



DEPARTMENT OF MANAGEMENT STUDIES

CURRICULUM AND SYLLABUS

REGULATIONS 2018

M.B.A. – MASTER OF BUSINESS ADMINISTRATION

BHARATH INSTITUTE OF SCIENCE AND TECHNOLOGY

173, AGHARAM ROAD, SELAIYUR

CHENNAI

BHARATH INSTITUTE OF HIGHER EDUCATION AND RESEARCH

DEPARTMENT OF MANAGEMENT STUDIES

REGULATIONS 2018

CHOICE BASED FLEXIBLE CREDIT SYSTEM

VISION

The Department of Management Studies, aspires to be a leading Management Institution with a passion for Academic Excellence, uncompromising Human Values and an abiding commitment for the development of Business and Society through excellence in grooming Leadership, Entrepreneurial Talent and Research.

MISSION

M1: To imbibe Entrepreneurial Culture through Curriculum, Pedagogy, Mentoring and foster excellence by providing Quality Education in Business Management.

M2: To cultivate the principles of Social Responsibility, Ethics and Spiritual Values among budding Managers.

M3: To build intellectual capabilities based on the twin pillars of Research & Innovation.

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs):

PEO1 - Career Achievements – Our budding Managers will demonstrate their skills in solving challenges in the corporate world through the core foundation and knowledge acquired in Business Management.

PEO2 - Professionalism – Our budding Managers will exhibit leadership, make decisions with societal and ethical responsibilities, function and communicate effectively in multidisciplinary settings.

PEO3 - Life-long Learning – Our budding Managers will recognize the need for sustaining and expanding their Managerial competence and engage in learning opportunities throughout their careers.

PEO4 - Skill- Our budding Managers will be trained for developing soft skills such as proficiency in many languages, Business communication, verbal, logical, analytical, comprehension, team building, inter personal relationship, group discussion and leadership skill

to become a better professional.

PEO5 - Ethics – Our budding Managers will apply the ethical and social aspects of modern Business with a sense of Corporate Social Responsibility.

Consistency of PEOs with the Mission

PEO Statements	M1	M2	M3
PEO1 - Career Achievements	3	2	3
PEO2 - Professionalism	3	3	3
PEO3 - Life-long Learning	2	3	2
PEO4 - SKILL	3	2	3
PEO5 - ETHICS	-	3	-

Note: M1, M2, ...,Mn are distinct elements of Mission statement.

Enter correlation levels 1, 2 or 3 as defined below:

1: Slight (Low)

2: Moderate (Medium)

3: Substantial (High)

PROGRAMME OUTCOMES (PO)

PO1 : An Ability to apply conceptual foundations to solve practical decision – making problems.

PO2 : An ability to develop a systematic understanding of changes in business environment.

PO3 : An ability to function effectively in a team.

PO4: An ability to analyze a problem, and use the appropriate managerial skills for obtaining its solutions.

PO5: An ability to understand and analyze global, economic, legal and ethical aspects of business and apply them in organizational settings.

PO6: An understanding of professional integrity.

PO7: An ability to communicate effectively.

PO8: An ability to use information and knowledge effectively.

PO9: An awareness about the society.

PO10: An ability to use practical managerial analysis skills.

REGULATIONS 2018
CURRICULUM AND SYLLABUS
(Applicable to Students admitted from July 2018)
CHOICE BASED FLEXIBLE CREDIT SYSTEM
DEPARTMENT OF MANAGEMENT STUDIES
SEMESTER I - IV

SEMESTER I								
Sl. No	Course Code	Category	Course Name	Contact Hours/ Week	L	T	P	C
THEORY								
1	P18FCMB111	FC	Quantitative Techniques	4	4	0	0	4
2	P18FCMB112	FC	Economic Foundation Of Business Environment	3	3	0	0	3
3	P18FCMB113	FC	Principles of Management	3	3	0	0	3

4	P18FCMB114	FC	Accounting for Management	3	3	0	0	3
5	P18FCMB115	FC	Organizational Behaviour	3	3	0	0	3
6	P18AEMB116	AEC	Business Communication	3	3	0	0	3
7	P18PCMB117	PC	Entrepreneurship and Small Business Management	3	3	0	0	3
8		OE	Open Elective-I	0	0	0	0	2
PRACTICAL								
9	P18LCMB118	AEC	Soft Skill - I	4	0	0	4	2
10	P18LCMB119	FC	Introduction to Computers Lab	4	0	0	4	2
Total No. of Periods :30				Total No of Credits : 28				

SEMESTER II								
Sl.No	Course Code	Category	Course Name	Contact hours/ Week	L	T	P	C
THEORY								
1	P18PCMB121	PC	Financial Management	3	3	0	0	3
2	P18PCMB122	PC	Human Resource Management	3	3	0	0	3
3	P18PCMB123	PC	Research Methodology	4	4	0	0	4
4	P18PCMB124	PC	Marketing Management	3	3	0	0	3
5		PE	Professional Elective - I	3	3	0	0	3
6		PE	Professional Elective – II	3	3	0	0	3
7		PE	Professional Elective - III	3	3	0	0	3
8		OE	Open Elective-II	0	0	0	0	2
PRACTICAL								

9	P18LCMB125	AEC	Soft Skill II	4	0	0	4	2
10	P18LCMB126	FC	Business Application Software Lab	4	0	0	4	2
Total No. of Periods :30				Total No of Credits : 28				

SEMESTER III								
Sl.No	Course Code	Category	Course Name	Contact hours/ Week	L	T	P	C
THEORY								
1	P18PCMB231	PC	Strategic Management	3	3	0	0	3
2	P18PCMB232	PC	Business Analytics	3	3	0	0	3
3	P18PCMB233	PC	Production and Operations Management	3	3	0	0	3
4	P18PCMB234	PC	Operations Research	4	4	0	0	4
5		PE	Professional Elective - IV	3	3	0	0	3
6		PE	Professional Elective – V	3	3	0	0	3
7		PE	Professional Elective - VI	3	3	0	0	3
PRACTICAL								
8	P18LCMB235	AEC	Soft Skill III	4	0	0	4	2
9	P18LCMB236	FC	Web Design	4	0	0	4	2

10	P18PRMB237	AEC	Summer Project Work	0	0	0	6	3
Total No. of Periods:30				Total No of Credits : 29				

SEMESTER IV								
Sl.No	Course Code	Category	Course Name	Contact hours/ Week	L	T	P	C
THEORY								
1	P18PCMB241	PC	International Business Management	3	3	0	0	3
2	P18PCMB242	PC	Business Ethics, Corporate Social Responsibility and Governance	3	3	0	0	3
3	P18FCMB243	FC	Legal Aspects of Business	3	3	0	0	3
PRACTICAL								
4	P18PRMB244	AEC	Project Work	0	0	0	12	6
Total No. of Periods :9				Total No of Credits : 15				

Apart from core and elective courses, the following **Open Electives (OE) Courses and Massive Open Online Courses (MOOC)** can be opted which will engage and empower students by allowing them to discuss debate and solve real business challenges for MBA program:

OPEN ELECTIVES

Sl. No	Course Code	Category	Course Name	Contact hours/ Week	L	T	P	C
PRACTICE								
1	P18OEMB001	OE	Outbound Experiential Learning Programmes	0	0	0	0	2
2	P18OEMB002	MOOC	MOOC Courses	0	0	0	0	2
3	P18OEMB003	OE	NSE and other similar Certification Programs	0	0	0	0	2
4	P18OEMB004	OE	Social Sensitization Projects	0	0	0	0	2
5	P18OEMB005	OE	Community Development Projects	0	0	0	0	2
6	P18OEMB006	OE	Rural Innovation Projects	0	0	0	0	2
7	P18OEMB007	OE	Industry or Academic Internships	0	0	0	0	2

8	P18OEMB008	OE	Study Abroad Programme	0	0	0	0	2
9	P18OEMB009	OE	Student Exchange Programs	0	0	0	0	2

Each student has to choose any 2 programmes from the above list.

Through above activities students demonstrate their ability to apply learned skills and also students push boundaries and propose and explore much needed solutions across disciplines and cultures.

Overall Credits: 100

SPECIALISATIONS OFFERED

1. FINANCE (**FIN**)
2. HUMAN RESOURCE (**HR**)
3. MARKETING (**MKG**)
4. BANKING AND INSURANCE (**B&I**)
5. LOGISTICS (**LOG**)
6. INTERNATIONAL BUSINESS (**IB**)
7. HOSPITAL AND HEALTHCARE (**H&HC**)
8. BUSINESS ANALYTICS (**BA**)
9. ENTREPRENEURSHIP (**ENT**)
10. MICRO AND SMALL BUSINESS MANAGEMENT (**MSBM**)
11. TOURISM AND HOSPITALITY MANAGEMENT(**THM**)

LIST OF ELECTIVES WITH SPECIALISATION

PROFESSIONAL ELECTIVE – I (PE-I)							
SL. No.	Specialisation	Course Code	Course Name	L	T	P	C
1	FIN	P18FIMB001	Securities and Investment Management	3	0	0	3
2	HR	P18HRMB001	Managerial Behaviour and Effectiveness	3	0	0	3
3	MKG	P18MKMB001	Retail Management	3	0	0	3
4	B & I	P18BIMB001	Banking Fundamentals and Concepts	3	0	0	3
5	LOG	P18LOMB001	Logistics and Supply Chain Management	3	0	0	3
6	IB	P18IBMB001	International Industrial Buyer Behaviour	3	0	0	3
7	H&HC	P18HHMB001	Hospital & Health Care Policy & Planning	3	0	0	3
8	BA	P18BAMB001	Investment Analysis and Portfolio Management	3	0	0	3

9	ENT	P18ENMB001	Business Plan Development	3	0	0	3
10	MSBM	P18MSMB001	Fundamentals of Entrepreneurship and MSME's	3	0	0	3
11	THM	P18THMB001	Travel And Tourism Management	3	0	0	3

PROFESSIONAL ELECTIVE – II (PE-II)							
SL. No.	Specialisation	Course Code	Course Name	L	T	P	C
1	FIN	P18FIMB002	Credit Appraisal Management	3	0	0	3
2	HR	P18HRMB002	Industrial Relations and Labour Welfare	3	0	0	3
3	MKG	P18MKMB002	Consumer Behaviour	3	0	0	3
4	B & I	P18BIMB002	Bank Operations Management	3	0	0	3
5	LOG	P18LOMB002	Logistics Management	3	0	0	3
6	IB	P18IBMB002	Sales and Distribution Management	3	0	0	3
7	H&HC	P18HHMB002	Organization and Management of Hospital & Health System (including supporting services)	3	0	0	3
8	BA	P18BAMB002	Supply Chain Risk Analytics	3	0	0	3
9	ENT	P18ENMB002	Entrepreneurial Finance	3	0	0	3
10	MSBM	P18MSMB002	Organization and Management of MSME's	3	0	0	3

11	THM	P18THMB002	Advanced Food Production Management	3	0	0	3
PROFESSIONAL ELECTIVE – III (PE-III)							
SL. No.	Specialisation	Course Code	Course Name	L	T	P	C
1	FIN	P18FIMB003	Financial Framework and Systems	3	0	0	3
2	HR	P18HRMB003	Training and Development	3	0	0	3
3	MKG	P18MKMB003	Service Marketing	3	0	0	3
4	B &I	P18BIMB 003	Insurance Concepts and Systems	3	0	0	3
5	LOG	P18LOMB003	Warehousing and Inventory Management	3	0	0	3
6	IB	P18IBMB003	International Sales Promotion and Brand Management	3	0	0	3
7	THM	P18THMB003	Food Service Facilities Planning and Management	3	0	0	3

PROFESSIONAL ELECTIVE – IV (PE-IV)							
SL. No.	Specialisation	Course Code	Course Name	L	T	P	C
1	FIN	P18FIMB004	Working Capital Management	3	0	0	3
2	HR	P18HRMB004	Strategic Human Resource Development	3	0	0	3
3	MKG	P18MKMB004	Social Media Marketing	3	0	0	3
4	B &I	P18BIMB 004	Insurance System in India	3	0	0	3
5	LOG	P18LOMB004	Export Trade and Documentation	3	0	0	3

6	IB	P18IBMB004	Global Leadership & Skills Development	3	0	0	3
7	H&HC	P18HHMB004	Quality Assurance and Management in Hospitals	3	0	0	3
8	BA	P18BAMB004	Social Network Analytics	3	0	0	3
9	MSBM	P18MSMB004	Contemporary Environment in MSME's	3	0	0	3
10	THM	P18THMB004	Tourism Product	3	0	0	3

PROFESSIONAL ELECTIVE – V (PE-V)

SL.No.	Specialisation	Course Code	Course Name	L	T	P	C
1	FIN	P18FIMB005	Micro-Finance: Perspectives and Operations	3	0	0	3
2	HR	P18HRMB005	Psychology for Managers	3	0	0	3
3	MKG	P18MKMB005	Advertising and Sales Promotion	3	0	0	3
4	B & I	P18BIMB 005	Commercial Bank Management	3	0	0	3
5	LOG	P18LOMB005	Retail marketing and CRM	3	0	0	3
6	IB	P18IBMB005	International Business Laws	3	0	0	3
7	ENT	P18ENMB005	Small Business Management	3	0	0	3
8	MSBM	P18MSMB005	E-Business	3	0	0	3
9	RT	P18RTMB005	Sustainable Urban and Transport Development	3	0	0	3
10	THM	P18THMB005	International Tourism Management	3	0	0	3

PROFESSIONAL ELECTIVE – VI (PE-VI)

SL.No	Specialisation	Course Code	Course Name	L	T	P	C
1	FIN	P18FIMB006	Corporate Finance	3	0	0	3
2	HR	P18HRMB006	Organizational Development	3	0	0	3
3	MKG	P18MKMB006	Brand Management	3	0	0	3
4	B &I	P18BIMB 006	Retailing and CRM in Banking	3	0	0	3
5	LOG	P18LOMB006	International Marketing	3	0	0	3
6	IB	P18IBMB006	Cross cultural Management	3	0	0	3
7	H&HC	P18HHMB006	Legal framework for Hospitals	3	0	0	3
9	THM	P18THMB006	Accommodation Operation	3	0	0	3

REGULATIONS 2018
SYLLABUS (R2018)
CHOICE BASED FLEXIBLE CREDIT SYSTEM
 (Applicable to the batches admitted from July 2018)

M.B.A. – MASTER OF BUSINESS ADMINISTRATION
I – IV SEMESTERS

P18FCMB111	QUANTITATIVE TECHNIQUES		L	T	P	C
	Total Contact Hours: 45		4	0	0	4
	Course Designed by :Mr Gowtham Aashirwad Kumar					
COURSE OUTCOMES (COs)						
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES				
CO1	Remembering	Recall the fundamental concepts of statistics and Importance of statistics in business				
CO2	Understanding	Translate a problem into a simple mathematical model to allow easier understanding and to aid problem solving using statistical tools				

CO3	Applying	Construct and make use of various statistical hypothesis tests
CO4	Analyzing	Analyse the results by carrying out a sample survey, extrapolate from data the important trends in order to forecast as accurately as possible
CO5	Evaluating	Evaluatedifferent Measures of dispersion-Range, Mean deviation, standard deviation
CO6	Creating	Create Diagrammatic and graphical representation of data to express maximization of profit or contribution, minimization of cost/time.

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1				M				S		
	CO2		M		M				S		
	CO3	M			M				S		
	CO4	M	M				M	M	S		M
	CO5	M							S		M
	CO6	M	M		M	M			S		
3	Cate gory	Fundamental Core (FC)									
4	Appr oval										

QUANTITATIVE TECHNIQUES

UNIT I: INTRODUCTION OF STATISTICS 12

Introduction – Importance of statistics in business- Classification and tabulation of statistical data
- Diagrammatic and graphical representation of data.

UNIT II: MEASURES OF CENTRAL TENDENCY & MEASURES OF DISPERSION 12

Measures of central tendency- Mean, Median, Mode – Measures of dispersion-Range, Mean deviation, standard deviation. Estimation- Types of estimation

UNIT III: TESTING OF HYPOTHESIS-I 12

Sample size determination – Type I and II error – Procedure for testing of hypothesis- Sampling methods- hypothesis testing for large sample and small sample (using Z-test, 'T' test) -F-test.

UNIT IV: TESTING OF HYPOTHESIS-II 12

Non- parametric Tests - types – Chi- Square test- Spearman's Rank correlation test, Kruskal Wallis H Test, Sign test, Mann Whitney test.

UNIT V: CORRELATION AND REGRESSION 12

Concepts of Correlation- Types of Correlation- Karl Pearson's coefficient of Correlation, Simple Regression- Regression Coefficients-Method of Least squares.

TOTAL: 60 PERIODS

References:

1. Hamdey A.Taha, Introduction to operations research, Prentice Hall India, Tenth edition, 2017
2. Fredericks, Hiller, Gerald J.Lieberman Bodhibrata Nag Prectam basu, Operations research 9e, Mcgraw hill education, 9th edition, 2017.
3. Pannarselvam . R, Operations research, Prentice Hall of india
4. J.K.Sharma, Operations research Theory and applications, 2012
5. Pradeep prabakarpai, Operations research – Principles and practice, oxford higher education, 2012
6. Gupta P.K.Hira D.S Problem in operations Research, S.Chand and co.
7. Prof.V.Sundaresan, Prof. Ganapthisubramanian, Prof.Ganesan, Resource Management Techiques, A.R. Publications, 2016

		ECONOMIC FOUNDATION OF BUSINESS ENVIRONMENT OBJECTIVES	L	T	P	C
		Total Contact Hours: 45	3	0	0	3
		Course Designed by : Shree Balaji K				
COURSE OUTCOMES (COs)						
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES				
CO1	Remembering	Recall the Micro & Macro Economic terms, concepts and theories.				
CO2	Understanding	Classify and be able to explain the role and importance of economic policies, trade policies and trade multiplier				
CO3	Applying	Apply economic theories and concepts to contemporary issues to know the growth of our Indian Economy				
CO4	Analyzing	Compare and measure the performance of Indian economy in its external and internal environment by analysis of demand and supply of Money.				
CO5	Evaluating	Evaluate the role of monetary, fiscal policies and performance of Indian economy				
CO6	Creating	Create the strategy and produce desired outcomes to curb unemployment and predict the impact of macroeconomic instruments on the performance of Indian Economy				

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1	S							S		
	CO2		M		S					S	
	CO3	S							S	S	
	CO4				S	M				S	
	CO5	S				M			S		
	CO6	S			S	M			S		
3	Cate gory		Fundamental Core (FC)								
4	Appr oval										

ECONOMIC FOUNDATION OF BUSINESS ENVIRONMENT OBJECTIVES

UNIT I NATURE AND SCOPE OF MACRO ECONOMIC ISSUES

9

Objectives and Instruments of Macro Economics – Growth, employment, inflation, balance of payment exchange rate – Circular flow of income – National income concepts – Measurement of national income – The role of economic planning – Indian economic planning.

UNIT II ANALYSIS OF NATIONAL INCOME, EMPLOYMENT AND INFLATION

9

Keynesian Perspective multiplier – Accelerator – Business Cycle – The role of fiscal policy – Indian fiscal policy – Indian fiscal policy and Experience.

UNIT III ANALYSIS OF MONETARY SECTOR

9

Demand and supply of money – Equilibrium of money market – The role of monetary policy – Indian Perspectives.

UNIT IV INTEGRATION OF COMMODITY AND MONEY MARKET 9

Analysis of Inflation and unemployment – The role of economic policies – Indian experience.

UNIT V ANALYSIS OF EXTERNAL SECTOR 9

International trade – Trade multiplier – The role of trade policy – Analysis of performance of Indian economy in external sector.

TOTAL: 45 PERIODS

References:

1. Craig H. Petersen, W. Chris Lewis and Sudhir K. Jain, Managerial Economics, Pearson Education, 9th Ed., 2017.
2. W. Bruce Allen, Neil A. Doherty, Keith Weigelt and Edwin Masfield. Managerial Economics: Theory, Applications, and Cases. W.W. Norton & Company, Ltd., London, 7th edition, 2012.
3. 2. Michael R. Baye. Managerial Economics and Business Strategy. McGraw–Hill/Irwin, New York, USA, International edition, 5th edition, 2006.
4. Managerial Economics: by Varshney & Maheshwari Pub, Sultan Chand.
5. Brigham and Pappas-Managerial Economics.
6. Mark Hirschey and Bentzen, Managerial Economics. Cengage Learning, 2017.

P18FCMB113 PRINCIPLES OF MANAGEMENT

P18FCMB113		PRINCIPLES OF MANAGEMENT	L	T	P	C
		Total Contact Hours: 45	3	0	0	3
		Course Designed by : Department of Management Studies				
COURSE OUTCOMES (COs)						
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES				
CO1	Remembering	Recall the management concept, principles, and Hendry Fayol FM Taylor and				

		Hendry Fayol Contribution to the management, management functions and thirukural concept in management
CO2	Understanding	Interpreting the management science or art, difference between administration and management, management by objectives, centralization and decentralization, training and development and techniques for controlling, nature and purpose of group and business ethics in thirukural
CO3	Applying	Identifying the natures of management, purpose of planning, organizing and controlling, selection and recruitment, strategies to coordination and goal setting in thirukural
CO4	Analyzing	Examine the roles of managers,, strategic planning, delegation of authority, orientation, fundamentals of directing, coordination needs and adapting changing environment in thirukural
CO5	Evaluate	Interpreting the evaluation of management thought, planning process, organizational structure, span of control ,organizational control techniques and leadership in thirukural
CO6	Creating	Developing the organization and environment factors, decision making process, formation of groups and managing groups and communication principles from Thirukural

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PO9	PO 10
1	CO1			L			M	M			
2	CO2		M			S			L		
3	CO3		M		S		M				S
4	CO4				S	S				M	

5	CO5	M				S		M			S
6	CO6	M			S				L		
3	Category		Professional Core (PC)								
4	Approval										

UNIT I NATURE OF MANAGEMENT 9

The Nature of Management –Management: Science or Art – Difference between administration and management - Evolution of management thought - Roles of managers– F.W.Taylor and Henri Fayol contribution to the management- Organization and the environmental factors.

UNIT II PLANNING 9

Nature and purpose of planning - Planning process – Objectives - Management by objective (MBO)- Strategic Planning - Decision Making - Decision Making Process.

UNIT III ORGANIZING 9

Nature and purpose of organizing - Organization structure - Span of control - Centralization and Decentralization – Delegation of authority - Staffing - Selection and Recruitment - Orientation - Training and development.

UNIT IV DIRECTING & CONTROLLING 9

Fundamentals of Directing – Importance & Techniques-Controlling - nature of control – Organizational control techniques Process of controlling - Types of control- Coordination needs, importance, types &strategies to co-ordination - nature and the purpose of groups- formation of groups-Managing groups.

UNIT V MANAGEMENT CONCEPTS IN THIRUKKURAL 9

Management Concepts in Thirukkural: Goal setting in verse 596-Business Ethics in verse 113- Thirukkural: Adapting to changing Environment in verse 474,426 and verse 140- - Thirukkural: Communication Principles in Decision making process – verse 948, 472, 467,663- Thirukkural: Leadership in verse 436,770 and 994.

TOTAL: 45 PERIODS

References:

1. Essentials of Management - An International, Innovation and Leadership Perspective, Harold Koontz, Heinz Weihrich and Mark V Cannice, 2020
2. Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India, 2016
3. Principles of Management, Tripathi, 2018.
4. Principles and Practices of Management, L.S Prasad, 2019
5. Charles W L Hill, Steven L McShane, 'Principles of Management', Mcgraw Hill Education, Special Indian Edition.
6. Harold Koontz, Heinz Weihrich and Mark V Cannice, 'Management -A global perspective,2012
7. Griffin, Management: Principle & Applications, Cengage Learning
8. P.Subba Rao, Principles of Management, Himalaya Publishing,2014
9. Hellriegel, Slocum & Jackson, ' Management -A Competency Based Approach', Thomson South Western, 10th edition, 2007.

P18FCMB114 ACCOUNTING FOR MANAGEMENT

MBA 104	ACCOUNTING FOR MANAGEMENT	L	T	P	C
	Total Contact Hours: 45	3	0	0	3
	Course Designed by : Dept of Management Studies				
COURSE OUTCOMES (COs)					

CO1	Remember	Define the basics accounting through the entries of journal, ledger and trial balance for the understanding of the financial accounting through trading profit and loss and balance sheet and cost sheet, inventory valuation and financial statements
CO2	Understand	Interpret the various accounting tools for interpreting the branches of accounting through preparation of inventory valuation techniques such as FIFO and LIFO and understand the ideologies of cost volume profit analysis
CO3	Apply	apply the financial statement analysis and ratio analysis for the current trend on the management accounting
CO4	Analyze	analyze on the fund flow statement for providing better understanding of the current financial position of the organization
CO5	Analyze	Inspect the various books of accounts through break even point to highlight on the profit or loss position of the firm
CO6	Evaluate	Evaluate the cash position of the organization through cash flow statement the current status of the firm

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PO9	PO 10
1	CO1	M				L					S
2	CO2		L						S		
3	CO3	M				L			S		
4	CO4				S						S
5	CO5						M		S		
6	CO6	M			S			L			S
3	Cate		Professional Core (PC)								

	gory		
4	App rova l		

UNIT I - FINANCIAL ACCOUNTING 9

Accounting – Meaning – Definition – Objectives – Advantages & Disadvantages –Functions - Accounting concepts & Conventions – Golden rules of Accounting – Journal, Ledger, Trial Balance – Preparation of Trading and Profit & Loss – Balance sheet – Problem in Final Accounts.

UNIT II - COST ACCOUNTING 9

Cost Accounting – Meaning – definition - Cost Concepts – Classification – Advantages & disadvantages of cost account – Basic cost concepts - Preparation of Cost Sheet – Inventory Valuation – Meaning & Objectives – Inventory System –Methods of Valuation of Inventory

UNIT III - MANAGEMENT ACCOUNTING 9

Management Accounting – meaning – Definition Advantage & disadvantages – Financial Statement Analysis – Comparative statement – Common size balance Sheet – Trend Analysis.

UNIT IV MANAGAEMENT ACCOUNTING 9

Accounting Ratios – Classification of ratios – Advantages and disadvantages – Computations of ratios.- Cost Volume Profit Analysis – Contribution – PV Ratio – Margin of Safety – Break Even Point – Break Even Chart

UNIT V FUND FLOW AND CASH FLOW STATEMENT 9

Fund flow statement – Need, uses – Fund flow statement format – Problem cash Flow Statement – Meaning – Preparing of cash flow statement – cash flow and fund flow statement – cash flow format – Problem in cash flow statement

TOTAL: 45 PERIODS

References:

1. Financial accounting for managers by Dr. Narayana Swamy, Indian institute of Management, Bangalore, Tata–McGrawHill,2018 edition

2. Financial Accounting Essentials You Always Wanted To Know: 4th Edition, Kalpesh Ashar, 2019
3. Accounting and Finance for Non-finance Managers, Jai Kumar Batra, 2018
4. Gupta R.S.: Advanced Accountancy, vol. 1 & 2, 2015
5. The Essentials of Finance and Accounting for Nonfinancial Managers (3rd Edition), Dr. Edward R. Field, 2019
6. Dr. D.C. Sharma & K.G. Gupta: Management accounting., 2019

P18FCMB115 ORGANIZATIONAL BEHAVIOUR

	ORGANIZATIONAL BEHAVIOUR			L	T	P	C
P18FC	Total Contact Hours: 45			3	0	0	3
MB115	Course Designed by : Mr.Vigneshwar.K						
COURSE OUTCOMES (COs)							
Cos	COGNITIVE ABILITIES	COURSE OUTCOMES					
CO1	Remembering	Recall the concepts of Organizational Behavior to facilitate comprehension of complex Human Behavior					
CO2	Understanding	Illustrate the importance of Individual contribution to the Organization and factors affecting Behavior and Performance					
CO3	Applying	Apply the key theoretical aspects and practical application of Leadership Style					
CO4	Analyzing	Analyze the complexities associated with management of Group Behavior in the Organization to aid in the fulfillment of Individual and Organizational Objectives					
CO5	Evaluating	Evaluate the Organizational factors that contribute to success within the Business sectors					

CO6	Creating	Discuss the implications of Organizational Process as an HR imperative
-----	----------	--

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
2	CO1			S			S		S		
	CO2			S			S	S	S		S
	CO3	S	S	S		S	S	S	S	S	S
	CO4			S	M	S	S	S	S		
	CO5	S	S		M	S			S	S	
	CO6			S			S	S	S		
3	Category	Fundamental Core (FC)									
4	Approval										

UNIT – I: MANAGING ORGANIZATIONAL BEHAVIOUR

9

Definition need and Importance of Organizational Behaviour – Nature and Scope of Organizational Behaviour - Role of managers – Contributing disciplines to Organizational Behaviour - Frame work of Organizational Behaviour.

UNIT – II: INDIVIDUAL PROCESS

9

Personality – types – Factors influencing personality –Theories of Personality – Perception-Importance - Types of Perception — Factors influencing Perception - Interpersonal perception- Impression Management – Learning – Types of learners –The learning process – Learning theories – attitudes and values – Motivation – Theories of motivation - Effects on work behavior - Important types of work stress.

UNIT – III: GROUP DYNAMICS AND GROUP BEHAVIOUR 9

Group Dynamics - How Groups Work - Groups in Organizations - Stages of Group, Foundations of Group Performance — Group Behaviour – Group Communication – Team building - Interpersonal relations – Communication – Control , Group decision making – Merits and Demerits of Group decision making.

UNIT – IV: LEADERSHIP AND POWER 9

Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics

UNIT – V: ORGANIZATIONAL PROCESS 9

Organizational structure and design – Organizational culture and climate – Factors affecting organizational climate, Organizational change – Importance – Resistance to change – Managing change. Organizational development – Characteristics – objectives, Organizational Conflict – Causes – Types of Conflicts.

TOTAL: 45 PERIODS

References:

1. Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education, Edition 18, 2018 (Global edition)
2. Organisational Behavior, Aswathappa, Himalaya Publishing House, 2018
3. Fred Luthans, Organisational Behavior, McGraw Hill, 12th Edition, 2013
4. Organisational Behaviour in the Workplace, Laurie Mullins, 2019
5. Mc Shane & Von Glinov, Organisational Behaviour, 4th Edition, Tata Mc Graw Hill, 2007.
6. Nelson, Quick, Khandelwal. ORGB – An innovative approach to learning and teaching. Cengage, 2nd edition. 2012
7. Ivancevich, Konopaske & Maheson, Oranisational Behaviour & Management, 7th edition, Tata McGraw Hill, 2008.

8. Udai Pareek, Understanding Organisational Behaviour, 3rd Edition, Oxford Higher Education, 2011.

9. Jerald Greenberg, Behaviour in Organization, PHI Learning. 10th edition. 2011

P18AEMB116 BUSINESS COMMUNICATION

P18AEMB116	BUSINESS COMMUNICATION		L	T	P	C
	Total Contact Hours: 45		3	0	0	3
	Course Designed by : Ms.Magdalene Peter					
COURSE OUTCOMES (COs)						
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES				
CO1	Remembering	List the various elements of communication, channels of communication and barriers to effective communication.				
CO2	Understanding	Demonstrate themselves effectively in routine and special real world business interactions				
CO3	Applying	Make appropriate use of body language. Communicating the process and findings in a range of business documents				
CO4	Analyzing	Take part in professional meetings, group discussions, telephonic calls, interviews and speaking activities				
CO5	Analyzing	Analyze the effectiveness of business reports				
CO6	Creating	Create and Deliver effective business presentations, using appropriate technology tools, for common business situations				

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1			M				S	M		
	CO2		M	S		M		S	M		
	CO3			M		L		S	L		
	CO4			M				S	M		
	CO5	S	M		M	M		S	L		
	CO6			S	S			S	M		
3	Cate gory		Professional Core (PC)								
4	Appr oval										

UNIT I

9

Nature and Process of Communication: Definition, classification, purpose and process. Barriers and principles to effective communication, conditions for successful communication, importance of communication in management, communication structure in organization.

UNIT II

9

Listening: listening process, types of listening, essentials of good listening- Nonverbal communication: classification of non-verbal communication- body language, gestures, handshakes, gazes, smiles, hand movements, styles of walking, voice modulations, guidelines for developing

nonverbal communication skills. Presentation skills- elements of a presentation, designing your presentation.

UNIT III

9

Negotiation skills: need to negotiate, factors affecting negotiation, stages of the negotiation process, negotiation strategies- Communication skills for Interviews and Group Discussions, Business etiquettes: telephone etiquette.-

UNIT IV

9

Principles of effective writing, Layout of a letter - Letter Formats - Application for appointment - Reference letters - Appointment letters - Orders - Enquiry letters - Offers and Quotations - bank correspondence - correspondence with Government Department and public bodies.

UNIT V

9

Business letter format, style of letter arrangement, types of letters, developing resume. Report writing, circulars, notices, memos, agenda and minutes, Modern Forms of Communication: Fax - e-mail – Video Conferencing - Internet – Weblinks and their use in Business- Current trends and technologies in business communication.

TOTAL: 45 PERIODS

Reference Books

1. Business Communication, C.R. Reddy, Wiley, 2019
2. Fundamentals of Business Communication, Kumkum Bhardwaj, Wiley, 2020
3. Ludlow, R. & Panton, F. The Essence of Effective Communications, Prentice Hall of India Pvt. Ltd., New Delhi.
4. Bisen & Priya – Business Communication (New Age International Publication) 2009
5. Raman, Meenakshi and Singh, Prakash, Business Communication, Oxford University Press.,2012
6. Leadership Is Language: The Hidden Power of What You Say and What You Don't

P18PCMB117 ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

P18PCMB117	ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT				L	T	P	C
	Total Contact Hours: 45				3	0	0	3
	Course Designed by : Magdalene Peter							
COURSE OUTCOMES (COs)								
COs	COGNITIVE ABILITIES	COURSE OUTCOMES						
CO1	Remembering	Recall basic concepts in the area of entrepreneurship, Role of Women in Entrepreneurship, Small Scale Organizations						
CO2	Understanding	Classify the role and importance of entrepreneurship for economic development and the need for Entrepreneurship Development Programs						
CO3	Applying	Identify business opportunities, and understand business situations in which entrepreneurs act and to master the competencies and knowledge necessary to plan entrepreneurial activities.						
CO4	Analyzing	Analyze the various stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures						
CO5	Evaluating	Evaluate the effectiveness of different entrepreneurial strategies to demonstrate successful entrepreneurial behaviors.						
CO6	Creating	Develop their own business plan to contribute to their entrepreneurial and managerial potentials.						

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1		S			S	M		S	S	
	CO2		S						S	S	
	CO3	S	S		S	S		S	S	S	S
	CO4		S			S			S	S	S
	CO5		S		S	S			S	S	S
	CO6	S	S	L	S	S	M	S	S	S	S
3	Category		Professional Core (PC)								
4	Approval										

UNIT I ENTREPRENEUR.

9

Concept of Entrepreneur-characteristics of an Entrepreneur- Distinction between and Entrepreneur and manager-functions of an Entrepreneur - types of entrepreneur

UNIT II WOMEN ENTREPRENEURSHIP

9

Concept of women entrepreneurs-functions of women entrepreneurs-growth of women entrepreneurship, problems of women entrepreneurs

UNIT III ENTREPRENEURIAL COMPETENCIES AND FACTORS 9

Entrepreneurial Competencies and Factors - Meaning of Entrepreneurial competencies or trait-major entrepreneurial competencies-Developing Competencies- Economic factors-Non economic factors- government actions

UNIT IV ENTREPRENEURSHIP DEVELOPMENT PROGRAMMES 9

Need for EDP-objectives of EDP course contents and curriculum of EDP, Phases of EDP-Evaluation of EDP

UNIT V ENTREPRENEURSHIP AND SMALL SCALE ENTERPRISES 9

Opportunities for an Entrepreneurial career, role of small enterprises in economic development, problems of small scale enterprises . Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business- Effective Management of small Business.

TOTAL: 45 PERIODS

References:

1. Entrepreneurship, (Dr.) Abha Mathur, 2019
2. Entrepreneurship | 11th Edition, Robert D. Hisrich, Michael P. Peters, et al., 2020
3. Rajshankar, Entrepreneurship Theory and practice, Vijay Nicole Imprints Private limited, 2015.
4. Jayshree Suresh, Entrepreneurial Development, Margam Publications, 2015
5. The Execution Factor: The One Skill That Drives Success by Kim Perell, 2018
6. Bring Yourself: How to Harness the Power of Connection to Negotiate Fearlessly, Mori Taheripour, 2020
7. Startup Accelerators: A Field Guide, Richard Busulwa, Naomi Birdthistle, Steve Dunn, 2020

P18LCMB118 SOFT SKILLS – I

P18LCMB118	SOFT SKILLS - I			L	T	P	C
	Total Contact Hours: 27			0	0	4	2
	Course Designed by : Ms.Magdalene Peter						
COURSE OUTCOMES (COs)							
CO#	COGNITIVE ABILITY	COURSE OUTCOMES					
CO1	Remembering	Show how to relate with self, better to set personal and professional goals					
CO2	Understanding	Demonstrate the right attitude for personal and professional life					
CO3	Applying	Develop a professional presence though right grooming and etiquette					
CO4	Applying	Build self-confidence, develop critical thinking skills and communicate effectively					
CO5	Evaluating	Assess ideas, thoughts and concepts effectively in individual and group settings					
CO6	Creating	Develop effective employability skills					

Mapping of Course Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1	S	S	S			S	S	S		
	CO2			S			S	S			
	CO3			S			S				
	CO4	S			L			S	S		
	CO5			S					S		
	CO6			S				S	S		L
3	Category	Professional Core (PC)									
4	Approval										

UNIT I - SELF ANALYSIS

SWOT Analysis, Who am I, Attributes, Importance of Self Confidence, Self Esteem.

UNIT II - CREATIVITY

Out of box thinking, Lateral Thinking.

UNIT III - ATTITUDE

Factors influencing Attitude, Challenges and lessons from Attitude, Etiquette.

UNIT IV - MOTIVATION

Factors of motivation, Self talk, Intrinsic & Extrinsic Motivators.

UNIT V - GOAL SETTING

Wish List, SMART Goals, Blue print for success, Short Term, Long Term, Life Time Goals.

Time Management. Value of time, Diagnosing Time Management, Weekly Planner To do list, Prioritizing work. Extempore

Total No. of Periods: 27

TEXT BOOK:

SOFT SKILLS, 2015, Career Development Centre, Green Pearl Publications .

REFERENCES

1. 10 Skills for Effective Business Communication: Practical Strategies, Jessica Higgins, 2018
2. Presence: Bringing Your Boldest Self to Your Biggest Challenges, Amy Cuddy, 2018
3. The Leader Habit: Master the Skills You Need to Lead, Martin Lanik, 2018

P18LCMB119 INTRODUCTION TO COMPUTERS

P18LCMB119	INTRODUCTION TO COMPUTER LAB			L	T	P	C
	Total Contact Hours: 12			0	0	4	2
	Course Designed by :Mr Gowtham Aashirwad Kumar						
COURSE OUTCOMES (COs)							
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES					
CO1	Remembering	Recall fundamental concepts of word processing, electronic spreadsheets, and presentation software.					
CO2	Understanding	Explain the usage of computers and why computers are essential components in business and society.					
CO3	Applying	Identify categories of programs, system software and applications. Organize and work with files and folders.					
CO4	Analyzing	Simplify common business problems using appropriate Computer applications and systems					
CO5	Creating	Build SQL commands to create tables and indexes, insert/update/delete data, and query data in a relational DBMS.					
CO6	Creating	Formulate a worksheet , Format numbers in a worksheet , Create an Excel table , Filter data by using an AutoFilter , Sort data by using an AutoFilter					

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1							M	S		S
	CO2		M		S				S	M	
	CO3			M	S				S		S
	CO4	M			S				S		S
	CO5				S				S		
	CO6								S		S
3	Cate gory		Lab Core (LC)								
4	Appr oval										

UNIT 1:- MS OFFICE

9

MS—Excel, MS- Power Point, MS-Word, MS Access

UNIT II: - SOFTWARE PACKAGES

9

Accounting Packages, Statistical Packages, Operations Research Packages

UNIT III: - DATABASE MANAGEMENT PACKAGE

9

SQL Server or Oracle, front end tool Visual Basic or Developer 2000

Total No. of Periods: 27

P18PCMB121 FINANCIAL MANAGEMENT

P18PCMB121	FINANCIAL MANAGEMENT		L	T	P	C
	Total Contact Hours: 45		3	0	0	3
	Course Designed by : Dept of Management Studies					
COURSE OUTCOMES (COs)						
CO1	Remember	List the basic concepts of financial management by providing the objectives of financial management through profit maximization and wealth maximization and thereby helping for decision making				
CO2	understand	Interpret the time value of money for purpose of investment and the theories of capital structure and practical approach of capital structure and allocation of cost of debt, cost of equity and cost of preference				
CO3	Apply	Apply on the capital budgeting techniques through pay back period, accounting rate of return and evaluate the discounted cash flows and formulate the dividend policies for the same				
CO4	Apply	Apply the key financial management decisions for choosing appropriate investment channels and financing patterns and dividend policies for the growth of the business				
CO5	Analyze	Analyze the effective tools of financial management so as to provide effective solutions based on Net income approach, net operating income approach and MM Approach				
CO6	Evaluate	Appraise on the cost of debt and cost of equity for selecting the appropriate capital structure and formulate the dividend policy through Walter Model, Gordon Model and MM Model				

	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PO9	PO 10
1	CO1						S		S		
2	CO2					S	S				
3	CO3						S		S		
4	CO4	S				S				S	L
5	CO5	S		L			S		S		

6	CO6					S				S	
3	Category		Professional Core (PC)								
4	Approval										

UNIT – I: NATURE OF FINANCIAL MANAGEMENT 9

Finance Management – Nature Scope of Finance – Profit Maximization versus Wealth Maximization – Financial goals and Firms mission and objectives – Financial decisions-

UNIT – II: CAPITAL STRUCTURE 9

Time Value of Money - Capital structure –Theories and Approaches-Meaning – Net income – Net operating income- MM Approach. - Problems

UNIT – III: FINANCING DECISIONS 9

Capital Budgeting- Significance-Traditional Techniques- Pay Back-ARR- Discounted Cash Flow Techniques- NPV-PI-IRR-Discounted Pay Back Techniques

UNIT – IV: INVESTMENT DECISIONS 9

Cost of capital various methods- Cost of Debt – Cost of Equity – Cost of Debt – Cost of Retained Earnings- Calculation of WACC

UNIT – V: DIVIDEND DECISIONS 9

Types of Dividend – Regulations regarding Dividend-Relevance and Irrelevance Models-Walter’s model – Gordon’s model – MM Hypothesis – Dividend policy – Practical considerations

TOTAL: 45 PERIODS

References:

1. Fundamentals of Financial Management (New edition), Prasanna Chandra, 2020
2. Financial Management by R.P Rustagi, 2020
3. Khan MY, Jain PK, BASIC FINANCIAL MANAGEMENT, Tata McGraw Hill, Delhi., 2018
4. Financial Management by I.M Pandey, 2016
5. Chandra Bose D, FUNDAMENTALS OF FINANCIAL MANAGEMENT, PHI, Delhi., 2009

6. Preeti Singh, FUNDAMENTALS OF FINANCIAL MANAGEMENT, Ane. 2011
7. James C. Vanhorne –Fundamentals of Financial Management– PHI Learning, 11th Edition
8. Brigham, Ehrhardt, Financial Management Theory and Practice, 12th edition, Cengage Learning
9. Srivatsava, Mishra, Financial Management, Oxford University Press

P18PCMB122 HUMAN RESOURCE MANAGEMENT

P18PCMB122	HUMAN RESOURCE MANAGEMENT		L	T	P	C
	Total Contact Hours: 45		3	0	0	3
	Course Designed by : Dr.S.Praveen Kumar					
COURSE OUTCOMES (COs)						
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES				
CO1	Remembering	Recall the role of Human Resource Function in an Organization				
CO2	Understanding	Infer the Purposes, types, Process and Evaluation Technique related to HR and to illustrate the emerging trends and practices in HRM				
CO3	Applying	Apply the knowledge of practical application of Performance Appraisal and employee development as it impacts organizational strategy and competitive advantage.				
CO4	Analyzing	Show evidence of the ability to analyze, manage and solve problem to deal with the challenges and complexities of the Entry to Exit of an employee and to outline the compensation strategies of an organization				
CO5	Evaluating	Evaluate human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change.				
CO6	Creating	Develop ability to identify and apply the knowledge of HRM precepts practically in real corporate situations and to interpret the sample job descriptions and job specifications for contemporary entry level roles in real world organizations.				

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
2	CO1	S				S	L		S		
	CO2	S	S		S	S		S	S	M	
	CO3							S	S		M
	CO4	S	S		S			S	S		
	CO5	S	S		S	S		S	S		
	CO6		S		S	S		S	S		
3	Category	Fundamental Core (FC)									
4	Approval										

UNIT – I: INTRODUCTION OF HUMAN RESOURCE MANAGEMENT 9

Definition – Importance of Human Resources – Objectives of Human Resources Management – Qualities of Personnel Managers- Evolution and growth of Personnel Management in India. Human Resources Policies: Need, type and Scope – Human Resource Planning: Long and short term Planning, Job analysis – Skills Inventory – Job Description and Job Specification.

UNIT – II: RECRUITMENT AND SELECTION 9

Purposes, types, Process and Evaluation Technique - methods of recruitment and selection – Attracting and Acquiring Talent – Retention and Retraining - Reduction of recruitment costs – Functions of Human Resources Management from Procurement to Separation – Placement, Induction, Transfers, Promotions Disciplinary actions, Termination of services – Resignation, Dismissal, Retrenchment and Voluntary Retirement Schemes, Exit Interviews, Prevention of employee turnover.

UNIT – III: PERFORMANCE EVALUATION 9

Ranking, rating scales, critical incident method – MBO as a method of appraisal, job evaluation, criteria for promotions and job enrichment- Wages and salary Administration – Meaning,

Calculation of Wages, Salary, and Perquisites – Compensation packages – Rewards and Incentives – Financial and non financial Incentives.

UNIT – IV: EMPLOYEE’S SAFETY AND HEALTH

9

Employee’s Safety and Health – Preventive approaches including health education, Audit of safety programs and safety training –Work - stress – Causes and Consequences – Stress – Management Programs –Personnel Office Management – Functions of the Office, correspondence, O & M in Personnel department, Maintenance of Personnel records- Importance of Safety – Role of Safety Department.

UNIT – V: TIME MANAGEMENT

9

Introduction to Time Management – Setting Goals and Priorities - Importance of Time Factor- Time waste – Prioritizing work Scheduling – Functions of the Time office – Flexible work arrangement

TOTAL: 45 PERIODS

References:

1. Future of Human Resource Management: Case Studies with Strategic Approach, Raman Preet, 2019
2. Human Resource Management, Text & Cases, K. Aswathappa, 2017
3. Dessler Human Resource Management, Pearson Education Limited, 14th Edition, 2015.
4. Decenzo and Robbins, Fundamentals of Human Resource Management, Wiley, 11th Edition, 2013.
5. Luis R.Gomez–Mejia, David B.Balkin, Robert L Cardy. Managing Human Resource. PHI Learning. 2012
6. Bernadin , Human Resource Management ,Tata Mcgraw Hill ,8th edition 2012. Wayne Cascio, Managing Human Resource, McGraw Hill, 2007.
7. Ivancevich, Human Resource Management, McGraw Hill 2012.
8. Uday Kumar Haldar, Juthika Sarkar. Human Resource management. Oxford. 2012.

		RESEARCH METHODOLOGY	L	T	P	C
		Total Contact Hours: 45	3	0	0	3
		Course Designed by : Shree Balaji. K				
COURSE OUTCOMES (Cos)						
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES				
CO1	Remembering	Recall the fundamental concepts of research process.				
CO2	Understanding	demonstrate the relevant scaling & measurement techniques and the use of appropriate Sampling methods				
CO3	Applying	Construct the Design and variety of data collection, instruments for contemporary business research				
CO4	Analyzing	Examine and analyze the different techniques, editing, sampling methods and sample size.				
CO5	Evaluating	Evaluate the different types of testable hypotheses and interpret the statistical test outcomes of the research.				
CO6	Creating	Formulate alternative research designs for a real-life business research problem and discuss the pros and cons of each design.				

Mapping of Course Outcomes with Program Outcomes

(S/M/L indicates strength of correlation)

S-Strong, M-Medium, L-Low											
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
2	CO1		S			S					
	CO2		S		S	S		M	L		
	CO3	S			S	S					
	CO4	S			S				L	L	
	CO5	S						M	L		L
	CO6		S								L
3	Category		Fundamental Core (FC)								
4	Approval										

UNIT – I: INTRODUCTION

12

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.

UNIT –II RESEARCH DESIGN AND MEASUREMENT

12

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.

UNIT – III DATA COLLECTION

12

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.

UNIT – IV: DATA PREPARATION AND ANALYSIS

12

Data Preparation – editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses-Hypothesis testing - statistical testing procedure. Tests of significance: Types and selection of tests. Measures of Parametric and Non-parametric tests. – Application of statistical software for data analysis.

UNIT – V: RESEARCH REPORT

12

Structure and Components of Research Report, Types of Report, Good Research Report, Pictures and Graphs.

TOTAL:60 PERIODS

REFERENCES:

1. Research Design: Qualitative, Quantitative, and Mixed Methods, John W. Creswell and J. David Creswell, 2018
2. The Craft of Research Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams, 2016
3. Malhotra, Dash —Marketing Research: An applied orientation| 7th Ed. Pearson Ltd, 2015.
4. 2. Brown Suter Churchill, Marketing Research , 8th edition, Cengage Learning India Pvt ltd,2015
5. Research Methodology: A Step-by-Step Guide for Beginners,Dr. Ranjit Kumar, 2011

P18PCMB124 MARKETING MANAGEMENT

P18PCMB124	MARKETING MANAGEMENT	L	T	P	C
		3	0	0	3
Total Contact Hours: 45					
Course Designed by : Mr.K.Vigneshwar					

COURSE OUTCOMES (COs)		
CO #	COGNITIVE ABILITIES	COURSE OUTCOMES
CO1	Remembering	Recall and comprehend the key marketing concepts and skills.
CO2	Understanding	Explain the dynamic nature of the environment in which marketing decisions are taken, Compare and contrast various approaches to pricing strategy.
CO3	Applying	Identify the various channel options for a real world market offering
CO4	Analyzing	Analyzing Industrial / Consumer Markets by understanding about the scope, types and process of Marketing, Marketing Research and examine the product line of a market offering.
CO5	Evaluating	Evaluate Market Positioning, Segmentation and Targeting and explain the role of various marketing communication mix elements
CO6	Creating	Create strong marketing plans and persuasively communicate your recommendations and rationale.

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1		S		S	S		S	S	S	
	CO2	S	M		S			S	M	S	
	CO3	S	S		S				S	S	
	CO4		S		M	S			S	S	

	CO5	S	S			S			S	S	
	CO6	S	S			M		S	S	S	
3	Category		Professional Core (PC)								
4	Approval										

UNIT I: OVERVIEW OF MARKETING

9

Define Marketing – Scope of Marketing – Role of Marketing Management – Marketing Process – Functions of Product life cycle Marketing – Concepts of Marketing - Benefits –Marketing Mix- Core Marketing concept- selling vs. Marketing..

UNIT II: MARKETING MIX AND SEGMENTATION

9

Buyer Behavior, Market Segmentation and Targeting, Positioning and differentiation strategies, new product development, Product Mix and Product line decisions, Branding and Packaging, Price setting - objectives, factors and methods.

UNIT III: MARKETING COMMUNICATION MIX

9

Integrated marketing communication process and Mix: Advertising, Sales promotion and Public relation decisions. Direct marketing - Growth, Benefits and Channels; Telemarketing; Sales force objectives, structure, size and compensation.

UNIT IV: MARKETING CHANNEL

9

Marketing channel system - Functions and flows; Channel design, Channel management- Tapping into global Market -Global Target market selection.

UNIT V: MARKETING RESEARCH

9

Importance-scope-types-merits and demerits of marketing research- Marketing Research process- Marketing research in India- Role of forecasting- Sales forecasting- Measures of Market demand through questionnaire.

TOTAL: 45 PERIODS

REFERENCES

1. Rajan Saxena, Marketing Management —, 5th Edition, Tata McGraw Hill Publishing Co Ltd., 2019
2. Philip Kotler - Principles of Marketing | basic concepts of marketing | By Pearson, 2018
3. Philip Kotler , Kevin Lane Keller — Marketing Management| 15th Edition, Person Publications Limited, 2017.
4. Noel Capon and Siddharth Shekar Singh,| managing Marketing–An Applied Approach|, Wiley India Pvt Limited 2017.
5. Kenneth E.Clow. Donald Baack, —cases in marketing management,| 5th edition, Person India Ltd, 2014.
6. Arunkumar and Meenakshi, —Marketing Management,| Vikas Publishing House, 2015.
7. Ramasamy and Namakumari, Marketing management–Global perspective –Indian context, 5th edition, Macmillan Publishers India Ltd, 2014.

P18LCMB125 SOFT SKILLS – II

		SOFT SKILLS – II			
		L	T	P	C
		0	0	4	2
P18LCMB125	Course Designed by :				
COURSE OUTCOMES (COs)					
Cos	COGNITIVE ABILITIES	COURSE OUTCOMES			
CO1	Remembering	Recall the concepts of relationship between Human Diversity and Effective Team Building			
CO2	Understanding	Compare the relationship between Transformational leadership and Personal, Community, National and World Change and identify the impact of external factors on ones’ Leadership Style			

CO3	Applying	Plan to manage conflict: understand and appropriately apply the skills of problem solving, conflict management and resolution while allowing for healthy disagreement
CO4	Analyzing	Analyze the concepts of Managing Stress and Emotions to balance confidence with humility and strengthen personal character with an enhanced ethical sense
CO5	Evaluating	Evaluate and improve upon personal Managerial strengths and weaknesses
CO6	Creating	Develop skills to effectively lead others on a project or in an organization

		Mapping of Course Outcomes											
		(S/M/L indicates strength of correlation)											
		S-Strong, M-Medium, L-Low											
UNIT I -	1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	
		2	CO1	M	M	M		M	S	S	S	L	
			CO2				S		S	S	S		
			CO3	M	M		S				S		
			CO4					M	S	S	S		
			CO5				S		S		S		L
			CO6			M	S		S	S	S		
		3	Category	Professional Core (PC)									
	4	Approval											

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

UNIT II - LEADERSHIP 5

Skills for a good Leader, Assessment of Leadership Skills

UNIT III - STRESS MANAGEMENT 5

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.

UNIT IV - CONFLICT RESOLUTION 5

Conflicts in Human Relations – Reasons Case Studies, Approaches to conflict resolution.

UNIT V - DECISION MAKING 6

Importance and necessity of Decision Making, Process and practical way of Decision Making, Weighing Positives & Negatives.

Total No. of Periods: 27

TEXT BOOK:

SOFT SKILLS, 2015, Career Development Centre, Green Pearl Publications.

REFERENCES

1. 10 Skills for Effective Business Communication: Practical Strategies, Jessica Higgins, 2018
2. Presence: Bringing Your Boldest Self to Your Biggest Challenges, Amy Cuddy, 2018
3. The Leader Habit: Master the Skills You Need to Lead, Martin Lanik, 2018

	POs	1	2	3	4	5	6	7	8	9	10
2	CO1				S	S			S		
	CO2	S			S	S			S		
	CO3	S				S					M
	CO4	S	S		S	S			S	S	
	CO5	S			S				S		
	CO6	S	S		S	S			S	S	
3	Cate gory		Lab Core (LC)								
4	Appr oval										

UNIT I FUNCTIONAL AREA PACKAGES

9

FINANCE PACKAGES:

Tally – Preparation of Purchase and Sales – Orders – Preparation of Invoices – Various Accounting Reports – EX – SAMP Metastock - Evolution of ERp – ERP and the Internet – Maximizing ERP Value.

UNIT II MARKETING PACKAGE:

9

SPSS – Set of Market Research Data – Summarize, Describe, Present Data and Graphics Methods – Calculate standard Deviation – Maximum, Minimum Mean Median Mode.

UNIT III OPERATION RESEARCH PACKAGE:

9

POM – TORA – Linear Programming – Transportation – Assignment & Network.

Total No. of Periods: 27

References:

1. Management Information Systems–Managing the Digital Firm, Kenneth C Laudon & Jane P Laudon, 14th Edition, 2017 ,Pearson India Education Services Pvt. Ltd.,
2. Succeeding in Business with Microsoft Excel 2013 – A Problem Solving Approach, Debra Gross, Frank Akaiwa, Karleen Nordquist, Cengage Learning, 1stEdition, 2014.
3. Computer Networks, Andrew S.Tanenbaum, 4th Edition, 2007,Pearson Education
4. Business Application Software by Ait Johri, Himalaya Publication House, 1st Edition, 2012.

P18PCMB231 STRATEGIC MANAGEMENT

P18PCMB231	STRATEGIC MANAGEMENT		L	T	P	C
	Total Contact Hours: 45		3	0	0	3
	Course Designed by: Dr.S.Praveen Kumar					
COURSE OUTCOMES (COs)						
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES				
CO1	Remembering	Recall Conceptual framework for strategic management, the Concept of Strategy.				
CO2	Understanding	Associate the Stakeholders into business and to infer about Globalization and Industry Structure, Distinctive Competencies Resources and Capabilities durability of competitive Advantage and Corporate Governance and Social responsibility.				

CO3	Applying	<p>Demonstrate skills to address, Low cost and differentiation Generic Building Blocks of Competitive Advantage, avoiding failures and sustaining competitive advantage, Corporate Strategy Vertical Integration, Diversification and Strategic Alliances, Distinctive Competitiveness, Selection of Matrix, Balance Score Card and implementing strategic change, Matching structure and control to strategy and the implementation process.</p>
CO4	Analyzing	<p>Mind Mapping and structuring the Strategy Formation Process, Business definition, Objectives and Goals, External Environment - Porter's Five Forces Model, National Context and Competitive advantage Resources, Capabilities and competencies—core competencies, The generic strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies, Strategic analysis and choice, Environmental Threat and opportunity Profile (ETOP), Organizational Capability Profile - Strategic Advantage Profile, Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis and Mc Kinsey's 7s Framework – GE 9 Cell Model.</p>
CO5	Evaluating	<p>Assess and measure the Strategic Groups Competitive Changes during Industry Evolution, Resource allocation, Business level strategy- Strategy in the Global Environment, Politics: Power and Conflict-Techniques of strategic evaluation & control.</p>
CO6	Creating	<p>Compose Vision, Mission and Purpose and Building and Restructuring the corporation, Designing Strategic Control Systems and Organizational Structure, Managing Technology and Innovation, New Business Models and strategies for Internet Economy-current trends and issues.</p>

Mapping of Course Outcomes with Program Outcomes

(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1	S	S			S			S		
	CO2	S	S		S	S	M	S	S	S	
	CO3	S	S		S	S			S	S	S
	CO4	S	S	S	S	S			S		S
	CO5	S	S	S	S	S		S	S	S	S
	CO6	S	S	S	S	S	M	S	S	S	S
3	Cate gory		Professional Core (PC)								
4	Appr oval										

UNIT I STRATEGY AND PROCESS

9

Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process – Stakeholders in business – Vision, Mission and Purpose – Business definition, Objectives and Goals - Corporate Governance and Social responsibility-case study.

UNIT II COMPETITIVE ADVANTAGE

9

External Environment - Porter's Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution-Globalization and Industry Structure - National Context and Competitive advantage Resources- Capabilities and competencies–core competencies-Low cost and differentiation Generic Building Blocks of Competitive Advantage- Distinctive Competencies Resources and Capabilities durability of competitive Advantage- Avoiding failures and sustaining competitive advantage-Case study.

UNIT III STRATEGIES

9

The generic strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies
- Business level strategy- Strategy in the Global Environment-Corporate Strategy Vertical
Integration-Diversification and Strategic Alliances- Building and Restructuring the corporation-
Strategic analysis and choice - Environmental Threat and opportunity Profile (ETOP) -
Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis -
SWOT Analysis - GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model – Distinctive
competitiveness - Selection of matrix - Balance Score Card-case study.

UNIT IV STRATEGY IMPLEMENTATION & EVALUATION 9

The implementation process, Resource allocation, designing organizational structure-Designing
Strategic Control Systems- Matching structure and control to strategy-Implementing Strategic
change- Politics: Power and Conflict-Techniques of strategic evaluation & control-case study.

UNIT V OTHER STRATEGIC ISSUES 9

Managing Technology and Innovation- Strategic issues for nonprofit organizations. New Business
Models and strategies for Internet Economy-current trends and issues- case study

TOTAL: 45 PERIODS

Reference Books

1. Thomas L.Wheelen and J.David Hunger Concepts in strategic management and business policy, Pearson Education Limited, 2018.
2. Charles W.L.Hill, Gareth R. Jones, Strategic Management–An integrated approach, Cengage Learning, 9th edition, 2016.
3. David, Fred and Forest R.David, Strategic Management: A competitive advantage approach, concepts and cases, 2016.
4. Angelo Dringoli, New perspectives on the Modern Corporation: Corporate strategy and Firm growth, Edward Elgar Publishing Limited, 2011
5. Business Strategy: Managing Uncertainty, Opportunity, and Enterprise by J.C. Spender
6. Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant, 2014
7. The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail, Clayton M. Christensen, W. Chan Kim
8. Hill. Strategic Management : An Integrated approach, 2009 Edition Wiley (2012).
9. John A.Parnell. Strategic Management, Theory and practice Biztantra (2012).

10. Azhar Kazmi, Strategic Management and Business Policy, 3rd Edition, Tata McGraw Hill, 2008.

P18PCMB232 BUSINESS ANALYTICS

P18PCMB232	Business Analytics		L	T	P	C
	Total Contact Hours: 45		3	0	0	3
	Course Designed by : Shree Balaji K					
COURSE OUTCOMES (COs)						
CO1	Remembering	recall the basic foundations of analytics into business and formulating strategies for various aspects of management for better work in the organization				
CO2	Understand	illustrate the basic concepts and framework of analytic domains, cloud computing and technologies to build the organization by structure and foster in various aspects through be solutions				
CO3	Apply	Apply the strategy and analytic techniques to nurturing the business to inculcate val effective communication and integrity within the business				
CO4	Analyze	Analyze data using statistical methods to foster strategies for enriching critical think problem solving skills and enhancing responsibility in the changing business scenario				
CO5	Evaluate	Evaluating the analytic models for Business to align with challenges for resolving conflict enhancing problem solving to adapt to the changing business environment				
CO6	Create	Create strategic plan on decision making to predict and forecasting the effective application business				

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
2	CO1	L			M			S	S	L	
	CO2		S			S		S	S		

	CO3	L			M				S		S
	CO4					S			S		S
	CO5				M	S		S	S	L	
	CO6		S			S		S			S
3	Category		Fundamental Core (FC)								
4	Approval										

UNIT I INTRODUCTION

9

Data, Information, Intelligence, Information Technology, Information System, evolution, types based on functions and hierarchy, System Analyst – Role, Functions.

UNIT II SYSTEMS ANALYSIS AND DESIGN

9

SDLC, SSLC, Systems Analysis and System Design, Tools – DFD – ER – Object modeling, DBMS – RDBMS – OODBMS.

UNIT III INFORMATION SYSTEM

9

Financial, Marketing, Personnel, Production, Materials Information System, DSS, EIS, KMS, GIS, International Information System.

UNIT IV SECURITY AND CONTROL

9

Security, Testing, Error detection, Controls, IS Vulnerability, Computer Crimes, Securing the Web, Intranets and Wireless Networks, Software Audit, Ethics in IT.

UNIT V NEW IT INITIATIVES

9

e- business, e-governance, ERP, SCM, e-CRM, Data warehousing and Data Mining, Business Intelligence, Pervasive Computing, CMM.

TOTAL:45 PERIODS

TEXT BOOKS

1. Robert Schultheis and Mary Summer, Management Information Systems – The Managers View, Tata McGraw Hill, 2008.

2. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems – Managing the digital firm, PHI Learning / Pearson Education, PHI, Asia, 2002

REFERENCES

1. Gordon Davis, Management Information System : Conceptual Foundations, Structure and Development, Tata McGraw Hill, 2000.
2. Haag, Cummings and McCubbrey, Management Information Systems for the Information Age, McGraw Hill, 2005.
3. Turban, McLean and Wetherbe, Information Technology for Management – Transforming Organisations in the Digital Economy, John Wiley, 2007.
4. Raymond McLeod and Jr. George P. Schell, Management Information Systems, Pearson Education, 2007.
5. James O Brien, Management Information Systems – Managing Information Technology in the E-business enterprise, Tata McGraw Hill, 2002.

P18PCMB233 PRODUCTIONS AND OPERATIONS MANAGEMENT

		PRODUCTIONS AND OPERATIONS MANAGEMENT	L	T	P	C
		Total Contact Hours: 45	3	0	0	3
		Course Designed by : Shree Balaji K				
COURSE OUTCOMES (COs)						
CO1	Remembering	Recall the concept of operations management and quality management tools				

CO2	Understand	Illustrate the features of the production and operations management function at the operational and strategic levels, specifically quality control, types of production and control systems
CO3	Apply	Build the strategic plan on qualitative and quantitative forecasting models , control techniques and master production scheduling of Production and operations
CO4	Analyze	Analyze the selection of forecasting methods problems and categorize the Plant location, layout and factors influencing in strategic operations
CO5	Evaluate	Evaluate the production planning and decision making on problem acceptance Plans through the concept of six sigma and lean concepts
CO6	Create	Create strategic plan on demand and forecasting in operations and production

Mapping of Course Outcomes with Program Outcomes

(S/M/L indicates strength of correlation)

S-Strong, M-Medium, L-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
2	CO1		S			S		S			
	CO2	S	S			S		S	S		
	CO3	S			S	S			S		M

	CO4	S				S	L	S		L	
	CO5		S		S			S	S		
	CO6	S			S				S		
3	Category		Fundamental Core (FC)								
4	Approval										

UNIT – I: MANAGING OPERATIONS IN A GLOBAL ENVIRONMENT 9

Introduction to operations management – Historical Milestones – Factors affecting POM today – Operations Strategies In a global economy – Global business conditions – Linking marketing and production strategies.

UNIT – II: PLANNING THE STRATEGIC USE OF RESOURCES 9

Demand Forecasting – Qualitative forecasting methods – Quantitative forecasting models for long range & short range forecasts – Selection of forecasting methods problems – Plant location and layout, definition and factors influencing--Computer software for forecasting – Inventory Management, EOQ.

UNIT – III: OPERATION QUALITY MANAGEMENT 9

Nature of quality – Traditional quality Management – Modern quality Management tools – 5’S - Recognition for quality management, ISO – TQM Programmes – Quality Management in services – Quality control- concepts, control charts & sampling –Problems – Acceptance plans

UNIT – IV: PROJECT MANAGEMENT AND SUPPLY CHAIN MANAGEMENT 9

Project planning and control techniques – Gantt chart – CPM & PERT –Activity cost – Time Trade off – Computer software for project Management Purchasing.

UNIT –V: PRODUCTION PLANNING AND DECISION MAKING. 9

Aggregate planning, Master Production scheduling – Types of Production Planning & Control Systems –Problems – Concepts of Six Sigma – Lean - Concepts of Green Belt.

TOTAL: 45 PERIODS

References:

1. R. Panneerselvam, Production & operations management, Prentice Hall India private limited, 2017
2. Operations Management, William J. Stevenson, 2018
3. Chary, S.N., Production and Operation Management, 5e, 5th Edition, Tata McGraw Hill education private limited, 2016
4. Mahadevan B., Operations Management Theory and Practice, Pearson Publication, 3rd Edition, 2015
5. Paneer Selvam - Production and Operation Management – Prentice Hall of India, New Delhi - 2nd edition, 2012
6. The Production Manager's Toolkit: Successful Production Management, Carry Gillet, 2016
7. K. Aswathappa and K. Sridhara Bhat - Production and Operation Management – Himalaya Publishing House, New Delhi

P18PCMB234 OPERATIONS RESEARCH

P18PCMB234	OPERATIONS RESEARCH	L	T	P	C
	Total Contact Hours: 45	3	0	0	3
	Course Designed by : Mr.K.Vigneshwar				
COURSE OUTCOMES (COs)					

CO1	Remember	Recall Operational Research Concepts and Techniques
CO2	Understand	Demonstrate how a linear programming model is used to determine an optimal solution
CO3	Apply	Select the best strategy using decision making methods under uncertainty and Game Theory
CO4	Analyze	Examine the formulation of Transportation and Assignment models and infer optimal transportation cost.
CO5	Evaluate	Evaluate linear programming (LP) models for shortest path, critical path, minimum cost flow, and transshipment problems by using CPM and PERT techniques, to plan, schedule, and control project activities.
CO6	Create	Formulate Networking Techniques using Sequencing and Queuing Models

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1				S				S		
	CO2	S			S				S		S
	CO3	S	S	M	S			L	S	S	
	CO4	S	S		S				S		S
	CO5	S		M	S				S	S	
	CO6	S	S		S				S	S	
3	Category		Professional Core (PC)								

4	Appr oval		
---	--------------	--	--

UNIT I OPERATIONAL RESEARCH CONCEPTS AND TECHNIQUES 12

Introduction to OR – Applications of OR – Operational Definitions - evaluation of the field, scope, phase merits and limitations – concept of optimization

UNIT II LINEAR PROGRAMMING 12

Linear Programming - Formulation and Graphical solution to two variables – Simplex Method

UNIT III GAME THEORY 12

2x2 zero sum game with dominance - Pure Strategy and Mixed Strategy

UNIT IV ASSIGNMENT AND TRANSPORTATION 12

Transportation problem by Vogel’s approximation method with MODI optimality test; assignment problem including traveling salesman model

UNIT V NETWORKING TECHNIQUES AND MODELS 12

Networking – PERT – CPM – Sequencing of jobs – Queuing Models

TOTAL: 60 PERIODS

REFERENCES:

1. Taha, H.; Operations research, New York, Macmillan. , 2016
2. Theirouf and Klekamp; Decision Through Operations Research, New York, John Wiley., 2019
3. Levin, Kerpatrick and Rubin; Quantitative Approach to Management, New Jersey, Prentice Hall.
4. Operations Research, Hira, 2018
5. Sharma, J.K.; Operations Research: Theory and applications, New Delhi, Machmillan., 2015

6. Kanti Swaroop: Operations Research. , 2014
7. Vohra, N.D.: Quantitative Techniques in Management.
8. Nita H Shah, Ravi M Gor & Hardik Soni, Operations Research, Prentice Hall of India, New Delhi,2013
9. Kalavathy S, Operations Research, Vikas Publishing House, Noida, 2013
10. PanneerSelvam R, Operations Research, Prentice Hall of India, New Delhi,2013

P18LCMB236 WEB DESIGN

MBA3L2	WEB DESIGN LAB	L	T	P	C
	Total Contact Hours: 27	0	0	4	2
	Course Designed by : Mr Gowtham Aashirwad Kumar				
COURSE OUTCOMES (COs)					

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO1	Remembering	Recall the concepts of HTML and Javascript that are vital in webpage development.
CO2	Understanding	Demonstrate knowledge of languages, mark up tags, and good coding practices commonly used to create web pages.
CO3	Understanding	Understand how to use HTML and Javascript for basic web development.
CO4	Applying	Apply a user-defined tags and Javascript to the development and design of web sites.
CO5	Analyzing	Analyze given assignment to select sustainable web development and design methodology and inspect user experience and usability issues related to web sites.
CO6	Creating	Design a simple, functioning website using HTML and Javascript.

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1		M						S		
	CO2								S		M
	CO3	M			S				S		
	CO4				S				S		M
	CO5	M	M		S		L	L	S		
	CO6				S				S		
3	Cate gory		Lab Core (LC)								
4	Appr oval										

UNIT I Introduction to Java and Web Design 5

Introduction, World Wide Web, Web Browsers, Web Page, Introduction to Java and its Web Applications, Search Engines

UNIT II Basic Web Page Development 6

HTML Basics- creating HTML document, Building a Web Page-Text and Image formatting-Adding links, Web Development Tools

UNIT III Web Page Development with HTML 8

Introduction, HTML Table Structure-Basic HTML table tags-Formatting the table, Multimedia Files on a Web Page, Using a Form-Creating formatted lists, Using Frames in a Web Page

UNIT IV Using JavaScript 8

Overview of JavaScript, Using JavaScript in a Web Page, Event Handlers, Benefits and Drawbacks of JavaScript.

TOTAL: 27 PERIODS

References:

1. HTML and CSS: Design and Build Websites, by Jon Duckett
2. Learning Web Design: A Beginner’s Guide to HTML, CSS, JavaScript, and Web Graphics, by Jennifer Niederst Robbins

P18PCMB241 INTERNATIONAL BUSINESS MANAGEMENT

P18PCMB241	INTERNATIONAL BUSINESS MANAGEMENT	L	T	P	C
	Total Contact Hours: 45	3	0	0	3
	Course Designed by : Dept of Management Studies				
COURSE OUTCOMES (COs)					

CO1	Remember	Recall the concepts and theories of international trade and theories of international investment in international business and its functional fields
CO2	Understand	classify the international trade and investment and socio- economic environment of International business, performance and the structure of global business
CO3	Apply	Apply the current business phenomenon on global production and identify the challenges in production and global development, the factors causing globalization of business
CO4	Analyze	Analyze the international trade and investment and need for global competitions on quality consideration, inspect the conflicts in International business
CO5	Evaluate	evaluate the international strategy and performance of global business through evaluation system
CO6	Evaluate	Evaluate the conflict and ethical issues in international business and incorporate the ethical decision making

Mapping of Course Outcomes with Program Outcomes

(S/M/L indicates strength of correlation)

S-Strong, M-Medium, L-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
2	CO1		S	M		S		S	S	S	

	CO2	S				S		S	S		S
	CO3		S	M		S			S		S
	CO4	S			M	S			S	S	S
	CO5	S	S		M			S	S	S	S
	CO6		S	M				S		S	
3	Category		Fundamental Core (FC)								
4	Approval										

UNIT I: INTRODUCTION

9

International Business –Definition – Internationalizing business-Advantages –factors causing globalization of business- international business environment – country attractiveness –Political, economic and cultural environment – Protection Vs liberalization of global business environment.

UNIT II INTERNATIONAL TRADE AND INVESTMENT

9

Promotion of global business – the role of GATT/WTO – multilateral trade negotiation and agreements – VIII & IX, round discussions and agreements – Challenges for global business – global trade and investment – theories of international trade and theories of international investment – Need for global competitiveness – Regional trade block – Types – Advantages and disadvantages – RTBs across the globe – brief history.

UNIT III INTERNATIONAL STRATEGIC MANAGEMENT

9

Strategic compulsions-Standardization Vs Differentiation – Strategic options – Global portfolio management- global entry strategy – different forms of international business – advantages - organizational issues of international business – organizational structures – controlling of international business – approaches to control – performance of global business- performance evaluation system.

UNIT IV PRODUCTION, MARKETING, FINANCIAL AND HUMAN RESOURCE MANAGEMENT OF GLOBAL BUSINESS

9

Global production –Location –scale of operations- cost of production – Make or Buy decisions – global supply chain issues – Quality considerations- Globalization of markets, marketing strategy – Challenges in product development , pricing, production and channel management- Investment

decisions – economic- Political risk – sources of fund- exchange –rate risk and management – strategic orientation – selection of expatriate managers- Training and development – compensation.

**UNIT V CONFLICT MANAGEMENT AND ETHICS IN INTERNATIONAL BUSINESS
MANAGEMENT 9**

Disadvantages of international business – Conflict in international business- Sources and types of conflict – Conflict resolutions – Negotiation – the role of international agencies –Ethical issues in international business – Ethical decision-making.

TOTAL: 45 PERIODS

REFERENCES

1. International Business | 7th Edition, K. Aswathappa, 2020
2. International Business, 15/e, Prashant Salwan John D. Daniels, Lee H. Radebaugh, Daniel P. Sullivan, 2016
3. Albaum Duerr - International Marketing and Export management (Pearson), 2016
4. Cherunilam F – International Business (PHI), 2010
5. Hill C.W. - International Business (McGraw Hill), 2019

P18PCMB242 BUSINESS ETHICS, CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE

P18PCMB242	BUSINESS ETHICS, CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE		L	T	P	C
	Total Contact Hours: 45		3	0	0	3
	Course Designed by : Dept of Management Studies					
COURSE OUTCOMES (COs)						
CO1	REMEMBER	Recall the Definition, Management of Ethics, Political – legal environment, Economic Environment, Definition- Evolution				
CO2	UNDERSTAND	Nature Business ethics, Characteristics, Ethical theories, Ethics analysis [Hosmer model], Organizational size, profitability and ethics, Provisions of the Indian constitution pertaining to Business, Need for CSR; Theoretical perspectives, Structure and development of boards				
CO3	APPLY	Classify the Work ethics, Ethics for managers, Role and function of ethical managers, Code of ethics; Competitiveness, Main features of Economic Planning with respect to business, Strategies for CSR; Challenges and implementation				
CO4	ANALYZE	Experiment the Causes of unethical behavior, Ethical dilemma; Ethics practice, Business and ecological / environmental issues in the Indian context and case studies, Political setup, Prominent features of MRTP, FERA, Industrial policy and framework of government contract over Business, Corporate citizenship; Business practices, Role of capital market and government				
CO5	EVALUATE	Ethical abuses, Code of conduct, Comparative ethical behaviour of managers, Cost of ethics in Corporate ethics evaluation, Major characteristics and their implications for business, Social – cultural environment and their impact on business operations, Philosophy of economic growth and its implications for business, Evolution of corporate governance; Governance practices and regulation, Case studies with lessons learnt				
CO6	CREATE	Public good, Role of chamber of commerce and confederation of Indian Industries, Governance ratings; Future of governance- innovative practices				
Category	Professional Elective (PE)					
Approval						

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PO9	PO 10
1	CO1	L	L	M					S		
2	CO2				M			M			S
3	CO3		L			M					
4	CO4			M		M	S		S	S	
5	CO5							M	S	S	S
6	CO6	L			M		S				S
3	Category	Professional Core (PC)									
4	Approval										

UNIT I INTRODUCTION

9

Definition & nature Business ethics, Characteristics, Ethical theories; Causes of unethical behavior; Ethical abuses; Work ethics; Code of conduct; Public good.

UNIT II ETHICS THEORY AND BEYOND

9

Management of Ethics - Ethics analysis [Hosmer model]; Ethical dilemma; Ethics in practice - ethics for managers; Role and function of ethical managers- Comparative ethical behaviour of managers; Code of ethics; Competitiveness, organizational size, profitability and ethics; Cost of

P18FCMB243 LEGAL ASPECTS OF BUSINESS

P18FCMB243	LEGAL ASPECTS OF BUSINESS		L	T	P	C
	Total Contact Hours: 45		3	0	0	3
	Course Designed by : Dept of Management Studies					
COURSE OUTCOMES (COs)						
CO1	Remember	Recall the basic foundations of Indian contract act, Negotiable instruments act, Industrial disputes act, Payment of wages act, Factories act and Information Technology Act				
CO2	Understand	Interpret on the legal procedures for formation of a contract and rules of promissory note bill of exchange and cheques and the procedures for memorandum and articles of association and prospectus and also provide conceptual foundation on e commerce and e contract				
CO3	Understand	Summarize the various procedures for formation of a factory and set standards for the workers with respect to minimum wages and bonus and protect business through cyber law relating to intellectual property, trade marks and copy rights				
CO4	Apply	Apply the laws of Indian contract act, negotiable instruments and apply the appropriate acts accordingly for settling of industrial disputes and the internet policies given by the Government of India				
CO5	Apply	Identify the appropriate laws so to form the contract and execute through the negotiable instrument and company law and adopt the various procedures relating to setting up of a factory, trade union providing bonus and compensation of wages to workmen and legal procedures related to cyber issues				
CO6	Analyze	Analyze in accordance with appropriate sections of the various laws relating to the powers and rules of directors , ESI Act, workmen compensation act, Payment of wages act and provide effective guidelines on intellectual property law.				

	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PO9	PO 10
1	CO1						S		S		
2	CO2					S	S				
3	CO3						S		S		
4	CO4	S				S				S	
5	CO5	S					S		S		
6	CO6					S	S			S	
3	Category	Professional Core (PC)									
4	Approval										

UNIT-I: MERCANTILE AND COMMERCIAL LAW

9

The Indian Contract Act 1872 – Essential of a valid contract - Void Agreements - Formation of a contract – Performance of contracts – breach of contract and its remedies – Quasi contracts.

UNIT – II: NEGOTIABLE INSTRUMENTS ACT 1881

9

Nature and requisites of negotiable instruments – transfer of negotiable instruments and liability of parties’ enforcement of Secondary liability – holder in due course – special rules for cheques and drafts, - discharge of negotiable instruments- recent cases with negotiable instruments.

UNIT – III: INDUSTRIAL LAW

Factories Act – Payment of wages act – Bonus act- Minimum wages act – Industrial disputes Act- Trade Unions Act – Gratuity Act 1972 – ESI Act – Workmen Compensation Act

UNIT – IV: COMPANY LAW & INDUSTRIAL LAW

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.

UNIT – V: CYBER LAW AND INTELLECTUAL PROPERTY LAW

9

Overview – salient features of IT Act – Cyber Crimes – Types – Penalties thereof – E-Commerce – E Contract – Internet Policies of Government of India – Forms of Intellectual property – Patents – Copyrights – Trademarks – Industrial designs – Essential Elements of IPR

TOTAL: 45 PERIODS

References:

1. Legal Aspect Of Business, 7th Edition, By Akhileshwar Pathak, 2018
2. Legal Aspects of Business, Akhileshwar Pathak, 2018
3. Legal Aspects of Business: Concepts and Applications, Parul Gupta, 2018
4. Ravindra Kumar– Legal Aspects of Business–Cengage–2016
5. Akhileshwar Pathak, Legal aspects of business– Tata McGraw–Hill,2016

ELECTIVES WITH SPECIALISATION

P18FIMB001	SECURITIES AND INVESTMENT MANAGEMENT		L	T	P	C
	Total Contact Hours: 45		3	0	0	3
	Course Designed by : Dept of Management Studies					
COURSE OUTCOMES (COs)						
CO1	REMEMBER	Define capital market and its development of capital market in india through stock exchanges and list the various procedures towards primary market and secondary market				
CO2	UNDERSTAND	Interpret the organizing and functioning of stock exchanges and listing of securities, SEBI objectives and functions and demonstrate the trading system of BSE and NSE and outline the fundamental and technical analysis for portfolio management				
CO3	APPLY	Apply the various procedures of primary market and parties involved in new issue through placement and pricing of new issues and identify the stock exchanges across the world				
CO4	ANALYZE	Identify the fundamental analysis through economic analysis, industry analysis and company analysis through methods of econometric forecasting and plan the industry life cycle with respect to factors of industry and the key variables to forecast earnings				
CO5	ANALYZE	Analyze the technical indicators through dow theory and efficient market hypothesis and examining the technical indicators through charts and graphs				
CO6	ANALYZE	Analyze the technical indicators such as RSI, SMA, ROC, MACD and examine the portfolio management through portfolio measurement and construction by inspecting Sharpe, Markovitz model , Treynor, Jenson model for portfolio performance				

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PO9	PO 10
1	CO1	S					S		S		
2	CO2		L			S		M			
3	CO3	S					S		S		
4	CO4				M	S		M			M
5	CO5				M		S				
6	CO6					S			S		M
3	Cate gory		Professional Core (PC)								
4	App rova l										

UNIT – I INTRODUCTION TO CAPITAL MARKETS

9

Capital Market – Meaning – Primary and Secondary Market – Capital Market development in India – Stock Exchanges – organization and functioning – BSE & NSE – Listing of Securities – SEBI – Objectives and Functions – SEBI Guidelines on Capital Market

UNIT – II PRIMARY AND SECONDARY MARKET

9

New Issue market – parties involved in the new issue – Government & Statutory agencies – Collection Centers – Placement of the Issue – Pricing of New Issues – Allotment of shares. – Stock Exchanges – BSE – Trading System – NSE – Trading System – Stock Exchanges across the world – Stock Market Case Analysis

UNIT – III FUNDAMENTAL ANALYSIS

9

Economic Analysis – Macro Economic Variables – Methods of economic analysis – Industry analysis – Industry life cycle – Industry factors – Company analysis – Key internal variables – Measuring and forecasting earnings – Case Analysis

UNIT –IV TECHNICAL ANALYSIS

9

Dow Theory – Efficient market hypothesis – charting methods and patterns – Technical Indicators – SMA, EMA, ROC, RSI, MACD, Oscillators – Case Analysis

UNIT –V PORTFOLIO MANAGEMENT

9

Introduction to portfolio management – Measurement of portfolio risk and return – Portfolio construction – Traditional and Modern Portfolio Construction – Markowitz Theory – Sharpe Model – Portfolio Evaluation – Sharpe’s, Treynor’s and Jensen’s Measure for portfolio performance – Portfolio revision

TOTAL: 45 PERIODS

References:

1. Investment Management Security Analysis & Portfolio Management by Vk Bhalla (Author), S Chand & Company Pvt Ltd (Publisher), 2018
2. Security Analysis & Portfolio Management Investment Management by Shashi K Gupta, Rosy Joshi (Author), Kalyani Publishers / Lyall Bk Depot (Publisher), 2018
3. Security Analysis and Portfolio Management, 6e, Fischer DE & Jordan R J (Prentice Hall).
4. Investments, 6e, Bodie, Zvi; Kane, Alex; Marcus, Alan J; Mohanty, Pitabas (Tata McGraw Hill Publishing Co. Ltd.), 2014
5. Prasanna Chandra: "Investment Analysis and Portfolio Management", Tata McGraw Hill Education Private Limited, New Delhi, 2018
6. K Sasidharan Alex K Mathews - Security Analysis and Portfolio Management - Tata McGraw Hill - 1st Edition - 2011.
7. Investment Management & Security Analysis : Text And Cases by Dhanesh Kumar Khatri (Author), Macmillan Publishers India (Publisher),2006
8. K. Nagarajan and G. Jayabal - Security Analysis and Portfolio Management - New Age Publication - 1st Edition - 2011.
9. PunithavathyPandian - Security Analysis and Portfolio Management - Vikas Publications - 2nd Edition.

MANAGERIAL BEHAVIOUR AND EFFECTIVENESS

P18HRMB001	MANAGERIAL BEHAVIOUR AND EFFECTIVENESS		L	T	P	C
	Total Contact Hours: 45		3	0	0	3
	Course Designed by: Ms.Magdalene Peter					
COURSE OUTCOMES (COs)						
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES				
CO1	Remembering	State the various dimensions of jobs performed by the employees in an organization and to define the various roles of a manager for effective performance by comparing the different methods and models in various levels of management.				
CO2	Understanding	Describe the steps in recruitment and selection process followed by the Organization and the criteria followed by HR managers to appraise the performance employees in the organization. and how to be an optimizer.				
CO3	Applying	Relate to the organizational climate and the steps involved in organization Processes for Selection, Skills Development, Pay and Rewards, the leadership qualities and different kinds of leadership styles followed by the leaders.				
CO4	Analyzing	Examine the factors influencing effectiveness of managers in an Organization, Motivation, Career Management and the industrial and government practices followed by various industries.				
CO5	Evaluating	Evaluate the environmental issues in Managerial Effectiveness which includes the method followed by employees for self-development, Performance appraisal methods, Negotiation skills adopted and Knowledge Management system developed and maintained by the Organization.				
CO6	Creating	Develop the winning edge by fostering Creativity and Innovation to sustain competition.				

Mapping of Course Outcomes with Program Outcomes

(S/M/L indicates strength of correlation)

S-Strong, M-Medium, L-Low

1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1	S			S			S	S		S
	CO2	S	S	S	S	S		S	S		S
	CO3	S	S	S		S	L	S	S	S	S
	CO4		S	S	S	S		S	S	S	S
	CO5	S	S	S	S	S		S	S	S	S
	CO6		S					S	S	S	
3	Cate gory		Professional Core (PC)								
4	Appr oval										

UNIT I: DEFINING THE MANAGERIAL JOB

9

Descriptive Dimensions of Managerial Jobs – Methods – Model – Time Dimensions in Managerial Jobs – Effective and Ineffective Job behavior – Functional and level differences in Managerial Job behavior.

UNIT II: DESIGNING THE MANAGERIAL JOB

9

Identifying Managerial Talent – Selection and Recruitment – Managerial Skills Development – Pay and Rewards – Managerial Motivation – Effective Management Criteria – Performance Appraisal Measures – Balanced Scorecard - Feedback – Career Management – Current Practices.

UNIT III: THE CONCEPT OF MANAGERIAL EFFECTIVENESS

9

Definition – The person, process, product approaches – Bridging the Gap – Measuring Managerial Effectiveness – Current Industrial and Government practices in the Management of Managerial Effectiveness- the Effective Manager as an Optimizer.

UNIT IV: ENVIRONMENTAL ISSUES IN MANAGERIAL EFFECTIVENESS

9

Organizational Processes – Organizational Climate – Leader – Group Influences – Job Challenge – Competition – Managerial Styles.

UNIT V: DEVELOPING THE WINNING EDGE

9

Organizational and Managerial Efforts – Self Development – Negotiation Skills – Development of the Competitive Spirit – Knowledge Management – Fostering Creativity and innovation .

TOTAL: 45 PERIODS

References:

1. Managerial Behaviour and Effectiveness by K Minraj, 2020
2. Effective Management: Developing yourself, others and organizations, Dietmar Sternad, 2019
3. The Human Factor Approach to Managerial and Organizational Efficiency and Effectiveness by Senyo Adjibolosoo, 2018
4. Managerial Behaviour and Effectiveness by Amanda E. Raja, K. P. Rao, et al., 2010

		Retail Management	L	T	P	C
		Total Contact Hours: 45	3	0	0	3
		Course Designed by: Shree Balaji K				
COURSE OUTCOMES (COs)						
C01	Remembering	Recall the concepts and methods in Global retail business				
C02	Understand	Outline the organized and unorganized formats to process of conceiving, producing and selling products for in-store and on-line retailing.				
C03	Apply	Develop an understanding of the roles of retail format and retail mix in adding value of the focus on customer				
C04	Analyze	Examine the design, implementation, and assessment of retailing strategies based on consumer needs and market changes.				
C05	Evaluate	Appraise the nature and development of a retail market strategy in buying and forecasting systems				
C06	Create	Create and Deliver an effective strategy plan in a customer-focused retail				

Mapping of Course Outcomes with Program Outcomes

(S/M/L indicates strength of correlation)

S-Strong, M-Medium, L-Low

1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
2	C01		M		L	S		S			
	C02							S	S		S
	C03	L	M			S			S	M	
	C04							S	S		S
	C05					S		S		M	
	C06				L	S		S		M	
3	Category		Fundamental Core (FC)								
4	Approval										

UNIT – I OVERVIEW

9

An overview of Global Retailing – Challenges and opportunities – Retail trends in India – Socioeconomic and technological Influences on retail management – Government policy implications on retailing.

UNIT– II RETAIL FORMAT

9

Organized and unorganized formats – Types of retail format –Store Based Formats—Non Store Formats--Characteristics of each format –Emerging trends in retail format – MNC's role in organized retail format.

UNIT – III RETAIL MIX

9

Choice of retail location - Internal and external atmospherics – Positioning of retail shops –Building retail store Image - Retail service quality management – Retail Supply Chain Management – Retail Pricing Decisions.

UNIT – IV FOCUS ON CUSTOMER**9**

Retailing and consumption- Consumer Requirements- The changing consumer demographics--lifestyle changes--shopping behavior- Retail outlet selection- legal and ethical issues in retailing.

UNIT – V RETAIL MARKET STRATEGY**9**

Retail Market strategy- Store Positioning- Retail Marketing mix- Definition of retail strategy- SWOT-focus on the customer-nature of strategic planning-Budget implementation and control.

TOTAL: 45 PERIODS**REFERENCES**

1. Retailing Management : Text and Cases | 6th Edition by Swapna Pradhan, 2020
2. Retail Management, 13e by Barry Berman, Joel R Evans , et al., 2017
3. Retail Management by J. K. Nayak and Prakash C. Dash, 2016
4. The A to Z of Retail Management by Swapnil Saurav and Ravi Potti, 2013
5. Michael Havy ,Baston, Aweitz and Ajay Pandit, Retail Management, Tata McgrawHill,Sixth Edition, 2007
6. Patrick M. Dunne and Robert F Lusch, Retailing, Thomson Learning, 4th Edition 2008.
7. Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 2007.
8. SwapnaPuadham, Retail Management -Text and Cases, Tata McGraw Hill, 2nd Edition,2008.
9. Dunne, Retailing, Cengage Learning, 2nd Edition, 2008

P18BIMB001	BANKING FUNDAMENTALS AND CONCEPTS	L	T	P	C
	Total Contact Hours: 45	3	0	0	3
	Course Designed by: Vigneshwar.K				
COURSE OUTCOMES (COs)					

C01	Remembering	Find the structural developments and trends in banking and their impact on banks operations and performance
C02	Understand	Demonstrate broad and coherent knowledge of the theoretical and professional disciplines of banking, finance, investment analysis, portfolio management, accountancy, economics, quantitative methods, law, and the Financial Services Industry.
C03	Apply	Develop the capability of critical evaluation of alternative conceptualizations, methodologies and frameworks used in international banking and finance Synthesize and apply a strategy for the collection, analysis, critical evaluation And interpretation of data.
C04	Analyze	Classify the topics related to banking and monetary policies, financial institutions and financial risks. Compare the different financial institutions and t instruments.
C05	Evaluate	Explain ethical issues in banking and consider their implications for conduct of business. Explain regulatory issues that arise in banking and examine the rationale for and principles of financial regulation
C06	Create	Develop appropriate effective written and oral communication skills relevant to banking and financial institutions. Improve the ability to listen, discuss and analysis the financial data.

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1		S			S			S	S	
	CO2		S			S		M	S		
	CO3	S	S		S	S				S	S
	CO4				S	S		M	S	S	
	CO5	S			S		M	M	S		S
	CO6	S	S			S	M	M	S	S	S
3	Cate gory		Professional Core (PC)								
4	Appr oval										

UNIT I - BANKING BASICS

9

Concept of Banking – Meaning and Definition – Evolution of Banking - Banking Regulation Act 1949 – Classification of Banks - RBI Act 1938 - Reserve Bank of India — Public Sector Banks Vs Private Sector Banks – Branchless Banking – Recent Trends.

UNIT II – CENTRAL BANKING SYSTEM

9

Reserve Bank of India – Structure and Functions – RBI policies – Qualitative and Quantitative Credit Control Methods - RBI Guidelines – BASEL Norms – Guidelines on NPAs – Guidelines on NBFCs – Recent Structural Changes.

UNIT III – COMMERCIAL BANKING AND PRIVATE BANKING

9

MBA025	LOGISTICS AND SUPPLY CHAIN MANAGEMENT				L	T	P	C
	Total Contact Hours: 45				3	0	0	3
	Course Designed by : Mr Gowtham Aashirwad Kumar							
COURSE OUTCOMES (COs)								
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES						
CO1	Remembering	List the fundamental concepts of Logistics and Supply Chain Management.						
CO2	Understanding	Summarize Supply Chain Management and Role Of Manager, types of Inventory Control, Transportation Management, Levels of Supply Chain, Conflict Resolution Strategies, Certifications, Store Management, Warehouse, Commercial Aspects of Distribution Management.						
CO3	Analyzing	Analyse the needs, participants of Supply Chain Management and the demand forecasting techniques.						
CO4	Analyzing	Analyse the key enablers in Supply Chain Management.						
CO5	Evaluating	Evaluate the performance of Supply Chain Management, supply chain with business strategy,						
CO6	Creating	Create SCOR Model Supply Chain Relationships						

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1	L									
	CO2		S			S	S				
	CO3				M	S				L	M
	CO4				M	S					M

	CO5				M	S				L	M
	CO6				M						M
3	Category		Professional Elective (PE)								
4	Approval										

UNIT I

9

Logistics management: Origin and Definition - customer service and logistics management – a perspective - concepts in Logistics and Physical Distribution – Distribution inventory

UNIT II

9

Types of inventory control – demand forecasting – warehousing and stores management – routing – transportation management – commercial aspects in distribution management – codification – Distribution Channel Management – Distribution resource planning – Logistics in 21st Century

UNIT III

9

Supply Chain Management: Introduction – Nature and Concept - The need for supply chain – Understanding the supply chain Management – Participants in supply chain – levels of supply chain.

UNIT IV

9

Role of Manager in supply chain – supply chain performance drivers – key enablers in supply chain improvement – Inter – relation between enablers and levels of supply chain management- Systems and Values of Supply Chain.

UNIT V

9

Aligning the supply chain with business strategy – SCOR Model – Supply Chain Relationships- Conflict Resolution Strategies – Certifications.

TOTAL: 45 PERIODS

References:

1. Supply Chain & Logistics Management-KL by Mr.Ishanka Saikia Mr.V.Anandaraj, Dr.S.Ramachandran, S.Kumaran, 2018
2. Martin Christopher, Logistics and Supply Chain Management, FT Publishing, 2016
3. Janat Shah, Supply Chain Management, Pearson Publication, 2016
4. Bowersox, Supply Chain Logistics Management, Tata McGraw Hill Publications, 2018

P18IBMB001	INTERNATIONAL INDUSTRIAL BUYER BEHAVIOR		L	T	P	C
	Total Contact Hours: 45		3	0	0	3
	Course Designed by :Mr Gowtham Aashirwad Kumar					
COURSE OUTCOMES (COs)						
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES				
CO1	Remembering	Recall the fundamental concepts of Consumer Behavior Theory, Learning; Attitudes attitude change; Globalisation of consumer markets and international market implications, Needs, motivation and involvement				
CO2	Understanding	Summarize the Consumer Buying Process, Models of Consumer Behaviour, Innovation Diffusion and Consumer Adoption Process, Extensive, Limited and Routine Problem Solving Behaviours.				
CO3	Analyzing	Analyse the Extensive, Limited and Routine Problem Solving Behaviours, Internal Determinants of Buying Behaviour, information processing and consumer perception External Determinants of Buying Behaviour, Family and household influence; Reference groups and social class, Culture and subcultures				
CO4	Analyzing	Analyse the Cross-Cultural: Consumer and Industrial Buying Behaviour, Economic demographic and socio-cultural trends and consumer behaviour, Diffusion of Innovation Across Nations/Cultures; Consumer Satisfaction and Other Feedbacks, Individual differences among customers and markets segmentation				
CO5	Analyzing	Analyse Cross-Cultural Consumer Research – Complexities and issues, Organisational Buying Behaviour: Process, Influence and model.				

CO6	Evaluating	Evaluate the Personality and psychographics (values and life style analysis)
-----	------------	--

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1	L				S					
	CO2		L								
	CO3				L	S	L				
	CO4					S				M	M
	CO5	L		L	L	S					M
	CO6										M
3	Category		Professional Elective (PE)								
4	Approval										

UNIT I

9

Consumer Behaviour Theory and its Application to Marketing Strategy; Consumer Buying Process: Extensive, Limited and Routine Problem Solving Behaviours.

UNIT II

9

Internal Determinants of Buying Behaviour : Individual differences among customers and markets segmentation; Needs, motivation and involvement; information processing and consumer perception; Learning; Attitudes and attitude change; Personality and psychographics (values and life style analysis).

UNIT III**9**

External Determinants of Buying Behaviour: Family and household influence; Reference groups and social class; Culture and subcultures. Models of Consumer Behaviour; Organisational Buying Behaviour: Process, Influence and model.

UNIT IV**9**

Cross-Cultural: Consumer and Industrial Buying Behaviour; Economic demographic and socio-cultural trends and consumer behaviour; Globalisation of consumer markets and international marketing implications.

UNIT V**9**

Innovation Diffusion and Consumer Adoption Process; Diffusion of Innovation Across Nations/Cultures; Consumer Satisfaction and Other Feedbacks; Cross-Cultural Consumer Research – Complexities and issues.

TOTAL: 45 PERIODS**References:**

1. The Howard - Sheth Theory of Buyer Behavior by Jagdish N Sheth, 2020
2. Buyer Personas: How to Gain Insight into your Customer's Expectations, Align your Marketing Strategies, and Win More Business by Adele Revella, 2015
3. The Reign of the Customer: Customer-Centric Approaches to Improving Satisfaction, Book by Claes Fornell, David VanAmburg, and Forrest V. Morgeson III, 2017

	HOSPITAL & HEALTH CARE POLICY & PLANNING	L	T	P	C
P18HHMB001	Total Contact Hours: 45	3	0	0	3

		Course Designed by :Mr Gowtham Aashirwad Kumar
COURSE OUTCOMES (COs)		
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO1	Remembering	Remember the Health & Medical care policy, Historical perspectives,
CO2	Understanding	Summarize the Health for whom - delivered by whom, -Decision making in health care An analytical approach to health sector reform, The health policy goals, Process structure and functions of planning,
CO3	Applying	Apply SWOT analysis -The Planning Process -community involvement & people participation in planning.
CO4	Analyzing	Analyse the causes & consequences of reforms, comprehensive policy analysis, data needs and preconditions-Variou models of health sector, The policy environment & consequences of reforms, Management analysis-Health systems research in relation to planning, Nature of quality, Traditional methods in the management of quality
CO5	Evaluating	Evaluate Health & hospital services programme evaluation
CO6	Creating	Create policy formulation.Framework for newer health care policy settlements, Developments in managing health/medical care quality-Variants of audit

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1	L									
	CO2		L	L		S	L		L		
	CO3	L			M	S					S
	CO4				M	S				M	S

	CO5					S					S
	CO6										S
3	Category		Professional Elective (PE)								
4	Approval										

UNIT I ISSUES, THEORIES & CONCEPTS IN POLICY FORMULATION 9

Introduction to Health & Medical care policy - ends & means-Health for whom - delivered by whom-Decision making in health care - process of policy formulation.

UNIT II HOSPITAL AND HEALTH SECTOR REFORMS 9

Introduction to causes & consequences of reforms-An analytical approach to health sector reforms- comprehensive policy analysis, data needs and preconditions-Various models of health sector

UNIT III NATIONAL HEALTH POLICY & FUTURE AGENDA 9

Historical perspectives-The health policy goals-The policy environment & consequences of reforms-Framework for newer health care policy settlements

UNIT IV INTEGRATION OF PLANNING WITH ACTION 9

Process, structure and functions of planning- Management analysis-Health systems research in relation to planning-Health & hospital services programme evaluation-SWOT analysis -The Planning Process -community involvement & people participation in planning.

UNIT V MEDICAL AND CLINICAL AUDIT - TOWARDS QUALITY 9

Nature of quality-Traditional methods in the management of quality-Developments in managing health/medical care quality-Variants of audit

TOTAL: 45 PERIODS

REFERENCES:

1. Peter M Ginter, W. Jack Duncan, Linda E Swayne,'Strategic Management of health care organization'8th edition,Wiley,2017
2. Gupta,'Hospital Administration and Management: A comprehensive guide', Jaypee Brothers Medical Publishers Pvt. Ltd., New Delhi,2016
3. Eric N.Berkonitz, 'Essentials of Health care Marketing' 4th edition, JB learning,2017.
4. Vora, 'Hospital management from service sector perspective' Jaypee Brothers Medical Publishers Pvt. Ltd., New Delhi,2016.
5. Policies and Programmes of Health Care System and Hospital Administration, S.L. Goel, 2010

P18BAMB001	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT		L	T	P	C
	Total Contact Hours: 45		3	0	0	3
	Course Designed by : Dept of Management Studies					
COURSE OUTCOMES (COs)						
CO1	REMEMBER	define Concept, Investment, Speculation& Gambling, Influencing Factors , financial markets, money market and capital markets, git edged Meaning & Concept, Measurements of Risk and Return- Bond Theorem, Valuation of Bond, Preference Shares Portfolio Management Traditional Investment Management				
CO2	UNDERSTAND	Summarize Factors of Investment Decision Making, Classification of Risk, Management of Risk. Equity Shares. Concept, Forward Contract-Features, Advantages and Disadvantages Introduction to Modern Portfolio Management				
CO3	APPLY	Apply Financial Decisions vs Investment Decisions, methods of floating new issues role of primary market secondary market, Concept of Fundamental Analysis-Analysis of Country's Future Contracts-features, Advantages and Disadvantages, CAPM, APT Model, Portfolio Management process,				
CO4	APPLY	Apply Investors Classification, Investment Avenue, Stock Exchanges-Functions, Over the Counter Exchange of India, Concept of Industries, Lifecycle, Markowitz Portfolio Model, Sharpe Model,				
CO5	ANAYZE	Analyze Bonds , Preference Shares, Equity Shares, Government				

		Securities, Post office Deposits, Real Estates Trading System- Type of Orders, Settlement, Speculations Study and Analysis of State of the Industry and the Company-technical analysis, dowtheory chart and technical indicators randlom walk theory EMH hypothesis Long andShortPositions,MarginSystem Portfolio Management Strategies, Portfolio Revision& Evaluation.
CO6	ANALYZE	Analyze Venture Capital, Mutual Fund, Exchange Traded Funds, Life Insurance Trading System-Type of Orders, Settlement, Speculations Characteristics, Company Analysis- Analysis of Financial Statements Options-CallOptions,PutOptions,UsesofOptions.
Category	Professional Elective (PE)	
Approval		

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PO9	PO 10
1	CO1	L				M			S		
2	CO2		L				M	S			
3	CO3				M			S	S		
4	CO4					M	M		S		

5	CO5				M			S			L
6	CO6					M	M		^		
3	Category		Professional Core (PC)								
4	Approval										

UNIT-I

(9)

INTRODUCTION

Concept, Investment, Speculation & Gambling, Influencing Factors of Investment Decision Making, Financial Decisions vs Investment Decisions, Investors Classification, Investment Avenue, Bonds, Preference Shares, Equity Shares, Government Securities, Post office Deposits, Real Estates, Venture Capital, Mutual Fund, Exchange Traded Funds, Life Insurance.

UNIT-II SECURITIES MARKET

(9)

Financial Market- Money Market, Capital Market & Gilt Edge Security Market, Participants in Financial Market. Methods of Floating New Issues, Role of Primary Market and Secondary Market, Stock Exchanges- Functions, Over the Counter Exchange of India, National Stock Exchange of India, Trading System-Type of Orders, Settlement, Speculations.

UNIT-III RISK & RETURNS

(9)

Meaning & Concept, Measurements of Risk and Return-Mean, Standard Deviation & Variance, Classification of Risk, Management of Risk.

INVESTMENT ANALYSIS

Concept of Fundamental Analysis-Analysis of Country's Economic Condition, Study and Analysis of State of the Industry and the Company-Concept of Industries, Lifecycle, Characteristics, Company Analysis- Analysis of Financial Statements. Technical Analysis- Dow's Theory, Charts and Technical Indicators. Random Walk Model, Efficient Market Hypothesis (EMH).

UNIT-IV

(9)

VALUATION OF BONDS & EQUITY

Bond Theorem, Valuation of Bond, Preference Shares, Equity Shares.

Concept, Forward Contract-Features, Advantages and Disadvantages, Future Contracts-features, Advantages and Disadvantages, Long and Short Positions, Margin System, Options- Call Options, Put Options, Uses of Options.

UNIT-V

(9)

Portfolio Management Traditional Investment Management, Introduction to Modern Portfolio Management, Markowitz Portfolio Model, Sharpe Model, CAPM, APT Model, Portfolio Management process, Portfolio Management Strategies, Portfolio Revision & Evaluation.

TOTAL: 45 PERIODS

REFERENCES

1. Prasanna Chandra, "Investment & Portfolio Management", Tata McGraw Hill.
2. Kevin S., "Security Analysis & Portfolio Management", PHI Learning.
3. PUNIT Thavathy Pandian, "Security Analysis and Portfolio Management", Vikas Publishing.
4. Fischer & Jordan, "Security Analysis and Portfolio Management", PHI.
5. Charles P Jones, John Wiley., "Investment Analysis and Management".
6. Haugen Roberts., "Modern Investment Theory", PHI.
Alexander, Gordon, Jeffery, and Sharpe Williams., "Fundamentals of Investments".

7. Elton, Gruber, Brown and Goetzmann., "Modern Portfolio Theory and Investment Analysis

Weblink:

1. www.businessstudynotes.com/.../investment-analysis-and-portfolio-management/inves.

		BUSINESS PLAN DEVELOPMENT	L	T	P	C
P18RMMB001	Total Contact Hours: 45		3	0	0	3
	Course Designed by : Dept of Management Studies					
	OBJECTIVES					
<ol style="list-style-type: none"> 1. To know about the starting process of business 2.To know about the Components of Business Plan 3.To know about the Internal Planning for Existing Business and Corporations 4.To understand the nuances of E- Business 5.To understand the community Involvement and Social Responsibility in Business 						
COURSE OUTCOMES (COs)						
CO1	<ul style="list-style-type: none"> • Define entrepreneurship and what it means to be an entrepreneur • Recognize what it takes to start an entrepreneurial endeavor • Name the most critical factors of entrepreneurship 					
CO2	<ul style="list-style-type: none"> • Outline common startup frameworks and discuss their importance • Interpret the critical factors involved in real-world case studies • Paraphrase why an opportunity would exist with hypothetical ventures 					
CO3	<ul style="list-style-type: none"> • Apply the Lean Startup techniques to your own business idea • Develop understanding of your market and competition • Identify the key success factors in your venture 					
CO4	<ul style="list-style-type: none"> • Analyze the go-to-market strategy of a startup • Examine the presentation of other students' proposed startups • Distinguish between a good business idea and a bad one 					
CO5	<ul style="list-style-type: none"> • Prioritize the action plan along your entrepreneurial journey • Influence panel of judges and your peers that your business is feasible • Justify about the pros and cons of business models 					
CO6	<ul style="list-style-type: none"> • Combine everything you've learned into a convincing business plan • Formulate the strategy for your business and how you will go to market • Propose the feasibility of any idea, and suggest recommendations for next steps 					
Category	Professional Elective (PE)					
Approval						

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1		S			S			S	S	
	CO2		S			S		M	S		
	CO3	S	S		S	S				S	S
	CO4				S	S		M	S	S	
	CO5	S			S		M	M	S		S
	CO6	S	S			S	M	M	S	S	S
3	Cate gory		Professional Core (PC)								
4	Appr oval										

UNIT I

9

Starting the Process

Introduction, Concept, importance- The Successful Business – Getting Your Plan Started – Making Your Plan Compelling.

UNIT II

9

Business Plan Components

The Executive Summary – Company Description – Industry Analysis and Trends – Target Market – Competition – Strategic Position and Risk Assessment – Marketing Plan and Sales Strategy – Operations – Technology Plan

UNIT III

9

Putting the Plan to Work

Preparing – Presenting and Sending Out Your Plan – Looking for Money – Using Your Plan for Class and Competitions – Internal Planning for Existing Business and Corporations – Time Saving Tips.

UNIT IV

9

Special Considerations

Considerations for Internet, ‘E- Business’ – Considerations for Retailers – Considerations for Manufacturers – Considerations for Service Businesses

UNIT V

9

Management and Organisation – community Involvement and Social Responsibility – Development – Milestones and Exit Plan – The Financials – The Plans Appendix - Business Planning in a Weak or Strong Economy.

TOTAL: 45 PERIODS

Text Book

1. Kleiner, Eugene, Abrams, Rhonda (2014). The Successful Business Plan: Secrets & Strategies, 6/e; New Delhi: Prentice Hall

Reference Books

1. Chandra, Prasanna (2016). Projects - Planning, Analysis, Selection, Financing, Implementation and Review, 8/e; New Delhi: McGraw Hill Education
3. Barringer, R. Bruce (2014). Preparing Effective Business Plans: An Entrepreneurial Approach, 2/e; New Delhi: Pearson Education

		FUNDAMENTALS OF ENTREPRENEURSHIP AND MSMES	L	T	P	C
		Total Contact Hours: 45	3	0	0	3
		Course Designed by : Dept of Management Studies				
COURSE OUTCOMES (COs)						
CO1	REMEMBER	Concept, nature of Entrepreneur & Entrepreneurship. Medium, Small and Tiny Business: Definition, Role in the economy and Significance.				
CO2	UNDERSTAND	Classification of entrepreneurs, Distinction between Entrepreneur and Manager, Entrepreneurship and Entrepreneurship. Theories of Entrepreneurship: McLelland and Drucker,				
CO3	APPLY	Entrepreneurial Motivation, Government initiatives and private sector opportunity				
CO4	ANALYZE	Environment assessment: political, legal, economic, social, Technological, global environment. Assessment of business opportunities				
CO5	EVALUATE	Strategic planning for emerging venture, Managing entrepreneurial growth, Business Succession and continuing from family Business perspective,				
CO6	CREATE	Developing effective business plan. Role of venture capital and their problems. Succession policy, problems of innovation and change.				
Category	Professional Elective (PE)					
Approval						

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PO9	PO 10
1	CO1	L					M			S	
2	CO2		L					L	S		
3	CO3			M					S	S	
4	CO4				M	L			S		
5	CO5			M	M					S	S
6	CO6						M		S		S
3	Category		Professional Core (PC)								
4	Approval										

UNIT I

9

Basic Aspects: Concept, nature of Entrepreneur & Entrepreneurship, Classification of entrepreneurs, Distinction between Entrepreneur and Manager, Entrepreneurship and Entrepreneurship, Theories of Entrepreneurship: McLelland and Drucker, Medium, Small and Tiny Business : Definition, Role in the economy and

Significance.

UNIT II

9

Developing Entrepreneurial Plan :Environment assessment : political, legal, economic, social, Technological, global environment, Developing effective business plan.

UNIT III

9

Entrepreneurial Venture Initiation: Assessment of business opportunities, Entrepreneurial Motivation, Government initiatives and private sector opportunity.

UNIT IV

9

Growth and Development of Entrepreneurial Venture: Strategic planning for emerging venture, Managing entrepreneurial growth, Role of venture capital and their problems.

UNIT V

9

Challenges in Entrepreneurship: Business Succession and continuing from family Business perspective, Succession policy, problems of innovation and change.

TOTAL: 45 PERIODS

Reference Books

- 1.Wickham, Phillip A (1998); Strategic Entrepreneurship, Pitman, UK.
- 2.Shukla, MB, (2011), Entrepreneurship and Small Business Management, Kitab Mahal, Allahabad
- 3.Hill, Michal A., Inland Durama R et al; Strategic Entrepreneurship: Creating a New Mindset, Blackwell Publishers, Oxford.
- 4.Zenas Block and Ian C Macmillan, Corporate Venturing, Harvard Business School Press, Boston

5.Sahay A., V. Sharma (2008), Entrepreneurship and New Venture Creation,
Excel Books, New Delhi.

6. Lall, Sahai (2006), Entrepreneurship, Excel Books, New Delhi

Weblink:

www.pondiuni.edu.in/sites/default/.../Entrepreneurship%20Managementt200813.pdf

P18THMB001	TRAVEL AND TOURISM MANAGEMENT		L	T	P	C
	Total Contact Hours: 45		3	0	0	3
	Course Designed by :Mr Gowtham Aashirwad Kumar					
COURSE OUTCOMES (COs)						
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES				
CO1	Remembering	Recall the Defining Tourist & Tourism, History of Travel (Tourism) - Types of Tourism, Introduction - meaning and definition - types of itineraries, Travel Agency – History - Growth and Development, International Organizations and Tourism - History of Co-operative Endeavour - International Union of Official Travel Organizations - The World Tourism Organization, Pacific Area Travel Association (PATA) - PATA Membership - PATA Chapters, Finance, Functions - PATA and India - International Air Transport Association (IATA) - International Civil Aviation Organization (ICAO) - The Sergeant Committee, functions of tour managers and planning tools for an itinerary				
CO2	Understanding	Understand the Tourism in Modern Period - Nature of Tourism - Tourism: Its Components and Elements - Basic Reasons and Motivation for Travel, Essentials of Travel Agency, Functions of Travel Agency - Setting up of a Travel Agency,				
CO3	Analyze	Analyze the Tourist Information Offices - Ministry of Tourism, Department of Tourism - Tourism Since Independence - India Tourism Development Corporation (ITDC), Organization of Travel - Travel Organizations				

CO4	Analyze	Analyze Functions of tour managers and planning tools for an itinerary, Tour Packaging Management - Concept, Origin and Development of Tour Packaging, Types of Tour - Component of a Standard Package Tour - Factors affecting Tour Formulation, Organization of Travel - Travel Organizations. Analyze Travel Agents in India - Travel Agents Association of India (TAAI) - Travel Documents: Passport and Visas - Formalities Health Customs - Currency Control Foreign Exchange.
CO5	Evaluate	Evaluate the Future Tourism Trends - Future Trends in Hospitality - Future Travel Trends - The Future Guest - Customers Service
CO6	Create	Create Itinerary, Tour Designing Process - Significance of Package Tour and Tour Brochure.

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1	M				S			M		
	CO2		L			S	L				
	CO3				S	S					
	CO4				S	S					
	CO5			L	S	S					L
	CO6				S	S					
3	Cate		Professional Elective (PE)								

	gory		
4	Appr oval		

UNIT-I: CONCEPT OF TOURISM

9

Defining Tourist & Tourism, History of Travel (Tourism) - Types of Tourism - Tourism in Modern Period - Nature of Tourism - Tourism: Its Components and Elements - Basic Reasons and Motivation for Travel

UNIT-II: TOUR PACKAGING MANAGEMENT

9

Itinerary Development – Introduction - meaning and definition - types of itineraries - how to develop an effective itinerary - functions of tour managers and planning tools for an itinerary - Tour Packaging Management - Concept, Origin and Development of Tour Packaging - Types of Tour - Component of a Standard Package Tour - Factors affecting Tour Formulation – Tour Designing Process - Significance of Package Tour and Tour Brochure.

UNIT-III: TRAVEL AGENCY AND TRAVEL DOCUMENTS

9

Travel Agency – History - Growth and Development - Essentials of Travel Agency - Functions of Travel Agency - Setting up of a Travel Agency - Organization of Travel - Travel Organizations - Travel Agents in India - Travel Agents Association of India (TAAI) - Travel Documents: Passport and Visas - Formalities Health Customs - Currency Control Foreign Exchange

UNIT-IV: TRAVEL TRADE ORGANIZATIONS / ASSOCIATIONS

9

International Organizations and Tourism - History of Co-operative Endeavour - International Union of Official Travel Organizations - The World Tourism Organization - Pacific Area Travel Association (PATA) - PATA Membership - PATA Chapters, Finance, Functions - PATA and India - International Air Transport Association (IATA) - International Civil Aviation Organization (ICAO) - The Sergeant Committee - Tourist Information Offices - Ministry of Tourism, Department of Tourism - Tourism Since Independence - India Tourism Development Corporation (ITDC)

Future Tourism Trends - Future Trends in Hospitality - Future Travel Trends - The Future Guest
 - Customers Service

Total No. of Periods: 45

References:

1. Tourism: Concepts, Theory and Practice by M.R. Dileep, 2020
2. International Tourism Management by A.K. Bhatia, 2019
3. Tourism Development: Principles & Practices by A K Bhatia, 2020
4. Tourism: Principles and Practices (Oxford Higher Education) by Sampad Kumar Swain and Jitendra Mohan Mishra, 2011
5. Tourism: Operations and Management by Sunetra Roday , Archana Biwal, et al., 2009

	Credit Appraisal Management		L	T	P	C
	Total Contact Hours: 45		3	0	0	3
	Course Designed by : Shree Balaji K					
COURSE OUTCOMES (COs)						
CO1	Remembering	Recall the basic Concepts and Principles of Credit policy, credit Management, credit allocation and evaluation				
CO2	Understand	Demonstrate the Regulations on NPAs in Banking and Financial Institutions and N of credit policy and Types of Credit agreement				
CO3	Understand	Classify the Components of Credit Policy, Government Regulations of Credit Po in Banks and Financial Institutions				
CO4	Apply	Apply NABARD Initiatives and Loan Default, Segments of loans and advances, Agricultural finance, Crop Loans, Loans for cultivation, Retail Banking Advances				
CO5	Analyze	Analyze by Credit Monitoring & Supervision of the Asset Classification through N management and Monitoring of NPAs, Debt Recovery and Restructure Mechanism				

CO6	Evaluate	Evaluate Credit Documentation, Credit Application, Credit Payment Terms, Credit Statements and Security and Renewal of Documents.
------------	----------	---

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
2	CO1	S	S			S			S		
3	CO2		S		S		M		S		
4	CO3	S	S			S		M	S	L	
5	CO4				S	S		M			M
6	CO5	S	S		S	S		M			
	CO6		S		S	S			S		M
3	Category		Fundamental Core (FC)								
4	Approval										

UNIT I – INTRODUCTION

9

Concept of Credit Management – Definition of credit – Credit Department – Objectives of credit management – Process and Principles of Credit Management –Principle of Good Lending– Credit Allocation – Credit Evaluation –Post Sanction Review – Monitoring and Supervision – Credit Institutions.

UNIT II – OVERVIEW OF CREDIT POLICY AND ESTIMATION

9

Nature of Credit Policy – Need for credit policy – Components of Credit Policy- Types of Credit agreement – Government Regulations of Credit Policy – Credit policy by Banks and Financial institutions – Banking and Financial Institutions in bringing credit facilities to various sectors – Credit Estimation

UNIT III - CREDIT ANALYSIS AND DOCUMENTATION 9

Credit Analysis – Projections – Feasibility Study – Borrowers Study – Bankers Opinion – Balance Sheet Analysis for Lending – Classification of borrowers – Risk and Return Analysis of loans Analysis – Credit Documentation – Credit Application – Credit Payment Terms – Credit Statements - Security and Renewal of Documents.

UNIT IV – CREDIT MONITORING AND SEGMENTS OF LOANS AND ADVANCES 9

Credit Monitoring – Supervision – Follow up – Follow up Reports – Physical Follow up – Credit Collection – Loan Default – Segments of loans and advances – Agricultural finance – Crop Loans – Loans for cultivation – Kissan Credit Cards – NABARD Initiatives – Retail Banking Advances – Consumer Credit.

UNIT V – NON PERFORMING ASSET MANAGEMENT 9

NPA Management – identification of NPAs – Asset Classification – Prudential Norms – Regulations on NPAs in Banking and Financial Institutions – NPA Status on Banks and Financial Institutions– Capital Adequacy – Provisioning Norms – Monitoring of NPAs – Debt Recovery and Restructure Mechanisms.

TOTAL: 45 PERIODS

REFERENCES

1. Credit Appraisal & Analysis Of Financial Statements - A Hand Book For Bankers And Finance Managers (R.K.Gupta, Himanshu Gupta), 2019
2. Credit Appraisal & Lending Aspects in Banking Kindle Edition by Archana Avasthi, 2018
3. G.S. Popli and S.K. Puri, Strategic Credit Management in Banks, Prentice Hall of India, 2014.
4. K.R. Subbakrishna and S. Murali Bank Credit Management Himalaya Publishing House 2nd Edition, 2014.
5. Hrishikes Bhattacharya, Credit Appraisal and Lending Decisions, Oxford University Press, 2011.
6. G. Vijayaragavan, Bank Credit Management,, Himalaya Publishing House, 2013
7. S.K. Bagchi, Credit Risk Management Jaico Publishers

P18HRMB002	Industrial Relations and Labour Welfare		L	T	P	C
	Total Contact Hours: 45		3	0	0	3
	Course Designed by : Mr. Vigneshwar.K					
COURSE OUTCOMES (COs)						
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES				
CO1	Remembering	Define the key theoretical perspectives in industrial relations and how the perspectives shape the practice of industrial relations.				
CO2	Understanding	Summarize the key perspectives of industrial relations regarding the interpretation of conflict and power imbalance between employers and employees and to handle industrial disputes with detailed knowledge of actual organization scenarios and long-term impact of resolutions of both employees and employer.				
CO3	Applying	Develop effective policies and practices with appropriate sensitivity and responsiveness to context, regarding industrial relations at the personal, organisational and national levels and develop an understanding of industrial relations institutions such as Settlement machinery, industrial tribunals and Labour welfare				
CO4	Analyzing	Examine about the legal frame work stipulated under The Minimum Wages Act, 1948, Provident Fund Act 1952 and discover the underlying logic of trade unionism, the structure of the labour movement and the practice of unionism in India.				
CO5	Evaluating	Evaluate the key processes of industrial relations at the workplace level and their relationships to the institutions and evaluate the current and emerging industrial relations trends and debate their impact on the parties, processes and rules of Indian industrial relations				
CO6	Creating	Create new strategies to assemble, interpret and persuasively communicate information to justify decision-making in the performance of key tasks associated with the industrial relations function in organizations (i.e., collective bargaining, ethical code and dispute resolution)				

Mapping of Course Outcomes with Program Outcomes

(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1			M		S	S				
	CO2			M		S	S	S	S		
	CO3	S	S		S	S	S		S		
	CO4		S			S	S		S	L	L
	CO5		S				S				
	CO6	S	S		S	S	S	S	S		
3	Cate gory		Professional Core (PC)								
4	Appr oval										

UNIT I

9

Industrial Relations – Definition, scope, objectives, factors affecting IR - Approaches to Industrial relations - System of IR in India - Industrial Relations problems in the Public Sector – Codes of conduct - Workers Participation in Management – Concept, objectives, Forms and Levels of Participation.

UNIT II

9

Industrial conflict – Causes for Industrial Conflict, Industrial Disputes Act, 1947:- Definitions of Industry - Authorities under the Act – Procedure, Powers and Duties of Authorities, Impact of Industrial Disputes, Strikes – Typology of strikes, Lockout.

UNIT III

9

Settlement machinery - Conciliation - Conciliation Officer - Board of Conciliation - Court of Enquiry - Labour Court - Industrial Tribunal and National Tribunal and Arbitration, Adjudication Labour Welfare work – importance, concept, scope of labour welfare work facilities under Welfare Funds - Duties of Labour Welfare Officers,

UNIT IV**9**

The Minimum Wages Act, 1948 , Provident Fund Act 1952 and Payment of Gratuity Act 1972- Scope , applicability, minimum gratuity, nomination, rights of Employer and duties of Employee

Trade Unions: Meaning - trade union movement in India - The role of the Trade Unions in Modern Industrial Society of India, functions of trade unions - objectives of important trade unions, The Trade Union Act, 1926, procedure for registration of Trade Union, Grounds for the withdrawal and cancellation of registration, union structure, Rights and responsibilities, Penalties for offences of trade unions, Difference between a registered and a recognized Trade Union, problems of trade unions, future trends of trade union movement in India.

UNIT V**9**

Ethical Codes and Industrial Relations – The code of Discipline, Principle of the Code, Objectives of Code of Discipline, Code of Discipline in Industry. Collective Bargaining – Concept – Importance – Principles, Forms of Collective Bargaining, Process of Negotiations during bargaining.

TOTAL: 45 PERIODS**REFERENCE BOOKS**

1. Industrial Relations and Labour Laws, 7e by S C Srivastava, 2020
2. Industrial Relations and Labour Laws for Managers by Parul Gupta, 2019
3. Industrial Relations and Labour Laws by Piyali Ghosh and Shefali Nandan, 2017
4. Industrial Relations, Trade Unions and Labour Legislation by P.R.N. Sinha, Sinha Indu Bala, et al., 2017

P18MKMB002	CONSUMER BEHAVIOUR				L	T	P	C
	Total Contact Hours: 45				3	0	0	3
	Course Designed by : Mr Gowtham Aashirwad Kumar							
COURSE OUTCOMES (COs)								
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES						

CO1	Remembering	Remember the fundamental concepts of Consumer Behaviour.
CO2	Understanding	Understand the concept of consumer perception, its elements and study about learning theories, attitudes and motivation, reference groups, family, opinion leaders, Diffusion of Innovation, and Managing Dissonance.
CO3	Applying	Apply the concept of post purchasing behavior and profiling market segments.
CO4	Analyzing	Analyze behavior decision processes and communication units, needs, wants, motives, demographic and psychographic factors and Difficulties and Challenges in predicting Consumer Behaviour and Emerging Issues.
CO5	Evaluating	Interpret the influence of culture, subculture and cross culture on consumer behavior.
CO6	Creating	Demonstrate the use of consumer behavior theories and information in developing marketing and communication strategies by marketers.

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1	S				S					
	CO2	S	M			S			S	M	
	CO3	S			S						S
	CO4				S	S			S		S
	CO5				S	S					S
	CO6				S						S
3	Cate gory	Professional Elective (PE)									
4	Appr										

	oval		
--	------	--	--

UNIT – I: APPROACHES **9**

Introduction – Concepts - Approaches to the study of consumer behavior – Significance – Comprehensive models of consumer decision process – Implications of the models on Marketing Decisions - Different buy situations – Programmed and non – programmed buying decisions.

UNIT – II: INTERNAL INFLUENCES **9**

Internal influences on consumer behavior – Needs and motives – Personality – Demographic and Psychographics factors – Buyer as perceiver – As learner – Attitude formations – Change of attitude – Influencing factors – Measurement of attitude – Life style influence – Life cycle influence.

UNIT – III: EXTERNAL INFLUENCES **9**

External Influences on consumer behavior – Family – Reference group – Social and cultural aspects – Opinion leaders – Role of relationship – Post purchase behavior of consumers.

UNIT – IV: COMMUNICATION STRATEGY **9**

Developing communication strategy to influence the adoption process – Strategic marketing decisions in response to consumer behavior – Consumer Decision making process.

UNIT – V: ON – LINE BEHAVIOUR **9**

Determinants and framework of On-line buyer behavior – Difficulties and challenges in predicting consumer behavior – Diffusion of Innovation – Managing Dissonance – Emerging Issues.

TOTAL: 45 PERIODS

REFERENCES:

1. Consumer Behaviour by Sarmistha Sarma, 2019
2. Leon G. Schiffman and Leslie Lasar Kanuk, Consumer Behaviour, 12 Edition, Pearson Education, India, 2018
3. Consumer Behaviour 11/e by Schiffman/ Kumar., 2015
4. Consumer Behaviour: The Indian Context (Concepts and Cases) by S. Ramesh Kumar, 2017
5. David L. Laudon & Albert J. Della Bitta - Consumer Behaviour - Tata McGraw Hill Publishing - 2001.
6. J. Paul Peter & Jerry C. Olson - Consumer Behaviour & Marketing Strategy - McGraw Hill - 2004.

7. S.L. Gupta & Smitra Pal - Consumer Behaviour: An Indian Perspective - Sultan Chand - 2001.
8. Assael - Consumer Behaviour - Thomson Learning – 2001
9. Leon G. Schiffman and Leslie Lasar Kanuk, Consumer Behavior, Pearson Education, India, 2002

		BANK OPERATIONS MANAGEMENT	L	T	P	C
P18BIMB002		Total Contact Hours: 45	3	0	0	3
Course Designed by : Dept of Management Studies						
COURSE OUTCOMES (COs)						
CO1	Remember	List Banker and Customer – Types of relationship between banker and customer deposit mobilization nature of deposits feature of deposits Negotiable Instruments – Concept of cheques Concept of bank finance – Bank Assets and Liability – objectives of bank management Career In banking – Various cadres – Hierarchy				
CO2	Understand	Illustrate Bankers obligations to the customers classification of deposits Format of Cheque – Classifications of Cheques Analysis of bank profits – Indicators of profitability management of personnel local advisory committee				
CO3	Understand	Demonstrate Rights and Obligations – Rights of lien – Rights of Set off – Rights of appropriation – Rights of Banker concept of advances features of lending Format of Cheque – Classifications of Cheques RBI Policies for liquidity Management – Capital Adequacy Recruitment process – Selection – Training				
CO4	Apply	Apply Know your customer– Banking Ombudsman concept of lending – Features of Lending Crossing of cheques – Endorsement of Cheques Liquidity Management – Objectives of Liquidity Management Promotion – Probationary Officer – Preparation for Bank Exams				
CO5	Apply	Identify principles of Lending - Classification of loans Protection to the collecting banker – Duties of Collection Banks Performance of Banks – CAMEL – Balanced Score Card Coaching – Bank Exam practice papers – CAIIB				
CO6	Apply	Develop Bills of exchange – Definition – Parties – Dishonor of bill – Bank Draft – Salient Features Officers – AGM – DGM				

Category	Professional Elective (PE)
Approval	

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
1	CO1	L				M		S			
2	CO2		M				M		M		
3	CO3		M			M		S			
4	CO4						M	S		M	
5	CO5					M			M		
6	CO6						M	S		M	
3	Category		Professional Core (PC)								
4	Approval										

UNIT I – BANKER & CUSTOMER RELATIONSHIP

9

Banker and Customer – Types of relationship between banker and customer – Bankers obligations to the customers – General and Special Features – Rights and Obligations – Rights of lien – Rights of Set off – Rights of appropriation – Rights of Banker – Know your customer– Banking Ombudsman

UNIT II - MANAGEMENT OF DEPOSITS AND ADVANCES

9

Deposit Mobilization – Nature of deposits – Features of deposits – Classification of deposits – concept of advances – Features of Advances - types of advances – concept of lending – Features of Lending – principles of Lending - Classification of loans

UNIT III – NEGOTIABLE INSTRUMENTS 9

Negotiable Instruments – Concept of cheques – Format of Cheque – Classifications of Cheques – Crossing of cheques – Endorsement of Cheques – Protection to the collecting banker – Duties of Collection Banks – Bills of exchange – Definition – Parties – Dishonor of bill – Bank Draft – Sailable Features.

UNIT IV – BANK FINANCIAL MANAGEMENT 9

Concept of bank finance – Bank Assets and Liability – objectives of bank management – Analysis of bank profits – Indicators of profitability – Liquidity Management – Objectives of Liquidity Management – RBI Policies for liquidity Management – Capital Adequacy – Performance of Banks – CAMEL – Balanced Score Card

UNIT V – CAREER IN BANKING 9

Career In banking – Various cadres – Hierarchy – Management of Personnel – Local Advisory Committee – Recruitment process – Selection – Training – Promotion – Probationary Officer – Preparation for Bank Exams – Coaching – Bank Exam practice papers – CAIIB – Officers – AGM – DGM – Practical aspects of banking career – problems of bank exams – practice tests.

TOTAL: 45 PERIODS

REFERENCES

1. Case Studies : Indian Banks and Banking Operations by Rupal Desai, 2017
2. Banking Operations Management, Bimal Jaiswal, Vikas Publishing House, 2015
3. Banking Operations, Colin Watson, Global Professional Publishing Ltd, 2013
4. Management and Operations Of Co-Operative Banks by Indian Institute of Banking and Finance, 2017

P18LOMB002	LOGISTICS MANAGEMENT	L	T	P	C
	Total Contact Hours: 45	3	0	0	3
	Course Designed by : Dept of Management Studies				

COURSE OUTCOMES (COs)		
CO1	REMEMBER	Define the logistics management inventory management and customer satisfaction and the types of logistics organizational structure
CO2	UNDERSTAND	Illustrate on the measure of logistics, customer services, demand forecasting, customer satisfaction and qualitative measures
CO3	UNDERSTAND	Illustrate on the logistics system analysis and design and the logistics planning and strategy
CO4	APPLY	Apply on the logistics strategy and supply chain management meaning and objective, channel design and integrated supply chain management
CO5	APPLY	Apply on the containerization and the transportation of logistics and the various modes of transportation and the transport
CO6	ANALYZE	Analyze on the logistics management information system and intermodal transportation and the role of artificial intelligence on logistics information systems
Category	Professional Elective (PE)	
Approval		

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PO9	PO 10
1	CO1	M				S			M		
2	CO2		M				S	S			
3	CO3		M			S			M		

4	CO4	M					S	S			
5	CO5					S		S			
6	CO6				L						L
3	Category		Professional Core (PC)								
4	Approval										

UNIT-I

9

Introduction: Logistics Management - Definition - Meaning - Application of Logistics in purchasing - TQM - Inventory Management - Customer Service - Warehousing - Marketing - Types of Logistics Organizational Structures.

UNIT-II

9

Measure of Logistics - Qualitative measures - Demand Forecasting - Materials handling - Customer service - Customer Satisfaction - Quantitative measures - Reliability and Maintainability Factors - Supply Support Factors - Availability Factors - BEP

UNIT-III

9

Logistic System Analysis and Design - Design for Reliability and Maintainability - Design for human factor - Logistic planning - Implementing Logistic Strategy- Supply Chain Management - Definition - Meaning - Objective - Channel design - Integrated Supply chain Management - Pitfalls in SCM.

UNIT-IV

9

Containerization – concepts, types, benefits, types of carriers Transportation – role of transportation in logistics, transportation, selection decision basic modes of transportation – rail, road, water, air, Pipeline – Characteristics of different modes – transport economics– freight management – route planning - Role of ports – ICDs, CONCOR – Global shipping options

UNIT-V

9

Logistics Information System - EDI - Order Cycle - Advanced Order Processing Systems - DSS - AI and ES - Neural Networks - DBMS - LAN - WAN - Applications for integrated Logistics management - Application of Network Analysis Global Logistics - International Distribution Channel Strategies - Management of Export Shipment - Conceptual model for Logistics audit.

TOTAL: 45 PERIODS

REFERENCE BOOKS

1. Integrated Supply Chain and Logistics Management by Rajat K Baisya, 2019
2. Logistics & Supply Chain Management, 5th Edition, Prof. Martin Christopher, FT Publishing International, 2016
3. Logistics Management by Ganapathi and Nandi, 2015
4. Logistics Management, 2nd Edition, V.V Sople Pearson India, 2009
5. Douglas M. Lambert, James R. Stock, Lisa M. Ellram,: Fundamentals of Logistics Management, Singapore, Irwin/ McGraw Hill, International edition 1998.
6. John T Mentzer ed.: Supply Chain Management, A South Asian Reprint India, New Delhi, Sage Publication Ltd., 2001.

P18IBMB002	SALES AND DISTRIBUTION MANAGEMENT	L	T	P	C
	Total Contact Hours: 45	3	0	0	3
	Course Designed by : Dept of Management Studies				

OBJECTIVES		
<ol style="list-style-type: none"> 1. Practice on Designing and Administering Compensation Plans 2. Knowledge on Objectives and Quotes for Sales Personnel 3. Awareness of the Sales Cost and Cost Analysis 4. Clarity on Channel Intermediaries 5. Knowledge on Information System and Channel Management 		
COURSE OUTCOMES (COs)		
CO1	Remember	Find how organization develop and expand customer relationships and find the factors influencing sales personnel
CO2	Understand	Illustrate various methods of developing, directing, and evaluating sales forces and distribution channels
CO3	Apply	Apply fundamental concepts involving the selling and buying process with particular emphasis on oral, written, and interpersonal communications including sales force
CO4	Analyze	Analyze how organisation conceive, produce, and transfer goods and services to points of consumption.
CO5	Evaluate	Explain Reporting Formats for Primary and Secondary Sales, Monthly Sales Plan, Territory Sales and Coverage Plan, Daily Sales Call Report
CO6	Create	Discuss ethical considerations that occur when making sales and sales management decisions. Develop Sales Training Programmes and Discuss critically about the current and future direction of marketing channels.
Category	Professional Elective (PE)	
Approval		

Mapping of Course Outcomes with Program Outcomes

(S/M/L indicates strength of correlation)

S-Strong, M-Medium, L-Low

1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1		M				M	M		L	
	CO2		M			S			M		S
	CO3	M		L				M			
	CO4				M	S					
	CO5				M				M		S
	CO6	M				S	M				S
3	Cate gory		Professional Core (PC)								
4	Appr oval										

UNIT I

9

Nature and scope of Sales Management; Setting and Formulating Personnel; Developing and Conducting Sales Training Programmes; Designing and Administering Compensation Plans.

UNIT II

9

Supervision of Salesmen; Motivating Sales Personnel; Sales Meetings and Sales Contests; Designing Territories and Allocating Sales Efforts; Objectives and Quotes for Sales Personnel.

UNIT III

9

Developing and Managing Sales Evaluation Programme; Sales Cost and Cost Analysis. An overview of Marketing Channels, their structure, Functions and Relationships.

UNIT IV

9

Channel Intermediaries – Wholesaling and Retailing; Logistics of Distribution; Channel Planning, Organisational Patterns in Marketing Channels; Managing Marketing Channels; Marketing Channel Policies and Legal Issues.

UNIT V**9**

Information System and Channel Management; Assessing Performance of Marketing Channels including sales force; International Marketing Channels.

TOTAL: 45 PERIODS**REFERENCES:**

1. Sales and Distribution Management by Krishna K. Havaladar and Vasant M. Cavale, McGraw Hill Education, 2017
2. Sales and Distribution Management, 6e by Richard R. Still, Edward W. Cundiff, et al, Pearson, 2017
3. Sales and Distribution Management by Tapan K. Panda and Sunil Sahadev, Oxford Publishing, 2019
4. Sales and Distribution Management, Dr S. L. Gupta, 2018
5. Sales and Distribution Management by A. Nag, McGraw Hill Education. 2017

P18HHMB002	ORGANISATION AND MANAGEMENT OF HOSPITAL AND HEALTH SYSTEM		L	T	P	C
	Total Contact Hours: 45		3	0	0	3
	Course Designed by : Dept of Management Studies					
COURSE OUTCOMES (COs)						
CO1	Remember	Define the concept of hospital and design of hospital buildings and recall on the management of in patient services and other services such as laboratories and find on the various utility services for effective functioning of hospitals				
CO2	Understand	Classify on the various types of hospitals and summarize the history of hospitals and demonstrate on the pharmacy admission and discharge procedure and interpret on the hospital engineering services				
CO3	Apply	Apply on the organizational structure of hospital and develop administration services for various clinical services such as emergency , operation theatre and identify on the management of hazard and safety in a hospital set up.				
CO4	Apply	Develop on the departmentation in hospital and identify the various services in ICUs, Super speciality services, and organize various records				

		and discharge procedure and managing hospital and engineering services
CO5	Analyze	Analyze on the vertical and horizontal structure of hospital and categorize on the biomedical equipments and examine on the laundry, housekeeping, peer control services
CO6	Evaluate	Evaluate on the hospital design and layout and explain on the services including utilization study and nursing services and interpret on the blood bank medical and interpret on the techniques of hospital management and current issues in hospital management , telemedicine, biomedical waste management and organ transplantation
Category	Professional Elective (PE)	
Approval		

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PO9	PO 10
1	CO1	L		S		S	S		S		
2	CO2			S	S					L	
3	CO3		M				S	M			
4	CO4				S	S			S		
5	CO5			S			S		S		
6	CO6		M		S			M			
3	Category	Professional Core (PC)									

4	App rova l		
---	------------------	--	--

UNIT I INTRODUCTION

9

Concept of Hospitals-Planning and Design of a Hospital (Building & Physical Layout)-Different types of Hospital -History of Hospital Development -Departmentation in Hospital-Organization-Structure-Vertical & Horizontal.

UNIT II MANAGEMENT AND ORGANIZATION OF CLINICAL SERVICES 9

Organization and Administration of various clinical services-Outpatient Services-In-patient Services-Emergency services-Operation Theatre – ICUs - Super Specialty Services including their utilization study-Nursing services.

UNIT III PLANNING & ORGANIZING OF SUPPORT SERVICES 9

Imaging-CSSD-Laboratory-Blood Bank-Medical Records-Mortuary-Pharmacy-Admission & Discharge Procedure- Bio Medical Equipments Planning- Management of Hazard & Safety in a Hospital Setup.

UNIT IV ORGANIZATION AND MANAGEMENT OF UTILITY SERVICES 9

Laundry - Housekeeping- Pest control-Managing the Estate (Hospital Security) -Hospital Engineering Services (Plumbing, Electricity, Civil, A/C, Lifts)-Ambulance Services.

UNIT V EVALUATION OF HOSPITAL & HEALTH 9

Accreditation-Assessing Patient Satisfaction-Techniques of Hospital Services Evaluation-Indicators of Hospital Efficiency & Effectiveness- Current Issues in Hospital Management-Telemedicine, Bio-Medical Waste Management, Organ Transplantation,.

TOTAL: 45 PERIODS

REFERENCES:

1. Hospitals - Facilities Planning & Management by G. D Kunders, McGraw Hill Education, 2017
2. Hospital Management by Mario De Souza, Jaypee Brothers Medical Publishers, 2018
3. Essentials of Hospital Management and Administration by D L Ramachandra, Educreation Publishing, 2018
4. Arnold D. Kalcizony& Stephen M. Shortell - Health Care Management – The Wharton School, University of Pennsylvania – 1998, & revised volume - 2013.
5. B.M Shagarkhar - Organization and Planning of Hospitals – Jaypee Publishing - 2010.
6. Carolyn SemplePiggot - Business Planning for Health Care Management – U.K. Open University – 2000.
7. G.D Kunders – Hospital Facilities Planning and Management – Tata McGraw Hill – 2004.

P18BIMB006		SUPPLY CHAIN RISK ANALYTICS	L	T	P	C
		Total Contact Hours: 45	3	0	0	3
		Course Designed by :Mr Gowtham Aashirwad Kumar				
COURSE OUTCOMES (COs)						
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES				
CO1	Remembering	Recall the concepts of service level policies,Supply capacity extension				
CO2	Understanding	Understand the typologies of risk, Quantifying Risk and Risk Measures, Process flexibility				
CO3	Apply	Apply Supply chain network design				
CO4	Analyze	Analyze Risk mitigation strategies to manage disruptions				

CO5	Create	Create models for demand uncertainty, production distribution model, Models accounting for resource availability uncertainty
CO6	Create	Create Supply chain preparedness for humanitarian and disaster management, Multi-objective models with alternative performance measures, Models for sourcing decisions Information management :models of information sharing

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1	L									
	CO2		M			M	L		L		
	CO3	L									
	CO4				M	M					
	CO5		M								S
	CO6				M						S

3	Cate gory		Professional Elective (PE)
4	Appr oval		

UNIT-I (9)

MODULE1:INTRODUCTION TO KEY CONCEPTS INSCMANDRISK

- Typologies of risk
- Quantifying risk
- Risk measures

UNIT-II (9)

- Risk model sin SCM-operational risks vs. disruption risks

MODULE2: CUSTOMERANDDEMANDSIDEANALYTICS

- Models for demand uncertainty
- Service level policies

UNIT-III (9)

- Production-distribution model
- Risk mitigation strategies to manage disruptions

MODULE3:SUPPLYSIDEANALYTICS

- Supply chain network design

UNIT-IV (9)

- Models accounting for resource availability uncertainty

- Supply capacity extension
- Process flexibility
- Supply chain preparedness for humanitarian and disaster management

UNIT-V

(9)

MODULE 4: INTEGRATED MODELS FOR MANAGING OPERATIONAL AND DISRUPTION RISKS

- Multi-objective models with alternative performance measures
- Models for sourcing decisions
- Information management :models of information sharing

TOTAL: 45 PERIODS

REFERENCES

1. Basu G., Ben-Hamida M., Butner K., Cope E., Dao H., Deleris L., Dong J., Helander M., Katircioglu K., Ray B., Torpy J. , "Supply Chain Risk Management: A Delicate Balancing Act", White Paper, IBM Global Business Services 2008.
2. Kirkwood C.W., Slaven M.P., Maltz A., "Improving Supply-Chain-Reconfiguration Decisions at IBM". Interfaces 35, 460-473 2005.
3. Sashihara S. , "The Optimization Edge "Reinventing Decision Making to Maximize All Your Company's Assets. McGraw-Hill 2011.
4. Tang C.S. "Perspectives in Supply Chain Risk Management", International Journal of Production Economics 103 (2), 451-488, 2006.
5. Fisher M. , Raman A., "The New Science of Retailing: How Analytics are Transforming the Supply Chain and Improving Performance". Harvard Business 2010.

Weblink:

<https://whatis.techtarget.com/definition/supply-chain-risk-management-SCRM>

P18ENMB002	ENTREPRENEURIAL FINANCE			L	T	P	C
	Total Contact Hours: 45			3	0	0	3
	Course Designed by : Dept of Management Studies						
COURSE OUTCOMES (COs)							
CO1	Remember	Define The Entrepreneurial Environmen Planning for the future Creating and Recognizing Venture Value Other Financing Alternatives					
CO2	Understand	Explain . Introduction to Finance for Entrepreneurs Organizing and Financing a New Venture Structuring Financing for the growing venture					
CO3	Understand	Summarize Developing the Business Idea Preparing and using Financial Statement Managing Cash Flow Harvesting the Business Venture Investment					
CO4	Apply	Devlop Evaluating Operating and Financial Performance Projecting Financial Statements Security Structures					
CO5	Apply	Identify Types and Costs of Financial Capital Professional Venture Capital					
CO6	Apply	Apply Securities Law Considerations when obtaining Venture Financing Venture Capital Valuation Methods- Exit and Turnaround Strategies Financially troubled Ventures, Turnaround opportunities					
Category	Professional Elective (PE)						
Approval							

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PO9	PO 10

1	CO1		M					S	S		
2	CO2					M			S		
3	CO3		M				S	S			
4	CO4				L		S		S	L	
5	CO5					M		S			
6	CO6						S		S		
3	Cate gory		Professional Core (PC)								
4	App rova l										

UNIT I

9

The Entrepreneurial Environment

Introduction to Finance for Entrepreneurs – Developing the Business Idea

UNIT II

9

Organizing and Operating the venture

Organizing and Financing a New Venture – Preparing and using Financial Statements

– Evaluating Operating and Financial Performance

UNIT III

9

Planning for the future

Managing Cash Flow – Types and Costs of Financial Capital – Securities Law

Considerations when obtaining Venture Financing

UNIT IV

9

Creating and Recognizing Venture Value

Projecting Financial Statements – Valuing Early Stage Ventures – Venture Capital

Valuation Methods- Exit and Turnaround Strategies

UNIT V

9

Structuring Financing for the growing venture
 Professional Venture Capital – Other Financing Alternatives – Security Structures
 and Determining Enterprise Values - Harvesting the Business Venture Investment- Financially
 troubled Ventures, Turnaround opportunities

TOTAL: 45 PERIODS

Text Book

Leach J. Chris, Melicher W. Ronald (2016). Entrepreneurial Finance, 5/e; New
 Delhi: Cengage Learning

Reference Books

1. Alhabeeb, M. J, (2015). Entrepreneurial Finance: Fundamentals of Financial Planning and Management for Small Business, New Jersey: John Wiley & Sons
2. Steven, Rogers and Roza, Makonnen (2014). Entrepreneurial Finance - Finance and Business Strategies for the Serious Entrepreneur, 3/e; New Delhi: McGraw Hill Education

Weblink:

<https://www.studocu.com › Ryerson University › Entrepreneurial Finance>

		Organization and Management of MSMEs	L	T	P	C
		Total Contact Hours: 45	3	0	0	3
		Course Designed by : Dept of Management Studies				
COURSE OUTCOMES (COs)						
CO1	REMEMBER	Determination of the nature of the business: Micro, Small and Medium enterprise. Layout and Control, Types of manufacturing process, Quality Management				
CO2	UNDERSTAND	Setting up a new venture or starting the business through franchising, Location strategy, Preliminary Registration with State Directorate of Industries				
CO3	APPLY	Sole Proprietorship, Partnership LLP, Joint Stock Companies, HUF, Recent trends				
CO4	ANALYZE	Comparative evaluation of feasibility of buying an existing enterprise				

CO5	EVALUATE	Selection of manufacturing process, Purchase Management, Inventory Management.
CO6	CREATE	Integration and Diversification, Internal Expansion
Category	Professional Elective (PE)	
Approval		

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PO9	PO 10
1	CO1	L	L					L			
2	CO2				S	S					
3	CO3					S				M	
4	CO4			L	S				L		
5	CO5				S		L		L		L
6	CO6									M	L
3	Category	Professional Core (PC)									
4	Approval										

Determination of the nature of the business : Micro, Small and Medium enterprise, Comparative evaluation of feasibility of buying an existing enterprise .

UNIT II **9**

Setting up a new venture or starting the business through franchising, Location strategy, Preliminary Registration with State Directorate of Industries

UNIT III **9**

Assessment of different forms of business organizations: Sole Proprietorship, Partnership, LLP, Joint Stock Companies, HUF.

UNIT IV **9**

Production Planning: Layout and Control, Types of manufacturing process, Selection of manufacturing process, Purchase Management, Inventory Management.

UNIT V **9**

Productivity Improvement Strategies: Integration and Diversification, Internal Expansion, Quality Management, Recent trends

TOTAL: 45 PERIODS

Reference Books

- 1.Wickham, Phillip A (1998); Strategic Entrepreneurship, Pitman, UK.
- 2.Shukla, MB, (2011), Entrepreneurship and Small Business Management, KitabMahal, Allahabad
- 3.Hill, Michal A., Inland Durama R et al; Strategic Entrepreneurship: Creating a New Mindset, Blackwell Publishers, Oxford.
- 4.Zenas Block and Ian C Macmillan, Corporate Venturing, Harvard Business School Press, Boston

5.Sahay A., V. Sharma (2008), Entrepreneurship and New Venture Creation,

Excel Books, New Delhi.

6.Lall, Sahai (2006), Entrepreneurship, Excel Books, New Delhi.

Weblink:

1. shodhganga.inflibnet.ac.in/bitstream/10603/45389/15/15_chapter%206.pdf

P18THMB002	ADVANCED FOOD PRODUCTION MANAGEMENT					L	T	P	C
	Total Contact Hours: 45					3	0	0	3
	Course Designed by :Mr Gowtham Aashirwad Kumar								
COURSE OUTCOMES (COs)									
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES							
CO1	Remembering	Recall the concepts of Personal Hygiene, Introduction to Indian cuisine – Historical characteristics , Introduction to large scale commercial cooking, use of internet and technologies in food production, Principles of storage, types of stores , EOQ - re order levels - Bin cards - form and formats, function of a store manager							
CO2	Understanding	Summarize the concepts of food handling and storage – care - sanitation practices , equipment used - cooking methods - religious influences, Work flow - lay out – stewarding , staffing – indenting – purchasing - production planning, contract catering							

		- Industrial catering
CO3	Understanding	Institutional catering - out – door catering , new product development, Food purchasing control - food receiving control - food storing and issuing control - food production control - food cost control - food sales control - standard yield - standard portion sizes - standard recipes, Control procedures - inventory procedures
CO4	Analyze	Analyse the attitude towards work in the kitchen, different ingredients used regional differences , menu planning
CO5	Analyze	Analyze staff hierarchy - production workflow., layout of dry and cold room - staff hierarchy - guidelines for efficient storage
CO6	Create	Developing the layout of large quality kitchen

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1	M							M		
	CO2		S			S	M				
	CO3		S	M		S	M				
	CO4				L						L
	CO5				L	S					L
	CO6		S								L
3	Cate		Professional Elective (PE)								

	gory		
4	Appr oval		

UNIT – I: KITCHEN HYGIENE

9

Personal hygiene - their importance - food handling and storage – care - sanitation practices - attitude towards work in the kitchen - Introduction to Indian cuisine – History – characteristics - different ingredients used regional differences - equipment used - cooking methods - religious influences.

UNIT – II: KITCHEN MANAGEMENT

9

Work flow - lay out – stewarding – staffing – indenting – purchasing - production planning - new product development - use of internet and other technologies in food production.

UNIT – III: QUANTITY FOOD PRODUCTION

9

Introduction to large scale commercial cooking - contract catering - Industrial catering - Institutional catering - out – door catering - layout of large quality kitchen - menu planning - staff hierarchy - production workflow.

UNIT – IV: FOOD CONTROL MANAGEMENT

9

Food purchasing control - food receiving control - food storing and issuing control - food production control - food cost control - food sales control - standard yield - standard portion sizes - standard recipes.

UNIT – V: STORES MANAGEMENT

9

Principles of storage - types of stores - layout of dry and cold room - staff hierarchy - guidelines for efficient storage - Control procedures - inventory procedures – EOQ - re order levels - Bin cards - form and formats - function of a store manager.

Total No. of Periods: 45

References:

1. Professional Kitchen Management: Kitchen Management by Chef Vinod Singh Negi, Notion Press, 2019
2. Food and Beverage Management by Partho Pratim Seal, Oxford University Press, 2017
3. Food Production Operations, Bali Parvinder S., OUP India, 2014
4. J. Knight, Kotschevar – Quantity Food Production, Planning & Management – H-CBI Publishing Co.
5. David Foskett, Victor Ceserani & Ronald Kinton - The Theory of Catering – 10th edition - 2007.
6. Krishna Arora -” Theory of cookery” - Frank brothers & Company - 6th edition.
7. Thangam E Philip - ” Modern Cookery Volume I” - 4th Edition - 2006

	POs	1	2	3	4	5	6	7	8	9	10
2	CO1		S			S					
	CO2	S	S			S		S	S	S	S
	CO3	S	S	M	M		L	S	S	S	S
	CO4		S			S		S	S	S	S
	CO5	S	S	M	M	S		S	S	S	S
	CO6		S			S		S	S	S	S
3	Category		Professional Core (PC)								
4	Approval										

UNIT I – INTRODUCTION

9

Financial Framework – Need of framework – Importance of regulator for financial institutions – Structure of Regulatory Framework in India – Role of Financial Regulators – Nature of Financial Services – Financial System and Markets – Financial Sector Reforms – Formal and Informal Financial System.

UNIT II – BANKING AND FINANCIAL FRAMEWORK

9

RBI Act 1934 – Regulations of RBI – Regulatory Measures on monetary policy & Fiscal Policy - Regulatory Measures on NBFCs – Regulatory Measures on Financial Inclusion – Regulatory Measures on Capital Adequacy.

UNIT III – QUASI REGULATORY INSTITUTIONS

9

NABARD – Objectives – Functions – Schemes – SIDBI – Objectives – Functions – Schemes – NHB – Regulations – Role and Functions – Board for Payment and Settlement System – Board of Financial Supervision – Competition Commission of India – Roles and Functions – Microfinance Regulations

UNIT IV – MUTUAL FUND MANAGEMENT AND SEGMENTS OF FINANCE 9

Mutual Fund – Meaning – Definition – Importance – Advantages and Disadvantages – Benefits – Types of Mutual Funds – Exchange Traded Funds (ETF) – Features of ETF – Working of ETFs – Assessment of Net Asset Value (NAV) – SEBI Guidelines on Mutual Funds – Case Analysis

UNIT V – REGULATION ON FOREIGN INVESTMENTS 9

Foreign Investment – IMF – World Bank – Guidelines - Foreign Trade Policy- ADR &GDR – FCCB – FDI & FII Regulation – FEMA Act – FDI in various sector – Case Analysis

TOTAL: 45 PERIODS

REFERENCES

1. Mahajan, Sanjeev Kumar, Mahajan AnupamaPuri – Financial Administration of India – Prentice Hall of India, 2019
2. Indian Financial Systems and Markets, Siddhartha Saha, McGraw Hill Education, 2017
3. IM Pandey – Venture Capital: The Indian Experience – Prentice Hall of India.
4. D.V. Ingle – Mutual Funds in India – New Century Publication – 1st Edition – 2013
5. ThummuluriSiddaiah – Financial Services – Pearson Education – 4th Edition – 2014
6. S. Gurusamy – Financial Markets and Institutions – McGraw Hill Education.
7. The Indian Financial System: Markets, Institutions and Services, 3rd Edition, Bharathi, Pearson, 2010
8. P. Pandian – Financial Services and Markets – Vikas Publishing House

P18MKMB002	TRAINING AND DEVELOPMENT					L	T	P	C
	Total Contact Hours: 45					3	0	0	3
	Course Designed by : Mr Gowtham Aashirwad Kumar								
COURSE OUTCOMES (COs)									
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES							
CO1	Remembering	To remember the key Training concepts and principles for Training, Learning, and Training Process, Career Development: Concepts – Stages.							
CO2	Understanding	Understand the importance of training and process of Training, Significance role of training, Historical development of Training and Development, Components of learning – Principles of Learning – Learning Theory - reinforcement Principle – Steps in Learning – E – Learning and technology, Career Development Programme – Executive development Programme – Executive development – Objective, Career Management –							
CO3	Applying	Apply the various methods of Training in designing Training Programme, Applying training to organizational effectiveness, Discussion Methods, Case Methods, Role play, Business, Games, In – Basket Exercises, Field Training – Techniques for Training. Computers in Training and Development.							
CO4	Analyzing	Assessing Training needs, Emerging trends and Future Prospects in Training and Development.							
CO5	Evaluating	Evaluate the Training Process, Evaluating Training and Development – Follow up Training.							
CO6	Creating	Design the Training Programme, Preparation of Trainees, Implementation of Training, Employee Development.							

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10

2	CO1	S				S					
	CO2		M			S	M			M	
	CO3	S			S	S					S
	CO4	S			S						S
	CO5			L	S						S
	CO6			L	S	S					S
3	Cate gory		Professional Elective (PE)								
4	Appr oval										

UNIT I

9

Definition of Training – concept features – Significance role of training – Historical development of Training and Development - applying training to organizational effectiveness.

UNIT II

9

Learning: Basic concepts - components of learning – Principles of Learning – Learning Theory - reinforcement Principle – Steps in Learning – E – Learning and technology.

UNIT III

9

Training methods – Lecture Methods, Audio – Visual Aids, using films in Training – Programmed learning – Discussion Methods, Case Methods, Role play, Business, Games, In – Basket Exercises, Field Training – Techniques for Training.

UNIT IV**9**

Training Process – Assessing Training needs – Designing Training Programme – Preparation of Trainees – Implementation of Training – Evaluating Training and Development – Follow up Training

UNIT V**9**

Career Development: Concepts – Stages - Career Development Programme – Executive development Programme – Executive development – Objective, Process - Employee development – Career Management – Computers in Training and Development – Emerging trends and Future Prospects in Training and Development.

TOTAL: 45 PERIODS**References:**

1. Design Thinking for Training and Development by Sharon Boller and Laura Fletcher, Association for Talent Development; 1st Edition, 2020
2. Employee Training & Development by Raymond Noe, McGraw-Hill Education; 8th Edition, 2019
3. Train the Trainer: The Art of Training Delivery (Second Edition), CreateSpace Independent Publishing Platform; 2nd Edition, Skills Converged, 2016

SERVICE MARKETING

P18MKMB003	SERVICE MARKETING		L	T	P	C
	Total Contact Hours: 45		3	0	0	3
	Course Designed by : Mr. Vigneshwar.K					
COURSE OUTCOMES (COs)						
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES				
CO1	Understanding	Explain the nature of services, and distinguish between products and services				
CO2	Applying	Identify the major elements needed to improve the marketing of services				

CO3	Applying	Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service
CO4	Analyzing	Examine how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems.
CO5	Evaluating	Appraise the nature and development of a services marketing strategy
CO6	Creating	Create and Deliver effective a customer-focused service design

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1		S			S					
	CO2	M	S			S			S		
	CO3					S	M	M		M	
	CO4	M			L	S			S		L
	CO5		S						S	M	
	CO6		S	L		S	M	M	S		
3	Category		Professional Core (PC)								
4	Approval										

UNIT – I: INTRODUCTION TO SERVICES MANAGEMENT

Evaluation and Growth of Service Sector Nature and Scope of services – Characteristics – Classification – Expanded Marketing Mix

UNIT – II: FOCUS ON CUSTOMERS

Assessing Service Marketing opportunities—Service triangle—GAP model—Customers expectations and Perceptions of services – Service market segmenting, targeting and selection.

UNIT – III: SERVICE DESIGN

9

Service life cycle – New service Development – Service Blue Printing – Competitive differentiation of Services- SERVQUAL.

UNIT – IV: SERVICE DELIVERY

Service Process – Distributing service, direct distribution – Channel Functions – Channel Selection – Designing communications mix for promoting services.

UNIT – V: MARKETING STRATEGIES FOR DIFFERENT SERVICES

9

Formulating service marketing – Strategies for Health, Hospitality, Tourism, Logistics, Financial Marketing: Meaning – Concept – Functions – Marketing Planning & Implementing Marketing Programmes.

TOTAL: 45 PERIODS

References:

1. Christopher Lovelock, JochenWirtz and Jayanta Chaterjee, "Services Marketing", Pearson, New Delhi, 2017
2. Services Marketing: People, Technology, Strategy (Eighth Edition), Jochen Wirtz & Christopher Lovelock, World Scientific Publishing Company, 2016
3. Valaries A. Zeithl& Mary Jo Bitner, "Services Marketing", Tata McGraw Hill, New Delhi, 2014
4. Christopher Lovelock, "Services Marketing", Pearson, New Delhi, 2014
5. Christian Gronroos, "Services Management and Marketing", McMillan, New Delhi, 2014

P18BIMB003	INSURANCE CONCEPTS AND SYSTEMS		L	T	P	C
	Total Contact Hours: 45		3	0	0	3
	Course Designed by : Dept of Management Studies					
COURSE OUTCOMES (COs)						
CO1	Remember	Recall Meaning of Insurance – Definition Insurance Act 1938 – Features Various policies – policy documents – policy lapse and surrender Types of covers – Marine Claims and recoveries				
CO2	Understand	Explain Nature – Importance – Functions – History of Insurance development and growth of insurance in india Overview of Indian Insurance market Health Insurance contracts – Proposal forms used in health insurance Voyage and transmit – packaging forms				
CO3	Understand	Illustrate Classification of Insurance Nationalization of Insurance Industry growth of insurance business in India – structure of Life Insurance Corporation of India Regulatory structure of health insurance Arranging for cargo Insurance – Types of vessel				
CO4	Apply	Apply Life Insurance and General Insurance – Insurance sector reforms Insurance association – Insurance Councils Postal Life Insurance – structure of postal life insurance Types of health Insurance products products for senior citizens Basic concepts of marine insurance – evolution cover note – policy form – Cargo Insurance coverage				
CO5	Apply	Develop Entry of private players – Insurance contract LIC Act 1956 – Amendment of General Insurance Business Act 1972 Appointment of life insurance agents and their functions – Investment in health insurance and health savings various acts to regulate marine insurance markets				
CO6	Analayze	Analyze overview of insurance policies Insurance Regulatory Development Authority Act Remuneration of agents – customer service and protection – health insurance fraud. International maritime bureau – Maritime Insurance Act				
Category	Professional Elective (PE)					
Approval						

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PO9	PO 10
1	CO1	L					S		S		
2	CO2		L			L		S			
3	CO3				M		S		S		
4	CO4							S		L	
5	CO5						S		S		
6	CO6				M			S			L
3	Category	Professional Core (PC)									
4	Approval										

UNIT I – INTRODUCTION

9

Meaning of Insurance – Definition – Nature – Importance – Functions – History of Insurance – Classification of Insurance – Life Insurance and General Insurance – Insurance sector reforms – Entry of private players – Insurance contract – overview of insurance policies

UNIT II – LEGAL FRAMEWORK OF INSURANCE

9

Insurance Act 1938 – Features – Development and growth of life and non life insurance industry in India – Nationalization of Insurance Industry – Insurance association – Insurance Councils – LIC Act 1956 – Amendment of General Insurance Business Act 1972 – Insurance Regulatory Development Authority Act

UNIT III – LIFE INSURANCE

9

Overview of Indian Insurance market – growth of insurance business in India – structure of Life Insurance Corporation of India – Postal Life Insurance – structure of postal life insurance – Appointment of life insurance agents and their functions – Remuneration of agents – concept of premium and bonus – types – Various policies – policy documents – policy lapse and surrender

UNIT IV – HEALTH INSURANCE

9

Concept of health insurance – Need and importance – Regulatory structure of health insurance – Health Insurance contracts – Proposal forms used in health insurance - Types of health Insurance products – Investment in health insurance and health savings – products for senior citizens – customer service and protection – health insurance fraud.

UNIT V – MARINE INSURANCE

9

Basic concepts of marine insurance – evolution - various acts to regulate marine insurance markets – International maritime bureau – Maritime Insurance Act – Arranging for cargo Insurance – Types of vessel – Voyage and transmit – packaging forms – cover note – policy form – Cargo Insurance coverage – Types of covers – Marine Claims and recoveries

TOTAL: 45 PERIODS

REFERENCES

1. Understanding the Insurance Industry - 2019 Edition, AM Best, 2019
2. The Fundamentals of Insurance - Theories, Principles and Practices (Hargovind Dayal), Notion Press, 2017
3. Principles Of Risk Managment And Insurance 13th Edition by rejda, PEARSON INDIA, 2017
4. Principles of Risk Management and Insurance (Pearson Series in Finance), by George Rejda and Michael McNamara, 2016
5. P.K. Gupta, (2011), “Insurance and Risk Management”, First Edition, Himalaya Publishing House, Mumbai.
6. P. Periasamy, (2009), Principles and Practice of Insurance”, Second Edition, Himalaya Publishing House, Mumbai.
7. G. Kotreshwar, (2011), “Risk Management-Insurance and Derivatives”, First Edition, Himalaya Publishing House, Mumbai.
8. Alka Mittal – Principles of Insurance and Risk Management – Sulthan Chand and Sons.

WAREHOUSING AND INVENTORY MANAGEMENT

P18HRMB003	WAREHOUSING AND INVENTORY MANAGEMENT		L	T	P	C
	Total Contact Hours: 45		3	0	0	3
	Course Designed by: Ms.Magdalene Peter					
COURSE OUTCOMES (COs)						
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES				
CO1	Remembering	Define a Warehouse and recall the concepts relating to types of Warehouse, Functions, Benefits, need & scope of Inventory.				
CO2	Understanding	Explain about Warehouse Mapping, Selection, Role of IT in Warehousing, and types of Inventory.				
CO3	Applying	Implement Warehouse Depot operations, Documentation, RFID/ Bar Coding/ MIS, Management of Inventory & Control techniques and modern trends in Inventory.				
CO4	Analyzing	Examine Warehouse Management Systems, Packaging Equipments, 3PL/4PL, and inventory control techniques like and techniques like JIT- EOQ FIFO - LIFC- ABC analysis - Weighted average Methods, Lead time analysis, Organizational set up for inventory management				
CO5	Evaluating	Appraise about the costs associated with Inventory Standardization and Variety reduction, Evaluation of Performance of Materials Function and Warehouse alternatives.				
CO6	Creating	Investigate about modern trends in Inventory and uses of computers in Inventory.				

Mapping of Course Outcomes with Program Outcomes

(S/M/L indicates strength of correlation)

S-Strong, M-Medium, L-Low

1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1		S						S		
	CO2	S	S	M	S			S	S	M	
	CO3	S	S	M	S			S	S		S
	CO4	S	S		S	M		S	S	M	S
	CO5	S	S					S	S		S
	CO6		S			M		S	S		
3	Cate gory		Professional Core (PC)								
4	Appr oval										

UNIT – I

9

Definition - Terms and Types of Warehouses - Warehouse mapping & racking - warehouse selection and planning - Warehouse Depot Operation and Documentation

UNIT – II

9

Functions of warehouse - Benefits of warehouse service - Warehousing alternatives - Warehouse site selection - Warehouse management systems Packing and packaging - packing equipments - 3 PL & 4 PL - Definitions and Scope Role of IT in Warehousing - RFID - Bar Coding and Scanning - MIS & Key Performance Indicators

UNIT – III

9

Inventory – Inventory Management - Inventory Control techniques – Need & Scope of Inventory Control - Types of Inventory - Costs Associated with Inventory - Organizational set up for inventory management

UNIT – IV

9

Inventory carrying cost - Inventory holding cost – Profitability - Modern trends in Inventory- MRP- JIT- EOQ FIFO - LIFO- ABC analysis - Weighted average Methods, Lead time analysis, Standardization and Variety reduction

UNIT – V

9

Use of Computers in Inventory Management -Evaluation of Performance of Materials Function - Improvement inventory management - Criteria and methodology of evaluation

TOTAL: 45 PERIODS

Text Books

1. Essentials of Inventory Management, Max Muller, HarperCollins Leadership; 3rd Edition, 2019
2. Warehouse Management with SAP ERP (SAP WM): Functionality and Technical Configuration (3rd Edition) by Martin Murray and Sanil Kimmatkar, 2016
3. Warehouse Management and Inventory Control by Philip M. Price and N. J. Harrison, Access Education, 2015
4. Warehouse Management in SAP S/4HANA: Embedded and Decentralized EWM (2nd Edition), Namita Sachan, Aman Jain, 2020
5. Time, Space & Cost Guide to Better Warehouse Design: A hands-on guide to help you improve the design and operations of your warehouse or distribution center, Maida Napolitano, 2017

INTERNATIONAL SALES PROMOTION AND BRAND MANAGEMENT

P18HRMB003	INTERNATIONAL SALES PROMOTION AND BRAND MANAGEMENT		L	T	P	C
	Total Contact Hours: 45		3	0	0	3
	Course Designed by: Ms.Magdalene Peter					
COURSE OUTCOMES (COs)						
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES				
CO1	Remembering	Recall concepts related to Sales promotion, meaning, definition, importance and Advertising: Its importance and nature				
CO2	Understanding	Describe Sales promotion techniques, Communication model and Basics of Branding: Importance of branding				
CO3	Applying	Implementing Advertising Campaign: Determining advertising message and copy, Headline, body copy, logo, illustration and layout, Basic Branding concepts -Brand personality, brand image, brand identity, brand equity and brand loyalty, Managing Brand Equity and Loyalty, Brand Building in Different Sectors Customers, industrial, retail and service brands				
CO4	Analyzing	Examining Media planning – media selection and scheduling Advertising through Internet Using advertising agencies – selection, compensation, International Advertising: Complexities and issues, Product vs. corporate branding: Major branding decisions. Brand positioning and re-launch; Brand extension; Brand portfolio				
CO5	Evaluating	Appraising Organization and Evaluation of Advertising Efforts: In-house arrangements, Appraisal of advertising agency, Evaluating Advertising Effectiveness, Enhancing brand image through sponsorship and event management and Country-of-origin effects and global branding				
CO6	Creating	Developing international advertising campaign; Advertising of India products abroad, Brand Creation and Development: Identifying and selecting brand name, Building brand personality, image and identity, Communication for branding, Building brands through Internet, Developing International Brands and Pre-requisites and process, Building Indian brands for global markets.				

Mapping of Course Outcomes with Program Outcomes

(S/M/L indicates strength of correlation)

S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1								S		
	CO2			S				S	S		
	CO3	S	S			S	L	S	S	S	
	CO4	S	S	S	S	S		S	S		S
	CO5		S			S		S	S	S	S
	CO6	S	S	S	S	S		S	S	S	S
3	Cate gory		Professional Core (PC)								
4	Appr oval										

UNIT I

9

Sales promotion, meaning, definition, importance of sales promotion, sales promotion techniques. Advertising: Its importance and nature; Communication model, Developing Advertising Campaign: Determining advertising message and copy - Headline, body copy, logo, illustration and layout; Media planning – media selection and scheduling Advertising through Internet.

UNIT II

9

Organisation and Evaluation of Advertising Efforts: In-house arrangements; Using advertising agencies – selection, compensation and appraisal of advertising agency; Evaluating Advertising Effectiveness International Advertising: Complexities and issues; Developing international advertising campaign; Advertising of India products abroad.

UNIT III

9

Basics of Branding: Importance of branding; Basic Branding concepts -Brand personality, brand image, brand identify, brand equity and brand loyalty; Product vs. corporate branding: Major branding decisions.

UNIT IV

9

Brand Creation and Development: Identifying and selecting brand name Building brand personality, image and identity; Brand positioning and re-launch; Brand extension; Brand portfolio; communication for branding Enhancing brand image through sponsorship and even management.

UNIT V

9

Managing Brand Equity and Loyalty: Brand Building in Different Sectors Customers, industrial, retail and service brands. Building brands through Internet. 8. Developing International Brands: Pre-requisites and process; Country-of-origin effects and global branding; Building Indian brands for global markets.

TOTAL: 45 PERIODS

REFERENCE

1. Strategic Brand Management, 3rd Edition, Alexander Chernev, Cerebellum Press, 2020
2. Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Global Edition 5th Edition, by Kevin Lane Keller, Vanitha Swaminathan, Pearson, 2019
3. Sales Promotion Decision Making by Steve Ogden-Barnes, Business Expert Press, 2016
4. Sales Promotion and Advertising Management, M. Mishra, Himalaya Publishing House, 2011

P18THMB003	FOOD SERVICE FACILITIES PLANNING AND MANAGEMENT		L	T	P	C
	Total Contact Hours: 45		3	0	0	3
	Course Designed by :Mr Gowtham Aashirwad Kumar					
COURSE OUTCOMES (COs)						
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES				
CO1	Remembering	Recall the concepts of The planning process - Preliminary planning information prospectus - commissioning planners, Functional planning – Functions - concepts of flow Food service facilities planning – Introduction - Design & layout, Planning: Characteristics – scope – objectives - facilitating production				
CO2	Understanding	Understand the concepts of materials handling - space utilization - maintenance and cleaning - cost control, Work place design:, work place environment - concepts of motion Economy - materials handling				
CO3	Apply	Apply bidding & awarding contracts – constructions,				
CO4	Analyze	Analyse the equipment requirements - space requirements, The feasibility study – Importance - the market survey - site analysis - cost estimates - operating capital - projected income. functional requirements – receiving – storage waste disposal - other requirements - Planning the atmosphere: Atmosphere & mood – color – lighting - acoustics - noise and music - climate control – furnishings - exterior design - advertising & public relations investment in equipment - labour utilization – supervision - flexibility, Equipment requirements: Methods - equipments check list – broilers – griddles – ovens – ranges - steam-jacketed kettles – steamers - ware washing equipments - Waste disposals - equipment selection.total facility size - dining areas - production areas - space calculations - receiving area - storage areas, serving areas dining areas -Layout facilities:Space arrangement – flow - other criteria for				

		layout - layout configurations - relationship charts for layout, layout guides - layout of storage areas layout of main cooking areas - layout of preparation areas - layout of serving areas - layout of dishwashing areas
CO5	Evaluate	Space requirements: Introduction - space estimates
CO6	Create	Developing the concept, developing preliminary plans - preparation of final plans - preparing specifications, Preparing the prospectu, Importance - customer & user characteristics - development of the menu – service – atmosphere - operational characteristics - preparation – cooking – baking - serving – dishwashing - pot & pan washing, Developing work places, designing safe work places

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1	L				S					
	CO2		L			S	L				
	CO3	L				S					S
	CO4				S	S					S
	CO5										S
	CO6		L								S
3	Cate gory		Professional Elective (PE)								
4	Appr oval										

UNIT-I**9**

Food service facilities planning – Introduction - Design & layout - Planning: Characteristics – scope – objectives - facilitating production - materials handling - space utilization - maintenance and cleaning - cost control - investment in equipment - labour utilization – supervision - flexibility

UNIT-II**9**

The planning process - Preliminary planning information – prospectus - commissioning planners - developing the concept - equipment requirements - space requirements - developing preliminary plans - preparation of final plans - preparing specifications - bidding & awarding contracts – constructions - Preparing the prospectus: - Importance - customer & user characteristics - development of the menu – service – atmosphere - operational characteristics - The feasibility study – Importance - the market survey - site analysis - cost estimates - operating capital - projected income.

UNIT-III**9**

Functional planning – Functions - concepts of flow - functional requirements – receiving – storage – preparation – cooking – baking - serving – dishwashing - pot & pan washing - waste disposal - other requirements - Planning the atmosphere: Atmosphere & mood – color – lighting - acoustics - noise and music - climate control – furnishings - exterior design - advertising & public relations

UNIT-IV**9**

Work place design: Developing work places - work place environment - concepts of motion Economy - materials handling - designing safe work places - Equipment requirements: Methods - equipments check list – broilers – griddles – ovens – ranges - steam-jacketed kettles – steamers - ware washing equipments - Waste disposals - equipment selection.

UNIT-V**9**

Space requirements: Introduction - space estimates - total facility size - dining areas - production areas - space calculations - receiving area - storage areas, serving areas dining areas -Layout facilities: Space arrangement – flow - other criteria for layout - layout configurations - relationship charts for layout - layout guides - layout of storage areas - layout of main cooking areas - layout of preparation areas - layout of serving areas - layout of dishwashing areas

Total No. of Periods: 45

References:

1. Foodservice Management- by Design, by Legvold (Author), Salisbury, Association of Nutrition & Foodservice Professionals; 2nd Edition, 2018
2. The Complete Guide to Facility Management, Dan Lowry, CreateSpace Independent Publishing Platform, 2017
3. Foodservice Organizations: A Managerial and Systems Approach 9th Edition, Mary Gregoire, Pearson 2016
4. Foodservice Management: Principles and Practices 13th Edition, June Payne-Palacio Ph.D. RD, Monica, Pearson, 2015
5. Hospitality Facilities Management and Design, David M Stipanuk, Educational Institute of the American Hotel Motel Assoc, 2015

P18FIMB004		WORKING CAPITAL MANAGEMENT	L	T	P	C
		Total Contact Hours: 45	3	0	0	3
		Course Designed by : Dept of Management Studies				
COURSE OUTCOMES (COs)						
CO1	REMEMBER	Recall the concepts of working capital and Credit policy and list the Nature of Inventories Facts of cash Management Introduction – trade credit				
CO2	UNDERSTAND	Interpret the Need – determinants of working capital Nature and goals Need to hold inventories Motives of holding cash Accrued expense & deferred income				
CO3	APPLY	Apply Issues in working capital Optimum credit policy objective of inventory management Cash planning Bank finance for working capital				
CO4	APPLY	Apply the credit evaluation of individual accounts Analysis of investment in inventory Inventory management process. Investing surplus cash in marketable securities commercial paper				
CO5	ANALYZE	analyze on Monitoring receivable. Analysis of investment in inventory Investing surplus cash in marketable securities Money market				
CO6	ANALYZE	Analyze on Monitoring receivable Inventory management process. cash Management techniques.				
Category		Professional Elective (PE)				

Approval	
----------	--

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
1	CO1	M			S				M		
2	CO2		L					S			M
3	CO3				S		M			L	
4	CO4	M				M		S			
5	CO5				S		M		M		
6	CO6				S	M		S			M
3	Category		Professional Core (PC)								
4	Approval										

UNIT – I: INTRODUCTION.

9

Introduction – concepts of working capital – Need – determinants of working capital – Issues in working capital – Estimating – working capital needs.

UNIT – II: ACCOUNTS RECEIVABLE MANAGEMENT

9

Introduction – Credit policy – Nature and goals – Optimum credit policy – credit policy variables – credit evaluation of individual accounts – Monitoring receivable.

UNIT – III: INVENTORY MANAGEMENT.**9**

Introduction – Nature of Inventories – Need to hold inventories – objective of inventory management – Inventory management techniques – Analysis of investment in inventory – Inventory management process.

UNIT – IV: CASH MANAGEMENT.**9**

Introduction – Facts of cash Management – Motives of holding cash – Cash planning – Managing cash collection and disbursement – Investing surplus cash in marketable securities – cash Management techniques.

UNIT – V: WORKING CAPITAL FINANCE.**9**

Introduction – trade credit – Accrued expense & deferred income – Bank finance for working capital – commercial paper – Money market.

TOTAL: 45 PERIODS**References:**

1. Working Capital Management & Finance, HIMANSHU GUPTA R.K.GUPTA, Notion Press, 2019
2. WORKING CAPITAL MANAGEMENT: Concepts, Current assets management, Operating cycle, Estimating WC needs, Determinants, Advantages, CHANDRA SEKHAR, 2018
3. MY Khan and PK Jain - Basic Financial Management - Tata McGraw Hill Publication - 3rd Edition - 2017.
4. CASH AND WORKING CAPITAL MANAGEMENT, JAMES ONYANGO, 2017
5. MathurSathish B. - Working Capital Management and Control - New Age International - 2nd Edition – 2013.

P18HRMB004		STRATEGIC HUMAN RESOURCE DEVELOPMENT	L	T	P	C
		Total Contact Hours: 45	3	0	0	3
		Course Designed by : Dept of Management Studies				
COURSE OUTCOMES (COs)						
CO1	REMEMBER	Recall the Meaning – Strategic, e- Employee profile, Domestic Vs International HRM, Career Concepts Roles, Need for Coaching, Coaching				

		and Performance.
CO2	UNDERSTAND	Explain the Vision, Mission and Values, Cultural Dynamics - Culture Assessment, Career stages, Self-Management and Emotional Intelligence..
CO3	APPLY	Apply the HRD Needs Assessment, e- selection and recruitment, e - training and development, Cross Cultural Education and Training Programs, Career planning and Process, Skills for Effective Coaching, Coaching Effectiveness.
CO4	ANALYZE	Analyze the Importance – Challenges to Organizations, Recent trends, Bench Marking and HRD Audit, e- Performance management and– Issues in employee privacy, HR Issues in International Assignments, Competencies and Career Management, Need for Counseling, Role of HR in Counseling
CO5	EVALUATE	Evaluate the HRD practices – Measures, HRD Program Implementation and Evaluation, Employee surveys online, Leadership and Strategic HR Issues in International Assignments, Competency Mapping Models, Work Stress , Sources – Consequences
CO6	CREATE	Create the Virtual learning and Orientation, Building Multicultural Organization, Career development Models, Stress Management Techniques
Category	Professional Elective (PE)	
Approval		

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PO9	PO 10
1	CO1		M			M	M				

2	CO2				S				M	L	
3	CO3	M			S	M					
4	CO4			M					M		
5	CO5	M			S			L			
6	CO6			M			M				L
3	Category		Professional Elective (PE)								
4	Approval										

UNIT I

9

Meaning – Strategic – Vision, Mission and Values – Importance – Challenges to Organizations – HRD Functions - Roles of HRD Professionals - HRD Needs Assessment - HRD practices – Measures– HRD Program Implementation and Evaluation – Recent trends, Bench Marking and HRD Audit.

UNIT II

9

e- Employee profile– e- selection and recruitment - Virtual learning and Orientation – e -training and development – e- Performance management and– Issues in employee privacy – Employee surveys online.

UNIT III

Domestic Vs International HRM - Cultural Dynamics - Culture Assessment - Cross Cultural Education and Training Programs – Leadership and Strategic HR Issues in International Assignments - Building Multicultural Organization

UNIT IV

Career Concepts – Roles – Career stages – Career planning and Process – Career development Models – Competencies and Career Management – Competency Mapping Models – Equity and Competency based Compensation.

UNIT V

9

Need for Coaching – Career planning and Process – Coaching and Performance – Skills for Effective Coaching – Coaching Effectiveness– Need for Counseling – Role of HR in Counseling–Work Stress – Sources - Consequences – Stress Management Techniques.- - Self Management and Emotional Intelligence.

TOTAL: 45 PERIODS

References:

1. Strategic Human Resource Management, Karen Beaven, Kogan Page; 1st Edition, 2019
2. Strategic Human Resource Management: An international perspective 2nd Edition, Gary Rees , Paul E Smith, SAGE Publications Ltd; 2nd Edition, 2017
3. Robert L. Mathis and John H. Jackson - Human Resource Management - Cengage Learning - 2016.
4. Bernadin - Human Resource Management - Tata McGraw Hill - 2012.
5. Rosemary Harrison - Employee Development – University Press, India Ltd, New Delhi - 2007.
6. Tony Edwards and Chris Rees - International Human Resource Management – Pearson - 2007.

P18MKMB004	SOCIAL MEDIA MARKETING				L	T	P	C
	Total Contact Hours: 45				3	0	0	3
	Course Designed by : Mr. Vigneshwar.K							
COURSE OUTCOMES (COs)								
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES						
CO1	Understanding	Explain the evolution of social media marketing and identify related ethical issues to communicate its impact on businesses. Understand how social media fits into the buyer journey and how to integrate it with your other marketing channels						
CO2	Understanding	Demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs						
CO3	Applying	Identify the major social media marketing portals that can be used to promote a company, brand, product, service or person. Making the most of paid social for both driving sales and brand awareness.						
CO4	Analyzing	List the key elements of a digital marketing strategy and analyze how Influencer						

		marketing can help you dramatically amplify your message and grow your audience
CO5	Evaluating	Evaluate a company's current situation, isolate social media issues and provide solutions by identifying appropriate social media marketing portals to influence consumer and improve the company's reputation.
CO6	Creating	Create a social media marketing plan and track progress in achieving goals with a variety of measurement tools, services, and metrics.

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1		S			S					
	CO2							S	S		M
	CO3	S	S		S	S	S	S	S		
	CO4		S		S	S		S	S	S	
	CO5	S		L	S		S	S	S	S	
	CO6		S			S		S	S	S	M
3	Cate gory		Professional Core (PC)								
4	Appr										

	oval		
--	------	--	--

UNIT I

9

History and Evolution of Social Media - Social Media Audience and Goals for Social Media Marketing - Implications for Marketers - Social Commerce - Integrated Social Media Campaign - Social Media for Customer Support - How Social Media Supports Search Engine Optimization (SEO) - The Viral Impact of Social Media

UNIT II

9

Social Media Measurement – Competitive Due Diligence - Defining Social Media Goals - The Social Media Conversation - Transparency and Authenticity in Social Media - Engagement is the Name of the Game - Start by Being a Quiet – Enterprise / Small Business - Traditional PR vs Online PR - Online PR for Social Media -Online PR for Search Engine Optimization (SEO)- Social Media for SEO - Paid, Owned, and Earned Social Media.

UNIT III

9

Blogs: Why They Matter - Is Blogging Right for Your Company? - What is Microblogging? - How to Create a Blog - Blogging Platforms - Blogosphere Outreach - Mass Media Driving to Social Media - Advertising in Social Media - Sweepstakes in Social Media - Defining Your Social Media Strategy.

UNIT IV

9

Social Commerce Implementation - Social Gaming - Social Media for B2B - International Social Media Channels - Listening Tools - Management Tools -How to Acquire Followers in Social Media Channels - How to Encourage Positive Chatter in Social Media - Social PR: How Brands Become Publishers- Social Media Threats - Staffing for Social Media – Enterprises.

UNIT V

9

Social Media Metrics - Establishing Goals and Tracking metrics: The Basics of Tracking Social Media - Free Social Media Tools - Paid Enterprise Level Measurement Tools for Social Media - Advanced Metrics and Tracking in Social Media - Technical Issues with Tracking and Measuring Social Media - Using Social Media for Brand Awareness - Using Social Media for Direct Response

TOTAL: 45 PERIODS

References:

1. Ultimate Guide to Social Media Marketing, Eric Butow, Jenn Herman, Stephanie Liu, Amanda Robinson, Entrepreneur Press; Illustrated Edition, 2020
2. Social Media Marketing Mastery 2020, Robert Miller, 2020
3. 500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Instagram, Pinterest, LinkedIn, YouTube, Snapchat, and More!, Andrew Macarthy, 2018
4. Social Media Marketing: A Strategic Approach 2nd Edition, Melissa Barker, Donald I. Barker, Nicholas F. Bormann, Debra Zahay, Cengage Learning, 2016
5. Influencer: Building Your Personal Brand in the Age of Social Media, Brittany Hennessy, Citadel, 2018

P18BIMB 004	INSURANCE SYSTEM IN INDIA		L	T	P	C
	Total Contact Hours: 45		3	0	0	3
	Course Designed by : Dept of Management Studies					
COURSE OUTCOMES (COs)						
CO1	Remember	Recall Basics and Nature of Insurance Re-Insurance – Nature of Re-Insurance risk Health Insurance – Employee Benefits Plans Powers and functions				
CO2	Remember	Define Need for and Importance of Insurance Property Insurance – Liability Insurance Basic principles of Insurance Overview of the <u>Indian Insurance Market</u>				
CO3	Understand	Summarize Players in Life and Non—Life Insurance sector Health Benefit Programs – Pension and Group Scheme IRDA Insurance Regulatory and Development Authority life insurance, general insurance privatisation of insurance				
CO4	Apply	Apply Insurance Functions and Services players in life and non life Life Insurance and Survivor Benefit Programs Amendments to LIC Act 1956 provisions of IRDA act Growth of Insurance Business in India				
CO5	Apply	Identify Elements of Insurance Risk marine fire medical insure Retirement Insurance Programs – Income Tax Planning Amendments to General Insurance Business (Nationalization) Act Personal insurance – <u>Property insurance</u>				
CO6	Apply	Develop Health Insurance Insurance agents, intermediaries and surveyors- Cattle &live stock insurance – Poultry insurance				
Category	Professional Elective (PE)					
Approval						

Mapping of Course Outcomes with Program Outcomes

(S/M/L indicates strength of correlation)

S-Strong, M-Medium, L-Low

	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PO9	PO 10
1	CO1					M		S	S		
2	CO2	L					S		S		
3	CO3		L					S			
4	CO4						S		S		
5	CO5					M		S		L	
6	CO6			S			S		S		
3	Category		Professional Core (PC)								
4	Approval										

UNIT I INTRODUCTION TO INSURANCE

9

Basics and Nature of Insurance - Need for and Importance of Insurance— Insurance Functions and Services – Elements of Insurance Risk – Players in Life and Non—Life Insurance sector

UNIT II TYPES OF INSURANCE

9

Re-Insurance – Nature of Re-Insurance risk – Legal Framework of Life and General Insurance- Marine-Fire-Medical insurance –Motor Insurance –Health Insurance.

UNIT III INSURANCE PROGRAMS

9

Property Insurance – Liability Insurance – Health Insurance – Employee Benefits Plans – Life Insurance and Survivor Benefit Programs – Health Benefit Programs – Pension and Group Scheme – Retirement Insurance Programs – Income Tax Planning.

UNIT IV IRDA

9

Basic principles of Insurance —IRDA Insurance Regulatory and Development Authority— Powers and functions –Amendments to LIC Act 1956 – Amendments to General Insurance Business (Nationalization) Act regulations issued by IRDA. Insurance agents, intermediaries and surveyors- Provisions of IRDA Act 1999.

UNIT V PROSPECTS OF INSURANCE BUSINESS IN INDIA**9**

Overview of the Indian Insurance Market – Growth of Insurance Business in India- Life insurance –General insurance – privatization of Insurance Industry — Rural insurance in India – Personal insurance – Property insurance –Cattle &live stock insurance – Poultry insurance – Crop insurance

TOTAL: 45 PERIODS**References:**

1. The End of Insurance As We Know It: How Millennials, Insurtech, and Venture Capital Will Disrupt the Ecosystem, Rob Galbraith, 2019
2. Understanding the Insurance Industry - 2019 Edition, AM Best, 2019
3. The Fundamentals of Insurance - Theories, Principles and Practices (Hargovind Dayal), Notion Press, 2017
4. Principles Of Risk Managment And Insurance 13th Edition by rejda, PEARSON INDIA, 2017
5. Principles of Risk Management and Insurance (Pearson Series in Finance), by George Rejda and Michael McNamara, 2016
6. P.K. Gupta, (2011), “Insurance and Risk Management”, First Edition, Himalaya Publishing House, Mumbai.
7. P. Periasamy, (2009), Principles and Practice of Insurance”, Second Edition, Himalaya Publishing House, Mumbai.
8. G. Kotreshwar, (2011), “Risk Management-Insurance and Derivatives”, First Edition, Himalaya Publishing House, Mumbai.
9. Alka Mittal – Principles of Insurance and Risk Management – Sulthan Chand and Sons.

		EXPORT TRADE AND DOCUMENTATION	L	T	P	C
P18LOMB004		Total Contact Hours: 45	3	0	0	3
		Course Designed by : Mr. Vigneshwar.K				
COURSE OUTCOMES (COs)						
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES				
CO1	Understanding	Demonstrate understanding of the uniform practice and rules laid down by the				

		International Chambers of Commerce in respect of Documentary Credits, Documentary Collections and the Incoterm
CO2	Understanding	Interpret key issues in international trade transactions correctly to avoid the risks posed by improper documentation. Understand the importance of marine insurance and the method of handling damaged or lost cargo claims and the different methods of payment used in international trade.
CO3	Applying	Identify the role of key government organizations like Customs and Excise, RBI, etc. in facilitating export transactions and the procedure for export and import clearance
CO4	Analyzing	Analyze documents required for completing export and import transactions, the procedure for export and import clearance
CO5	Evaluating	Assess payment options, including letter of credit, and select those most appropriate for your operation.
CO6	Creating	Develop the ability to critically examine the EXIM policy framework and justify the various documents for processing export and import orders..

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1				S	S			S		
	CO2	S						M	S		
	CO3	S	S			S	S		S		S
	CO4				S				S		S
	CO5						S		S		S
	CO6	S	S		S	S	S	M	S		
3	Cate gory		Professional Core (PC)								

4	Approval		
---	----------	--	--

UNIT I **9**

Generation of Foreign enquiries, obtaining local quotation and offering to overseas buyers, scrutinizing export order, opening L/C by buyers

UNIT II **9**

Export Finance – FOREX – Major Currencies – Exchange Rates, relations and impact – Export Costing and pricing and INCO terms

UNIT III **9**

Export packaging – preparation of pre shipment documentation – inspection of export consignment – Export by Post, Road, Air and Sea – Claiming for Export benefit and duty drawbacks

UNIT IV **9**

Shipment and shipping documents – Complicated problems in shipments and negotiation of shipping documentation – corporate marketing strategies – 100% EOU and Free Trade Zone – Deemed Export- Export marketing

UNIT V **9**

Introduction – EXIM Policy – Customs Act – other acts – relating to export/imports – formalities for commencing – customs formalities – export documentation – project exports - export of services – export of excise able goods – import documentation – clearance of import goods –

100% export oriented units – export processing zones – special economic zones – duty drawback procedure – export/import by post customs house agents – import of different products – import/export incentives – import licenses etc.

TOTAL: 45 PERIODS

References:

1. Export and Import Documentation and Procedures, J Senthilvelmurugan, S Mahalakshmi, MJP Publishers; 1st Edition, 2019
2. Import/Export Guide: How to Get Foreign Buyers and Export Your Products Worldwide, Solomon Ternder (Author, Publisher), Joey Eugene, 2018
3. Mastering Import and Export Management, AMACOM; 3rd Edition, 2017
4. Export Compliance for Beginners, Aralyn Kraft, 2016
5. Managing Import and Export Opportunities and Risks: An Insider's Guide for the Busy Executive 3rd Edition, William C. Shayne (Author), Melvin E. Lazar, International Trade Publishing Co., 2017

P18IBMB004	GLOBAL LEADERSHIP & SKILLS		L	T	P	C
	DEVELOPMENT					
	Total Contact Hours: 45		3	0	0	3
Course Designed by : Dept of Management Studies						
COURSE OUTCOMES (COs)						
CO1	REMEMBER	Recall the Defining and assessing Leadership, Researching, Servant				
CO2	UNDERSTAND	Compare and contrast local and global leadership skills, Compare and contrast local and global leadership skills and characteristics, Situational, Compare and contrast leadership ethics in different cultural settings				
CO3	APPLY	Apply to Examine the core aspects of diverse organizations, Assessing and applying leadership theories/models – McGregor, Likert’s System.				
CO4	ANALYZE	Classify to Assess the value of the presence of organizational and personal ethics, Exploring and analyzing leadership ethics in different cultural settings, Analyzing leadership and teamwork, within a global context.				

CO5	EVALUATE	Support to Assess the effect of environments and situations on global leadership skills and characteristics, Examining and assessing leadership ethics, Examine the core aspects of global/international/multicultural organizational cultures,
CO6	CREATE	Create the Participatory/Shared, Assess the future of leadership within a global/international/ multicultural environment.
Category	Professional Elective (PE)	
Approval		

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
1	CO1	L				M	M		M		M
2	CO2		M	M			M	S			
3	CO3					M			M	M	M
4	CO4				S			S		M	
5	CO5		M		S			S			
6	CO6	L		M							
3	Category	Professional Core (PC)									
4	Approval										

Defining and assessing Leadership -Compare and contrast local and global leadership skills and characteristics - Assess the effect of environments and situations on global leadership skills and characteristics.

UNIT II **9**

Researching, assessing and applying leadership theories/models – McGregor, Likert’s System, Situational, Servant, Participatory/Shared

UNIT III **9**

Examining and assessing leadership ethics - Compare and contrast leadership ethics in different cultural settings - Assess the value of the presence of organizational and personal ethics

UNIT IV **9**

Exploring and analyzing leadership ethics in different cultural settings - Examine the core aspects of global/international/multicultural organizational cultures -Examine the core aspects of diverse organizations

UNIT V **9**

Analyzing leadership and teamwork, within a global context. - Assess the core characteristics of a global/international/multicultural team - Assessing and applying conflict management within a global context - Assess the future of leadership within a global/international/ multicultural environment

TOTAL: 45 PERIODS

REFERENCES

1. 1. Leadership: Theory and Practice 8th Edition, Peter G. Northouse, SAGE Publications, Inc, 2018
2. Conscious Leadership: Elevating Humanity Through Business, John Mackey, Steve Mcintosh, Portfolio, 2020
3. Leadership: In Turbulent Times, Doris Kearns Goodwin, Simon & Schuster, 2019
4. Global Leadership (Global HRM) 3rd Edition, Mark E. Mendenhall (Editor), Joyce Osland (Editor), Allan Bird (Editor), Gary R. Oddou, 2017

	QUALITY ASSURANCE AND MANAGEMENT	L	T	P	C
--	---	----------	----------	----------	----------

	POs	1	2	3	4	5	6	7	8	9	10
2	CO1	L									
	CO2		L			S	L				
	CO3				L						M
	CO4				L	S					
	CO5			L					M		M
	CO6										M
3	Category		Professional Elective (PE)								
4	Approval										

UNIT I EVOLUTION OF QUALITY MANAGEMENT

9

Craftsmanship concept-Total Quality Control-ISO 9000-Florence Nightingale & her quality improvement model for health care in 1854.-Six Sigma-Process approach to Quality Management- Process flow Diagrams.

UNIT II PROCESS APPROACH TO QUALITY MANAGEMENT IN HOSPITALS

9

Identification of different processes / functions-Diagnostic services-Nursing service-Housekeeping- Blood bank- Pharmacy- OPD- Surgery- ICU- Canteen- Hospital stores

UNIT III QUALITY CONTROL METHODS AND MEASUREMENT SYSTEMS

9

Critical Elements of Process Control-Process Control Options and Growth- Introduction to SPC & SQC Models-Quality Control Tools

UNIT IV QUALITY ASSURANCE METHODS

9

Quality Assurance in Hospitals-Preparation of Standard Operating Procedures (SOP's)-
Preventive Action for Hospital Management processes

UNIT V QUALITY AND PATIENT SATISFACTION

9

Quality and Patient orientation for total patient satisfaction –Adopting ‘5S technique’ for quality in housekeeping & support services-Implementing ISO 9001:2000 Quality Management System Standards in Hospitals –Need, Process, Benefits

TOTAL: 45 PERIODS

REFERENCES:

1. HOSPITAL MANAGEMENT AND ADMINISTRATION PRINCIPLES AND PRACTICE INCLUDING LAW (HB 2018) by SUBRAHMANYAM B.V
2. Hospital Management, Mario De Souza, 2018
3. Langabeer, 'Health care operations Management', JB Learning,2015
4. Essentials For Hospital Support Services And Physical Infrastructure by Madhuri Sharma,Jaypee publishers,2010
5. Joshi SK ,'Hospital Administration'jaypee Publishers,2009
6. Opportunities in Hospitals & Healthcare Administrations by Pradeep Bhardwaj,Jaypee publishers,2008.
7. Dr Girdhar J Gyani ,'Handbook of health care quality and patient safety' , Jaypee Publishers,2014
8. Shakti Gupta and Sunil Kant, Hospital Stores Management: An Integrated Approach Jaypee Publications, New Delhi, India,2010.
9. Hospital Operations Management – Compiled by Mahalingam A.
10. Srinivasan, A.V. (ed.), Managing a Modern Hospital, Response Books, New Delhi, 2009
11. Schoedev, Roger G., Operations Management – Decision Making in Operations Function, McGraw Hill, New Delhi, 2007.

P18RAMB004	SOCIAL NETWORK ANALYTICS	L	T	P	C
------------	---------------------------------	----------	----------	----------	----------

	Total Contact : 45	3	0	0	3
	Course Designed by : Dept of Management Studies				
OBJECTIVES					
<ol style="list-style-type: none"> 1. To understand the Predictive analytics and social media 2. Understanding about Social network analysis, homophily, and affiliation 3. To know about Twitter and Face book 4. To know about the Sentiment analysis 					
COURSE OUTCOMES (COs)					
CO1	Show ability to present and summarize analysed data in an advanced, coherent, and effective manner and perform mining on large social networks and illustrate the results.				
CO2	Understand and demonstrate advanced proficiency in the use of the tools and techniques of social network analysis for political and social data and understand the fundamental concepts in analyzing the large-scale data that are derived from social networks				
CO3	Make use of mining algorithms for social networks and Use IT and, in particular, statistical software packages - for the retrieval, analysis and presentation of information				
CO4	Analyse social network data using various software packages and critically evaluate in writing the diversity of specialized techniques and approaches involved in analysing social network data				
CO5	Demonstrate advanced proficiency in the use of statistical analysis to test a social networks hypothesis. Demonstrate advanced proficiency in acquired skills, confidence and competence in a computer package for statistical analysis (the SNA package in R)				
CO6	Construct well thought out and rigorous data analysis, tables and reports for both written and oral presentation				
Category	Professional Elective (PE)				
Approval					

Mapping of Course Outcomes with Program Outcomes

(S/M/L indicates strength of correlation)

S-Strong, M-Medium, L-Low

1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1		S			S					
	CO2							S	S		M
	CO3	S	S		S	S	S	S	S		
	CO4		S		S	S		S	S	S	
	CO5	S		L	S		S	S	S	S	
	CO6		S			S		S	S	S	M
3	Cate gory		Professional Core (PC)								
4	Appr oval										

UNIT - I

(9)

Introduction-The need to measure customer network value- Predictive analytics and social media- Google social media analytics

UNIT – II

(9)

Introduction to social networks-Social network metrics-Social network analysis, homophily, and affiliation

UNIT - III

(9)

Social influence- Analyzing Twitter and Face book- Analyzing Email and Wikis

UNIT - IV

(9)

Sentiment analysis- Hands on session with social media tools-Hands on session, project discussion.

UNIT - V

(9)

Text analytics-Social media ROI-Mobile social web

TOTAL: 45 PERIODS

TEXTBOOK

1. Derek Hansen, Ben Shneider man and Marc A. Smith, “Analyzing Social Media Networks with Node XL: Insights from a Connected World”, Morgan Kaufmann.

Weblink:

1. https://ocw.mit.edu/courses/sloan...networks...notes/MIT15_599F11_lec04.pdf

		CONTEMPORARY ENVIRONMENT IN MSMEs	L	T	P	C
		Total Contact Hours: 45	3	0	0	3
		Course Designed by : Dept of Management Studies				
COURSE OUTCOMES (COs)						
CO1	REMEMBER	Rural Entrepreneurship: Concept, Need, Problems, Women Entrepreneurship: Concept, Challenges, Strategies, International Entrepreneurship: Concept and Nature, International versus Domestic Entrepreneurship				
CO2	UNDERSTAND	social responsibilities of small business owners, Micro, Small and Medium Enterprises Development Act (MSMEDA) 2006, Objective, Definition, Barriers to International Trade- Protectionism, Trade Blocs, GATT, Institutional Support to Women Entrepreneurs, Self Help Groups (SHG)				
CO3	APPLY	Need for professionalism in management of small business in India, Provisions pertaining to promotion and development of MSMEs.				
CO4	ANALYZE	Changing scenario of MSMEs in the era of Liberalization & Globalization, Competitiveness, Quality control and Branding				

CO5	EVALUATE	Methods of Developing Rural Entrepreneurship, Political, Legal, Cultural and Technological Environment, Strategic Issues in International Entrepreneurship
CO6	CREATE	Entrepreneurial entry into International Business- Exporting, Licensing, Turnkey Projects, Joint Ventures, Management Contracts)
Category	Professional Elective (PE)	
Approval		

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PO9	PO 10
1	CO1	S			L					S	
2	CO2	S				M			L	S	
3	CO3			L			L				
4	CO4		L					L			
5	CO5					M				S	L
6	CO6								L		L
3	Category	Professional Core (PC)									
4	Approval										

Changing scenario of MSMEs in the era of Liberalization & Globalization, Competitiveness, Quality control and Branding, Need for professionalism in management of small business in India, social responsibilities of small business owners.

UNIT II **9**

Micro, Small and Medium Enterprises Development Act (MSMEDA) 2006, Objective, Definition, Provisions pertaining to promotion and development of MSMEs.

UNIT III **9**

Rural Entrepreneurship: Concept, Need, Problems, Methods of Developing Rural Entrepreneurship.

UNIT IV **9**

Women Entrepreneurship: Concept, Challenges, Strategies, Institutional Support to Women Entrepreneurs, Self Help Groups (SHG)

UNIT V **9**

International Entrepreneurship: Concept and Nature, International versus Domestic Entrepreneurship—Political, Legal, Cultural and Technological Environment; Strategic Issues in International Entrepreneurship; Barriers to International Trade- Protectionism, Trade Blocs; GATT: Entrepreneurial entry into International Business- Exporting, Licensing, Turnkey Projects, Joint Ventures, Management Contracts)

TOTAL: 45 PERIODS

Text Book

1. Hisrich, Robert D., Michael P Peters, Entrepreneurship: Starting, Developing and Managing a New Enterprise, Irwin, London
2. Shukla, MB, (2013), Entrepreneurship and Small Business Management, KitabMahal, Allahabad
3. Baporikar, Neeta, Entrepreneurship Development and Project Management: Text &

Cases, Himalaya Publishing, Mumbai.

4.Charantimath, Poornima M, (2009), Entrepreneurship Development Small Business

Enterprise , Dorling Kindersley India Pvt Ltd.(Pearson), Delhi

		Tourism Product	L	T	P	C
		Total Contact Hours: 45	3	0	0	3
		Course Designed by : Mr. Vigneshwar.K				
COURSE OUTCOMES (COs)						
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES				
CO1	Remembering	Recall the conceptual and theoretical basis of various tourism products and resources in general				
CO2	Understanding	Understand the nature of different tourism products and the geographical features of India and religions of India				
CO3	Applying	Identify and manage emerging tourist destinations and circuits. Familiarizing the important natural tourism products of India such as Hill stations, Beaches, etc.				
CO4	Analyzing	Analyzing information of countries major wildlife sanctuaries, national parks, biosphere reserves, community reserves, Adventure and ecotourism destinations in India				
CO5	Evaluating	Appraise about archaeological sites in India such as monuments , Temples , Pilgrim Centres, Forts ,Palaces and Museums , Buddhist heritage sites etc				
CO6	Creating	Create, apply, and evaluate marketing strategies for tourism destinations and organizations. Work autonomously and collaboratively to develop scholarly skills including effective research and the critical evaluation and presentation of information related to tourism in written and oral form				

Mapping of Course Outcomes with Program Outcomes

(S/M/L indicates strength of correlation)

S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1		S			S				S	
	CO2		S		M	S			S		S
	CO3	S				S	S	M		S	
	CO4		S		M				S	S	
	CO5	S					S	M	S		S
	CO6	S				S			S		S
3	Category		Professional Core (PC)								
4	Approval										

UNIT - I

9

Define Product - Difference with service Industry - Tourism Product – its salient features components of Tourism industry - How is this different from other consumer industries? - Tourism resources as products.

UNIT – II

9

Socio cultural Resource –I - Architectural Heritage of India - Historical monuments of tourism significance – ancient, medieval and modern – Important historical/archaeological sites – Museum - art galleries and libraries – their location, assets and characteristics.

UNIT – III**9**

Socio Cultural Resource-II - Important shrines (4 each) of the Hindus, Buddhist, Jain, Sikh, Muslim, Christians and others - Performing Arts – Classical dance forms and styles, Indian folk dance - classical vocal music guaranties/schools - Handicrafts & Handloom Fairs - and festivals of India.

UNIT – IV**9**

National Tourist Resource - Tourist resource potential in mountain with special reference to Himalayas - India's main desert areas, desert safaris and desert festival - Coastal areas, beaches and islands : with special reference to Andaman and Nicobar islands.

UNIT - V**9**

Introduction to Marketing - The Concept of marketing, Nature, classification and characteristics of services and their marketing implications - Methodology considerations and pricing of Tour Packing, designing and printing of Tour Brochure

Total No. of Periods: 45**References:**

1. Tourism Product Development in China, Asian and European Countries, Yuhua Luo, Jinbo Jiang, Doudou Bi, 2020
2. Tourism Planning and Destination Marketing, Mark Anthony Camilleri, Emerald Group Publishing, 2018
3. Travel Marketing, Tourism Economics and the Airline Product: An Introduction to Theory and Practice, Mark Anthony Camilleri, 2017
4. Tourism Development: Products, Operations And Case Studies, Neetu Sharma, Dinesh Verma, Anita Verma, 2014
5. Tourism Products of India: A National Perspective by Robinet Jacob, 2012

PSYCHOLOGY FOR MANAGERS

P18HRMB005	PSYCHOLOGY FOR MANAGERS		L	T	P	C
	Total Contact Hours: 45		3	0	0	3
	Course Designed by: Ms.Magdalene Peter					
COURSE OUTCOMES (COs)						
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES				
CO1	Remembering	Recall concepts of Scientific Management, Human Relations Schools, and scope & dimensions of Psychology.				
CO2	Understanding	Translate ideas drawn from Hawthorne Experiments, Influences on Industrial Psychology and gender biases in Indian Organization.				
CO3	Applying	Articulate models of how psychology is applied to advertising, Marketing and Consumer Behaviour and ways to combat stress, Monotony, Boredom and Fatigue.				
CO4	Analyzing	Examine the Individual differences and behaviour, Human needs and their implications for a work organization and the method of Performance Appraisal, Personnel Selection & Training and Organizations role in stress.				
CO5	Evaluating	Appraise the importance of testing techniques, Psychological and Projective tests, Techniques and Problems of Performance Appraisal, Job Satisfaction and its measurement,				
CO6	Creating	Formulate practices for element of creativity in leadership and decision making and methods to improve quality of work life.				

Mapping of Course Outcomes with Program Outcomes

(S/M/L indicates strength of correlation)

S-Strong, M-Medium, L-Low

1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
---	-------------	---------	---------	---------	---------	---------	---------	---------	---------	---------	----------

2	CO1								S	S	
	CO2	S	S	S				S	S	S	
	CO3	S	S	S			S	S	S		S
	CO4	S	S	S	S	S	S	S	S	S	S
	CO5		S	S	S	S		S	S	S	S
	CO6	S	S	S					S	S	
3	Category		Professional Core (PC)								
4	Approval										

UNIT I

9

Introduction to Industrial Psychology – Definitions & Scope. Major influences on industrial Psychology- Scientific management and human relations schools . Hawthorne Experiments.

UNIT II

9

Individual differences and behaviour, Human needs and their implications for a work organization, Psychology applied to advertising, Marketing and Consumer Behaviour.

UNIT III

9

Personnel Selection and importance of testing techniques, Psychological and Projective tests, Training Development.

UNIT IV

9

Performance Appraisal- Techniques and Problems, Job Satisfaction and its measurement, Creativity a work-element of creativity in leadership and decision making.

UNIT V

9

Organisational Role Stress- Managing stress, Burnout-causes, effect and coping, Gender biasness in Indian organizations, Monotony, Boredom and Fatigue at work places, The Physical surroundings of work place-quality of work life.

TOTAL: 45 PERIODS

References

1. The Rational Manager, Henry Priest, 2019
2. Organizational Psychology for Managers, Stephen R. Balzac, Springer, 2016
3. Psychology For Managers, Shashi K. Gupta & Rosy Joshi, Kalyani Publishers, 2015
4. Thinking, Fast and Slow by Daniel Kahneman, Farrar, Straus and Giroux, 2011

ADVERTISING AND SALES PROMOTION

P18HRMB005	ADVERTISING AND SALES PROMOTION		L	T	P	C
	Total Contact Hours: 45		3	0	0	3
	Course Designed by: Ms.Magdalene Peter					
COURSE OUTCOMES (COs)						
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES				
CO1	Remembering	Recall the concepts related to Process of Communication – Wilbur Schramm’s Model, Two step, Flow of Communication and Theory of Cognitive Dissonance				
CO2	Understanding	Describe about the Advertising’s Role in the Marketing Process and give Clues for Advertising Strategists				
CO3	Applying	Implement Simulation of Primary and Selective Demand, Objective Setting and Market Positioning; Dagmar Approach, Determination of Target Audience, Building of Advertising Programme- Message, Headlines, Copy, Logo, Illustration, Appeal, Layout. Advertising campaign				
CO4	Analyzing	Examine the Legal Ethical and Social Aspects of Advertising, Campaign Planning; Media Planning, Rationale of Testing Opinion and Aptitude Tests, Recognition, Recall, Experimental Designs and Electronic Media Buying				
CO5	Evaluating	Appraise Budgeting, Selection Compensation and Appraisal of an Agency and Evaluating effectiveness of different promotional strategies.				
CO6	Creating	Formulate plans and procedure for Advertising Organization, Advertising V/s Consumer Behaviour, Sales promotion – Role of Creative Strategies, Different methods of sales promotion.				

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1				L				S	S	
	CO2		S			S		S	S	S	
	CO3	L	S	S		S	M	S	S	S	
	CO4		S			S	M	S	S	S	
	CO5		S			S		S	S	S	
	CO6		S	S		S		S	S	S	
3	Cate gory	Professional Core (PC)									
4	Appr oval										

UNIT I

9

Advertising's Role in the Marketing Process : Legal Ethical and Social Aspects of Advertising; Process of Communication – Wilbur Schramm's Model, Two step Flow of Communication, Theory of Cognitive Dissonance and Clues for Advertising Strategists.

UNIT II

9

Simulation of Primary and Selective Demand – Objective Setting and Market Positioning; Dagmar Approach – Determination of Target Audience; Building of Advertising Programme – Message, Headlines, Copy, Logo, Illustration, Appeal, Layout.

UNIT III

9

Campaign Planning; Media Planning; Budgeting; Evaluation – Rationale of Testing Opinion and Aptitude Tests, Recognition, Recall, Experimental Designs; Advertising Organisation.

UNIT IV

9

Selection Compensation and Appraisal of an Agency; Electronic Media Buying. Advertising campaign Advertising V/s Consumer Behaviour.

UNIT V

9

Sales promotion – Role of Creative Strategies – Different methods of sales promotion – Evaluating effectiveness of different promotional strategies.

TOTAL: 45 PERIODS

REFERENCE:

1. Advertising, Selling & Promotion|First Edition|By Pearson, Ritu Narang, 2020
2. Advertising and Promotion, Chris Hackley, SAGE Publications Ltd, 2017
3. Advertising & Sales Promotion, Pankhuri Bhagat, SBPD Publishing House, 2015
4. Advertising & Sales Promotion, S.A. Chunawalla, Himalaya Publishing House, 2015
5. Advertising and Promotion By George E. Belch and others. Tata Mcgraw Hill Co., 2011
6. Advertising Management with solution manual by Jaishri Jethwaney and Shruti Jauji Oxford University Press, Chennai.. 2012

P18BIMB 005	COMMERCIAL BANK MANAGEMENT		L	T	P	C
	Total Contact Hours: 45		3	0	0	3
	Course Designed by : Dept of Management Studies					
COURSE OUTCOMES (COs)						
CO1	REMEMBER	Recall Management principles in Banks Loan Management Customer Service Opportunity for strengthening the banking organization				
CO2	UNDERSTAND	Explain Banking Regulations Interpreting Bank Balance Sheet and Income and Expenditure Statement Investment Management Private Banks – Functioning Merger & Acquisition				
CO3	APPLY	Interpret Control of the banking sector by RBI Financial Analysis CAR – NPA Analysis Liquidity Management Private Banking				
CO4	APPLY	Apply CRR – SLR-CRAR-REPO Rates Liquidity Ratios – Structural Ratios and Profitability Ratios Profit and Growth				
CO5	APPLY	Apply Provision for NPAs Case Analysis Asset Liability Management Financial Inclusion measures by banks				
CO6	ANALYZE	Analyze Provision for NPAs Case Analysis				
Category	Professional Elective (PE)					
Approval						

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
1	CO1	L						M	S		
2	CO2				S		M		S		
3	CO3		M					M			M
4	CO4				S				S		

1. Finance And Development: The Role Of International Commercial Banks In The Third World, Michael DaCosta, Routledge, 2020
2. Understanding Commercial Bank Financial Management, MD Kaysher Hamid, Urmi Das, LAP Lambert Academic Publishing, 2019
3. Bank Management and Financial Services, Perry Stinson, Clanrye International, 2019
4. Commercial Bank Management, Singh, Dutta, McGraw Hill Education, 2017
5. Advance Bank Management, IIBF, Macmillan Education India, 2018

P18MKMB002	RETAIL MARKETING AND CRM			L	T	P	C
	Total Contact Hours: 45			3	0	0	3
	Course Designed by : Mr Gowtham Aashirwad Kumar						
COURSE OUTCOMES (COs)							
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES					
CO1	Remembering	Remember the fundamental concepts of Retail Marketing and Customer Relationship Management, the concept of CRM					
CO2	Understanding	Understand the concept of retail marketing, strategies to turn first time buyer into a regular customer - strategies to turn a regular customer into a life time customer, Retail Marketing Mix, Store Positioning, Design– Store Layout, Types of Design, Feature Areas, Use of Plano grams, Leveraging Space : In Store Kiosks, Visual Merchandising, Atmospherics, Relationship marketing, CRM and its packages, CRM in B-C Markets – CRM in B-B market, Customer retention, Traditional Media In Marketing, Focus on the customer, Nature of strategic Planning, good store design, Store Layout, Concepts of CRM					
CO3	Analyzing	Analyze the Space Planning, Location of Departments, Location of Merchandising within Departments. Tactics to get a new customer, SWOT Analysis, Budget Implementation and control, Types od Design, trends in retailing.					
CO4	Analyzing	Analyze the retail space management, product offerings in the CRM market space, contact centers for CRM, Operational Issues in implementing in CRM, Retailing Role, Retail Location Strategy, Trade Location, Customer Focus, Location of Department, Location of merchandising, India Experience inRetailing.					

CO5	Evaluating	To evaluate the pricing strategy, retail promotion strategy.
CO6	Creating	Create the CRM Road Map.

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1	L								L	
	CO2		M			S	L				
	CO3				L	S					L
	CO4				L	S					L
	CO5				L	S			L	L	L
	CO6					S					L
3	Cate gory		Professional Elective (PE)								
4	Appr oval										

UNIT I- OVERVIEW

9

Retail industry and economy – emergence of organized retailing – trends in retail marketing - introduction to retail marketing – wheel of retailing– value of the customer – identification of customer needs- Indian Experience in Retailing – Impact of FDI in Indian Context.

UNIT II- RETAIL MARKET STRATEGY

9

Tactics to get new customers – traditional medial in retail marketing –strategies to turn first time buyer into a regular customer - strategies to turn a regular customer into a life time customer-

Retail Marketing Mix- --Store Positioning - Definition of retail Market Strategy – Focus on the Customer – nature of Strategic Planning – Preplanning: SWOT – Mission – Goals and objectives –Budget implementation and control.

UNIT III - RETAIL MARKETING MIX

9

Retailing role – retail location strategy – trade area definition– Objectives of a Good Store Design– Store Layout – Types of Design – Feature Areas – Space Planning – Location of Departments -Location of Merchandising within Departments – Use of Plano grams – Leveraging Space : In Store Kiosks – Visual Merchandising – Atmospherics– retail space management-- pricing – retail promotion strategy –seminars and projects.

UNIT IV - CRM- OVERVIEW

9

Relationship marketing – CRM – Components of e-CRM- e-CRM and various CRM Packages – the concept of CRM – strategic imperatives, Strategies for Building customer relationship and terminating customer relationship – Conceptual foundations of CRM – Economics of CRM

UNIT V - CRM IMPLEMENTATION

9

CRM in B-C Markets – CRM in B-B market — product offerings in the CRM market space – contact centers for CRM – The CRM Road Map – Customer retention --Operational Issues in implementing in CRM

TOTAL: 45 PERIODS

References:

1. Retail Marketing Strategy: Delivering Shopper Delight, Constant Berkhout, Kogan Page, 2020
2. Retailing Management : Text and Cases | 6th Edition, Swapna Pradhan, McGraw Hill, 2020
3. Retail Management | Thirteenth Edition | By Pearson, Barry Berman (Author), Joel R Evans (Author), Patrali Chatterjee (Author), Ritu Srivastava, 2017
4. Customer Relationship Management, Nh Mullick, Oxford University Press, 2016
5. Customer Relationship Management: Emerging Concepts, Tools and Applications, Jagdish N Sheth, 2017

P18ENMB005	SMALL BUSINESS MANAGEMENT	L	T	P	C
	Total Contact Hours: 45	3	0	0	3
	Course Designed by : Dept of Management Studies				
OBJECTIVES					
<ol style="list-style-type: none"> 1. To understand the Basics of Small Business 2. To gain in depth knowledge on Small Business Strategies 3.To create ideas on Marketing in the Small Business 4.To know about the Small Business Accounting 5.To enrich ideas on Role and Importance of the Family Business 					
COURSE OUTCOMES (COs)					
CO1	Define a business plan, identify its key sections and state its importance from the perspectives of both internal and external users				
CO2	Understand key marketing concepts including: consumer behavior and product, price, distribution, and promotion strategies. Get Familiarity with the Paths to Full Time Entrepreneurship				
CO3	Develop an understanding of entrepreneurship and small business and appreciate their role in an economy, particularly in the FSM economy. Identify ethical issues confronting small businesses and explain the importance and impact of social responsibilities on small businesses				
CO4	Examine the various types of credit, discuss the benefits of credit and state the factors that affect credit extension				
CO5	Explain common legal forms of organization used by small businesses and the factors to consider in choosing among them. Evaluate the performance of a small firm by assessing its liquidity, profitability, and asset management.				
CO6	Discuss entrepreneurial options - starting a new business, buying an existing business or acquiring a franchise - and the challenges of each option presents				

Category	Professional Elective (PE)
Approval	

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1		S			S	M		S	S	
	CO2		M						S	S	
	CO3	S	S		S	M		S	M	S	M
	CO4		S			S			L	S	S
	CO5		M		S	S			S	M	S
	CO6	S	S	L	S	S	M	S	S	S	S
3	Category		Professional Core (PC)								
4	Approval										

UNIT I

9

Entrepreneurs and Ideas: The Basis of Small Business

Small Business – Small Business Ethics – Small Business Entrepreneurs – Small Business Ideas

UNIT II

9

Small Business Paths and Plans

Small Business Entry – Path to Part Time Entrepreneurship – Paths to Full Time Entrepreneurship – Small Business Strategies – Business Plans

UNIT III **9**

Marketing in the Small Business

Small Business Marketing - Small Business Promotion – Small Business Distribution and Location – Marketing Plans

UNIT IV **9**

Cash Accounting and Finance in the Small Business

Small Business Accounting – Cash Life blood of the Business – Small Business Finance – Small Business Protection - Legal Issues – Human Resource Management - Achieving Success in the Small Business

UNIT V **9**

Family Business

Role and Importance of the Family Business – Contributions of Family Business in India – Stages of Development of a Family Business – Characteristics and Types of Family Business – Roles , Responsibilities and Rights of the Family – The Three Circle Model of Family Business – Challenges Faced by Family Business – Succession in Family Business-Improving the Performance of the Family Business.

TOTAL: 45 PERIODS

Text Book

Katz, Jerome and Richard, Green (2015). Entrepreneurial Small Business, 2/e; New Delhi: McGraw Hill Education

Reference Books

1. Scarborough, M. Norman, Cornwall, R. Jeffrey (2016). Essentials of

Entrepreneurship and Small Business Management, 8/e; New Delhi: Pearson

Education

2. Charantimath M. Poornima (2014) Entrepreneurship Development and Small

Business Enterprises, 2/e; New Delhi: Pearson Education

Weblink:

1. gurukpo.com/entrepreneurship-and-small-business-management-2/

P18MSMB005	E – BUSINESS	L	T	P	C
	Total Contact Hours: 45	3	0	0	3
	Course Designed by : Dept of Management Studies				
OBJECTIVES					
<ol style="list-style-type: none"> 1. To understand the basics concepts of E-Business models 2. To gain in depth knowledge on the technologies used in E-Business 3. To create ideas on the E-Business security environment 4. 4.To enrich ideas on E- payments system 5. 5.To understand the purpose of Online business transactions 					
COURSE OUTCOMES (COs)					
CO1	Understand the E-Commerce and E- business infrastructure and trends				
CO2	Classify and Explain different components, systems and/or processes to meet required specifications for a web presence				
CO3	Make use of real business cases regarding their e-business strategies and transformation processes and choices. Identify and research issues in business situations, analyse the issues, and propose appropriate and well-justified solutions				
CO4	Analyze different types of portal technologies and deployment methodologies commonly used in the industry. Analyze the effectiveness of network computing and cloud computing policies in a multi- location organization.				
CO5	Integrate theoretical frameworks with business strategies. assess ethical, environmental and/or sustainability considerations in business decision making and practice				
CO6	Propose written documents that are clear and concise, using appropriate style and presentation for the intended audience, purpose and context, and Prepare and deliver oral presentations that are clear, focused, well-structured, and delivered in a professional manner				
Category	Professional Elective (PE)				

Approval	
----------	--

Mapping of Course Outcomes with Program Outcomes (S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1		S			S	M		S	S	
	CO2		S						S	S	
	CO3	S	S		S	S		S	S	S	S
	CO4		S			S			S	S	S
	CO5		S		S	S			S	S	S
	CO6	S	S	L	S	S	M	S	S	S	S
3	Category		Professional Core (PC)								
4	Approval										

UNIT I

9

Introduction: Meaning, nature, concepts, advantages, disadvantages and reasons

For transacting online, types of E-Commerce, e-commerce business models (introduction key elements of a business model and categorizing major E-commerce business models), forces behind e-commerce.

UNIT II

9

Technology: technologies used in E-commerce , The dynamics of world wide web

And internet(meaning, evolution and features) ; Designing, building and launching Ecommerce Weblink(A systematic approach involving decisions regarding selection of

hardware, software, outsourcing vs. in-house development of a Weblink)

UNIT III

9

Security and encryption: Need and concepts, The E commerce security

environment:(dimension, definition and scope of E-security), security threats in the Ecommerce

environment(security intrusions and breaches, attacking methods like hacking,

sniffing, cybervandalismetc.), technology solutions (Encryption, security channels of

communication, protecting networks and protecting servers and clients), IT Act 2000

(meaning and provisions)

UNIT IV

9

E- payments system: Models and methods of E – payments (Debit Card, Credit Card,

smart cards, e-money), digital signatures (procedure, working and legal position), payment

gateways, online banking (meaning, concepts, importance, electronic fund transfer,

automated clearing house, automated ledger posting etc.), risks involved in E-payments.

UNIT V

9

Online business transactions: meaning, purpose, advantages and disadvantages of

transacting online, E-commerce applications in various industries like {banking, insurance,

payment of utility bills, online marketing, E-tailing (popularity, benefits, problems and

features), online services (financial, travel and career), auctions, online portal, online

learning, publishing and entertainment)

TOTAL: 45 PERIODS

Text Books

1. Management Information System: Jawadekar
2. Management Information System: Laudon&Laudon

3. The Essential Guide to Knowledge management: AmritTiwana
4. The GIS Book: George B. Karte.
5. Internet (Use of Search Engines Google & yahoo etc)
6. E – Commerce: Milind Oka
7. E – Commerce: C.V.S. Murty
8. Fire Wall and Internet Security: William Cheswick, Stevens, Aviel Rubin
9. E-Governance Case Studies – Ashok Agarwal

		INTERNATIONAL TOURISM MANAGEMENT	L	T	P	C
P18THMB005		Total Contact Hours: 45	3	0	0	3
		Course Designed by : Mr. Vigneshwar.K				
COURSE OUTCOMES (COs)						
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES				
CO1	Remembering	Recall the functions of travel agency, IATA, and find relationships between tourism and the environments in which it operates, and relate the connection this has to contemporary issues in sustainable tourism development				
CO2	Understanding	Understanding of Pro – Active and its’ importance of Tourism Policies. Interpret and evaluate tourism as a phenomenon and as a business system. Illustrating the Travel accounting procedures towards the tourist agencies and their functions for developing managerial skills.				
CO3	Applying	Identify and assess relationships and networks relative to building tourism capacity. Apply relevant technology for the production and management of tourism experiences.				
CO4	Analyzing	Analyzing the Transport systems for the growth of travel industry. Analyze and explain the various trends and how they impact the tourism/hospitality industry				
CO5	Evaluating	Evaluate and apply various research methods commonly used in the context of tourism. Explain the principles of sustainability as they apply to tourism at both a micro and macro level				
CO6	Creating	Create, apply, and evaluate marketing strategies for tourism destinations and organizations. Work autonomously and collaboratively to develop scholarly skills including effective research and the critical evaluation and presentation of information related to tourism in written and oral form				

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1		S			S				S	
	CO2		S		M	S			S		S
	CO3	S				S	S	M		S	
	CO4		S		M				S	S	
	CO5	S					S	M	S		S
	CO6	S				S			S		S
3	Cate gory		Professional Core (PC)								
4	Appr oval										

UNIT I

9

Globalization & tourism sector globalization & the business world - the tourism industry, challenges - Factors affecting global & regional tourist movements - demand and origin factors - destination & resource factors - Contemporary trends in international tourist movements.

UNIT II

9

The emergence of international hotels & tourisms - Historical aspects - development of chains - development abroad - airline connection - Political aspects of the international travel - tourism – Barriers to travel - tourism investment & business – regulations - international organizations

dealing with barriers viz: WTO, IMF, IHA, need for government support of tourism - national tourism organizations - political stability - travel advisories - political risk - crisis management.

UNIT III **9**

International hotels – Balancing global and local perspectives – Operating in a multinational environment – International rules & regulations – a brief study - Human resources & cultural diversity - cultural perceptions - business protocol - cultural considerations in negotiations.

UNIT IV **9**

International tourism sales & marketing – Market research - developing an international marketing strategy - understanding various travel distribution systems viz GDS - product positioning.

UNIT V **9**

Global competition & the future – Long-term tourism growth trends - tourism growth in major regions - transportation developments - technology & automation - Development issues - tourism and the environment.

Total No. of Periods: 45

References:

1. Tourism: Concepts, Theory and Practice by M.R. Dileep, 2020
2. International Tourism Management by A.K. Bhatia, 2019
3. Tourism Development: Principles & Practices by A K Bhatia, 2020
4. Tourism: Principles and Practices (Oxford Higher Education) by Sampad Kumar Swain and Jitendra Mohan Mishra, 2011
5. Tourism: Operations and Management by Sunetra Roday , Archana Biwal, et al., 2009

CORPORATE FINANCE

P18HRMB006	CORPORATE FINANCE		L	T	P	C
	Total Contact Hours: 45		3	0	0	3
	Course Designed by: Ms.Magdalene Peter					
COURSE OUTCOMES (COs)						
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES				
CO1	Remembering	Recall concepts related to Issue of Shares – Features – Various Kinds, Meaning of Venture Capital, Types of Venture Capital, Auditing – Meaning and objectives – Types of Audit.				
CO2	Understanding	Describe about the Forfeiture of Share – Reissue of shares – Redemption of Preference shares, Issue of Preference Shares, Redemption of Debentures and Salient Features of the GST Model				
CO3	Applying	Demonstrate knowledge about Accounting for amalgamation of companies, Absorption – Accounting procedures for absorption				
CO4	Analyzing	Examine the process for Reconstruction – Internal – External, Reconstruction Schemes, Inter Company Holdings, Liquidation of Companies, Venture capital in India and Goods and Services Tax (GST) – Objectives of GST				
CO5	Evaluating	Appraise the Methods of Venture Capital, Necessity for GST – Levy & Collection Underwriting of Shares and Debentures, Audit Process – Audit Programme – Internal Audit				
CO6	Creating	Formulate Audit Procedure – Audit of Limited Companies -Recent trends in Auditing				

Mapping of Course Outcomes with Program Outcomes

(S/M/L indicates strength of correlation)

S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1							M	S		
	CO2	S	S			S	S				
	CO3	S	S		S	S	S		S	S	
	CO4	S	S	L	S	S	S	M	S	S	L
	CO5	S	S		S	S	S		S		
	CO6	S	S			S			S	S	
3	Cate gory		Professional Core (PC)								
4	Appr oval										

**UNIT I –
SHARES**

**ISSUE OF
AND**

DEBENTURES

9

Issue of Shares – Features – Various Kinds - Forfeiture of Share – Reissue of shares - Underwriting of Shares and Debentures – Redemption of Preference shares – Issue of Preference Shares – Redemption of Debentures.

UNIT II – AMALGAMATION AND ABSORPTION

9

Accounting for amalgamation of companies – Absorption – Accounting procedures for absorption

UNIT III – RECONSTRUCTION AND LIQUIDATION

9

Reconstruction – Internal – External – Reconstruction Schemes – Inter Company Holdings – Liquidation of Companies

UNIT IV – VENTURE CAPITAL

9

Meaning of Venture Capital – Types of Venture Capital – Methods of Venture Capital – Venture capital in India.

UNIT V – AUDITING & GST CONCEPTS

9

Auditing – Meaning and objectives – Types of Audit – Audit Process – Audit Programme – Internal Audit – Audit Procedure – Audit of Limited Companies – Recent trends in Auditing. Goods and Services Tax (GST) – Objectives of GST – Salient Features of the GST Model - Necessity for GST – Levy & Collection.

TOTAL: 45 PERIODS

REFERENCES

1. Fundamentals of Corporate Finance | Third Edition | By Pearson, Jonathan Berk, Peter DeMarzo, 2019
2. Fundamentals of Corporate Finance, Stephen A. Ross, Randolph W. Westerfield, McGraw Hill Education, 2018
3. Principles of Corporate Finance, Richard A. Brealey, Stewart C. Myers, McGraw Hill Education, 2018
4. Corporate Finance, Stephen A. Ross, Randolph W. Westerfield, McGraw Hill Education, 2017
5. Corporate Finance: Text and Cases, S. R. Vishwanath, SAGE Publications India Pvt Ltd, 2019

P18MKMB002	ORGANISATIONAL DEVELOPMENT				L	T	P	C
	Total Contact Hours: 45				3	0	0	3
	Course Designed by : Mr Gowtham Aashirwad Kumar							
COURSE OUTCOMES (COs)								
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES						
CO1	Remembering	Remember the concepts of OD, Characteristics, Interpersonal and Group Process Approach, Organizational Approach, HRM Interventions and Organizational Culture, Approaches to OD, Characteristics of OD Interventions, Effectiveness of OD Interventions						
CO2	Understanding	Understand the foundation process of OD, Approaches to OD, Performance Management, Career Planning, Strategic and Techno Interventions, work design and						

		redesign, Strategic and Techno Structural Interventions, Role of an OD Consultant- Dealing with Consultant – Client Relationships, Ethical Issues in OD, Learning Organization and Organizational Effectiveness -Significance of Learning Organization to Organizational effectiveness
CO4	Analyzing	Analyse the growth and relevance of OD, Diagnoses for OD, Foundations Process of OD, Overview of types of Interventions
CO3	Applying	Designing OD Interventions, Organizational Restructuring, Organizational transformation, Socio-technical systems, Quality circles, Employee Involvement, Total Quality Management
CO5	Evaluating	Evaluation and Institutionalization of OD Interventions – Importance, Process and Difficulties Involved
CO6	Creating	Establishing Learning Dynamics in Organizations- Building a Learning Organization

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1	M	S		S						
	CO2		S	S	S	S			S		
	CO3					S			S		
	CO4	M			S	S			S	L	L
	CO5				S						L
	CO6				S						L
3	Category		Professional Elective (PE)								

4	Approval		
---	----------	--	--

UNIT I

9

Introduction to Organization Development - Growth and relevance of OD- Diagnoses for OD, Foundations Process of OD- Approaches to OD

UNIT II

9

Designing OD Interventions - Characteristics of OD Interventions, Overview of types of Interventions, - Interpersonal and Group Process Approaches- Organization Process Approaches- HRM Interventions- Performance Management- Career Planning & Development Interventions

UNIT III**9**

Strategic and Techno Structural Interventions -Organizational Restructuring, Organizational transformation, work design and redesign, Socio-technical systems, Quality circles, Employee Involvement, Total Quality Management

UNIT IV**9**

Organization Culture- A Sociological Perspective, Socialization Processes -Effectiveness of OD Interventions: Evaluation and Institutionalization of OD Interventions – Importance, Process and Difficulties Involved- Role of an OD Consultant- Dealing with Consultant – Client Relationships, Ethical Issues in OD

UNIT V**9**

Learning Organization and Organizational Effectiveness -Significance of Learning Organization to Organizational effectiveness- Establishing Learning Dynamics in Organizations- Building a Learning Organization

TOTAL: 45 PERIODS**References:**

1. Change Management and Organizational Development, Ratan Raina, SAGE Publications Pvt. Ltd, 2018
2. Assessment and Diagnosis for Organization Development: Powerful Tools and Perspectives for the OD Practitioner, William J Rothwell, Productivity Press, 2017
3. Organization Development:Behavioral Science Interventions For Organizational Improvement | Sixth Edition | By Pearson, French Wendell L, Bell Jr Cecil H, 2017
4. Organizational Change and Development, Mukherjee, Pearson Education India, 2015

P18MKMB006	BRAND MANAGEMENT	L	T	P	C
	Total Contact Hours: 45	3	0	0	3

		Course Designed by : Dept of Management Studies
COURSE OUTCOMES (COs)		
CO1	REMEMBER	Recall the branding concept, its challenges and opportunities and the Choosing brand elements to build brand equity Developing a brand equity measurement and management system Designing and implementing branding strategies Measuring Brand Performance
CO2	UNDERSTAND	Explain on brand equity concept; strategic brand management process; designing marketing programs to build brand equity establishing brand equity management system; brand-product matrix, brand hierarchy, Brand Equity Management - Global Branding strategie
CO3	APPLY	Apply customer based brand equity; building a strong brand and its implications; integrating marketing communication to build brand equity measuring sources of brand equity introducing and meaning new products and brand extensions Brand Audit
CO4	ANALYZE	Analyze customer based brand equity; information processing model communication, marketing communication options, capturing custom mindset: measuring outcomes of brand equity; capturing mark performance. Brand Adoption Practices – Different type of brand exten Brand Equity Measurement
CO5	EVALUATE	Evaluate building a strong brand and its implications; identifying and establishing brand positioning leveraging secondary brand knowledge to build brand equity: conceptualizing the leveraging process, country of origin Factors influencing Decision for extension –managing brands over time: Brand Leverage -Role of Brand Managers–
CO6	CREATE	Create identifying and establishing brand positioning; defining a establishing brand values; internal branding. co-branding, licensing celebrity endorsement, sporting, cultural and other events. co-branding licensing, celebrity endorsement, sporting, cultural and other even Branding challenges & opportunities – current trends and issues in bra management- Case Studies
Category	Professional Elective (PE)	
Approval		

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
	COs /Pos	PO1	PO2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PO9	PO 10
1	CO1		M				S		S		
2	CO2			M		M		M		M	
3	CO3				M		S				
4	CO4		M			M		M	S		
5	CO5	L		M						M	
6	CO6				M		S		S		
3	Category		Professional Core (PC)								
4	Approval										

UNIT-I

9

Branding concepts; branding challenges and opportunities; brand equity concept; strategic brand management process; customer based brand equity; building a strong brand and its implications; identifying and establishing brand positioning; defining and establishing brand values; internal branding.

UNIT-II

9

Choosing brand elements to build brand equity; designing marketing programs to build brand equity: integrating marketing communication to build brand equity: information processing model of communication, marketing communication options, leveraging secondary brand knowledge to build brand equity: conceptualizing the leveraging process, country of origin; co-branding, licensing, celebrity endorsement, sporting, cultural and other events.

UNIT-III

9

Developing a brand equity measurement and management system: establishing brand equity management system; measuring sources of brand equity – capturing customer mindset: measuring outcomes of brand equity; capturing market performance.

UNIT-IV

9

Designing and implementing branding strategies: brand-product matrix, brand hierarchy, introducing and meaning new products and brand extensions; Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension –managing brands over time: managing brands over geographic boundaries and market segments. Re-branding and re-launching.

UNIT-V

9

Measuring Brand Performance – Brand Equity Management - Global Branding strategies- Brand Audit – Brand Equity Measurement – Brand Leverage -Role of Brand Managers– Branding challenges & opportunities – current trends and issues in brand management- Case Studies.

TOTAL: 45 PERIODS

Reference Books

1. Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Global Edition, Kevin Keller, Pearson, 2019
2. Brand Management: Co-creating Meaningful Brands, Michael Beverland, SAGE Publications Ltd, 2018

3. Product and Brand Management, SIA Publishers & Distributors Pvt Ltd, 2019
4. Product and Brand Management, Tapan K. Panda, Oxford University Press, 2016
5. Strategic Brand Management | Fourth Edition | By Pearson, Keller/ Parameswaran/ Jacob, Pearson Education India, 2015

P18BIMB006	RETAIL AND CRM IN BANKING			L	T	P	C
	Total Contact Hours: 45			3	0	0	3
	Course Designed by :Mr Gowtham Aashirwad Kumar						
COURSE OUTCOMES (COs)							
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES					
CO1	Remembering	Recall the role within the bank operations, Retail Products Overview, Customer Relationship Management, Stages in customer relationship management process					
CO2	Understanding	Understand the History and Definition, Retail Products offered by Banks, . Regulation and compliance – KYC Norms					
CO3	Apply	Apply of retailing concepts distinction between Retail and Corporate / Wholesale Banking					
CO4	Analyze	Analyze Retail Products offered by Banks, Customer requirements, Products development process, Liabilities and Assets Products / Description of Liability products, Description of Asset Products, . Important Asset Products, Retail Strategies, Role and impact of customer relationship management, Trends in retailing - New products like Insurance Demat services, online / Phone Banking, Property services, Investment advisory Wealth management, Reverse Mortgage - Growth of e-banking, Cross selling opportunities.					
CO5	Evaluate	Evaluate Approval process for retail loans, Credit scoring, Tie-up with Institutions for Personal loans / Credit cards / Educational loans, with OEMs / Authorised Dealers for Auto / Vehicle loans, and with Builders / Developers for Home loans Delivery Channels - Branch					
CO6	Evaluate	Create Extension counters,. Selling Process in retail products-Direct Selling Agents.					

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1	L							L		
	CO2		L			M					
	CO3	L									S
	CO4				S	M					S
	CO5				S						S
	CO6	L									S
3	Cate gory	Professional Elective (PE)									
4	Appr oval										

UNIT I

9

History and definition, role within the bank operations, Applicability of retailing concepts distinction between Retail and Corporate / Wholesale Banking

UNIT II

9

Retails Products Offered By Banks - Retail Products Overview - Customer requirements, Products development process, Liabilities and Assets Products / Description of Liability products, Description of Asset Products, Approval process for retail loans, Credit scoring. Important Asset Products

UNIT III

9

Retail Strategies; Tie-up with Institutions for Personal loans / Credit cards / Educational loans, with OEMs / Authorised Dealers for Auto / Vehicle loans, and with Builders / Developers for Home loans Delivery Channels - Branch, Extension counters,. Selling Process in retail products-Direct Selling Agents

UNIT IV

9

Customer Relationship Management - Role and impact of customer relationship management, Stages in customer relationship management process. Regulations and compliance – KYC Norms

UNIT V

9

Trends in retailing - New products like Insurance, Demat services, online / Phone Banking, Property services, Investment advisory / Wealth management, Reverse Mortgage - Growth of e-banking, Cross selling opportunities.

TOTAL: 45 PERIODS

References:

1. Retail Liability Products and Other Related Services, Indian Institute of Banking and Finance, Macmillan Publishers India Private Limited, 2017
2. Retail Banking Technology, Suresh Samudrala, Jaico Publishing House, 2015
3. Customer Relationship Management in Banking Industry, Sateesh Hari, LAP Lambert Academic Publishing, 2015

P18LOMB006	INTERNATIONAL MARKETING				L	T	P	C
	Total Contact Hours: 45				3	0	0	3
	Course Designed by :Mr Gowtham Aashirwad Kumar							
COURSE OUTCOMES (COs)								
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES						

CO1	Remembering	Recall the fundamental concepts of International Marketing, Export Licensing, Cont Manufacturing Joint Ventures, International Promotional Mix, Advertising and o modes of communication, Roles and Functions, Export Procedures, certificates relate shipments, documents related to payment, documents related to inspection, , documents related to excisable goods, An overview of International marke management process, International marketing orientation, International Market E Strategies , Legal dimensions in International Marketing (Role of WTO)
CO2	Understanding	Summarize the Nature and Importance of International Marketing, EPRG Approach, Product Designing, Product Standardization Vs Adaptation, International Trade Product Life Cycle, International Distribution channels, their roles and functions, selection and management of overseas agents, International Distribution Logistics, India's Foreign Trade Policy – Direction and composition of India's Foreign Trade, International marketing Environment, International Product and pricing strategies, planning for Trade Fairs and Exhibitions, Direction and composition of India's Foreign Trade, Managing International Distribution and Promotion: Distribution Channel Strategy, Managing product line
CO3	Analyzing	Analyse the pricing for international markets factors affecting international p determination price quotation and terms of sale
CO4	Analyzing	Analyse the International marketing segmentation and positioning, Screening and selection of markets, Export – Import policy of current year. Grouping in the world, Marketing research for identifying opportunities in International Markets
CO5	Evaluating	Evaluate the Emerging trends in International Marketing; regionalism Vs Multi Lateralism: Trade Block
CO6	Creating	Create New Product Development, setting up of wholly owned subsidiaries aboard , Alliances

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1	M	S			S			M		
	CO2		S			S	M				
	CO3					S				L	

	CO4				L	S				L	
	CO5					S			M	L	L
	CO6										L
3	Category		Professional Elective (PE)								
4	Approval										

UNIT I

9

International marketing, meaning , Nature and importance, International marketing orientation: EPRG – Approach; An overview of International marketing management process , International marketing Environment, International marketing segmentation and positioning ; Screening and selection of markets, International Market Entry Strategies – Export licensing, Contract manufacturing Joint Ventures M&A, setting up of wholly owned subsidiaries abroad , Alliances

UNIT II

9

International Product and pricing strategies ; Product Designing ; Product Standardization Vs Adaptation; Managing product line , International Trade Product life cycle , New product development , pricing for international markets factors affecting international price determination price quotation and terms of sale

UNIT III**9**

Managing International Distribution and Promotion: Distribution Channel Strategy – International Distribution channels, their roles and functions, selection and management of overseas agents, International Distribution Logistics; planning for Trade Fairs and Exhibitions, International Promotion Mix – Advertising and other modes of communication

UNIT IV**9**

India's Foreign Trade Policy – Direction and composition of India's Foreign Trade, Export – Import policy of current year – Export procedures, certificates related to shipments, documents related to payment, documents related to inspection, documents related to excisable goods.

UNIT V**9**

Emerging trends in International Marketing; regionalism Vs Multi Lateralism: Trade Block – Grouping in the world – Legal dimensions in International Marketing (Role of WTO) – Marketing research for identifying opportunities in International Markets

TOTAL: 45 PERIODS

References:

1. International Marketing, 18th Edition, Phillip R. Cateora, R. Bruce Money, McGraw-Hill, 2019
2. International Marketing, Francis Cherunilam, Himalaya Publishing House, 2016
3. International Marketing, 15th Edition, Phillip R. Cateora, R. Bruce Money, McGraw-Hill, 2017
4. International Marketing, Srinivasan R, PHI Learning Private Limited, 2016

P18IBMB006	CROSS CULTURAL MANAGEMENT	L	T	P	C
	Total Contact Hours: 45	3	0	0	3
	Course Designed by : Dept of Management Studies				
OBJECTIVES					
<ol style="list-style-type: none"> 1. Acquaintance with the Concept of Culture for a Business Context 2. Acquaintance with the Culture and Global Management 3. Concept on Cross Culture Management 4. Awareness of the Global Human Resources Management 5. Understanding the Concept of Corporate Culture 					
COURSE OUTCOMES (COs)					
CO1	Demonstrate understanding of culture and cultural differences in the workplace, identify the desirable competencies for an effective global manager, demonstrate cultural sensitivity and emotional intelligence in business and the workplace.				
CO2	Understanding of the changing global business environment, emerging business and cross cultural issues, and implications for management. Understand differences in cross cultural leadership styles and adaptability to cultural contexts.				
CO3	Apply problem solving strategies to cross cultural issues and present informed arguments in support of culturally sensitive and socially responsible behaviour in business. Identify leadership characteristics required to manage culture-based challenges in international business (political, social, economic, legal and technological).				
CO4	Analyse cultural differences, conduct comparative analyses and consider the impact on global business organisations and present a range of cultural arguments concerning the need for corporate and social responsibility and ethical behaviour in business, and be able to incorporate the UN Sustainable Goals in local and global business contexts.				
CO5	Evaluate and communicate information reflective of negotiation and management formats and in cross cultural contexts. Incorporate theories, concepts and models relevant to the global and cultural context of an international business issue or case.				
CO6	Discuss the main theories in cross-cultural management, analyse existing research around the theoretical constructs and argue the validity of the extant literature; communicate effectively in oral and written forms about cross cultural management using appropriate concepts, logic and rhetorical conventions.				
Category	Professional Elective (PE)				
Approval					

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation) S-Strong, M-Medium, L-Low											
1	COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
2	CO1			S			S		S		
	CO2			S			S	S	S		S
	CO3	S	S	S		S	S	S	S	S	S
	CO4			S	M	S	S	S	S		
	CO5	S	S		M	S			S	S	
	CO6			S			S	S	S		
3	Category	Fundamental Core (FC)									
4	Approval										

UNIT I

9

Introduction: Concept of Culture for a Business Context; Brief wrap up of organizational culture & its dimensions; Definition of CCM [cross culture management]; Role and Significance of CCM to managerial personnel and to the organizations in the global competitive market economy; Theoretical Foundations of CCM; Horizons in Cross Culture Management; Cultural Background of business stake-holders [Managers, Employees, share holders, suppliers, customers and others] – An Analytical frame work.

UNIT II

9

Culture and Global Management: Global Business Scenario and Role of Culture – A Frame work for Analysis; Elements & Processes of Communication across Cultures; Communication Strategy for/of an Indian MNC and Foreign MNC [with 3 illustrations each drawing from different geo economic and social contexts] & High Performance Winning Teams and Cultures; Culture Implications for Team Building.

UNIT III**9**

Cross Culture – Negotiation & Decision Making; Process of Negotiation and Needed Skills& Knowledge Base – Overview with two illustrations from multi cultural contexts[India – Europe/ India – US settings, for instance]; International and Global Business Operations – Strategy Formulation & Implementation; Aligning Strategy, Structure & Culture in an organizational Context.

UNIT IV**9**

Global Human Resources Management – Staffing and Training for Global Operations; Developing a Global Management Cadre; Motivating and Leading; Developing the values and behaviours necessary to build high-performance organization personnel[individuals and teams included]

UNIT V**9**

Corporate Culture: The Nature of Organizational Cultures; Quality and Cross-Culture; Diagnosing the As-Is Condition; Designing the Strategy for a Culture Change Building; Adjusting in a New Culture – Stages of Cultural Adjustment and Stages of Culture Shock; Successful Implementation of Culture Change Phase; Measurement of on going Improvement.

TOTAL: 45 PERIODS

REFERENCES

1. Cross-cultural Management: An Introduction, David C. Thomas, J. H. Kerr Inkson, Sage Pubns, 2020
2. Understanding Cross-Cultural Management, Marie-Joelle Browaeys, Pearson, 2019
3. Cross Cultural Management: Concepts and Cases, Madhavan, Oxford University Press, 2016
4. Managing Cross-Cultural Communication: Principles and Practic, Barry Maude, Palgrave Macmillan, 2016
5. Critical Issues in Cross Cultural Management, Jessica L. Wildman, Springer, 2016

P18THMB006	ACCOMMODATION OPERATION			L	T	P	C
	Total Contact Hours: 45			3	0	0	3
	Course Designed by :Mr Gowtham Aashirwad Kumar						
COURSE OUTCOMES (COs)							
CO#	COGNITIVE ABILITIES	COURSE OUTCOMES					
CO1	Remembering	Recall the concepts of Classification of catering Establishments, Origin of Hospitality Industry, Types of Hotels, Introduction to Hospitality industry, Introduction to front office Front office assistant - Importance of Job Description - Job Description of front office assistant -Introduction to front office - - Front office assistant - Importance of Job Description - Job Description of front office assistant - Receiving the guest at the front office - Rooming a guest with reservation - Rooming of a walk-in-guest - Registration of guests - Duties of Night Receptionist - - Room rack - Black list, Reservation Terminologies - Stages of guest contacts with the hotel (pre-arrival, arrival, during their Stay, departure) - Procedures for left luggage, scanty baggage, and safe deposit facility, Role of Housekeeping (in the hotel and in guest satisfaction and Repeat Business) - Dealing with Guest Lost and found, General consideration for selection of a) Equipments b) Agents - Classification and types of Equipments with care and Maintenance					
CO2	Understanding	Summarize the Organization and layout of front office, The importance of Receptionist , Qualities of front office staff (Front office salesmanship, Knowledge of products, Sales Promotion, Guest needs, Desire to help, Communication), Importance of reservation - Forecasting room reservation - Over booking - Diaries and charts used in reservation - Whitney rack system - Group reservation, Organizational structure of housekeeping Department in small, medium & large hotels, Executive Housekeeper - Deputy Housekeeper - Floor supervisor (Morning, Late duty, Night shift, routine duties Explaining records maintained) - Desk Control Supervisor (duties explaining records maintained) , Method of use and mechanism for each type, Classification of cleaning agents with its use, care and storage - Distribution and Control of cleaning agents					

CO3	Applying	Apply Guest mail handling – Paging - Job description of bell captain & bell boy - Errand card
CO4	Analyze	Analyze the Growth of Hospitality industry in India, Opportunities in Hospitality Industry, Organization chart of large, medium and small hotels, The Status of receptionist as a partner in the hotel industry, Qualities of front office staff (Front office salesmanship, Knowledge of products, Sales Promotion, Guest needs, Desire to help, Communication) , Duties of Receptionist of a small hotel - Knowledge of various registers and forms used in reception, Areas of cleaning , Special cleaning - Controlling cost and Budgeting - Inventories and Record Keeping, Role of Housekeeping (in the hotel and in guest satisfaction and Repeat Business) - Organizational structure of housekeeping Department in small, medium & large hotels -
CO5	Analyze	Analyze the Areas of cleaning , Special cleaning - Controlling cost and Budgeting - Inventories and Record Keeping - Dealing with Guest Lost and found - Executive Housekeeper - Deputy Housekeeper - Floor supervisor (Morning, Late duty, Night shift, routine duties Explaining records maintained) - Desk Control Supervisor (duties explaining records maintained) - Public Area Supervisor (Routine duties explaining records maintained) - Room Attendants – (Routine duties explaining records maintained) - Store keeper – (Task Performed and records maintained) - House man (Routine duties) - A brief explanation of duties of linen and laundry staff
CO6	Analyze	Analyze the Services offered by the hotels - Types of rooms - Inter Departmental Cooperation with other departments in the Hotel

Mapping of Course Outcomes with Program Outcomes											
(S/M/L indicates strength of correlation)											
S-Strong, M-Medium, L-Low											
1	COs/ POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
2	CO1	M									M
	CO2		M				M	M			
	CO3		M		L		M	M			
	CO4					L					
	CO5					L	M				
	CO6		M								
3	Cate gory		Professional Elective (PE)								
4	Appr oval										

UNIT – I INTRODUCTION, ORGANISATION OF HOTEL

9

Introduction to Hospitality industry - Growth of Hospitality industry in India- Classification of catering Establishments - Origin of Hospitality Industry - Opportunities in Hospitality Industry - Types of Hotels - Organization chart of large, medium and small hotels - Organization and layout of front office - The importance of Receptionist - The Status of receptionist as a partner in the hotel industry

UNIT – II FRONT OFFICE DEPARTMENT, RECEPTION

9

Introduction to front office - Qualities of front office staff (Front office salesmanship, Knowledge of products, Sales Promotion, Guest needs, Desire to help, Communication) - Front office assistant - Importance of Job Description - Job Description of front office assistant - Receiving the guest at the front office - Rooming a guest with reservation - Rooming of a walk-

in-guest - Registration of guests - Duties of Night Receptionist - Duties of Receptionist of a small hotel - Knowledge of various registers and forms used in reception - Room rack - Black list

UNIT – III RESERVATION, LOBBY

9

Importance of reservation - Forecasting room reservation - Over booking - Diaries and charts used in reservation - Whitney rack system - Group reservation - Reservation Terminologies - Stages of guest contacts with the hotel (pre-arrival, arrival, during their Stay, departure) - Procedures for left luggage, scanty baggage, and safe deposit facility - Guest mail handling – Paging - Job description of bell captain & bell boy - Errand card

UNIT – IV FUNCTIONS OF HOUSEKEEPING DEPARTMENT, DUTIES AND RESPONSIBILITIES OF HOUSE KEEPING STAFF

9

Role of Housekeeping (in the hotel and in guest satisfaction and Repeat Business) - Organizational structure of housekeeping Department in small, medium & large hotels - Areas of cleaning , Special cleaning - Controlling cost and Budgeting - Inventories and Record Keeping - Dealing with Guest Lost and found - Executive Housekeeper - Deputy Housekeeper - Floor supervisor (Morning, Late duty, Night shift, routine duties Explaining records maintained) - Desk Control Supervisor (duties explaining records maintained) - Public Area Supervisor (Routine duties explaining records maintained) - Room Attendants – (Routine duties explaining records maintained) - Store keeper – (Task Performed and records maintained) - House man (Routine duties) - A brief explanation of duties of linen and laundry staff

UNIT – V CLEANING EQUIPMENTS AND AGENTS, FACILITIES OFFERED IN THE HOTELS

9

General consideration for selection of a) Equipments b) Agents - Classification and types of Equipments with care and Maintenance - Method of use and mechanism for each type - Classification of cleaning agents with its use, care and storage - Distribution and Control of cleaning agents - Services offered by the hotels - Types of rooms - Inter Departmental Cooperation with other departments in the Hotel

Total No. of Periods: 45

References:

1. Hotel Housekeeping: Operations and Management 2e, Raghubalan, 2018
2. Front Office Management and Operations, Sudhir Andrews, McGraw Hill Education, 2017
3. Hotel Housekeeping Management and Operations, G. Raghubalan, Oxford University Press India 2015
4. Hotel Front Office: Operations and Management, Jatashankar Tewari, Oxford University Press 2016

