



# **MUTHAYAMMAL ENGINEERING COLLEGE**

**(An Autonomous Institution)**

(Approved by AICTE, New Delhi, Accredited by NAAC, NBA & Affiliated to Anna University)  
Rasipuram - 637 408, Namakkal Dist., Tamil Nadu.

## **Curriculum/Syllabus**

**Programme Code : MB**

**Programme Name : Master of Business Administration**

**Regulation : R-2016**



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Rasipuram - 637 408, Namakkal Dt, Tamil Nadu.

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Rasipuram - 637 408, Namakkal Dist., Tamil Nadu.

## INSTUTION VISION &MISSION

### **INSTUTION VISION**

To be a Centre of Excellence in Engineering, Technology and Management on par with International Standards.

### **INSTUTION MISSION**

- To prepare the students with high professional skills and ethical values
- To impart knowledge through best practices
- To instill a spirit of innovation through Training, Research and

Development

- To undertake continuous assessment and remedial measures
- To achieve academic excellence through intellectual, emotional and social stimulation

### **INSTUTION MOTTO**

Rural upliftment through Technical Education.



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## DEPARTMENT VISION & MISSION

### **DEPARTMENT VISION**

To Excel in Management education and Develop Leadership Capabilities to cater the industrial needs and upliftment of the society through Experiential learning.

### **DEPARTMENT MISSION**

- To Transform Entrepreneurial ideas into scalable, sustainable growth of economic and social development.
- To include management, Business and Moral education for creating Transformational Leadership.
- To collaborate the best minds in the industries with the Academia of the college thereby empowering the students to meet the Global standards.



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## DEPARTMENT PROGRAM EDUCATIONAL OBJECTIVES, PROGRAM

### OUTCOMES

### & PROGRAM SPECIFIC OUTCOMES

#### **PROGRAM EDUCATIONAL OBJECTIVES**

##### **PEO 1 : Managerial Skills:**

Prepare students with a solid foundation in management along with analytical, organizational and interdisciplinary skills to handle national and transnational business challenge.

##### **PEO 2 : Problem solving and Decision Making Skills:**

Ensure the ability to locate, analyze, evaluate and synthesize information from a wide variety of sources in a planned and timely manner to enable the problem solving and decision making. Develop proficiency in the appropriate use of contemporary research tools and technologies.

##### **PEO 3 : Individual and Team work:**

Function effectively as an individual and as a member or leader in diverse teams in multidisciplinary settings. Impart skills of a high order in interpersonal understanding and teamwork.

##### **PEO 4 : Environment and Sustainability:**

Understand the impact of the professional management solutions in societal and environment contexts, demonstrate the knowledge and need for sustainable development.

#### **PROGRAM OUTCOMES**

##### **1) Ability to understand, Identify, Formulate, and solve the managerial problems.**

- Understand the concepts of managerial functions to manage the organization effectively

##### **2) Ability to undergo research**

- Understand research methodology and various mathematical tools for analysis & decision making.

##### **3) An understanding of professional, social and ethical responsibility.**

- Understand individual ethical behavior, Community responsibilities of an Organization and Society.

##### **4) Ability to improve communication skills.**

- Gain enhanced communication skills for making effective oral and written presentations



**5) Understand the impact of strategic management in a global and societal context.**

- Gain insight into the process of strategic decision making and implementation of strategic policies.

**6) Recognition of the necessity to engage in continuous learning.**

- Acquire and develop skills required for Industry/Corporate status ready through continuous learning process.

**7) Gain Knowledge of contemporary issues.**

- Gain thorough and practical understanding of the issues involved in business startups and fostering innovation and growth.

**8) Adaption of innovative ideas for new startups.**

- Graduates will be able to use various tools to solve managerial problems and to find out the solution to them and finding the way to start a business.

**9) Ability to develop a business plan and new venture.**

- Learn how to develop a Business Plan to organize the efforts and launch a venture to form a new and successful entrepreneurial initiative.

**10) Gain insight into various domains in relevance to management.**

- Gain insight into the accounting procedures, Marketing, Finance, Human Resources, System and excel in their area of interest.

**11) Ability to participate in competitive exams like AMFI, IBPS, IRDA, RRB, SSC, TNPSC, NET, SET etc.,**

**12) An ability to gain knowledge on various organizational culture and climate and able to function on multidisciplinary teams.**

- Graduates will be able to analyze, understand the various issues, beliefs and practices associated with the cross cultures and societies.

**PROGRAM SPECIFIC OUTCOMES**

**PSO 1 : Integrative experience and experiential learning:**

Formulate an integrative business project through the application of multidisciplinary knowledge.

**PSO 2 : Social, Legal and ethical responsibilities of organizations and society**

Understand, analyze, and apply ethics frameworks to corporate social responsibility and ethical decision making.

**PSO 3 : Strategic and innovative thinking skills to enable effective decision making and problem solving.**

Assess environment and opportunities; align business activities and implement strategic change in complex and uncertain conditions.

**PSO 4 : Effective oral, written and presentation of Communication Skills.**

- Prepare logically constructed and relevant oral and written arguments and information.
- Demonstrate professional interaction and communication skills.



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## MASTER OF BUSINESS ADMINISTRATION

### GROUPING OF COURSES

#### 1. Foundation Course(FC)

| S. No. | Course Code | CourseTitle                                     | Category | Contact Hours | Instruction Hours/Week |   |   | C |
|--------|-------------|---|----------|---------------|------------------------|---|---|---|
|        |             |   |          |               | L                      | T | P |   |
| 1.     | 16MBA01     | Essentials of Management                        | FC       |               | 3                      | 0 | 0 | 3 |
| 2.     | 16MBA02     | Business Statistics                             | FC       |               | 3                      | 2 | 0 | 4 |
| 3.     | 16MBA03     | Managerial Economics                            | FC       |               | 4                      | 0 | 0 | 4 |
| 4.     | 16MBA04     | Organizational Behaviour                        | FC       |               | 3                      | 0 | 0 | 3 |
| 5.     | 16MBA05     | Accounting for Management                       | FC       |               | 3                      | 2 | 0 | 4 |
| 6.     | 16MBA06     | Business Law                                    | FC       |               | 3                      | 0 | 0 | 3 |
| 7.     | 16MBA07     | Business Environment                            | FC       |               | 3                      | 0 | 0 | 3 |
| 8.     | 16MBA08     | Indian Ethos for Management                     | FC       |               | 3                      | 0 | 0 | 3 |
| 9.     | 16MBA09     | Business Communication                          | FC       |               | 0                      | 0 | 4 | 2 |
| 10.    | 16SHA08     | Principles of Management and Engineering Ethics | FC       |               | 3                      | 0 | 0 | 3 |

#### 2. Professional Core(PC)

| S. No. | Course Code | CourseTitle                         | Category | Contact Hours | Instruction Hours/Week |   |   | C |
|--------|-------------|-------------------------------------|----------|---------------|------------------------|---|---|---|
|        |             |                                     |          |               | L                      | T | P |   |
| 1      | 16MBB01     | Marketing Management                | PC       |               | 3                      | 0 | 0 | 3 |
| 2      | 16MBB02     | Financial Management                | PC       |               | 3                      | 2 | 0 | 4 |
| 3      | 16MBB03     | Operations Management               | PC       |               | 3                      | 2 | 0 | 4 |
| 4      | 16MBB04     | Human Resource Management           | PC       |               | 3                      | 0 | 0 | 3 |
| 5      | 16MBB05     | Quantitative Methods and Techniques | PC       |               | 3                      | 2 | 0 | 4 |
| 6      | 16MBB06     | Information System for Management   | PC       |               | 4                      | 0 | 0 | 4 |
| 7      | 16MBB07     | Research Methods                    | PC       |               | 3                      | 0 | 0 | 3 |
| 8      | 16MBB08     | Strategic Management                | PC       |               | 4                      | 0 | 0 | 4 |
| 9      | 16MBB09     | International Business Management   | PC       |               | 4                      | 0 | 0 | 4 |
| 10     | 16MBB10     | Business Application Modules        | PC       |               | 0                      | 0 | 4 | 2 |

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Department of MBA

Muthayammal Engineering College (Autonomous)  
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| <b>1. Marketing</b>             |             |  |             |   |   |        |
|---------------------------------|-------------|--|-------------|---|---|--------|
| Sl. No.                         | Course Code | Course Name                                | Hours/ Week |   |   | Credit |
|                                 |             |  | L           | T | P | C      |
| 1                               | 16MBC01     | Advertising and Promotion Management       | 4           | 0 | 0 | 4      |
| 2                               | 16MBC02     | Brand Management                           | 3           | 0 | 0 | 3      |
| 3                               | 16MBC03     | Consumer Behaviour                         | 3           | 0 | 0 | 3      |
| 4                               | 16MBC04     | Retail Management                          | 3           | 0 | 0 | 3      |
| 5                               | 16MBC05     | Rural Marketing                            | 4           | 0 | 0 | 4      |
| 6                               | 16MBC06     | Services Marketing                         | 3           | 0 | 0 | 3      |
| <b>2. Finance</b>               |             |  |             |   |   |        |
| Sl. No.                         | Course Code | Course Name                                | Hours/ Week |   |   | Credit |
|                                 |             |  | L           | T | P | C      |
| 1                               | 16MBC11     | Financial Derivatives                      | 3           | 0 | 0 | 3      |
| 2                               | 16MBC12     | Merchant Banking and Financial Services    | 4           | 0 | 0 | 4      |
| 3                               | 16MBC13     | Security Analysis and Portfolio Management | 4           | 0 | 0 | 4      |
| 4                               | 16MBC14     | Banking and Indian Financial System        | 3           | 0 | 0 | 3      |
| 5                               | 16MBC15     | Risk Management and Insurance              | 3           | 0 | 0 | 3      |
| 6                               | 16MBC16     | Corporate Finance                          | 4           | 0 | 0 | 4      |
| <b>3. Human Resource</b>        |             |  |             |   |   |        |
| 1                               | 16MBC21     | Training and Development                   | 4           | 0 | 0 | 4      |
| 2                               | 16MBC22     | Industrial Relations and Labour Laws       | 4           | 0 | 0 | 4      |
| 3                               | 16MBC23     | Managerial Behavior and Effectiveness      | 3           | 0 | 0 | 3      |
| 4                               | 16MBC24     | Competency Mapping and Development         | 3           | 0 | 0 | 3      |
| 5                               | 16MBC25     | Performance Management                     | 3           | 0 | 0 | 3      |
| 6                               | 16MBC26     | Cross Culture Management                   | 3           | 0 | 0 | 3      |
| <b>4. Operations Management</b> |             |  |             |   |   |        |
| 1                               | 16MBC31     | Project Management                         | 4           | 0 | 0 | 4      |
| 2                               | 16MBC32     | Lean Manufacturing                         | 3           | 0 | 0 | 3      |
| 3                               | 16MBC33     | Service Operations Management              | 3           | 0 | 0 | 3      |
| 4                               | 16MBC34     | Supply Chain and Logistics Management      | 3           | 0 | 0 | 3      |
| 5                               | 16MBC35     | Total Quality Management                   | 4           | 0 | 0 | 4      |
| <b>5. Systems</b>               |             |  |             |   |   |        |
| 1                               | 16MBC41     | E-Commerce                                 | 4           | 0 | 0 | 4      |
| 2                               | 16MBC42     | Business Intelligence                      | 3           | 0 | 0 | 3      |

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|   |         |                                       |   |   |   |   |
|---|---------|---------------------------------------|---|---|---|---|
| 3 | 16MBC43 | Knowledge Management                  | 3 | 0 | 0 | 3 |
| 4 | 16MBC44 | Relational Database Management System | 4 | 0 | 0 | 4 |

**6. General Management**

|   |         |                              |   |   |   |   |
|---|---------|------------------------------|---|---|---|---|
| 1 | 16MBC51 | Disaster Management          | 3 | 0 | 0 | 3 |
| 2 | 16MBC52 | Environmental Management     | 4 | 0 | 0 | 4 |
| 3 | 16MBC53 | Business Ethics              | 3 | 0 | 0 | 3 |
| 4 | 16MBC54 | Entrepreneurship Development | 4 | 0 | 0 | 4 |


**IV - Employability Enhancement Courses**


| Sl. No. | Course Code | Course Name       | Hours/ Week |   |    | Credit |
|---------|-------------|-------------------|-------------|---|----|--------|
|         |             |                   | L           | T | P  | C      |
| 1       | 16MBD01     | Summer Internship | 0           | 0 | 2  | 1      |
| 2       | 16MBD02     | Field Survey      | 0           | 0 | 4  | 2      |
| 3       | 16MBD03     | Project Work      | 0           | 0 | 30 | 15     |




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Programme Code & Name: MB & Master of Business Administration


|  |             | <b>MUTHAYAMMAENGINEERINGCOLLEGE</b><br>(ApprovedbyAICTE& AffiliatedtoAnnaUniversity),RASIPURAM-637408 |                                   |            |   |   | <b>CURRICULUM</b><br><b>UGR-2016</b> |            |
|---|-------------|---|-----------------------------------|------------|---|---|--------------------------------------|------------|
| Department  |             |   | Department of Management Studies  |            |   |   |                                      |            |
| Programme   |             |   | Master of Business Administration |            |   |   |                                      |            |
| <b>SEMESTER-I</b>   |             |   |                                   |            |   |   |                                      |            |
| Sl. No.   | Course Code | CourseName  | Category                          | Hours/Week |   |   | Credit C                             | ContactHrs |
|   |             |   |                                   | L          | T | P |                                      |            |
| 1.  | 16MBA01     | Essentials of Management  | FC                                | 3          | 0 | 0 | 3                                    |            |
| 2.  | 16MBA02     | Business Statistics   | FC                                | 3          | 2 | 0 | 4                                    |            |
| 3.  | 16MBA03     | Managerial Economics  | FC                                | 4          | 0 | 0 | 4                                    |            |
| 4.  | 16MBA04     | Organizational Behaviour  | FC                                | 3          | 0 | 0 | 3                                    |            |
| 5.  | 16MBA05     | Accounting for Management   | FC                                | 3          | 2 | 0 | 4                                    |            |
| 6.  | 16MBA06     | Business Law  | FC                                | 3          | 0 | 0 | 3                                    |            |
| 7.  | 16MBA09     | Business Communication  | FC                                | 0          | 0 | 4 | 2                                    |            |
| <b>TotalCredits</b>   |             |   |                                   |            |   |   | <b>23</b>                            |            |


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|---|-------------|--|-----------------------------------|------------|---|---|--------------------------------------|------------|
| Department  |             |  | Department of Management Studies  |            |   |   |                                      |            |
| Programme   |             |  | Master of Business Administration |            |   |   |                                      |            |
| <b>SEMESTER-II</b>  |             |  |                                   |            |   |   |                                      |            |
| Sl. No.   | Course Code | CourseName   | Category                          | Hours/Week |   |   | Credit C                             | ContactHrs |
|   |             |  |                                   | L          | T | P |                                      |            |
| 1.  | 16MBB01     | Marketing Management   | PC                                | 3          | 0 | 0 | 3                                    |            |
| 2.  | 16MBB02     | Financial Management   | PC                                | 3          | 2 | 0 | 4                                    |            |
| 3.  | 16MBB03     | Operations Management  | PC                                | 3          | 2 | 0 | 4                                    |            |
| 4.  | 16MBB04     | Human Resource Management  | PC                                | 3          | 0 | 0 | 3                                    |            |
| 5.  | 16MBB05     | Quantitative Methods and Techniques  | PC                                | 3          | 2 | 0 | 4                                    |            |
| 6.  | 16MBB06     | Information System for Management  | PC                                | 4          | 0 | 0 | 4                                    |            |
| 7.  | 16MBB07     | Research Methods   | PC                                | 3          | 0 | 0 | 3                                    |            |
| 8.  | 16MBB10     | Business Application Modules   | PC                                | 0          | 0 | 4 | 2                                    |            |
| <b>TotalCredits</b>   |             |  |                                   |            |   |   | <b>27</b>                            |            |

  
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Programme Code & Name: MB & Master of Business Administration

|  |             | <b>MUTHAYAMMALENGINEERINGCOLLEGE</b><br>(Approved by AICTE & Affiliated to Anna University), RASIPURAM-637408 |          |            |   |   | CURRICULUM<br>UGR-2016 |            |
|---|-------------|---|----------|------------|---|---|------------------------|------------|
| Department  |             | Department of Management Studies  |          |            |   |   |                        |            |
| Programme   |             | Master of Business Administration   |          |            |   |   |                        |            |
| <b>SEMESTER-III</b>   |             |   |          |            |   |   |                        |            |
| Sl. No.   | Course Code | CourseName  | Category | Hours/Week |   |   | Credit C               | ContactHrs |
|   |             |   |          | L          | T | P |                        |            |
| 1.  | 16MBB08     | Strategic Management  | PC       | 4          | 0 | 0 | 4                      |            |
| 2.  | 16MBB09     | International Business Management   | PC       | 4          | 0 | 0 | 4                      |            |
| 3.  | 16MBC01     | Advertising and Promotion Management  | PE       | 4          | 0 | 0 | 4                      |            |
| 4.  | 16MBC03     | Consumer Behaviour  | PE       | 3          | 0 | 0 | 3                      |            |
| 5.  | 16MBC06     | Services Marketing  | PE       | 3          | 0 | 0 | 3                      |            |
| 6.  | 16MBC13     | Security Analysis and Portfolio Management  | PE       | 4          | 0 | 0 | 4                      |            |
| 7.  | 16MBC14     | Banking and Indian Financial System   | PE       | 3          | 0 | 0 | 3                      |            |
| 8.  | 16MBC15     | Risk Management and Insurance   | PE       | 3          | 0 | 0 | 3                      |            |
| 9.  | 16MBD01     | Summer Internship   | EEC      | 0          | 0 | 2 | 2                      |            |
| <b>Total Credits</b>  |             |   |          |            |   |   | <b>29</b>              |            |

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|---|-------------|---|----------|------------|---|----|------------------------|------------|
| Department  |             | Department of Management Studies  |          |            |   |    |                        |            |
| Programme   |             | Master of Business Administration   |          |            |   |    |                        |            |
| <b>SEMESTER-IV</b>  |             |   |          |            |   |    |                        |            |
| Sl. No.   | Course Code | CourseName  | Category | Hours/Week |   |    | Credit C               | ContactHrs |
|   |             |   |          | L          | T | P  |                        |            |
| 1.  | 16MBD03     | Project Work  | EEC      | 0          | 0 | 30 | 15                     |            |
| <b>TotalCredits</b>   |             |   |          |            |   |    | <b>15</b>              |            |

  
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**COURSE COMPONENT SUMMARY**

| S.No.        | Subject Area | Credits Per Semester |           |           |           | Credits total | Percentage credits |
|--------------|--------------|----------------------|-----------|-----------|-----------|---------------|--------------------|
|              |              | I                    | II        | III       | IV        |               |                    |
| 1.           | FC           | 23                   | -         | -         | -         | 23            | 24.4               |
| 2.           | PC           | -                    | 27        | 8         | -         | 35            | 37.23              |
| 3.           | PE           | -                    | -         | 19        | -         | 19            | 20.21              |
| 4.           | EEC          | -                    | -         | 2         | 15        | 17            | 18.08              |
| <b>TOTAL</b> |              | <b>23</b>            | <b>27</b> | <b>29</b> | <b>15</b> | <b>94</b>     |                    |

**TotalCredits: 94**

**16MBA01 ESSENTIALS OF MANAGEMENT**

**L T P C**  
**3 0 0 3**

**COURSE OBJECTIVES**

- To create an exposure to the students regarding the basic concepts of management.
- To inculcate the significance of Planning in decision making
- To create an awareness about the organization structure adopted by different firms.
- To understand the complexity and wide variety of issues faced by managers
- To update them with recent technology in communication.

**COURSE OUTCOMES**

- Capable of applying the functions of management relevant to the present Scenario.
- Able to take appropriate decisions under different circumstances.
- Able to implement different strategies to manage the employees.
- Streamlining the policies and procedures for efficient execution of work
- Adopt effective controlling strategy to measure the work performance

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | X    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | X    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INTRODUCTION**

9

Management Definition - Evolution of Management – Nature, Role of Managers and Importance – Functions -Management Versus Administration - Levels of Management - Qualities of good Manager – Management is an Art or Science – Management as a Profession.

**UNIT II PLANNING**

9

Definition - Nature – Significance – Planning Premises - Components of Planning - Types of Planning – Types of Plan - MBO and MBE - Decision Making – Types of decisions - Importance of Decision Making - Rational decision making process.

**UNIT III ORGANIZING**

9

Meaning-Definition - Organization Chart-Formal and Informal Organization - organization Levels - types of organization Structure: Line, Line and Staff, Functional, Project, Matrix - Span of Control – Bases of Departmentation - Authority, Responsibility, Accountability - Centralization and Decentralization.

**UNIT IV DIRECTING**

9

Definition - Characteristics – Importance of Directing – Staffing – Recruitment – Selection – Training - Methods of Training – Performance Appraisal.

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**UNIT V COMMUNICATION AND CONTROL**

9

Meaning - Objectives – Process of Communication - Barriers to communication – Effective Communication –Control: Definition - Objectives and process of control - types of Control – Control Techniques and Information Technology - Emerging Trends & Analytical Cases.

**TOTAL HOURS: 45**

**TEXT BOOKS:**


| Sl.No | Author(s)  | Title of the Book                     | Publisher           | Year of Publication |
|-------|------------|---------------------------------------|---------------------|---------------------|
| 1     | L.M.Prasad | Principles and Practice of Management | Sultan Chand & Sons | 2015                |
| 2     | C.B.Guptha | Management–Theory and Practice        | Sultan Chand & Sons | 2013                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)  | Title of the Book   | Publisher                        | Year of Publication |
|-------|--|---|----------------------------------|---------------------|
| 1     | A.C.Tripathi   | Principles of Management  | Tata McGraw Hill                 | 2012                |
| 2     | Andrew J.Dubrin  | Essential of Management   | Thomson South Western            | 2012                |
| 3     | Stephen P. Robbins, David A .De Cenzo and Mary Coutler | Fundamentals of Management  | Prentice Hall of India           | 2012                |
| 4     | Dinkar Pagare  | Principles of Management  | Sultan Chand & Sons Publications | 2015                |
| 5     | Harold Kooantz and Heinzweihrich                       | Essential of Management an international and leadership perspective | Tata McGraw Hill                 | 2013                |

**WEB URLs**

1. <http://www.youtube.com/watch?v=g1r5vBjnJAE>
2. <https://www.youtube.com/watch?v=azrUt008Uf0>
3. <https://www.youtube.com/watch?v=mDZrBxzfOg>
4. <https://www.youtube.com/watch?v=jT8N6nXG6Co>
5. <https://www.youtube.com/watch?v=hL5OTKJhcI4u>

  
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**16MBA02 BUSINESS STATISTICS**

**L T P C**  
**3 2 0 4**

**COURSE OBJECTIVES**

- To enable the student to have an insight into basic statistical technique.
- To visualize the relationship between two variables through Multivariate statistical techniques.
- To analyze and design tools for collecting data.
- To formulate a research design for a given problem through hypothesis testing.
- To enable the students to draw conclusions from the analysis for better decision making.

**COURSE OUTCOMES**

- Apply appropriate statistical tools for data analysis.
- Compare and correlate the relationship between two variables.
- Selection of sample size based on population appropriate for research.
- Arrive at conclusion through application of various tests of significance using different parameters.
- Predict and forecast the happenings of an event through statistical tools.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INTRODUCTION**

12

Statistics Definition – Measures of Central Tendency and Dispersion – Mean, Median, Mode, Range, Quantitative deviation, Mean Deviation and Standard deviation.

**UNIT II SAMPLING DISTRIBUTION AND ESTIMATION**

12

Sources of data – Methods of collecting data – Sampling Techniques – Sampling plan and size – Sampling errors – Sampling Theory – Basic concepts in Sampling Theory.

**UNIT III TESTING OF HYPOTHESIS**

12

Introduction – Procedure for testing hypothesis – Various test of Significance of attributes – Chi square test – conditions for applying chi square test – ANOVA table – T test, F test and Z test – Type I and Type II error.

**UNIT IV CORRELATION AND REGRESSION**

12


Correlation – Regression Analysis – Types of Correlation – Properties of Correlation –Relation between correlation and regression.

**UNIT V TIME SERIES AND FORECASTING**

12

Definition of time series – Components of Time Series – Analysis of Time Series – Uses of Time Series – Trend Analysis – Measurement of Trend: Graphic method, Semi average, moving average and least square.

**TOTAL HOURS: 60**

  
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**TEXT BOOKS:**

| Sl.No | Author(s)                        | Title of the Book         | Publisher        | Year of Publication |
|-------|----------------------------------|---------------------------|------------------|---------------------|
| 1     | N.D Vohra                        | Business Statistics       | Tata McGraw Hill | 2012.               |
| 2     | Srivatsava T N and Shailaja Rego | Statistics For Management | Tata McGraw Hill | 2012                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)               | Title of the Book                       | Publisher               | Year of Publication |
|-------|-------------------------|---|-------------------------|---------------------|
| 1.    | R.I Levin and D.S.Rubin | Statistics For Management               | Prentice Hall of India  | 2012                |
| 2     | R.Narayanaswamy         | Statistics For Management               | PHI Learning ,New Delhi | 2012                |
| 3     | V.K.Kapoor              | Fundamentals of Mathematical Statistics | Sultan Chand and Sons   | 2012                |
| 4     | Ken black               | Applied Business Statistics             | Wiley India             | 2012                |
| 5     | S.P. Gupta              | Business Statistics                     | Sultan Chand and Sons   | 2012                |

**WEB URLs**

1. <https://www.udemy.com/statistics-by-example/>
2. <http://online-learning.harvard.edu/>
3. [http://videlectures.net/mlss09uk\\_orbanz\\_fnbm/](http://videlectures.net/mlss09uk_orbanz_fnbm/)
4. <http://ocw.mit.edu/courses/mathematics/18-s096-topics-in-mathematics>
5. <https://bayesian.org/sections/BNP/bnp-tutorials-and-videlectures>

**16MBA03 MANAGERIAL ECONOMICS**

**L T P C**  
**4 0 0 4**

**COURSE OBJECTIVES**

- To provide conceptual understanding of managerial Economics
- To apply the technique of cost analysis for decision making.
- To determine the price based on Market conditions.
- To know the relationship between utility & Price.
- To know the different measurements of National Income.

**COURSE OUTCOMES**

- Interpret the economic concepts in business decisions.
- Able to take decision regarding utility of the product
- Design competitive strategies based on market conditions.
- Implementation of cost efficient method of production.
- Familiar with the methods adopted in computation of National income.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

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**UNIT I INTRODUCTION**

12

Definition of Economics – Scope and types of economics-Significance of Managerial Economics General foundation of Managerial Economics – Nature and Role and Responsibility of Managerial Economist – Law of demand and factors determining demand – Elasticity of demand – Demand forecasting – Law of supply and Factors determining Supply

**UNIT II COST ANALYSIS**

12

Concept of cost – Cost function – Short run and long run cost function – Marginal cost – Economies of scale – Types of Internal economics – Forms of external economics – Diseconomies of large scale production – Advantages and Disadvantages of small scale and large scale production

**UNIT III MARKET STRUCTURE**

12

Market Structure – Characteristics – Perfect and Imperfect Competition – Equilibrium of firm under perfect competition – Pricing under discriminating monopoly – Comparison of different market conditions

**UNIT IV CONSUMER BEHAVIOUR**

12

Meaning of consumption – Characteristics of human wants – Concept of utility – Law of diminishing marginal utility – Relationship Marginal utility and Price – Law of Equi Marginal utility

**UNIT V NATIONAL INCOME**

12

Definition – Gross National product – Net National Product – Methods of measuring National Income: Value added Method, Income method & Expenditure method - Factors determining National Income – Problems in estimating National Income – Importance of National income statistics – Difficulties in Measurement of National Income - Emerging Trends – Analytical cases.

**TOTAL HOURS: 60**

**TEXT BOOKS:**


| Sl.No | Author(s)  | Title of the Book  | Publisher                   | Year of Publication |
|-------|--|--------------------|-----------------------------|---------------------|
| 1     | S.Sankaran   | Business Economics | Margam Publications         | 2012                |
| 2.    | Paul A.Samuelson, William D.Nordhaus,Sudip Chaudhuri and Anindya Sen | Economics          | Tata Mcgraw Hill, New Delhi | 2012                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)                  | Title of the Book    | Publisher                          | Year of Publication |
|-------|----------------------------|----------------------|------------------------------------|---------------------|
| 1     | Gupta G.S                  | Managerial Economics | Tata McGraw Hill                   | 2013                |
| 2     | Peterson.H.C and W.C Lewis | Managerial Economics | Prentice Hall of India , New Delhi | 2012                |
| 3     | Dr.D.M.Mithani             | Managerial Economics | Himalaya Publishing House, Mumbai  | 2013                |
| 4     | P.L. Mehta                 | Managerial Economics | S.Chand & Sons, New Delhi          | 2013                |
| 5     | Samuelson and Nordhaus     | Managerial Economics | New Delhi Tata McGraw Hill         | 2010                |

**WEB URLs**

1. <http://www.youtube.com/watch?v=T7yC-5IDhKM>
2. <https://www.youtube.com/watch?v=AZshS761WsE>
3. <https://www.youtube.com/watch?v=9Hxy-TuX9fs>
4. <https://www.youtube.com/watch?v=EIddidUWYDY>
5. <https://www.youtube.com/watch?v=wmCda0UMBGs>

  
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**16MBA04 ORGANIZATIONAL BEHAVIOUR**

**L T P C**  
**3 0 0 3**

**COURSE OBJECTIVES**

- To familiarize students with contemporary organizational behavior.
- To focus on the strategies involved in motivating work force.
- To help them understand predict and manage people better.
- To familiarize the students with organizational culture and help them to manage change.
- To manage and cope up with the changes in an organization.

**COURSE OUTCOMES**

- Ability to apply behavioral theories for managing employee behavior.
- Ability to understand people’s behavior and adopt appropriate motivation strategies.
- Adopt different styles of leading the people and resolve conflicts.
- Able to implement innovative strategies to strengthen the culture of organization
- Ability to initiate, manage and implement changes in organization

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INTRODUCTION**

9

Definition – Nature and Scope – Need and Importance contributing disciplines, Challenges and Opportunities for OB, Personality: Values and attitudes – Functions of attitudes, Perception – Emotional Intelligence

**UNIT II MOTIVATION AND GROUP BEHAVIOUR**

9

Motivation Meaning – Importance – Theories of Motivation – Problems in motivation. Group dynamics – Group decision making Techniques – Group norms and cohesiveness – Emergence of Informal leaders and working norms – Team building

**UNIT III LEADERSHIP AND POWER**

9

Leadership: Meaning, Importance, leadership styles – Power and Politics – Career dynamics – Conflict Management: sources of conflict – Resolving conflict

**UNIT IV ORGANIZATIONAL CULTURE AND CLIMATE**

9

Elements of Organizational culture – Factors affecting culture – Organizational culture and Performance – Strengthening culture – Organizational climate: Meaning – Factors and Significance

**UNIT V ORGANIZATIONAL DYNAMICS**

9

Organizational Change – Importance – Change Process – Forces for change – Resistance to change – Organizational development, Cross Cultural Management - Emerging Trends – Analytical cases

**TOTAL HOURS: 45**

**TEXT BOOKS:**

| Sl.No | Author(s)       | Title of the Book        | Publisher                      | Year of Publication |
|-------|-----------------|--------------------------|--------------------------------|---------------------|
| 1     | Stephen Robbins | Organizational Behaviour | PHI Learning/Pearson Education | 2013                |
| 2.    | L.M.Prasad      | Organisational Behaviour | Sultan Chand & Sons            | 2014                |

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**REFERENCE BOOKS:**

| Sl.No | Author(s)                | Title of the Book                                | Publisher               | Year of Publication |
|-------|--------------------------|--|-------------------------|---------------------|
| 1     | Udai Pareek              | Understanding of Organisational Behaviour        | Oxford Higher Education | 2012                |
| 2     | Jerald Greenberg         | Behaviour in Organisation                        | PHI Learning            | 2014                |
| 3     | Nelson,Quick & Khandawal | An innovative approach to learning and teaching. | Cenage learning         | 2012                |
| 4     | Uma Sekaran              | Organization Behaviour                           | McGraw Hill.            | 2011                |
| 5     | Hellrigel and Slocum     | Organization Behaviour                           | Thomson South Western   | 2012                |

**WEB URLs**

1. <https://www.youtube.com/watch?v=1SEbAh-Gc0g>
2. <https://www.youtube.com/watch?v=QFk5qYzJ0W4>
3. [https://www.youtube.com/watch?v=tXBoys\\_zixA](https://www.youtube.com/watch?v=tXBoys_zixA)
4. <https://www.youtube.com/watch?v=lqC2cfwllLg>
5. <https://www.youtube.com/watch?v=C8iEL2yaLFw>

**16MBA05 ACCOUNTING FOR MANAGEMENT**

**L T P C**  
**3 2 0 4**

**COURSE OBJECTIVES**

- To acquaint the students with the fundamental principles of accounting.
- To enable the students to prepare, analyses and take decision using cost accounting tools.
- To determine financial soundness of the concern through fund flow & Cash flow analysis.
- To control & measure the cost through Budgeting.
- To develop the skills for preparation, analysis and interpretation of financial statements.

**COURSE OUTCOMES**

- Apply the accounting tools relevant to the situation
- Implementation of cost control technique.
- Able to determine soivency position & overall performance of the company.
- Able to forecast about future & take effective decisions.
- Able to develop, use and apply latest concepts and tools in financial accounting.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | X   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | X   | -   | -   | -   | -   | x   | x    | -    | x    | -    | X    | -    | X    |
| 16MBA01.CO3     | -                | x   | -   | X   | -   | x   | -   | -   | -   | -    | -    | -    | x    | X    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | X    | -    | X    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I FINANCIAL ACCOUNTING**

**12**

Book keeping and Accounting –Meaning, definition, objectives of financial Accounting – Accounting concepts and conventions – Trial balance – Preparation of Final accounts: Trading, Profit and Loss Account and Balance Sheet(Problems) – Accounting Standards – Groups interested in Accounting Information.

**UNIT II COST ANALYSIS**

**12**

Definition – Objectives – Importance – Classification of cost – cost sheet (Problem) – Methods of Costing – Techniques of costing – Marginal costing – BEP – Margin of Safety – Cost Volume Profit Analysis – Application of Marginal costing in decision making.

**UNIT III ANALYSIS OF FINANCIAL STATEMENTS**

**12**

Analysis of financial statements- financial ratio Analysis – Fund Flow Statement – Cash Flow statement (as per accounting standard 3).

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**UNIT IV BUDGETING**

12

Meaning – Need and Significance – Types of Budget – Cash Budget (Problems), Flexible Budget (Problems) – Zero base budgeting.

**UNIT V STANDARD COSTING**

12

Scope and Objective – Process of Standard costing – Material, Labour, Overhead, Sales and Profit Variance Only

**TOTAL HOURS: 60**

**TEXT BOOKS:**

| Sl.No | Author(s)       | Title of the Book     | Publisher                            | Year of Publication |
|-------|-----------------|-----------------------|--------------------------------------|---------------------|
| 1     | Jain & Narang   | Advanced Accounting   | Kalayani Publishers, New Delhi.      | 2013                |
| 2     | M.Y.Khan & Jain | Management Accounting | TataMcgraw Hill Publishing Co., Ltd. | 2014                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)       | Title of the Book                             | Publisher                      | Year of Publication |
|-------|-----------------|---|--------------------------------|---------------------|
| 1     | K.Bhattacharya  | Introduction to Financial Accounting          | Elsevier                       | 2013                |
| 2     | R.Narayanaswamy | Financial Accounting                          | PHI Learning , New Delhi       | 2012                |
| 3     | M.N.Arora       | A Text Book on Cost and Management Accounting | Vikas Publishing House         | 2012                |
| 4     | S.N.Maheshwari  | Management Accounting                         | Sultan Chand & Sons, New Delhi | 2012                |
| 5     | Reddy & Murthy  | Financial Accounting                          | Margham Publications           | 2013                |

**WEB URLs**

1. <https://www.youtube.com/watch?v=QiQDWHpLw0k>
2. <https://www.youtube.com/watch?v=7gufIH3PujE&list=PLS3j1zB96E65X3Glij1zD>
3. <https://www.youtube.com/watch?v=x6dd0IHuC98>
4. <https://www.youtube.com/watch?v=irAo39Gx3KE>
5. [https://www.youtube.com/watch?v=Do6lvE\\_msOs](https://www.youtube.com/watch?v=Do6lvE_msOs)

**16MBA06 BUSINESS LAW**


L T P C  
3 0 0 3

**COURSE OBJECTIVES**

- To enable the students to understand the essential elements involved in contract.
- To create awareness about the conditions involved in Transfer of Property.
- To make them understand the essentials of Negotiable instrument Act.
- To give a basic insight about the procedures involved in forming a company.
- To create a familiarity about basic rights of consumers and the remedies available.

**COURSE OUTCOMES**

- Capable of handling the legal issues faced by the organization.
- Ability to deal with various government bodies on legal issues.
- Able to use Negotiable instruments
- Familiar with the procedures involved in forming a company.
- Deal with consumer grievances.

  
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**Programme Code & Name: MB & Master of Business Administration**

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| I6MBA01.CO1     | x                | -   | -   | X   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| I6MBA01.CO2     | -                | x   | x   | X   | -   | -   | -   | -   | x   | x    | -    | x    | -    | X    | -    | x    |
| I6MBA01.CO3     | -                | x   | -   | X   | -   | x   | -   | -   | -   | -    | -    | -    | x    | X    | -    | -    |
| I6MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | X    | -    | x    |
| I6MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INDIAN CONTRACT ACT** 9

Definition of contract – Classification of contract – Essential Elements of Contract – Offer, Acceptance, and Consideration Capacity to contract, free consent, Performance and discharge of contract – Remedies for breach of contract.

**UNIT II SALES OF GOODS ACT** 9

Contract of sale – Documents of title, Risk of Loss - Difference between Sale and Agreement to sell, conditions and warranties, Rights of unpaid seller – Transfer of Property.

**UNIT III NEGOTIABLE INSTRUMENT ACT** 9

Definition –Types of Negotiable Instrument-Features-Promissory Note-Bill of Exchange – Cheque (Crossing & Endorsement) - Discharge of Negotiable Instrument.

**UNIT IV COMPANY LAW** 9

Definition – Nature and types of companies – Formation of a company – Memorandum and Articles of Association – Prospectus – Rights, Duties and liabilities of Directors – Winding up of a company

**UNIT V CONSUMER PROTECTION ACT** 9

Consumerism – Consumer Rights – Consumer Grievances – Causes – Types of Consumer Redressal Machineries and Forums - Emerging Trends – Analytical cases.

**TOTAL HOURS: 45**

**TEXT BOOKS:**

| Sl.No | Author(s)  | Title of the Book         | Publisher               | Year of Publication |
|-------|------------|---------------------------|-------------------------|---------------------|
| 1     | N.D.Kapoor | Mercantile Law            | Sultan Chand & Sons     | 2014                |
| 2     | P.K.Goel   | Business Law for managers | Biztantatara Publishers | 2012                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)          | Title of the Book         | Publisher         | Year of Publication |
|-------|--------------------|---------------------------|-------------------|---------------------|
| 1     | Balchandran.V      | Legal Aspects of Business | Tata McGrawhill   | 2012                |
| 2     | Daniel Albuquerque | Legal Aspects of business | Oxford            | 2012                |
| 3     | Ravinder Kumar     | Legal Aspects of Business | Cengage Learning  | 2011                |
| 4     | Akhilshwar Pathak  | Legal Aspects of Business | Tata McGrawhill   | 2012                |
| 5     | P.P.S.Gogna        | Mercantile Law            | S.Chand & Co. ltd | 2013                |

**WEB URLs**

- <https://www.youtube.com/watch?v=ufhzchpkMSs>
- <https://www.youtube.com/watch?v=FbH2HVWzHM8>
- <https://www.youtube.com/watch?v=khqNPGG8B6I>
- <https://www.youtube.com/watch?v=GtFIZMd9FUo>
- <https://www.youtube.com/watch?v=aE2FLxpBg64>

  
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**16MBA07 BUSINESS ENVIRONMENT**

**L T P C**  
**3 0 0 3**

**COURSE OBJECTIVES**

- To make them understand the significance of business environment
- To make them aware of the various policies
- To know the impact of globalization
- To make them understand the current state of business environment
- To create an awareness about market structure

**COURSE OUTCOMES**

- Able to implement the activities in relation to internationalization
- Capable of framing effective plans in policy making
- Have an exposure over investment pattern
- Able to expand the business
- Able to manage with the demand and market structure

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I BUSINESS ENVIRONMENT**

9

Definition - Components and Significance of Business Environment, Factors affecting environment of Business, Economic factors and its Components, Cultural factors and its impact on business, Social Environment and its impact on Purchasing and Consumption, Political Stability, Sovereignty and its impact on the returns of Business, Technological and its impact on internationalizing the business activities, Legal environment and External Factors Influencing Business Environment, Dimensions of International Business Environment, Challenges.

**UNIT II ECONOMIC PLANNING & DEVELOPMENT**

9

Indian Economic Systems-Economic planning with special reference to last three plans, public, private joint and cooperative sectors – Industrial Policy of the Government Latest Industrial Policy, Foreign Trade Policy, Fiscal Policy and Tax System in India, Monetary Policy and Bank Reforms in India, Challenges of Indian Economy.

**UNIT III INDIA AND THE WORLD**

9

Liberalization and Privatization in India, Impact of Globalization in India, India's Export and Imports, Private and Public Sector in India, Foreign Direct Investment in India, Multi national enterprises in India, Impact of WTO in Indian Business, NGO sector in India.

**UNIT IV INDIAN ECONOMIC ENVIRONMENT**

9


Assessing current state of business environment in India, Economic planning with reference to public, private and cooperative sectors. Various Industrial Policies of India with special emphasis on new industrial policy with various amendments. Foreign Trade Policy, Fiscal Policy and Tax System in India, Monetary policies

**UNIT V THEORY OF DEMAND, FIRMS & MARKET STRUCTURE**

9

Demand function, Income and substitution effects, Revealed preference approach and Demand forecast. Profit Maximization, Sales Maximization, Organizational slack, Ownership and Control. Competition, Monopoly, Oligopoly and Non-Price Competition-Emerging Trends – Analytical cases

**TOTAL HOURS: 45**

  
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**Rasipuram, Namakkal Dist - 637 408.**



**TEXT BOOKS:**

| Sl.No | Author(s)     | Title of the Book                | Publisher      | Year of Publication |
|-------|---------------|----------------------------------|----------------|---------------------|
| 1     | Mark Hirschey | Economics for Managers           | Cengage        | 2014                |
| 2     | Palwar        | Economic Environment of Business | PHI, New Delhi | 2013                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)                   | Title of the Book                                 | Publisher            | Year of Publication |
|-------|-----------------------------|---|----------------------|---------------------|
| 1     | Sundaram & Black:           | International Business Environment Text and Cases | PHI, New Delhi       | 2013                |
| 2     | Avid W. Conklin             | Cases in Environment of Business                  | Sage Response Books. | 2015                |
| 3     | Czinkota, Ronkainen Moffett | International Business                            | Cengage Publications | 2012                |
| 4     | Justin Paul                 | Business Environment: Text & Cases, New Delhi     | Tata McGraw Hill     | 2011                |
| 5     | Ashwatappa                  | Business Environment                              | S.Chand, New Delhi   | 2012                |

**WEB URLs**

1. <https://www.youtube.com/watch?v=N0yqQ9QZKAc>- Business Environment
2. <https://www.youtube.com/watch?v=ZP7HPBQUFhs>- Economic Planning & Development
3. [https://www.youtube.com/playlist?list=PLV0GwA\\_DiGzpWrMV\\_M9...](https://www.youtube.com/playlist?list=PLV0GwA_DiGzpWrMV_M9...)- India and the world
4. <https://www.youtube.com/user/TheMrunalPatel>- Indian Economic Environment
5. <https://www.youtube.com/watch?v=5POWDU9hivw>- Theory of Demand, Firms & Market Structure.

**16MBA08 INDIAN ETHOS FOR MANAGEMENT**

**L T P C**  
**3 0 0 3**

**COURSE OBJECTIVES**

- To make them aware of the significance of business ethics.
- To create an awareness about the expectations from the society.
- To make them understand the factors influencing business environment.
- To give an exposure about corporate governance.
- To create an awareness about the corporate culture.

**COURSE OUTCOMES**

- Able to apply ethical principles in business.
- Able to implement and fulfill the expectations from the society.
- Adopt different strategies over the factors influencing environment.
- Formulate the policies for effective corporate governance.
- Apply the principles considering the social responsibility.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

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**UNIT I INDIAN ETHOS FOR MANAGEMENT**

9

Introduction, Need, purpose & relevance of Indian Ethos; Salient feature Holistic Approach for Managers in Decision Making. Basic principles of management as per ancient Indian wisdom and insight - work life in Indian philosophy.

**UNIT II BUSINESS ETHICS**

9

Introduction, Characteristics of business ethics - Need for business ethics - Agreements against business ethics - Evolution of business ethics as a field of study. Business Ethics and society, Society expectations from business.

**UNIT III BUSINESS ENVIRONMENT**

9

Introduction, meaning of business environment, factors affecting environment of business, economic factors, economic components and its impact on business, legal environment, external factors influencing business environment, international business environment.

**UNIT IV CORPORATE GOVERNANCE**

9

Introduction, board of directors, chief executives officers (CEO), corporate planning staff, consultants, board committees, importance of corporate governance, approaches to managing a company's ethical conduct.

**UNIT V CORPORATE EXCELLENCE**

9

Introduction, Nature, Scope & Importance; Relationship between ethics & corporate excellence - Corporate mission statement - Code of ethics Organizational culture- Total quality management-Emerging Trends – Analytical cases.

**TOTAL HOURS: 45**

**TEXT BOOKS:**

| Sl.No | Author(s)    | Title of the Book                      | Publisher        | Year of Publication |
|-------|--------------|--|------------------|---------------------|
| 1     | A.C Fernando | Business Ethics: An Indian Perspective | Pearson          | 2013                |
| 2     | Weiss        | Business Ethics concept & cases        | Cengage Learning | 2012                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)          | Title of the Book                 | Publisher                      | Year of Publication |
|-------|--------------------|-----------------------------------|--------------------------------|---------------------|
| 1     | Velasquez          | Business Ethics, Concepts & Cases | Prentice Hall Learning PVT Ltd | 2012                |
| 2     | Swami Jitatmananda | Indian Ethos for Management       | Rajkot, Ramakrishna Ashrama    | 2013                |
| 3     | Swami Someswaran   | Indian Wisdom for Management      | Ahmedabad, AMA                 | 2013.               |
| 4     | Velasquez          | Business Ethics, Concepts & Cases | Prentice Hall Learning PVT Ltd | 2014                |
| 5     | S.A.Sherlekar      | Ethics in Management              | Himalaya Publishing House      | 2013                |

**WEB URLs**

1. <https://www.youtube.com/watch?v=fvc28gIEhVY> - Indian Ethos For Management
2. <https://www.youtube.com/watch?v=MYOh4Fckkic> - Management And Business Ethics
3. <https://www.youtube.com/watch?v=Ey4WaNX75IE> - Business Environment
4. [https://www.youtube.com/watch?v=UdiQ3QV\\_nA](https://www.youtube.com/watch?v=UdiQ3QV_nA) -Corporate Governance
5. [https://www.youtube.com/watch?v=E0NkGtNU\\_9w](https://www.youtube.com/watch?v=E0NkGtNU_9w) - Corporate Social Responsibility

  
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16MBA09 BUSINESS COMMUNICATION

L T P C  
0 0 4 2

**COURSE OBJECTIVES**

- To enable the students to exhibit effective written and oral communication skills in business situations.
- To help them draft and deliver the message by understanding purpose, analyzing audience, selecting appropriate channel and medium.
- To create an awareness about the body language as the corner stone of reflecting one's attitude.
- To make the students familiar with the premises and principles of different ways and forms of communication in a business context and sharpen their communication skills.
- To know the importance of communication for a manager.

**COURSE OUTCOMES**

- Will be in a position to distinguish between positive, neutral and negative messages and create one based on the situation.
- Know the essentials of effective writing and prepare powerful reports and proposals.
- Will show better attitude by displaying proper body language and effective listening.
- Ability to use the appropriate types of communication in business level
- Able to express themselves in different genres of writing from creative to critical to factual writing

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**List of Experiments**

1. Prepare an Order form.
2. Make an Oral Presentation.
3. Write an abstract of the Business Report.
4. Resume Preparation based on requirement.
5. Preparation of Minutes of Meeting.
6. Drafting of letters for collecting Dues.
7. Role play.
8. Interview Facing Skills.
9. Prepare an advertisement.
10. Prepare an e-mail adopting an e-mail etiquettes.

**TOTAL HOURS: 60**

**TEXT BOOKS:**

| Sl.No | Author(s)                | Title of the Book                     | Publisher                          | Year of Publication |
|-------|--------------------------|---------------------------------------|------------------------------------|---------------------|
| 1     | E.H.McGrath              | Basic Managerial Skills               | Prentice Hall of India , New Delhi | 2012                |
| 2     | Rajendra Pal, Korlahalli | Essentials of Business Communication. | S.Sultan Chand & Son               | 2011                |

  
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**REFERENCE BOOKS:**

| Sl.No | Author(s)                           | Title of the Book  | Publisher   | Year of Publication |
|-------|-------------------------------------|--|---|---------------------|
| 1     | Lesikar R.V & fatley M.E,Baic       | Business Communication skills for empowering the Internet Generation | Tata Mcgraw Hill Publishing company Ltd., New Delhi | 2013                |
| 2     | Scot ober                           | Contemporary Business Communication                                  | Tata McGrawhill                                     | 2012                |
| 3     | Sanjay Kumar, Pushpalatha           | Communication Skills   | Oxford University Press                             | 2012                |
| 4     | Asha Kaul                           | Effective Business communication                                     | PHI Learning Pvt. Ltd                               | 2014                |
| 5     | Sharan J Gerson and Steven M Gerson | Technical Writing:Process and Product                                | Pearson Education                                   | 2012                |

**WEB URLs**

1. <https://www.youtube.com/watch?v=CgYoueKDRQc>
2. <https://www.youtube.com/watch?v=WijP7ZBTJVU>
3. <https://www.youtube.com/watch?v=HwI6zbq1nZg>
4. [https://www.youtube.com/watch?v=OV4gf\\_Tf9Ic](https://www.youtube.com/watch?v=OV4gf_Tf9Ic)
5. <https://www.youtube.com/watch?v=2KId7UhGX4Y>

**16SHA08- PRINCIPLES OF MANAGEMENT AND ENGINEERING ETHICS**

L T P C  
3 0 0 3

**COURSE OBJECTIVES**

- To create an exposure to the students regarding the basic concepts of management.
- To inculcate the significance of Planning in decision making
- To create an awareness about the organization structure adopted by different firms.
- To make them understand the code of ethics
- To make them aware of the responsibilities ensuring safety

**COURSE OUTCOMES**

- Capable of applying the functions of management relevant to the present Scenario.
- Able to take appropriate decisions under different circumstances.
- Able to implement different strategies to manage the employees.
- Able to follow the ethics in their profession
- Aware of all the rights and safety measures

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| I6MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| I6MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| I6MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| I6MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| I6MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INTRODUCTION**

9

Introduction – Definition of Management – Management significance – Management as an Art or Science - Roles of Managers – Functions of Management – Principles of Management – Current trends and issues of Management

**UNIT II PLANNING AND ORGANIZING**

9

Nature and Importance of Planning – Methods of Planning – Organisation Structure – Job design – Recruitment and selection – Training methods

**UNIT III COMMUNICATION AND CONTROL**

9

Meaning – Objectives – Importance – Process of Communication – Barriers to communication – Effective Communication – Control: definition – Objectives and process of control – types of control –and Information Technology

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**UNIT IV ENGINEERING ETHICS**

9

Introduction of Engineering Ethics – Code of ethics – Individual, professional and Institutional values – Leadership in Engineering and Industry – Commitment – Empathy - Self Confidence – Models of Professional roles

**UNIT V SAFETY RESPONSIBILITIES AND RIGHTS**

9

Assessment of Safety and Risk – Risk Benefit analysis – Occupational crime – Professional rights – Environmental Ethics – Engineers as Managers – Code of Conduct – Corporate Social Responsibility-Emerging Trends – Analytical cases.

**TOTAL HOURS: 45**

**TEXT BOOKS:**

| Sl.No | Author(s)        | Title of the Book                     | Publisher                                    | Year of Publication |
|-------|------------------|---------------------------------------|--|---------------------|
| 1     | L.M.Prasad       | Principles and Practice of Management | Sultan Chand & Sons                          | 2012                |
| 2     | V.S.Senthilkumar | Engineering Ethics                    | Prentice Hall India Learning Private Limited | 2014                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)  | Title of the Book                  | Publisher                                    | Year of Publication |
|-------|--|------------------------------------|--|---------------------|
| 1     | A.C.Tripathi   | Principles of Management           | Tata McGraw Hill Education                   | 2012                |
| 2     | Andrew J.Dubrin  | Essential of Management            | Thomson Southwestern                         | 2012                |
| 3     | Stephen P. Robbins, David A .De Cenzo and mary Coutler | Fundamentals of Management         | Prentice Hall of India                       | 2012                |
| 4     | Charless B. Fleddermann                                | Engineering Ethics                 | Prentice Hall India Learning Private Limited | 2012                |
| 5     | John R Boatright                                       | Ethics and the Conduct of Business | Pearson Education                            | 2013                |

**WEB URLs**

1. <https://www.youtube.com/watch?v=g1r5vBjnJAE>
2. <https://www.youtube.com/watch?v=azrUt008Uf0>
3. <https://www.youtube.com/watch?v=mDZrBxzfmOg>
4. <https://www.youtube.com/watch?v=upUN460U56A>
5. [https://www.youtube.com/watch?v=dguYC\\_qlF48](https://www.youtube.com/watch?v=dguYC_qlF48)



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**16MBB01 MARKETING MANAGEMENT**

**L T P C**  
**3 0 0 3**

**COURSE OBJECTIVES**

- To familiarize with marketing philosophies.
- To compare and relate the concepts pertaining to buying decisions.
- To select the target and offer appropriate marketing mix.
- To understand buyer behavior influencing factors.
- To know the significance of marketing research and Trends.

**COURSE OUTCOMES**

- Able to adopt and analyze techniques of Marketing and selling.
- Develop a branding strategy for a product.
- Modify the marketing strategy through segmentation.
- Effectiveness of Building and measuring consumer satisfaction.
- Able to understand the concept of marketing research.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INTRODUCTION**

9

Definition of Marketing - Nature and scope of Marketing - Difference between Marketing and Selling - Concepts of Marketing - Production concept, product concept, selling concept and Marketing concept - Marketing Functions-Marketing Mix.

**UNIT II PRODUCT MANAGEMENT**

9

Introduction – definition - Product planning and development - Importance of product planning - Step in product planning - New product development - PLC - Product Mix - Branding: Types of brand - Branding strategy - Packaging and labeling.

**UNIT III MARKET SEGMENTATION**

9

Definition - Levels of segmentation - Bases of Segmentation - Importance of market segmentation - Factors influence in Segmentation - Advantages and Disadvantages of Segmentation - Targeting and positioning.

**UNIT IV BUYER BEHAVIOUR**

9

Understanding Industrial and Individual Buyer Behaviour - Influencing factors – Buyer Behaviour Models – Online buyer behavior – Building and measuring customer satisfaction – CRM.

**UNIT V MARKETING RESEARCH & TRENDS IN MARKETING**

9

Marketing Information System – Research Process – Concepts and applications: Product – Advertising – Promotion – Consumer Behaviour – Ethics in Marketing – Online marketing trends – Emerging Trends and Analytical Cases.

**TOTAL HOURS: 45**

**TEXT BOOKS:**

| Sl.No | Author(s)                      | Title of the Book     | Publisher           | Year of Publication |
|-------|--------------------------------|-----------------------|---------------------|---------------------|
| 1     | Philip Kotler                  | Marketing Management. | Pearson Publication | 2012                |
| 2     | V.S.Ramaswamy and S.Namakumari | Marketing Management  | Macmillian, India   | 2013                |

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**REFERENCE BOOKS:**

| Sl.No | Author(s)                       | Title of the Book  | Publisher                                 | Year of Publication |
|-------|---------------------------------|--|---|---------------------|
| 1     | Rajan Saxena                    | Marketing Management                                     | Tata McGrawhill                           | 2013                |
| 2     | Lamb,Hair,Shar<br>ma, Mc Daniel | An innovative approach<br>to learning and teaching       | Cengage Learning                          | 2012                |
| 3     | Cundiff ,Still,<br>Govonni      | Fundamentals of<br>Marketing                             | PHI                                       | 2012                |
| 4     | Arun kumar &<br>N.Meenakshi     | Marketing Management                                     | Vikas Publishing<br>House Private limited | 2012                |
| 5     | Keith Flether                   | Marketing Management<br>and Information on<br>Technology | Prentice Hall                             | 2015                |

**WEB URLs**

1. <https://www.youtube.com/watch?v=qWlhztI0oo0>
2. <https://www.youtube.com/watch?v=PJWYdeD0YrQ>
3. [https://www.youtube.com/watch?v=G53vaJvB\\_X0](https://www.youtube.com/watch?v=G53vaJvB_X0)
4. <https://www.youtube.com/watch?v=IRG7XtVAaOA>
5. <https://www.youtube.com/watch?v=pr9nn04jtPA>

**16MBB02 FINANCIAL MANAGEMENT**

**L T P C**  
**3 2 0 4**

**COURSE OBJECTIVES**

- To understand nature and function of Financial Management.
- To control the operations based on the budget.
- To determine and frame an ideal capital structure.
- To know the procedure of dividend and distribution.
- To determine requirement and management of working capital.

**COURSE OUTCOMES**

- Aware of the significance of Financial Management.
- Able to measure the performance by providing targets to various departments.
- Able to utilize the capital with minimum risk.
- Adoption of better strategy in relation to dividend distribution.
- Effective management of working capital requirements

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INTRODUCTION**

12

Financial Management – Definition - Functions of Financial Management - Objectives of Financial Management -Time value of money - Future of present value of money.

**UNIT II INVESTMENT DECISIONS**

12

Natures of capital budgeting - Principles and Techniques - Evaluation Techniques - Payback, Accounting Rate of Return - Net present value - Internal Rate of Return - Profitability Index.

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**UNIT III FINANCIAL DECISIONS**

12

Capital structure factors - Capital Structure Theories - Net Income Approach - Net operating Income Approach -Modigliani Miller Approach - Traditional Approach.

**UNIT IV DIVIDEND POLICY**

12

Introduction - Dividend decision and valuation of firms - Theory of relevance and irrelevance - Dividend Theory: Walter's Approach, Gordon's Approach - Determinants of Dividend policy - Types of dividend policy - Forms of dividend.

**UNIT V WORKING CAPITAL MANAGEMENT**

12

Meaning of working capital - Kinds of working capital - Objectives of working capital - Factors determining working capital requirement - Advantages and Disadvantages of working capital - Management of working capital -Emerging Trends & Analytical Cases.

**TOTAL HOURS: 60**

**TEXT BOOKS:**


| Sl.No | Author(s)   | Title of the Book    | Publisher                       | Year of Publication |
|-------|-------------|----------------------|---------------------------------|---------------------|
| 1     | Khan & Jain | Financial Management | Tata McGrawhill, New Delhi      | 2013                |
| 2     | IM Pandey   | Financial Management | Vikas Publishing Co., New Delhi | 2014                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)          | Title of the Book             | Publisher                         | Year of Publication |
|-------|--------------------|-------------------------------|-----------------------------------|---------------------|
| 1     | Prasanna Chandra   | Financial Management          | Tata McGrawhill, New Delhi        | 2013                |
| 2     | Srivatsava, Mishra | Financial Management          | Oxford University                 | 2012                |
| 3     | SasiGupta & Sharma | Financial Management          | S.Chand & Sons                    | 2012                |
| 4     | S.N.Maheswari      | Financial Management          | Sultan & Sons ,Delhi              | 2012                |
| 5     | James C. Van Horne | Financial Management & Policy | New Delhi: Prentice Hall of India | 2012                |

**WEB URLs**

1. <https://www.youtube.com/watch?v=mX9nd0eQ-6g>
2. <https://www.youtube.com/watch?v=DBAIIArg1G8>
3. <https://www.youtube.com/watch?v=P7DXvGZwKog>
4. <https://www.youtube.com/watch?v=-gmEeZRV9Rg>
5. <https://www.youtube.com/watch?v=mX9nd0eQ-6g>

  
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**16MBB03 OPERATIONS MANAGEMENT**

**L T P C**  
**3 2 0 4**

**COURSE OBJECTIVES**

- To know the necessity of operation strategies in recent scenario.
- To predict the movements of key economic indicators.
- To know the proportion of total revenue spent on acquisition of materials.
- To make cost and consumption comparisons between operations and periods.
- To ensure best possible use of human and material resource.

**COURSE OUTCOMES**

- Able to get an exposure of operation manager.
- Able to forecast about workforce levels, Job Assignment, Production level and Operation level.
- Able to design a material planning system with the conception of future outlook.
- Provide a consistent and reliable basis for preparing financial statements.
- Able to measure the performance with the fixed standard.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INTRODUCTION TO OPERATION MANAGEMENT**

12

Operation Management –Nature, Important, Historical Development, transformation processes, difference between service and goods, a system perspective, functions, challenges. Current priorities, recent trends: Operation Strategy- Strategic fit, Frame work: Supply chain management.

**UNIT II FORECASTING, CAPACITY AND FACILITY PLANNING**

12

Demand Forecasting – need –types - objectives and steps. Overview of Qualitative and Quantitative methods Capacity planning - long range, types, developing capacity alternatives. Facility location - theories, steps in selection, location model. Facility layout - principles, types, planning tools and techniques.

**UNIT III DESIGN OF PRODUCT, PROCESS AND WORK SYSTEMS**

12

Product Design - Influencing factors, approaches, legal. Ethical and environmental issues. Process - planning, selection, strategy, major decisions. Work study – objectives, procedure. Methods study and motion study. Work measurement and productivity – measuring productivity and methods to improve productivity.

**UNIT IV MATERIALS MANAGEMENT**

12


Materials management - objectives, planning, budgeting and control. Purchasing – objectives, function, policies, vendor rating and value analysis. Stores management – nature, layout, classification and coding. Inventory – objective, cost and control techniques. Overview of JIT.

**UNIT V SCHEDULING AND PROJECT MANAGEMENT**

12

Project management – scheduling techniques, PERT, CPM: scheduling – work centers – nature, importance: priority rules and techniques, shop floor control: flow shop scheduling – Johnson’s algorithm – Gantt charts: personnel scheduling in services. Emerging trends and analytical cases

**TOTAL HOURS: 60**

  
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**TEXT BOOKS:**

| Sl.No | Author(s)       | Title of the Book                    | Publisher                         | Year of Publication |
|-------|-----------------|--------------------------------------|-----------------------------------|---------------------|
| 1     | Paneer Selvam.R | Production & Operations Management   | Prentice hall of India, New Delhi | 2013                |
| 2     | Ashwatappa      | Production and Operations Management | Himalaya Pub. House               | 2013                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)           | Title of the Book                    | Publisher                          | Year of Publication |
|-------|---------------------|--------------------------------------|------------------------------------|---------------------|
| 1     | William J.Stevenson | Production /Operation Management     | Richard Irwin                      | 2012                |
| 2     | KanishkaBedi        | Production and Operations Management | New Delhi: Oxford University Press | 2011                |
| 3     | Pannerselvam R      | Production and Operations Management | Prentice hall India                | 2008                |
| 4     | Russell and Taylor  | Operations Management                | Wiley Publications                 | 2006                |
| 5     | Chary S.N           | Production and Operations Management | Tata McGraw Hill                   | 2008                |

**WEB URLs**

1. <https://www.youtube.com/watch?v=leMOReAE2hk>
2. [https://www.youtube.com/watch?v=a8j16d\\_aPi4](https://www.youtube.com/watch?v=a8j16d_aPi4)
3. <https://www.youtube.com/watch?v=XJNt5gnHAe4>
4. <https://www.youtube.com/watch?v=4Vs3xcEEU84>
5. <https://www.youtube.com/watch?v=TnbxeezYMKk>

**16MBB04 HUMAN RESOURCE MANAGEMENT**

L T P C  
3 0 0 3

**COURSE OBJECTIVES**

- To give an exposure to managerial and operative functions.
- To give clarity about work design and structure for job enrichment.
- To highlight the significance and impact of training programme.
- To assess the individual potentialities.
- To create awareness about competencies required for international manager in a changing environment.

**COURSE OUTCOMES**

- Able to Integrate HRM function with company strategy.
- Implement effective recruitment Programme and evaluation.
- Design and Implement appropriate training programme.
- Able to measure the actual performance through systematic Appraisal.
- Professionalism in employee empowerment & quality circle.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |





**UNIT I INTRODUCTION** 9

Meaning, Nature and scope of HRM, Importance of HRM-Qualities of HR Managers - Functions of HRM - Models of HRM - HR policies - HRM in changing environment.

**UNIT II STAFFING** 9

HR planning - Job Analysis - Job Description - Job Specification - Job Recruitment - Source of Recruitment - Selection process - Induction, Placement.

**UNIT III TRAINING AND DEVELOPMENT** 9

Introduction – purpose - Need and Importance - Methods of Training - Difference between Training and Development - Training Evaluation - Management Development: Meaning, Scope, Objectives and Methods.

**UNIT IV PERFORMANCE MANAGEMENT** 9

Performance Appraisal: Meaning, Objectives, Process, Methods of Appraisal: 360 degree feedback system, KRA-Wage and Salary administration - Employee Welfare and benefits - Incentive Schemes.

**UNIT V RECENT TRENDS IN HRM** 9

Competency Mapping - Assessment and Development centers - HR accounting - Quality of work life - Balanced score card - HRIS and its applications. Role of HR manager in global context - Competencies required for International Manager - Emerging Trends and Analytical Cases.

**TOTAL HOURS: 45**

**TEXT BOOKS:**

| Sl.No | Author(s)     | Title of the Book                       | Publisher                   | Year of Publication |
|-------|---------------|---|-----------------------------|---------------------|
| 1     | K.Ashwathappa | Human Resource Management- Text & cases | Tata McGraw, New Delhi      | 2014                |
| 2     | Wayne Cascio  | Managing Human Resource                 | Tata McGraw hill, New Delhi | 2012                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)                        | Title of the Book         | Publisher              | Year of Publication |
|-------|----------------------------------|---------------------------|------------------------|---------------------|
| 1     | Desenzo Robbins                  | Human Resource Management | Wiley                  | 2015                |
| 2     | UdayKumar Haldar, Juthika Sarkar | Human Resource Management | Oxford                 | 2014                |
| 3     | Biswajeet Pattanyak              | Human Resource Management | Prentice Hall of India | 2012                |
| 4     | Gary Dessler                     | Human Resource Management | Prentice Hall of India | 2012                |
| 5     | Bor nardin H.John                | Human Resource Management | Tata McGraw Hill       | 2010                |

**WEB URLs**

1. [https://www.youtube.com/watch?v=fL9\\_-6iLrO8](https://www.youtube.com/watch?v=fL9_-6iLrO8)
2. <https://www.youtube.com/watch?v=S7UiElWyrX0>
3. [www.youtube.com/watch?v=xzazwGsmaNy](http://www.youtube.com/watch?v=xzazwGsmaNy)
4. <https://www.youtube.com/watch?v=r2AJuAMzBY>
5. <https://www.youtube.com/watch?v=S17brCwNKvo>

  
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**16MBB05 QUANTITATIVE METHODS AND TECHNIQUES**

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**COURSE OBJECTIVES**

- To know the optimal solution of the dual problem
- To apply the model to minimize the cost of transporting in commodity and to assign the suitable job for suitable persons
- To adopt various technique in dealing with competitive situations
- To foresee the difficulties in the operation of complex plans
- To determine the sequence of performing a series of jobs to optimize total time and cost.

**COURSE OUTCOMES**

- Able to plan and provide a feasible solution based on the constraints
- Able to estimate the cost and construct a model to derive a solution
- Capable of analyzing the various situations and implement the strategies
- Able to apply the network techniques of PERT and CPM to control the operation cost
- Able to find a better solution for complex problem

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I LINEAR PROGRAMMING**

12

Introduction of Operations Research - Linear Programming – Formulation - Graphical-Simplex Methods - Big Method - Dual Simplex - Two phase - Principles of Duality

**UNIT II LP EXTENSION**

12

Transportation and Assignments - Transportation Models (Minimization and Maximization Problems) - Initial basic feasible solutions N-W Corner Rule, Least Cost and Vogel's Approximation Methods - Check for optimality -MODI-Case of Degeneracy - Assignment Models Minimizing and Maximizing problems.

**UNIT III GAME THEORY AND INVENTORY MODELS**

12

Game theory - Two person; Zero sum games - Saddle points, Dominance Rule, graphical solutions - Inventory Models - EOQ and EBQ Models (With and without shortages)

**UNIT IV NETWORK ANALYSIS, DECISION TREE AND SIMULATION**

12

Introduction of Network Analysis - Phases of project Management, Guidelines for network construction - Critical path Method - CPM float calculation - PERT analysis - Decision Tree and Simulation

**UNIT V REPLACEMENT MODEL AND SEQUENCING MODELS**

12

Replacement Model-Individual Replacement Model (with or without time value of money) - Group Replacement Models - Sequencing Model: Processing of jobs through one or two machines - Processing two jobs through Machines.

**TOTAL HOURS: 60**

**TEXT BOOKS:**

| Sl.No | Author(s)      | Title of the Book                    | Publisher              | Year of Publication |
|-------|----------------|--------------------------------------|------------------------|---------------------|
| 1     | Paneerselvam.R | Operation Research                   | Prentice Hall of India | 2014                |
| 2     | N.D.Vohra      | Quantitative Technique in Management | Tata McGraw Hill       | 2013                |

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**REFERENCE BOOKS:**

| Sl.No | Author(s)                                 | Title of the Book                                 | Publisher                    | Year of Publication |
|-------|---|---|------------------------------|---------------------|
| 1     | Pradeep Prabakar Pai                      | Operation research – Principles and Practice      | Oxford Higher Education      | 2013                |
| 2     | Hamdy A Tata                              | Introduction of operation Research                | PHI, New Delhi               | 2014                |
| 3     | J.K.Sharma                                | Operation Research                                | :Mac Millan India            | 2012                |
| 4     | Frederick S.Hiller and Gerald J. Liberman | Operations research                               | Tata Mc Graw hill, New Delhi | 2013                |
| 5     | G. Srinivasan                             | Operations Research – Principles and Applications | PHI, New Delhi               | 2012                |

**WEB URLs**

1. <https://www.youtube.com/watch?v=a2QgdDk4Xjw>
2. <https://www.youtube.com/watch?v=uIyYNzGzx54>
3. <https://www.youtube.com/watch?v=7ju2EDaPc5k>
4. <https://www.youtube.com/watch?v=sAinnKN5VKE>
5. <https://www.youtube.com/watch?v=xGkpXk-AnWU>

**16MBB06 INFORMATION SYSTEM FOR MANAGEMENT**

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**COURSE OBJECTIVES**

- To understand the basic concept of information system.
- To create an exposure about the flow charts and decision trees.
- To make them familiar regarding the functional level information system.
- To create an awareness about computer crime and security.
- To get acquainted the recent trends of information system

**COURSE OUTCOMES**

- Able to manage and analyze the functional information.
- Design the system according to the requirement.
- Capable of implementing IS in various departments.
- Able to keep database in security control.
- Able to apply and practice the system to explore in business.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INTRODUCTION**

12

Data – Information – Intelligence – Information Technology – Information system – Evolution – types based on functions and hierarchy - system development methodologies – functional information systems

**UNIT II SYSTEM ANALYSIS AND DESIGN**

12

System development life cycle – security system life cycle – systems analysis and system design – Tools – Data flow diagram – Entity relationship – Object modeling – Database management system – Relational database management system – object oriented database management system and design – UML diagram

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**UNIT III MANAGEMENT INFORMATION SYSTEM**

12

Financial – Marketing – Personnel- Production – Materials Information system – Decision Support system (DSS) – Executive Information System (EIS) – Knowledge Management System (KMS) – Geographical Information System (GIS) – International Information System (IIS)

**UNIT IV SECURITY CONTROL AND REPORTING**

12

Security testing-Error deduction-Controls, IS Vulnerability-Computer crimes-Securing the web-Intranet-Wireless network-Software Audit-Ethics in IT- User Interface and Reporting.

**UNIT V NEW IT INITIATIVES**

12

ERP – Modules - Selection of ERP Vendors - e Business. e Governance - e CRM-SCM-Data warehousing and Data mining - Business intelligence - Pervasive Computing- CMM - Emerging Trends and Analytical cases.

**TOTAL HOURS: 60**

**TEXT BOOKS:**

| Sl.No | Author(s)                               | Title of the Book             | Publisher                 | Year of Publication |
|-------|---|-------------------------------|---------------------------|---------------------|
| 1     | James A O Brien and George Marakas      | Management Information System | Tata McGrawhill           | 2012                |
| 2     | Jeffrey F.Rayport and Benard J.Jaworski | Introduction to e-commerce    | Tata Mcgrawhill,New Delhi | 2012                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)                              | Title of the Book                    | Publisher                   | Year of Publication |
|-------|--|--------------------------------------|-----------------------------|---------------------|
| 1     | Kenneth C.Laudon and Jane Price Laudon | Management Information System        | PHI , Asia                  | 2012                |
| 2     | Ralph Stair and George Reynolds        | Information management Systems       | Cengage Learning            | 2012                |
| 3     | Rahul De                               | MIS Business, Government and Society | Wiley India PVT Ltd.        | 2012                |
| 4     | Bret Wagner and Ellen Monk             | Enterprise Resource Planning         | New Delhi: Cengage Learning | 2012                |
| 5     | James A O Brien and George Marakas     | Management Information System        | Tata McGraw Hill            | 2012                |

**WEB URLs**

1. <https://www.youtube.com/watch?v=gGXaGJHdrw>
2. <https://www.youtube.com/watch?v=pOzSIT2Chi0>
3. <https://www.youtube.com/watch?v=kp3VmxWjzs8>
4. <https://www.youtube.com/watch?v=IkJ7x6yI8W0>
5. [https://www.youtube.com/watch?v=c\\_M6tCkX6F4](https://www.youtube.com/watch?v=c_M6tCkX6F4)



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**16MBB07 RESEARCH METHODS**

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**COURSE OBJECTIVES**

- To provide knowledge to carry out research work.
- To make them aware of sources of collecting data
- To analysis the collected data from different scales.
- To state the relationship between variable.
- To enable the students to prepare research report

**COURSE OUTCOMES**

- Ability to apply research formulation on business problem
- Capable of collecting data using appropriate statistical tools
- Able to measure the variance.
- Adoption of various parameters to test the significance of variables
- Ability to select appropriate research design.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | X    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | X    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INTRODUCTION**

9

Definition-Significance - Types of Research-Research Process-Problem Definition and Objective formulation -Research Design: Exploratory, Descriptive and Casual Research Design.

**UNIT II DATA COLLECTION**

9

Types of Data - Primary Vs Secondary Data-Methods of Primary Data and Secondary Data-Survey Vs Observation guidelines for Questionnaire design-Sampling plan, Sample size: Probability and Non-Probability Sampling methods-Development of hypothesis and Testing.

**UNIT III MEASUREMENT AND SCALING**

9

Data preparation - Editing-Coding - Data Entry - Measurement of variables, developing scales, Validity testing-Reliability testing.

**UNIT IV TESTING OF HYPOTHESIS**

9

Introduction – Meaning - Statistical Significance - Logic of hypothesis testing - Statistical testing procedures -Selecting test using the choice criteria-Type I and Type II error - Chi-Square test for goodness of fit-Analysis of variance.

**UNIT V REPORT DESIGN**

9

Research Report - Different types - Content of Report - Research Report Components - Ethics in Research -Graphical Presentation - Report Writing - Oral Presentation.

**TOTAL HOURS: 45**

**TEXT BOOKS:**

| Sl.No | Author(s)   | Title of the Book             | Publisher                          | Year of Publication |
|-------|-------------|-------------------------------|------------------------------------|---------------------|
| 1.    | C.R.Kothari | Research Methodology          | New Age Publishers                 | 2012                |
| 2     | Uma Sekaran | Research methods for Business | Oxford University Press, New Delhi | 2012                |

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**REFERENCE BOOKS:**

| Sl.No | Author(s)   | Title of the Book            | Publisher                              | Year of Publication |
|-------|---|------------------------------|--|---------------------|
| 1     | Donald R.Cooper<br>Pamela S.Schindler<br>and J.K.Sharma | Business research<br>methods | Tata McGraw Hill                       | 2012                |
| 2     | Bhattacharaya   | Research methodology         | Excel books                            | 2012                |
| 3     | Paneerselvam  | Research Methodology         | Prentice Hall of India<br>New Delhi    | 2012                |
| 4     | William<br>G.Zikmund                                    | Business Research<br>Methods | Thomson Learning                       | 2012                |
| 5     | Prasad  | Corporate Governance         | Prentice Hall Of India<br>publications | 2011                |

**WEB URLs**

1. <https://www.youtube.com/watch?v=HTeFGOFqINw>
2. <https://www.youtube.com/watch?v=KE-45vg2PyI>
3. <https://www.youtube.com/watch?v=6xuVlje8cCc>
4. <https://www.youtube.com/watch?v=H2v9Xh2iQV8>
5. <https://www.youtube.com/watch?v=g9YUjTMpTjU>

**16MBB08 STRATEGIC MANAGEMENT**

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**COURSE OBJECTIVES**

- To know the major initiatives taken by a company's in Strategy Implementation
- To create an awareness about different types of strategies and its formulation.
- To give a clarity about Competitive Advantage.
- To enable the students to decide and implement the best strategy.
- To plan, evaluate and control over the implementation of strategies.

**COURSE OUTCOMES**

- Able to apply an appropriate strategy under different Circumstances.
- Application of appropriate strategy based on requirement.
- To find the opportunities for growth in the work place and enhance their skills to the requirement of the task.
- Analysis the strategies to attain a competitive advantage.
- Implementation of strategies based on strong competitive position.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INTRODUCTION**

12

Introduction to Strategic Management - Elements in strategic Management-Conceptual framework for strategic management- Strategic decision making – Issues in strategic decision making- Strategy formation process – Models of Strategic Management – Corporate Governance.

**UNIT II STRATEGIC FORMULATION**

12

Business level strategy-meaning, Dynamics of business level strategy – Corporate level strategy -Expansion strategy – Stability strategy – Retrenchment strategies – Diversification and strategic alliances – Risks of diversification – Diversification strategies in the Indian context.



**UNIT III COMPETITIVE ADVANTAGE**

12

Dynamics of internal environment – Porter’s five force Model – Strategies for local companies competing with global companies- Capabilities and competencies – Distinctive Competencies – Resources and capabilities in relation to competitive advantage-Case study.

**UNIT IV STRATEGIC ANALYSIS**

12

Tools & Techniques for strategic analysis- 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 V STRATEGY IMPLEMENTATION AND EVALUATION**

12

Nature of strategy implementation – Implementation process – Models of strategic implementation-Resource allocation- Factors affecting resource allocation – Structural Implementation- Structures for strategies –Techniques of strategic evaluation and control- Emerging trends and Analytical cases.

**TOTAL HOURS: 60**

**TEXT BOOKS:**

| Sl.No | Author(s)   | Title of the Book                            | Publisher          | Year of Publication |
|-------|-------------|--|--------------------|---------------------|
| 1     | Hill.       | Strategic Management: An Integrated approach | Wiley Publications | 2012                |
| 2     | Azhar Kazmi | Strategic Management and Business Policy     | Tata McGraw Hill   | 2013                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)                            | Title of the Book   | Publisher                             | Year of Publication |
|-------|--------------------------------------|---|---------------------------------------|---------------------|
| 1     | Adriaue Haberberg and Alison Rieple  | Strategic Management Theory & Application                           | Oxford University Press               | 2012                |
| 2     | Gupta, Gollakota and Srinivasan      | Business Policy and Strategic Management – Concepts and Application | Prentice Hall of India                | 2011                |
| 3     | Lawrence G. Hrebiniak                | Making strategy work  | Pearson                               | 2013                |
| 4     | Dr.Dharma Bir Singh                  | Strategic Management & Business Policy                              | KoGent Learning Solutions Inc., Wiley | 2012.               |
| 5     | John A Pearce and Richard B Robinson | Strategic Management  | New Delhi: Tata McGraw Hill           | 2013                |

**WEB URLs**

1. [www.learnerstv.com/video/Free-video-Lecture-21707-Management.htm](http://www.learnerstv.com/video/Free-video-Lecture-21707-Management.htm)
2. [www.learnerstv.com/Free-Management-Video-lectures-ltv607-Page1.htm](http://www.learnerstv.com/Free-Management-Video-lectures-ltv607-Page1.htm)
3. [www.cakart.in/courses/ca-ipcc-group-2-strategic-management-niviya-ma](http://www.cakart.in/courses/ca-ipcc-group-2-strategic-management-niviya-ma).
4. [nptel.ac.in/video.php?subjectId=122105024](http://nptel.ac.in/video.php?subjectId=122105024)
5. <http://nptel.ac.in/courses/110108047/>

  
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**16MBB09 INTERNATIONAL BUSINESS MANAGEMENT**

**L T P C**  
**4 0 0 4**

**COURSE OBJECTIVES**

- To enable the students to understand the fundamentals of International business.
- To provide the competence to the students on International business environment.
- To enable the students to understand the significance of MNC's and FDI
- To create an exposure about the International Marketing.
- Able to manage the conflict and ethical business management.

**COURSE OUTCOMES**

- Ability to take the business overseas having understood the intricacies of external market.
- Work on suitable external market entry strategies and choose the right market mix.
- Assessing the nations on different parameters and arrive at a decision on feasibility of entering that market.
- Strategically using the techniques in International Market.
- Familiar with conflicts situations and ethical issues in global business.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | X   | x    | -    | x    | -    | x    | -    | X    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | X    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INTRODUCTION**

**12**

Nature and characteristics of International Business – Forms of International Business- Domestic versus International business – Drivers of International Business - International Theories – Goals of International Business-Advantages & Disadvantages of International Business.

**UNIT II INTERNATIONAL BUSINESS ENVIRONMENT**

**12**

Meaning- Environmental Factors – Socio cultural environment – Economic environment – Technological environment – Political environment – Strategies for dealing with cultural differences- Globalization & its Impact.

**UNIT III MULTINATIONAL CORPORATION & FOREIGN DIRECT INVESTMENT**

**12**

Definition & Concepts – Factors that contributed for growth of MNC's – Organizational Structure of MNC's – Classification of MNC's- Role of MNC's in developing Countries-Advantages & Disadvantages of MNC's – FDI –meaning, Factors influencing FDI – Reasons for FDI- FDI in India.

**UNIT IV INTERNATIONAL MARKETING**

**12**

Market entry Strategies - Globalization of markets & Brands – International pricing- International marketing strategies in different strategies of product life cycle- Market intelligence – International marketing system.

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

**12**

Meaning - 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 – Emerging Trends and Analytical Cases.

**TOTAL HOURS: 60**

  
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**TEXT BOOKS:**

| Sl.No | Author(s)                             | Title of the Book                                  | Publisher                         | Year of Publication |
|-------|---------------------------------------|--|-----------------------------------|---------------------|
| 1     | Charles W.I. Hill and Arun Kumar Jain | International Business                             | Tata Hill, New Delhi              | 2011                |
| 2     | John D. Daniels and Lee H. Radebaugh  | International Business Environments and Operations | Pearson Education Asia, New Delhi | 2000                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)   | Title of the Book                        | Publisher                                  | Year of Publication |
|-------|---|--|--|---------------------|
| 1     | Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet | International Business                   | Cengage Learning, New Delhi                | 2010                |
| 2     | Rakesh Mohan Joshi  | International Business                   | Oxford University Press, New Delhi         | 2009.               |
| 3     | Vyuptakesh Sharan   | International Business                   | Pearson Education in South Asia, New Delhi | 2011                |
| 4     | K. Aswathappa   | International Business                   | Tata Mc Graw Hill, New Delhi               | 2012                |
| 5     | Azhar Kazmi   | Strategic Management and Business Policy | Tata McGraw Hill                           | 2013                |

**WEB URLs**

1. <https://www.youtube.com/watch?v=fU7xJ2AYM3w>
2. <https://www.youtube.com/watch?v=-zSDIFuzNw>
3. <https://www.youtube.com/watch?v=GSyYo4ph3hM>
4. [https://www.youtube.com/watch?v=\\_Ebz48ZEPRE](https://www.youtube.com/watch?v=_Ebz48ZEPRE)
5. <https://www.youtube.com/watch?v=blHwi3S62ko>

**16MBB10 BUSINESS APPLICATION MODULES**

L T P C  
0 0 4 2

**COURSE OBJECTIVES**

- To familiarize students on the features of MS word and power point.
- To enable the students to use Excel and Tally in the area of critical evaluation.
- To enable the students to be proficient in applying SPSS in business research.
- To familiarize them to work with functional Management Packages such as Tally, Tora and Project management packages.
- To develop knowledge of spreadsheets and data analysis software for business modeling in Business.

**COURSE OUTCOMES**

- Capable of creating a word document effortlessly.
- Ability to apply various excel features for data analysis and interpretation.
- Capable of analyzing the output generated by the Tally and SPSS packages for decision making.
- Develop the Web Site for personal or business and also be able to work in new application creation for the business purposes
- Expertise over Query languages and MS Access for effective data Management.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

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**List of Experiments**

- 1 Prepare a Sales Report using various MS “Word Document” features
2. Draft an invitation for Annual General Body Meeting (AGM) using mail merger and label features in MS Word for mass communication.
3. Design a presentation using various features like slide designs, images and sound clips, to present the activities conducted during the Management Meet in your department.
4. Decide the product mix/blending mix using LPP
5. Construct a transportation model for solving Travelling Salesman Problem/Transshipment Problem.
6. Construct an assignment model for Workforce Scheduling/HR Assignment Problems.
7. Create a company and necessary ledgers using Tally
8. Generate a final accounts report using Tally
9. Create variables, feed data, explore and present the data graphically
10. Conduct a Parametric and a Non-Parametric Test using the marketing research data set, through SPSS and Interpret the results

**TOTAL HOURS: 60**

**TEXT BOOKS:**


| Sl.No | Author(s)            | Title of the Book   | Publisher      | Year of Publication |
|-------|----------------------|---|----------------|---------------------|
| 1     | David M. Levine etal | Statistics for Managers using MS Excel                          | Pearson        | 2012                |
| 2     | David R. Anderson    | An Introduction to Management Sciences: Quantitative approaches | PHI, New Delhi | 2012                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)                          | Title of the Book  | Publisher        | Year of Publication |
|-------|------------------------------------|--|------------------|---------------------|
| 1     | William J. Stevenson, Ceyhun Ozgur | Introduction to Management Science with Spreadsheet              | Tata McGraw Hill | 2009                |
| 2     | Wayne L. Winston                   | Microsoft Excel 2010: Data Analysis & Business Modeling          | Microsoft Press  | 2012.               |
| 3     | Kiran Pandya and Smriti Bulsari    | SPSS in simple steps   | Dreamtech        | 2011                |
| 4     | Vikas Gupta, Comdex                | Business Accounting with Ms Excel, 2010 and Tally ERP 9.0 Course | Kit, Wiley India | 2012                |
| 5     | G. Srinivasan                      | Operations Research – Principles and Applications                | PHI, New Delhi   | 2012                |

**WEB URLs**

1. <https://www.youtube.com/playlist?list=PL50F86BDF6873CED>
2. <https://www.youtube.com/watch?v=IiedOyglLn0>
3. [https://www.youtube.com/results?search\\_query=Rural+product+categories+](https://www.youtube.com/results?search_query=Rural+product+categories+)
4. <https://www.youtube.com/watch?v=fxVja3maAqo>
5. <https://www.youtube.com/watch?v=FHAoNKO8zg4>

  
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**16MBC01 ADVERTISING AND PROMOTIONS MANAGEMENT**

**L T P C**  
**4 0 0 4**

**COURSE OBJECTIVES:**

- To know the basic concepts of advertising functions and objectives
- To study the advertising media, types, strategies, copyrights and concepts
- To enrich the knowledge in types of advertisement.
- To learn about public relation concepts and advantages of public relations
- To study the concepts of publicity and knowing the meaning of Public relations

**COURSE OUTCOMES:**

- Students can able to know the concepts of advertising functions and objectives
- Students will learn the advertising media, types, strategies, copyrights and concepts
- Students will gain the knowledge in sales promotion, types and impact of promotion techniques
- They will get the benefits in public relations and advantages of public relations.
- They will get the knowledge in publicity and public relations.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | X    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | X    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INTRODUCTION TO ADVERTISEMENT**

12

Concept, Definition and Objectives -Social, Economic and Legal Implications of advertisements - Role of advertising in modern business world - Ethics in advertising - Advertising agency - Advertising campaign.

**UNIT II MEDIA MANAGEMENT**

12

Media selection - Media plan - Reach and frequency of advertisement - Advertisement costs -Media Mix -Media strategy and Scheduling.

**UNIT III DESIGN AND EXECUTION OF ADVERTISEMENTS**

12

Message development – Different types of advertisements – Layout – Design appeal – Copy structure – Advertisement production – Print – Radio, T.V. and Web advertisements – Media Research – Testing validity and Reliability of ads – Measuring impact of advertisements.

**UNIT IV SALES PROMOTION AND CAMPAIGN**

12

Concept, Definition and Objectives -Scope and Role of sale promotion - Sales promotion techniques -Trade oriented and consumer oriented- Requirement identification -Designing of sales promotion campaign - Involvement of salesmen and dealers - Out sourcing sales promotion -Integrated promotion - Coordination within the various promotion techniques - Online sales promotion.

**UNIT V PUBLIC RELATIONS**

12

Introduction-Meaning – Objectives of Public Relations- Tools and techniques of public relations- Public relation Process-Advantages and Disadvantages of Public Relation- Effective Public Relations measures- Public Relation department Structure-Marketing Public Relations - Emerging Trends and Analytical Cases.

**TOTAL HOURS: 60**

**TEXT BOOKS:**

| Sl.No | Author(s)                          | Title of the Book                  | Publisher        | Year of Publication |
|-------|------------------------------------|------------------------------------|------------------|---------------------|
| 1     | George E Belch and Michel A Belch  | Advertising & Promotion            | Tata McGraw Hill | 2012                |
| 2     | Wells Williams, Moriarty & Burnett | Advertising, Principles & Practice | Pearson          | 2014                |

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**REFERENCE BOOKS:**

| Sl.No | Author(s)              | Title of the Book  | Publisher                            | Year of Publication |
|-------|------------------------|--|--------------------------------------|---------------------|
| 1     | Clow, Baack            | Integrated Advertisements, Promotion and Marketing communication | PHI Learning                         | 2012                |
| 2     | Shah, D-Souza          | Advertising and Promotions- An IMC perspective                   | Tata McGraw Hill                     | 2013                |
| 3     | Shimp                  | Advertising and Promotion: An IMC Approach                       | South Western Educational publishing | 2012                |
| 4     | Batra, Myers and Aaker | Advertising Management   | PHI Learning                         | 2014                |
| 5     | Kazmi, Batra           | Advertising & Sales Promotion                                    | Excel Books                          | 2013                |

**WEB URLs**

1. <https://www.youtube.com/watch?v=NroY4SSrjL8>
2. <https://www.youtube.com/watch?v=P-6zmeVox54>
3. [https://www.youtube.com/watch?v=NcDOot\\_Mm6I](https://www.youtube.com/watch?v=NcDOot_Mm6I)
4. <https://www.youtube.com/watch?v=BDcTSTMKfbE>
5. [www.sutjhally.com/courses/comm3872](http://www.sutjhally.com/courses/comm3872)

**16MBC02 BRAND MANAGEMENT**

**L T P C**  
**3 0 0 3**

**COURSE OBJECTIVES:**

- To provide a basic knowledge about Branding, brand image & imagery Brand benefits and Brand value.
- To make the students learn about brand personality, brand identity and brand positioning.
- To make the students gaining knowledge in branding various commodities and services.
- Making the students know the value of branding and positioning it in the correct place and evaluate the success of a brand.
- Making the students gain the basic knowledge about brand performance.

**COURSE OUTCOMES:**

- Students will get the basic knowledge about branding, and brand image, types of branding.
- They able to know the brand positioning and brand vision
- Students will familiar in brand loyalty programmes and celebrities
- To successfully establish and sustain brands and lead to extensions
- They will gain the basic branding performance and role of brand manager.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INTRODUCTION**

Basics Understanding of Brands – Definitions - Branding Concepts – Functions of Brand - Significance of Brands – Different Types of Brands – Co branding – Store brands. 9

**UNIT II BRAND STRATEGIES**

Strategic Brand Management process – Building a strong brand – Brand positioning – Establishing Brand values – Brand vision – Brand Elements – Branding for Global Markets – Competing with foreign brands. 9

**UNIT III BRAND COMMUNICATIONS**

Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand Promotions. 9



**UNIT IV BRAND EXTENSION**

9

Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching.

**UNIT V BRAND PERFORMANCE**

9

Measuring Brand Performance – Brand Equity Management – Global Branding strategies – Brand Audit – Brand Equity Measurement – Brand Leverage -Role of Brand Managers– Branding Challenges & Opportunities-Emerging Trends & Analytical Cases.

**TOTAL HOURS: 45**

**TEXT BOOKS:**

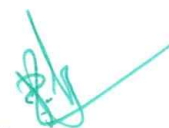
| Sl.No | Author(s)         | Title of the Book  | Publisher              | Year of Publication |
|-------|-------------------|--|------------------------|---------------------|
| 1     | Kevin Lane Keller | Strategic Brand Management: Building, Measuring and Managing | Prentice Hall          | 2013                |
| 2     | Moorthi YLR       | Brand Management   | Vikas Publishing House | 2012                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)  | Title of the Book                   | Publisher                | Year of Publication |
|-------|--|-------------------------------------|--------------------------|---------------------|
| 1.    | Lan Batey  | Asian Branding – A Great way to fly | PHI, Singapore           | 2012                |
| 2     | Paul Tmepoal   | Branding in Asia                    | John Willy               | 2013                |
| 3     | Ramesh Kumar   | Managing Indian Brands              | Vikas Publication, India | 2012                |
| 4     | Jagdeep Kapoor   | Brandex                             | Biztranza, India         | 2015                |
| 5     | Mahim Sagar, Deepali Singh, D.P.Agarwal Achintya Gupta | Brand Management                    | Ane Books Pvt.Ltd        | 2012                |

**WEB URLs**

1. <https://www.youtube.com/watch?v=aHyC38rfrkI>
2. <https://www.youtube.com/watch?v=nwc68CNAXTM&list=PLP1K8RwG01>
3. <https://www.youtube.com/watch?v=sbjeOh9Eyqs>
4. <https://www.youtube.com/watch?v=uil8eL6etC0>
5. <https://www.youtube.com/watch?v=wSqV6cHcGqA>



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**16MBC03 CONSUMER BEHAVIOUR**

**L T P C**  
**3 0 0 3**

**COURSE OBJECTIVES:**

- To provide basic knowledge about consumer behavior and its application of consumer behavior
- To know the various consumer behavior models and in implications
- To know the personal influences in consumer behavior
- To provide the external influences in consumer behavior
- To make the students to learn about the pre purchase and post purchase model

**COURSE OUTCOMES:**

- They will gain the knowledge about consumer behavior and its application of consumer behavior
- Students able to know the various consumer behavior models and in implications
- Students will gain the knowledge about personal influences in consumer behavior
- They can able to learn the external influences in consumer behavior
- Student will aware about the pre purchase and post purchase model

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | X    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INTRODUCTION**

9

Concepts – Significance – Dimensions of Consumer Behavior – Application of knowledge of Consumer Behavior in marketing decisions.

**UNIT II CONSUMER BEHAVIOR MODELS**

9

Industrial and individual consumer behaviour models - Howard- Sheth, Engel – Kollat, Webster and Wind Consumer Behavior Models – Implications of the models on marketing decisions.

**UNIT III INTERNAL INFLUENCES AND EXTERNAL INFLUENCES**

9

Psychological Influences on Consumer Behavior – Motivation – Perception – Personality Learning and Attitude-Self Image and Life styles – Consumer expectation and satisfaction. Socio-Cultural, Cross Culture - Family Group – Reference group – Communication – Factors Influencing Consumer behavior.

**UNIT IV PURCHASE DECISION PROCESS**

9

High and low involvement - Pre-purchase and post-purchase behavior – Online purchase decision process – Diffusion of Innovation – Managing Dissonance - Emerging Trends – Analytical cases.

**UNIT V ORGANIZATIONAL BUYER BEHAVIOR**

9

Organizational Buyer Behavior, consumer research, changing consumer research.

**TOTAL HOURS: 45**

**TEXT BOOKS:**

| Sl.No | Author(s)                                  | Title of the Book           | Publisher                | Year of Publication |
|-------|--|-----------------------------|--------------------------|---------------------|
| 1     | Leon G.Schiffman and Leslie Lasar Kanuk    | Consumer Behavior           | Pearson Education, India | 2013                |
| 2     | Jay D. Lindquist and Joseph Sirgy, Shopper | Buyer and Consumer Behavior | Biztranza                | 2014.               |

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**REFERENCE BOOKS:**

| Sl.No | Author(s)          | Title of the Book                       | Publisher        | Year of Publication |
|-------|--------------------|---|------------------|---------------------|
| 1     | Abbael             | Consumer behavior: A strategic approach | Wiley            | 2012                |
| 2     | Hed, Hoyer         | Consumer behavior                       | Wiley            | 2012                |
| 3     | Das Gupta          | Consumer behavior                       | Wiley            | 2014                |
| 4     | Shri Prakash       | Theory of Consumer behavior             | Vikas            | 2012                |
| 5     | Srabanti Mukherjee | Consumer behavior                       | Cengage Learning | 2013                |

**WEB URLs**

1. <https://www.youtube.com/watch?v=jSrC->
2. <https://www.youtube.com/watch?v=JmITufxTe7w>
3. <https://www.youtube.com/watch?v=LuK1dHcEjcQ>
4. <https://www.youtube.com/watch?v=CnxiSNWRdhA>
5. <https://www.youtube.com/watch?v=PnGaKYUAtQw>

**16MBC04 RETAIL MANAGEMENT**

**L T P C**  
**3 0 0 3**

**COURSE OBJECTIVES:**

- To understand the concepts of effective retailing in India.
- To know the role environment affecting Retail Business and the formats of retail
- To develop the students in application of various Retail Locations and Positioning of retails in India
- To know how to implement Retails shop Management and the Promotion Strategies.
- To know the process of Retail shopper behavior and challenges of retail n India.

**COURSE OUTCOMES:**

- Students will by benefited by knowing the basics of Retailing and evolution of retailing in India
- Students are familiar with the assessment of the Characteristics of retails formats and MNC role in retailing
- Students able to apply the process of how to implement the space management and inventory management
- Students are benefited by understanding of the role of retail shopper behavior and online retailing.
- To manage the retail chains and understand the retail customer's behavior

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INTRODUCTION**

9

Definition & Scope - An overview of Retailing - Challenges and opportunities - Retail trends in India -Socio economic and technological influences -Government of India policy implications on retails – Key Drivers of Retailing in India – Non Store format, Concept of Life cycle in Retail – Theories of Retail Development

**UNIT II RETAIL FORMATS**

9

Organized and unorganized formats - Different organized retail formats - Characteristics of each format - Emerging trends in retail formats - MNC's role in organized retail formats – Criteria for market evaluation – Selection of Promotional Mix – Customer profile market segmentation in India – Factors influencing Retail shoppers

**UNIT III RETAILING DECISIONS**

9

Choice of retail locations -internal and external atmospherics -Positioning of retail shops - Building retail store Image -Retail service quality management -Retail Supply Chain Management -Retail Pricing Decisions

**Chairman**



**UNIT IV RETAIL SHOP MANAGEMENT**

9

Visual Merchandise management -Space management – Retail inventory management -Retail accounting and audits - Retail store brands -Retail advertising and promotions -Retail management information systems - Online retail - Integrated System – EDI (Electronic Data Interchange) and Bar coding – E-Retailing – Retail Audit.

**UNIT V RETAIL SHOPPER BEHAVIOUR**

9

Understanding of retail shopper behavior -Shopper profile analysis -Shopping decision process -Factors influencing retail shopper behavior -Complaints management -Retail sales force management—Emerging Trends & Analytical Cases.

**TOTAL HOURS: 45**

**TEXT BOOKS:**

| Sl.No | Author(s) | Title of the Book               | Publisher   | Year of Publication |
|-------|-----------|---------------------------------|-------------|---------------------|
| 1     | Pradhan   | ailing Management, Text & Cases | McGraw Hill | 2012                |
| 2     | Berman    | ail Management                  | Pearson     | 2012                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)        | Title of the Book            | Publisher                 | Year of Publication |
|-------|------------------|------------------------------|---------------------------|---------------------|
| 1     | Nair             | Retail Management            | Himalaya Publishing House | 2012                |
| 2     | Madaan, Tata     | Fundamentals of Retailing    | Mcgraw Hill               | 2013                |
| 3     | Gopal, Manjrekar | Retail Management            | Excel Books               | 2014                |
| 4     | Michael          | Retail Management            | HavyBiztantra, India      | 2012                |
| 5     | Ogden            | Integrated Retail Management | Tata McGrawhill           | 2014                |

**WEB URLs**

1. <https://www.youtube.com/watch?v=eaMbGS0lOpk>
2. [https://www.youtube.com/watch?v=37\\_u6KMFGrk](https://www.youtube.com/watch?v=37_u6KMFGrk)
3. <https://www.youtube.com/watch?v=74GpekKO5iA>
4. <https://www.youtube.com/watch?v=Q7S-c0QZd8U>
5. <https://www.youtube.com/watch?v=2kVul9Oauf>

**16MBC05 RURAL MARKETING**

**L T P C**  
**4 0 0 4**

**COURSE OBJECTIVES:**

- The objective of the course is to provide conceptual understanding on the Rural Marketing with special reference to Indian context and develop skills required for planning of Rural Products.
- To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context.
- To study the product and services classification in rural marketing.
- To know about rural consumer behavior and marketing research
- To familiarize with the special problems related to sales in rural markets

**COURSE OUTCOMES:**

- They will learn the rural marketing in Indian and global context and emerging trends
- Students able to know the rural market dimensions and marketing mix in the context.
- Students will learn the product and services classification in rural marketing
- They able to know the rural consumer behavior and marketing research
- They can know the special problems related to sales in rural markets



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**Programme Code & Name: MB & Master of Business Administration**

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INTRODUCTION**

12

Definition - Evolution - Size and nature of rural markets - Profile of rural consumers - Rural market structure & Constitution - Rural market Infrastructure - Marketing opportunities & challenges

**UNIT II RURAL CONSUMER BEHAVIOUR**

12

Consumer Buyer behavior models- Factors affecting consumer behavior- Characteristics of rural consumers-Consumer buying process- Opinion leadership - Brand loyalty - Branding in rural India

**UNIT III PRODUCT**

12

Concepts and classifications -Rural product categories -New product development -Product life style – Product Mix -Segmentation – Targeting- Positioning

**UNIT IV PRICING AND DISTRIBUTION**

12

Pricing – Introduction & Objectives -Factors influencing pricing -Pricing strategies - Distribution-Introduction & Evolution - Channels of distribution - Rural distribution models -Emerging models

**UNIT V COMMUNICATION AND INNOVATION**

12

Communication –Introduction -Communication process -Rural media -Media model & Media Innovation - Innovation- Introduction & Role in rural markets -ICT in rural markets- Emerging Trends and Analytical Cases

**TOTAL HOURS: 60**

**TEXT BOOKS:**

| Sl.No | Author(s)                                | Title of the Book                   | Publisher          | Year of Publication |
|-------|--|-------------------------------------|--------------------|---------------------|
| 1     | Krishnamacharyulu, Lalitha Ramakrishnan  | Rural Marketing                     | Pearson Education  | 2013                |
| 2     | Awadhesh Kumar Singh Satyaprakash pandey | Rural Marketing: Indian Perspective | New age publishers | 2013                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)                         | Title of the Book   | Publisher        | Year of Publication |
|-------|-----------------------------------|---|------------------|---------------------|
| 1     | Ramkishen                         | Rural Marketing   | New Perspectives | 2014                |
| 2     | Pradeep Kashyap & Siddhartha Raut | Rural Marketing   | Biztantra        | 2012                |
| 3     | Dr. A Sarangapani                 | A Textbook on Rural Consumer Behaviour in India: A Study of FMCGs | Excel books      | 2012                |
| 4     | Pradeep Kashyap, Siddhartha Raut  | Rural Marketing -Text and Practices                               | Biztantra        | 2012                |
| 5     | Krishmacharyalu, Ramakrishnan     | Rural Marketing –Text and Cases                                   | Pearson          | 2013                |

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**Board of Studies**

**WEB URLs**

1. <https://www.youtube.com/user/RuralMarketingIndia>
2. [https://www.youtube.com/results?search\\_query=RURAL+CONSUMER+BEHAVIOUR](https://www.youtube.com/results?search_query=RURAL+CONSUMER+BEHAVIOUR)
3. [https://www.youtube.com/watch?v=Zba\\_BHxXys0](https://www.youtube.com/watch?v=Zba_BHxXys0)
4. <https://www.youtube.com/watch?v=1ftTz9yaGgE>
5. <https://www.youtube.com/channel/UC3nL8CnuFsxQZWsVIuwJ4Rw>

**16MBC06 SERVICES MARKETING**

**L T P C**  
**3 0 0 3**

**COURSE OBJECTIVES:**

- To make the students get the basic Services Marketing
- To educate students about concepts of the Service Marketing
- To make the students aware of Recent Trends in Service Marketing
- To understand the meaning of services and the significance of marketing the services.
- To make the students aware of service strategies in various service sectors

**COURSE OUTCOMES:**

- Students will gain the basic knowledge about service marketing in Indian scenario
- They will aware about trends in service marketing and expanded marketing mix
- Students will aware about concepts of life cycle and development
- Students will gain the knowledge about promotion in service marketing and pricing strategies
- Students will get strategies of various services sectors in India.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INTRODUCTION**

9

Definition & Characteristics - Evolution & Growth of service sector - Nature and Scope of Services - Classification of services Challenges and issues in Services Marketing

**UNIT II SERVICE MARKETING OPPORTUNITIES**

9

Assessing service market potential - Marketing mix -Service marketing Environment and trends -Service market segmentation, targeting and positioning – Consumer Evaluation of services – Role of culture – Customer Expectation of Service – Service quality – Service Encounters – Relationship Marketing – Customer Lifetime value – Customer Profitability – Service recovery – Service Failure.

**UNIT III SERVICE DESIGN AND DEVELOPMENT**

9

Service Life Cycle -New service development -Service Blue Printing - GAP's model of service quality - Measuring service quality - SERVQUAL -Service Quality function development – Service attendances – Physical Evidence – Effect on Pricing – Approaches and Strategies

**UNIT IV SERVICE DELIVERY, PRICING AND PROMOTION**

9

Positioning of services -Designing service delivery System - Service Channel -Pricing of services, methods - Service marketing triangle -Integrated Service marketing – Service cultures - communication – Delivering Service through intermediaries – E-channels – Franchising – Managing demand and capacity – Yield Management

**UNIT V SERVICE STRATEGIES**

9

Healthcare -Hospitality -Tourism – Financial -Logistics -Education -Consultancy –Entertainment and public utility Information technique Services – Closing customer Gaps – Strategies to match promises – Integrated Service – Marketing Communications- Emerging Trends and Analytical Cases.

**TOTAL HOURS: 45**

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**TEXT BOOKS:**

| Sl.No | Author(s)                               | Title of the Book  | Publisher         | Year of Publication |
|-------|---|--------------------|-------------------|---------------------|
| 1     | Christopher H.Lovelock and Jochen Wirtz | Services Marketing | Pearson Education | 2012                |
| 2     | Zeithaml, Bitner, Pandit, Gremler       | Services Marketing | Tata McGraw Hill  | 2013                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)      | Title of the Book                      | Publisher                      | Year of Publication |
|-------|----------------|--|--------------------------------|---------------------|
| 1     | Hoffman, South | Marketing of Services                  | Western Educational publishing | 2011                |
| 2     | S.M.Jha        | Services Marketing                     | Himalaya Publishing House      | 2011                |
| 3     | Srinivasan     | Services Marketing –The Indian Context | PHI Learning                   | 2013                |
| 4     | Choudhary      | Text book of Marketing of Services     | Macmillan                      | 2012                |
| 5     | Shanker        | Service Marketing                      | Excel books                    | 2013                |

**WEB URLs**

1. [www.learnerstv.com/video/Free-video-Lecture-18504-Management.htm](http://www.learnerstv.com/video/Free-video-Lecture-18504-Management.htm)
2. [study.com/.../market-segmentation-why-market-segments-are-important-...](http://study.com/.../market-segmentation-why-market-segments-are-important-...)
3. [www.nptel.ac.in/courses/110105038/](http://www.nptel.ac.in/courses/110105038/)
4. [www.nptel.ac.in/courses/110105039/](http://www.nptel.ac.in/courses/110105039/)
5. [www.nptel.ac.in/courses/110105040/](http://www.nptel.ac.in/courses/110105040/)

**16MBC11 FINANCIAL DERIVATIVES**

**L P T C**  
**3 0 0 3**

**COURSE OBJECTIVES:**

- To understand the basic operational mechanisms in derivatives.
- To understand the concept of Forward and Futures Contract.
- To understand the concepts of Options.
- To understand the concept of Swaps.
- To know about the Derivative Instruments in the Financial Market and role of Stock Exchange.

**COURSE OUTCOMES:**

- Ability to analyze the derivative instruments in stock exchanges.
- Use Forward Contract and Futures Contract to hedge the unsystematic Risk.
- Ability to analyze the Options and calculation of intrinsic value and time Value of options.
- Ability to possess good skills in hedging risks using derivatives
- Ability to understand the trading system of derivative instruments.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

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**UNIT I INTRODUCTION TO DERIVATIVES**

9

Derivatives- Forward Contracts – Future Contracts – Options – Types of Traders – OTC and Exchange Traded Securities – Types of settlement- Advantages of Derivatives – Risks in Derivatives.

**UNIT II FUTURE CONTRACTS**

9

Future Contracts- Hedging Using Futures – Types –Delivery Options – Relationship between Future Prices, Forward Prices and Spot Prices – Regulatory Environment.

**UNIT III OPTIONS**

9

Definition – Specification- Types of Options – Option payoff, options on securities – Stock Indices, Currencies and Futures – Options pricing model – Differences between future and Option contract.

**UNIT IV SWAPS**

9

Definition – Trading system – Interest rate SWAP – Currency SWAP – Role of Financial intermediary – Valuation –Credit risk.

**UNIT V DERIVATIVES IN INDIAN FINANCIAL MARKET**

9

Evolution of derivative market – Regulatory Environment – Recent trends – Trading system – Commodity futures – Stock trading terminologies and specifications in BSE, NSE and Interest Rate Derivatives-Emerging Trends and Analytical cases.

**TOTAL HOURS: 45**

**TEXT BOOKS:**

| Sl.No | Author(s)     | Title of the Book   | Publisher    | Year of Publication |
|-------|---------------|---|--------------|---------------------|
| 1.    | John.C.Hull   | tions, Futures and other Derivative Securities                                  | PHI Learning | 2012                |
| 2     | Keith Redhead | Financial Derivatives – An Introduction to Futures, Forwards, Options and SWAPs | PHI Learning | 2013                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)              | Title of the Book                                    | Publisher              | Year of Publication |
|-------|------------------------|--|------------------------|---------------------|
| 1     | Stulz                  | Risk Management and Derivatives                      | Cengage Learning       | 2012                |
| 2     | David                  | Option and Financial Futures – Valuation and Uses    | McGraw Hill            | 2013                |
| 3     | S.L.Gupta              | Financial Derivatives- Theory, Concepts and Practice | Prentice Hall Of India | 2014                |
| 4     | Sundaram Janakiramanan | Derivatives and Risk Management                      | Pearson India          | 2013                |
| 5     | S. S. S. KUMAR         | Financial Derivatives                                | PHI Learning           | 2014                |

**WEB URLs**

1. <https://www.youtube.com/watch?v=Wj1w7ZpZVK4>
2. <https://www.youtube.com/watch?v=btzU4eVHD2E>
3. <https://www.youtube.com/watch?v=Pz9TJUwa6DM>
4. <https://www.youtube.com/watch?v=uVq384nqWqg>
5. <https://www.youtube.com/watch?v=wNa-8IoWNRE>

  
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**16MBC12 MERCHANT BANKING AND FINANCIAL SERVICES**

**L T P C**  
**4 0 0 4**

**COURSE OBJECTIVES:**

- To provide the basic idea about Merchant banking and what are the Legal aspects and Differentiations.
- To teach the issuing methods of financial instruments in stock exchanges.
- To understand the basic idea about fee based services provided by merchant bankers.
- To provide the basic idea about Leasing & Hire purchasing and Legal aspects and its differences.
- To teach the inputs of mutual funds which may be contributed towards the NSE and BSE & Credit rating

**COURSE OUTCOMES:**

- Ability to analyze the functions of the Indian financial system.
- Ability to analyze investments in stock exchanges and understand the modes of issuing securities.
- Acquire the knowledge on fee based services provided by merchant bankers.
- Acquire financial evaluation technique of leasing and hire purchase.
- Good knowledge on fund based financial services.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I OVERVIEW OF MERCHANT BANKING**

**12**

Merchant Banking: Origin, growth and services rendered by merchant bankers – Problems and scope of merchant banking in India – Functions of Merchant Bank - Legal and Regulatory Framework – Relevant Provisions of Companies Act- SERA- SEBI guidelines- FEMA, etc. - Relation with Stock Exchanges and OTCEI.

**UNIT II ISSUES MANAGEMENT**

**12**

Role of Merchant Banker in appraisal of projects, Designing Capital Structure and Instruments – Issue Pricing – Participants – Methods: Book Building and Prospectus – Offer for Sale and Green Shoe Option-IPO and Private placement – Bought deals – Post Issue Activities.

**UNIT III FEE BASED SERVICES**

**12**

Mergers and Acquisitions: Motives, Merger Analysis, Terms of Exchange, Cash purchase, Stock Exchange Acquisitions, Leverage Buyouts and Management Buyouts.– Portfolio Management Services – Accounts and Audit – Credit Syndication – Credit Rating – Mutual Funds –Forms – Financial Evaluation – Regulation.

**UNIT IV LEASING AND HIRE PURCHASING**

**12**

Leasing: Concept, Types, Lease Agreements – Potentiality of Leasing as a means of financing – Advantages and Disadvantages – Accounting Treatment and sales tax provisions – Lease Financing in India – Hire Purchasing: Rights of Hirer- Accounting for Hire purchase – Methods.

**UNIT V FUND BASED FINANCIAL SERVICES**

**12**

Other Financial Services: Hire Purchase, Commercial paper, Credit Cards, Credit Rating, Recent trends in marketing financial services – Real estate Financing – Bills Discounting - Factoring: Meaning, Modus operandi, types, functions – Factoring in India – Forfeiting – Venture Capital-. Emerging Trends and Analytical cases.

**TOTAL HOURS: 60**



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**TEXT BOOKS:**

| Sl.No | Author(s)     | Title of the Book                       | Publisher             | Year of Publication |
|-------|---------------|---|-----------------------|---------------------|
| 1     | M.Y.Khan      | Financial Services                      | Tata McGraw-Hill      | 2012                |
| 2     | Dr.S.Gurusamy | Merchant Banking and Financial Services | McGraw Hill Education | 2014                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)                  | Title of the Book             | Publisher                | Year of Publication |
|-------|----------------------------|-------------------------------|--------------------------|---------------------|
| 1     | Machiraju                  | Indian Financial System       | Vikas Publishing House   | 2012                |
| 2     | J.C.Verma                  | A Manual of Merchant Banking  | Bharath Publishing House | 2013                |
| 3     | Varshney P.N. & Mittal D.K | Indian Financial System       | Sultan Chand & Sons      | 2013                |
| 4     | Sasidharan                 | Financial Services and System | Tata McGraw Hill         | 2012                |
| 5     | Nalini Prava Tripathy      | Financial Services            | PHI Learning             | 2012                |

**WEB URLs**

1. <https://www.youtube.com/watch?v=d3WiHjWOTE8>
2. [http://www.academia.edu/4069475/MBA\\_II](http://www.academia.edu/4069475/MBA_II)
3. <http://www.corporater.com/ProjectPortfolio>
4. <http://www.investopedia.com/terms/h/hire-purchase.as>
5. <https://www.youtube.com/watch?v=U6rt-XSdlGk>

**16MBC13 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

L T P C  
4 0 0 4

**COURSE OBJECTIVES**

- To understand the basic concept of Investment, functions of Stock Exchanges, legal and regulatory framework of SEBI and its guidelines.
- To make them to understand the trading system and settlement in stock exchanges.
- To provide basic knowledge about the fundamental analysis and industrial analysis.
- To make them to understand the technical analysis using charts, market indicators, patterns, trends and oscillators.
- To make them to understand the process in portfolio management and the concept of mutual funds.

**COURSE OUTCOMES**

- The students will be able to analyse the investment avenues.
- They will become familiar in operations of stock exchanges.
- They will be able to know the different analysis techniques used to evaluate the Investments.
- Ability to do the Fundamental Analysis.
- Ability to design a suitable Portfolio for the different risk bearing investments.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

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**UNIT I OVERVIEW OF INVESTMENT**

12

Investments – Financial and Economical Meaning – Investment Process – Characteristics and Objectives - Investment Vs. Speculation – Investment categories – Risk and return – Factors Influencing Risk – Measuring Risk and Return, Valuation of Equity: Dividend Models, Price/Earnings Approach.

**UNIT II STOCK MARKETS**

12

Financial Market - Types - Participants in financial Market – Regulatory Environment, Primary Market – Methods of floating new issues – Role of primary market – Stock Exchanges in India - BSE,OTCEI,NSE, ISE, and Regulations of stock exchanges – Trading system in stock exchanges.

**UNIT III FUNDAMENTAL ANALYSIS**

12

Economic analysis: Key Macroeconomic Factors. Industry analysis: Industry Life Cycle Analysis. Analyzing the Structure and Characteristics of an Industry – Profit Potential of Industries. Company Analysis: Analyzing the Financial Statements, The Chemistry of Earnings, Market Share/Profit Margin Approach - Forecasting Earnings – Applied Valuation Techniques – Graham and Dodds investor ratios.

**UNIT IV TECHNICAL ANALYSIS**

12

Technical Analysis – Charting methods – Market Indicators. Trend – Trend reversals – Patterns - Moving Average – Exponential moving Average – Oscillators – Market Indicators – Forecasting Individual Stock Performance - Random Walk Efficient Market theory.

**UNIT V PORTFOLIO MANAGEMENT**

12

Portfolio Construction – Portfolio Analysis: Effects of combining securities – Markowitz's Mean-Variance model. Portfolio selection: Risk and investor Preferences – Constructing the portfolio – Significance of beta in the Portfolio- Capital Asset Pricing Model – Portfolio Revision – Portfolio Evaluation – Mutual Funds – Types - Regulatory Environment - Emerging Trends and Analytical cases.

**TOTAL HOURS: 60**

**TEXT BOOKS:**

| Sl.No | Author(s)                          | Title of the Book                          | Publisher                               | Year of Publication |
|-------|------------------------------------|--|---|---------------------|
| 1     | Donald E.Fischer & Ronald J.Jordan | Security Analysis & Portfolio Management   | PHI Learning                            | 2012                |
| 2     | Punithavathy Pandian               | Security Analysis and Portfolio Management | Vikas Publishing House Private Limited, | 2012                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)       | Title of the Book                            | Publisher                 | Year of Publication |
|-------|-----------------|--|---------------------------|---------------------|
| 1     | Reilly & Brown, | Investment Analysis and Portfolio Management | Cengage Learning          | 2012                |
| 2     | S. Kevin        | Securities Analysis and Portfolio Management | PHI Learning              | 2012                |
| 3     | Prasannachandra | Investment analysis and Portfolio Management | Tata McGraw Hill          | 2011                |
| 4     | V.A.Avadhan     | Securities Analysis and Portfolio Management | Himalaya Publishing House | 2013                |
| 5     | V.K.Bhalla      | Investment Management                        | S.Chand & Company Ltd     | 2012                |

**WEB URLs**

1. [https://www.youtube.com/watch?v=wcN\\_lctOIGw](https://www.youtube.com/watch?v=wcN_lctOIGw)
2. <https://www.youtube.com/watch?v=uOVdcn-NvYQ>
3. <https://www.youtube.com/watch?v=OYSpvehTEPU>
4. <https://www.youtube.com/watch?v=kXIFtQvKzPA>
5. <https://www.youtube.com/watch?v=8TJQhQ2GZ0Y>

  
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**16MBC14 BANKING AND INDIAN FINANCIAL SYSTEM**

**L T P C**  
**3 0 0 3**

**COURSE OBJECTIVES:**

- To study the concept of Banking and its growth in India.
- To understand the various types of deposits & advances.
- To create awareness on the rural banks for helping and promoting industrial and agricultural activities.
- To create awareness on the broad contours of export & import credit and recent developments in banking in India.
- To understand the working of e-banking services provided by banks.

**COURSE OUTCOMES:**

- Ability to understand the Banking operations in India.
- Ability to plan the sources of funding for their business operations.
- Ability to acquire expertise in the area of operations of Industrial and Agricultural Banks.
- Ability to evaluate the performance of banks in association with the evaluation of risks in securities market.
- Gain knowledge about the Electronic Payment System, Net Banking and Mobile Banking

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INDIAN BANKING SYSTEMS**

9

Definition- Functions- Types- Central Banking-Structure of Banking System- Rural Financing - Acts governing the functioning of Indian banking system – RBI Act 1934, Negotiable Instruments Act 1881, Banking Regulations Act 1949 – Rights and obligations of a banker, Overview of Financial statement of banks.

**UNIT II SOURCES AND MOBILIZATION OF FUNDS**

9

Deposit Mobilization- Assets and Liabilities Management- Secured Advances - Endorsement and Crossing of Cheques- Payment of Cheques- Collection of Cheques - Different types of loans and their features, Major components of a typical loan policy document, Steps involved in Credit analysis, Credit delivery and administration, Pricing of loans, Customer profitability analysis.

**UNIT III INDUSTRIAL AND AGRICULTURAL BANKING SYSTEMS**

9

Development Banks- Investment Institutions- State Level Institutions- Specialized Financial Institutions- International Finance Institutions- IBRD- IFC- IDA- NABARD-NHB- Micro Financing Institutions.

**UNIT IV CREDIT MONITORING AND RISK MANAGEMENT**

9

Need for credit monitoring, Signals of borrowers' financial sickness, Financial distress prediction models – Rehabilitation process, Risk management – Interest rate, liquidity, forex, credit, market, operational and solvency risks – risk measurement process and mitigation, Basic understanding of NPAs and ALM – Performance analysis of banks; ratio analysis and CAMELS.

**UNIT V VIRTUAL BANKING**

9

Electronic Banking - advantages – Plastic money, E-money – Forecasting of cash demand at ATMs – Security threats in e-banking and RBI's initiatives – Mobile banking – Mobile banking services – challenges for mobile banking solution – SMS banking – typical push and pull service offered under mobile banking – Quality of service in SMS banking- Emerging Trends and Analytical cases.

**TOTAL HOURS: 45**

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**TEXT BOOKS:**

| Sl.No | Author(s)                         | Title of the Book  | Publisher            | Year of Publication |
|-------|-----------------------------------|--|----------------------|---------------------|
| 1     | Padmalatha Suresh and Justin Paul | Management of Banking and Financial Services                                     | Pearson              | 2012                |
| 2     | Meera Sharma                      | Management of Financial Institutions – with emphasis on Bank and Risk Management | PHI Learning Pvt Ltd | 2013                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)                               | Title of the Book  | Publisher              | Year of Publication |
|-------|---|--|------------------------|---------------------|
| 1     | Peter S. Rose and Sylvia C. and Hudgins | Bank Management and Financial Services   | Tata McGraw Hill       | 2012                |
| 2     | H.R. Machiraju                          | Indian Financial System  | Vikas Publishing House | 2014                |
| 3     | SriVastava                              | Management of Financial Institutions   | Himalaya Publications  | 2013                |
| 4     | Varshney                                | Banking and Financial Systems  | S Chand                | 2014                |
| 5     | Meera Sharma                            | Management of Financial Institutions – with emphasis on Bank and Risk Management | PHI Learning Pvt Ltd   | 2015                |

**WEB URLS**

1. <https://www.youtube.com/watch?v=Qx13br09Cf8>
2. <https://www.youtube.com/watch?v=Xsd5A-aMG4A>
3. <https://www.youtube.com/watch?v=0vb1uhwzkus>
4. <https://www.youtube.com/watch?v=VCmn1YH8eDc>
5. <https://www.youtube.com/watch?v=oADxUX4STjE>

**16MBC15 RISK MANAGEMENT AND INSURANCE**

L T P C  
3 0 0 3

**COURSE OBJECTIVES:**

- To understand the risk management.
- To understand the management techniques for avoidance of risk.
- To understand the concept of Forward and Futures Contract, Options and Swaps.
- To understand the basics of insurance.
- To study the risk aversion and management.

**COURSE OUTCOMES:**

- To analyze the sources of risk in Insurance policies.
- To apply the management techniques for avoidance of risk.
- Use Forward Contract and Futures Contract to hedge the unsystematic Risk.
- Gain insight knowledge on types of insurance to be needed in an hour for an individual.
- To evaluate the factors of business risk and contractual provisions.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

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|  |  |          |
|--|--|----------|
| <b>UNIT I</b>  | <b>INTRODUCTION TO RISK MANAGEMENT</b>   | <b>9</b> |
| Risk and Uncertainty- Types of Risk – Objectives of risk management – Sources of risk – Risk Identification – Measurement of risk – Rationale for Risk Management in organizations.  |  |          |
| <b>UNIT II</b>   | <b>RISK ASSESSMENT</b>                   | <b>9</b> |
| Risk identification – Risk analysis – Exposures – Physical assets – Financial assets – legal liability – Risk control Tools – Risk financing techniques – Risk Management Decisions- Options – Data Organization and Analysis - Risk Avoidance – Loss Control – Risk retention – Risk transfer – Value of risk Management – Pooling and diversification of risk. |  |          |
| <b>UNIT III</b>  | <b>INTRODUCTION TO INSURANCE</b>         | <b>9</b> |
| Risk and Insurance- Definition and basic characteristics of Insurance – Insurance vs Gambling Insurance – Types of Insurance – Indian Insurance Industry - Historical framework – Major Players of Insurance - Insurance Regulation (IRDA)   |  |          |
| <b>UNIT IV</b>   | <b>LIFE INSURANCE</b>                    | <b>9</b> |
| Basics of life Insurance – Features – Contract – Classifications – Annuities – General Insurance – Health Care Insurance- Fire Insurance - Marine Insurance- Vehicles Insurance.   |  |          |
| <b>UNIT V</b>  | <b>RISK AVERSION AND RISK MANAGEMENT</b> | <b>9</b> |
| Risk aversion and demand for insurance – Factors that limit the insurability of Risk – Business risk management and demand for insurance – Contractual provisions that limit coverage –Case Analysis   |  |          |

**TOTAL HOURS: 45**

**TEXT BOOKS:**


| Sl.No | Author(s)                | Title of the Book             | Publisher                   | Year of Publication |
|-------|--------------------------|-------------------------------|-----------------------------|---------------------|
| 1     | Harrington and Niehaus,  | Risk management and Insurance | Tata Mcgraw Hill Publishing | 2012                |
| 2     | Trieschman, Hoyt, Sommer | Risk management and Insurance | Cengage Learning            | 2013                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)                             | Title of the Book                             | Publisher                       | Year of Publication |
|-------|---------------------------------------|---|---------------------------------|---------------------|
| 1     | Mark S. Dorfman                       | Introduction to Risk management and Insurance | Prentice hall of India          | 2012                |
| 2     | Skipper and Kwon                      | Risk management and Insurance                 | Blackwell Publishing            | 2013                |
| 3     | Nalini Prave Tripathy, and Prabir Pal | Insurance – Theory and Practice               | Prentice hall of India          | 2014                |
| 4     | George E Rejda                        | Principles of Risk Management and Insurance   | Pearson Education               | 2013                |
| 5     | Mishra, M.N                           | Insurance – Principles, and practices         | S. Chand & Co IRDA Publications | 2013                |

**WEB URLS**

- [https://www.youtube.com/watch?v=iCYYN\\_s25Hw](https://www.youtube.com/watch?v=iCYYN_s25Hw)
- <https://www.youtube.com/watch?v=1kU4pvdIdT4>
- <https://www.youtube.com/watch?v=P0DnP7hFASg>
- <https://www.youtube.com/watch?v=r0sRDUYgC-E>
- <https://www.youtube.com/watch?v=CAI63OAP3xw>

  
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**16MBC16 CORPORATE FINANCE**

**L T P C**  
**4 0 0 4**

**COURSE OBJECTIVES:**

- To provide the basic concepts of sources of raising finance from capital market.
- To teach the short term financial requirements.
- To educate the students regarding the techniques of analyzing cash flows.
- To teach the financing decision to solve the cash inadequacy and insolvency.
- To know about the corporate social responsibility.

**COURSE OUTCOMES:**

- To apply the knowledge on raising finance from capital market.
- To estimate the short term financial requirements.
- To appraise the risky investments.
- To apply the financing decision to solve the cash inadequacy and insolvency.
- To become a Good ethical corporate manage.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | -x  | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | X    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | X    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | X    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INTRODUCTION**

**12**

Definition of Corporate Finance – Importance of Corporate Finance – Functions of Corporate Finance – Scope of Corporate financing – Financial Planning – Financial Forecasting – Demand Forecasting – forecasting Techniques – Profit Planning – Marginal cost decision making, Standard cost and techniques.

**UNIT II INDUSTRIAL FINANCE**

**12**

Indian Capital Market – Problems of Industrial Finance - Equity financing – Debenture financing – SEBI Guidelines - International sources of finance, financing of exports – Role of EXIM bank and commercial banks– Finance for rehabilitation of sick units.

**UNIT III WORKING CAPITAL FINANCE**

**12**

Estimating working capital requirements – Approach adopted by Commercial banks, Commercial paper- Public deposits and inter corporate investments – Meaning – Advantages – Excess or Inadequate Working Capital – Factors – Working Capital Analysis.

**UNIT IV FINANCING AND DIVIDEND DECISIONS**

**12**

Appraisal of risky Investments- DCF methods – Sensitivity Analysis- Simulation – Decision tree Approach – Cash inadequacy and Cash insolvency – Financing decision in the context of Option pricing model and Agency costs.

**UNIT V CORPORATE GOVERNANCE**

**12**

Corporate Governance – SEBI Guidelines – Corporate Social Responsibility – Corporate disasters – Corporate Ethics – Stakeholders – Corporate Ethics for Managers and Professionals- Emerging Trends and Analytical cases..

**TOTAL HOURS: 60**

**TEXT BOOKS:**

| Sl.No | Author(s)                                       | Title of the Book               | Publisher                      | Year of Publication |
|-------|---|---------------------------------|--------------------------------|---------------------|
| 1     | Richard A.Brealey, Stewart C.Myers and Mohanthy | Principles of Corporate Finance | Tata McGraw Hill               | 2013                |
| 2     | I.M.Pandey                                      | Financial Management            | Vikas Publishing House Pvt Ltd | 2012                |

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**REFERENCE BOOKS:**

| Sl.No | Author(s)                         | Title of the Book                      | Publisher                | Year of Publication |
|-------|-----------------------------------|--|--------------------------|---------------------|
| 1     | Brigham and Ehrhardt, 2nd Edition | Corporate Finance - A focused Approach | Cengage Learning         | 2012                |
| 2     | M.Y Khan                          | Indian Financial System                | Tata McGraw Hill         | 2012                |
| 3     | Meggison, and Gitman              | Corporate Finance                      | Smart                    | 2012                |
| 4     | Aswath Damodaran                  | Corporate Finance                      | John Wiley and Sons, Inc | 2013                |
| 5     | Krishnamurthy and Viswanathan     | Advanced Corporate Finance             | PHI Learning             | 2011                |

**WEB URLs**

1. [https://www.youtube.com/watch?v=OY9yh8h\\_Ql8](https://www.youtube.com/watch?v=OY9yh8h_Ql8)
2. <https://www.youtube.com/watch?v=oHoVH-IO4Wo>
3. <https://www.youtube.com/watch?v=oHoVH-IO4Wo>
4. <https://www.youtube.com/watch?v=LSpY8XuGqk>
5. <https://www.youtube.com/watch?v=B7vSsD7LLrM>

**16MBC21 TRAINING AND DEVELOPMENT**

**L T P C**  
**4 0 0 4**

**COURSE OBJECTIVES:**

- To familiarize students with training needs and analysis
- To focus on the factors affecting training design.
- To understand the training process and methods.
- To help them to know the implementation and evaluation of training.
- To manage and cope up with the management development.

**COURSE OUTCOMES:**

- Ability to know the training needs and analysis.
- Ability to understand the training design.
- Adopt different styles of training methods & process.
- Ability to initiate, manage & implementation of training.
- Able to know special need for technical managers.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | X    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | X    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | X    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INTRODUCTION**

12

Training Objective and Concepts of Training – Scope – process of training – Training and HRD – How training benefits the organization – Requisites of Effective Training – Role of External Agencies in Training and Development.

**UNIT II TRAINING NEEDS ASSESMENT**

12

Meaning And Purpose Of Training Needs Assessment, Training Needs Assessment At Different Levels-Approaches For Training Needs Assesment, Output Of Training Needs Assesment, Methods Used In Training Need Assessment

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**UNIT III TRAINING AND DEVELOPMENT METHODOLOGIES**

12

Overview of training methodologies – Logic and Process of learning – Principles of learning – Learning Curve – Learning management system – Skills of an effective Trainer – E-Learning – Role play – Coaching – Brainstorming – Counseling – Position rotation- Team building – E-learning.

**UNIT IV DESIGNING TRAINING AND DEVELOPMENT PROGRAMS**

12

Organization of Training and development programs – Training design – Kinds of Training and Development Programs – Competence and role based training – Choice of Training and development methods-Team training – Six sigma training – Electronic enabled training system(EETS) – challenges using EETS .

**UNIT V EVALUATION OF TRAINING AND DEVELOPMENT**

12

Overview – Evaluation process – Outcome – Evaluation design – Challenges in training and development -Emerging Trends and Analytical cases.

**TOTAL HOURS: 60**

**TEXT BOOKS:**

| Sl.No | Author(s)       | Title of the Book                    | Publisher                | Year of Publication |
|-------|-----------------|--------------------------------------|--------------------------|---------------------|
| 1     | John Prior      | and book of Training and development | Jaico publishers, Bombay | 2012                |
| 2     | Craig. Robert L | training and development             | Tata Mc Graw Hill        | 2014                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)                              | Title of the Book                               | Publisher                 | Year of Publication |
|-------|--|---|---------------------------|---------------------|
| 1     | Rolf, P And Udaipareek                 | training for development                        | Sage Publications Pvt LTD | 2010                |
| 2     | Dayal, Ishwar                          | Management Training in organization             | Prentice Hall             | 2012                |
| 3     | Neo, Raymond A And Amitabh Deo Kodwani | Employee Training and Development               | Tata Mc Graw Hill         | 2014                |
| 4     | Garner James                           | training Interventions in Job Skill Development | Addison-Wesley            | 2013                |
| 5     | Steven A. Beebe                        | training and development                        | Pearson Education         | 2012                |

**Web URL**

1. <https://www.youtube.com/watch?v=5CBXjZnz8Qw>
2. <https://www.youtube.com/watch?v=p1jmpMHgOPg>
3. <https://www.youtube.com/watch?v=X3cSAjHDeag>
4. <https://www.youtube.com/watch?v=Vvuc9nXPcFY>
5. <https://www.youtube.com/watch?v=XuKcOy28KFA>



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**16MBC22 INDUSTRIAL RELATIONS AND LABOUR LAWS**

**L T P C**  
**4 0 0 4**

**COURSE OBJECTIVES:**

- To teach the students about, the basics of industrial relations.
- To teach about the trade unions history, importance & its applications to the students To explore contemporary
- To narrate the collective bargaining & WPM to the students.
- To make awareness about Lab our legislation among the students.
- To teach the scope & Implications of Lab our Legislation to the students Knowledge and gain a conceptual understanding of industrial relations.

**COURSE OUTCOMES:**

- Students will know how to resolve industrial relations and problems in the public sector.
- To understand the industrial conflicts.
- To know the lab our welfare facilities in the organization.
- Ability to know the industrial safety measures.
- To know the categories of labor welfare in different sector.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | X    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | X    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | X    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INTRODUCTION**

12

Industrial relations – Definition, Importance & Scope – Trade union – Growth , Objective, Function – Labor Management – Role of Personnel & Industrial relation manager in promoting and Establishing peaceful industrial relations.

**UNIT II INDUSTRIAL DISPUTES**

12

Definition – Nature of Disputes – Causes of Industrial Disputes – Types of Conflict Resolution – Statutory and Non Statutory - Collective Bargaining - Meaning, Need, Process , Importance and Government machinery - Conciliation , Arbitration And Adjudication.

**UNIT III LABOUR WELFARE**

12

Labour welfare and review – Objectives, Need and Importance of Labour Welfare - Principles Of Labour Welfare – Welfare Measure – Plans And Labour Policy In India.

**UNIT IV INDUSTRIAL SAFETY AND LABOUR LAW**

12

Working conditions in the factory – Safety accident Prevention – Health and Hygienic – Occupational Hazards – Essential requirements of social security – Social securities in developing countries and Indian Labour Organization.-Employee State insurance Act-Provident Fund Act.

**UNIT V WELFARE OF SPECIAL CATEGORIES OF LABOUR**

12

Welfare of special categories of labour – Child labour – Female labour – Contract labour – Construction labour – Agricultural Labour – BPO & KPO Labour – Social Security -Implications -Emerging Trends and Analytical cases.

**TOTAL HOURS: 60**

**TEXT BOOKS:**

| Sl.No | Author(s)   | Title of the Book                  | Publisher                            | Year of Publication |
|-------|---|------------------------------------|--------------------------------------|---------------------|
| 1     | Mamoria C.B. and Sathish Mamoria                    | Dynamics of Industrial Relations   | Himalaya Publishing House, New Delhi | 2012                |
| 2     | Arun Monappa, Ranjeet Nambudiri, Patturaja Selvaraj | Industrial relations & Labour Laws | McGraw Hill.                         | 2011                |

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**REFERENCE BOOKS:**

| Sl.No | Author(s)   | Title of the Book   | Publisher                       | Year of Publication |
|-------|---|---|---------------------------------|---------------------|
| 1     | Ratna Sen   | Industrial Relations in India, Shifting Paradigms         | Macmillan India Ltd., New Delhi | 2013                |
| 2     | C.S.Venkata Ratnam  | Globalization and Labour Management Relations             | Response Books                  | 2014                |
| 3     | Srivastava  | Industrial Relations and Labour laws                      | Vikas                           | 2015                |
| 4     | P.N.Singh, Neeraj Kumar                                   | Employee relations Management                             | Pearson                         | 2012                |
| 5     | P.R.N Sinha, Indu Bala Sinha, Seema Priyadarshini Shekhar | Industrial Relations, Trade Unions and Labour Legislation | Pearson                         | 2014                |

**Web URL**

1. <https://www.youtube.com/watch?v=py2YHxrvX74>
2. [https://www.youtube.com/watch?v=E\\_kJVXWBfS](https://www.youtube.com/watch?v=E_kJVXWBfS)
3. [https://www.youtube.com/watch?v=Hw\\_TFidXFhA](https://www.youtube.com/watch?v=Hw_TFidXFhA)
4. <https://www.youtube.com/watch?v=D0iD828d7jE>
5. <https://www.youtube.com/watch?v=CJMirmZSGiw>

**16MBC23 MANAGERIAL BEHAVIOR AND EFFECTIVENESS**

**L T P C**  
**3 0 0 3**

**COURSE OBJECTIVES:**

- To examine managerial styles in terms of concern for production and concern for people.
- To assess different systems of management.
- To narrate the concepts of Managerial effectiveness.
- To focus on the organizational climate and style.
- To manage and cope up with the knowledge management.

**COURSE OUTCOMES:**

- To gain knowledge about effective and ineffective job behavior.
- To learn the process of recruitment and selection.
- To know the current industrial and government practice in India.
- To understand organizational climate and managerial style.
- To know the knowledge management.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I DEFINING THE MANAGERIAL JOB**

9

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

**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.

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**UNIT III THE CONCEPT OF MANAGERIAL EFFECTIVENESS**

9

Definition – Managerial Effectiveness, Process, and 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– Knowledge Management – Negotiation Skills – Development of the Competitive Spirit– Fostering Creativity and innovation-Emerging Trends and Analytical cases

**TOTAL HOURS: 45**

**TEXT BOOKS:**

| Sl.No | Author(s)                             | Title of the Book                     | Publisher | Year of Publication |
|-------|---------------------------------------|---------------------------------------|-----------|---------------------|
| 1     | Laurie J.Mullins                      | Managerial behavior and effectiveness | Pearson   | 2011                |
| 2     | Joe Tidd , John Bessant, Keith Pavitt | Managing Innovation                   | Wiley     | 2006                |

**REFERENCES BOOKS:**

| Sl.No | Author(s)                  | Title of the Book                                    | Publisher                   | Year of Publication |
|-------|----------------------------|--|-----------------------------|---------------------|
| 1     | Peter Drucker              | Management   | Harper Row                  | 2010                |
| 2     | Milkovich and Newman       | Compensation   | TataGraw-Hill International | 2011                |
| 3     | Blanchard and Thacker      | Effective Training Systems, Strategies and Practices | Pearson                     | 2012                |
| 4     | Dubrin                     | Leadership, Research Findings, Practices & Skills    | Biztantra                   | 2010                |
| 5     | John Bessant, Keith Pavitt | Managerial effectiveness                             | Pearson Education           | 2013                |

**Web URL**

1. <https://www.youtube.com/watch?v=HLY7QiuLCA>
2. [https://www.youtube.com/watch?v=CsjUNnM\\_05o](https://www.youtube.com/watch?v=CsjUNnM_05o)
3. <https://www.amanet.org>
4. <https://www.youtube.com/watch?v=maTQCD3p78Y>
5. <https://www.youtube.com/watch?v=gDrAeyTt4hg>

**16MBC24 COMPETENCY MAPPING AND DEVELOPMENT**

**L T P C**  
**3 0 0 3**

**COURSE OBJECTIVES:**

- To provide the basic knowledge about competency mapping.
- To teach the different components of competency skill.
- To help them understanding the competency models and development.
- To know the various competency models in various sector.
- To understand the usages of competency assessment.

**COURSE OUTCOMES:**

- To learn the basic knowledge about competency mapping.
- To adopt the different components of competency mapping.
- To able to know the steps in developing competency model.
- To understand the various competency model in various sector.
- To gain knowledge about competency assessment.



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| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | X    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | X    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | X    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | X    | -    | x    | x    | -    | -    | -    |

**UNIT I INTRODUCTION**

9

Definitions - History & Origin of Competency - KSA v/s Competency - Reasons for Popularity of Competency, Competency & EVA, Views Against Competency, Confusion about Competency.

**UNIT II COMPONENTS OF COMPETENCY**

9

Components of competency - Skill, Knowledge & Motive - Trait & Self-Concept - Iceberg Model of Competency - Operant & Respondent Traits of Competency-Competency categories -Threshold Competencies - Differentiating Competencies - Generic or Key Competencies - Functional or Technical Competencies, Leadership or Managerial Competencies

**UNIT III STEPS IN DEVELOPING COMPETENCY MODEL**

9

Steps in Developing Competency Model - Determining the objective & Scope - Clarifying Implementation Goals & Standards, Create an Action Plan - Define Performance Effectiveness Criteria - Identify a Criterion Sample - Data Gathering & Interim Competency Model - Finalize & Validate Competency Model

**UNIT IV COMPETENCY MODELS**

9

Competency models - Leadership and managerial competency models - Causes for Resistance and Recommended Actions to address - Delphi Technique - Competencies & Generic Indicators- 360 Degree Feedback - HR Generic Competency Model - Supervisory Generic Competency Model

**UNIT V COMPETENCIES ASSESSMENT AND USES**

9

Competencies Assessment and uses: Strategies to address the gaps - Integration the Competency Model - Competency based Recruitment and Selection - Competency Based Performance Appraisal, Competency Based Succession & Career Planning - Competency Based Compensation and Benefits, Competency based Training & Development Reassess competencies and evaluate ROI-Emerging Trends and Analytical cases.

TOTAL HOURS: 45

**TEXT BOOKS:**

| Sl.No | Author(s)                                  | Title of the Book  | Publisher        | Year of Publication |
|-------|--|--|------------------|---------------------|
| 1     | Ritva Lakkso –<br>manninen Ritta<br>Vittla | ompetency Development and Human<br>Recourses Development | Haaga-Helia      | 2011                |
| 2     | Seema sanghi                               | ompetency Mapping  | Sage Publication | 2012                |

**REFERENCE BOOKS**

| Sl.No | Author(s)                          | Title of the Book                                  | Publisher   | Year of Publication |
|-------|------------------------------------|--|---|---------------------|
| 1     | John.W.Newstrom<br>and Keith Davis | rganizational Behavior - Human<br>Behavior at work | Tata McGraw Hill                                  | 2010                |
| 2     | Robert N. Lussier                  | uman Relations in organizations                    | 6th edition,<br>TataMc-<br>Graw Hill<br>Education | 2010                |
| 3     | Whetten &<br>Cameron               | velopment Management Skills                        | 7th Ed. Pearson, PHI.                             | 2012                |
| 4     | Udai Parek                         | nderstanding OB                                    | Oxford University<br>Press.                       | 2013                |
| 5     | Calvin S Hall Et Al                | heories of Personality                             | Wiley Publication                                 | 2015                |

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**Web URL**

1. <https://www.youtube.com/watch?v=-whsNLQw4-k>
2. <https://www.youtube.com/watch?v=oqf3UZ685nI>
3. [https://www.youtube.com/watch?v=tkBzv9F\\_Q4](https://www.youtube.com/watch?v=tkBzv9F_Q4)
4. <https://www.youtube.com/watch?v=5sJAH1LCwjw>
5. <https://www.youtube.com/watch?v=65W5QaH5tC4>

**16MBC25 PERFORMANCE MANAGEMENT**

**L T P C**  
**3 0 0 3**

**COURSE OBJECTIVES:**

- To expose the students to performance management systems adopted in the industry.
- To know the process of performance Analysis
- To narrate the performance review discussion.
- To know the various performance management process.
- To understand the appraisal and reward system.

**COURSE OUTCOMES:**

- To gain knowledge about performance management system.
- Able to make the process of performance Analysis.
- Able to know the current performance review discussion.
- Ability to apply the various performance management processes.
- Ability to apply the performance management system in an organization

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I PERFORMANCE MANAGEMENT**

9

Introduction – Nature, Importance, Role of performance in organization – Dimensions - Role of appraisals in Performance Management - Performance management process - Relevance of objectives in organizations - Organizational & Individual performance Process .

**UNIT II PERFORMANCE PLANNING & ANALYSIS**

9

Performance planning - Performance analysis – KPAs - Components of Performance planning - Objectives of Performance analysis - Process of Performance analysis

**UNIT III PERFORMANCE REVIEW & DISCUSSION**

9

Significance of review - Process of performance review - Performance rating - Performance appraisal factors - Methods & errors - Reducing rater's bias - Performance review Discussions – Objectives – Requisites – Process - Role of mentoring - Coaching in Performance review discussions

**UNIT IV IMPLEMENTING PERFORMANCE MANAGEMENT SYSTEM**

9

Operationalizing change - Implementing process - Factors affecting implementation - Pitfalls in implementation - Experiences in Performance Management - Traditional practices - Recent approaches - Case studies in Performance Management in Select Organization.

**UNIT V APPRAISAL AND REWARD SYSTEMS**

9

Introduction. Purpose of Appraisal - Pros & Cons of Appraising - Methods of Appraising - Who can Appraise - Appraisals & HR Decisions - Reward Systems, Legal, Issues And Team Performance Management -Emerging Trends and Analytical cases.

**TOTAL HOURS : 45**

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**TEXT BOOKS:**

| Sl.No | Author(s)   | Title of the Book                          | Publisher      | Year of Publication |
|-------|-------------|--|----------------|---------------------|
| 1     | Prem Chadha | Performance Management                     | Macmillan      | 2012                |
| 2     | T.V.Rao     | Performance Management & Appraisal Systems | Response Books | 2013                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)         | Title of the Book   | Publisher              | Year of Publication |
|-------|-------------------|---|------------------------|---------------------|
| 1     | Herman Aguinis    | Performance Management                                      | Pearson education      | 2014                |
| 2     | Varsha Dixit      | Performance Management                                      | Vrinda publication     | 2010                |
| 3     | Srinivas R.Kandla | Performance Management, Strategies and Interventions Drives | Prentice Hall of India | 2007                |
| 4     | B.D.Singh         | Compensation & Reward Management                            | Excel Books            | 2013                |
| 5     | R.K.Sahu          | Performance Management System                               | Excel Books            | 2015                |

**Web URL**

1. <https://www.youtube.com/watch?v=6GufMa-J8cl>
2. [https://www.youtube.com/watch?v=J\\_Qe9MMDAms](https://www.youtube.com/watch?v=J_Qe9MMDAms)
3. <https://www.youtube.com/watch?v=8ijBfprUNuQ>
4. <https://www.youtube.com/watch?v=IHpAacOQTk0>
5. <https://www.youtube.com/watch?v=EK1pio8jnko>

**16MBC26 CROSS CULTURE MANAGEMENT**

L T P C  
3 0 0 3

**COURSE OBJECTIVES:**

- To provide conceptual framework of global business environment
- To understand the cross cultural and its effect on organizations.
- To highlight the culture – communication link and understand negotiation skills.
- To learn about developing international and global strategies.
- To understand the operation of global management teams.

**COURSE OUTCOMES:**

- Ability to know the conceptual framework of global business environment
- Adopt to understand the cross cultural and its effect on organizations.
- Adopt different communication link and understand negotiation skills.
- Ability to learn about developing international and global strategies.
- Able to know operation of global management teams.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

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**UNIT I INTRODUCTION**

9

Introduction to Cross cultural management – Understanding culture and culture differences among the globe – Cross border business development – Components of cultural intelligence – Key cultural values and concepts – Significance of Cross cultural management to managerial personnel.

**UNIT II CULTURAL AND GLOBAL MANAGEMENT**

9

Developing Cultural Intelligence – Decision Making Modules Across Culture – Cross Cultural Communication Process, Working In Multi – Cultural Teams, Concepts and performance, High performance winning Teams And Cultures – Culture Implications for Team Providing.

**UNIT III CROSS CULTURE NEGOTIATION**

9

Cross Culture negotiation and Decision Making – Process of Negotiation and Needed Skills and Knowledge Base – International and Global business operations – Strategy formulation and implementation – Aligning strategy, Structure and culture in an organizational context.

**UNIT IV GLOBAL HUMAN RESOURCE MANAGEMENT**

9

Global Human Resource Management – Staffing and Training for global operation – Developing a global management cadre – motivating and leading – Developing values and behavioral necessary to build high performance organizational personnel.

**UNIT V CORPORATE CULTURE**

9

Corporate culture – One Nature Of Organizational Culture – Quality And Cross Culture – Designing the strategy for a Culture Change Building – Stages Of Cultural Adjustment – Culture Shock – Successful Implementation Of Culture Change Phase – Measurement Of Ongoing Improvement-Emerging Trends and Analytical cases.

**TOTAL HOURS : 45**

**TEXT BOOK(S):**

| Sl.No | Author(s)  | Title of the Book        | Publisher   | Year of Publication |
|-------|--|--------------------------|-------------|---------------------|
| 1     | Jerome Dumetz, Fons Trompenaars, Meredith Belbin | ross-Cultural Management | GreateSpace | 2012                |
| 2     | Mark P.Peterson                                  | ross-Cultural Management | Greatespace | 2014                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)        | Title of the Book                   | Publisher        | Year of Publication |
|-------|------------------|-------------------------------------|------------------|---------------------|
| 1     | David .C. Thomas | Cross cultural management           | Sage publication | 2014                |
| 2     | Mark F.Peterson  | Cross cultural Research             | Sage publication | 2015                |
| 3     | Jerome Dumetz    | Cross cultural management           | Greate Space     | 2012                |
| 4     | Neal .M.Ashnesay | Organisation culture and management | Greate Space     | 2010                |
| 5     | Geert hofstede   | Cultures and organizations          | Sage             | 2010                |

**Web URL**

1. [www.prenhall.com/deresky](http://www.prenhall.com/deresky)
2. [http:// globaledge. Msu .edu](http://globaledge.Msu.edu)
3. [www. Geert. hofstede .com](http://www.Geert.hofstede.com)
4. [http:// www. Franchise – international .net/](http://www.Franchise-international.net/)
5. [http:// www. Astd. Org](http://www.Astd.Org)

**16MBC31 PROJECT MANAGEMENT**

L T P C  
4 0 0 4

**COURSE OBJECTIVES**

- To understand the Project Selection Methods.
- To enable the student to understand the concept Work Break down Structure.
- To familiarize them with the implementation of PERT & CPM Networks.
- To gain insights about the importance of Data Collecting and reporting.
- To enable the student to Develop Types of project organizations.

  
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**COURSE OUTCOMES**

- Ability to prepare Project Formulation.
- Ability to apply Budget uncertainty and risk management.
- Ability to implement scheduling & resource allocation.
- The student would be able to relate the tools and techniques in designing the control
- Ability to implement Organization Design.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INTRODUCTION TO PROJECT MANAGEMENT**

12

Project Management – Definition –Goal - Lifecycles. Project Selection Methods. Project Portfolio Process– Project Formulation. Project Manager – Roles- Responsibilities and Selection – Project Teams.

**UNIT II PLANNING AND BUDGETING**

12

The Planning Process – Work Break down Structure – Role of Multidisciplinary teams. Budget the Project – Methods. Cost Estimating and Improvement. Budget uncertainty and risk management.

**UNIT III SCHEDULING & RESOURCE ALLOCATION**

12

PERT & CPM Networks - Crashing – Project Uncertainty and Risk Management – Simulation – Gantt Charts –Expediting a project – Resource loading and leveling. Allocating scarce resources – Goldratt’s Critical Chain.

**UNIT IV CONTROL AND COMPLETION**

12

The Plan-Monitor-Control cycle – Data Collecting and reporting – Project Control – Designing the control

**UNIT V PROJECT ORGANISATION & CONFLICT MANAGEMENT**

12

Formal Organisation Structure – Organisation Design – Types of project organizations. Conflict – Origin & Consequences. Managing conflict – Team methods for resolving conflict- Emerging Trends and Analytical Cases.

TOTAL HOURS: 60

**TEXT BOOKS:**

| Sl.No | Author(s)                     | Title of the Book   | Publisher              | Year of Publication |
|-------|-------------------------------|---|------------------------|---------------------|
| 1     | Clifford Gray and Erik Larson | Project Management  | Tata McGraw Hill       | 2013                |
| 2     | John M. Nicholas              | Project Management for Business and Technology- Principles and Practice | Pearson Education Hill | 2012                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)                       | Title of the Book                                     | Publisher                         | Year of Publication |
|-------|---------------------------------|---|-----------------------------------|---------------------|
| 1     | Gopalakrishnan, P. Banerji, A.K | Maintenance and SpareParts Management                 | Prentice Hall of India            | 2014                |
| 2     | Gido and Clements               | Successful Project Management                         | Thomson Learning                  | 2013                |
| 3     | Harvey Maylor                   | Project Management                                    | Pearson Education                 | 2011                |
| 4     | Joel Levitt                     | The Handbook of Maintenance                           | Industrial Press Inc., Publishing | 2012                |
| 5     | Lorenzo Fedele                  | Methodologies and Techniques for Advanced Maintenance | Springer Science & Business Media | 2013                |

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**WEB URLs**

1. <https://www.youtube.com/watch?v=M5LJtYTA7To>
2. <https://www.youtube.com/watch?v=dO6D9GezbBU>
3. [https://www.youtube.com/watch?v=Iq9tsp4d\\_pE](https://www.youtube.com/watch?v=Iq9tsp4d_pE)
4. <https://www.youtube.com/watch?v=vZY0ZL3izbE>
5. <https://www.youtube.com/watch?v=XuzPttYmGgc>

**16MBC32 LEAN MANUFACTURING**

**L T P C**  
**3 0 0 3**

**COURSE OBJECTIVES**

- To understand the principles behind lean manufacturing philosophy.
- To enable the student to understand the concept of Value Stream Mapping
- To familiarize them with the implementation of various lean manufacturing techniques.
- To gain insights about the importance of lean manufacturing and six sigma practices.
- To enable the student to develop product, process and demand flow.

**COURSE OUTCOMES**

- Ability to prepare demand process flow and layout.
- Ability to apply Kanban strategies to reduce inventory.
- Ability to implement lean philosophy.
- The student would be able to relate the tools and techniques of lean sigma to increase productivity
- Ability to implement of Lean manufacturing system.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I BENEFITS OF LEAN MANUFACTURING SYSTEM**

9

History and modern applications, MRP and their impact, Lean manufacturing model, Kanban Methodology, Continuing evaluation, Strategic Business Analysis.

**UNIT II UNDERSTANDING PRODUCT, PROCESS AND DEMAND**

9

Value Stream Mapping - Scope, Selecting parent parts, Lean line, Demand, Documenting process flow, Takt time, Process linking and Balancing. Imbalance Approach, Resource, Definition, Physical Layout, Designing 5S.

**UNIT III KANBAN STRATEGIES**

9

Process, Single, Multi Card system, Inventory Management, Advantages and Disadvantages. Team Establishment: Commitment, Physical facilitation, Management Structure.

**UNIT IV LEAN IMPLEMENTATION AND MILESTONES**

9

Software Requirement Milestones, Understanding process, Product and Materials. Checking, Factory design, Line startup.

**UNIT V LEAN LINE MANAGEMENT**

9

Matching Customer Demand, Customer Response Policy, Lean line optimization, Resistance to change.-Emerging Trends and Analytical Cases.

**TOTAL HOURS: 45**

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**TEXT BOOKS:**

| Sl.No | Author(s)  | Title of the Book      | Publisher        | Year of Publication |
|-------|--|------------------------|------------------|---------------------|
| 1.    | Michael L.George,<br>David Rowlands Bill<br>Kastle | What is Lean Six Sigma | Tata McGraw Hill | 2013                |
| 2     | Thomas Pyzdek                                      | The Six Sigma Handbook | McGraw-Hill      | 2012                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)   | Title of the Book  | Publisher                                       | Year of Publication |
|-------|---|--|---|---------------------|
| 1.    | Fred Soleimannejed  | Six Sigma, Basic Steps and Implementation  | Author House                                    | 2014                |
| 2     | Forrest W.<br>Breyfogle, III,<br>James M. Cupello,<br>Becki Meadows | Managing Six Sigma   | John Wiley & Sons                               | 2013                |
| 3     | James P. Womack,<br>Daniel T.Jones                                  | Lean Thinking  | Free Press<br>Business                          | 2011                |
| 4     | William M Feld  | Lean Manufacturing: Tools,<br>Techniques, and How to Use<br>Them Resource Management | CRC Press,<br>Expediting a<br>project. Resource | 2013                |
| 5     | Lonnie Wilson   | Lean Manufacturing   | Tata McGraw Hill                                | 2013                |

**WEB URLS**

1. [https://www.youtube.com/watch?v=kD7SePKuYXc&list=PLw-usKuQ1B0QyfT40c\\_97E\\_Qh6hOBcJh](https://www.youtube.com/watch?v=kD7SePKuYXc&list=PLw-usKuQ1B0QyfT40c_97E_Qh6hOBcJh)
2. <https://www.youtube.com/watch?v=Ba8ZyAmffAM>
3. <https://www.youtube.com/watch?v=qkZQxXJuqKo>
4. <https://www.youtube.com/watch?v=xbjAsdAK4xQ>
5. <https://www.youtube.com/watch?v=DiHzQjrLgS>

**16MBC33 SERVICE OPERATIONS MANAGEMENT**

**L T P C**  
**3 0 0 3**

**COURSE OBJECTIVES**

- To understand the role of services in economic development.
- To enable the students to understand the service design and management.
- To familiarize the students in the area of service productivity.
- To help understand how service performance can be improved by studying services operations management.
- To Capable of developing service strategies.

**COURSE OUTCOMES**

- Ability to manage service operations.
- Ability to use quantitative models for service management.
- Ability to measure performance of service operations.
- Ability to develop data envelopment analysis.
- Ability to design and operate a service business using the concepts, tools and techniques of service operations management.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

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|   |  |   |
|---|--|---|
| <b>UNIT I</b>   | <b>UNDERSTANDING SERVICES</b>                              | 9 |
| Introduction-Nature of services-Importance-Types of services-Service strategy-Strategy service vision, Generic strategies-Internet Strategies- Environmental Strategy- Role of services in the economy. |  |   |
| <b>UNIT II</b>  | <b>DESIGNING THE SERVICE ENTERPRISE</b>                    | 9 |
| New service development, Service blue print, Technology in services, Service quality, Process improvement in service encounter, Supporting facility and process Flows.                                  |  |   |
| <b>UNIT III</b>   | <b>MANAGING SERVICE OPERATIONS</b>                         | 9 |
| Managing Capacity and Demand, Managing Waiting Lines, Service Supply Relationships. Growth and Globalization of Services.   |  |   |
| <b>UNIT IV</b>  | <b>QUANTITATIVE MODELS FOR SERVICE MANAGEMENT</b>          | 9 |
| Capacity Planning and Queuing Models, Forecasting Demand for Services, Managing facilitating Goods.   |  |   |
| <b>UNIT V</b>   | <b>SERVICE PRODUCTIVITY AND MEASUREMENT OF PERFORMANCE</b> | 9 |
| Application of linear programming techniques through Data Envelopment Analysis, Application of DEA in service sectors-Emerging Trends & Analytical Cases.   |  |   |

**TOTAL HOURS: 45**

**TEXT BOOKS:**

| Sl.No | Author(s)  | Title of the Book   | Publisher        | Year of Publication |
|-------|--|---|------------------|---------------------|
| 1     | James A. Fitzsimmons   | Service Management – Operations, Strategy, Information Technology | Tata McGraw-Hill | 2012                |
| 2     | Richard Metters, Kathryn King-Metters, Madeleine Pullman, Steve Walton | Successful Service Operations Management, South-Western           | Cengage Learning | 2012                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)                              | Title of the Book   | Publisher              | Year of Publication |
|-------|--|---|------------------------|---------------------|
| 1     | J.A.Fitzsimmons and J. Mona            | Service Management: Operations, Strategy and Information Technology | Tata McGraw Hill       | 2012                |
| 2     | Metters, King Metters and Pullman      | Successful Service Operations Management                            | Thomson Learning       | 2012                |
| 3     | M. Heinke J                            | Managing Services, New Delhi  | Tata McGraw            | 2013                |
| 4     | Hacksever, Render, Russell and Murdick | Service Management and Operations                                   | Prentice Hall of India | 2013                |
| 5     | Zeithaml and Bitner                    | Service Marketing: Integrating Customer Focus Across the Firm       | Tata McGraw            | 2012                |

**WEB URLs**

- <https://www.youtube.com/watch?v=E0PSAlqeigg>
- <https://www.youtube.com/watch?v=Fno84qdMLAM>
- <https://www.youtube.com/watch?v=tO0jbEjvWYU>
- <https://www.youtube.com/watch?v=w0cD26CLBA0>
- <https://www.youtube.com/watch?v=a2QgdDk4Xjw>

**16MBC34 SUPPLY CHAIN AND LOGISTICS MANAGEMENT**

**L T P C  
3 0 0 3**

**COURSE OBJECTIVES**

- To introduce the concept of supply chain and logistics.
- To familiarize the key drivers of supply chain performance.
- To enable the students to understand the analytical tools necessary to solve supply chain
- To Use supply chain models and modeling system
- To Understand the scope and practice of business logistics and supply chain management

  
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**COURSE OUTCOMES**

- Ability to explain the strategic role of a supply chain in the business process.
- Ability to use key strategic drivers of supply chain performance for effective results.
- Ability to analyze the analytic methodologies for supply chain.
- Develop Network design and supply chain network optimization models.
- Student gains knowledge on effective management of the logistics and supply chain

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | X                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | X                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I SUPPLY CHAIN**

9

Fundamentals, Importance, Decision Phases, Process view, Supplier- Manufacturer-Customer chain, Supply chain performance: Drivers, Structuring supply chain.

**UNIT II OVERVIEW OF DEMAND FORECASTING IN THE SUPPLY CHAIN**

9

Aggregate planning, Managing predictable variability. Managing supply chain cycle inventory, Uncertainty, safety inventory, Determination of optimal level of product availability

**UNIT III DISTRIBUTION NETWORK DESIGN**

9

Role, factors influencing network, options, Value Addition. Models for facility location and capacity planning. Network design: Impact of uncertainty, decisions using decision trees. Distribution center location models. Supply chain network optimization models.

**UNIT IV LOGISTIC SYSTEM**

9

Evolution, Infrastructure and Networks. Freight management, route planning, and Containerization. Model characteristics, inter-model operators and transport economies. Ocean carrier management, import-export logistics management. Logistics outsourcing, 3PL / 4PL - Insurance.

**UNIT V TRANSACTIONAL LOGISTICS**

9

Framework and role of supply chain in e- business and b2b practices. Supply Chain IT Framework. International supply chain, GPS, Tracking system. Emerging Trends – Analytical cases

**TOTAL HOURS: 45**

**TEXT BOOKS:**

| Sl.No | Author(s)                                | Title of the Book                                       | Publisher                        | Year of Publication |
|-------|--|---|----------------------------------|---------------------|
| 1     | Ronald H. Ballou and Samir K. Srivastava | Business Logistics and Supply Chain Management          | Pearson education                | 2013                |
| 2     | Sunil Chopra and Peter Meindl            | Supply Chain Management-Strategy Planning and Operation | PHI Learning / Pearson Education | 2014                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)                   | Title of the Book                                | Publisher        | Year of Publication |
|-------|-----------------------------|--|------------------|---------------------|
| 1     | Bowersox Donald J Logistics | Management – The Integrated Supply Chain Process | Tata McGraw Hill | 2012                |
| 2     | Vinod V. Sople              | Logistics Management-The Supply Chain Imperative | Pearson          | 2012                |
| 3     | Coyle et al                 | The Management of Business Logistics             | Thomson Learning | 2014                |



|   |                                    |  |                           |      |
|---|------------------------------------|--|---------------------------|------|
| 4 | Mohanty R.P and<br>Deshmukh S.G    | Supply chain theories and<br>practices | Biztantra<br>publications | 2012 |
| 5 | Leenders,Johnson,<br>Flynn, Fearon | Purchasing and Supply Management       | Tata McGraw<br>Hill       | 2013 |

**WEB URLs**

1. <https://www.youtube.com/watch?v=a2QgdDk4Xjw&spfreload=10>
2. <https://www.youtube.com/watch?v=i8Hb9nqoBGk>
3. [https://www.youtube.com/watch?v=jH3hFJFzb18&list=PLFynRLNQ03H0x\\_ezVbvE68aitjZL8j3U5](https://www.youtube.com/watch?v=jH3hFJFzb18&list=PLFynRLNQ03H0x_ezVbvE68aitjZL8j3U5)
4. <https://www.youtube.com/watch?v=mqwM3MU2os8>
5. <https://www.youtube.com/watch?v=ZuQ200JAViA>

**16MBC35 TOTAL QUALITY MANAGEMENT**

**L T P C**  
**4 0 0 4**

**COURSE OBJECTIVES**

- To make the students understand the basic concepts of total quality management and appreciate its importance in today's business environment.
- To enable them to acquire required diagnostic skills and use various quality tools.
- To familiarize the students about the Quality Management System.
- To enable them to reduce the cost of quality.
- To Managing people in the process of implementing TQM.

**COURSE OUTCOMES**

- Capable of applying TQM concepts for improving the quality of products and services.
- Ability to Use tools and techniques of TQM for continuous improvement in quality.
- Ability to Implement Quality Management System.
- Capable to Apply of Quality control tools to maximize productivity by minimizing waste.
- Prepare organizations to bag quality awards.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INTRODUCTION**

Introduction and basic concepts, Definition of quality, Dimensions of quality, Evolution of TQM, TQM frame work

12

**UNIT II TQM IMPLEMENTATION**

Leadership for TQM, Deming's quality principle, TQM implementation, PDSA cycle, Quality Circles, Quality Council

12

**UNIT III PROCESS APPROACH TO TQM**

Process approach, Juran's Trilogy, Taguchi's loss function, Kaizen, Quality by design, 5S, ESI (Early Supplier Involvement)

12

**UNIT IV TOOLS AND TECHNIQUES**

Seven Old quality control tools, Total productive maintenance, Failure mode and effect Analysis, POKAYOKE, Six Sigma

12

**UNIT V QUALITY MANAGEMENT SYSTEMS**

Management systems for TQM, ISO 9000 & 14000 Quality management systems, Auditing and certification Process-Emerging Trends & Analytical Cases.

12

**TOTAL HOURS: 60**

  
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**TEXT BOOKS:**

| Sl.No | Author(s)  | Title of the Book                            | Publisher                    | Year of Publication |
|-------|--|--|------------------------------|---------------------|
| 1     | Dale H. Besterfield,<br>Hermant Urdhwareshe,<br>Rashmi Urdhwareshe | Total Quality Management                     | Pearson Education            | 2014                |
| 2     | Shridhara Bhat K   | Total Quality Management –<br>Text and Cases | Himalaya Publishing<br>House | 2012                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)                                | Title of the Book  | Publisher                                | Year of Publication |
|-------|--|--|--|---------------------|
| 1     | Douglas C.<br>Montgomery                 | Introduction to Statistical<br>Quality Control   | Wiley India Pvt<br>Limited               | 2012                |
| 2     | James R. Evans and<br>William M. Lindsay | The Management and<br>Control of Quality   | Thomson                                  | 2013                |
| 3     | M.Poornima                               | Total Quality Management   | Pearson Education First<br>Indian        | 2014                |
| 4     | M.Charantimath                           | Indian standard – quality<br>management systems –<br>Guidelines for performance<br>improvement | Bureau of Indian<br>standards, New Delhi | 2012                |
| 5     | L. Suganthi, Anand A.<br>Samuel          | Total Quality Management   | PHI Learning Pvt. Ltd.                   | 2014                |

**WEB URLs**

1. <https://www.youtube.com/watch?v=SMOQV2CyVQo>
2. <https://www.youtube.com/watch?v=42UgAS-U1-o>
3. <https://www.youtube.com/watch?v=hcg4gfoTy1U>
4. <https://www.youtube.com/watch?v=wbKnbdXr2xQ>
5. <https://www.youtube.com/watch?v=mX1JDxnL0ig>

**16MBC41 E-COMMERCE**

L T P C  
4 0 0 4

**COURSE OBJECTIVES**

- To enable the students to understand the concepts and methods of e-Commerce.
- To develop an understanding of the current practices and opportunities in electronic commerce.
- To give an insight about electronic payment system and its security.
- To increasing the sales through launching B2C and B2B Business Models.
- To understand the practices and technology to start an online business.

**COURSE OUTCOMES**

- Ability to use Online Business Models to improve the efficiency.
- Leverage Electronic Payment System to accelerate the collection process.
- Ability to address the issues of Security and Encryption for e-commerce.
- Capable to Ensuring safe transactions through Internet Security Protocols and Standards.
- Ability to know how to build and manage an e-business

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

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|  |           |
|--|-----------|
| <b>UNIT I FOUNDATIONS OF E-COMMERCE</b>  | <b>12</b> |
| Scope, Driving Forces, Impact, Benefits and Limitations, Basic Technology of the Internet, Web Technology, and e-Commerce.   |           |
| <b>UNIT II BUSINESS MODELS</b>   | <b>12</b> |
| Component of a Business Model, Online Business Models, Characteristics of B2B Models, Buyer, Supplier and Intermediate oriented Marketplace.   |           |
| <b>UNIT III RETAILING IN E-COMMERCE</b>  | <b>12</b> |
| Direct Marketing, Online Customer Service, Electronic Intermediaries, Procedure of Internet Shopping, Web Advertisement: Methods, Strategies, Intelligent Agents.                                      |           |
| <b>UNIT IV ELECTRONIC PAYMENT SYSTEM</b>   | <b>12</b> |
| Protocols, Security Schemes, Credit Card System, Debit Cards System, Electronic Fund Transfer, Smart Card, e- Cash, Unified Payment Systems.   |           |
| <b>UNIT V E-SECURITY</b>   | <b>12</b> |
| Designing for Security, Client and Server Security, Protection and Recovery, Encryption, Internet Security Protocols and Standards, Network security and firewalls-Emerging Trends & Analytical Cases. |           |
| <b>TOTAL HOURS: 60</b>   |           |

**TEXT BOOKS:**


| Sl.No | Author(s)  | Title of the Book                             | Publisher              | Year of Publication |
|-------|--|---|------------------------|---------------------|
| 1     | Harvey M.Deitel, Paul J.Deitel, Kate Steinbuhler                       | business and e-commerce for managers          | Pearson                | 2012                |
| 2     | Efraim Turban, Jae K. Lee, David King, Ting Peng Liang, Deborah Turban | Electronic Commerce –A managerial perspective | Pearson Education Asia | 2013                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)   | Title of the Book  | Publisher  | Year of Publication |
|-------|---|--|--|---------------------|
| 1     | Parag Kulkarni, Sunita Jahirabadkao, Pradeep Chande | E business   | Oxford University Press                                | 2012.               |
| 2     | Hentry Chan & el                                    | E-Commerce – fundamentals and Applications                     | Wiley India Pvt Ltd                                    | 2011                |
| 3     | Gary P. Schneider                                   | Electronic commerce  | Thomson course technology                              | 2012                |
| 4     | Bharat Bhasker                                      | Electronic Commerce – Frame work technologies and Applications | 3 <sup>rd</sup> Edition. Tata McGraw-Hill Publications | 2013                |
| 5     | Kalakota et al                                      | Frontiers of Electronic Commerce                               | Addison Wesley   | 2007                |

**WEB URLs**

1. <https://www.youtube.com/watch?v=KYdg5whIEvY>
2. <https://www.youtube.com/watch?v=wXgwbRP9FEs>
3. <https://www.youtube.com/watch?v=ouaR7-ffBFI>
4. <https://www.youtube.com/watch?v=I3RWfRmxDw>
5. <https://www.youtube.com/watch?v=rFVC6t1YkAE>

  
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16MBC42 BUSINESS INTELLIGENCE

L T P C  
3 0 0 3

**COURSE OBJECTIVES**

- To give an insight into Business Intelligence and its concepts.
- To enable the students in understanding project planning & development.
- To introduce the students to modern information technology.
- To know how to derive meaning form huge volume of data and information
- To understand discovering process used in business decision making

**COURSE OUTCOMES**

- Ability to take initiatives to use BI for Decision Support.
- Ability to plan and execute a BI Project.
- Ability to perform Meta Data Repository Analysis.
- Ability to Conduct Technical and Non-technical evaluation of Enterprise Infrastructure meant for BIDSS.
- Ability to Develop Metric for deliverables of BI Project.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INTRODUCTION ON BUSINESS INTELLIGENCE**

9

Definition – History & Evolution –Business Intelligence segments, Difference between Information and Intelligence, Defining Business Intelligence Value Chain, Factors of Business Intelligence System – Real Time Business Intelligence- Business Intelligence Applications.

**UNIT II BUSINESS INTELLIGENCE ESSENTIALS**

9

Introduction, Creating Business Intelligence Environment –Business Intelligence Landscape –Types of Business Intelligence – Business Intelligence Platform, Dynamic roles in Business Intelligence, Roles of Business Intelligence in modern Business Challenges in Business Intelligence.

**UNIT III BUSINESS INTELLIGENCE LIFECYCLE**

9

Business Intelligence Life Cycle – Enterprise Performance Life cycle- Human Factors in Business Intelligence Implementation – BI Strategy – Objectives and deliverables, Building a transformation roadmap – Parallel Development Tracks.

**UNIT IV BUSINESS INTELLIGENCE ISSUES AND CHALLENGES**

9

Critical challenges for business Intelligence –Business Intelligence Application Development methodology- Business analysis and Data Standardization- Creating cost effective enterprise friendly Business Intelligence Solution.

**UNIT V IMPLEMENTING BUSINESS INTELLIGENCE**

9

Implementation of Business Intelligence Solution-Business Intelligence Advantages, Managing Total cost of ownership & Business Intelligence – Business Intelligence Platform Capability Matrix- Emerging Trends & Analytical Cases.

TOTAL HOURS : 45

**TEXT BOOKS:**

| Sl.No | Author(s)       | Title of the Book  | Publisher      | Year of Publication |
|-------|-----------------|--|----------------|---------------------|
| 1     | Larissa T. Moss | Business Intelligence Roadmap                                | Addison Wesley | 2012                |
| 2     | Shaku Atre      | The complete project Lifecycle Decision Support Applications | Wiley India    | 2013                |

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**REFERENCE BOOKS:**

| Sl.No | Author(s)  | Title of the Book   | Publisher              | Year of Publication |
|-------|--|---|------------------------|---------------------|
| 1     | Elizabeth Vitt and Michael Luckevich Stacia Misner       | Business Intelligence   | Microsoft              | 2013.               |
| 2     | Z. Michalewicz M. Schmidt. M. Michalewicz and C. Chiriac | Adaptive Business Intelligence  | Springer –Verlag       | 2012                |
| 3     | Verlag, Galit Shmueli Nitin R. Patel and Peter C. Bruce  | Data Mining for Business Intelligence – Concepts, Techniques and Applications | Wiley India            | 2012.               |
| 4     | G. K. Gupta  | Introduction to Data mining with Case Studies                                 | Prentice hall of India | 2012                |
| 5     | Galit Shmueli, Nitin R. Patel and Peter C. Bruce         | Data Mining for Business Intelligence – Concepts, Techniques and Applications | Wiley, India           | 2013                |

**WEB URLs**

1. <https://www.youtube.com/watch?v=OY8zNNMISZo>
2. <https://www.youtube.com/watch?v=zhxLnvYNII Q>
3. [https://www.youtube.com/watch?v=fQp7HL\\_gSW4](https://www.youtube.com/watch?v=fQp7HL_gSW4)
4. <https://www.youtube.com/watch?v=l0Ihz5k4y4c>
5. <https://www.youtube.com/watch?v=bJdfKHrtn4w>

**16MBC43 KNOWLEDGE MANAGEMENT**

**L T P C**  
**3 0 0 3**

**COURSE OBJECTIVES**

- To enable the students to understand the fundamental concepts in Knowledge Management.
- To learn the Methods, Techniques and Tools of Knowledge Management.
- To understand the Ethical and legal issues in Knowledge Management
- To create an awareness about Disaster and Eco system.
- To enable the students to know the various styles of leadership.

**COURSE OUTCOMES**

- Ability to face the challenges in Building a Knowledge Management System.
- Ability to do the Knowledge Codification.
- Ability to use the Neural Networks as Learning Model.
- Able to manage the disaster
- To adopt different techniques of leading the people.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INTRODUCTION**

Understanding Knowledge: Data, Information and Knowledge, Types of Knowledge, Human thinking and Learning, Knowledge Management, System Life Cycle, Conventional vs. KM System Life Cycle, Challenges in Building KM System.

**UNIT II KNOWLEDGE CREATION AND CAPTURE** 9  
 Knowledge Transfer and Knowledge Sharing: Transfer as a Step in the Process, Transfer Methods, Role of Internet in Knowledge Transfer, and Knowledge Transfer in the e-world.

**UNIT III KNOWLEDGE CODIFICATION** 9  
 Knowledge Codification: Meaning, Reasoning for Codifying, Codification Tools and Procedures. Knowledge Developer's Skill Set, System Testing and Deployment: Knowledge Testing, Approaches to Logical Testing, Approaches to user Acceptance Testing, Managing the testing phase, KM System Deployment: Issues, User Training, Post Implementation Review.

**UNIT IV KM SYSTEM TOOLS AND PORTALS** 9  
 Role of NGO, Community based organization & Media, Disaster response, Police and other organization – Environment – Ecosystem & disasters –Aspects of environmental management for disaster risk reduction –Environmental Impact Assessment (EIA).

**UNIT V KNOWLEDGE LEADERSHIP** 9  
 Knowledge Leadership styles, Knowledge alignment with business strategies, Pragmatic knowledge development, Balancing knowledge and business management systems, Constructing knowledge infrastructure- Emerging Trends & Analytical Cases.

**TOTAL HOURS: 45**

**TEXT BOOKS:**


| Sl.No | Author(s)            | Title of the Book                             | Publisher               | Year of Publication |
|-------|----------------------|---|-------------------------|---------------------|
| 1     | Kimiz Dalkir         | Knowledge Management in Theory and Practice   | Butterworth – Heinemann | 2012                |
| 2     | J. Becker; M.J. Shaw | Information Systems and e-Business Management | Springer                | 2010                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)  | Title of the Book  | Publisher               | Year of Publication |
|-------|--|--|-------------------------|---------------------|
| 1     | Stuart Barnes                                      | Knowledge Management Systems – Theory and Practice                         | Cengage Learning        | 2012                |
| 2     | Steven Cavaleri and Sharon Seivert with Lee W. Lee | Knowledge Leadership – The Art and Science of Knowledge based organisation | Butterworth – Heinemann | 2013                |
| 3     | Shelda Debowski                                    | Knowledge Management   | Wiley India             | 2012                |
| 4     | Stuart Barnes                                      | Knowledge Management Systems – Theory and Practice                         | Cengage Learning        | 2012                |
| 5     | Yogesh Malhotra                                    | Knowledge Management and Virtual Organizations                             | IGI Group Inc (IGI)     | 2012                |

**WEB URLs**

1. <https://www.youtube.com/watch?v=JUZxaHj0FEI>
2. <https://www.youtube.com/watch?v=KYdg5whIEvY>
3. <https://www.youtube.com/watch?v=uKbL81xiVuQ>
4. <https://www.youtube.com/watch?v=ZHpcOx7LBkc>
5. <https://www.youtube.com/watch?v=skCEiEAzslM>

  
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**16MBC44 RELATIONAL DATABASE MANAGEMENT SYSTEM**

**L T P C**  
**4 0 0 4**

**COURSE OBJECTIVES**

- To enable the students to understand the concepts database.
- To enhance the knowledge of students in Relational Model.
- To help the students understand the issues involved in the operation of SQL,DML,DDL,DCL
- To enhance the Application of RDBMS Design and other SQL Functions.
- To Using the Hash Structure appropriately.

**COURSE OUTCOMES**

- Ability to choose appropriate Database Systems.
- Ability to structure Complex Queries.
- Leverage RAID System.
- Ability to Modeling analysis.
- Ability to Implement Hash Structure.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INTRODUCTORY CONCEPTS OF DBMS**

12

Introduction and application of DBMS – Purpose of database- Database System Architecture –Levels – Mapping -Database System Architecture – Levels –Mapping, Database Users and DBA-Difference between DBMS & RDMS.

**UNIT II RELATIONAL MODEL**

12

Structure of Relational databases, Design process.Constraints.Keys,Design issues E-R diagrams, Weak entry sets, extended E-R diagrams, Extended E-R features-Normalization-Advantages & Disadvantage of Relational DB Model

**UNIT III SQL MODEL**

12

Basics of SQL,DML,DDL,DCL-Creation ,Alteration & Defining Constraints –Functions-Aggregate Functions — Built in functions – Database Integrity, Security –Embedded SQL.

**UNIT IV RDBMS Design**

12

Business Information Requirement – Factors Influencing Database Design-Design Process – Conceptual Modeling analysis- Issues in Database design.

**UNIT V TRENDS IN DATABASE TECHNOLOGY**

12

File organization – Organisation of Records in Files-Indexing and Hashing – Static and Dynamic Hashing- Client Server technology – Data Warehousing –Data Classification – Threats & Risks – Recent trends in DBMS- Emerging Trends & Analytical Cases.

**TOTALHOURS: 60**

**TEXT BOOKS:**

| Sl.No | Author(s)   | Title of the Book                   | Publisher                   | Year of Publication |
|-------|---|-------------------------------------|-----------------------------|---------------------|
| 1     | Abraham Silberschatz, Henry F Korth and Sudhashan S | Database System Concepts            | New Delhi: Tata McGraw Hill | 2013                |
| 2     | C.J. Date   | An Introduction to database Systems | Addison Wesley              | 2012                |

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**REFERENCE BOOKS:**

| Sl.No | Author(s)                               | Title of the Book            | Publisher                            | Year of Publication |
|-------|---|------------------------------|--------------------------------------|---------------------|
| 1     | Rajesh Narang                           | Database Management Systems  | New Delhi: Prentice Hall of India    | 2013                |
| 2     | Gerald V Post                           | Database Management Systems  | New Delhi: Tata McGraw Hill          | 2012                |
| 3     | Raghu Ramakrishnan, and Johannesgerhrke | Data Base Management Systems | New Delhi: McGraw Hill International | 2013                |
| 4     | Rajesh Narang                           | Database Management Systems  | New Delhi: Prentice Hall of India    | 2014                |
| 5     | Gerald Database                         | Management Systems           | New Delhi: Prentice Hall of India    | 2012                |

**WEB URLS**

1. <https://www.youtube.com/watch?v=OTFUNdxqIaY>
2. [https://www.youtube.com/watch?v=c0\\_9Y8QAstg](https://www.youtube.com/watch?v=c0_9Y8QAstg)
3. <https://www.youtube.com/watch?v=xWRlu2NuZwY>
4. <https://www.youtube.com/watch?v=NvrpuBAMddw>
5. <https://www.youtube.com/watch?v=dVVVRE7QSo0>

**16MBC51 DISASTER MANAGEMENT**

**L T P C**  
**3 0 0 3**

**COURSE OBJECTIVES**

- To understand the basic concept in disaster Management
- To orient students about various natural & manmade disasters.
- To teach the concept and measures to be taken at different stages of disaster management.
- To understand types & categories of disasters.
- To provide broad understanding about compensation

**COURSE OUTCOMES**

- Application of disaster concepts to management
- Analyze relationship between development & disasters.
- Ability & Categories disasters.
- To undertake mitigation & Risk reduction system.
- Monitoring & evaluation plan for disaster response.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | x    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | x    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INTRODUCTION**

9

Natural Disasters – Meaning & nature of Natural disasters- Types and effects- Floods, drought, cyclone, earthquake, landslides, avanches, volcanic eruptions – heat & cold waves- Climatic changes – Global warming, sea level rise –Ozone depletion.

**UNIT II DISASTER CLARIFICATION -OVERVIEW**

9

Man made disasters – Air pollution – Water pollution –Deforestation – Industrial waste water pollution – Chemical disasters – Nuclear disasters – Accidents.

**UNIT III DISASTER RISK MANAGEMENT**

9

Disaster Management- Effect to migrate natural disaster at national and global levels, International strategy for disaster reduction – Concept of disaster Management – National disaster management Framework; Disaster Prevention & mitigation

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**UNIT IV ENVIRONMENT DISASTER**

9

Role of NGO, Community based Organization & Media, Disaster response, Police and other Organization – Environment – Ecosystem & Disasters –Aspects of environmental management for disaster risk reduction –Environmental Impact Assessment (EIA).

**UNIT V PLANNING FOR DISASTER MANAGEMENT**

9

Community hazard Profile in India – Compensation & Insurance – Disaster Management Policy – Organizational framework for Disaster Management in India- Emerging Trends & Analytical cases.

**TOTAL HOURS: 45**

**TEXT BOOKS:**

| Sl.No | Author(s)                                       | Title of the Book                     | Publisher         | Year of Publication |
|-------|---|---------------------------------------|-------------------|---------------------|
| 1     | Pardeep Sahni, Madhavi malalgoda and ariyabandu | Disaster risk reduction in south asia | PHI, New Delhi    | 2013                |
| 2     | Amita sinvhal                                   | derstanding earthquake disasters      | Tata Mc Graw Hill | 2013                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)                                   | Title of the Book                                 | Publisher  | Year of Publication |
|-------|---|---|--|---------------------|
| 1     | Pardeep sahani, Alka Dhameja and Uma medury | Disaster mitigation: Experiences and reflections  | PHI, New Delhi   | 2012                |
| 2     | Stephan Baas                                | Disaster Risk Management Systems Analysis         | A Guide Book Food and Agriculture Organization of the United Nations | 2013                |
| 3     | Harsh K. Gupta                              | Disaster Risk Management                          | Jain Book Publishers   | 2014                |
| 4     | Damon P. Coppola                            | Introduction to International Disaster Management | Butterworth-Heinemann Publisher, 3 <sup>rd</sup> revised             | 2015                |
| 5     | Larry .R. Collins                           | Disaster Management and Preparedness              | CRC Press Publisher  | 2014                |

**WEB URLs**

1. <https://www.youtube.com/watch?v=oRiLLd2hX0E>
2. [https://www.youtube.com/watch?v=7v17Vc0u\\_UM](https://www.youtube.com/watch?v=7v17Vc0u_UM)
3. <https://www.youtube.com/watch?v=cWYcXhMhJF4>
4. <https://www.youtube.com/watch?v=VqI0mWUrmqs>
5. <https://www.youtube.com/watch?v=CPGLBWq6z2o>

  
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**COURSE OBJECTIVES**

- To provide fundamental knowledge about environmental studies.
- To develop Knowledge base for demographic and environmental factors affecting business.
- To make them aware of environmental problems related to business.
- To inculcate environmental ethics & values.
- To know the impact of Environment.

**COURSE OUTCOMES**

- To know how to manage environment among human population growth.
- Enable them to balance the available energy.
- Make efficient in applying ecosystem concepts in business.
- Able to follow the EMS standards in trading.
- Implementation of corporate ethics and bio ethics in environment Management

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | X    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | X    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | X    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I INTRODUCTION TO ENVIRONMENT**

12

Meaning of Environment – Components – Structure of Environment – Functioning of Environment- Role of technology in Environmental disorders-Types of environment – Physical & cultural, Social, Political and Legal and their impact in business.

**UNIT II ENVIRONMENTAL MANAGEMENT STANDARDS**

12

Environmental management Standards – Corporate Responsibility for Environmental Protection – Objectives – Rationale of environmental standards – Concentration & mass standards- Evaluation Indicators and Benchmarking – Environment Management Plan.

**UNIT III ENVIRONMENTAL RISK ASSESSMENT & MANAGEMENT**

12

Environmental risk assessment framework – Factors – Techniques for Environmental Risk assessment – Environmental management Programs – Structure & Responsibility – Emergency Preparedness Plans – Risk Management Programs.

**UNIT IV ENVIRONMENTAL AUDIT & APPLICATIONS**

12

Environmental Performance indicators – Roles and Responsibilities of auditors –Corrective and Preventive actions – Applications of environmental Management system - Ethical and quality aspects of environmental Management Plan.

**UNIT V IMPLEMENTING BUSINESS INTELLIGENCE**

12

Environment Policy – Environmental aspect & Impact analysis – Environmental feasibility Evaluation – Operational Control – Monitoring & Measurement –Management Review-Emerging trends and Analytical cases.

**TOTAL HOURS: 60**

**TEXT BOOKS:**

| Sl. No | Author(s)                         | Title of the Book         | Publisher                                       | Year of Publication |
|--------|-----------------------------------|---------------------------|---|---------------------|
| 1      | Vijay Kulkarni, T. V. Ramachandra | Environmental Management  | The Energy and Resources Institute (TERI), 2012 | 2012                |
| 2      | Majid Husain                      | Environmental and Ecology | Amazon Books                                    | 2013                |

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**REFERENCE BOOKS:**

| Sl.No | Author(s)                                | Title of the Book                                 | Publisher  | Year of Publication |
|-------|--|---|--|---------------------|
| 1     | Muhamad Awang, Universiti Putra Malaysia | Environmental Management Standards                | Universiti Putra Malaysia Press                  | 2014                |
| 2     | Chris Barrow                             | Environmental Management and Development          | Publisher Routledge                              | 2013                |
| 3     | G N Pandey                               | Environmental Management                          | Vikas Publishing                                 | 2015                |
| 4     | Christopher J. Barrow                    | Environmental Management: Principles and Practice | Psychology Press                                 | 2012                |
| 5     | Michael J. Gilbert-Achieving             | Environmental Management Standards:               | A Step-by-step Guide to BS7750-Pitman, Publisher | 2013                |

**WEB URLs**

1. [https://www.youtube.com/watch?v=S-ZpnDX\\_mFA](https://www.youtube.com/watch?v=S-ZpnDX_mFA)
2. <https://www.youtube.com/watch?v=ADZDAc6MMdA>
3. <https://www.youtube.com/watch?v=VqI0mWUrmqs>
4. <https://www.youtube.com/watch?v=NSAHS5VWEnQ>
5. <https://www.youtube.com/watch?v=TmVzVvZ9QV>

**16MBC53 BUSINESS ETHICS**

L T P C  
3 0 0 3

**COURSE OBJECTIVES**

- To impart knowledge on business ethics.
- To study the code of ethics and cost of ethics and cost of ethics in business.
- To study the legal aspects of ethics.
- To study the environmental ethics & its implications in business.
- To enable students to critically examine ethical dilemmas

**COURSE OUTCOMES**

- To follow good morals and ethics in doing business.
- Train to provide collective agreement in diverse organization.
- To exhibit high levels of ethical performance and social responsibility.
- To create code of conduct in ethics training and communication
- To apply various ethical issues in MNC's.

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | X    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | X    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | X    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I AN OVERVIEW OF BUSINESS ETHICS**

9

Definition and Nature of Business ethics, Need and benefit of business ethics, History of the development of business ethics, Arguments for and against business ethics, Economic issues, Competitive issues, Legal and Regulatory Philanthropic issues, Framework for ethical decision making – Individual factors, Organizational factors, Corporate Governance — a dimension of Ethical making

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**UNIT II INDIVIDUAL & ORGANISATIONAL FACTOR** 9

Moral philosophy — definition and different perspectives, Teleology and Deontology, The relativist perspective, Virtue ethics, Justice and Fairness, Cognitive moral development, Moral reasoning, The role of Corporate Culture and Leadership, Structure and Business Ethics, Interpersonal relationships in organization, The role of opportunity and conflict

**UNIT III EXTERNAL CONTEXT** 9

The dimensions of pollution and resource depletion, the ethics of control, the ethics of conserving depletable resources. Consumers: - Markets and consumer Protection, Advertising Ethics, Consumer Privacy

**UNIT IV INTERNAL CONTEXT — EMPLOYEE** 9

Job discrimination -its nature, Discrimination —Utility, Rights And Justice, Affirmative action, Gender issues- Employee's Obligation to The Firm, Firms Obligation to the employees, Employee Rights, Need for Organizational ethics program, Code of Conduct .

**UNIT V BUSINESS ETHICS IN A GLOBAL ECONOMY** 9

Ethical Perceptions and International Business, Global values, the Multinational Corporation and various ethical issues, Cross Cultural, Cross Religion & Cross Racial Issues- Emerging trends & Analytical Cases.

**TOTALHOURS: 45**

**TEXT BOOKS:**


| Sl.No | Author(s)       | Title of the Book               | Publisher                | Year of Publication |
|-------|-----------------|---------------------------------|--------------------------|---------------------|
| 1     | Hartman Laura P | perspectives In Business Ethics | Mcgraw-Hill publications | 2012                |
| 2     | C.V. Baxi       | orporate Governance             | Excel Books publications | 2011                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)              | Title of the Book                 | Publisher                           | Year of Publication |
|-------|------------------------|-----------------------------------|-------------------------------------|---------------------|
| 1     | O C Ferrell            | Business ethics                   | Biztantra publications              | 2012                |
| 2     | P.S.Bajaj,Raj Agarawal | Business Ethics                   | Biztrantra publications             | 2014                |
| 3     | Steiner And Steiner    | Government And Society            | Mcgraw-Hill publications            | 2011                |
| 4     | Velasquez              | Business Ethics: Concepts & Cases | Prentice Hall Of India publications | 2013                |
| 5     | Prasad                 | Corporate Governance              | Prentice Hall Of India publications | 2011                |

**WEB URLs**

1. <https://www.youtube.com/watch?v=vmVu66Fpd9U>
2. [https://www.youtube.com/watch?v=2z\\_XeVCnQy8](https://www.youtube.com/watch?v=2z_XeVCnQy8)
3. <https://www.youtube.com/watch?v=XhkKmy1JCfY>
4. <https://www.youtube.com/watch?v=yhV4cWqIRas>
5. <https://www.youtube.com/watch?v=zjzfPARp14Q>

  
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**16MBC54 ENTREPRENEURSHIP DEVELOPMENT**

**L T P C**  
**4 0 0 4**

**COURSE OBJECTIVES**

- To impart basic entrepreneurial skills and qualities
- To understanding the entrepreneurial environments to run a business efficiently and effectively.
- To teach the business criteria and its evaluation techniques.
- To teach about the launch of the product and its funding methods.
- To study the management technique for preventing and rehabilitating sick units.

**COURSE OUTCOMES**

- Students will gain knowledge and skills needed to run a business.
- To analyze the business environments and loopholes for starting a business.
- To apply the evaluation technique for analyzing the criteria needed for business.
- To analyze the sources of funds to launch the product in the market.
- To apply the management techniques to overcome the problems in sick units

| Course Outcomes | Program Outcomes |     |     |     |     |     |     |     |     |      |      |      | PSOs |      |      |      |
|-----------------|------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|                 | PO1              | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 | PSO3 | PSO4 |
| 16MBA01.CO1     | x                | -   | -   | x   | -   | -   | x   | -   | -   | x    | -    | -    | x    | -    | -    | -    |
| 16MBA01.CO2     | -                | x   | x   | x   | -   | -   | -   | -   | x   | x    | -    | x    | -    | X    | -    | x    |
| 16MBA01.CO3     | -                | x   | -   | x   | -   | x   | -   | -   | -   | -    | -    | -    | x    | X    | -    | -    |
| 16MBA01.CO4     | x                | -   | x   | -   | x   | -   | -   | -   | -   | x    | -    | x    | -    | X    | -    | x    |
| 16MBA01.CO5     | -                | x   | x   | -   | -   | -   | -   | -   | -   | x    | -    | x    | x    | -    | -    | -    |

**UNIT I ENTREPRENEURSHIP PERSPECTIVES**

**12**

Entrepreneurship Concept – Entrepreneurship as a career – Entrepreneurial Personality – Characteristics of Successful , Entrepreneur – Knowledge and Skills of Entrepreneur-Challenges of Entrepreneur.

**UNIT II ENTEPRENEURIAL SUPPORT SYSTEM**

**12**

Policy Framework in India – Policies regarding SSI sector- Micro Small enterprises – Concessions & Incentives – Financial Institutions– NABARD, SIDCO, DIC & Functions – Development of Women Entrepreneurs – Export promotion facility for SMEs ,Global vision for Entrepreneur.

**UNIT III ENTERPRISE LAUNCHING**

**12**

Developing Business Idea – Product Selection process, Search, Screening & Evaluation of ideas – Developing a business plan – Environmental Analysis – Scanning –SWOT – Sources of capital.

**UNIT IV LAUNCHING OF SMALL BUSINESS**

**12**

Finance and Human Resource Mobilization Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, IT startups.

**UNIT V MANAGING OF SMALL BUSINESS**

**12**

Monitoring and Evaluation of Business-Preventing Sickness and Rehabilitation of Business Units – Effective Management of Small Business – Emerging Trends and Analytical Cases.

**TOTAL HOURS: 60**

**TEXT BOOKS:**

| Sl.No | Author(s)  | Title of the Book            | Publisher                              | Year of Publication |
|-------|------------|------------------------------|--|---------------------|
| 1     | Hisrich    | Entrepreneurship Development | Tata McGraw Hill, New Delhi            | 2011                |
| 2     | S.S.Khanka | Entrepreneurial Development  | S.Chand and Company Limited, New Delhi | 2012                |

**REFERENCE BOOKS:**

| Sl.No | Author(s)                | Title of the Book            | Publisher                   | Year of Publication |
|-------|--------------------------|------------------------------|-----------------------------|---------------------|
| 1     | P.N.Singh and J.C. Sabbu | Entrepreneurship Development | Tata McGraw Hill, New Delhi | 2011                |

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**Programme Code & Name: MB & Master of Business Administration**

|   |                          |  |  |      |
|---|--------------------------|--|--|------|
| 2 | S.S. KHANKA              | Entrepreneurial Development              | S.Chand & Co, S.Chand and Company Limited, New Delhi | 2012 |
| 3 | Vasanth Desai            | Dynamics of Entrepreneurship Development | PHI, New Delhi                                       | 2013 |
| 4 | Peter Drucker            | Innovations & Entrepreneurship           | Kalyani Publishers                                   | 2014 |
| 5 | P.N.Singh and J.C. Sabbu | Entrepreneurship Development             | Excel Books  | 2014 |

**WEB URLs**

1. <https://www.youtube.com/watch?v=USb83IKsPpE>
2. <https://www.youtube.com/watch?v=mXICLOSZVCA>
3. <https://www.youtube.com/watch?v=i5VFQkdjXR8>
4. <https://www.youtube.com/watch?v=cWa5rfNQR8>
5. <https://www.youtube.com/watch?v=dHDXatWfABw>

**16MBD01 SUMMER INTERNSHIP**

**L T P C**  
**0 0 2 1**

Summer Internship opting student has to undergo for an Industrial Training in an organization for the period of 2 weeks. The training report with the company certificate around 40 pages about the summer internship should be submitted before a review committee constituted by the HOD will be evaluated based on their presentation of the reports and Viva Voce examination. Evaluation report should be sent to the Controller of Examinations through the Principal.

**16MBD02 FIELD SURVEY**

**L T P C**  
**0 0 4 2**

The Field Survey shall carry 100 Marks and opting student has to go for a field visit and to submit the survey report during their course duration. The evaluation shall be based on Report (40%), Presentation (40%) and response to the questions asked during presentation (20%). The three members committee constituted by the Chairman of Board of Studies will evaluate the report and at end of the semester marks can be consolidated and taken as final mark.

**16MBD03 PROJECT WORK**

**L T P C**  
**0 0 30 15**

Every student shall undertake a Project Work in the area of Organizational/ Industrial / Social related problems or issues. In case of Project Work at industrial / research organization, the same shall be jointly supervised by a faculty supervisor and an expert from the organization. The Project work shall be evaluated for a maximum of 100 Marks of which 50 marks will be through internal assessment. There shall be three reviews for the final semester Project work of M.B.A to be conducted separately with 50 marks for Internals and 50 marks for Externals. The marks are to be distributed as detailed below.

| Continuous Assessment<br>50 Marks |                         |                          | End Semester Examination<br>50 Marks |                      |                           |                      |
|-----------------------------------|-------------------------|--------------------------|--------------------------------------|----------------------|---------------------------|----------------------|
| Review I<br>(10 Marks)            | Review II<br>(20 Marks) | Review III<br>(20 Marks) | Report Evaluation<br>(25 Marks)      |                      | Viva – Voce<br>(25 Marks) |                      |
| Review<br>Committee               | Review<br>Committee     | Review<br>Committee      | External<br>Examiner                 | Internal<br>Examiner | External<br>Examiner      | Internal<br>Examiner |
| 10                                | 20                      | 20                       | 15                                   | 10                   | 15                        | 10                   |

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