERGROUP BEHAVIOUR | | | | | 9 |
| Types of interactions – Predictors of interaction patterns - Intergroup conflict – Improving the quality of intergroup relations. | | | | | |
| ORGANIZATIONAL CULTURE | | | | | 9 |
| Organizational Culture - Manifestations of organizational culture, Measuring organizational culture, Changing organizational culture. | | | | | |
| Total Periods: | | | | | 45 |
| Text Books: | | | | | |
| 1. “Michael.G.Aumodt”, Applied Industrial / Organisational Psychology, Thomson, 2014. | | | | | |
| 2. “David G. Myers”, Social Psychology, TMH, 8th edition, 2012. | | | | | |
| References: | | | | | |
| 1. “Ronald E. Riggio”, Introduction to Industrial/Organizational Psychology, Sixth edition, 2013. | | | | | |
| 2. Steve M Jex, Organisational Psychology–A Scientist PractitionerApproach, Wiley India, 1 st Edition, 2006. | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | 1 | 3 | 2 | 1 | 2 | 1 | 2 | 3 | 2 | 3 | 1 |
| CO2 | 1 | 2 | 3 | 1 | 2 | 1 | 2 | - | 2 | 3 | 2 | 2 |
| CO3 | 2 | 1 | 3 | - | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 2 |
| CO4 | 1 | 2 | 3 | 2 | - | 2 | 1 | 2 | 2 | 3 | 2 | 3 |
| CO5 | 2 | 1 | 3 | 2 | 1 | 1 | 2 | 1 | 1 | 2 | 1 | 1 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

| | | | | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|------------|------------------|-----------|
| 193BAH6 | STRATEGIC HUMAN RESOURCE MANAGEMENT AND DEVELOPMENT | | | L-T-P | C |
| | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | III | Category: | PE |
| Aim: | The aim of this course is to provide a conceptual and empirical understanding of the structure and function of strategic human behaviour in organizations. | | | | |
| Course Outcomes: | | | | | |
| The students will be able to | | | | | |
| CO1. Develop in-depth knowledge on various practices and techniques of strategic human resource management. | | | | | |
| CO2. Interaction between strategic human resource managers and employees throughout the organization in order to realize effective compensation programs. | | | | | |
| CO3. Developing and nurturing of new capabilities, knowledge and skills of employees. | | | | | |
| CO4. Integrating key functions such as coaching, counseling, career planning & development, outsourcing, compensation and stress management. | | | | | |
| CO5. Describe the dynamic nature of global competition and of social and technological trends and their significance for HRM practice. | | | | | |
| HUMAN RESOURCE DEVELOPMENT | | | | | 9 |
| Meaning - Strategic framework for HRM and HRD – Vision & Mission – HRD functions - Roles of HRD professionals - HRD needs assessment - HRD practices – Measures of HRD performance – HRD program implementation and evaluation – Recent trends – Strategic capability, Bench Marking and HRD audit. | | | | | |
| E-HRM | | | | | 9 |
| e-Employee profile – e-selection and recruitment – e-learning and orientation – e-training and development – e-performance management and compensation design – Human Resource Information System – HR portals – Issues in employee privacy – Employee surveys online. | | | | | |
| CROSS CULTURAL HRM | | | | | 9 |
| Domestic Vs International HRM - Cultural dynamics - Culture assessment - Cross cultural education and Training programs – Strategic HR Issues in international assignments – Outsourcing - Cross border M and A - Repatriation - Building multicultural organization - International Compensation. | | | | | |
| CAREER & COMPETENCY DEVELOPMENT | | | | | 9 |
| Career stages – Career planning – Career development – Career Motivation and Enrichment – Managing Career plateaus - Career Management – Competencies - Competency mapping models – Equity and Competency based compensation. | | | | | |
| EMPLOYEE COACHING & COUNSELING | | | | | 9 |
| Need for Coaching – Role of HR in coaching – Skills for effective coaching – Need for Counseling – Role of HR in Counseling - Methods of counseling – Employee Health and Welfare Programs – Work Stress – Sources - Consequences – Stress management techniques – Self-management and Emotional Intelligence. | | | | | |
| Total Periods: | | | | | 45 |
| Text Books: | | | | | |
| 1. Randy L. Desimone, Jon M. Werner – David M. Mathis, Human Resource Development, Cengage Learning, 2013. | | | | | |
| 2. Paul Boselie. Strategic Human Resource Management. Tata McGraw Hill, 2014 | | | | | |
| References: | | | | | |
| 1. Jeffrey A Mello, Strategic Human Resource Management, Cengage Learning, Southwestern 2012. | | | | | |
| 2. Robert L. Mathis and John H. Jackson, Human Resource Management, Cengage Learning, 2012. | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | 2 | 1 | 1 | 2 | 2 | 1 | 2 | 2 | 2 | - | 2 |
| CO2 | 1 | 1 | 2 | 1 | 3 | 2 | 1 | 1 | 1 | 2 | - | 2 |
| CO3 | 2 | 3 | 2 | 1 | 2 | 3 | - | 2 | 1 | 3 | 3 | 1 |
| CO4 | 1 | 1 | 2 | 1 | 2 | 3 | - | 1 | 2 | 2 | 2 | 2 |
| CO5 | 3 | 2 | 2 | 3 | 2 | 1 | - | 3 | 1 | 2 | 1 | 3 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

SYSTEMS – ELECTIVES

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|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|-------------|------------|------------------|-----------------------|
| 193BAS1 | ADVANCED DATABASE MANAGEMENT SYSTEMS | | | L-T-P | C |
| | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | III | Category: | PE |
| Aim: | To understand the various advanced databases used in the organization | | | | |
| Course Outcomes: | | | | | |
| CO1. Awareness of database models CO2. Knowledge of database technologies CO3. Understand the basic concepts of database and data models CO4. Acquire the knowledge about different special purpose database system CO5. Develop a simple database application using normalization | | | | | |
| INTRODUCTION | | | | | 9 |
| DBMS Models - Multimedia Databases, Parallel Databases, embedded, web, spatial, temporal databases, Virtualization, Active Databases - Embedded databases - Web databases | | | | | |
| DATABASE IMPLEMENTATION | | | | | 9 |
| Query Processing basics and optimization – Heuristic Optimization – Transactions Models – Concurrency Control – Recovery – Security and Authorization – Storage – Indexing and Hashing – ISAM – B-Trees – Kd Trees – X Trees – Dynamic Hashing. | | | | | |
| DISTRIBUTED DATABASES | | | | | 9 |
| Query languages-SQL for data creation, retrieval and manipulation, database transactions, concurrency control, atomicity, recovery, security, backup and recovery, data base administration- client server architecture based RDBMS. | | | | | |
| OBJECT ORIENTED DATABASES | | | | | 9 |
| Object Oriented Concepts – Data Object Models –Object Oriented Databases – Issues in OODBMS - Object Oriented Relational Databases – Object Definition Languages – Object Query Languages | | | | | |
| EMERGING TRENDS | | | | | 9 |
| Data Mining – Data warehousing – Star, Snowflake, Fact Constellation; open source database systems,Scripting Language, JDBC, ODBC. | | | | | |
| | | | | | Total Periods: |
| | | | | | 45 |
| Text Book: | | | | | |
| 1.PeterRob, Carlos Coronel, Database System and Design, Implementation and Management, 7th edition, Cengage Learning 2.RamezElmasri and Shamkant B. Navethe, Fundamentals of Database Systems, 4 th Pearson Education, 2004 | | | | | |
| References: | | | | | |
| 1. Jeffrey A Hoffer et al, Modern Database Management, 12th Edition, Pearson Education, 2016 2.Abraham Silberchatz, Henry F. Korth and S.Sudarsan, Database System Concepts, 6th Edition, McGraw-Hill, 2015. 3.Thomas M. Connolly and Carolyn E. Begg, Database Systems – A Practical Approach to Design, Implementation and Management, 6th edition, Pearson Education, 2015. 4.Rajesh Narang, Object Oriented Interfaces and Databases, 1st edition,Prentice Hall of India, 2004. 5. Charkrabarti, Advanced Database Management Systems, Wiley India Pvt Ltd, 2011 | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | - | 1 | - | 1 | 2 | 2 | - | 1 | 3 | 2 | 1 | 2 |
| CO2 | 2 | 3 | - | 2 | 2 | - | 2 | 2 | 2 | 1 | - | 1 |
| CO3 | 1 | 1 | - | 1 | 1 | - | 1 | 1 | 3 | 1 | 1 | - |
| CO4 | 2 | - | - | - | - | 2 | 2 | - | - | 2 | 1 | - |
| CO5 | 1 | 2 | 2 | 2 | 1 | 1 | - | 2 | 1 | - | - | 1 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|-------------|------------|------------------|--------------|-----------------------|
| 193BAS2 | E-COMMERCE AND DIGITAL MARKETING | | | | L-T-P | C |
| | | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | III | Category: | PE | |
| Aim: | To understand commercial activity and practices to start an digital marketing. | | | | | |
| Course Outcomes: | | | | | | |
| The students will be able to CO1. To know how to build and manage an e-commerce. CO2. Understand the basic concepts and importance of e-commerce CO3. Assess electronic payment systems CO4. Discuss legal issues and privacy in E-Commerce CO5. Integrate theoretical about digital marketing with business | | | | | | |
| INTRODUCTION | | | | | | 9 |
| Overview of Ecommerce- physical commerce- Economic forces – advantages – myths - business models. Electronic Transactions Today -Commercial Transactions- Case studies | | | | | | |
| TECHNOLOGY INFRASTRUCTURE | | | | | | 9 |
| Internet and World Wide Web, internet protocols - FTP, intranet and extranet - cryptography, information publishing technology- basics of web server hardware and software- Case studies | | | | | | |
| BUSINESS APPLICATIONS | | | | | | 9 |
| Consumer oriented ecommerce –etailing and models - Marketing on web – advertising, e-mail marketing, e-CRM; Business oriented ecommerce – E-Government, EDI on the internet, SCM; Web Auctions, Virtual communities and Web portals- Case studies | | | | | | |
| ECOMMERCE PAYMENTS AND SECURITY | | | | | | 9 |
| E-payments -Characteristics of payment of systems, protocols, e-cash, e-cheque, e-Wallets and Micro payment systems- internet security–cryptography –security protocols–network security- Case studies | | | | | | |
| DIGITAL MARKETING | | | | | | 9 |
| Introduction –Evolution -Advantages- Process-Tools –Types of digital marketing-Strategy-Lead generation & marketing automation-Case studies | | | | | | |
| | | | | | | Total Periods: |
| | | | | | | 45 |
| Text Book: | | | | | | |
| 1. Harvey M. Deitel, Paul J.Deitel, Kate Steinbuhler, e-business and e-commerce for managers, Pearson, 2011. 2. Punnet Singh Bhatia,Fundamentals of Digital Marketing, Pearson 2016 | | | | | | |
| References: | | | | | | |
| 1. Kelly Goetsch - e Commerce in the Cloud, O Reilly Media,2014. 2. Parag Kulkarni, SunitaJahirabadkao, Pradeep Chande, ebusiness, Oxford University Press, 2012. 3. Hentry Chan &el, E-Commerce–fundamentals and Applications, Wiley India Pvt Ltd, 2007. | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 1 | - | - | 2 | - | - | 3 | - | 1 | 2 | 2 | 1 |
| CO2 | 2 | 2 | - | 2 | 2 | - | 2 | 2 | - | 2 | 1 | - |
| CO3 | - | - | - | 1 | - | 1 | 1 | 2 | 3 | 2 | - | 1 |
| CO4 | 2 | 2 | - | 1 | 2 | - | 1 | - | - | 2 | 2 | - |
| CO5 | 1 | 1 | - | 1 | - | 2 | - | - | 1 | - | 1 | - |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|-------------|-----|------------------|--------------|-----------------------|-----------|
| 193BAS3 | ENTERPRISE RESOURCE PLANNING | | | | L-T-P | C | |
| | | | | | 3-0-0 | 3 | |
| Programme: | MBA | Sem: | III | Category: | PE | | |
| Aim: | To understand the emerging trends in ERP developments | | | | | | |
| Course Outcomes: | | | | | | | |
| The students will be able to | | | | | | | |
| CO1. Knowledge of ERP implementation cycle | | | | | | | |
| CO2. Awareness of core and extended modules of ERP | | | | | | | |
| CO3. Understand about ERP systems, software and modules | | | | | | | |
| CO4. Understand the emerging trends in ERP | | | | | | | |
| CO5. Enhance evaluation of ERP systems, business analytics | | | | | | | |
| INTRODUCTION | | | | | | 9 | |
| Overview of enterprise systems – Evolution - Risks and benefits - Fundamental technology - Issues to be consider in planning design and implementation of cross functional integrated ERP systems - Case studies. | | | | | | | |
| ERP SOLUTIONS AND FUNCTIONAL MODULES | | | | | | 9 | |
| Overview of ERP software solutions- Small medium and large enterprise vendor solutions, BPR, Business Engineering and best Business practices - Business process Management.-Functional modules. | | | | | | | |
| ERP IMPLEMENTATION | | | | | | 9 | |
| 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-Case studies. | | | | | | | |
| POST IMPLEMENTATION | | | | | | 9 | |
| Maintenance of ERP- Organizational and Industrial impact; Success and Failure factors of and ERP Implementation -case studies | | | | | | | |
| EMERGING TRENDS ON ERP | | | | | | 9 | |
| Extended ERP systems and ERP bolt –on -CRM, SCM, Business analytics etc- Future trends in ERP systems- web enabled, Wireless technologies so on-Case studies. | | | | | | | |
| | | | | | | Total Periods: | 45 |
| Text Book: | | | | | | | |
| 1. Alexis Leon, ERP demystified, second Edition Tata McGraw-Hill, 2014. | | | | | | | |
| References: | | | | | | | |
| 1. Sinha P. Magal and Jeffery Word, Essentials of Business Process and Information System, Wiley, India, 2012 | | | | | | | |
| 2. Jagan Nathan Vaman, ERP in Practice, Tata McGraw-Hill, 2008 | | | | | | | |
| 3. MahadeoJaiswal and Ganesh Vanapalli, first edition,ERP Macmillan India, 2013 | | | | | | | |
| 4. Summer, ERP, Pearson Education, 2016 | | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | 2 | - | - | 2 | 2 | 2 | 1 | 3 | - | 2 | - |
| CO2 | 1 | 1 | - | - | - | - | - | - | 2 | 1 | - | 1 |
| CO3 | 2 | 2 | - | - | 1 | 1 | 1 | 1 | 3 | 2 | 1 | - |
| CO4 | 1 | - | - | - | 1 | 1 | - | - | 2 | 1 | - | 2 |
| CO5 | - | 2 | - | - | - | - | 1 | - | 2 | 1 | - | 1 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-------------|------------|------------------|-----------------------|
| 193BAS4 | DATAMINING FOR BUSINESS INTELLIGENCE | | | L-T-P | C |
| | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | III | Category: | PE |
| Aim: | To acquire knowledge about data mining and to expose students with concepts of business decision | | | | |
| Course Outcomes: | | | | | |
| CO1. To know how to derive meaning form huge volume of data and information | | | | | |
| CO2. To understand how knowledge discovering process is used in business decision making | | | | | |
| CO3. Learn the techniques, methods, tools, discovery for data mining | | | | | |
| CO4. Study about information technology business opportunities | | | | | |
| CO5. Understand the techniques of knowledge discovery for business applications and business intelligence | | | | | |
| INTRODUCTION | | | | | 9 |
| Data mining, Text mining, Web mining, Spatial mining, Process mining, BI process- Private and Public intelligence, Strategic assessment of implementing BI | | | | | |
| DATA WAREHOUSING | | | | | 9 |
| Data ware house – characteristics and view - OLTP and OLAP - Design and development of data warehouse, Meta data models, Extract/ Transform / Load (ETL) design | | | | | |
| DATA MINING TOOLS, METHODS AND TECHNIQUES | | | | | 9 |
| Regression and correlation; Classification- Decision trees; clustering –Neural networks; Market basket analysis- Association Rules-Genetic algorithms and link analysis, Support Vector Machine, Ant Colony Optimization | | | | | |
| INFORMATION TECHNOLOGY AND ITS BUSINESS OPPORTUNITIES | | | | | 9 |
| Business intelligence software, BI on web, Ethical and legal limits, Industrial espionage, modern techniques of crypto analysis, managing and organizing for an effective BI Team. | | | | | |
| BUSINESS INTELLIGENCE AND DATA MINING APPLICATIONS | | | | | 9 |
| Applications in various sectors – Retailing, CRM, Banking, Stock Pricing, Production, Crime, Genetics, Medical, Pharmaceutical. | | | | | |
| | | | | | Total Periods: |
| | | | | | 45 |
| Text Book: | | | | | |
| 1. Jaiwei Ham and MichelineKamber, Data Mining concepts and techniques, Kauffmann Publishers 3rd edition, 2011 | | | | | |
| References: | | | | | |
| 1.Efraim Turban, Ramesh Sharda, Jay E. Aronson and David King, Business Intelligence, 3rd edition, Prentice Hall, 2014 | | | | | |
| 2. W.H.Inmon, Building the Data Warehouse, fourth edition Wiley India pvt. Ltd. 2005. | | | | | |
| 3. Ralph Kimball and Richard Merz, The data warehouse toolkit, John Wiley, 2005. | | | | | |
| 4. Michel Berry and Gordon Linoff, Mastering Data mining, John Wiley and Sons Inc, 3rd Edition,2011 | | | | | |
| 5. Giudici, Applied Data mining – Statistical Methods for Business and Industry, John Wiley. 2009 | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 3 | 2 | 1 | - | - | 2 | 2 | 1 | 3 | - | 2 | - |
| CO2 | 2 | 1 | - | 2 | 1 | 1 | 1 | 1 | - | 2 | - | 1 |
| CO3 | 2 | 1 | - | 1 | - | 2 | 1 | 2 | 1 | - | 2 | 1 |
| CO4 | 1 | 1 | - | - | - | 2 | 1 | - | 1 | - | 2 | 1 |
| CO5 | 1 | - | 2 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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| 193BAS5 | CLOUD COMPUTING | | | | | | L-T-P | C | |
| | | | | | | | 3-0-0 | 3 | |
| Programme: | MBA | | | | Sem: | III | Category: | PE | |
| Aim: | To study various project estimation and quality models in software development. | | | | | | | | |
| Course Outcomes: | | | | | | | | | |
| CO1. To provide a sound knowledge about cloud computing among management aspirants. CO2. To know cloud technology and processes in software development environment. CO3. To identify the implementation of cloud computing for managers. CO4. To grasp the activities and securities of cloud management. CO5: To know software office management tools in software development environment. | | | | | | | | | |
| INTRODUCTION | | | | | | | | 9 | |
| Overview, Applications, Intranet and the cloud, First Movers on the cloud, the need for cloud computing, Benefits of cloud computing, Limitations of cloud computing, components of cloud computing, security concerns and regulatory issues. | | | | | | | | | |
| CLOUD COMPUTING TECHNOLOGIES | | | | | | | | 9 | |
| Hardware and Infrastructure: Clients, Security, Network services, Accessing the clouds: Platforms, WEB Applications, WEB APIS, WB Browsers, Cloud storage: Overview, storage provides, cloud standards: Applications, client, Infrastructure, Services. | | | | | | | | | |
| CLOUD COMPUTING FOR MANAGERS | | | | | | | | 9 | |
| Centralizing Email communications – collaborating on schedules - To DO lists, Contact lists. Online Community Development, online collaboration tools for projects, Cloud computing for Business. | | | | | | | | | |
| CLOUD MANAGEMENT | | | | | | | | 9 | |
| Privacy and its relation to cloud – based Information systems, Security in the cloud: Data Security and control, Provider loss, Subpoenaed data, lack of Provider security, Encryption. Common standards in the cloud, End-user Access to the cloud computing, Legal and Ethical dimensions, cloud pricing models, | | | | | | | | | |
| VIRTUAL OFFICE MANAGEMENT | | | | | | | | 9 | |
| Web-based communication tools, web mail services, web conference tools, social networks and Groupware, collaborating via blogs and wikis, IBM, Amazon Ec2, Google Apps for Business. | | | | | | | | | |
| | | | | | | | | Total Periods: | 45 |
| Text Book: | | | | | | | | | |
| 1. John W. Ritting House and James F. Ransome, Cloud Computing Implementation, Management and Security, CRC Press, Taylor & Francis Group, Boca Raton London, 2010. 2. Kumar Saurabh, Cloud computing – Insights into new era infrastructure, Wiley India, 2 nd Edition. | | | | | | | | | |
| References: | | | | | | | | | |
| 1. Michael Miller, Cloud computing: Web-based applications that change the way you work and collaborate online, Que Publishing, 2009. 2. Alfredo Mendoza, Utility computing Technologies, Standards and strategies, Artech House INC, 2007. 3. Bunker and Darren Thomson, Delivering Utility Computing, John Wiley & Sons Ltd., 2006. | | | | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | 1 | - | 2 | - | 2 | 2 | 1 | 2 | 2 | 1 | 2 |
| CO2 | 1 | 2 | - | - | 2 | 3 | 3 | 2 | 1 | 3 | 2 | 1 |
| CO3 | 1 | 1 | 1 | 1 | 2 | 3 | 3 | 1 | 2 | 2 | 1 | 1 |
| CO4 | 2 | - | - | - | 1 | 3 | 3 | 2 | 1 | 2 | 1 | 1 |
| CO5 | 1 | 2 | - | 1 | - | 2 | 2 | 1 | 2 | 1 | 1 | 1 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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| 193BAS6 | SYSTEM ANALYSIS AND DESIGN | | | | L-T-P | C |
| | | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | III | Category: | PE | |
| Aim: | Define and describe the five phases of the system development life cycle. | | | | | |
| Course Outcomes: | | | | | | |
| CO1 :The objectives are to determine specific needs of a system and ultimately facilitate a comprehensive design around these needs. | | | | | | |
| CO2 :Describe different life cycle models and explain the contribution of the system analysis and design within them | | | | | | |
| CO3 :Discuss various approaches to systems analysis and design and explain their strengths and weaknesses | | | | | | |
| CO4 :Evaluate the tools and techniques of systems analysis and design that may be used in a given context | | | | | | |
| CO5: Describe the policy used in systems analysis and design in business requirements . | | | | | | |
| SYSTEM CONCEPT | | | | | | 9 |
| Systems Concept ; Characteristics of a System; Elements of System; Types of Systems; Decision Support System; System Development Life Cycle, Investigation, Analysis, Design, Implementation, Post Implementation Review and Maintenance | | | | | | |
| SYSTEMS PLANNING | | | | | | 9 |
| Systems Planning and Investigation: Basis for Planning in Systems Analysis - Dimensions of Planning, Initial Investigation, Needs Identification, Determining the User 's Information Requirements, Feasibility Study, Feasibility Considerations, Steps in Feasibility Analysis -Feasibility Report . | | | | | | |
| STRUCTURED ANALYSIS | | | | | | 9 |
| Tools of Structured Analysis : Data Flow Diagram (DFD) , Entity Relationship Diagrams, Data Dictionary, Process Modeling : Structured English, Decision Tree & Decision Table, Object Oriented Analysis (OOA) and Object Oriented Design (OOD) . | | | | | | |
| BASICS OF INFORMATION SECURITY | | | | | | 9 |
| Basics of Information Security, Types of Attacks, Viruses, Virus Control , Hackers, Overview of Risks associated with Internet , Intrusion Detect ion Risk Management , Disaster Recovery Plan. | | | | | | |
| INFORMATION SECURITY POLICY | | | | | | 9 |
| Cryptography and authentication, Managing Risk, Information Security Policy, Creating a secure environment , Internet Security Standards | | | | | | |
| | | | | | | Total Periods: |
| | | | | | | 45 |
| Text Book: | | | | | | |
| 1. Kenneth E Kendal I and Julie E Kendal I, Systems Analysis and Design,7 t h Edi t ion, PHI Public at ion. | | | | | | |
| References: | | | | | | |
| 1. Elias M. Awad, System Analysis & Design, Galgotia Publications. India | | | | | | |
| 2. Senn, Analysis & Design of Information Systems, McGraw Hill International. | | | | | | |
| 3. Shelly,Rosenblatt, System Analysis & Design, Cengage Learning, Eighth edition | | | | | | |
| 4. Hoffer, Modern System Analysis & Design, Pearson Education | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | 1 | - | - | - | 2 | 3 | - | 3 | 2 | 1 | 1 |
| CO2 | 1 | 3 | - | 1 | 2 | 1 | - | 3 | - | 2 | 1 | 2 |
| CO3 | 2 | 2 | 2 | 2 | - | 1 | 2 | 3 | 2 | 1 | 1 | - |
| CO4 | 1 | 1 | - | - | 1 | 2 | 1 | 3 | - | 2 | 2 | - |
| CO5 | 1 | - | - | 1 | - | - | 3 | - | - | 1 | 2 | 1 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

OPERATIONS & LOGISTICS MANAGEMENT ELECTIVES

| 193BAO1 | Logistics Management | | | | L-T-P | C |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|-------------|-----|------------------|-------|--------------------|
| | | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | III | Category: | PE | |
| Aim: | To learn the need and importance of logistics in product flow | | | | | |
| Course Outcomes: | | | | | | |
| CO6. To understand logistical decisions, impact the performance of the firm as well as the entire supply chain. CO7. To understand the strengths and weaknesses of various transportation modes and perform cost analysis. CO8. To develop best paths to route vehicles to deliver and collect goods at multiple stops CO9. To manage inventories, including deciding the timing and quantity for replenishments without hurting the level of product availability. CO10. To know computing software to solve various logistics decision-making problems, including inventory policies and vehicle routing. | | | | | | |
| INTRODUCTION | | | | | | 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. | | | | | | |
| DISTRIBUTION CHANNELS AND OUTSOURCING LOGISTICS | | | | | | 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 | | | | | | |
| TRANSPORTATION AND PACKAGING | | | | | | 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 | | | | | | |
| PERFORMANCE MEASUREMENT AND COSTS | | | | | | 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. | | | | | | |
| CURRENT TRENDS | | | | | | 9 |
| 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. | | | | | | |
| Total Periods: | | | | | | 45 |
| Text Book: | | | | | | |
| 1. Bowersox Donald J, Logistics Management – The Integrated Supply Chain Process, Tata McGraw Hill, 3rd edition 2016 | | | | | | |
| 2. Sople Vinod V, Logistics Management – The Supply Chain Imperative, Pearson Education, | | | | | | 3rd Edition, 2012. |
| References: | | | | | | |
| 1. Coyle et al., The Management of Business Logistics, Cengage Learning, 7th Edition, 2004. | | | | | | |
| 2. Ailawadi C Sathish & Rakesh Singh, Logistics Management, PHI, 2011. | | | | | | |
| 3. Bloomberg David J et al., Logistics, Prentice Hall India, 2005. | | | | | | |
| 4. Ronald H. Ballou, Business Logistics and Supply Chain Management, Pearson Education, 5th Edition, 2007. | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | 3 | 1 | 2 | 1 | - | 1 | 1 | 3 | 2 | 1 | 1 |
| CO2 | 1 | 2 | 1 | 1 | - | 2 | - | 2 | 1 | 2 | 1 | 1 |
| CO3 | - | 3 | - | - | 1 | 2 | - | - | 2 | 1 | 2 | 2 |
| CO4 | 1 | 3 | 2 | - | - | - | 3 | 1 | 2 | - | - | - |
| CO5 | 2 | 3 | 3 | - | 1 | - | 2 | - | - | 1 | 2 | 2 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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| 193BAO2 | SERVICES OPERATIONS MANAGEMENT | | | L-T-P | C |
| | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | III | Category: | PE |
| Aim: | To help understand how service performance can be improved by studying services operations management | | | | |
| Course Outcomes: | | | | | |
| CO1. overview of Service and Operations Management as management function in general. | | | | | |
| CO2. To design and operate a service business using the concepts, tools and techniques of service operations management. | | | | | |
| CO3. To Understand the Service Quality and Gap analysis and services confirmation | | | | | |
| CO4. To Understand the Service location, layout, capacity, inventory, distribution and quality assurance must be in place. | | | | | |
| CO4. To understand the service organisations are consistently deemed to deliver very high levels of performance. | | | | | |
| CO5. To know the managing service capacity, offering services and follow the delivery process. | | | | | |
| INTRODUCTION | | | | | 9 |
| Services – Importance, role in economy, service sector – growth; Nature of services -Service classification , Service Package, 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 | | | | | |
| SERVICE DESIGN | | | | | 9 |
| New Service Development – Design elements – Service Blue-printing - 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 | | | | | |
| SERVICE QUALITY | | | | | 9 |
| Service Quality- Dimensions, Service Quality Gap Model; Measuring Service Quality –SERVQUAL - Walk-through Audit; Quality service by design - Service Recovery - Service Guarantees; Service Encounter – triad, creating service orientation, service profit chain; Front-office Back-office Interface – service decoupling | | | | | |
| SERVICE FACILITY | | | | | 9 |
| Services capes – 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, Euclidean, centre of gravity, retail outlet location , location set covering problem | | | | | |
| MANAGING CAPACITY AND DEMAND | | | | | 9 |
| Managing Demand – strategies; Managing capacity – basic strategies, supply management tactics, operations planning and control; Yield management; Inventory Management in Services– Retail Discounting Model, Newsvendor Model; Managing Waiting Lines –Queuing systems, psychology of waiting; Managing for growth- expansion strategies, franchising , globalization | | | | | |
| Total Periods: | | | | | 45 |
| Text Book: | | | | | |
| 1. James A. Fitzsimmons, Service Management – Operations, Strategy, Information Technology, Tata McGraw-Hill – 7th Edition 2013. | | | | | |
| 2. Richard Metters, Kathryn King-Metters, Madeleine Pullman, Steve Walton Successful Service Operations Management, South-Western, Cengage Learning, 2nd Edition ,2012 3 | | | | | |
| References: | | | | | |
| 1. CengizHaksever, Barry Render, Roberta S. Russell, Rebert G. Murdick, Service Management and Operations, Pearson Education – Second Edition. | | | | | |
| 2. Robert Johnston, Graham Clark, Service Operations Management, Pearson Education, 2nd Edition, 2005. | | | | | |
| 3. Bill Hollins and Sadie Shinkins, Managing Service Operations, Sage, 2006 | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | - | - | 2 | - | - | 1 | 1 | 3 | - | - | - |
| CO2 | 1 | 3 | - | - | 2 | 2 | - | 2 | 2 | 3 | - | - |
| CO3 | 1 | 2 | 1 | 1 | - | - | 2 | 3 | 2 | 2 | 3 | 2 |
| CO4 | 2 | 2 | - | 2 | 2 | - | - | 3 | 2 | 1 | 2 | - |
| CO5 | 2 | - | - | - | 1 | - | 3 | 2 | 3 | - | 1 | 3 |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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| 193BAO3 | SUPPLY CHAIN CONCEPTS AND PLANNING | | | L-T-P | C |
| | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | III | Category: | PE |
| Aim: | To describe the various streams, strategies, drivers and concepts employed in the supply chain. | | | | |
| Course Outcomes: | | | | | |
| CO1. To understand the concepts and evolution of supply chain management CO2. To know the supply chain process design and strategies formation. CO3. To select the various drivers of supply chain performance and learn about the forecasting Technique. CO4. To Design about sales and operations planning process. CO5. To understand the resources planning and scheduling the services. | | | | | |
| CONCEPTS OF SUPPLY CHAIN | | | | | 6 |
| Service and manufacturing supply chain dynamics - Evolution of supply chain management -Multiple views and flows - Service supply chains -Manufacturing supply chains - Measures of supply chain performance - Differentiation-Bullwhip effect | | | | | |
| SUPPLY CHAIN PROCESSES AND STRATEGIES | | | | | 9 |
| Integrated supply chains design - Customer relationship process - Order fulfilment process - Supplier relationship process - Supply chain strategies - Strategic focus - Mass customization - Lean supply chains - Outsourcing and offshoring - Virtual supply chains | | | | | |
| SUPPLY CHAIN PERFORMANCE DRIVERS AND FORECASTING | | | | | 12 |
| Drivers of supply chain performance - Logistics drivers (Location, inventory and transportation) -Cross functional drivers (Pricing, information and sourcing) – Forecasting introduction -Framework for a forecast system - Choosing right forecasting technique - Judgment methods (Composite Forecasts, Surveys, Delphi Method, Scenario Building, Technology Forecasting, Forecast by Analogy) - Causal methods (Regression Analysis -Linear & Non-Linear Regression, Econometrics) - Time series analysis (Autoregressive Moving Average (ARMA), Exponential Smoothing, Extrapolation, Linear Prediction, Trend Estimation, Growth Curve, Box-Jenkins Approach) – CPFR | | | | | |
| SALES AND OPERATIONS PLANNING | | | | | 9 |
| Introduction to Sales and operations planning - Purpose of sales and operations plans -Decision context - Sales and operations planning as a process - Overview of decision support tools | | | | | |
| RESOURCE PLANNING AND SCHEDULING | | | | | 9 |
| Enterprise resource planning - Planning and control systems for manufacturers – Materials requirement planning - Drum – Buffer – Rope system – Scheduling - Scheduling service and manufacturing processes - Scheduling customer demand - Scheduling employees - Operations scheduling | | | | | |
| | | | | | Total Periods: |
| | | | | | 45 |
| Text Book: | | | | | |
| 1. Sunil Chopra, Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Pearson, 2010. 2. Janat Shah, Supply Chain Management, Pearson Education India, 2009 | | | | | |
| References: | | | | | |
| 1. Supply Chain management, Chandrasekaran,N., Oxford University Publications, 2010 2. Supply Chain Management for The 21st Century by B S SAHAY. Macmillan Education, 2001 | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | 2 | - | 1 | - | - | - | 2 | 3 | - | - | - |
| CO2 | 1 | 3 | - | - | 2 | - | 2 | - | 2 | 2 | 1 | 1 |
| CO3 | 1 | 3 | 1 | - | 1 | - | 2 | 2 | 2 | 2 | 2 | 2 |
| CO4 | 2 | 1 | - | 2 | 2 | 1 | 1 | - | 1 | 1 | 1 | - |
| CO5 | 1 | 2 | - | - | - | 2 | - | 1 | 2 | - | 1 | - |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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| 193BAO4 | SOURCING AND SUPPLY MANAGEMENT | | | | | | L-T-P | C |
| | | | | | | 3-0-0 | 3 | |
| Programme: | MBA | Sem: | III | Category: | PE | | | |
| Aim: | To provide understanding of the framework and illustrate current practices in industries, provide knowledge on certain tools & techniques | | | | | | | |
| Course Outcomes: | | | | | | | | |
| CO1. To Understand basic functions and nuances. | | | | | | | | |
| CO2. To Understand the holistic dimensions of SCM & corporate perspectives. | | | | | | | | |
| CO3. To learn to acquire skills to become a sourcing professional. | | | | | | | | |
| CO4. To know the way to measure the supplier performance. | | | | | | | | |
| CO5. To know the recent and future trends in purchasing and supply chain management | | | | | | | | |
| INTRODUCTION TO PURCHASING AND SUPPLY CHAIN MANAGEMENT | | | | | | | 9 | |
| The Purchasing Process. Purchasing Policies and Procedures. Supply Management Integration for Competitive Advantage, Purchasing and Supply Management Organization. | | | | | | | | |
| STRATEGIC SOURCING | | | | | | | 9 | |
| Supply Management and Commodity Strategy Development, Supplier Evaluation and Selection Supplier Quality Management Supplier Management and Development, Creating a World-Class Supply Base, Worldwide Sourcing | | | | | | | | |
| STRATEGIC SOURCING PROCESS | | | | | | | 9 | |
| Strategic Cost Management, Purchasing and Supply Chain Analysis: Tools and Techniques, Negotiation and Conflict Management Contract Management Purchasing Law and Ethics. | | | | | | | | |
| SUPPLIER PERFORMANCE AND QUALITY MANAGEMENT | | | | | | | 9 | |
| Performance Measurement and Evaluation: Strategies, tools and techniques for measuring and managing supplier performance, Supplier performance evaluation, Purchasing services, Supply Chain Information Systems and Electronic Sourcing. | | | | | | | | |
| FUTURE DIRECTIONS | | | | | | | 9 | |
| Purchasing and Supply Strategy Trends Green Buying, Sustainability, material research, Lean supply Chain Management | | | | | | | | |
| Total Periods: | | | | | | | 45 | |
| Text Book: | | | | | | | | |
| 1. Purchasing and Supply Chain Management, Robert .M. Monczka, Handfield, Glunipero Paterson, Waters, 6th Edition, Cengage Publication | | | | | | | | |
| 2. Purchasing and Supply Chain Management, . Benton, 3 rd Edition, Tata Mc Graw Hill. | | | | | | | | |
| References: | | | | | | | | |
| 1. World Class Supply Chain Management, Burt, Dobler, Starling, 7th Edition, Tata Mc Graw Hill. | | | | | | | | |
| 2. Supply Chain Management For The 21st Century by B S SAHAY. Macmillan Education,2001 | | | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | 1 | - | - | - | 2 | 2 | 2 | 3 | - | 2 | - |
| CO2 | 1 | 3 | - | - | 2 | 1 | 1 | - | 2 | - | 2 | 2 |
| CO3 | 1 | 2 | 1 | 1 | 1 | - | 1 | 1 | 1 | 1 | 2 | 1 |
| CO4 | 2 | - | - | 1 | - | 1 | 2 | - | 1 | 2 | 1 | - |
| CO5 | 1 | - | - | 1 | - | - | 1 | 2 | 1 | 2 | 2 | - |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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| 193BA05 | SUPPLY CHAIN INVENTORY MANAGEMENT | | | L-T-P | C |
| | | | | 3-0-0 | 3 |
| Programme: | MBA | Sem: | III | Category: | PE |
| Aim: | This course provides you the basic concepts and advanced models in inventory management. This course discusses issues related to inventory in a supply chain context. | | | | |
| Course Outcomes: | | | | | |
| CO1. comprehend the dynamics of inventory management's principles, concepts, and techniques as they relate to the entire supply chain. | | | | | |
| CO2. To understand the methods used by organizations to obtain the right quantities of stock or inventory. | | | | | |
| CO3. To familiarize the Students s with inventory management practices. | | | | | |
| CO4. To know the tools to optimization of Inventory | | | | | |
| CO5. To understand the latest trends and techniques for effective inventory management. | | | | | |
| INTRODUCTION TO INVENTORY MANAGEMENT | | | | | 9 |
| Inventory in SCM, Cash to cash cycle time, measure of inventory in terms of days, Inventory turnover ratio and its relationship with working capital, Review of models, Q-models and P-models Aggregation of Inventory, Cycle stock concepts, Ordering multiple items in a single order to reduce cycle stock | | | | | |
| INVENTORY MODELS | | | | | 9 |
| Safety stock issues Safety stock with lead time and demand uncertainty (for Q-models), Short term discounting & Forward Buying, Periodic review models with safety stock, Comparison of P and Q systems | | | | | |
| INVENTORY MANAGEMENT STRATEGIES | | | | | 9 |
| Single period models, Inventory management for fashion supply chains, Postponement strategies to reduce inventory, Examples of Fashion supply chains: NFL Reebok, ZARA and Sport Obermeyer Risk Pooling, Applications, Risk pooling in different forms-Substitution, Specialization, Postponement and Information pooling | | | | | |
| INVENTORY OPTIMIZATION | | | | | 9 |
| Distribution resource planning techniques, Inventory and transportation integration decisions, Vendor Managed Inventory, Product availability measures, Product fill rate, order fill rate, Cycle service level | | | | | |
| LATEST TRENDS IN INVENTORY MANAGEMENT SYSTEMS | | | | | 9 |
| Industry initiatives, Efficient consumer Response and Quick response ,CPFR and other industry initiatives, Inventory reduction strategies, Managing inventory in Reverse Logistics and Remanufacturing situations , Best practices in Inventory Management in a Supply Chain | | | | | |
| | | | | | Total Periods: |
| | | | | | 45 |
| Text Book: | | | | | |
| 1. Sunil Chopra, Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Pearson, 2010. | | | | | |
| 2. Janat Shah, Supply Chain Management, Pearson Education India, 2009 | | | | | |
| References: | | | | | |
| 1. Supply chain management, Chandrasekaran,N., Oxford University Publications, 2010 | | | | | |
| 2. Supply Chain Management For The 21st Century by B S SAHAY. Macmillan Education,2001 | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 2 | 3 | - | - | - | - | - | 1 | 3 | - | - | - |
| CO2 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | - | 1 | 2 | 2 |
| CO3 | 2 | 3 | - | 1 | 1 | 1 | 2 | 3 | 2 | - | 2 | - |
| CO4 | 1 | 2 | - | - | - | 1 | 1 | 2 | - | - | - | 2 |
| CO5 | 2 | 1 | - | - | - | - | - | 2 | - | - | - | - |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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| 193BA06 | LEAN SIX SIGMA | | | | L-T-P | C | |
| | | | | | 3-0-0 | 3 | |
| Programme: | MBA | Sem: | III | Category: | PE | | |
| Aim: | To gain insights about the importance of lean manufacturing and six sigma practices. | | | | | | |
| Course Outcomes: | | | | | | | |
| CO1. To understand the Lean & Six Sigma concepts to the overall business mission and objectives CO2. To able to relate the tools and techniques of lean sigma and increase productivity. CO3. To recognize the factors that are necessary groundwork for a successful six sigma effort. CO4. To understand process improvement project and delivery meaningful results to the organization. CO5. To understand that Lean flow and six sigma are complimentary methods. | | | | | | | |
| LEAN & SIX SIGMA BACKGROUND AND FUNDAMENTALS | | | | | | 9 | |
| Historical Overview – Definition of quality – What is six sigma -TQM and Six sigma – leanmanufacturing and six sigma- six sigma and process tolerance – Six sigma and cultural changes – six sigma capability – six sigma need assessments - implications of quality levels, Cost of Poor Quality (COPQ), Cost of Doing Nothing – assessment questions | | | | | | | |
| THE SCOPE OF TOOLS AND TECHNIQUES | | | | | | 9 | |
| Tools for definition – IPO diagram, SIPOC diagram, Flow diagram, CTQ Tree, Project Charter – Tools for measurement – Check sheets, Histograms, Run Charts, Scatter Diagrams, Cause and effect diagram, Pareto charts, Control charts, Flow process charts, Process Capability Measurement, Tools for analysis – Process Mapping, Regression analysis, RU/CS analysis, SWOT, PESTLE, Five Whys, interrelationship diagram, overall equipment effectiveness, TRIZ innovative problem solving – Tools for improvement – Affinity diagram, Normal group technique, SMED, 5S, mistake proofing, Value stream Mapping, forced field analysis – Tools for control – Gantt chart, Activity network diagram, Radar chart, PDCA cycle, Milestone tracker diagram, Earned value management. | | | | | | | |
| SIX SIGMA METHODOLOGIES | | | | | | 9 | |
| Design for Six Sigma (DFSS), Design for Six Sigma Method - Failure Mode Effect Analysis(FMEA), FMEA process - Risk Priority Number (RPN) - Six Sigma and Leadership, committed leadership – Change Acceleration Process (CAP) - Developing communication plan – Stakeholder | | | | | | | |
| SIX SIGMA IMPLEMENTATION AND CHALLENGES | | | | | | 9 | |
| Tools for implementation – Supplier Input Process Output Customer (SIPOC) – Quality Function Deployment or House of Quality (QFD) – alternative approach –implementation – leadership training, close communication system, project selection – project management and team – champion training – customer quality index – challenges – program failure, CPQ vs. six sigma, structure the deployment of six sigma – cultural challenge – customer/internal metrics | | | | | | | |
| EVALUATION AND CONTINUOUS IMPROVEMENT METHODS | | | | | | 9 | |
| Evaluation strategy – the economics of six sigma quality, Return on six Sigma (ROSS), ROI, poor project estimates – continuous improvement – lean manufacturing – value, customer focus, Perfection, focus on waste, overproduction – waiting, inventory in process (IIP), processing waste, transportation, motion, making defective products, underutilizing people – Kaizen – 5S | | | | | | | |
| | | | | | | Total Periods: | 45 |
| Text Book: | | | | | | | |
| <ol style="list-style-type: none"> 1. Michael L. George, David Rownalds, Bill Kastle, What is Lean Six Sigma, Mc Graw Hill, 2003. 2. Thomas Pyzdek, The Six Sigma Handbook, Mc Graw Hill, 2000. 3. James P. Womack, Daniel T Jones, Lean Thinking, Free Press Business, 2003. | | | | | | | |
| References: | | | | | | | |
| <ol style="list-style-type: none"> 1. Fred Soleimannejd, Six Sigma - Basic Steps and Implementation, Author House, 2004.. 2. Forrest W Breyfolge, James M Cupello, Becki Meadows, Managing Six Sigma: A Practical Guide to understanding, Assessing and Implementing the strategy that yields Bottom-Line Success, John Wiley & Sons, 2000. | | | | | | | |

| Course Outcomes | Program Outcomes (POs) | | | | | | | | Program Specific Outcomes (PSOs) | | | |
|-----------------|------------------------|-----|-----|-----|-----|-----|-----|-----|----------------------------------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 |
| CO1 | 3 | 3 | - | - | 1 | - | 2 | 2 | 3 | - | - | 1 |
| CO2 | 2 | 2 | 3 | 2 | 2 | 2 | - | - | - | 2 | 2 | - |
| CO3 | 2 | 3 | - | 2 | 1 | 2 | 1 | 2 | 2 | 1 | 1 | 2 |
| CO4 | 2 | 2 | - | - | 1 | - | - | 2 | - | 1 | 2 | - |
| CO5 | 2 | 2 | - | - | - | - | 1 | - | 2 | 1 | 1 | - |

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

EXCLUSIVE FOR UNDER GRADUATE STUDENTS

| S. No. | Code No. | Course Title | Category | L-T-P | C |
|---------------|-----------------|-------------------------------------|-----------------|--------------|----------|
| 1 | 193BAE1 | Women Studies and Women Empowerment | OE | 3-0-0 | 3 |
| 2 | 193BAE2 | Entrepreneurship | OE | 3-0-0 | 3 |
| 3 | 193BAE3 | Professional Ethics in Engineering | OE | 3-0-0 | 3 |
| 4 | 193BAE4 | Engineering Economics & Accounting | OE | 3-0-0 | 3 |
| 5 | 193BAE5 | Essentials of Management | OE | 3-0-0 | 3 |
| 6 | 193BAE6 | Intellectual Property Rights | OE | 3-0-0 | 3 |

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| 193BAE1 | WOMEN STUDIES AND WOMEN EMPOWERMENT | | | L-T-P | C |
| | | | | 3-0-0 | 3 |
| Programme: | B.E. / B.Tech | Sem: | -- | Category: | OE |
| Aim: | To study the legal provisions for women and women's access to justice and also familiarize the students with the notion of gender and its operation in society. | | | | |
| Course Outcomes: | | | | | |
| The students will be able to | | | | | |
| CO1. Student gain knowledge in laws related to women's, rights protection. | | | | | |
| CO2. To assist the students to look at stereotypical representation of women in the media and equip them to critique them. | | | | | |
| CO3. To familiarize students with the specific cultural contexts of women in India. | | | | | |
| WOMEN'S STUDIES: AN INTRODUCTION | | | | | 9 |
| Women's Studies -Definition, Scope and Controversies. Basic concepts of Women's Studies- Women's Studies perspectives- Gender: Perspectives-Gender sensitive approach- Gender and sex- Biological determinism- stereotyping- Socialization- Patriarchy- Devaluation- Marginalization- Silencing- Male Gaze- Power politics- Gynocriticism- Gender mainstreaming- Gender and work- Invisibility-Glass ceiling. Women's Studies in India. | | | | | |
| LEGISLATION AND GENDER JUSTICE | | | | | 9 |
| Women's rights as human rights, UN Conventions, Convention on the Elimination of all forms of Discrimination against Women (CEDAW), Millennium Development Goals (MDGs) - Women's Rights in the Indian Constitution, Fundamental Rights, Directive Principles- Protective legislation for women in the Indian constitution- Anti dowry, SITA, PNDT, and Prevention Sexual Harassment at Workplace (Visaka case), Domestic violence (Prevention) Act- Women's Rights to property, Uniform Civil Code, Property rights according to religions background Muslim, Christian. | | | | | |
| FEMINIST THEORIES | | | | | 9 |
| Early feminist thinkers- J.S Mill, Mary Wollstonecraft - Women's Movements before and during the world war.- Recent trends in feminist thinking- Masculinities, Eco-feminism, queer theory, transgender politics, Cyber feminism, Post-colonial - Different Schools of feminist through in the Indian contest- National and regional feminist thoughts. | | | | | |
| GENDER AND MASS MEDIA | | | | | 9 |
| Definition of gender, difference between sex and gender- Feminist terminology, stereotyping, patriarchy, silencing, margin alisation - Male Gaze, Feminist film criticism, thematic and semiotic analysis- Various forms of mass media. Print media, radio, visual, new media- internet, feminism and cyber space, texting, SMS and cell phone usage - Influence of media in society, patriarchy - in operation, use of feminist methods for - critiquing media representation, practice sessions. | | | | | |
| WOMEN AND SOCIETY IN INDIA | | | | | 9 |
| Women's position from Vedic times to the present, women participation in India's independence movement - Social construction of gender and gender roles – Socialisation- Women in family- Women in family- feminization of poverty, violence against women, empowerment measures - Women and environment- eco-feminist movements, women and globalization- women's labour, discriminatory wages, changing working conditions and work place related issues. | | | | | |
| Total Periods: | | | | | 45 |
| Text Books: | | | | | |
| 1. Roberta Rosenberg, Women's Studies: An Interdisciplinary Anthology, Peter Lang, 2001. | | | | | |
| 2. Jean Fox O'Barr, Feminism in Action: Building Institutions and Community through Women's Studies, University of North Carolina Press, 1994. | | | | | |
| References: | | | | | |
| 1. Jill DuerrBerrick, Faces of Poverty: Portraits of Women and Children on Welfare, Oxford University Press, 1997 | | | | | |

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| 193BAE2 | ENTREPRENEURSHIP | | | L-T-P | C |
| | | | | 3-0-0 | 3 |
| Programme: | B.E. / B.Tech | Sem: | -- | Category: | OE |
| Aim: | To develop and strengthen entrepreneurial quality and motivation in students and impart basic entrepreneurial skills and understandings to run a business efficiently and effectively. | | | | |
| Course Outcomes: | | | | | |
| The students will be able to CO1. Students will gain knowledge about the ideologies of entrepreneur. CO2. Demonstrate a solid fundamental knowledge of entrepreneur and their successful characteristics within the broad field of entrepreneurship. CO3. Learn to how prepare the feasible business plan and project reports for initiating businesses. CO4. Trace out the ways to get financing for starting up the business and taxation issues. Describe the ways of sickness in business and its turnout initiatives by the Government policies. | | | | | |
| ENTREPRENEURSHIP | | | | | 9 |
| Entrepreneur – Types of Entrepreneurs – Difference between Entrepreneur and Intrapreneur Entrepreneurship in Economic Growth, Factors Affecting Entrepreneurial Growth. Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager. | | | | | |
| MOTIVATION | | | | | 9 |
| Attributes and Characteristics of a successful Entrepreneur, Major Motives Influencing an Entrepreneur – Achievement Motivation Training, Self-Rating, Business Games, Thematic Apperception Test – Stress Management, Entrepreneurship Development Programs – Need, Objectives.-women Entrepreneurs. | | | | | |
| BUSINESS PLAN PREPARATION | | | | | 9 |
| Small Enterprises – Definition, Classification – Characteristics, Ownership Structures – Project Formulation – Steps involved in setting up a Business – identifying, selecting a Good Business opportunity, Market Survey and Research, Techno Economic Feasibility Assessment – Preparation of Preliminary Project Reports – Project Appraisal – Sources of Information – Classification of Needs and Agencies. | | | | | |
| FINANCING AND ACCOUNTING | | | | | 9 |
| Need – Sources of Finance, Term Loans, Capital Structure, Financial Institution, Management of working Capital, Costing, Break Even Analysis, Taxation – Income Tax, Excise Duty – Sales Tax. | | | | | |
| SUPPORT TO ENTREPRENEURS | | | | | 9 |
| Sickness in small Business – Concept, Magnitude, Causes and Consequences, Corrective Measures – Business Incubators – Government Policy for Small Scale Enterprises – Growth Strategies in small industry – Expansion, Diversification, Joint Venture, Merger and Sub Contracting. | | | | | |
| Total Periods: | | | | | 45 |
| Text Books: | | | | | |
| 1. Hisrich, Entrepreneurship, Edition 9, Tata McGraw Hill, New Delhi, 2014 2. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, (Revised Edition) 2013. | | | | | |

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| 193BAE3 | PROFESSIONAL ETHICS IN ENGINEERING | | | L-T-P | C |
| | | | | 3-0-0 | 3 |
| Programme: | B.E. / B.Tech | Sem: | -- | Category: | OE |
| Aim: | To enable the students to create an awareness on Engineering Ethics and Human Values, to instill Moral and Social Values and Loyalty and to appreciate the rights of others. | | | | |
| Course Outcomes: | | | | | |
| The students will be able to | | | | | |
| CO1. Gaining the knowledge of human values in professional society. | | | | | |
| CO2. Identifying the core values that shape the ethical behavior of an engineer. | | | | | |
| CO3. Enhancing familiarity with codes of conduct, and responsibilities of engineers in professional society to ensure balanced outlook. | | | | | |
| CO4. To become aware of ethical concerns and conflicts. | | | | | |
| CO5. Increasing the ability to recognize and resolve ethical dilemmas. | | | | | |
| HUMAN VALUES | | | | | 9 |
| Morals, values and Ethics – Integrity – Work ethic – Service learning – Civic virtue – Respect for others – Living peacefully – Caring – Sharing – Honesty – Courage – Valuing time – Cooperation – Commitment – Empathy – Self-confidence – Character – Spirituality – Introduction to Yoga and meditation for professional excellence and stress management. | | | | | |
| ENGINEERING ETHICS | | | | | 9 |
| Senses of Engineering Ethics – Variety of moral issues – Types of inquiry – Moral dilemmas – Moral Autonomy – Kohlberg’s theory – Gilligan’s theory – Consensus and Controversy – Models of professional roles – Theories about right action – Self-interest – Customs and Religion – Uses of Ethical Theories | | | | | |
| ENGINEERING AS SOCIAL EXPERIMENTATION | | | | | 9 |
| Engineering as Experimentation – Engineers as responsible Experimenters – Codes of Ethics – A Balanced Outlook on Law. | | | | | |
| SAFETY, RESPONSIBILITIES AND RIGHTS | | | | | 9 |
| Safety and Risk – Assessment of Safety and Risk – Risk Benefit Analysis and Reducing Risk – Respect for Authority – Collective Bargaining – Confidentiality – Conflicts of Interest – Occupational Crime – Professional Rights – Employee Rights – Intellectual Property Rights (IPR) – Discrimination. | | | | | |
| GLOBAL ISSUES | | | | | 9 |
| Multinational Corporations – Environmental Ethics – Computer Ethics – Weapons Development – Engineers as Managers – Consulting Engineers – Engineers as Expert Witnesses and Advisors – Moral Leadership – Code of Conduct – Corporate Social Responsibility. | | | | | |
| Total Periods: | | | | | 45 |
| Text Books: | | | | | |
| 1. Mike Martin and Roland Schinzinger, ‘Ethics in Engineering’, McGraw Hill, New York, 2012. | | | | | |
| 2. Charles E Harris, Michael S Pritchard and Michael J Rabins, ‘Engineering Ethics – Concepts and Cases’, 6 th Edition, Ray James, Elian Englehardt Wadsworth publishing co, 2013. | | | | | |
| References: | | | | | |
| 1. Charles D Fleddermann, ‘Engineering Ethics’, Prentice Hall, New Mexico, 2012. | | | | | |
| 2. John R Boatright, ‘Ethics and the Conduct of Business’, Pearson Education, 2013. | | | | | |
| 3. Edmund G Seebauer and Robert L Barry, ‘Fundamentals of Ethics for Scientists and Engineers’, Oxford University Press, 2013. | | | | | |
| 4. David Erman & Michele Shauf, ‘Computers, Ethics and Society’, Oxford University Press, 2012. | | | | | |

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| 193BAE4 | ENGINEERING ECONOMICS AND ACCOUNTING | | | L-T-P | C |
| | | | | 3-0-0 | 3 |
| Programme: | B.E. / B.Tech | Sem: | -- | Category: | OE |
| Aim: | To enable the students and provide an analytical idea about economics and accounting practices. | | | | |
| Course Outcomes: | | | | | |
| The students will be able to CO1. Evaluate the economic theories, cost concepts and major economic problems. CO2. Gaining the knowledge about Demand, Supply and its types. CO3. Describe the concept of theory of production CO4. Determine the recent pricing methods in market and prepare internal rate of return, payback period, net present value for project selection CO5. Understand accounting systems and analyze financial statements using ratio analysis. | | | | | |
| UNIT I - INTRODUCTION TO ECONOMICS & DEMAND | | | | | 9 |
| Managerial Economics - Relationship with other disciplines - Firms: Types, objectives and goals - Managerial decisions - Decision analysis. Demand - Types of demand - Determinants of demand - Demand function - Demand elasticity - Demand forecasting. | | | | | |
| UNIT II – SUPPLY, PRODUCTION AND COST CONCEPTS | | | | | 9 |
| Supply - Determinants of supply - Supply function - Supply elasticity. Production function - Introduction - Production Process & Function - One Variable and Two Variable Inputs - Isoquants - Returns to scale. Cost Concepts - Cost function – Types of Cost - Determinants of cost - Short run and Long run cost curves - Cost Output Decision - Estimation of Cost. | | | | | |
| UNIT III - PRICING AND CAPITAL BUDGETING | | | | | 9 |
| Pricing - Determinants of Price - Pricing under different objectives and different market structures - Price discrimination - Pricing methods in practice. Capital Budgeting - Investments - Risks and return evaluation of investment decision - Average rate of return - Payback Period - Net Present Value - Internal rate of return. | | | | | |
| UNIT IV - FINANCIAL ACCOUNTING | | | | | 9 |
| Financial Accounting - Trail Balance, Balance sheet and related concepts: Trading Account, Profit & Loss Statement and related concepts - Analysis & Interpretation of financial statements - Financial Ratio Analysis. | | | | | |
| UNIT V - COST ACCOUNTING | | | | | 9 |
| Cost Accounting - Types of costing - traditional costing approach - activity based costing - full cost pricing - marginal cost pricing - going rate pricing - bid pricing - feasibility reports - technical, economic and financial feasibility. | | | | | |
| | | | | | Total Periods: |
| | | | | | 45 |
| Text Books: | | | | | |
| 1. McGuigan, Moyer and Harris, 'Managerial Economics; Applications, Strategy and Tactics, Cengage Learning, 13 th Edition, 2013. | | | | | |
| 2. Prasanna Chandra. 'Fundamentals of Financial Management', Tata McGraw Hill Publishing Ltd., 8 th Edition, 2011. | | | | | |
| References: | | | | | |
| 1. Paresh Shah, 'Basic Financial Accounting for Management', Oxford University Press, New Delhi, 2007. | | | | | |
| 2. Sasmita Mishra, 'Engineering Economics and costing', PHI Learning, 2 nd Edition, 2010. | | | | | |

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| 193BAE5 | ESSENTIALS OF MANAGEMENT | | | L-T-P | C |
| | | | | 3-0-0 | 3 |
| Programme: | B.E. / B.Tech | Sem: | -- | Category: | OE |
| Aim: | To enable the students to study the evolution of Management, to study the functions and principles of management and to learn the application of the principles in an organization. | | | | |
| Course Outcomes: | | | | | |
| The students will be able to | | | | | |
| CO1. Demonstrate knowledge of managerial functions, types of organizations, managers, and managerial roles and skills. | | | | | |
| CO2. Discuss and apply the planning, organizing and control processes. | | | | | |
| CO3. Analyze organizational structure, and organizational control and culture. | | | | | |
| CO4. Able to adapt motivation and leadership qualities and effectively communicate through both oral and written presentations. | | | | | |
| CO5. Conduct research and analyze information by using both human and technological resources. | | | | | |
| INTRODUCTION TO MANAGEMENT AND ORGANIZATIONS | | | | | 9 |
| Definition of Management – Science or Art – Manager Vs Entrepreneur - types of managers - managerial roles and skills – Evolution of Management – Scientific, human relations, system and contingency approaches – Types of Business organization - Sole proprietorship, partnership, company-public and private sector enterprises - Organization culture and Environment – Current trends and issues in Management. | | | | | |
| PLANNING | | | | | 9 |
| Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – policies – Planning premises – Strategic Management – Planning Tools and Techniques – Decision making steps and process. | | | | | |
| ORGANISING | | | | | 9 |
| Nature and purpose – Formal and informal organization – organization chart – organization structure – types – Line and staff authority – departmentalization – delegation of authority – centralization and decentralization – Job Design - Human Resource Management – HR Planning, Recruitment, selection, Training and Development, Performance Management, Career planning and management. | | | | | |
| DIRECTING | | | | | 9 |
| Foundations of individual and group behaviour – motivation – motivation theories – motivational techniques – job satisfaction – job enrichment – leadership – types and theories of leadership – communication – process of communication – barrier in communication – effective communication – communication and IT. | | | | | |
| CONTROLLING | | | | | 9 |
| System and process of controlling – budgetary and non-budgetary control techniques – use of computers and IT in Management control – Productivity problems and management – control and performance – direct and preventive control – reporting. | | | | | |
| Total Periods: | | | | | 45 |
| Text Books: | | | | | |
| 1. Harold Koontz, Heinz Weihrich and Mark V Cannice, 'Management - A global & Entrepreneurial Perspective', Tata McGraw Hill, 12th edition, 2014. | | | | | |
| 2. James A.F. Stoner, R. Edward Freeman, Daniel R. Gilbert Jr., 'Management', Prentice-Hall of India, 6 th edition, 2012. | | | | | |
| References: | | | | | |
| 1. JAF Stoner, Freeman R.E and Daniel R Gilbert 'Management', 6th Edition, Pearson Education, 2004. | | | | | |
| 2. Robert Kreitner & Mamata Mohapatra, 'Management', Biztantra, 2008. | | | | | |
| 3. Stephen A. Robbins & David A. Decenzo & Mary Coulter, 'Fundamentals of Management', 7th Edition, Pearson Education, 2011. | | | | | |

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| 193BAE6 | INTELLECTUAL PROPERTY RIGHTS | | | L-T-P | C |
| | | | | 3-0-0 | 3 |
| Programme: | B.E. / B.Tech | Sem: | -- | Category: | OE |
| Aim: | To enable the students and provide an idea about IPR, registration and its enforcement. | | | | |
| Course Outcomes: | | | | | |
| The students will be able to | | | | | |
| CO1. Gaining the knowledge of Intellectual property rights in professional society. | | | | | |
| CO2. Identifying the process that shape the registration of various categories of Intellectual property rights. | | | | | |
| CO3. Enhancing familiarity with agreements, and legislations of act relating to IPR. | | | | | |
| CO4. To become aware of digital products and respective legislations. | | | | | |
| CO5. Increasing the ability of individuals to recognize and enforcing the legislations. | | | | | |
| INTRODUCTION | | | | | 9 |
| Introduction to IPRs, Basic concepts and need for Intellectual Property - Patents, Copyrights, Geographical Indications, IPR in India and Abroad – Genesis and Development – the way from WTO to WIPO –TRIPS, Nature of Intellectual Property, Industrial Property, technological Research, Inventions and Innovations – Important examples of IPR. | | | | | |
| REGISTRATION OF IPRs | | | | | 9 |
| Meaning and practical aspects of registration of Copy Rights, Trademarks, Patents, Geographical Indications, Trade Secrets and Industrial Design registration in India and Abroad. | | | | | |
| AGREEMENTS AND LEGISLATIONS | | | | | 9 |
| International Treaties and Conventions on IPRs, TRIPS Agreement, PCT Agreement, Patent Act of India, Patent Amendment Act, Design Act, Trademark Act, Geographical Indication Act. | | | | | |
| DIGITAL PRODUCTS AND LAW | | | | | 9 |
| Digital Innovations and Developments as Knowledge Assets – IP Laws, Cyber Law and Digital Content Protection – Unfair Competition – Meaning and Relationship between Unfair Competition and IP Laws – Case Studies. | | | | | |
| ENFORCEMENT OF IPRs | | | | | 9 |
| Infringement of IPRs, Enforcement Measures, Emerging issues – Case Studies. | | | | | |
| | | | | | Total Periods: |
| | | | | | 45 |
| Text Books: | | | | | |
| 1. S.V. Satarkar, 'Intellectual Property Rights and Copy Rights', EssEss Publications, New Delhi, 2002. | | | | | |
| 2. Vinod V. Sople, 'Managing Intellectual Property', PHI Learning Pvt. Ltd, 4 th Edition, 2014. | | | | | |
| References: | | | | | |
| 1. Deborah E. Bouchoux, 'Intellectual Property: The Law of Trademarks, Copyrights, Patents and Trade Secrets', Cengage Learning, Third Edition, 2012. | | | | | |
| 2. PrabuddhaGanguli, 'Intellectual Property Rights: Unleashing the Knowledge Economy', McGraw Hill Education, 2011. | | | | | |
| 3. Derek Bosworth and Elizabeth Webster, 'The Management of Intellectual Property', Edward Elgar Publishing Ltd., 2013. | | | | | |