



# **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-2021



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**(An Autonomous Institution)**

(Approved by AICTE, Accredited by NAAC & NBA, Affiliated to Anna University)

Rasipuram - 637 408, Namakkal Dt, Tamil Nadu.

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## 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 instil 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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Board of Studies  
Department of MBA  
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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 Experimental 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

#### PROGRAMME EDUCATIONAL OBJECTIVES

**PEO1:** To impart the students with Analytical, Problem solving and Dynamic Decision-Making skills to handle challenges using Cutting-edge research tools and emerging technologies.

**PEO2:** To inculcate the graduates the Holistic approach to take up Leadership roles to empower Business organizations through Innovative Strategies and Policies by incorporating the Environment and Sustainability.

**PEO3:** Graduates will be Global Business Leaders and Managers with top notch Leadership and Problem-solving skills in the business world.

#### PROGRAMME OUTCOME

**PO1:** Graduates are available to improve their Knowledge about the Fundamentals of business it's functioning and current strategies adopted across Industries with the motive to fulfill the social outreach.

**PO2:** Graduates are expected to Collaborate and Lead teams across Organizational boundaries and Demonstrate leadership qualities, maximize the usage of diverse skills of team members in the related context.

**PO3:** Graduates are expected to develop effective oral and written Communication especially in Business applications, with the use of appropriate Technology (Business presentations, Digital communication, Social network platforms and so on).

**PO4:** Acquire the ability to apply the core aspects of Marketing, Negotiations and allied Disciplines in real market scenario for attaining targeted growth.

**PO5:** Understand the process of Human resource planning, Recruitment, Selection, Placement, Training and Development, Organizational Behaviour, HRD audit and Industrial relation to improve the overall Productivity and Efficiency of the Organization.

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**PO6:** Apply various Mathematical & Statistical tools, Information and Communication technologies, Business application software packages to do the Business analytics for solving the complex business problems.

**PO7:** Acquire Entrepreneurial traits to start and manage their own Innovative and sustainable businesses successfully with Ethics.

### **PROGRAMME SPECIFIC OBJECTIVES**

**PSO1:** Develop the students into Effective leaders and Administrators ready to face the challenges of corporate

**PSO2:** Inculcate the Social, Legal and Ethical responsibilities of business among the students to become responsible citizens of the country.



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**MUTHAYAMMAL ENGINEERING COLLEGE (Autonomous)**  
**Rasipuram – 637408.**

**Department** Department of Management Studies

**Programme** Master of Business Administration

**Grouping of Courses**

**I - Foundation Course**

Sl. No.	Course Code	Course Name	Hours/ Week			Credit
			L	T	P	C
1	21MBF01	Statistics for Managers	4	0	0	4
2	21MBF02	Management Concepts and Organizational Behaviour	3	0	0	3
3	21MBF03	Managerial Economics	3	0	0	3
4	21MBF04	Accounting for Decision Making	3	0	0	3
5	21MBF05	Legal Aspects of Business	4	0	0	4
6	21MBF06	Entrepreneurship Development	3	0	0	3
7	21MBF07	Information Management System	3	0	0	3
8	21MBF08	Event Management	3	0	0	3
9	21MBF09	Managerial Skills for Effectiveness	3	0	0	3
10	21MBF10	Computer Applications for Business	3	0	0	3
11	21MBF11	Business Communication	0	0	2	2
12	21MBF12	Indian Ethos	0	0	2	2

**II - Professional Core**

Sl. No.	Course Code	Course Name	Hours/ Week			Credit
			L	T	P	C
1	21MBC01	Quantitative Techniques for Decision Making	3	0	0	3
2	21MBC02	Financial Management	3	0	0	3
3	21MBC03	Human Resource Management	3	0	0	3
4	21MBC04	Operations Management	3	0	0	3
5	21MBC05	Business Research Methods	3	0	0	3
6	21MBC06	Business Analytics	3	0	0	3
7	21MBC07	Marketing Management	3	0	0	3
8	21MBC08	Strategic Management	4	0	0	4
9	21MBC09	International Business Management	4	0	0	4
10	21MBC10	Data analysis and Business Modelling (Laboratory)	0	0	4	2
11	21MBC11	Event Management(Laboratory)	0	0	4	2

  
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**III.A) Functional Specialization**

<b>1. Finance</b>						
Sl. No.	Course Code	Course Name	Hours/ Week			Credit
			L	T	P	C
1	21MBE01	Security Analysis and Portfolio Management	3	0	0	3
2	21MBE02	Financial Markets	3	0	0	3
3	21MBE03	Banking and Financial Services	3	0	0	3
4	21MBE04	Financial Derivatives	3	0	0	3
5	21MBE05	Financial Modelling	3	0	0	3
6	21MBE06	International Finance	3	0	0	3
7	21MBE07	Behavioural Finance	3	0	0	3

**2. Marketing**

Sl. No.	Course Code	Course Name	Hours/ Week			Credit
			L	T	P	C
1	21MBE11	Retail Marketing	3	0	0	3
2	21MBE12	Consumer Behaviour	3	0	0	3
3	21MBE13	Integrated Marketing Communication	3	0	0	3
4	21MBE14	Services Marketing	3	0	0	3
5	21MBE15	Sales and Distribution Management	3	0	0	3
6	21MBE16	Product and Brand Management	3	0	0	3
7	21MBE17	Digital Marketing	3	0	0	3

**3. Human Resource**

1	21MBE21	Strategic Human Resource Management	3	0	0	3
2	21MBE22	Industrial Relations and Labour Legislations	3	0	0	3
3	21MBE23	Organizational, design, change and development	3	0	0	3
4	21MBE24	Negotiation and conflict management	3	0	0	3
5	21MBE25	Reward and Compensation management	3	0	0	3
6	21MBE26	International Human Resource Management	3	0	0	3

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Programme Code & Name: MB & Master of Business Administration

<b>4. Operations Management</b>						
1	21MBE31	Supply Chain Management	3	0	0	3
2	21MBE32	Quality Management	3	0	0	3
3	21MBE33	Materials Management	3	0	0	3
4	21MBE34	Services Operations Management	3	0	0	3
5	21MBE35	Supply Chain Analytics	3	0	0	3
6	21MBE36	Project Management	3	0	0	3
<b>5. Business Analytics</b>						
1	21MBE41	Data Mining for Business Intelligence	3	0	0	3
2	21MBE42	Deep Learning and Artificial Intelligence	3	0	0	3
3	21MBE43	Social media web Analytics	3	0	0	3
4	21MBE44	E-Business Management	3	0	0	3
5	21MBE45	Enterprise Resource Planning	3	0	0	3
<b>III.B Sectoral Specialization</b>						
<b>1.Logistics and Supply Chain Management</b>						
1	21MBE51	Supply Chain Concepts and Planning	3	0	0	3
2	21MBE52	Sourcing and Supply Management	3	0	0	3
3	21MBE53	Supply Chain Inventory Management	3	0	0	3
4	21MBE54	Supply Chain Information System	3	0	0	3
5	21MBE55	Warehouse Management	3	0	0	3
6	21MBE56	Transportation and Distribution Management	3	0	0	3
7	21MBE57	Reverse and Contract Logistics	3	0	0	3
8	21MBE58	Air Cargo Management	3	0	0	3
9	21MBE59	Containerization and Allied Business	3	0	0	3
10	21MBE60	EXIM Management	3	0	0	3
11	21MBE61	Fundamentals of Shipping	3	0	0	3
12	21MBE62	Port and Terminal Management	3	0	0	3
<b>2.Infrastructure and Real Estate Management</b>						
1	21MBE66	Infrastructure Planning Scheduling and Control	3	0	0	3
2	21MBE67	Contracts and Arbitration	3	0	0	3
3	21MBE68	Project Management for Infrastructure	3	0	0	3

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Programme Code & Name: MB & Master of Business Administration

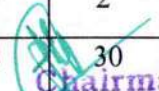
4	21MBE69	Management of Human Resources, Safety and Quality	3	0	0	3
5	21MBE70	Disaster Mitigation and Management	3	0	0	3
6	21MBE71	Economics and Financial Management in Construction	3	0	0	3
7	21MBE72	Urban Environmental Management	3	0	0	3
8	21MBE73	Smart Materials, Techniques and Equipments for Infrastructure	3	0	0	3
9	21MBE74	Strategic Airport Infrastructure Management	3	0	0	3
10	21MBE75	Real Estate Marketing and Management	3	0	0	3
11	21MBE76	Infrastructure and Real Estate Entrepreneurship	3	0	0	3
12	21MBE77	Valuation of Real Estate and Infrastructure Assets	3	0	0	3

**3. Tourism Management**

1	21MBE81	Tourism Principles and Practices	3	0	0	3
2	21MBE82	Travel Management	3	0	0	3
3	21MBE83	International Tourism	3	0	0	3
4	21MBE84	Tourism Geography	3	0	0	3
5	21MBE85	Culture and Heritage	3	0	0	3
6	21MBE86	Tourism Products in India	3	0	0	3
7	21MBE87	Accommodation and House Keeping Management	3	0	0	3
8	21MBE88	Travel Media and Public Relations	3	0	0	3
9	21MBE89	Destination Planning and Management	3	0	0	3
10	21MBE90	Tour Operations	3	0	0	3
11	21MBE91	Leisure and Recreation Management	3	0	0	3
12	21MBE92	Medical Tourism	3	0	0	3

**IV – Employability Enhancement Courses**

Sl. No.	Course Code	Course Name	Hours/ Week			Credit
			L	T	P	C
1	21MBP01	Summer Internship	0	0	2	2
2	21MBP02	Project Work	0	0	30	14


  
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MUTHAYAMMAL ENGINEERING COLLEGE (Autonomous) Rasipuram-637408 (Approved by AICTE, New Delhi & Affiliated to Anna University) MBA Model Curriculum – Regulation 2021						Curriculum PG R – 2021	
<b>Department</b>		<b>Department of Management Studies</b>					
<b>Programme</b>		<b>Master of Business Administration</b>					
<b>SEMESTER – I</b>							
Sl. No.	Course Code	Course Name	Hours / Week			Credit	
			L	T	P	C	
<b>THEORY</b>							
1	21MBF01	Statistics For Managers	4	0	0	4	
2	21MBF02	Management Concepts and Organizational Behaviour	3	0	0	3	
3	21MBF03	Managerial Economics	3	0	0	3	
4	21MBF04	Accounting for Decision Making	3	0	0	3	
5	21MBF05	Legal Aspects of Business	4	0	0	4	
6	21MBF06	Entrepreneurship Development	3	0	0	3	
7	21MBF07	Information Management System	3	0	0	3	
<b>PRACTICAL</b>							
8	21MBF11	Business Communication	0	0	2	2	
						<b>Total Credits</b>	<b>25</b>
<b>SEMESTER – II</b>							
Sl. No.	Course Code	Course Name	Hours / Week			Credit	
			L	T	P	C	
<b>THEORY</b>							
1	21MBC01	Quantitative Techniques for Decision Making	4	0	0	4	
2	21MBC02	Financial Management	4	0	0	4	
3	21MBC03	Human Resource Management	3	0	0	3	
4	21MBC04	Operations Management	3	0	0	3	
5	21MBC05	Business Research Methods	3	0	0	3	
6	21MBC06	Business Analytics	3	0	0	3	
7	21MBC07	Marketing Management	3	0	0	3	
<b>PRACTICAL</b>							
8	21MBC11	Event Management(Laboratory)	0	0	2	2	
						<b>Total Credits</b>	<b>25</b>

**Summer Internship [Course Code - 21MBP01]**

Summer Internship opting student has to undergo for an Industrial Training in an organization for the period of 4 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-Voice examination. Evaluation report should be sent to the Controller of Examinations through the Principal.

  
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SEMESTER – III						
Sl. No.	Course Code	Course Name	Hours/ Week			Credit C
			L	T	P	
<b>THEORY</b>						
1	21MBC08	Strategic Management	4	0	0	4
2	21MBC09	International Business Management	4	0	0	4
3		Elective Subject 1	3	0	0	3
4		Elective Subject 2	3	0	0	3
5		Elective Subject 3	3	0	0	3
6		Elective Subject 4	3	0	0	3
7		Elective Subject 5	3	0	0	3
8		Elective Subject 6	3	0	0	3
10	21MBP01	Summer Internship	0	0	2	2
Students can take 3 Elective subjects from two Functional specialisation (or) 6 Electives Subject from one Sectoral specialisation.						
<b>Total Credits</b>						<b>28</b>
SEMESTER – IV						
Sl. No.	Course Code	Course Name	Hours/ Week			Credit C
			L	T	P	
<b>PRACTICAL</b>						
1	21MBP02	Project Work	0	0	30	15
<b>Total Credits</b>						<b>15</b>

**COURSE COMPONENT SUMMARY**

S.No.	Subject Area	Credits Per Semester				Credits total	Percentage credits
		I	II	III	IV		
1.	FC	25	-	-	-	25	26.88
2.	PC	-	25	8	-	33	35.48
3.	PE	-	-	18	-	18	19.35
4.	EEC	-	-	2	15	17	18.27
<b>TOTAL</b>		<b>25</b>	<b>25</b>	<b>28</b>	<b>15</b>	<b>93</b>	

**TOTAL NO. OF CREDITS = 93**

  
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## **I – FOUNDATION COURSE**

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**21MBF01 STATISTICS FOR MANAGERS**

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

**COURSE OBJECTIVE:**

- 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:**

- To facilitate objective solutions in business decision making.
- To understand and solve business problems.
- To apply statistical techniques to data sets, and correctly interpret the results.
- To develop skill-set that is in demand in both the research and business environments.
- To enable the students to apply the statistical techniques in a work setting.

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBF01.CO1	x	-	-	x	-	-	x	x	-
21MBF01.CO2	-	x	x	x	-	-	-	-	x
21MBF01.CO3	-	x	-	x	-	x	-	x	x
21MBF01.CO4	x	-	x	-	x	-	-	-	x
21MBF01.CO5	-	x	x	-	-	-	-	x	-

**UNIT I INTRODUCTION**

**12**

Basic definitions and rules for probability, conditional probability independence of events, Baye's theorem, and random variables, Probability distributions: Binomial, Poisson, Uniform and Normal distributions.

**UNIT II SAMPLING DISTRIBUTION AND ESTIMATION**

**12**

Introduction to sampling distributions, sampling distribution of mean and proportion, application of central limit theorem, sampling techniques. Estimation: Point and Interval estimates for population parameters of large sample and small samples, determining the sample size.

**UNIT III TESTING OF HYPOTHESIS - PARAMETIRC TEST**

**12**

Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z- test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations. ANOVA one and two way.

**UNIT IV NON-PARAMETRIC TESTS**

**12**

Chi-square test for single sample standard deviation. Chi-square tests for independence of attributes and goodness of fit. Sign test for paired data. Rank sum test. Kolmogorov- Smirnov – test for goodness of fit, comparing two populations. Mann – Whitney U test and Kruskal Wallis test. One sample run test.

**UNIT V CORRELATION AND REGRESSION**

**12**

Correlation – Coefficient of Determination – Rank Correlation – Regression – Estimation of Regression line – Method of Least Squares – Standard Error of estimate.

**TOTAL HOURS: 60**

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**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Richard I. Levin, David S. Rubin	Statistics for Management	Pearson education, 8th edition	2017
2.	Prem. S. Mann	Introductory Statistics	Wiley Publications 9th Edition	2015

**REFERENCE BOOKS:**

SLNo	Author(s)	Title of the Book	Publisher	Year of Publication
1	T N Srivastava and Shailaja Rego	Statistics for Management	Tata McGraw-Hill Education	2017
2	Ken Black	Applied Business Statistics	WileyIndia Edition 7th Edition	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>



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**21MBF02 MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOR**

**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 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**

- 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 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	PSO1	PSO2
21MBF02.CO1	X	-	-	X	-	-	X	X	-
21MBF02.CO2	-	X	X	X	-	-	-	-	X
21MBF02.CO3	-	X	-	X	-	X	-	X	X
21MBF02.CO4	X	-	X	-	X	-	-	-	X
21MBF02.CO5	-	X	X	-	-	-	-	X	-

**UNIT I NATURE AND THEORIES OF MANAGEMENT**

**09**

Evolution of management Thought-Classical, Behavioural and Management Science Approaches  
Management- meaning, levels, management as an art or science, Managerial functions and Roles.

**UNIT II PLANNING AND ORGANISATION**

**09**

Planning - Steps in Planning Process - Scope and Limitations - Forecasting and types of Planning -  
Characteristics of a sound Plan - Management by Objectives (MBO) - Policies and Strategies - Scope  
and Formulation - Decision Making - Types, Techniques and Processes.

**UNIT III INDIVIDUAL BEHAVIOUR**

**09**

Meaning of Organizational behaviour, contributing disciplines, importance of organizational behaviour,  
Perception and Learning – Personality and Individual Differences - Motivation theories and Job  
Performance - Values, Attitudes and Beliefs.

**UNIT IV GROUP BEHAVIOUR**

**09**

Groups and Teams: Definition, Difference between groups and teams, Stages of Group Development,  
Group Cohesiveness, Types of teams, Group Dynamics - Leadership - Styles - Approaches - Power and  
Politics - Organisational Structure - Organisational Climate and Culture, Conflict: concept, sources,  
Types, Stages of conflict, Management of conflict Organisational Change and Development

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**UNIT V EMERGING ASPECTS OF ORGANIZATIONAL BEHAVIOUR**

09

Japanese Management Practices Organizational- Organizational behaviour across cultures - Conditions affecting cross cultural organizational operations, Managing International Workforce, Productivity and cultural contingencies, Cross cultural communication. Case Study in Organisational Business Models.

**TOTAL HOURS: 45**

**TEXT BOOKS:**


Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Andrew J. Dubrin	Essentials of Management	Thomson South-western, 10th edition	2016.
2.	Samuel C. Certo and S.Trevis Certo	Modern Management:	Pearson education, 15th edition	2018.

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Harold Koontz and Heinz Wehrich	Essentials of Management	Tata McGraw-Hill Education	2015
2	Charles W.L Hill and Steven L McShane	Principles of Management	McGraw Hill Education	2017.
3	Stephen P. Robbins, Timothy A.Judge	Organisational Behaviour	PHI Learning / Pearson Education	2014.
4	Fred Luthans	Organisational Behaviour	McGraw Hill	2013
5	Don Hellriegel, Susan E. Jackson and John W, Jr Slocum	Management: A competency-Based Approach	Thompson South Western	2008

**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>

  
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**21MBF03 MANAGERIAL ECONOMICS**

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

**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	PSO1	PSO2
21MBF03.CO1	x	-	-	x	-	-	x	x	-
21MBF03.CO2	-	X	x	x	-	-	-	-	x
21MBF03.CO3	-	X	-	x	-	X	-	x	x
21MBF03.CO4	x	-	x	-	x	-	-	-	x
21MBF03.CO5	-	X	x	-	-	-	-	x	-

**UNIT I INTRODUCTION**

9

The themes of economics – scarcity and efficiency – three fundamental economic problems – society’s capability – Production possibility frontiers (PPF) – Productive efficiency Vs economic efficiency – economic growth & stability – Micro economies and Macro economies – the role of markets and government – Positive Vs negative externalities.

**UNIT II CONSUMER AND PRODUCER BEHAVIOUR**

9

Market – Demand and Supply – Determinants – Market equilibrium – elasticity of demand and supply – consumer behaviour – consumer equilibrium – Approaches to consumer behaviour – Production – Short- run and long-run Production Function – Returns to scale – economies Vs diseconomies of scale – Analysis of cost – Short-run and long-run cost function – Relation between Production and cost function.

**UNIT III PRODUCT AND FACTOR MARKET**

9

Product market – perfect and imperfect market – different market structures – Firm’s equilibrium and supply – Market efficiency – Economic costs of imperfect competition – factor market – Land, Labour and capital – Demand and supply – determination of factor price – Interaction of product and factor market – General equilibrium and efficiency of competitive markets.

**UNIT IV PERFORMANCE OF AN ECONOMY – MACRO ECONOMICS**

9

Macro-economic aggregates – circular flow of macroeconomic activity – National income determination – Aggregate demand and supply – Macroeconomic equilibrium – Components of aggregate demand and national income – multiplier effect – Demand side management – Fiscal policy in theory.

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**UNIT V AGGREGATE SUPPLY AND THE ROLE OF MONEY**

9

Short-run and Long-run supply curve – Unemployment and its impact – Okun’s law – Inflation and the impact – reasons for inflation – Demand Vs Supply factors –Inflation Vs Unemployment trade off – Phillips curve –short-run and long-run –Supply side Policy and management- Money market- Demand and supply of money – money-market equilibrium and national income – the role of monetary policy. Analysis of current Economic Reports and Case Studies.

**TOTAL HOURS: 45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri and Anindya Sen	Economics	TataMcGraw Hill, New Delhi	2011
2.	William Boyes and Michael Melvin, 7th edition 2008.	Textbook of economics	Biztantra	2008

**REFERENCE BOOKS:**

SLNo	Author(s)	Title of the Book	Publisher	Year of Publication
1	N. Gregory Mankiw	Principles of Economics	Thomson learning, New Delhi, 2017	2017
2	Richard Lipsey and Alec Chrystal	Economics	Oxford, University Press, New Delhi, 2015	2015
3	Karl E. Case and Ray C. Fair	Principles of Economics	12th edition, Pearson, Education	2017
4	Panneerselvam. R,	Engineering Economics	2nd Edition, PHI Learning	2014

**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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**21MBF04 ACCOUNTING FOR DECISION MAKING**

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

**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 solvency 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	PSO1	PSO2
21MBF04.CO1	x	-	-	x	-	-	x	x	-
21MBF04.CO2	-	X	x	x	-	-	-	-	x
21MBF04.CO3	-	X	-	x	-	x	-	x	x
21MBF04.CO4	x	-	x	-	x	-	-	-	x
21MBF04.CO5	-	X	x	-	-	-	-	x	-

**UNIT I FINANCIAL ACCOUNTING**

9

Introduction to Financial, Cost and Management Accounting – Generally accepted accounting principles– Double Entry System – Preparation of Journal, Ledger and Trial Balance Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet - Reading the financial statements

**UNIT II ANALYSIS OF FINANCIAL STATEMENTS**

9

Financial ratio analysis, Interpretation of ratio for financial decisions - DuPont Ratios – Comparative statements - common size statements. Cash flow (as per Accounting Standard 3) and Funds flow statement analysis – Trend Analysis.

**UNIT III MARGINAL COSTING**

9

Marginal Costing and profit planning – Cost, Volume, Profit Analysis – Break Even Analysis

**UNIT IV MARGINAL DECISION MAKING**

9

Decision making problems -Make or Buy decisions -Determination of sales mix - Exploring new markets - Add or drop products -Expand or contract.

**UNIT V BUDGETING AND VARIANCEANALYSIS**

9

Budgetary Control – Sales, Production, Cash flow, fixed and flexible budget – Standard costing and Variance Analysis – (excluding overhead costing) -Accounting standards and accounting disclosure practices in India.

**TOTAL HOURS: 45**

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**TEXT BOOKS:**

SLNo	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:**

SLNo	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)

  
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21MBF05 LEGAL ASPECTS OF BUSINESS

L T P C  
4 0 0 4

**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.

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBF05.CO1	X	-	-	X	-	-	X	X	-
21MBF05.CO2	-	X	X	X	-	-	-	-	X
21MBF05.CO3	-	X	-	X	-	X	-	X	X
21MBF05.CO4	X	-	X	-	X	-	-	-	X
21MBF05.CO5	-	X	X	-	-	-	-	X	-

**UNIT I INDIAN CONTRACT ACT**

12

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**

12

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**

12

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

**UNIT IV COMPANY LAW**

12

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**

12

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

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**TOTAL HOURS: 60**

**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	Akhileshwar Pathak	Legal Aspects of Business	Tata McGrawhill	2012
5	P.P.S.Gogna	Mercantile Law	S.Chand & Co. ltd	2013

**WEB URLs**

1. <https://www.youtube.com/watch?v=ufhzchpkMSs>
2. <https://www.youtube.com/watch?v=FbH2HVWzHM8>
3. <https://www.youtube.com/watch?v=khqNPGG8B6I>
4. <https://www.youtube.com/watch?v=GfFIZMd9FUo>
5. <https://www.youtube.com/watch?v=aE2FLxpBg64>

  
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**21MBF06 ENTREPRENEURSHIP DEVELOPMENT**

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**3 0 0 3**

**COURSE OBJECTIVES:**

- To equip and develop the learners entrepreneurial skills and qualities essential to undertake business.
- To impart the learners' entrepreneurial competencies needed for managing business efficiently and effectively.
- To Prepare estimated planning for business
- To stimulate the students to start small scale business
- To evaluate the performance of the small business

**COURSE OUTCOMES:**

- The learners will gain entrepreneurial competence to run the business efficiently.
- The learners are able to undertake businesses in the entrepreneurial environment
- The learners are capable of preparing business plans and undertake feasible projects.
- The learners are efficient in launching and develop their business ventures successfully
- The learners shall monitor the business effectively towards growth and development.

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBF06.CO1	x	-	-	x	-	-	x	x	-
21MBF06.CO2	-	X	X	x	-	-	-	-	X
21MBF06.CO3	-	X	-	x	-	X	-	x	X
21MBF06.CO4	x	-	X	-	x	-	-	-	X
21MBF06.CO5	-	X	X	-	-	-	-	x	-

**UNIT I ENTREPRENEURIAL COMPETENCE**

**9**

Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful Entrepreneurs – Knowledge and Skills of an Entrepreneur.

**UNIT II ENTREPRENEURIAL ENVIRONMENT**

**9**

Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organisational Services - Central and State Government Industrial Policies and Regulations.

**UNIT III BUSINESS PLAN PREPARATION**

**9**

Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product – Ownership - Capital Budgeting- Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria.

**UNIT IV LAUNCHING OF SMALL BUSINESS**

**9**

Finance and Human Resource Mobilisation - Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, Start-ups.

**UNIT V MANAGEMENT OF SMALL BUSINESS**

**9**

Monitoring and Evaluation of Business - Business Sickness - Prevention and Rehabilitation of Business Units - Effective Management of small Business – Start up Case Studies. Business Plan Writing.

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**TOTAL HOURS: 45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	S.S.Khanka	Entrepreneurial Development	S.Chand and Company Limited	2016
2	R.D.Hisrich	Entrepreneurship	Tata McGraw Hill	2018

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Dr. Vasant Desai	Small Scale Industries and Entrepreneurship	HPH	2006

**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=PLVOgWA\\_DiGzWrMV\\_\\_M9...](https://www.youtube.com/playlist?list=PLVOgWA_DiGzWrMV__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.

  
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21MBF07 INFORMATION MANAGEMENT SYSTEM

L T P C  
3 0 0 3

**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:**

- Learn the basics of data and information system.
- Understand the system development methodologies.
- Understand database management system and its types.
- Learn the various technologies in information system and its security.
- Gains knowledge on effective applications of information systems in business.

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBF07.CO1	x	-	-	x	-	-	x	x	-
21MBF07.CO2	-	X	X	x	-	-	-	-	x
21MBF07.CO3	-	X	-	x	-	X	-	x	x
21MBF07.CO4	x	-	X	-	x	-	-	-	x
21MBF07.CO5	-	X	X	-	-	-	-	x	-

**UNIT I INTRODUCTION**

9

Data, Information, Information System, evolution, types based on functions and hierarchy, Enterprise and functional information systems.

**UNIT II SYSTEM ANALYSIS AND DESIGN**

9

System development methodologies, Systems Analysis and Design, Data flow Diagram (DFD), Decision table, Entity Relationship (ER), Object Oriented Analysis and Design (OOAD), UML diagram.

**UNIT III DATABASE MANAGEMENT SYSTEMS**

9

DBMS – types and evolution, RDBMS, OODBMS, RODBMS, Data warehousing, Data Mart, Data mining.

**UNIT IV INTEGRATED SYSTEMS, SECURITY AND CONTROL**

9

Knowledge based decision support systems, Integrating social media and mobile technologies in Information system, Security, IS Vulnerability, Disaster Management, Computer Crimes, Securing the Web.

**UNIT V NEW IT INITIATIVES**

9

Introduction to Deep learning, Big data, Pervasive Computing, Cloud computing, Advancements in AI, IoT, Block chain, Crypto currency, Quantum computing. Case Study of Emerging Trends in Information Management.

**TOTAL HOURS:45**

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**TEXT BOOKS:**

T

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Robert Schultheis and Mary Sumner	Management Information Systems	Tata McGraw Hill	2008
2	Kenneth C. Laudon and Jane P Laudon	Management Information Systems	Managing the Digital Firm 15th edition.	2018

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Panneerselvam. R	Database Management Systems	PHI Learning 3rd Edition	2018

**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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**21MBF08 EVENT MANAGEMENT**

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

**COURSE OBJECTIVE:**

- This course is designed to provide an introduction to the principles of event management.
- The course aims to impart knowledge on the various events and how these events can be organized successfully.
- To understand about marketing, planning and strategies of an successful event.
- To Enhance professional skills in event management for the Students
- To Analyse the safety measure of event management

**COURSE OUTCOMES:**

- Learning about structure and code of ethics of events
- Exploring and getting to know about event planning and regulations
- Understand about event marketing, planning and strategies
- Enhance professional skills in event management
- Analyse the safety measure of event management

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBF08.CO1	x	-	-	x	-	-	x	x	-
21MBF08.CO2	-	X	X	x	-	-	-	-	x
21MBF08.CO3	X	-	-	x	-	X	-	x	x
21MBF08.CO4	x	-	X	-	x	-	-	-	x
21MBF08.CO5	-	X	X	-	X	-	-	x	-

**UNIT I EVENT CONTEXT**

9

History & Evolution – Types of events – MICE – Types of Meeting, Trade Shows, Conventions, Exhibitions- Structure of event industry – Event Management as a profession – Perspectives on event: Government, Corporate & Community – Code of Ethics.

**UNIT II EVENT PLANNING & LEGAL ISSUES**

9

Conceptualizing the event – Host, sponsor, Media, Guest, Participants , Spectators – Crew – Design of concept – Theme and content development – Visualization – Event objectives – Initial planning – Budgeting – Event design and budget checklist – Preparation of functional sheets – Timing – Contracts and Agreements – Insurance, Regulation, Licence and Permits – Negotiation.

**UNIT III EVENT MARKETING**


9

Role of Strategic Marketing Planning - Pricing – Marketing Communication Methods & budget – Elements of marketing communication – Managing Marketing Communication – Role of Internet – Sponsorship – Event sponsorship – Strategy – Managing Sponsorships – Measuring & Evaluating sponsorship.

**UNIT IV EVENT OPERATION**

9

Site Selection – Types of location – Venue Requirements – Room, Stage, Audi-Visual, Lighting, Performers, Decors, Caterer, Photography & Videographer – Protocols – Guest list – Guest demographics– Children at event – Invitation – Media – Freelance Event Operation – Road show - Food & Beverage – Entertainment – Event Logistics – Supply of facilities  
Onsite logistics – Control of event logistics – Evaluation & Logistics.

  
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**UNIT V SAFETY & EVENT EVALUATION**

9

Risk assessment – Safety officer, Medical Manager – Venue, Structural safety – Food safety – Occupational safety – Fire Prevention – Sanitary facilities – Vehicle traffic – Waste Management. Event Impact – Event Evaluation Process – Service Quality - Customer Satisfaction.

**TOTAL HOURS: 45**

**TEXT BOOKS:**


Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Lynn Van Der Wagen	Event Management for Tourism, Cultural Business & Sporting Events	Pearson Publications	2014
2	Lynn Van Der Wagen, & Brenda R. Carlos	Successful Event Management	Cengage Learning, New Delhi	2010

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	K. Aswathappa	International Business	Tata McGraw Hill, New Delhi	2012
2	John D. Daniels and Lee H. Radebaugh	International Business	Pearson Education Asia, New Delhi	2012
3	Vyuptakesh Sharan	International Business	Pearson Education in South Asia, New Delhi	2011

**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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21MBF09 MANAGERIAL SKILLS FOR EFFECTIVENESS

L T P C  
3 0 0 3

**COURSE OBJECTIVES**

- To familiarize the students to the basic concepts of managerial skills in order to aid in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today business firms.
- Understand the concepts related to Business.
- Demonstrate the roles, skills and functions of management.
- Analyze effective application of PPM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.
- Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.

**COURSE OUTCOMES:**

- The students should be able to describe and discuss the elements of effective management.
- Discuss and apply the planning, organizing and control processes.
- Describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication.
- Communicate effectively through both oral and written presentation.
- Assigning the students to work with the team according to the industry requirement.

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBF09.CO1	x	-	-	x	X	-	x	x	-
21MBF09.CO2	-	X	X	x	-	-	-	-	x
21MBF09.CO3	-	-	-	x	-	X	-	x	x
21MBF09.CO4	x	-	X	-	x	-	-	-	x
21MBF09.CO5	-	X	X	-	X	-	-	x	x

**UNIT I – INTRODUCTION TO PERSONAL SKILLS**

9

Introduction to skills & personal skills Importance of competent managers, skills of effective managers, developing self-awareness on the issues of emotional intelligence, self-learning styles, values, attitude towards change, learning of skills and applications of skills– Negotiation and assertiveness skills.

**UNIT II – ORGANIZATIONAL CULTURE**

9

Building organizational culture– Building peer support for team's projects, Identifying operational and strategic gaps, identifying mentor to support professional development – role of Mentor in professional development – Leadership challenges and strategies in organizational development – Mapping personal leadership and Learning journey

**UNIT III – INTER PERSONAL SKILLS**

9

Building relationship Skills for developing positive interpersonal communication, importance of supportive communication, coaching and counselling, defensiveness and disconfirmation, principles of supportive communications. Personal interview management. Skill analysis and application on above areas. Reflective assessment on dimension of managerial success.

**UNIT IV– TEAM BUILDING**

9

Team building: Developing teams and team work, advantages of team, leading team, team membership. Team management, networking skills, interaction across business functions Skill development and skill application.

  
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**UNIT V – COMMUNICATION**

9

Communication related to course: oral presentations, conducting meetings, Meetings–preparation, importance and benefits of meetings, course of meetings, principles of chairing meetings, common mistakes and drawbacks. Reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing.

**TOTAL HOURS: 45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Andrew J. Dubrin	Essentials of Management, Thomson South western	Tata McGraw Hill	2012
2	Samuel C. Certo and Tervis Certo	Modern management: concepts and skills	Pearson education	2012

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Harold Koontz and Heinz Wehrich,	Essentials of management: An International & Leadership Perspective	Tata McGraw– Hill Education	2012
2	Don Hellriegel, Susan E. Jackson and John W. Slocum	Management– A competency–based approach	Thompson South Western	2008
3	Heinz Wehrich, Mark V Cannice and Harold Koontz	Management– A global entrepreneurial perspective	Tata McGraw Hill	2010

**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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**21MBF10 COMPUTER APPLICATIONS FOR BUSINESS**

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

**COURSE OBJECTIVES**

- Identify Computer Concepts terminology and concepts; basic operating system functionality and terminology; and internet browsers functionality.
- Apply basic and advanced formatting techniques skills to produce word processing documents, including Letters and Memos, Business Reports, Flyers, Newsletters.
- Demonstrate basic skills involving spreadsheet functions; create formulas, charts, and graphs; manipulate data; and generate reports including AutoFill, Absolute Cell References, Grouping sheets and linking formulas
- Develop a database; create and format tables, queries, and reports; and enter and modify table data.
- Develop and deliver business presentations using presentation software; Create presentations using text, visual and/or sound elements; use techniques as slide layout, themes, transitions and animations, charts and tables.

**COURSE OUTCOMES**

- The students will learn the basics of information systems, its application in business and the relationship among Organization, Technology and Management.
- The student will gain knowledge in generating business documents.
- The students will able to create effective Dash boards, evaluate the financial impact of Loans, Investments and Financial Viability of project options by using MS– Office Excel.
- The student will be acquainted with creating Database and Electronic Presentation
- The students will gain insight on applications of Computer Networks in Business.

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBF10.CO1	x	-	-	x	X	-	x	x	-
21MBF10.CO2	-	X	X	x	-	-	-	-	x
21MBF10.CO3	X	-	-	x	-	X	-	x	x
21MBF10.CO4	x	-	X	-	x	-	X	-	x
21MBF10.CO5	-	X	X	-	-	-	-	x	x

**UNIT I Relationship among Organization, Technology and Management**

**9**

Running and Managing a Business in the Digital Era – Strategic Business Objective of Information System Data and Information – Functions of an Information System – Dimensions of Information Systems – Business Information Value Chain – Contemporary Approaches to Information Systems –Business Processes and Information System – Systems for different Management Groups – HR – Finance– Operations – Marketing – Enterprise Application Architecture – SCM – CRM – KMS – Collaboration – Business Benefits of Collaboration and Social Business.

**UNIT II Application of MS – word in Business**

**9**

Microsoft Word – Menus and Tool Bar –Creating and Formatting Tables – Formatting of Letters – Quotation – Invoice – Purchase Order – Sales Order – Application of Mail Merge in Business – Designing the word document with Images and Graphs – Conversion of word to PDF and PDF to Word

**UNIT III Application of MS– Excel in Business**

**9**

Menus and Options in Excel – Types of Charts and Graphs – Pivot Table – Relational Operators – Financial Functions – Boolean – Logical Functions – Analyzing the financial impact of Loans and Investment – Amortization Schedule – Evaluating alternative project options.

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**UNIT IV Application of MS– Access and Power Point in Business**

9

Introduction to Microsoft Access – Creating a Database – Tables – Queries and Query Design – Introduction to Power Point – Tool bar – Icons – Commands – Navigation – Creation of Slides – Animation – Templates – Designing Presentations -Slide Show Controls – making notes on pages and Hand outs – Printing presentations – Customizing Presentations – Auto Content Wizard – Creating Links in Slide.

**UNIT V Computer Networks**

9

Overview of Network – Communication Processors – Communication Media – Types of Network – Network Topologies – Network Protocols – Network Architecture.

**TOTAL HOURS: 45**

**TEXT BOOKS:**

SLNo	Author(s)	Title of the Book	Publisher	Year of Publication
1	Kenneth C Laudon & Jane P Laudon	Management Information Systems– Managing the Digital Firm	Pearson India Education Services Pvt. Ltd	2017
2	Debra Gross, Frank Akaiwa, Karleen Nordquist	Succeeding in Business with Microsoft Excel 2013 – A Problem Solving Approach	Cengage Learning	2014

**REFERENCE BOOKS:**

SLNo	Author(s)	Title of the Book	Publisher	Year of Publication
1	Andrew S.Tanenbaum	Computer Networks	Pearson Education	2007
2	Ait Johri	Business Application Software	Himalaya Publication House	2012

**WEB URLs**

1. <https://www.youtube.com/watch?v=gGXaGJHdhw>
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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**21MBF11 BUSINESS COMMUNICATION**

**L T P C**  
**0 0 2 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	PSO1	PSO2
21MBF11.CO1	x	-	-	x	-	-	x	x	-
21MBF11.CO2	-	X	x	x	-	-	-	-	x
21MBF11.CO3	-	X	-	x	-	X	-	x	x
21MBF11.CO4	x	-	x	-	x	-	-	-	x
21MBF11.CO5	-	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 e-mail adopting e-mail etiquettes.

**TOTAL HOURS: 40**

  
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Programme Code & Name: MB & Master of Business Administration

**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	2017
2	Rajendra Pal, Korlahalli	Essentials of Business Communication.	S.Sultan Chand & Son	2018

**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	2017
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	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=WijP7ZBTJVUc>
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=2Kld7UhGX4Y>

  
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**21MBF12 INDIAN ETHOS**

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

**COURSE OBJECTIVES:**


- Indian Ethos and Personality Development
- Work ethos and ethics for Professional Managers
- Indian Values, Value Systems and Wisdom for modern managers
- Ethos in leadership development
- Indian system of learning – Gurukul system of learning, Law of humility, Law of growth, Law of responsibility

**COURSE OUTCOMES:**

- The learners are able to apply the basic concepts of Indian ethos and value systems at work.
  - The learners can handle issues of business ethics and offer solutions in ethical perspectives
  - The learners are professionally efficient and skilful in value systems and culture
  - The learners are capable in ethically manage business towards well being of the society.
  - The learners can be socially effective in undertaking business responsibilities.
- 
- a) Indian Ethos and Personality Development
  - b) Work ethos and ethics for Professional Managers
  - c) Indian Values, Value Systems and Wisdom for modern managers
  - d) Ethos in leadership development
  - e) Indian system of learning – Gurukul system of learning, Law of humility, Law of growth, Law of responsibility

**PEDAGOGY:**

1. Class discussions
2. Audio/Visual class presentations
3. Role plays
4. Experimental Group Exercise
5. Seminars
6. Industry based guest lectures

  
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## **II – PROFESSIONAL CORE**

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**21MBC01 QUANTITATIVE TECHNIQUES FOR DECISION MAKING**

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

**COURSE OBJECTIVE:**

- 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 OUTCOME:**

- 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	PSO1	PSO2
21MBC01.CO1	x	-	-	x	-	-	x	x	-
21MBC01.CO2	-	x	x	x	-	-	-	-	x
21MBC01.CO3	-	x	-	x	-	X	-	x	x
21MBC01.CO4	x	-	x	-	x	-	-	-	x
21MBC01.CO5	-	x	x	-	-	-	-	x	-

**UNIT I INTRODUCTION TO LINEAR PROGRAMMING (LP)**

**9**

Relevance of quantitative techniques in management decision making. Linear Programming -formulation, solution by graphical and simplex methods (Primal - Penalty, Two Phase), Special cases. Sensitivity Analysis.

**UNIT II LINEAR PROGRAMMING EXTENSIONS**

**9**

Transportation Models (Minimising and Maximising Problems) – Balanced and unbalanced Problems – Initial Basic feasible solution by N-W Corner Rule, Least cost and Vogel's approximation methods. Check for optimality. Solution by MODI / Stepping Stone method. Case of Degeneracy. Transshipment Models. Assignment Models (Minimising and Maximising Problems) – Balanced and Unbalanced Problems. Solution by Hungarian and Branch and Bound Algorithms. Travelling Salesman problem. Crew Assignment Models.

**UNIT III DECISION AND GAME THEORIES**

**9**

Decision making under risk – Decision trees – Decision making under uncertainty. Game Theory-Two-person Zero sum games-Saddle point, Dominance Rule, Convex Linear Combination (Averages), methods of matrices, graphical and LP solutions.

**UNIT IV INVENTORY AND REPLACEMENT MODELS**

**9**

Inventory Models – EOQ and EBQ Models (With and without shortages), Quantity Discount Models. Replacement Models-Individual replacement Models (With and without time value of money) – Group Replacement Models.

**UNIT V QUEUING THEORY AND SIMULATION**

9

Queuing Theory - single and multi-channel models – infinite number of customers and infinite calling source. Monte Carlo simulation – use of random numbers, application of simulation techniques.

**TOTAL HOURS: 45**

**TEXT BOOKS:**


Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	N. D Vohra	Quantitative Techniques in management	Tata McGraw Hill	2010
2	G.Srinivasan	Operations Research	Principles and Applications	2011

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Paneerselvam R	Operations Research	Prentice Hall of India	2008
2	Hamdy A Taha	Introduction to Operations Research	Prentice Hall India	2019
3	Bernard W.Taylor III	Introduction to Management Science	Pearson Ed	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>

  
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**21MBC02 FINANCIAL MANAGEMENT**

**L T P C**  
**4 0 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 OUTCOME:**

- 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	PSO1	PSO2
21MBC02.CO1	x	-	-	x	-	-	x	x	-
21MBC02.CO2	-	x	x	x	-	-	-	-	x
21MBC02.CO3	-	x	-	x	-	X	-	x	x
21MBC02.CO4	x	-	x	-	x	-	-	-	x
21MBC02.CO5	-	x	x	-	-	-	-	x	-

**UNIT I FOUNDATIONS OF FINANCE**

9

Introduction to finance- Financial Management – Nature, scope and functions of Finance, organization of financial functions, objectives of Financial management, Major financial decisions – Time value of money– features and valuation of shares and bonds – Concept of risk and return – single asset and of a portfolio.

**UNIT II INVESTMENT DECISIONS**

9

Capital Budgeting: Principles and techniques - Nature of capital budgeting- Identifying relevant cash flows Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index - Comparison of DCF techniques - Concept and measurement of cost of capital - Specific cost and overall cost of capital.

**UNIT III FINANCING AND DIVIDEND DECISION**

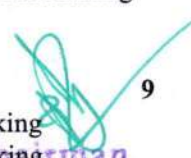
9

Leverages - Operating and Financial leverage – measurement of leverages – degree of Operating & Financial leverage – Combined leverage, EBIT – EPS Analysis- Indifference point. Capital structure – Theories – Net Income Approach, Net Operating Income Approach, MM Approach – Determinants of Capital structure. Dividend decision- Issues in dividend decisions, Importance, Relevance & Irrelevance theories- Walter’s – Model, Gordon’s model and MM model. – Factors determining dividend policy – Types of dividend policies – forms of dividend.

**UNIT IV WORKING CAPITAL MANAGEMENT**

9

Principles of working capital: Concepts, Needs, Determinants, issues and estimation of working capital - Receivables Management - Inventory management – Cash management - Working capital finance: Commercial paper, Company deposit, Trade credit, Bank finance.

  
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**UNIT V LONG TERM SOURCES OF FINANCE**

9

Indian capital market- New issues market- Secondary market - Long term finance: Shares, debentures and term loans, lease, hire purchase, venture capital financing, Private Equity.

**TOTAL HOURS : 45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	I M. Pandey	Financial Management	Vikas Publishing House Pvt. Ltd	2018
2	M.Y. Khan and P.K.Jain	Financial management, Text, Problems and Cases	Tata McGraw Hill	2017

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	AswathDam odaran	Corporate Finance Theory and practice	John Wiley & Sons	2011
2	James C. Vanhorne	Fundamentals of Financial Management	PHI Learning	2014
3	Brigham, Ehrhardt	Financial Management Theory and Practice	Cengage Learning	2015

**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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**21MBC03 HUMAN RESOURCE MANAGEMENT**

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

**COURSE OBJECTIVE:**

- 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:**

- Students would have gained knowledge on the various aspects of HRM
- Students will gain knowledge needed for success as a human resources professional.
- Students will develop the skills needed for a successful HR manager
- Students would be prepared to implement the concepts learned in the workplace.
- Students would be aware of the emerging concepts in the field of HRM

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBC03.CO1	x	-	-	x	-	-	x	x	-
21MBC03.CO2	-	x	x	x	-	-	-	-	x
21MBC03.CO3	-	x	-	X	-	X	-	x	x
21MBC03.CO4	x	-	x	-	x	-	-	-	x
21MBC03.CO5	-	x	x	-	-	-	-	x	-

**UNIT I PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT**

9

Evolution of human resource management – The importance of the human capital – Role of human resource manager –Challenges for human resource managers - trends in Human resource policies – Computer applications in human resource management.

**UNIT II HUMAN RESOURCE PLANNING AND RECRUITMENT**

9

Importance of Human Resource Planning – Forecasting human resource requirement – matching supply and demand - Internal and External sources- Organizational Attraction-. Recruitment, Selection, Placements, Induction.

**UNIT III TRAINING AND DEVELOPMENT**

9

Types of training methods –purpose- benefits- resistance. Executive development programme – Common practices - Benefits – Self development – Knowledge management.

**UNIT IV EMPLOYEE ENGAGEMENT**

9

Compensation plan – Reward – Motivation – Application of theories of motivation – Career management – Mentoring - Development of mentor – Protégé relationships- Job Satisfaction, Employee Engagement, Organizational Citizenship Behaviour: Theories, Models.

**UNIT V PERFORMANCE EVALUATION AND CONTROL**

9

Method of performance evaluation – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change. The control process – Importance – Methods – Requirement of effective control systems grievances – Causes – Implications – Redressal methods.

**TOTAL HOURS : 45**

**TEXT BOOKS:**


Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Gary Dessler and Biju Varkkey	Human Resource Management	Pearson Education Limited	2015
2	David A. Decenzo, Stephen.P.Robbins, and Susan L. Verhulst	Human Resource Management	Wiley, International Student Edition	2014

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Luis R.Gomez-Mejia, David B.Balkin, Robert L Cardy	Managing Human Resource	PHI Learning	2012
2	Bernadin	Human Resource Management	Tata Mcgraw Hill	2012
3	Wayne Cascio	Managing Human Resource	McGraw Hill	2015

**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=S7UiEIWyrX0>
3. [www.youtube.com/watch?v=xzazwGsmaNY](http://www.youtube.com/watch?v=xzazwGsmaNY)
4. <https://www.youtube.com/watch?v=r2AJjuAMzBY>
5. <https://www.youtube.com/watch?v=S17brCwNKvo>

  
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**21MBC04 OPERATIONS MANAGEMENT**

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

**COURSE OBJECTIVE:**

- 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:**

- Understanding of the evolution of operations management practices and world class manufacturing processes
- Knowledge about capacity planning, strategic sourcing and procurement in organizations
- Enhances the understanding of product development and design process
- Ability to forecast demand and overcome bottlenecks
- Provides insight to Quality management tools and practices

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBC04.CO1	X	-	-	X	-	-	X	X	-
21MBC04.CO2	-	X	X	X	-	-	-	-	X
21MBC04.CO3	-	X	-	X	-	X	-	X	X
21MBC04.CO4	X	-	X	-	X	-	-	-	X
21MBC04.CO5	-	X	X	-	-	-	-	X	-

**UNIT I INTRODUCTION TO OPERATIONS MANAGEMENT**

**9**

Operations Management – Nature, Importance, historical development, transformation processes, differences between services and goods, a system perspective, functions, challenges, current priorities, recent trends. Operations Strategy – Strategic fit, framework. Productivity; World-class manufacturing practices

**UNIT II OPERATIONS AND THE VALUE CHAIN**

**9**

Capacity Planning – Long range, Types, Developing capacity alternatives, tools for capacity planning. Facility Location – Theories, Steps in Selection, Location Models. Sourcing and procurement - Strategic sourcing, make or buy decision, procurement process, managing vendors.

**UNIT III DESIGNING OPERATIONS**

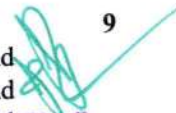
**9**

Product Design - Criteria, Approaches. Product development process - stage-gate approach - tools for efficient development. Process - design, strategy, types, analysis. Facility Layout – Principles, Types, Planning tools and techniques.

**UNIT IV PLANNING AND CONTROL OF OPERATIONS**

**9**

Demand Forecasting – Need, Types, Objectives and Steps - Overview of Qualitative and Quantitative methods. Operations planning - Resource planning - Inventory Planning and Control. Operations Scheduling - Theory of constraints - bottlenecks, capacity constrained resources, synchronous manufacturing

  
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**UNIT V QUALITY MANAGEMENT**

9

Definitions of quality, The Quality revolution, quality gurus; TQM philosophies; Quality management tools, certification and awards. Lean Management - philosophy, elements of JIT manufacturing, continuous improvement. Six sigma.

**TOTAL HOURS: 45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Richard B. Chase, Ravi Shankar, F. Robert	Operations and Supply Chain Management	McGraw Hill Education (India) Pvt. Ltd	2014
2	Jacobs Mahadevan B	Operations management: Theory and practice	Pearson Education India	2015

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	William J Stevenson	Operations Management	Tata McGraw Hill	2009
2	Norman Gaither and Gregory Frazier	Operations Management	South Western Cengage Learning	2015
3	Cecil C. Bozarth, Robert B. Handfield	Introduction to Operations and Supply Chain Management	Pearson	2016

**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>

  
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**21MBC05 BUSINESS RESEARCH METHODS**

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

**COURSE OBJECTIVE:**

- 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	PSO1	PSO2
21MBC05.CO1	x	-	-	x	-	-	x	x	-
21MBC05.CO2	-	x	x	x	-	-	-	-	x
21MBC05.CO3	-	x	-	x	-	X	-	x	x
21MBC05.CO4	x	-	x	-	x	-	-	-	x
21MBC05.CO5	-	x	x	-	-	-	-	x	-

**UNIT I INTRODUCTION**

9

Business Research – Definition and Significance – the research process – Types of Research – Exploratory and causal Research – Theoretical and empirical Research – Cross –Sectional and time – series Research – Research questions / Problems – Research objectives – Research hypotheses – characteristics – Research in an evolutionary perspective – the role of theory in research.

**UNIT II RESEARCH DESIGN AND MEASUREMENT**

9

Research design – Definition – types of research design – exploratory and causal research design – Descriptive and experimental design – different types of experimental design – Validity of findings – internal and external validity – Variables in Research – Measurement and scaling – Different scales – Construction of instrument – Validity and Reliability of instrument.

**UNIT III DATA COLLECTION**

9

Types of data – Primary Vs Secondary data – Methods of primary data collection – Survey Vs Observation – Experiments – Construction of questionnaire and instrument – Types of Validity – Sampling plan – Sample size – determinants optimal sample size – sampling techniques – Sampling methods.

**UNIT IV DATA PREPARATION AND ANALYSIS**

9

Data Preparation – editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses – Applications of Bivariate and Multivariate statistical techniques, Factor analysis, Discriminant analysis, Cluster analysis, Multiple regression and Correlation, Multidimensional scaling – Conjoint Analysis – Application of statistical software for data analysis.

**UNIT V REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH**

9

Research report –Types – Contents of report – need for executive summary – cauterization – contents of chapter – report writing – the role of audience – readability – comprehension – tone – final proof – report format – title of the report – ethics in research – Ethics in research – Subjectivity and Objectivity in research.

**TOTAL HOURS : 45**

**TEXT BOOKS:**


SLNo	Author(s)	Title of the Book	Publisher	Year of Publication
1	Donald R. Cooper, Pamela S. Schindler and	Business Research methods	Tata Mc Graw Hill, New Delhi	2012
2	Alan Bryman J K Sharma and Emma Bell	Business Research methods	Oxford University Press, New Delhi	2011

**REFERENCE BOOKS:**

SLNo	Author(s)	Title of the Book	Publisher	Year of Publication
1	Uma Sekaran and Roger Bougie	Research methods for Business	Wiley India, New Delhi	2012
2	William G Zikmund, Barry J Babin, Jon C.Carr, AtanuAdhikari, Mitch Griffin	Business Research methods, A South Asian Perspective	Cengage Learning, New Delhi	2012
3	Panneerselvam. R	Research Methodology	PHI Learning	2014

**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>

  
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**21MBC06 BUSINESS ANALYTICS**

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

**COURSE OBJECTIVES:**

- Use business analytics for decision making
- To apply the appropriate analytics and generate solutions
- Model and analyse the business situation using analytics.
- To Apply Predictive Analysis Modelling and procedure
- To Know the Demonstrating Business Performance Improvement

**COURSE OUTCOMES:**

- Ability to understand the role of Business Analytics in decision making
- Ability to identify the appropriate tool for the analytics scenario
- Ability to apply the descriptive analytics tools and generate solutions
- Understanding of Predictive Analytics and applications
- Knowledge of Prescriptive Analytics and demonstrating business process improvement

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBC06.CO1	x	-	-	x	-	-	x	x	-
21MBC06.CO2	-	x	x	x	-	-	-	-	x
21MBC06.CO3	-	x	-	x	-	X	-	x	x
21MBC06.CO4	x	-	x	-	x	-	-	-	x
21MBC06.CO5	-	x	x	-	-	-	-	x	-

**UNIT I INTRODUCTION TO BUSINESS ANALYTICS (BA) 9**

Business Analytics - Terminologies, Process, Importance, Relationship with Organisational Decision Making, BA for Competitive Advantage.

**UNIT II MANAGING RESOURCES FOR BUSINESS ANALYTICS 9**

Managing BA Personnel, Data and Technology. Organisational Structures aligning BA. Managing Information policy, data quality and change in BA.

**UNIT III DESCRIPTIVE ANALYTICS 9**

Introduction to Descriptive analytics - Visualising and Exploring Data - Descriptive Statistics - Sampling and Estimation - Probability Distribution for Descriptive Analytics - Analysis of Descriptive analytics

**UNIT IV PREDICTIVE ANALYTICS 9**

Introduction to Predictive analytics - Logic and Data Driven Models - Predictive Analysis Modelling and procedure - Data Mining for Predictive analytics. Analysis of Predictive analytics

**UNIT V PRESCRIPTIVE ANALYTICS 9**

Introduction to Prescriptive analytics - Prescriptive Modelling - Non Linear Optimisation - Demonstrating Business Performance Improvement.

**TOTAL HOURS: 45**

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**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Marc J. Schniederjan s, Dara G. Schniederjan s and Christopher	Business Analytics Principles, Concepts, and Applications - What, Why, and How	Pearson Ed	2014
2	M. StarkeyChristian Albright S and Wayne L. Winston	Business Analytics - Data Analysis and Decision Making	Cengage Learning	2015

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	James R. Evans	Business Analytics - Methods, Models and Decisions	Pearson Ed	2012

**WEB URLs**

1. <https://www.youtube.com/watch?v=aHyC38rfrkI>
2. <https://www.youtube.com/watch?v=aHyC39rfrkI>  
<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=wSqV6cHcGq>



21MBC07 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 behaviour 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	PSO1	PSO2
21MBC07.CO1	x	-	-	x	-	-	x	x	-
21MBC07.CO2	-	x	x	x	-	-	-	-	x
21MBC07.CO3	-	x	-	x	-	X	-	x	x
21MBC07.CO4	x	-	x	-	x	-	-	-	x
21MBC07.CO5	-	x	x	-	-	-	-	x	-

**UNIT I INTRODUCTION**

9

Defining Marketing – Core concepts in Marketing – Evolution of Marketing – Marketing Planning Process-Scanning Business environment: – Marketing interface with other functional areas – Production, Finance, Human Relations Management, Information System – Marketing in global environment – International Marketing-Rural Marketing – Prospects and Challenges.

**UNIT II MARKETING STRATEGY**

9

Marketing strategy formulations – Key Drivers of Marketing Strategies - Strategies for Industrial Marketing -Consumer Marketing – Services marketing – Competition Analysis – Analysis of consumer and industrial markets – Strategic Marketing Mix components

**UNIT III MARKETING MIX DECISIONS**

9

Product planning and development – Product life cycle – New product Development and Management – Defining Market Segmentation – Targeting and Positioning – Brand Positioning and Differentiation – Channel Management – Managing Integrated Marketing Channels – Managing Retailing, Wholesaling and Logistics – Advertising and Sales Promotions – Pricing Objectives, Policies and Methods.

**UNIT IV BUYER BEHAVIOUR**

9

Understanding Industrial and Consumer Buyer Behaviour – Influencing factors – Buyer Behaviour Models-Online buyer behaviour – Building and measuring customer satisfaction – Customer relationships management – Customer acquisition, Retaining, Defection.

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

9

Marketing Information System – Marketing Research Process – Concepts and applications: Product – Advertising – Promotion – Consumer Behaviour – Retail research – Customer driven organizations - Ethics in marketing – Online marketing trends.

**TOTAL HOURS: 45**

**TEXT BOOK:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Philip T. Kotler and Kevin Lane Keller	Marketing Management	Prentice Hall India	2017
2	KS Chandrasekar	Marketing management-Text and Cases	Tata McGraw Hill Education	2012

**REFERENCE BOOK:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Lamb, Hair, Sharma, Mc Daniel	Marketing – An Innovative approach to learning and teaching- A south Asian perspective	Cengage Learning	2012
2	Paul Baines, Chris Fill, Kelly Page	Marketing	Oxford University	2015
3	Ramasamy, V.S, Namakumari, S	Marketing Management: Global Perspective Indian Context	Macmillan Education, New Delhi	2018

**WEB URLs**

1. <https://www.youtube.com/watch?v=qWlhztI0ooo>
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>

  
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**21MBC08 STRATEGIC MANAGEMENT**

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

**COURSE OBJECTIVE:**

- 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	PSO1	PSO2
21MBC08.CO1	X	-	-	X	-	-	X	X	-
21MBC08.CO2	-	X	X	X	-	-	-	-	X
21MBC08.CO3	-	X	-	X	-	X	-	X	X
21MBC08.CO4	X	-	X	-	X	-	-	-	X
21MBC08.CO5	-	X	X	-	-	-	-	X	-

**UNIT I STRATEGY AND PROCESS**

9

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

**UNIT II COMPETITIVE ADVANTAGE**

9

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

**UNIT III STRATEGIES**

9

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

**UNIT IV STRATEGY IMPLEMENTATION & EVALUATION**

9

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

  
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**UNIT V OTHER STRATEGIC ISSUES**

9

Managing Technology and Innovation - Strategic issues for Non Profit organisations.

New Business Models and strategies for Internet Economy-case study Challenges in Strategic Management: Introduction, Strategic Management as an Organisational Force, Dealing with Strategic Management in Various Situations, Strategic Management Implications and Challenges Recent Trends in Strategic Management: Introduction, Strategic Thinking, Organisational Culture and its Significance, Organisational Development and Change, Change Management, Strategic management in a new globalised economy.

**TOTAL HOURS: 45**

**TEXT BOOKS:**


Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Hill	Strategic Management: An Integrated approach	Wiley	2012
2	John A.Parnell	Strategic Management, Theory and practice	Biztantra	2012

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Azhar Kazmi	Strategic Management and Business Policy	Tata McGraw Hill	2008
2	AdriauH Aberberg and Alison Rieple	Strategic Management Theory & Application	Oxford University	2008
3	Lawerence G. Hrebiniak	Making strategy work	Pearson	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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**21MBC09 INTERNATIONAL BUSINESS MANAGEMENT**

**L T P C**  
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**COURSE OBJECTIVE:**

- 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	PSO1	PSO2
21MBC09.CO1	x	-	-	x	-	-	x	x	-
21MBC09.CO2	-	x	x	x	-	-	-	-	x
21MBC09.CO3	-	x	-	x	-	X	-	x	x
21MBC09.CO4	x	-	x	-	x	-	-	-	x
21MBC09.CO5	-	x	x	-	-	-	-	x	-

**UNIT I AN OVERVIEW OF INTERNATIONAL BUSINESS**

**9**

Definition and drivers of International Business- Changing Environment of International Business- Country attractiveness- Trends in Globalization- Effect and Benefit of Globalization-International Institution: UNCTAD Basic Principles and Major Achievements, Role of IMF, Features of IBRD, Role and Advantage of WTO.

**UNIT II THEORIES OF INTERNATIONAL TRADE AND INVESTMENT**

**9**

Theories of International Trade: Mercantilism, Absolute Advantage Theory, Comparative Cost Theory, Hecksher-Ohlin Theory-Theories of Foreign Direct Investment: Product Life Cycle, Eclectic, Market Power, Internationalisation Instruments of Trade Policy: Voluntary Export Restraints, Administrative Policy, Antidumping Policy, Balance of Payment.

**UNIT III GLOBAL ENTRY**


**9**

Strategic compulsions— Strategic options – Global portfolio management- Global entry strategy, different forms of international business, advantages - Organizational issues of international business – Organizational structures – Controlling of international business, approaches to control – Performance of global business, performance evaluation system.

**UNIT IV PRODUCTION, MARKETING, FINANCIALS OF GLOBAL BUSINESS**

**9**

Global production: Location, scale of operations- cost of production- Standardization Vs Differentiation- Make or Buy decisions- global supply chain issues- Quality considerations. Globalization of markets: Marketing strategy- Challenges in product development- pricing- production and channel management. Foreign Exchange Determination Systems: Basic Concepts-types of Exchange Rate Regimes- Factors Affecting Exchange Rates.

  
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**UNIT V HUMAN RESOURCE MANAGEMENT IN INTERNATIONAL BUSINESS**

9

Selection of expatriate managers- Managing across cultures -Training and development- Compensation- Disadvantages of international business – Conflict in international business- Sources and types of conflict– Conflict resolutions – Negotiation –Ethical issues in international business – Ethical decision-making.

**TOTAL HOURS: 45**

**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 McGraw Hill, New Delhi	2010
2	Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet,	International Business	Cengage Learning, New Delhi	2010

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	K. Aswathappa	International Business	Tata Mc Graw Hill, New Delhi	2012
2	John D. Daniels and Lee H. Radebaugh	International Business	Pearson Education Asia, New Delhi	2012
3	Vyuptakesh Sharan	International Business	Pearson Education in South Asia, New Delhi	2011

**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>

  
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**21MBC10 DATA ANALYSIS AND BUSINESS MODELING (LABORATORY)**

**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.
- To develop knowledge of spreadsheets and data analysis software for business

**COURSE OUTCOMES:**

- Capable of creating a word document effortlessly.
- Ability to apply various excels 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.
- Expertise over Query languages and MS Access for effective data Management.

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

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	David R. Anderson, et al	An Introduction to Management Sciences: Quantitative approaches to Decision Making	South-Western College Pub	2011
2	William J. Stevenson, CeyhunOzgur	Introduction to Management Science with Spreadsheet	Tata McGraw Hill	2009

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Hansa Lysander Manohar	Data Analysis and Business Modelling using Microsoft Excel	PHI	2017
2	David M. Levine et al	Statistics for Managers using MS Excel	Pearson	2010

**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>

  
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**21MBC11 EVENT MANAGEMENT**

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

**COURSE OBJECTIVE:**

- At the end of the subject, this course will enable the students to widen their knowledge
- Organizing events from conception, designing, planning, budgeting and marketing to the final execution
- To enable the students to be proficient in applying SPSS in business research.
- To familiarize them to work with functional Management Packages.
- To develop knowledge of spreadsheets and data analysis software for business

**COURSE OUTCOMES:**

- Introduction to Event planning and management, Event Production, Role of event planner and Qualities of good event planner, Importance of organizing events
- Its components, Techniques, Selections, Coordination, Creativity, Designing, Marketing, Sponsorships and Production of Special, Corporate and Sports events
- 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.
- Ability to apply various excels features for data analysis and interpretation

**PEDAGOGY:**

1. Class discussions
2. Audio/Visual class presentations
3. Role plays
4. Experimental Group Exercise
5. Seminars
6. Industry based guest lectures

**TEXT BOOKS:**

S.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Jude Allen	Event Planning	John Wiley & Sons Inc	2000
2	Lynn Van Der Wagen and Brenda Carlos	Event Management	Pearson	2004



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**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Tanaz Basrur	The Art of Successful Event Management	Rupa & Company	2012

**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=bIHwi3S62ko>



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**III – A – FUNCTIONAL SPECIALIZATION**

**I - FINANCE**

**21MBE01 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

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

**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 analyze 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	PSO1	PSO2
21MBE01.CO1	x	-	-	x	-	-	x	x	-
21MBE01.CO2	-	x	x	x	-	-	-	-	X
21MBE01.CO3	-	x	-	x	-	X	-	x	X
21MBE01.CO4	x	-	x	-	x	-	-	-	X
21MBE01.CO5	-	x	x	-	-	-	-	x	-

**UNIT I INVESTMENT SETTING**

**9**

Financial and economic meaning of Investment – Characteristics and objectives of Investment – Investment process -Types of Investment – Investment alternatives – Choice and Evaluation – Risk and return concepts - Valuation of bonds and stock.

**UNIT II FUNDAMENTAL ANALYSIS**

**9**

Economic Analysis – Economic forecasting and stock Investment Decisions – Forecasting techniques. Industry Analysis : Industry classification, Industry life cycle – Company Analysis Measuring Earnings – Forecasting Earnings – Applied Valuation Techniques – Graham and Dodds investor ratios.

**UNIT III TECHNICAL ANALYSIS**

**9**

Fundamental Analysis Vs Technical Analysis -- Dow theory – Charting methods - Chart Patterns Trend – Trend reversals – Market Indicators -Moving Average – Exponential moving Average Oscillators -RSI -ROC - MACD.Efficient Market theory - Forms of market efficiency -weak, semi-strong, strong form - Empirical tests of market efficiency -its application.

**UNIT IV PORTFOLIO CONSTRUCTION AND SELECTION**

**9**

Portfolio analysis - Reduction of portfolio risk through diversification – Portfolio risk - Portfolio Selection - Feasible set of portfolios - Efficient set - Markowitz model - Single index model - Construction of optimum portfolio - Multi-index model.

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**UNIT V PORTFOLIO MANAGEMENT**

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Capital Asset Pricing model - Lending and borrowing - CML - SML - Pricing with CAPM - Arbitrage pricing theory- Portfolio Evaluation - Sharpe's index Treynor's index, Jensen's index – Mutual Funds- Portfolio Revision.

**TOTAL HOURS :45**

**TEXT BOOKS:**


Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Donald E.Fischer & Ronald J.Jordan	securit0079 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	Engage Learning	2012
2	S. Kevin	Securities Analysis and Portfolio Management	PHI Learning	2012
3	Prasanna chandra	Investment analysis and Portfolio Management	Pearson Education in South Asia, New Delhi	2011

**WEB URLS:**

1. [https://www.youtube.com/watch?v=wcU\\_IctOIGw](https://www.youtube.com/watch?v=wcU_IctOIGw)
2. <https://www.youtube.com/watch?v=uOVden-NvYQ>
3. <https://www.youtube.com/watch?v=90YSpvehTEPU>
4. <https://www.youtube.com/watch?v=kXIFtQvKzPA>
5. <https://www.youtube.com/watch?v=99TJQhQ2GZ0Y>

  
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**21MBE02 FINANCIAL MARKETS**

**L T P C**  
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**COURSE OBJECTIVE:**

- To understand the types and functions of the various financial markets in India, its instruments and Regulations.
- To compare and relate the concepts pertaining to buying decisions.
- To select the target and offer appropriate marketing mix.
- To understand buyer behaviour influencing factors.
- To know the significance of marketing research and Trends.
- 

**COURSE OUTCOMES:**

- Understanding the basic concepts of the finance markets in India
- Identify the underlying structure and functions of Indian financial markets
- Familiarise the methods of issuing shares and the role of intermediaries in the primary market
- Learn about the trading mechanism in stock market
- Describe the instruments, participants and trading in debt market

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE01.CO1	x	-	-	x	x	-	x	x	-
21MBE01.CO2	-	x	x	x	-	-	-	-	x
21MBE01.CO3	-	x	-	x	-	x	x	x	x
21MBE01.CO4	-	-	x	-	x	-	-	-	x
21MBE01.CO5	-	x	x	-	-	-	-	x	-

**UNIT I FINANCIAL MARKETS IN INDIA**

9

Indian financial system and markets – structure of financial markets in India Types Participants in financial Market – Regulatory Environment, - RBI, CCIL, Common securities market, Money market, - Capital market – Governments philosophy and financial market – financial instruments

**UNIT II INDIAN CAPITAL MARKET- PRIMARY MARKET**

9

Primary Market - Primary market system - Types of scripts - Issue of capital: process, regulation pricing of issue, – Methods of floating new issues, Book building- Primary markets intermediaries: commercial banks, development banks, Merchant banker, issue managers, rating agencies etc – Role of primary market – Regulation of primary market.

**UNIT III SECONDARY MARKET**

9

Stock exchanges in India - History and development -listing - Depositories - Stock exchange mechanism: Trading, Settlement, risk management, Basics of pricing mechanism - Player and stock exchange - Regulations of stock exchanges –Role of SEBI – BSE, OTCEI, NSE, ISE, - Role of FIIs, MFs and investment bankers –Stock market indices – calculation.

**UNIT IV DEBT MARKET AND FOREX MARKET**

9

Bond markets in India - Government bond market and its interface with capital market - Components of bond market - G-Sec, T-Bills, Corporate Bonds, Yield conventions, Role of primary dealers, Auction Markets - Pricing of Bonds Introduction to Forex markets, basics in exchange rates theory - Forex risk exposures and basics of corporate forex risk management.



**UNIT V MUTUAL FUNDS, DERIVATIVES MARKETS AND VENTURE CAPITAL AND PRIVATE EQUITY**

9

Mutual funds institutions in India. Types of mutual funds, Basics in portfolio management, Metrics of performance for fund manager Introduction to Derivatives and the size of derivatives markets -Brief introduction to forwards, Options, Futures And Swaps.

Role of VCs and PEs in financial markets - Venture capital and Private equity

**TOTAL HOURS: 45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Christopher Viney and Peter Phillips	Financial Institutions, Instruments and Markets	McGraw Hill	2015
2	Pathak, Bharati V	Indian Financial System: Markets, Institutions and Services	Pearson education (Singapore), New Delhi	2014

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Saunders, Anthonu and Cornett, Marcia	Financial markets and Institutions: An Introduction	McGrawHill, Irwin, New York	2017
	Millon	to the risk management approach		
2	Bhole, L.M	Financial institutions and Markets: Structure, Growth and Innovations	McGrawHill, New Delhi	2017
3	5.Fabozzi, Frank J. and Modigliani, Franco	Capital Markets: Institutions and Markets	Prentice Hall of India, New Delhi	2009

**WEB URLs:**

1. [https://www.youtube.com/watch?v=weN\\_IctOIGw](https://www.youtube.com/watch?v=weN_IctOIGw)
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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**21MBE03 BANKING AND FINANCIAL SERVICES**

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**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	PSO1	PSO2
21MBE03.CO1	x	-	-	x	-	-	x	x	-
21MBE03.CO2	-	x	x	x	-	-	-	-	x
21MBE03.CO3	-	x	-	x	-	X	-	x	x
21MBE03.CO4	x	-	x	-	x	-	-	-	x
21MBE03.CO5	-	x	x	-	-	-	-	x	-

**UNIT I INTRODUCTION TO INDIAN BANKING SYSTEM AND PERFORMANCE EVALUATION**

**9**

Overview of Indian Banking system – Structure – Functions – Key Regulations in Indian Banking sector – RBI Act, 1934/ 2006 – Banking Regulation Act, 1949– Negotiable Instruments Act 1881/ 2002 – Provisions Relating to CRR – Provision for NPA's - Overview of Financial Statements of banks – Balance Sheet – Income Statement - CAMEL

**UNIT II MANAGING BANK FUNDS/ PRODUCTS & RISK MANAGEMENT**

**9**

Capital Adequacy – Deposit and Non-deposit sources – Designing deposit schemes and pricing of deposit sources – loan management – Investment Management – Asset and Liability Management – Financial Distress – Signal to borrowers – Prediction Models – Risk Management – Interest rate – Forex – Credit market – operational and solvency risks – NPA's Current issues on NPA's – M&A's of banks into securities market

**UNIT III DEVOLEPMENT IN BANK TECHNOLOGY**


**9**

Payment system in India – paper based – e payment – electronic banking – plastic money e money– forecasting of cash demand at ATM's – The Information Technology Act, 2000 in India-RBI's Financial Sector Technology vision document – security threats in e-banking & RBI's Initiative.

**UNIT IV ASSET BASED FINANCIAL SERVICES**

**9**

Introduction – Need for Financial Services – Financial Services Market India – NBFC – RBI framework and act for NBFC – Leasing and Hire Purchase – Financial evaluation – underwriting – mutual funds

  
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**UNIT V INSURANCE AND OTHER FEE BASED FINANCIAL SERVICES**

9

Insurance Act, 1938 –IRDA – Regulations – Products and services –Venture Capital Financing –Bill discounting –factoring – Merchant Banking – Role of SEBI

**TOTAL HOURS: 45**

**TEXT BOOKS:**

S.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Padmalatha Suresh and Justin Paul	Management of Banking and Financial Services	Pearson, Delhi	2017
2	Meera Sharma	Management of Financial Institutions – with emphasis on Bank and Risk Management	PHI Learning Pvt. Ltd	2010

**REFERENCE BOOKS:**

SLNo	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	2017

**WEB URLs**

1. <https://www.youtube.com/watch?v=QxI3br09Cf8>
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>



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21MBE04 FINANCIAL DERIVATIVES

L P T C  
3 0 0 3

**COURSE OBJECTIVES:**

- To provide the basic concepts of sources of rising 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	PSO1	PSO2
21MBE04.CO1	-	-	x	x	-	-	x	x	-
21MBE04.CO2	-	x	x	x	-	-	-	-	x
21MBE04.CO3	-	x	-	x	-	X	-	x	x
21MBE04.CO4	x	-	x	-	x	-	-	-	x
21MBE04.CO5	-	x	x	-	-	-	-	x	-

**UNIT I INTRODUCTION**

9

Definition – Types – Forward Contracts – Futures Contracts – Options – Swaps – Differences between Cash and  
- Types of Traders – OTC and Exchange Traded Securities – Types of Settlement – Uses and Advantages o  
sks in Derivatives.

**UNIT II FUTURES CONTRACT**

9

Specifications of Futures Contract - Margin Requirements – Marking to Market –  
Hedging using Futures – Types of Futures Contracts – Securities, Stock Index Futures, Currencies and  
Commodities– Delivery Options – Relationship between Future Prices, Forward Prices and Spot Prices.

**UNIT III OPTIONS**

9

Definition – Exchange Traded Options, OTC Options – Specifications of Options – Call and Put Options –  
American and European Options – Intrinsic Value and Time Value of Options –Option payoff, options on  
Securities, Stock Indices, Currencies and Futures – Options pricing models – Differences between future and Option  
contracts.

**UNIT IV SWAPS**

9

Definition of SWAP – Interest Rate SWAP – Currency SWAP – Role of Financial Intermediary– Warehousing –  
Valuation of Interest rate SWAPs and Currency SWAPs Bonds and FRNs –Credit Risk.

**UNIT V DERIVATIVES IN INDIA**

9

Evolution of Derivatives Market in India – Regulations - framework – Exchange Trading in Derivatives–  
Commodity Futures – Contract Terminology and Specifications for Stock Options and Index Options in NSE –  
Contract Terminology and specifications for stock futures and Index futures in NSE – Contract Terminology and  
Specifications for Interest Rate Derivatives.

**TOTAL HOURS: 45**



**TEXT BOOKS:**


Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	John.C.Hull	Options, Futures and other Derivative Securities	PHI Learning	2012
2	Keith Redhead	Financial Derivatives – An Introduction to Futures, Forwards, Options and SWAPs	PHI Learning	2011

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Stulz	Risk Management and Derivatives	Cengage Learning	2011
2	Varma	Derivatives and Risk Management		2011
3	David Dubofsky	Option and Financial Futures – Valuation and Uses	McGraw Hill	2011

**WEB URLs**

1. [https://www.youtube.com/watch?v=OY9yh8h\\_Q18](https://www.youtube.com/watch?v=OY9yh8h_Q18)
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=LSptY8XuGqk>
5. <https://www.youtube.com/watch?v=B7vSsD7LLrM>

  
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**21MBE05 FINANCIAL MODELLING**

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

**COURSE OBJECTIVE:**

- Making students to build financial models by including various fields of study viz Financial Management and Derivatives.
- facilitating the smooth operation of capitalist economies by allocating resources and creating liquidity for businesses and entrepreneurs
- To introduce students to the world of financial services
- To enrich student's understanding of the fundamental concepts and working of financial service institutions
- To equip students with the knowledge and skills necessary to become employable in the

**COURSE OUTCOMES:**

- Develop fast, efficient and accurate excel skills
- Design and construct useful and robust financial modelling applications
- Recognize efficient financial budgeting and forecasting techniques
- Familiarise the students with the valuation modelling of securities
- The course establishes the platform for students to develop various portfolio models

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE05.CO1	x	x	x	-	-	-	x	x	-
21MBE05.CO2	-	x	x	x	-	-	-	-	x
21MBE05.CO3	-	x	-	x	-	X	-	x	x
21MBE05.CO4	x	-	x	-	x	-	-	-	x
21MBE05.CO5	-	x	x	x	-	-	-	x	-

**UNIT I INTRODUCTION TO FINANCIAL MODELLING & BUILT IN FUNCTIONS USING SPREAD SHEETS 9**

Introduction to Financial Modelling - Need for Financial Modelling - Steps for effective financial modelling – Introduction to Time value of money & Lookup array functions :FV ,PV ,PMT ,RATE ,NPER, lookup , lookup if, - Time value of Money Models: EMI with Single & Two Interest rates –Loan amortisation modelling-Debt redemption modelling

**UNIT II BOND & EQUITY SHARE VALUATION MODELLING 9**

Bond valuation – Yield to Maturity(YTM): Rate method Vs IRR method-Flexi Bond and Strip Bond YTM Modelling-Bond redemption modelling -Equity share valuation: Multiple growth rate valuation modelling with and without growth rates

**UNIT III CORPORATE FINANCIAL MODELLING 9**

Alt Man Z score Bankruptcy Modelling-Indifference point modelling – Financial Break even modelling – Corporate valuation modelling (Two stage growth)- Business Modelling for capital budgeting evaluation: Payback period, NPV,IRR and MIRR

**UNIT IV PORTFOLIO MODELLING 9**

Risk, Beta and Annualised Return –Security Market Line Modelling –Portfolio risk calculation (Equal Proportions)-Portfolio risk optimisation (varying proportions)-Portfolio construction modelling

**UNIT V DERIVATIVE MODELLING 9**

Option pay off modelling: Long and Short Call & Put options -Option pricing modelling (B-S Model)-Optimal Hedge Contract modelling

**TOTAL HOURS : 45**

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**TEXT BOOKS:**


SLNo	Author(s)	Title of the Book	Publisher	Year of Publication
1	Wayne L Winston	Microsoft Excel 2016- Data Analysis and Business Modelling	PHI publications, (Microsoft Press), New Delhi	2017
2	Chandan Sen Gupta,	Financial analysis and Modelling –Using Excel and VBA	Wiley Publishing House	2014

**REFERENCE BOOKS:**

SLNo	Author(s)	Title of the Book	Publisher	Year of Publication
1	Stulz	Risk Management and Derivatives	Cengage Learning	2011
2	Varma	Derivatives and Risk Management		2011
3	David Dubofsky	Option and Financial Futures – Valuation and Uses	McGraw Hill	

**WEB URLs**

1. [https://www.youtube.com/watch?v=OY11yh8h\\_Ql8](https://www.youtube.com/watch?v=OY11yh8h_Ql8)
2. <https://www.youtube.com/watch?v=oHoVH-IO4Wo>
3. <https://www.youtube.com/watch?v=oHoHH-IO4Wo>
4. <https://www.youtube.com/watch?v=LLEEtY8XuGqk>
5. <https://www.youtube.com/watch?v=B7vSsD7LLrM>

  
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21MBE06 INTERNATIONAL FINANCE

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**COURSE OBJECTIVE:**

- To understand the International Financial Environment, Management and Risks involved.
- To identify risk management strategies and various risk adjusted models
- To Introduce the environment of international finance and its implications on international business
- To determination of exchange rates and their forecasting, study the foreign exchange risks
- To explore the international sources of long term finance, integrate the global developments with competitive global environment.

**COURSE OUTCOMES:**

- Learn about evolution, process and system of International Finance
- Identify the concepts of international merger and acquisitions, financial techniques and regulations
- Understand about international monetary system
- Knowing about ADR, GDR and bond management
- Explore the learning in international risk assessment

Course Outcomes	Program Outcomes						PSOs		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE06.CO1	-	X	X	X	-	-	X	X	-
21MBE06.CO2	-	X	X	X	-	-	-	-	X
21MBE06.CO3	-	X	-	X	-	X	-	X	X
21MBE06.CO4	X	-	X	X	X	-	-	-	X
21MBE06.CO5	X	X	X	X	-	-	X	X	-

**UNIT I INTERNATIONAL TRANSACTIONS**

9

Overview and Evolution of International Finance –Institutions for International Finance – Internationalization process –International Monetary and Financial System – Balance of Payments – Exchange rate and money supply – International parity relations – Purchasing power parity – interest rate parity – Forward rate parity.

**UNIT II MULTINATIONAL FINANCIAL MANAGEMENT**

9

Process of overseas expansion – Reasons for cross-border investing – The theory of investment – techniques of project evaluation - Approaches for investment under uncertainty - FDI – Measuring and Managing Risk – International M&A – Financial Techniques in M&A – Regulations of M&A in major countries.

**UNIT III INTERNATIONAL MONETARY SYSTEM**

9

Introduction to Institutions of the Foreign Exchange Interbank Market - Foreign Exchange Spot Transactions – forward market — Hedging and Speculation - Hedging FX Transaction Exposure – The Eurocurrency market – international banking – structure and instruments

**UNIT IV BORROWING AND LENDING : INTERNATIONAL SOURCES OF FINANCE**

9

Bond Markets of various countries – Fixed and floating rate notes - Syndicate loans – Syndicated Euro credits – ADR – GDR – Managing interest rate risk – Bond prices and yeils – Bond Management – tools and techniques

**UNIT V INTERNATIONAL RISK ASSESSMENT AND OTHER INTERNATIONAL MARKETS**

9

Country and political risk analysis – benefits and risks of international portfolio investment – assessing country creditworthiness – futures markets and instruments – option markets and instruments – option pricing – option pricing theory in financial risk assessment

**TOTAL HOURS :45**

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**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Apte P.G.,	International Financial Management	Tata McGraw Hill	2011
2	Jeff Madura	International Corporate Finance	Cengage Learning	2011

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Alan C. Shapiro	Multinational Financial Management	PHI Learning	2010
2	Eunand Resnik	International Financial Management	Tata McGraw Hill	2011

**WEB URLs**

1. [https://www.youtube.com/watch?v=OY1121yh8h\\_Ql8](https://www.youtube.com/watch?v=OY1121yh8h_Ql8)
2. <https://www.youtube.com/watch?v=oHoVH-IO4Wo>
3. <https://www.youtube.com/watch?v=oHoww-IO4Wo>
4. <https://www.youtube.com/watch?v=LLzzEtY8XuGqk>
5. <https://www.youtube.com/watch?v=B7vmmsD7LLrM>

  
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21MBE07 BEHAVIORAL FINANCE

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**COURSE OBJECTIVE :**

- To identify and understand systematic behavioural factors that influences the investment behaviour.
- Understand and critically discuss the differences between a behavioral finance perspective and a traditional finance perspective
- Understand and critically discuss the cognitive biases and errors of judgment that affect financial decisions
- Critically evaluate behavioral influences involving individuals investment decisions
- Critically evaluate behavioral influences involving corporate (executive) financial decisions

**COURSE OUTCOMES :**

- Understanding the need of behavioural finance
- Knowing about various decision and behavioural theories
- Learn about heuristic and behavioural biases of investors
- Analyse and understand about arbitragers and managerial decision
- Thorough understanding about the price discovery in markets

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE07.CO1	x	-	x	x	-	-	x	x	-
21MBE07.CO2	-	-	x	-	-	-	-	-	x
21MBE07.CO3	x	x	-	x	-	X	-	x	x
21MBE07.CO4	-	-	x	-	x	-	-	-	x
21MBE07.CO5	-	x	x	x	-	-	x	x	-

**UNIT I INTRODUCTION: WHY BEHAVIORAL FINANCE**

9

The role of security prices in the economy – EMH – Failing EMH – EMH in supply and demand framework – Equilibrium expected return models – Investment decision under uncertainty – Introduction to neoclassical economics and expected utility theory – Return predictability in stock market - Limitations to arbitrage

**UNIT II DECISION AND BEHAVIORAL THEORIES**

9

Nash Equilibrium: Keynesian Beauty Context and The Prisoner's Dilemma - The Monthly Hall Paradox – The St. Petersburg Paradox - The Allais Paradox - The Ellsberg Paradox - Prospects theory – CAPM - behavioural portfolio theory – SP/A theory – brief history on rational thought – pascal – Fermat to Friedman - savage

**UNIT III DECISION MAKING BIASES**

9

Information screening bias - Heuristics and behavioural biases of investors – Bayesian decision making – cognitive biases – forecasting biases – emotion and neuroscience – group behaviour – investing styles and behavioural finance

**UNIT IV ARBITRAGEURS**

9

Definition of arbitrageur - Long-short trades - Risk vs. Horizon - Transaction costs and short-selling costs - Fundamental risk - Noise-trader risk - Professional arbitrage - Destabilizing informed trading

**UNIT V MANAGERIAL DECISIONS**

9

Supply of securities and firm investment characteristics (market timing, catering) by rational firms – Associated institutions - Relative horizons and incentives - Biased managers

**TOTAL HOURS :45**

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**TEXT BOOKS:**


Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Shleifer, Andrei (2000).	Inefficient Markets: An Introduction to Behavioral Finance	Oxford, UK: Oxford University Press.	2014

**REFERENCE BOOKS:**

SLNo	Author(s)	Title of the Book	Publisher	Year of Publication
1	Daniel Kahneman, Paul Slovic, and Amos Tversky (eds.). (1982)	Judgment under Uncertainty: Heuristics and biases	Oxford; New York: Oxford University Press	2011

**WEB URLs**

1. [https://www.youtube.com/watch?v=JJY11yh8h\\_Q24](https://www.youtube.com/watch?v=JJY11yh8h_Q24)
2. <https://www.youtube.com/watch?v=RRHoVH-IO4Wo>
3. <https://www.youtube.com/watch?v=oH00HH-IO4Wo>
4. <https://www.youtube.com/watch?v=LLEtYYYYXuGqk>
5. <https://www.youtube.com/watch?v=B7YSsD7LLrM>

  
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## **II – MARKETING**

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**21MBE11 RETAIL MARKETING**

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

**COURSE OBJECTIVE:**

- To understand the concepts of effective retailing
- To develop practical understanding among the students associated with retailing through classroom discussion/ participation and projects.
- To develop transferrable skills among the students for managing retail operation efficiently so that they could be ready to join the retail industry.
- To provide knowledge to students in concise and understandable format so that students could learn and apply these concepts in their career for the growth.
- To provide brief insight about floor operation, product display, product handling, inventory management and retail sales.

**COURSE OUTCOMES:**

- To provide insights on retail operation
- To understand effective methods and strategies required for retail management.
- To understand how to utilize resources and techniques used in retail management.
- To understand analysis of store location, merchandising, products and pricing. 5.
- To gain knowledge about shopping behaviour

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE11.CO1	-	-	X	X	-	X	X	-	-
21MBE11.CO2	-	-	X	-	-	-	-	-	X
21MBE11.CO3	X	X	-	X	-	X	-	X	X
21MBE11.CO4	X	-	X	-	X	-	-	-	X
21MBE11.CO5	-	X	X	X	-	-	X	X	-

**UNIT I INTRODUCTION**

**9**

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

**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.

**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. Merchandizing and category management – buying.

**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 – Emerging trends .

**UNIT V RETAIL SHOPPER BEHAVIOUR**

**9**

Understanding of Retail shopper behaviour – Shopper Profile Analysis – Shopping Decision Process -Factors influencing retail shopper behaviour – Complaints Management - Retail sales force Management –Challenges in

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Retailing in India.

TOTAL HOURS: 45

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Michael Havy ,Baston, Aweitz and Ajay Pandit	Retail Management	Tata Mcgraw Hill	2007
2	Ogden	Integrated Retail Management	Biztantra, India	2008

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Patrick M. Dunne and Robert F Lusch	Retailing, Thomson Learning	Oxford; New York: Oxford University Press	2008
2	Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava	Retail Management	Oxford University Press	2007
3	Swapna Pradhan	Retail Management Text and Cases	Tata McGraw Hill	2009

**WEB URLs**

1. [https://www.youtube.com/watch?v=JJY11yh8h\\_Q56](https://www.youtube.com/watch?v=JJY11yh8h_Q56)
2. <https://www.youtube.com/watch?v=RRHoVH-77Wo>
3. <https://www.youtube.com/watch?v=oH00HH-56Wo>
4. <https://www.youtube.com/watch?v=LLEGGHXuGqk>
5. <https://www.youtube.com/watch?v=B7YSsD7LLrM>

  
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**21MBE12 CONSUMER BEHAVIOR**

**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 behaviour.
- 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	PSO1	PSO2
21MBE12.CO1	x	-	-	X	-	-	x	x	-
21MBE12.CO2	-	x	x	X	-	-	-	-	x
21MBE12.CO3	-	x	-	X	-	X	-	x	x
21MBE12.CO4	x	-	x	-	x	-	-	-	x
21MBE12.CO5	-	x	x	-	-	-	-	x	-

**UNIT I INTRODUCTION 9**

Understanding Consumer behaviour - Consumption, Consumer orientation, Interpretive and Quantitative approaches - Effects of Technology, Demographics and Economy on Consumer behaviour.

**UNIT II INTERNAL INFLUENCES 9**

Influences on consumer behaviour – motivation – perception – Attitudes and Beliefs - Learning and Experience - Personality & Self Image.

**UNIT III EXTERNAL INFLUENCES 9**

Socio-Cultural, Cross Culture - Family group – Reference group – Communication - Influences on Consumer behaviour

**UNIT IV CONSUMER BEHAVIOR MODELS 9**

Traditional and Contemporary Consumer behaviour model for Individual and industrial buying behaviour and decision making. *(to word sheth model)*

**UNIT V PURCHASE DECISION PROCESS 9**

Consumer decision making process – Steps, Levels and decision rules - Evolving Indian consumers – Opinion Leadership - Diffusion and Adoption.

**TOTAL HOURS: 45**

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**TEXT BOOKS:**


S.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	RamanujMaj umdar,	Consumer Behaviour - Insights from Indian Market	PHI	2010
2	Leon G.Schiffman and Leslie LasarKanuk	Consumer Behavior	Pearson Education , India	2010

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Barry J.B., Eric G.H., Ashutosh M	Consumer Behaviour - A South Asian Perspective	Cengage Learning	2016
2	Paul Peter et al	Consumer Behavior and Marketing Strategy	Tata McGraw Hill	2005

**WEB URLs**

1. [https://www.youtube.com/watch?v=JJY11yh8h\\_Q56](https://www.youtube.com/watch?v=JJY11yh8h_Q56)
2. <https://www.youtube.com/watch?v=RRHoVH-77Wo>
3. <https://www.youtube.com/watch?v=oH00HH-56Wo>
4. <https://www.youtube.com/watch?v=LLEGGHXuGqk>
5. <https://www.youtube.com/watch?v=B7YSsD7LLrM>

  
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**21MBE13 INTEGRATED MARKETING COMMUNICATION**

**L T P C**  
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**COURSE OBJECTIVE:**

- To understand the multinational dimensions in management of a MNC company and the business operations in more than one country.
- To increase consumer or business demand for a product category
- To build customer traffic to physical stores, websites or other marketing channels
- To reinforce purchase decisions
- To enhance purchase actions

**COURSE OUTCOMES:**

- To review and give a general understanding of the basics of traditional communication forms, such as advertising, personal selling, sales promotion and indirect promotion within various delivery vehicles from broadcast to targeted social media.
- This course introduces students to the essential concepts and techniques for the development and designing an effective Integrated Marketing Communication programme.
- To know how IMC fits into the marketing mix.
- To develop awareness about marketing communications tools, and how each can be used effectively- individually or in an integrated mix.
- To examine the process by which integrated marketing communications programs are planned, developed, executed and measured.

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE13.CO1	-	-	x	X	-	-	x	x	-
21MBE13.CO2	-	x	x	-	-	-	-	-	x
21MBE13.CO3	-	x	-	X	-	X	-	x	x
21MBE13.CO4	-	-	x	-	x	-	-	-	x
21MBE13.CO5	x	x	x	X	-	-	-	x	-

**UNIT I AN INTRODUCTION TO INTEGRATED MARKETING COMMUNICATION 9**

An Introduction to Integrated Marketing Communication (IMC): Meaning and role of IMC in Marketing process, one voice communication V/s IMC. Introduction to IMC tools – Advertising, sales promotion, publicity, public relations, and event sponsorship; The role of advertising agencies and other marketing organizations providing marketing services and perspective on consumer behaviour

**UNIT II UNDERSTANDING COMMUNICATION PROCESS 9**

Understanding communication process: Source, Message and channel factors, Communication response hierarchy- AIDA model, Hierarchy of effect model, Innovation adoption model, information processing model, The standard learning Hierarchy, Attribution Hierarchy, and low 20% involvement hierarchy Consumer involvement- The Elaboration Likelihood (ELM) model, The Foote, Cone and Belding (FCB) Model

**UNIT III PLANNING FOR MARKETING COMMUNICATION (MARCOM) 9**

Establishing macro - Objectives and Budgeting for Promotional Programmes-Setting communication objectives, Sales as macro objective, DAGMAR approach for setting ad objectives.

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Budgeting for macro-Factors influencing budget, Theoretical approach to budgeting viz. Marginal analysis and Sales response curve, Method to determine macro budget

**UNIT IV DEVELOPING THE INTEGRATED MARKETING COMMUNICATIONPROGRAMME 9**

Planning and development of creative macro, Creative strategies in advertising, sales promotion, publicity, event sponsorships etc. Creative strategy in implementation and evaluation of macro- Types of appeals and execution styles. Media planning and selection decisions - steps involved and information needed for media planning. Measuring the effectiveness of all Promotional tools and IMC.

**UNIT V DIGITAL MEDIA & ADVERTISING**

9

Digital Media, Evolution of Technology, Convergence of Digital Media, E-Commerce and Digital Media, Advertising on Digital Media, Social Media, Mobile Adverting, E-PR Advertising Laws & Ethics: Adverting & Law, Advertising & Ethics

**TOTAL HOURS : 45**

**TEXT BOOKS:**

SLNo	Author(s)	Title of the Book	Publisher	Year of Publication
1	Advertising & Promotion	An Integrated Marketing Communications Perspective	George Belch, Michael Belch &KeyoorPura	2010
2	Wells, Moriarty & Burnett	Advertising, Principles & Practice	Pearson Education	2007

**REFERENCE BOOKS:**

SLNo	Author(s)	Title of the Book	Publisher	Year of Publication
1	Terence A. Shimp and J.Craig Andrews	Advertising Promotion and other aspects of Integrated Marketing Communications	Cengage Learning	2016
2	S. H. H. Kazmi and Satish K Batra	Advertising & Sales Promotion	Excel Books, New Delhi	2008
3	Julian Cummings	Sales Promotion: How to Create, Implement and Integrate Campaigns that Really Work	Kogan Page, London	2010

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**WEB URLs**

1. [https://www.youtube.com/watch?v=Jpp11yh8h\\_Q56](https://www.youtube.com/watch?v=Jpp11yh8h_Q56)
2. <https://www.youtube.com/watch?v=mmHoVH-77Wo>
3. <https://www.youtube.com/watch?v=oqwe0HH-56Wo>
4. <https://www.youtube.com/watch?v=LLEGGHXuGqk>
5. <https://www.youtube.com/watch?v=B7YSsD7LLu>

**21MBE14 SERVICES MARKETING**

**LT PC  
3 0 0 3**

**COURSE OBJECTIVE:**

- 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	PSO1	PSO2
21MBE14.CO1	x	-	-	x	x	-	x	x	-
21MBE14.CO2	-	x	x	x	-	-	-	-	x
21MBE14.CO3	-	x	-	x	-	X	-	x	x
21MBE14.CO4	-	-	x	-	x	-	-	-	x
21MBE14.CO5	x	x	x	-	-	-	-	x	-

**UNIT I INTRODUCTION**

9

Introduction– Definition– Service Economy – Evolution and growth of service sector – Nature and Scope of Services –Difference between services and tangible products– Unique characteristics of services– Challenges and issues in Services Marketing.

**UNIT II SERVICE MARKETING OPPORTUNITIES**

9

Assessing service market potential – Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning.

**UNIT III SERVICE DESIGN AND DEVELOPMEN**

9

Service Life Cycle – New service development – Service Blue Printing – GAP model of service quality – Measuring service quality – SERVQUAL – Service Quality function development.

**UNIT IV SERVICE DELIVERY AND PROMOTION**

9

Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle – Managing demand, Managing supply, managing Demand and Supply of Service–Integrated Service marketing communication.

**UNIT V SERVICE STRATEGIES**

9

Service Marketing Strategies for Health – Hospitality – Tourism – Financial – Logistics– Educational – Marketing of Online Services – Entertainment & public utility Information technique Services

**TOTAL HOURS: 45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Christophe r H. Lovelock and JochenWirtz	Services Marketing: People, Technology, strategy	Pearson Education	2016
2	John.E.G.Ba teson, K.Douglas Hoffman	Services Marketing	South Western Cengage learning	2011

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Kenneth E Clow	Services Marketing Operation Management and Strategy	Biztantra	2004
2	Valarie Zeithaml	Services Marketing	Tata McGraw Hill	2007
3	Christian Gronroos	Services Management and Marketing a CRM in Service Competition	Wiley	2007

**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/)

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21MBE15 SALES AND DISTRIBUTION MANAGEMENT

L T P C  
3 0 0 3

**COURSE OBJECTIVE:**

- To gain insights into the selling and distribution process.
- To understand the roles and responsibilities of sales function
- To manage the channel efficiency and effectiveness
- To manage and enhance the sales force productivity and performance
- To plan and implement an effective sales strategy for their organization

**COURSE OUTCOMES:**

- The basics of sales management, theories and strategies
- The process of personal and relationship selling
- Managing sales force
- Managing distribution channels
- Inventory and supply chain.

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE15.CO1	x	-	-	x	x	-	x	x	-
21MBE15.CO2	-	x	x	x	-	-	-	-	x
21MBE15.CO3	-	x	-	x	-	X	-	x	x
21MBE15.CO4	-	-	x	-	x	-	-	-	x
21MBE15.CO5	x	x	x	-	-	-	-	x	-

**UNIT I INTRODUCTION**

9

Sales management - nature and scope. Sales management positions. Personal Selling - Scope, theories and strategies. Sales forecasting and budgeting decisions. Online selling - scope, potential, Merits and Demerits.

**UNIT II PERSONAL SELLING PROCESS, SALES TERRITORIES & QUOTAS**

9

Selling process and relationship selling. Designing Sales Territories and quotas. Sales organisation structures.

**UNIT III MANAGING THE SALES FORCE**

9

Sales force - recruitment, selection, training, motivating, compensation and control.

**UNIT IV MANAGING DISTRIBUTION CHANNELS**

9

Distribution Management - Introduction, need and scope. Channels -Strategies and levels, retailing and wholesaling. Designing channel systems and channel management.

**UNIT V BASICS OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

9

Logistics - Scope, definition and components. Managing FG Inventory & warehousing. Transportation - Scope, Modes and role in Supply Chain effectiveness. Use of Information Technology in Online Selling and Goods tracking.

**TOTAL HOURS: 45**

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**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Krishna K. Havaladar, Vasant M. Cavale	Sales and Distribution Management - Text and Cases	McGraw Hill Education	2017
2	Gupta S.L.,	Sales and Distribution Management - Text and Cases	Excel Books	2008

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Excel Books	Sales and Distribution Management - An Indian Perspective	, Response Books from Sage Publications	2004

**WEB URLs**

1. [www.learnerstv.com/video/Free-video-Lecture-19504-Management.htm](http://www.learnerstv.com/video/Free-video-Lecture-19504-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/550105038/](http://www.nptel.ac.in/courses/550105038/)
4. [www.nptel.ac.in/courses/MM0105039/](http://www.nptel.ac.in/courses/MM0105039/)
5. [www.nptel.ac.in/courses/13405040](http://www.nptel.ac.in/courses/13405040)

  
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21MBE16 PRODUCT AND BRAND MANAGEMENT

L T P C  
3 0 0 3

**COURSE OBJECTIVES:**

- To help the students appreciate the relationship between Corporate Strategy and Product and Brand Management
- To provide a framework to understand the new product development process, the organisational structures.
- To development new product and product management functions within an organisation
- To explore the various issues related to Brand Management.
- To enhance the understanding and appreciation of this important intangible strategic asset, including brand associations, brand identity, brand architecture, leveraging brand assets, brand portfolio management etc.

**COURSE OUTCOMES:**

- Apply the fundamental concepts of product and brand development and management.
- Use the brand positioning framework to develop a brand, keep it relevant, expand a brand internationally, and reposition a brand.
- Use tools and metrics to analyse competitors and develop positioning strategies.
- Recognize the importance of using teams and organization.
- To coordinate multiple interdisciplinary tasks in order to create and manage products within an organization.

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE16.CO1	-	-	-	X	X	-	X	X	-
21MBE16.CO2	-	X	X	X	-	-	-	-	X
21MBE16.CO3	X	-	-	X	-	X	-	X	-
21MBE16.CO4	-	-	X	-	X	-	X	-	X
21MBE16.CO5	X	X	X	X	-	-	-	X	-

**TEXT BOOKS:**

SLNo	Author(s)	Title of the Book	Publisher	Year of Publication
1	Kevin lane Keller;Ambi M. G. Parameswaran;	Strategic Brand Management: Building, Measuring, and Managing Brand Equity	Pearson Education India	2015
2	IssacJacob Tapan K. Panda	Product and Brand Management	Oxford University Press	2016

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**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Excel Books	Product and brand management	Excel Books	2012

**WEB URLs**

1. [www.learnerstv.com/video/Free-video-Lecture-11504-Management.htm](http://www.learnerstv.com/video/Free-video-Lecture-11504-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/52565038/](http://www.nptel.ac.in/courses/52565038/)
4. [www.nptel.ac.in/courses/MM0105039/](http://www.nptel.ac.in/courses/MM0105039/)
5. [www.nptel.ac.in/courses/M](http://www.nptel.ac.in/courses/M)



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21MBE17 DIGITAL MARKETING

L T P C  
3 0 0 3

**COURSE OBJECTIVES:**

- The objective of the course is to provide conceptual understanding on the Rural Marketing with special reference 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 behaviour 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 behaviour and marketing research
- They can know the special problems related to sales in rural markets

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE17.CO1	-	-	X	-	X	-	X	X	-
21MBE17.CO2	-	X	X	X	-	-	-	-	X
21MBE17.CO3	-	X	-	X	-	X	-	X	-
21MBE17.CO4	X	-	X	-	X	-	-	-	X
21MBE17.CO5	-	X	X	-	-	-	-	X	-

**UNIT I INTRODUCTION**

9

Online Market space- Digital Marketing Strategy- Components -Opportunities for building Brand-Website- Planning and Creation- Content Marketing.

**UNIT II CONCEPTS AND TECHNIQUES**

9

Search Engine optimisation - Keyword Strategy- SEO Strategy - SEO success factors –On Page Techniques - Off-Page Techniques. Search Engine Marketing- How Search Engine works- SEM components- PPC advertising -Display Advertisement

**UNIT III MEASURING PERFORMANCE**

9

E- Mail Marketing - Types of E- Mail Marketing - Email Automation - Lead Generation - Integrating Email with Social Media and Mobile- Measuring and maximising email campaign effectiveness. Mobile Marketing- Mobile Inventory/channels- Location based; Context based; Coupons and offers, Mobile Apps, Mobile Commerce, SMS Campaigns-Profiling and targeting.

**UNIT IV DIGITAL MARKETING PROCESS**

9

Social Media Marketing - Social Media Channels- Leveraging Social media for brand conversations and buzz. Successful /benchmark Social media campaigns. Engagement Marketing - Building Customer relationships - Creating Loyalty drivers - Influencer Marketing.

**UNIT V ANALYSIS**

9

Digital Transformation & Channel Attribution- Analytics- Ad-words, Email, Mobile, Social Media, Web Analytics - Changing your strategy based on analysis- Recent trends in Digital marketing.

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TOTAL HOURS : 45

TEXT BOOKS:


Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	<u>PuneetSinghBhatia</u>	Fundamentals of Digital Marketing	Pearson Education	2017
2	Vandana Ahuja	Digital Marketing	Oxford University Press	2015

REFERENCE BOOKS:

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	<u>PhilipKotler</u>	Marketing 4.0: Moving from Traditional to Digital	Wiley	2017
2	Ryan, D.	Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation	Kogan Page Limited	2014
3	Pulizzi, J	Beginner's Guide to Digital Marketing	Mcgraw Hill Education	

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=mDZrBxzfmoG>
4. <https://www.youtube.com/watch?v=jT8N6nXG6Co>
5. <https://www.youtube.com/watch?v=hL5OTKJhcI4u>

  
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### **III – HUMAN RESOURCE**

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21MBE21 STRATEGIC HUMAN RESOURCE MANAGEMENT

L T P C  
3 0 0 3

**COURSE OBJECTIVE:**

- To help students understand the transformation in the role of HR functions from being a support function to strategic function.
- Define strategic human resources management;
- Outline key human resources functions;
- Discuss the significance of strategic human resources management to present and future healthcare executives; and
- Describe the organizational and human resources systems that affect organizational outcomes.

**COURSE OUTCOMES:**

- Understanding of the various roles, responsibilities and policies of sales function
- Ability to design and implement various channel strategies
- Overview the issues of power and conflict in the organization
- Understanding to manage, motivate and lead sales force
- Framing policies and plan for sales organization and channels

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE21.CO1	x	-	-	x	-	-	x	x	-
21MBE21.CO2	-	x	x	x	-	-	-	-	x
21MBE21.CO3	-	x	-	x	-	X	-	x	x
21MBE21.CO4	x	-	x	-	x	-	-	-	x
21MBE21.CO5	-	x	x	-	-	-	-	x	-

**UNIT I CONTEXT OF SHRM**

9

SHRM - SHRM models - strategic HRM vs Traditional HRM - Barriers to Strategic HR- Adopting an Investment Perspective - Understanding and Measuring Human capital - Human side of corporate strategies - strategic work redesign - Strategic Capability - Bench Marking.

**UNIT II HUMAN RESOURCE DEVELOPMENT**

9

Meaning – Strategic framework for HRM and HRD – Vision, Mission and Values – Importance – Challenges to Organisations – HRD Functions - Roles of HRD Professionals - HRD Needs Assessment- HRD practices – Measures of HRD performance – Links to HR, Strategy and Business Goals – HRD Program Implementation and Evaluation – Recent trends –HRD Audit.

**UNIT III E-HRM**

9

E- Employee profile– e- selection and recruitment - Virtual learning and Orientation – e - training and development – e-learning strategies- e- Performance management - and Compensation design - Use of mobile applications in HR functions– Development and Implementation of HRIS – Designing HR portals Issues in employee privacy – Employee surveys online.

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**UNIT IV CAREER & COMPETENCY DEVELOPMENT**

9

Career Concepts – Roles – Career stages – Career planning and Process – Career development Models– Career Motivation and Enrichment –Managing Career plateaus- Designing Effective Career Development Systems – Competencies and Career Management – Competency Mapping Models – Equity and Competency based Compensation.

**UNIT V EMPLOYEE COACHING & COUNSELING**

9

Need for Coaching – Role of HR in coaching – Coaching and Performance – Skills for Effective Coaching-Coaching Effectiveness– Need for Counselling – Role of HR in Counselling – Components of Counselling Programs – Counselling Effectiveness – Employee Health and Welfare Programs.

**TOTAL HOURS: 45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Randy L. Desimone, Jon M. Werner – David M.	Human Resource Development	Cengage Learning	2016
2	Mathis Jeffrey A Mello	Strategic Human Resource Management	Cengage Learning	2011

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Paul Boselie	Strategic Human Resource Management	Tata McGraw Hill	2011
2	Robert L. Mathis and John H. Jackson	Human Resource Management	Engage Learning	2007
3	Pulak Das	Strategic Human Resource Management- A Resource Driven Perspective	Cengage Learning	2013

  
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**WEB URLs**

1. <http://www.youtube.com/watch?v=g1UUvBJnNN>
2. <https://www.youtube.com/watch?v=Ut778Uf0>
3. <https://www.youtube.com/watch?v=mD11rBxzfmOg>
4. <https://www.youtube.com/watch?v=jT846nXG6Co>
5. <https://www.youtube.com/watch?v=hLFFTKJhcI4u>

**21MBE22 INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS**

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

**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 labour welfare in different sector.

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE22.CO1	-	-	-	X	-	X	X	X	-
21MBE22.CO2	-	X	X	X	-	-	-	-	X
21MBE22.CO3	-	X	-	-	-	X	-	X	X
21MBE22.CO4	X	-	X	-	X	-	-	-	X
21MBE22.CO5	-	X	X	X	-	-	-	X	-

**UNIT I INDUSTRIAL RELATIONS**

9

Concept, scope- objectives- Importance - Approaches to IR- Industrial relations system in India. Trade Unions Act,1926- trade union movement in India- objective -role – functions procedure for registration of trade unions- Rights and responsibilities- problems- Employee relations in IT sector.

**UNIT II INDUSTRIAL CONFLICTS AND LABOUR WELFARE**

9

The Industrial Disputes Act, 1947-Disputes – Impact – Causes – Strikes – Prevention – Industrial Peace- Government Machinery – Conciliation – Arbitration – Adjudication. Labour welfare- statutory- Voluntary- welfare funds-welfare of unorganized labour

  
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**UNIT III LABOUR LEGISLATIONS-I** 9

Origin and growth of labour legislation in India- Principles of labour legislations-Factories Act 1948- Minimum Wages Act, 1948- Payment of Wages Act, 1936- Payment of Bonus Act, 1965

**UNIT IV LABOUR LEGISLATIONS-II** 9

The Industrial employment (standing orders) Act, 1946 - The Apprentices act, 1961-The Equal Remuneration act, 1976- Payment of Gratuity act 1972- Employee compensation act in 2013

**UNIT V LABOUR LEGISLATIONS-III** 9

Employees Provident fund and Miscellaneous provisions act, 1952 - Employees' state insurance (ESI) Act, 1948- Maternity Benefit Act, 1961- Contract Labour Regulations and Abolition Act, 1970 -The Child Labour Prevention and Regulation Act, 1986.

**TOTAL HOURS : 45**

**TEXT BOOKS:**


Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Mamoria C.B. and SathishMamoria Mathis	Dynamics of Industrial Relations	Himalaya Publishing House	2016
2	Kapoor N. D	Elements of Mercantile Law	Sultan Chand	2014

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	ArunMonappa, RanjeetNambudiri, PatturajaSelvaraj	. Industrial relations & Labour Laws	Tata McGraw Hill	2012
2	P.K. Padhi	Industrial Laws	PHI	2017
3	P.R.N Sinha, InduBala Sinha, Seema PriyardarshiniSh ekhar	Industrial Relations, , Trade Unions and Labour Legislation	Pearson	2017

**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)
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**21MBE23 ORGANIZATIONAL, DESIGN, CHANGE AND DEVELOPMENT**

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

**COURSE OBJECTIVES:**

- To help the students to gain knowledge about the concepts of change management
- To acquire the skills required to manage any change effectively
- To understand the concept and techniques of OD and to enable the skills
- To develop application of OD in organizations.
- To enhance the life cycle process

**COURSE OUTCOMES:**

- The fundamentals of organizational design and structure
- Change process, types, and models of change in organizations
- The fundamentals of organizational development
- Organizational development Interventions
- Organizational evolution and sustenance

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE23.CO1	x	-	-	x	-	x	x	x	-
21MBE23.CO2	-	-	-	-	-	-	-	-	x
21MBE23.CO3	-	x	-	-	-	X	-	x	-
21MBE23.CO4	-	-	x	-	x	-	-	-	x
21MBE23.CO5	x	x	-	x	-	-	-	x	-

**UNIT I ORGANIZATIONAL DESIGN**

9

Organizational Design – Determinants – Components – Basic Challenges of design – Differentiation, Integration, Centralization, Decentralization, Standardization, Mutual adjustment -Mechanistic and Organic Structures- Technological and Environmental Impacts on Design-Importance of Design – Success and Failures in design.

**UNIT II ORGANIZATIONAL CHANGE**

9

Meaning, Nature, Forces for change- change agents- Change process-Types and forms of change- Models of change- Resistance to change – individual factors – organizational factors – techniques to overcome change- Change programs –job redesign.

**UNIT III ORGANIZATIONAL DEVELOPMENT**

9

Introduction- evolution- basic values and assumptions- foundations of OD- Process of OD- managing the phases of OD- Organizational diagnosis-Process-stages- Techniques Questionnaire, interview, workshop, task-force- collecting, analyzing- feedback of diagnostic information.

**UNIT IV OD INTERVENTION**

9

Human process interventions-Individual, group and inter-group human relations- structure and technological interventions- strategy interventions – sensitivity training – survey feedback, process consultation – team building – inter-group development.



**UNIT V ORGANIZATIONAL EVOLUTION AND SUSTENANCE**

9

Organizational life cycle – Models of transformation – Models of Organizational Decision making – Organizational Learning – Innovation, Entrepreneurship and Creativity-HR implications.

**TOTAL HOURS: 45**

**TEXT BOOKS:**


Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	French & Bell	Organisational Development	McGraw-Hill	2005
2	Wendell L. French, Cecil H. Bell, Jr, Veena Vohra	Organization Development : Behavioral Science Interventions for Organizational improvement	-	2017

**REFERENCE BOOKS:**

SLNo	Author(s)	Title of the Book	Publisher	Year of Publication
1	Rajiv Shaw	Surviving Tomorrow: Turnaround Strategies In Organisational Design And Development	Vikas Publishing	
2	Thomas G. Cummings, Christopher G. Worley	Organisation Development And Change	Thomson Learning.	
3	S. Ramnarayan, T. Venkateswara Rao, Kuldeep	Organization Development: Interventions And Strategies	Sage Publications	

**Web URL**

1. <https://www.youtube.com/watch?v=py2YHxrvX74>
2. [https://www.youtube.com/watch?v=E\\_kJVRFFBfS](https://www.youtube.com/watch?v=E_kJVRFFBfS)
3. [https://www.youtube.com/watch?v=Hw\\_TJHGXFhA](https://www.youtube.com/watch?v=Hw_TJHGXFhA)
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**21MBE24 NEGOTIATION AND CONFLICT MANAGEMENT**

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

**COURSE OBJECTIVES:**

- To develop an understanding of the nature and strategies of negotiation.
- To understand conflict and strategies to resolve the conflict.
- To understand conflict management
- To understand the interpersonal and conflict management
- To understand the various conflict resolution cost

**COURSE OUTCOMES:**

- The fundamentals of Negotiation, Types, process and techniques
- Strategies and tactics in Negotiation
- The basics of Conflict management, models, approaches and process
- Managing interpersonal, group and organizational conflict
- Conflict resolution models and cost of workplace conflict

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE24.CO1	-	-	-	x	x	x	-	x	-
21MBE24.CO2	-	-	-	-	-	-	-	-	x
21MBE24.CO3	-	x	-	-	-	X	-	x	-
21MBE24.CO4	-	-	x	-	x	-	-	-	x
21MBE24.CO5	x	x	-	-	-	-	-	x	-

**UNIT I FUNDAMENTALS OF NEGOTIATION**

9

Nature, Characteristics of negotiation- Dimensions of Negotiation-Structure- Norms & values Types of Negotiation- Negotiation process- Perception and Preparation- Communication and Influence- Techniques of Negotiation- Issues in negotiation.

**UNIT II NEGOTIATION STRATEGIES**

9

Strategy and planning for negotiation- Strategy and Tactics for distributive bargaining Integrative negotiation-Negotiation power- source of power- Cross culture Negotiation- Ethics in negotiation.

**UNIT III INTRODUCTION TO CONFLICT MANAGEMENT**

9

Understanding conflict, components, perspective of conflict- Types of conflict- Models of conflict (Process & Structural)-Sources of conflict- Contingency approach, conflict management process, conflict domain, conflict trends, conflict distribution, conflict mapping and tracking - conflict & performance - Advantages & Disadvantages of Conflict.

**UNIT IV MANAGING INTERPERSONAL, GROUP AND ORGANIZATIONAL CONFLICT**

9

Individual difference- Personalities & abilities- Interpersonal conflict- Group conflict- Organizational conflict- Dealing with difficult subordinates & boss-Technique to resolve team conflict- organizational conflict strategies.

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**UNIT V CONFLICT RESOLUTION AND COST**

9

Conflict resolution models-framework model-classical ideas- new developments in conflict resolution- Environmental conflict resolution-gender and conflict resolution-Assessing the cost of workplace conflict.

**TOTAL HOURS: 45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Lewicki, Saunders, Barry	Negotiation	TMGH	2014
2	Eirene Rout, Nelson Omika	Corporate Conflict Management concepts & skills Improvement	PHI	2007

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Michael Spangle	Negotiation-Communication for diverse settings	Sage Publication	2008
2	B.D. Singh	Managing conflict and negotiation	Excel books	2008
3	Barbara A Budjac Corvette	Conflict Management: Practical guide to develop negotiation strategies	Pearson Prentice Hall	2006

**Web URL**

1. <https://www.youtube.com/watch?v=py2YHxrvX74>
2. [https://www.youtube.com/watch?v=E\\_kJMMRFFBfS](https://www.youtube.com/watch?v=E_kJMMRFFBfS)
3. [https://www.youtube.com/watch?v=Hw\\_TJGGGXfHA](https://www.youtube.com/watch?v=Hw_TJGGGXfHA)
4. <https://www.youtube.com/watch?v=HIID828d7jE>
5. <https://www.youtube.com/watch?v=TYirmZSGiw>

  
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**21MBE25 REWARD AND COMPENSATION 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	PSO1	PSO2
21MBE25CO1	x	-	-	x	-	-	x	x	-
21MBE25.CO2	-	x	x	x	-	-	-	-	x
21MBE25.CO3	-	x	-	x	-	X	-	x	x
21MBE25.CO4	x	-	x	-	x	-	-	-	x
21MBE25.CO5	-	x	x	-	-	-	-	x	-

**UNIT I INTRODUCTION**

9

Compensation - Definition - objectives- principles of compensation formulation- Compensation Design and strategy- theories of wage determination- Wage Structure -types of wages- wage boards- wage policy. Compensation decisions- compensation benchmarking- compensation trends and reward system in India.

**UNIT II EMPLOYEE COMPENSATION AND LABOUR MARKET**

9

Macroeconomics of Labour markets- Unemployment and its impact on labour market- Neoclassical microeconomics of labour markets-models, supply and demand-economic model Implications on employee compensation- economic theories and employee compensation- trade -offs - valuation of employee compensation.

**UNIT III MANAGING EMPLOYEE BENEFITS AND REWARDS**

9

Nature and types of employee benefits- statutory employee benefits in India- Deferred compensation plan- Non-monetary benefits. Reward - Meaning, Elements, Types- Basic concepts of reward management - Designing reward system- Approaches to reward system- Difference between reward and compensation.

**UNIT V PERFORMANCE RELATED COMPENSATION**

9

Performance management system (PMS)-performance objectives - indicators- standards and metric - effective performance modelling-dimensions of performance- competency based pay. Team Compensation – Gain Sharing Incentive Plan – Enterprise Incentive Plan – Profit Sharing Plan- ESOPs



**UNIT IV EXECUTIVE AND SALES COMPENSATION PLAN**

Executive Compensation – Components, Theories, Design- Relationship between Fixed and variable pay-Executive Incentive Programmes. Sale Compensation plan- design and administration- sales incentives and motivations. Compensation Management in Multinational organisations.

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Richard.I. Henderson	Compensation Management In A Knowledge Based World	Prentice Hall	2007
2	Richard Thrope& Gill Homen	Strategic Reward Systems	Prentice-Hall	2000

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Armstrong, Michael and Marlis, Kogan	Reward Management: A Handbook of salary administration	page business books	2005
2	Thomas.P. Plannery, David.A. Hofrichter&Paul. E.Platten	People Performance & Pay	Free Press	
3	Michael Armstrong & Helen Murlis	Hand Book Of Reward Management	Crust Publishing House	

**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)

  
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21MBE26 INTERNATIONAL HUMAN RESOURCE MANAGEMENT

L T P C  
3 0 0 3

**COURSE OBJECTIVE:**

- 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	PSO1	PSO2
21MBE26.CO1	x	-	-	x	-	-	x	x	-
21MBE26.CO2	-	-	x	-	-	-	-	-	x
21MBE26.CO3	-	x	-	x	-	x	-	x	x
21MBE26.CO4	-	-	x	-	x	-	-	-	x
21MBE26.CO5	-	x	x	-	-	x	-	x	x

**UNIT I INTRODUCTION TO IHRM**

9

Definition – Evolution of HRM- Importance of IHRM, Models of IHRM – Matching Model, Harvard Model, Contextual Model, 5p Model, European Model, IHRM policies, Standardization and Localization of HRM practices

**UNITII HRM STRATEGIES**

10

Internationalization and world business – Strategic orientation, IHRM in cross border Mergers and Acquisitions, International Alliances – IHRM & Competitive advantage- Cultural context of IHRM

**UNIT III RECRUITMENT AND SELECTION**

6

International Managers staffing – Approaches to staffing – Role of Expatriates – Role of in-patriate – Role of Non-expatriates- recruitment and selection methods- Current practices

**UNIT IV TRAINING AND DEVELOPMENT, PERFORMANCE APPRAISAL**

10

Expatriate training program, components, types, effectiveness measures, HCN training - Trends in international training and development – repatriation process and training. International performance Management methods – cultural issues in Performance Management

**UNIT V INTERNATIONAL COMPENSATION**

10

Components of international compensation- Approaches to international compensation – Challenges and choices -International Labour Standards – emerging Issues

TOTAL HOURS: 45

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**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Peter J Dowling & D E. Welch	International Human Resource Management	Cengage Learning	2017
2	Monir H. Tayeb	International Human Resource Management, A Multinational Company Perspective	Oxford University Press	2018

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	IbraizTarique, Dennis Briscoe&randall	International Human Resource Management- Policies and practices for Multinational Enterprises	Rutledge	2017
2	Anne-WilHarZing, Ashly Pinnington	International human Resource Management	Sage Publication	2017
3	P L Rao	International Human resource Management- Text and Cases	Excel Books Crust Publishing House	2017

**WEB URLs**

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2. <https://www.youtube.com/watch?v=S7UiEIWyrX0>
3. [www.youtube.com/watch?v=xzazwGsmaNY](http://www.youtube.com/watch?v=xzazwGsmaNY)
4. <https://www.youtube.com/watch?v=r2AJjuAMzBY>
5. <https://www.youtube.com/watch?v=S17brCwNKvo>

  
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## **IV – OPERATION MANAGEMENT**



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**21MBE31 SUPPLY CHAIN MANAGEMENT**

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

**COURSE OBJECTIVE:**

- To help understand the importance of and major decisions in supply chain management for gaining competitive advantage.
- To describe the increasing significance of logistics and its impact on both costs and service in business and commerce.
- To incorporate and learn the critical elements of logistics and supply-chain management processes based on the most relevant application in forward-thinking companies.
- To develop criteria and standards to achieve improved business performance by integrating and optimizing the total logistics and supply-chain process
- To describe the ways to shift the business culture from functional work to overall process-driven results.

**COURSE OUTCOMES:**

- Understanding of supply chain fundamentals
- Ability to design supply chain networks to enhance supply chain performance
- Ability to plan demand based on inventory and supply
- Understanding the role of logistics in supply chain performance
- Awareness of innovations for sustainable supply chains

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE31.CO1	-	X	-	X	X	X	X	X	-
21MBE31.CO2	-	-	X	-	-	-	-	-	X
21MBE31.CO3	X	-	-	X	-	X	-	X	X
21MBE31.CO4	-	-	X	-	X	-	X	-	X
21MBE31.CO5	X	X	X	-	-	X	-	X	X

**UNIT I INTRODUCTION**

9

Supply Chain – Fundamentals, Evolution, Role in Economy, Importance, Decision Phases, Enablers & Drivers of Supply Chain Performance; Supply chain strategy; Supply Chain Performance Measures.

**UNIT II SUPPLY CHAIN NETWORK**

9

Distribution Network Design – Role in supply chain, Influencing factors, design options, online sales and distribution network, Distribution Strategies; Network Design in supply chain – Role, influencing factors, framework for network design, Impact of uncertainty on Network Design.

**UNIT III PLANNING DEMAND, INVENTORY AND SUPPLY**

9

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

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**UNIT IV LOGISTICS**

9

Transportation – Role, Modes and their characteristics, infrastructure and policies, transport documentation, design options, trade-offs in transportation design, intermodal transportation. Logistics outsourcing – catalysts, benefits, value proposition. 3PL, 4PL, 5PL, 6PL; International Logistics -objectives, importance in global economy, Characteristics of global supply chains, Inco terms.

**UNIT V SUPPLY CHAIN INNOVATIONS**

9

Supply Chain Integration, SC process restructuring, IT in Supply Chain; Agile Supply Chains, Legible supply chain, Green Supply Chain, Reverse Supply chain; Supply chain technology trends – AI, Advanced analytics, Internet of Things, Intelligent things, conversational systems, robotic process automation, immersive technologies, Block chain.

**TOTAL HOURS: 45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Sunil Chopra, Peter Meindl and DharamVirK	Supply Chain Management-Strategy Planning and Operation	Pearson Education	2016
2	Janat Shah	Supply Chain Management – Text and Cases	Pearson Education	2009

**REFERENCE BOOKS:**

SLNo	Author(s)	Title of the Book	Publisher	Year of Publication
1	Ballou Ronald H	Business Logistics and Supply Chain Management	Pearson Education	2007
2	David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi	Designing and Managing the Supply Chain: Concepts, Strategies, and Cases	Tata McGraw-Hill	2005
3	Pierre David	International Logistics	Biztantra	2011

  
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**WEB URLs**

1. [https://www.youtube.com/watch?v=fL9\\_-ERRrO8](https://www.youtube.com/watch?v=fL9_-ERRrO8)
2. <https://www.youtube.com/watch?v=EEiERRyrX0>
3. [www.youtube.com/watch?v=xz77123aNY](http://www.youtube.com/watch?v=xz77123aNY)
4. <https://www.youtube.com/watch?v=r287uAMzBY>
5. <https://www.youtube.com/watch?v=NNCwNKvo>

**21MBE32 QUALITY MANAGEMENT**

**LT PC**  
**3 0 0 3**

**COURSE OBJECTIVE:**

- To learn the various principles and practices of Quality Management
- The overall purpose of the course is to provide an understanding of the process of managing quality and managing services
- The principles of Quality, Quality Assurance, and Total Quality Management will provide an insight into the concepts
- This course aims to show how all the fundamental disciplines of business are intrinsically linked with the concepts of service excellence and quality
- There are many tools and doctrines that can be used for assessing product/service quality and selection of these tools can help in the pursuit of excellence

**COURSE OUTCOMES:**

- Understanding the evolution of Quality management
- Understanding of quality philosophies and practices
- Ability to apply statistical process control to enhance quality.
- Ability to apply quality tools to enhance organization's quality performance
- Awareness of quality management systems

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE32.CO1	-	X	-	X	-	X	X	X	-
21MBE32.CO2	-	-	X	-	-	-	-	-	X
21MBE32.CO3	X	-	-	X	-	-	-	X	-
21MBE32.CO4	-	-	-	-	X	-	X	-	X
21MBE32.CO5	X	-	X	-	-	X	-	X	-

**UNIT I INTRODUCTION**

9

Introduction - Need for quality - Evolution of quality - Definition of quality. Concept of Quality –different perspectives. Concept of total Quality – Design, inputs, process and output - Attitude and involvement of top management. Customer Focus – customer perception - customer retention. Dimensions of product and service quality. Cost of quality.

**UNIT II QUALITY MANAGEMENT PHILOSOPHIES AND PRICIPLES**

9

Quality Gurus - Crosby, Deming, Masaaki Imai, Feigenbaum, Ishikawa, Juran, Oakland, Shigeo Shingo, and Taguchi. Concepts of Quality circle, Japanese 5S principles and 8D methodology.

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**UNIT III STATISTICAL PROCESS CONTROL** 9

Statistical Process Control (SPC) – Meaning, Significance. construction of control charts for variables and attributes. Process capability – meaning, significance and measurement. Six sigma-concepts of process capability. Reliability concepts – definitions, reliability in series and parallel, product life characteristics curve. Total productive maintenance (TMP), Terotechnology. Business process Improvement (BPI) – principles, applications, reengineering process, benefits and limitations.

**UNIT IV QUALITY TOOLS AND TECHNIQUES** 9

Quality Tools - The seven traditional tools of quality, New management tools. Six-sigma, Bench marking, Poka-yoke, Failure Mode Effect Analysis (FMEA) – reliability, failure rate, FMEA stages, design, process and documentation. Quality Function Deployment (QFD) – Benefits, house of quality. Taguchi - quality loss function, parameter and tolerance design, signal to noise ratio.

**UNIT V QUALITY MANAGEMENT SYSTEMS** 9

Introduction Quality management systems – IS/ISO 9004:2000 – Quality System –Elements, Documentation guidelines for performance improvements. Quality Audits - QS 9000 – ISO 14000 – Concepts. TQM -culture, framework, benefits, awareness and obstacles. Employee involvement – Motivation, empowerment, Team and Teamwork, Recognition and Reward, Performance appraisal. Supplier - Selection, Partnering, Supplier Rating.

**TOTAL HOURS: 45**

**TEXT BOOKS:**

SLNo	Author(s)	Title of the Book	Publisher	Year of Publication
1	Dale H.Besterfield, CarolBesterfield-Michna,	Total Quality Management (TQM)	Pearson Education	2018
2	Glen H. Shridhara Bhat K	Total Quality Management – Text and Cases	Himalaya Publishing House	2010

**REFERENCE BOOKS:**

SLNo	Author(s)	Title of the Book	Publisher	Year of Publication
1	PoornimaM.Charithmath	Total Quality Management	Pearson Education	2011
2	Douglas C. Montgomery	Introduction to Statistical Quality Control	Wiley India Pvt Limited	2008
3	Panneerselvam.R , Sivasankaran. P	Quality Management,	PHI Learning	2014



**WEB URLs**

1. [https://www.youtube.com/watch?v=fL9\\_-ERRrO8](https://www.youtube.com/watch?v=fL9_-ERRrO8)
2. <https://www.youtube.com/watch?v=EEiERRyrX0>
3. [www.youtube.com/watch?v=xz77123aNY](http://www.youtube.com/watch?v=xz77123aNY)
4. <https://www.youtube.com/watch?v=r287uAMzBY>
5. <https://www.youtube.com/watch?v=NNCwNKvo>

**21MBE33 MATERIALS MANAGEMENT**

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

**COURSE OBJECTIVE:**

- To understand how the knowledge of materials management can be an advantage to logistics and supply chain operations.
- To sensitize the students on the materials management functions – Planning, Purchase, Controlling, Storing, Handling, Packaging, Shipping and Distributing, and Standardizing.
- To realize the importance of materials both in product and service.
- Use of MRP, ERP and PLM in managing materials

**COURSE OUTCOMES:**

- Understanding basics of materials management
- Understanding requirement analysis for material planning
- Ability to apply inventory management models
- Understanding purchasing practices
- Understanding storage in warehouse

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE33.CO1	x	x	-	x	-	-	-	-	-
21MBE33.CO2	-	-	x	-	-	-	x	-	x
21MBE33.CO3	x	-	-	x	-	-	-	x	-
21MBE33.CO4	-	x	-	x	x	-	x	-	x
21MBE33.CO5	x	-	x	-	-	x	-	x	-

**UNIT I INTRODUCTION**

9

Operating environment-aggregate planning-role, need, strategies, costs techniques, approaches-master scheduling-manufacturing planning and control system-manufacturing resource planning-enterprise resource planning-making the production plan

**UNIT II MATERIALS PLANNING**

9

Materials requirements planning-bill of materials-resource requirement planning manufacturing resource planning-capacity management-scheduling orders-production activity control-codification.

**UNIT III INVENTORY MANAGEMENT**

9

Policy Decisions-objectives-control -Retail Discounting Model, Newsvendor Model; Review of deterministic models, Probabilistic inventory models.

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**UNIT IV PURCHASING MANAGEMENT**

9

Establishing specifications-selecting suppliers-price determination-forward buying-mixed buying strategy-price forecasting-buying seasonal commodities-purchasing under uncertainty demand management-price forecasting-purchasing under uncertainty-purchasing of capital equipment- international purchasing

**UNIT V WAREHOUSE MANAGEMENT**

9

Warehousing functions – types - Stores management-stores systems and procedures-incoming materials control-stores accounting and stock verification-Obsolete, surplus and scrap-value analysis-material handling-transportation and traffic management -operational efficiency productivity-cost effectiveness- performance measurement


**TOTAL HOUR : 45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	J.R.Tony Arnold, Stephen N. Chapman, Lloyd M. Clive	Materials Management	Pearson Education	2012
2	P.Gopala krishnan	Purchasing and Materials Management	Tata McGraw Hill	2012

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	A.K.Chitale and R.C.Gupta	Materials Management, Text and Cases	PHI Learning	2006
2	A.K.Datla	Materials Management, Procedure, Text and Cases	PHI Learning	2006
3	Ajay K Garg	Production and Operations Management	Tata McGraw Hill	2012

  
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**WEB URLs**

1. [https://www.youtube.com/watch?v=fL9\\_-ERRrO8](https://www.youtube.com/watch?v=fL9_-ERRrO8)
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3. [www.youtube.com/watch?v=xz77123aNY](http://www.youtube.com/watch?v=xz77123aNY)
4. <https://www.youtube.com/watch?v=r287uAMzBY>
5. <https://www.youtube.com/watch?v=NNCwNKvo>

**21MBE34 SERVICES OPERATIONS MANAGEMENT**

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

**COURSE OBJECTIVE:**

- To help understand how service performance can be improved by studying services operations management
- To develop an understanding of how the operations, have strategic importance and can provide a competitive advantage in the workplace.
- To understand the relationship between operations and other business functions.
- To understand techniques of location and facility planning; line balancing; job designing; and capacity planning in operations management.
- To understand the Materials Management function starting from Demand Management through Inventory Management.

**COURSE OUTCOMES:**

- Appreciation of nature of service operations
- Ability to design services
- Ability to inculcate quality in service design and delivery
- Apply models to design service facility
- Ability to grow and sustain service business

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE34.CO1	x	x	-	x	-	-	-	-	-
21MBE34.CO2	-	-	x	-	-	-	x	-	x
21MBE34.CO3	x	-	-	x	-	-	-	x	-
21MBE34.CO4	-	x	-	x	x	-	x	-	x
21MBE34.CO5	x	-	x	-	-	x	-	x	-

**UNIT I INTRODUCTION**

9

Services – Importance, role in economy, service sector – nature, growth. Nature of services - distinctive characteristics, Service Package, Service classification, service-dominant logic, open-systems view. Service Strategy –Strategic service vision, competitive environment, generic strategies, winning customers; Role of information technology; stages in service firm competitiveness.

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**UNIT II SERVICE DESIGN**

9

New Service Development – Design elements – Service Blue-printing - process structure – generic approaches. Service Encounter – triad, creating service orientation, service profit chain; Front-office Back-office Interface– service decoupling. Technology in services – self-service, automation, e- commerce, e-business, technology innovations.

**UNIT III SERVICE QUALITY**

9

Service Quality- Dimensions, Service Quality Gap Model; Measuring Service Quality – SERVQUAL, Walk-through Audit, Quality service by design , Service Recovery, Service Guarantees. Process Improvement –productivity improvement - DEA, quality tools, benchmarking, Quality improvement programs.

**UNIT IV SERVICE FACILITY**

9

Supporting facility -Service scapes, Facility design – nature, objectives, process analysis, Service facility layout. Service Facility Location – considerations, facility location techniques – metropolitan metric, Euclidean, centre of gravity, retail outlet location, location set covering problem. Vehicle routing and Scheduling.

**UNIT V MANAGING CAPACITY AND DEMAND**

9

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

**TOTAL HOUR: 45**

**TEXT BOOKS:**

SLNo	Author(s)	Title of the Book	Publisher	Year of Publication
1	James A. Fitzsimmons, Mona J, Fitzsimmons, Sanjeev bordoi	Service Management – Operations, Strategy, Information Technology	McGraw-Hill Education	2018

**REFERENCE BOOKS:**

SLNo	Author(s)	Title of the Book	Publisher	Year of Publication
1	CengizHaksever, Barry Render	Service Management	Pearson Education	2013
2	Robert Johnston, Graham Clark	Service Operations Management,	Pearson Education	2005
3	Bill Hollins and Sadie Shinkins	Managing Service Operations	Sage	2006

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1. [https://www.youtube.com/watch?v=fL9\\_-ERRrO8](https://www.youtube.com/watch?v=fL9_-ERRrO8)
2. <https://www.youtube.com/watch?v=EEiERRyrX0>
3. [www.youtube.com/watch?v=xz77123aNY](http://www.youtube.com/watch?v=xz77123aNY)
4. <https://www.youtube.com/watch?v=r287uAMzBY>
5. <https://www.youtube.com/watch?v=NNCwNKvo>

**21MBE35 SUPPLY CHAIN ANALYTICS**

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

**COURSE OBJECTIVE:**

- To treat the subject in depth by emphasizing on the advanced quantitative models and methods in logistics and supply chain management
- To develop an understanding of basic concepts and role of Logistics and supply chain management in business.
- To understand how supply chain drivers play an important role in redefining value chain excellence of Firms.
- To develop analytical and critical understanding & skills for planning, designing and operations of supply chain.
- To understand, appraise and integrate various supply chain strategies.

**COURSE OUTCOMES:**

- Understanding of supply chain analytics fundamentals
- Ability to design warehouse models to enhance supply chain performance.
- Ability to analyse models and strategies in inventory management.
- Ability to understand network models in transportation.
- Ability to make decision using multi-criteria in applications of SCM

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE35.CO1	-	x	x	x	-	-	-	-	-
21MBE35.CO2	-	-	-	-	-	-	x	-	x
21MBE35.CO3	x	-	-	x	-	-	-	-	-
21MBE35.CO4	-	-	-	x	x	-	x	-	x
21MBE35.CO5	x	-	x	-	-	x	-	x	-

**UNIT I INTRODUCTION**

9

Introduction to analytics – descriptive, predictive and prescriptive analytics, Data Driven Supply Chains -Basics, transforming supply chains, Barriers to implementation, Road Map.

**UNIT II WAREHOUSING DECISIONS**

9

Mathematical Programming Models - P-Median Methods - Guided LP Approach - Balmer – Wolfe Method, Greedy Drop Heuristics, Dynamic Location Models, Space Determination and Layout Methods

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**UNIT III INVENTORY MANAGEMENT** 9

Inventory aggregation Models, Dynamic Lot sizing Methods, Multi-Echelon Inventory models, Aggregate Inventory system and LIMIT, Risk Analysis in Supply Chain - Measuring transit risks, supply risks, delivering risks, Risk pooling strategies.

**UNIT IV TRANSPORTATION NETWORK MODELS** 9

Notion of Graphs, Minimal Spanning Tree, Shortest Path Algorithms, Maximal Flow Problems, Multistage Transshipment and Transportation Problems, Set covering and Set Partitioning Problems, Travelling Salesman Algorithms, Advanced Vehicle Routing Problem Heuristics, Scheduling Algorithms-Deficit function Approach and Linking Algorithms

**UNIT V MCDMMODELS** 9

Analytic Hierarchy Process(AHP), Data Envelopment Analysis (DEA), Fuzzy Logic and Techniques, the analytical network process (ANP), TOPSIS-Application in SCM

**TOTAL HOUR: 45**

**TEXT BOOKS:**

SLNo	Author(s)	Title of the Book	Publisher	Year of Publication
1	Nada R. Sanders	Big data driven supply chain management: A framework for implementing	Pearson Education	2014
2	Michael Watson, Sara Lewis, Peter Cacioppi, Jay Jayaraman	AnalyticsSupply and Chain turing Network Design: Applying Optimization and Analytics to the Global Supply Chain	Pearson Education	2013

**REFERENCE BOOKS:**

SLNo	Author(s)	Title of the Book	Publisher	Year of Publication
1	Anna Nagurney, Min Yu, Amir H. Masoumi, Ladimer S. Nagurney	Networks Against Time: Supply Chain Analytics for Perishable Products vice Management	Springer	2013
2	MuthuMathirajan ,Chandrasekhara nRajendran,Sow myanarayananSada gopan,Arunach alamRavindran, ParasuramBalasubramanian	Analytics in Operations/Supply Chain Management	I.K. International Publishing House Pvt. Ltd	2016

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**WEB URLs**

1. [https://www.youtube.com/watch?v=fL9\\_-ERRrO8](https://www.youtube.com/watch?v=fL9_-ERRrO8)
2. <https://www.youtube.com/watch?v=EEiERRyrX0>
3. [www.youtube.com/watch?v=xz77123aNY](http://www.youtube.com/watch?v=xz77123aNY)
4. <https://www.youtube.com/watch?v=r287uAMzBY>
5. <https://www.youtube.com/watch?v=NNCwNKvo>

**21MBE36 PROJECT MANAGEMENT**

**LT P C**  
**3 0 0 3**

**COURSE OBJECTIVE:**

- To make them understand the concepts of Project Management for planning to execution of projects.
- To make them understand the feasibility analysis in Project Management and network analysis tools for cost and time estimation.
- To enable them to comprehend the fundamentals of Contract Administration, Costing and Budgeting
- Make them capable to analyze, apply and appreciate contemporary project management tools and methodologies in Indian context.
- To understand the various project control

**COURSE OUTCOMES:**

- Ability to understand the roles and responsibilities of a project manager
- Ability to plan and budget projects
- Ability to schedule and allocate resources to projects
- Ability to manage project organization
- Ability to control and complete projects

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE36.CO1	x	x	x	x	-	x	-	-	-
21MBE36.CO2	-	-	-	-	-	-	x	-	x
21MBE36.CO3	-	-	-	x	-	-	-	x	-
21MBE36.CO4	-	-	-	x	x	-	x	-	x
21MBE36.CO5	x	-	-	-	-	x	-	x	-

**UNIT I INTRODUCTION TO PROJECT MANAGEMENT**

9

Project Management – Definition –Goal - Lifecycles. Project Environments. Project Manager – Roles- Responsibilities and Selection.

**UNIT II PLANNING, BUDGETING AND RISK MANAGEMENT**

9

The Planning Process – Work Break down Structure. Cost Estimating and Budgeting - Process, Summaries, schedules and forecasts. Managing risks - concepts, identification, assessment and response planning.

**UNIT III SCHEDULING & RESOURCE ALLOCATION**

9

PERT & CPM Networks - Project durations and floats - Crashing – Resource loading and leveling. Simulation for resource allocation. Goldratt's Critical Chain.

**UNIT IV PROJECT ORGANISATION & CONFLICT MANAGEMENT** 9  
 Formal Organisation Structure – Organisation Design – Types of project organizations. Conflict – Origin & Consequences. Project Teams. Managing conflict–Team methods for resolving conflict.

**UNIT V CONTROL AND COMPLETION** 9  
 Project Control – Process, Monitoring, Internal and External control, Performance analysis, Performance Index Monitoring. Project Evaluation, Reporting and Termination. Project success and failure - Lessons.

**TOTAL HOUR : 45**

**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 Edition	2005
2	Gido and Clements	Successful Project Management	Thomson Learning	2017

**REFERENCE BOOKS:**

SL.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Samuel J.M., Jack R.M., Scott M.S., Margaret M.S., and Gopalan M.R	Project Management	Wiley-India	2006
2	Harvey Maylor	Project Management	Pearson Education	2006
3	Panneerselvam. R, Senthilkumar. P	Project Management	PHI Learning	2009

**WEB URLs**

1. [https://www.youtube.com/watch?v=fL9\\_-123rO8](https://www.youtube.com/watch?v=fL9_-123rO8)
2. <https://www.youtube.com/watch?v=E90RRyrX0>
3. [www.youtube.com/watch?v=xz77103aNY](http://www.youtube.com/watch?v=xz77103aNY)
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**V.BUSINESS ANALYTICS**

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**21MBE41 DATA MINING FOR BUSINESS INTELLIGENCE**

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

**COURSE OBJECTIVE:**

- To know how to derive meaning form huge volume of data and information
- To understand how knowledge discovering process is used in business decision making.
- To enable them to comprehend the fundamentals of Contract Administration, Costing and Budgeting
- Make them capable to analyze, apply and appreciate contemporary project management tools and methodologies in Indian context.
- To understand the various project control

**COURSE OUTCOMES:**

- Learn to apply various data mining techniques into various areas of different domains.
- Be able to interact competently on the topic of data mining for business Intelligence.
- Know the basics of data mining processes, algorithms, & systems well enough to interact with CTOs, expert data miners, consultants, etc.
- Apply various prediction techniques.
- Learn about supervised and unsupervised learning technique.

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE41.CO1	x	x	x	x	-	x	-	-	-
21MBE41.CO2	-	-	-	-	-	-	x	-	x
21MBE41.CO3	x	x	x	x	-	-	-	x	-
21MBE41.CO4	-	-	-	x	x	-	x	-	x
21MBE41.CO5	x	-	-	-	-	x	-	x	-

**UNIT I INTRODUCTION** 9

Data mining, Text mining, Web mining, Spatial mining, Process mining, Data ware house and data marts.

**UNIT II DATA MINING PROCESS** 9

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

**UNIT III PREDICTION TECHNIQUES** 9

Data visualization, Time series – ARIMA, Winter Holts, Vector Autoregressive analysis, Multivariate regression analysis.

**UNIT IV CLASSIFICATION AND CLUSTERING TECHNIQUES** 9

Classification- Decision trees, k nearest neighbour, Logistic regression, Discriminate analysis; Clustering; Market basket analysis;

**UNIT V MACHINE LEARNING AND AI** 9

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

**TOTAL HOUR: 45**

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**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Jaiwei Ham and Micheline Kamber	Data Mining concepts and techniques	Kauffmann Publishers	2006
2	Efraim Turban, Ramesh Sharda, Jay E. Aronson and	Business Intelligence	Prentice Hall	2008

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	W.H.Inmon	Building the Data Warehouse	Wiley India pvt. Ltd	2005
2	Ralph Kimball and Richard Merz	The data warehouse toolkit	John Wiley	2013
3	Michel Berry and Gordon Linoff	Mastering Data mining	John Wiley and Sons Inc	2011

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21MBE42 DEEP LEARNING AND ARTIFICIAL INTELLIGENCE

L T P C  
3 0 0 3

**COURSE OBJECTIVES:**

- To expose various algorithms related to Deep Learning and Artificial Intelligence.
- To prepare students to apply suitable algorithm for the specified applications.
- To understand the basic theory underlying machine learning.
- To be able to formulate machine learning problems corresponding to different applications.
- To understand a range of machine learning algorithms along with their strengths and weaknesses.

**COURSE OUTCOMES:**

- Knowledge of Algorithms of Deep Learning & Artificial Intelligence.
- Knowledge of applying Algorithm to specified applications.
- Ability to understand intelligent systems and Heuristic Search Techniques
- Understanding of Knowledge Representation, Semantic Networks and Frames
- Knowledge Of Expert systems, applications and Machine learning

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE42.CO1	-	X	X	X	-	X	-	-	-
21MBE42.CO2	-	-	-	-	X	-	X	-	-
21MBE42.CO3	X	X	-	X	-	-	-	X	-
21MBE42.CO4	-	-	-	X	X	-	X	-	X
21MBE42.CO5	X	-	-	-	-	X	-	X	-

**UNIT I DEEP NETWORKS**

9

Deep Networks: Modern Practices: Deep Forward Networks: Example: Learning XOR - Gradient-Based Learning - Hidden Units - Architecture Design - Regularization for Deep Learning.

**UNIT II MODELS**

9

Optimization for Training Deep Models: How Learning Differs from Pure Optimization - Challenges in Neural Network Optimization - Basic Algorithms - Parameter Initialization Strategies - Algorithms with Adaptive Learning Rates - Approximate Second-Order Methods - Optimization Strategies and Meta-Algorithms.

**UNIT III INTELLIGENT SYSTEMS**

9

Introduction to Artificial Intelligence: Intelligent Systems - Foundations of AI - Applications - Tic-Tac-Toe Game Playing - Problem Solving: State-Space Search and Control Strategies: Introduction - General Problem Solving - Exhaustive Searches - Heuristic Search Techniques.

**UNIT IV KNOWLEDGE REPRESENTATION**

9

Advanced Problem-Solving Paradigm: Planning: Introduction - Types of Planning Systems - Knowledge Representation: Introduction - Approaches to Knowledge Representation - Knowledge Representation using Semantic Network - Knowledge Representation using Frames.

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**UNIT V APPLICATIONS**

9

Expert Systems and Applications: Blackboard Systems - Truth Maintenance Systems - Applications of Expert Systems - Machine-Learning Paradigms: Machine-Learning Systems - Supervised and Unsupervised Learning's.

**TOTAL HOUR : 45**

**TEXT BOOKS:**


SL.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Ian Goodfellow, YoshuaBengio, Aaron Courville	Deep Learning	MIT Press	2016
2	Li Deng and Dong Yu	Deep Learning Methods and Applications	Foundations and Trends in Signal Processing	2018

**REFERENCE BOOKS:**

SL.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	YoshuaBengio	Learning Deep Architectures for AI	Foundations and Trends in Machine Learning	2018
2	SarojKaushik	Artificial Intelligence	Cengage Learning India Pvt. Ltd	2020
3	Deepak Khemani	A First Course in Artificial Intelligence	McGraw Hill Education(India) Private Limited	2020

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21MBE43 SOCIAL MEDIA WEB ANALYTICS

L T P C  
3 0 0 3

**COURSE OBJECTIVE:**

- To showcase the opportunities that exist today to leverage the power of the web and social media
- Describe the value of social media analytics in addressing business or academic problems
- Understand the basic concepts, techniques, and best practices of social media analytics
- Understand the limitations of social media analytics
- Gain experience in collecting, managing, visualizing, and analyzing social media data
- Communicate analytical findings and insights to end clients in presentations and analytics reports

**COURSE OUTCOMES:**

- The students will be able to enhance the social media skills.
- The students will be able to develop a mass communication strategy and guide campaigns.
- To get an idea of social media policies.
- Understand the fundamentals and concepts of web analytics.
- Knowledge Of Expert systems, applications and Machine learning

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE43.CO1	x	x	x	x	-	x	-	-	-
21MBE43.CO2	-	-	-	-	x	-	x	-	x
21MBE43.CO3	x	x	-	x	-	x	-	x	-
21MBE43.CO4	-	-	x	x	x	-	x	-	x
21MBE43.CO5	x	-	-	-	-	x	-	x	-

**UNIT I INTRODUCTION**

9

Evolution of online communities - History and Evolution of Social Media- Social Media vs. traditional media - Social Media Audience and Goals for using Social Media - Understanding Social Media: Strong and weak ties – Influencers - How ideas travel – Virality - Social theory and social media - technological determinism in popular discourse on social media technologies.

**UNIT II COMMUNITY BUILDING AND MANAGEMENT**

9

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

**UNIT III SOCIAL MEDIA POLICIES AND MEASUREMENTS**

9

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

**UNIT IV WEB ANALYTICS**

9

Web Analytics - Present and Future, Data Collection - Importance and Options, Overview Of Qualitative Analysis, Business Analysis, KPI and Planning, Critical Components of a Successful Web Analytics Strategy, Web Analytics Fundamentals, Concepts, Proposals & Reports, Web Data Analysis.



**UNIT V SEARCH ANALYTICS**

9

Search engine optimization (SEO), non-linear media consumption, user engagement, user generated content, web traffic analysis, navigation, usability, eye tracking, online security, online ethics, content management system, data visualization, RSS feeds, Mobile platforms, User centred design, Understanding search behaviours.

**TOTAL HOUR:45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	K. M. Shrivastava	Social Media in Business and Governance	Sterling Publishers Private Limited	2013
2	Christian Fuchs	Social Media a critical introduction	SAGE Publications Ltd	2014

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Bittu Kumar	Social Networking	V & S Publishers	2013
2	Avinash Kaushik	Web Analytics - An Hour a Day	Wiley Publishing	2007
3	Ric T. Peterson	Web Analytics Demystified	Celilo Group Media and Café Press	2004

**WEB URLs**

1. [https://www.youtube.com/watch?v=fL9\\_-123rO8](https://www.youtube.com/watch?v=fL9_-123rO8)
2. <https://www.youtube.com/watch?v=E90RRyrX0>
3. [www.youtube.com/watch?v=xz77103aNY](http://www.youtube.com/watch?v=xz77103aNY)
4. <https://www.youtube.com/watch?v=657287uAMzBY>
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**21MBE44 E-BUSINESS MANAGEMENT**

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

**COURSE OBJECTIVE:**

- To understand the practices and technology to start an online business.
- Recognize the e-business concepts and how it is different from e-commerce.
- Recognize the e-business models and infrastructure. Students will learn how business concepts are applied to different fields
- Analyze the potential impacts of different e-Business strategies; the ability to evaluate the effects of business issues in relation to various e-Business models.
- Be aware of the e-Business environment, the identification of contemporary business issues, and the evaluation of their implications for organizations.

**COURSE OUTCOMES:**

- Ability to build and manage an e-business.
- Knowledge about Technology Infrastructure
- Understanding of customer oriented business applications
- Knowledge of e business payment protocols and security
- Understanding of ethical, legal , privacy issues and encryption policies

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE44.CO1	X	-	X	X	-	X	-	-	-
21MBE44.CO2	-	-	X	-	X	-	X	-	X
21MBE44.CO3	X	X	-	X	-	X	-	X	-
21MBE44.CO4	-	X	-	X	X	-	X	-	X
21MBE44.CO5	X	-	-	-	-	X	-	X	X

**UNIT I INTRODUCTION TO e-BUSINESS**

**8**

Business, e-business vs e-commerce, Economic forces – advantages – myths – e-business models, design, develop and manage e-business, Web 2.0 and Social Networking, Mobile Commerce, S-commerce

**UNIT II TECHNOLOGY INFRASTRUCTURE**

**10**

Internet and World Wide Web, internet protocols - FTP, intranet and extranet, information publishing technology- basics of web server hardware and software.

**UNIT III BUSINESS APPLICATIONS**

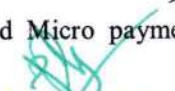
**10**

Consumer oriented e-business – e-tailing and models - Marketing on web – advertising, e-mail marketing, affiliated programs - e-CRM; online services, Business oriented e-business, governance, EDI on the internet, Delivery management system, Web Auctions, Virtual communities and Web portals – social media marketing

**UNIT IV E-BUSINESS PAYMENTS AND SECURITY**

**9**

E-payments - Characteristics of payment of systems, protocols, e-cash, e-cheque and Micro payment systems- internet security – cryptography – security protocols – network security.

  
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**UNIT V LEGAL AND PRIVACY ISSUES**

8

Legal, Ethics and privacy issues – Protection needs and methodology – consumer protection, cyber laws, contracts and warranties, Taxation and encryption policies.

**TOTAL HOUR: 45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Harvey M.Deitel, Paul J.Deitel, Kate Steinbuhler	E-business and ecommerce for managers	Pearson	2011
2	Efraim Turban, Jae K. Lee, David King, Ting Peng Liang,	Electronic Commerce – A managerial perspective	Pearson Education Asia	2010

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Parag Kulkarni, SunitaJahirabadk ao, Pradeep Chande	e business	Oxford University Press	2012
2	Hentry Chan &el	E-Commerce – fundamentals and Applications	Wiley India Pvt Ltd	2007
3	Gary P. Schneider	Electronic commerce, Thomson course technology	Fourth annual edition	2007

**WEB URLs**

1. [https://www.youtube.com/watch?v=fL9\\_-11rO8](https://www.youtube.com/watch?v=fL9_-11rO8)
2. <https://www.youtube.com/watch?v=EHRyRyrX0>
3. [www.youtube.com/watch?v=xz77103aNY](http://www.youtube.com/watch?v=xz77103aNY)
4. <https://www.youtube.com/watch?v=6324287uAMzBY>
5. <https://www.youtube.com/watch?v=9GHNJCwNKvo>

  
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**21MBE45 ENTERPRISE RESOURCE PLANNING**

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

**COURSE OBJECTIVES:**

- To exhibit the theoretical aspects of Enterprise Resource Planning. ➤To provide practical implication on ERP Suite implementation
- To provide a contemporary and forward-looking on the theory and practice of Enterprise Resource Planning Technology.
- To focus on a strong emphasis upon practice of theory in Applications and Practical oriented approach.
- To train the students to develop the basic understanding of how ERP enriches the business organizations in achieving a multidimensional growth.
- To aim at preparing the students technological competitive and make them ready to self-upgrade with the higher technical skills.

**COURSE OUTCOMES:**

- Knowledge of risk and benefits associated with Enterprise Resource Planning.
- Knowledge of ERP solutions and functional modules
- Exposure to the implementation environment
- Understanding of post implementation impact and maintenance of ERP
- Knowledge of emerging trends on ERP

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE45.CO1	x	-	x	x	-	x	-	-	-
21MBE45.CO2	-	-	x	-	x	-	x	-	x
21MBE45.CO3	x	x	-	x	-	x	-	x	-
21MBE45.CO4	-	x	x	x	x	-	x	-	x
21MBE45.CO5	x	-	-	-	-	x	-	x	-

- UNIT I INTRODUCTION** **8**  
Overview of enterprise systems – Evolution - Risks and benefits - Fundamental technology - warehouse management.
- UNIT II ERP SOLUTIONS AND FUNCTIONAL MODULES** **10**  
Overview of ERP software solutions, BPR, Project management, Functional modules Organisational data, master data and document flow.
- UNIT III ERP IMPLEMENTATION** **10**  
Planning Evaluation and selection of ERP systems - Implementation life cycle - ERP implementation, Methodology and Frame work- Training – Data Migration. People Organization in implementation- Consultants, Vendors and Employees.
- UNIT IV POST IMPLEMENTATION** **8**  
Maintenance of ERP- Organizational and Industrial impact; Success and Failure factors of ERP Implementation.
- UNIT V EMERGING TRENDS ON ERP** **9**  
Extended ERP systems and ERP add-ons -CRM, SCM, Business analytics - Future trends in ERP systems-web enabled, Wireless technologies, cloud computing and Augmented reality.

**TOTAL HOUR: 45**



**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Alexis Leon	ERP demystified	Tata McGraw-Hill	2008
2	Simha R. Magal , Jeffrey Word Deborrah Turban	Integrated Business processes with ERP systems	John Wiley & Sons	2012

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Jagan Nathan Vaman	ERP in Practice	Tata McGraw-Hill	2008
2	Alexis Leon	Enterprise Resource Planning	Tata McGraw-Hill	2008
3	Mahadeo Jaiswal and Ganesh Vanapalli	ERP	Macmillan India	2008

**WEB URLs**

1. [https://www.youtube.com/watch?v=fL9\\_-11rO8](https://www.youtube.com/watch?v=fL9_-11rO8)
2. <https://www.youtube.com/watch?v=EHRyRyrX0>
3. [www.youtube.com/watch?v=xz77103aNY](http://www.youtube.com/watch?v=xz77103aNY)
4. <https://www.youtube.com/watch?v=6324287uAMzBY>
5. <https://www.youtube.com/watch?v=9GHNJCwNKvo>

  
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**III – B SECTORAL SPECIALIZATION**  
**( 1 ) LOGISTICS AND SUPPLY CHAIN**  
**MANAGEMENT**

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**21MBE51 SUPPLY CHAIN CONCEPTS AND PLANNING**

**L T P C**

**3 0 0 3**

**COURSE OBJECTIVES:**

- To describe the various streams of the supply chain
- To describe the drivers of the supply chain
- To describe the concepts employed in the supply chain
- To explain about the strategies employed in the supply chain
- To develop an understanding of basic concepts and role of Logistics and supply chain management in business.

**COURSE OUTCOMES:**

- Understand the fundamentals of elements and functions of supply chain, role of drivers and demand forecasting.
- To apply various techniques of inventory management and their practical situations.
- Analyze how supply chain decisions related to facility location can be applied to various industries and designing the supply chain.
- How various warehousing management system and transportation can be practiced in various industries?  
5. How logistics
- How logistics and supply chain strategies can create value generation and utilise IT applications

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE51.CO1	x	-	x	x	-	x	-	-	-
21MBE51.CO2	-	-	-	-	x	-	x	-	x
21MBE51.CO3	x	x	-	-	-	x	-	-	-
21MBE51.CO4	-	-	x	x	x	-	x	-	x
21MBE51.CO5	-	-	x	-	-	x	-	x	-

**UNIT- I CONCEPTS OF SUPPLY CHAIN**

9

Service and manufacturing supply chain dynamics - Evolution of supply chain management Multiple views and flows - Service supply chains -Manufacturing supply chains - Measures of supply chain performance - Differentiation-Bullwhip effect

**UNIT - II SUPPLY CHAIN PROCESSES AND STRATEGIES**

9

Integrated supply chains design - Customer relationship process - Order fulfilment process - Supplier relationship process - Supply chain strategies - Strategic focus - Mass customization - Lean supply chains - Outsourcing and off shoring - Virtual supply chains.

**UNIT - III SUPPLY CHAIN PERFORMANCE DRIVERS AND FORECASTING**

9

Drivers of supply chain performance - Logistics drivers (Location, inventory and transportation) -Cross functional drivers (Pricing, information and sourcing) – Forecasting introduction -Framework for a forecast system - Choosing right forecasting technique - Judgment methods (Composite Forecasts, Surveys, Delphi Method, Scenario Building, Technology Forecasting, Forecast by Analogy) - Causal methods (Regression Analysis -Linear & Non-Linear Regression, Econometrics) - Time series analysis (Autoregressive Moving Average (ARMA), Exponential Smoothing, Extrapolation, Linear Prediction, Trend Estimation, Growth Curve, Box-Jenkins Approach) – CPFRR

**UNIT - IV SALES AND OPERATIONS PLANNING**

9

Introduction to Sales and operations planning - Purpose of sales and operations plans -Decision context- Sales and operations planning as a process - Overview of decision support tools

**UNIT- V RESOURCE PLANNING AND SCHEDULING**

9

Enterprise resource planning - Planning and control systems for manufacturers – Materials requirement planning - Drum – Buffer – Rope system – Scheduling - Scheduling service and manufacturing processes - Scheduling customer demand - Scheduling employees - Operations scheduling.

**TOTAL HOURS: 45**

**TEXT BOOKS:**


Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Sunil Chopra, Peter	Supply Chain Management: Strategy, Planning,	P Pearson	2010
2	MeindRober Janat Shah	andSupply Chain Operation Management	Pearson Education India	2009

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Chandrasekaran, N	Supply Chain management	Oxford University Publications	2010
2	B S SAHAY	Supply Chain Management	Macmillan Education	2001

**WEB URLs**

1. [https://www.youtube.com/watch?v=fL9\\_-11rO8](https://www.youtube.com/watch?v=fL9_-11rO8)
2. <https://www.youtube.com/watch?v=EH67YRy560>
3. [www.youtube.com/watch?v=xz77103aNY](http://www.youtube.com/watch?v=xz77103aNY)
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**21MBE52 SOURCING AND SUPPLY MANAGEMENT**

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

**COURSE OBJECTIVES;**

- To provide understanding of the framework.
- To illustrate current practices in industries.
- To provide knowledge on certain tools & techniques
- To develop an understanding of basic concepts and role of Logistics and supply chain management in business
- To understand how supply chain drivers play an important role in redefining value chain excellence of Firms.

**COURSE OUTCOMES:**

- To understand basic functions and nuances.
- To understand the holistic dimensions of SCM & corporate perspectives.
- Learn to acquire skills to become a sourcing professional.
- Understand the fundamentals of elements and functions of supply chain, role of drivers and demand forecasting.
- How logistics and supply chain strategies can create value generation and utilise IT applications

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE52.CO1	-	-	X	X	-	X	-	-	-
21MBE52.CO2	-	-	-	-	X	-	X	-	X
21MBE52.CO3	X	X	-	-	-	X	-	-	-
21MBE52.CO4	-	-	-	X	-	-	-	-	-
21MBE52.CO5	X	-	X	-	-	X	-	X	-

**UNIT - I INTRODUCTION TO PURCHASING AND SUPPLY CHAIN MANAGEMENT 9**

The Purchasing Process. Purchasing Policies and Procedures. Supply Management Integration for Competitive Advantage, Purchasing and Supply Management Organization.

**UNIT - II STRATEGIC SOURCING 9**

Supply Management and Commodity Strategy Development, Supplier Evaluation and Selection Supplier Quality Management Supplier Management and Development, Creating a World-Class Supply Base, Worldwide Sourcing.

**UNIT - III STRATEGIC SOURCING PROCESS 9**

Strategic Cost Management, Purchasing and Supply Chain Analysis: Tools and Techniques, Negotiation and Conflict Management Contract Management Purchasing Law and Ethics.

**UNIT - IV SUPPLIER PERFORMANCE AND QUALITY MANAGEMENT 9**

Performance Measurement and Evaluation: Strategies, tools and techniques for measuring and managing supplier performance, Supplier performance evaluation, Purchasing services, Supply Chain Information Systems and Electronic Sourcing.

  
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**UNIT - V FUTURE DIRECTIONS**

9

Purchasing and Supply Strategy Trends Green Buying, Sustainability, material rese arch, Lean supply Chain Management

**TOTAL HOUR: 45**

**TEXT BOOKS:**


Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Robert .M. Monczka, Handfield, GIunipero Paterson, Waters	Purchasing and Supply Chain Management	P Cengage Publication	2010
2	Benton	Purchasing and Supply Chain Management	Tata Mc Graw Hill	2009

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Burt, Dobler, Starling	World Class Supply Chain Management	Tata Mc Graw Hill	2010
2	B S SAHAY	Supply Chain Management	Macmillan Education	2001

**WEB URLs**

1. [https://www.youtube.com/watch?v=fL9\\_-11rO8](https://www.youtube.com/watch?v=fL9_-11rO8)
2. <https://www.youtube.com/watch?v=EH67YRy560>
3. [www.youtube.com/watch?v=xz77103aNY](http://www.youtube.com/watch?v=xz77103aNY)
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**21MBE53 SUPPLY CHAIN INVENTORY MANAGEMENT**

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

**COURSE OBJECTIVE:**

- This course provides you the basic concepts and advanced models in inventory management.
- This course discusses issues related to inventory in a supply chain context. It also gives a multi-dimensional view to approach a problem with case studies.
- To develop an understanding of basic concepts and role of Logistics and supply chain management in business.
- To understand how supply chain drivers play an important role in redefining value chain excellence of Firms.
- To develop analytical and critical understanding & skills for planning, designing and operations of supply chain.

**COURSE OUTCOMES:**

- At the end of this course, the students can confidently approach their supply chain inventory issues.
- They can use different tools appropriately to solve the problems and enhance the performance of their supply chains.
- Understand the fundamentals of elements and functions of supply chain, role of drivers and demand forecasting.
- To apply various techniques of inventory management and their practical situations.
- How various warehousing management system and transportation can be practiced in various industries?

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE53.CO1	x	-	x	x	-	x	-	-	-
21MBE53.CO2	-	-	-	-	x	-	x	-	x
21MBE53.CO3	x	x	x	-	-	x	-	-	-
21MBE53.CO4	-	-	-	x	-	-	-	-	x
21MBE53.CO5	x	-	x	-	x	x	-	x	-

**UNIT I INTRODUCTION TO INVENTORY MANAGEMENT**

**9**

Inventory in SCM, Cash to cash cycle time, measure of inventory in terms of days, Inventory turnover ratio and its relationship with working capital, Review of models, Q-models and Models Aggregation of Inventory, Cycle stock concepts, Ordering multiple items in a single order to reduce cycle stock

**UNIT II INVENTORY MODELS**

**9**

Safety stock issues Safety stock with lead time and demand uncertainty (for Q-models), Short term discounting & Forward Buying, Periodic review models with safety stock, Comparison of P and Q systems

**UNIT III INVENTORY MANAGEMENT STRATEGIES**

**9**

Single period models, Inventory management for fashion supply chains, Postponement strategies to reduce inventory, Examples of Fashion supply chains: NFL Reebok, ZARA and Sport Obermeyer Risk Pooling, Applications, Risk pooling in different forms-Substitution, Specialisation, Postponement and Information pooling

**UNIT IV INVENTORY OPTIMIZATION**

9

Distribution resource planning techniques, Inventory and transportation integration decisions, Vendor Managed Inventory, Product availability measures, Product fill rate, order fill rate, Cycle service level.

**UNIT V LATEST TRENDS IN INVENTORY MANAGEMENT SYSTEMS**

9

Industry initiatives, Efficient consumer Response and Quick response, CPFR and other industry initiatives, Inventory reduction strategies, Managing inventory in Reverse Logistics and Remanufacturing situations, Best practices in Inventory Management in a Supply Chain

**TOTAL HOUR: 45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Sunil Chopra, Peter Meindl	Supply Chain Management: Strategy, Planning, and Operation	Pearson Education India	2010
2	Janat Shah	Supply Chain Management	Pearson Education India	2009

**REFERENCE BOOKS:**

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2. <https://www.youtube.com/watch?v=HJ7YRy560>
3. [www.youtube.com/watch?v=xz75403aNY](http://www.youtube.com/watch?v=xz75403aNY)
4. <https://www.youtube.com/watch?v=6334287uAMzBY>
5. <https://www.youtube.com/watch?v=7635JCwNKvo>



**21MBE54 SUPPLY CHAIN INFORMATION SYSTEM**

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

**COURSE OBJECTIVES:**

- To explain the various technological aspects that are described in the different logistical background
- To explain the real time description updated technologies in the logistics sector and supply chain industry
- To develop an understanding of basic concepts and role of Logistics and supply chain management in business.
- To understand how supply chain drivers play an important role in redefining value chain excellence of Firms.
- To develop analytical and critical understanding & skills for planning, designing and operations of supply chain.

**COURSE OUTCOMES:**

- The students will be able to understand the various enterprise information system and its architecture and benefits.
- Students can gain knowledge about various e-commerce models, e-SCM, benefits and communication networks.
- To apply various techniques of inventory management and their practical situations
- How various warehousing management system and transportation can be practiced in various industries?
- How logistics and supply chain strategies can create value generation and utilise IT applications

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE54.CO1	x	-	x	x	-	x	-	-	-
21MBE54.CO2	x	-	-	-	x	-	x	x	x
21MBE54.CO3	-	x	x	-	-	x	-	-	-
21MBE54.CO4	-	-	-	x	-	-	-	-	x
21MBE54.CO5	x	-	x	-	x	x	-	x	-

**UNIT - I ELECTRONIC SCM, COMMUNICATION NETWORKS**

9

Introduction e-SCM – e-SCM framework - Key success factors for e-SCM - Benefits of scum- Positioning information in Logistics - Strategic information linkage - Supply chain communication networks - Role of communication networks in supply chains - Overview of telecommunication networks–EDI - Data security in supply chain networks - Overview of internet able models

**UNIT - II ENTERPRISE INFORMATION SYSTEMS**

9

Overview of enterprise information systems - Information functionality and principles Introduction enterprise information systems -Classification of enterprise information systems- Information architecture -Framework for managing supply chain information - Describe on popular enterprise application packages -Benefits of enterprise information systems

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**UNIT - III SCM SYSTEMS DEVELOPMENT, DEPLOYMENT AND MANAGEMENT** 9  
 Stakeholders in supply chain information systems - Stakeholders in SCM - Stakeholders in supply chain information systems - Information systems development- Logistics information systems design- Defining enterprise architecture - Choosing appropriate system development methodologies - Adopting relevant systems development model

**UNIT - IV DEPLOYMENT AND MANAGEMENT** 9  
 Information systems deployment - IT Operations and infrastructure management - Portfolio, programme and project management - Management of risk - Management of value

**UNIT - V INFORMATION INTEGRATION** 9  
 Enterprise application integration and supply chain visibility - Enterprise application integration - Supply chain visibility - Supply chain event management -Supply chain performance -Planning and design methodology - Problem definition and planning - Data collection and analysis - Recommendations and implementation -Decision support systems

**TOTAL HOUR: 45**

**TEXT BOOKS:**


Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Bowersox & Closs	Logistical Management	McGraw-Hill Companies	2006
2	R.H.Ballou	Business Logistics Management	Prentice-Hall	2004

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Strauss	E-Marketing	Pearson Education	2008
2	Chaffey	E- Business and E-Commerce Management	Pearson Education	2008
3	Blanchard	Logistics Engineering & Management	Pearson Education	2008

**WEB URLs**

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2. <https://www.youtube.com/watch?v=HJ7YRy560>
3. [www.youtube.com/watch?v=xz75403aNY](http://www.youtube.com/watch?v=xz75403aNY)
4. <https://www.youtube.com/watch?v=6334287uAMzBY>
5. <https://www.youtube.com/watch?v=7635JCwNKvo>

  
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21MBE55 WAREHOUSE MANAGEMENT

L T P C  
3 0 0 3

**COURSE OBJECTIVES:**

- To help the students in explaining the significance of Warehousing.
- To provide timely customer service,
- To keep track of items so they can be found readily & correctly
- To minimize the total physical effort
- To minimize the cost of moving goods in & out of stage.

**COURSE OUTCOMES:**

- Understand the fundamentals of elements and functions of supply chain, role of drivers and demand forecasting.
- To apply various techniques of inventory management and their practical situations.
- How various warehousing management system and transportation can be practiced in various industries?
- How logistics and supply chain strategies can create value generation and utilise IT applications
- How supply chain performance can be measured using various models?

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE55.CO1	-	-	X	-	-	X	-	-	-
21MBE55.CO2	X	-	-	-	X	-	X	X	X
21MBE55.CO3	-	X	X	-	-	-	-	-	-
21MBE55.CO4	-	-	-	X	-	-	-	-	-
21MBE55.CO5	X	-	X	-	X	X	-	-	-

**UNIT - I INTRODUCTION WAREHOUSING**

9

Introduction Warehousing – Basic Warehousing Decisions – Warehouse Operations – Types of Warehouses – Functions – Centralized & Decentralized – Storage Systems – Warehousing Cost Analysis – Warehouse Layout – Characteristics of Ideal Warehouse

**UNIT - II INVENTORY MANAGEMENT**

9

Inventory: Basic Concepts – Role in Supply Chain – Role in Competitive Strategy – Independent Demand Systems – Dependent Demand Systems – Functions – Types – Cost – Need for Inventory – Just in Time

**UNIT - III INVENTORY CONTROL**

9

Inventory Control – ABC Inventory Control – Multi-Echelon Inventory Systems – Distribution Requirement Planning – Bull Whip Effect – Using WMS for Managing Warehousing Operations

**UNIT - IV MATERIALS HANDLING**

9

Principles and Performance Measures of Material Handling Systems – Fundamentals of Material Handling – Various Types of Material Handling Equipments – Types of Conveyors – Refrigerated Warehouses- Cold Chain- Agri SCM

**UNIT - V MODERN WAREHOUSING METHODS**

9

Modern Warehousing – Automated Storage & Retrieval Systems & their Operations – Bar Coding Technology & Applications in Logistics Industry – RFID Technology & Applications – Advantages of RFID

TOTAL HOUR: 45

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Vinod.V.Sople	Logistics Management	Pearson Education	2004
2	Arnold	Introduction Materials Management	Pearson education	2009

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Frazelle	World Class Warehousing & Material Handling	Tata McGraw-Hill	2008
2	Satish K. Kapoor and PurvaKansal	Basics of Distribution Management - A Logistical Approach	Prentice Hall	2003
3	Satish K. Kapoor and PurvaKansal	Marketing, Logistics - A Supply Chain Approach	Pearson Education	2003

**WEB URLs**

1. [https://www.youtube.com/watch?v=123\\_-11rOHJM](https://www.youtube.com/watch?v=123_-11rOHJM)
2. <https://www.youtube.com/watch?v=HJ7YRFGH560>
3. [www.youtube.com/watch?v=xz75403aNY](http://www.youtube.com/watch?v=xz75403aNY)
4. <https://www.youtube.com/watch?v=DEF34287uAMzBY>
5. <https://www.youtube.com/watch?v=NHG5JCwNKvo>

  
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**21MBE56 TRANSPORTATION AND DISTRIBUTION MANAGEMENT**

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

**COURSE OBJECTIVES:**

- To explore the fundamental concepts of transportation and distribution management
- To gain knowledge in network planning, routing and scheduling and application of IT in transportation and distribution management.
- Developing an understanding of the key concepts applied in Global Logistics and Supply Chain Management.
- To highlight the importance of globalization and how it is impacting the countries across the globe.
- To highlight the importance of all activities of the supply chain and an understanding of concepts like inbound and outbound logistics, offshore and inshore logistics.

**COURSE OUTCOMES:**

- Analyse issues in International sourcing and trade and take a strategic view of the global business environment impacting International supply chains
- Apply analytical techniques to arrive at cost effective solutions to meet SC requirements of efficiency and responsiveness
- Gain knowledge about the distribution requirements planning.
- Predict the scope and relationship of transportation with other business functions
- Make use of the advantages and disadvantages of the various models.


Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE56.CO1	x	-	x	-	-	-	-	-	-
21MBE56.CO2	x	x	-	x	x	-	x	x	-
21MBE56.CO3	-	-	x	-	-	x	-	-	-
21MBE56.CO4	-	-	-	x	-	-	-	x	x
21MBE56.CO5	x	-	-	-	x	x	-	-	-

**UNIT - I DISTRIBUTION** 9  
 Role of Distribution in Supply chain, Distribution channels – Functions, resources, Operations in Distribution, Designing Distribution network models - its features - advantages and disadvantages.

**UNIT - II PLANNING** 9  
 Distribution network planning, Distribution network decisions, Distribution requirement planning (DRP)

**UNIT - III TRANSPORTATION** 9  
 Role of Transportation in Logistics and Business, Principle and Participants -Scope and relationship with other business functions, Modes of Transportation - Mode and Carrier selection, Routing and scheduling.

**UNIT - IV TRANSPORTATION** 9  
 International transportation, Carrier, Freight and Fleet management, Transportation management systems-Administration, Rate negotiation, Trends in Transportation.

  
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**UNIT - V INFORMATION TECHNOLOGY (IT)**

9

Usage of IT applications -E commerce – ITMS, Communication systems-Automatic vehicle location systems, Geographic information Systems.

**TOTAL HOUR: 45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Raghuram and N. Rangaraj	Logistics and Supply chain Management – Leveraging Mathematical and Analytical Models: Cases and Concepts	Macmillan	2000
2	Janat Shah	Supply Chain Management	Pearson Education India	2009

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Sunil Chopra, Peter Meindl	Supply Chain Management: Strategy, Planning, and Operation,	Pearson	2010
2	Michael B Stroh	Practical Guide to Transportation and Logistics	Logistic network	2006
3	Alan Rushton, John Oxley	Handbook of Logistics & Distribution Management	Kogan Page Publishers	2000

**WEB URLs**

1. [https://www.youtube.com/watch?v=123\\_-11rOHJM](https://www.youtube.com/watch?v=123_-11rOHJM)
2. <https://www.youtube.com/watch?v=H789RFGH560>
3. [www.youtube.com/watch?v=xz74563aNY](http://www.youtube.com/watch?v=xz74563aNY)
4. <https://www.youtube.com/watch?v=GHJEF34287uAMzBY>
5. <https://www.youtube.com/watch?v=SSS5JCwNKvo>

  
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**21MBE57 REVERSE AND CONTRACT LOGISTICS**

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

**COURSE OBJECTIVES:**

- To prepare students successfully implement a contract logistics and closed supply chain in Retail, FMCG and Automobile sectors.
- To explain the concept and principle of contract logistics and closed supply chain
- Developing an understanding of the key concepts applied in Global Logistics and Supply Chain Management.
- To highlight the importance of globalization and how it is impacting the countries across the globe.
- To highlight the importance of all activities of the supply chain and an understanding of concepts like inbound and outbound logistics, offshore and inshore logistics.

**COURSE OUTCOMES:**

- Analyse issues in International sourcing and trade and take a strategic view of the global business environment impacting International supply chains
- Apply analytical techniques to arrive at cost effective solutions to meet SC requirements of efficiency and responsiveness
- Decide optimal financing options for International trade
- Manage International Logistics & Supply chain partners and service providers
- Deploy knowledge of regional and international trading blocs in solving problems of International logistics

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE57.CO1	x	-	x	-	-	-	-	x	-
21MBE57.CO2	-	x	-	x	x	x	x	-	-
21MBE57.CO3	-	-	x	-	-	-	-	-	-
21MBE57.CO4	x	-	-	x	-	-	-	-	x
21MBE57.CO5	x	-	-	-	x	x	-	-	-

**UNIT - II CLOSED LOOP SUPPLY CHAINS AND LOGISTICS** 9

Introduction closed loop supply chains and logistics – Logistics and closed loop supply chain service – Overview of return logistics and closed loop supply chain models – Introduction product returns - Product Vs Parts returns - Strategic issues in closed loop supply chains

**UNIT - III BUSINESS AND MARKET** 9

Overview - Introduction life cycle management - Trends and opportunities – Auto Warranty management, return process and benchmarks - Market overview - Reasons for using reverse logistics - General characteristics - Consumer goods Depot repair and value added services - Operating dynamics - Competitive evaluation - Secondary markets and final disposal.

**UNIT - IV EMERGING TRENDS** 9

Emerging trends in Retail, E-Commerce- FMCG and Automobile sectors- Systems and technology - For consumer goods operations, High tech logistics system - Impact and value of advanced logistics

**UNIT - V MANAGING PROCESSES**

9

Managing processes - Step by step process - Use of third-party service providers - Additional factors – Contemporary issues – Make in India and its impact on Countries GDP and Economic Growth.

**TOTAL HOUR : 45**

**TEXT BOOKS:**


Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	John Manners-Bell	Logistics and Supply Chains in Emerging Markets	Kogan Page	2014
2	Janat Shah	Supply Chain Management Text and Cases	Pearson Education India	2009

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Coyle et.al	Management Of Transportation: Strategy, Planning	Cengage Learning	2011
2	Hsin-I Hsiao, Wageningen	Logistics Outsourcing in the Food Processing Industry	Academic Pub	2009
3	Surendra M. Gupta	Sustainability in Supply Chain Management Casebook	Applications in SCM, McGraw Hill	2013

**WEB URLs**

1. [https://www.youtube.com/watch?v=123\\_-11rOHJM](https://www.youtube.com/watch?v=123_-11rOHJM)
2. <https://www.youtube.com/watch?v=H789RFGH560>
3. [www.youtube.com/watch?v=xz74563aNY](http://www.youtube.com/watch?v=xz74563aNY)
4. <https://www.youtube.com/watch?v=GHJEF34287uAMzBY>
5. <https://www.youtube.com/watch?v=SSS5JCwNKvo>

  
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**21MBE58 AIR CARGO MANAGEMENT**

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

**COURSE OBJECTIVES:**

- To provide the participants with a good knowledge of airfreight operations,
- To services and management that can support them in various business functions and roles such as operations, customer service, account management and sales.
- Understand the global cargo world to avoid strategic and tactical errors
- Reduce your operating costs and maintain optimum levels of customer service
- Capitalize on the changes within the cargo industry by researching and planning effectively

**COURSE OUTCOMES:**

- The outcome of this course will provide the basics concepts of airports and aircrafts and various participants in air cargo transportation
- Students will come to know about roles of the customs and the government in air transport.
- To have students, the general knowledge of air and road transportation regulations worldwide; have them ready for industry.
- Focus on lean six sigma best practices, tools and models to develop and implement effective operations
- Understand the management tools and techniques used to manage day-to-day operations successfully

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE58.CO1	-	X	-	-	X	-	-	X	X
21MBE58.CO2	X	-	-	-	-	X	X	-	-
21MBE58.CO3	-	-	X	-	-	-	-	-	-
21MBE58.CO4	X	-	-	X	X	-	X	X	X
21MBE58.CO5	-	X	-	-	X	X	-	-	-

**UNIT - I AIR PORTS AND SHIPMENT**

**9**

Ground Handling Agencies - Air Craft - Advantage of Air shipment - Economics of Air Shipment - Sensitive Cargo by Air shipment - Do's and Don'ts in Air Cargo Business

**UNIT - II AIR CARGO**

**9**

Air Cargo Console - Freighting of Air Cargo - Volume based Calculation of Freight - Weight based Calculation of Freight - Import Documentation - Export Documentation

**UNIT- III AIRWAY BILLS**

**9**

Airway Bills - FIATA - IATA - History of IATA - Mission of IATA - Price setting by IATA -Licensing of Agencies - Sub Leasing of Agencies - freight carriers by scheduled freight tonne kilometres flown

**UNIT - IV CARGO VILLAGE**

**9**

History of Dubai Cargo Village - Location of DCV - Equipment and Handling at DCV - Operations - Advantage of Sea Air Cargo - Why Sea Air Cargo is Cheaper - Why Air freight from Dubai is Cheaper?

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**UNIT - V DG CARGO**

9

DG Cargo by Air - Classification and labelling - Types of Labels according Cargo – Samples of Labels - Packing and Transportation of DG Goods by Air

**TOTAL HOUR: 45**

**TEXT BOOKS:**


Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Yoon Searching	Air Cargo Management	CRC Press	2015
2	Janat Shah	Supply Chain Management Text and Cases	Pearson Education India	2009

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Coyle et.al	Management Of Transportation: Strategy, Planning	Cengage Learning	2011
2	Hsin-I Hsiao, Wageningen	Logistics Outsourcing in the Food Processing Industry	Academic Pub	2009
3	Surendra M. Gupta	Sustainability in Supply Chain Management Casebook	Applications in SCM, McGraw Hill	2013

**WEB URLs**

1. [https://www.youtube.com/watch?v=123\\_-987rOHJM](https://www.youtube.com/watch?v=123_-987rOHJM)
2. <https://www.youtube.com/watch?v=543GH560>
3. [www.youtube.com/watch?v=xzRED63aNY](http://www.youtube.com/watch?v=xzRED63aNY)
4. <https://www.youtube.com/watch?MNB34287uAMzBY>
5. <https://www.youtube.com/watch?KHNG5JCwNKvo>

  
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**21MBE59 CONTAINERIZATION AND ALLIED BUSINESS**

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

**COURSE OBJECTIVES:**

- To provide an overview of the various elements of containerization and allied businesses
- To realize the potential of containerization and allied businesses
- To understand the legal framework governing Multimodal transport in India and International conventions and practices
- To understand rules for transportation of dangerous goods.
- To understand the status of Indian infrastructure for different transport modes, comparison with International situation and commercial and ecological implications.

**COURSE OUTCOMES:**

- The students will learn the practices and ways to promote containerization and allied businesses
- The learners will have a complete idea about the different concepts, trends and strategies used for containerization and allied businesses
- Analyse issues in Multimodal transport in India and take a strategic view of similar transport globally, impacting Indian business.
- Manage International Logistics & Supply Chain partners and service providers.
- Deploy knowledge of local, regional and international transportation networks to identify and solve incoming and outgoing transport problems.

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE59.CO1	-	X	-	X	X	-	-	X	X
21MBE59.CO2	X	-	-	-	-	X	X		X
21MBE59.CO3	-	-	-	-	X	-	-	-	-
21MBE59.CO4	X	-	-	X		-	X	X	X
21MBE59.CO5	-	X	-	-	X	X	-	-	-

**UNIT –I BASIC CONCEPT OF CONTAINERIZATION** 9

Introduction to Liner Shipping industry - Unitization concept and methods - Malcolm Mclean and the birth of containerization - Generations of container ships and their specification - Container types, their specifications and cargoes carried in them.

**UNIT –II FREIGHTING AND SIZE OF CONTAINER** 9

Container shipping business - FCL and LCL sea freight products - Freight of FCL and LCL cargo - Slot utilization strategies - Estimation of optimum container fleet size - Multiport LCL consolidation

**UNIT – III CHARACTERISTICS AND PHYSICAL OPERATIONS** 9

Containerisation: Concept, Classification, Benefits and Constraints, Container terminal business- World's leading container terminals and location characteristics - container terminal infrastructure - container terminal productivity and profitability-Inland container Depots(ICD)Roles and functions - Container Freight Stations(CFS),Clearance at ICD, CONCOD,ICD's under CONCOD, Charting: Kinds of Charter, Charter Party and Arbitration.

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**UNIT – IV CONTAINER TYPES AND BUSINESS**

9

Container manufacturing trends - Container leasing business - Types of container leasing and their terms - maintenance and repair of containers - tracking of container movements - Container interchange.

**UNIT – V MULTIMODAL TRANSPORT**

9

Alternate uses of containers -marketing of used containers -carriage of shipper own containers - multimodal transport options for containers -Insurance for containers -strategies for managing container imbalance.

**TOTAL HOUR: 45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Marc Levinson	The Box: How the Shipping Container Made the World Smaller and the World Economy Bigger	Princeton University	2008
2	Dr. K. V. Hariharan	Containerisation, Multimodal Transport & Infrastructure Development In India	Shroff Publishers and Distributors	2015

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Lee, C.-Y., Meng, Q	Handbook of Ocean Container Transport Logistics Making Global Supply Chains Effective	Springer	2015
2	Coyle et.al	Management Of Transportation	Cengage Learning	2011

**WEB URLs**

1. [https://www.youtube.com/watch?v=123\\_-987rOJKH](https://www.youtube.com/watch?v=123_-987rOJKH)
2. <https://www.youtube.com/watch?v=UYGGH560>
3. [www.youtube.com/watch?v=x56463aNY](http://www.youtube.com/watch?v=x56463aNY)
4. <https://www.youtube.com/watchUYHG4287uAMzBY>
5. <https://www.youtube.com/watchKJNHG5JCwNKvo>

  
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21MBE60 EXIM MANAGEMENT

L T P C  
3 0 0 3

**COURSE OBJECTIVES:**

- To enlighten the students about the major functions in export and import processes.
- To provide the expertise for solving issues related to requirements in EXIM management.
- Understand the meaning of Export Management
- Know the need for Export Management
- Discuss the nature and functions of Export Management

**COURSE OUTCOMES:**

- The students would be aware about the formalities of export and import industry
- The students will be able to comprehend the importance of exim management.
- Explain the concepts in custom clearance in international business with respect to foreign trade
- Apply the current custom clearance phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects
- Analyse the principle of international business and strategies adopted by firms to for exporting products globally

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE60.CO1	-	X	-	X	X	-	-	X	X
21MBE60.CO2	X	-	-	-	-	X	X		X
21MBE60.CO3	-	-	-	-	X	-	-	-	-
21MBE60.CO4	X	-	-	X		-	X	X	X
21MBE60.CO5	-	X	-	-	X	X	-	-	-

**UNIT – I FUNDAMENTALS OF IMPORT AND EXPORT** 9

Role of Import and Export Trade in an Economy - Institutional Framework for Foreign trade in India - Role of Director General of Foreign Trade and Commerce - Objectives of EXIM Policy - Global trade flows - Contract of International Sale of Goods - INCOTERMS 2010

**UNIT - II OVERVIEW OF EXPORT AND IMPORT** 9

Marketing for Exports - Negotiation and finalization of Export contract - Export Documentation Procedures - Cargo Insurance - Export Promotion Councils and incentive schemes- Role of Logistics in Exports- Export Houses / Trading Houses

**UNIT - III DOCUMENTATION FRAMEWORK** 9

Import for industrial use / trading - Import Documentation and Customs clearance procedures - Types of Imports - Import Licenses - Cargo Insurance - Role of Logistics in Import

**UNIT - IV CREDIT AND PAYMENTS** 9

Payment methods in Foreign Trade - Documentary Credit / Letter of Credit–LOU-UCP 600 with respect to Shipping Documents and L/C Negotiation – Export / import financing strategies - Managing payment risks.

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**UNIT - V CUSTOMS CLEARANCE AND AGENCIES**

9

Roles of Service providers in EXIM transactions – Global Traders – Commodity Brokers - Custom House Agents – Transport Operators – Freight Forwarders – Warehousing and 3PL service providers – Liners /Ship Agencies – Container Freight Stations - Port – Inspection Agencies/ surveyors – Quarantine Agencies – Pest Control Agencies – Chamber of Commerce.

**TOTAL HOUR: 45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Justin Pauland Rajiv Aserkar	Export Import Management	Oxford University Press	2013
2	UshaKiranRai	Export - Import and Logistics Management	PHI Learning	2010

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Coyle et.al	Management Of Transportation	Cengage Learning	2011

**WEB URLs**

1. [https://www.youtube.com/watch?v=876\\_-987rOJKH](https://www.youtube.com/watch?v=876_-987rOJKH)
2. <https://www.youtube.com/watch?v=KJGH560>
3. [www.youtube.com/watch?v=xGFDT3aNY](http://www.youtube.com/watch?v=xGFDT3aNY)
4. <https://www.youtube.com/watch?v=WER4287uAMzBY>
5. <https://www.youtube.com/watch?v=KJEFDRG5JCwNKvo>

  
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**21MBE61 FUNDAMENTALS OF SHIPPING**

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

**COURSE OBJECTIVES:**

- To provide the knowledge about fundamentals of shipping management
- To equip the students with the knowledge of shipping, ship building and repair
- To provide the knowledge about fundamentals of shipping management
- To equip the students with the knowledge of shipping, ship building and repair
- The students would be acquainted with the basics of shipping management

**COURSE OUTCOMES:**

- The students would be acquainted with the basics of shipping management
- The students will learn the skills needed for shipping industry
- The students would be acquainted with the basics of shipping management
- The students will learn the skills needed for shipping industry
- 

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE61.CO1	-	X	-	-	X	-	-	-	X
21MBE61.CO2	-	-	-	-	-	X	X	-	-
21MBE61.CO3	-	-	-	-	X	-	-	-	-
21MBE61.CO4	X	-	-	X	-	-	X	X	X
21MBE61.CO5	-	X	-	-	X	X	-	-	-

**UNIT I INTERDICTION OF SHIPPING**

9

Role of Shipping in International trade-Types of ships and cargoes carried by them - International Organizations serving the shipping industry (IMO, BIMCO, ICS, IACS, IAPH)- Ship Registration and Classification.

**UNIT II LINER SHIPPING OPERATIONS**

9

Liner shipping business - Types of Liner services - Container shipping lines and their services - Break bulk, Ro-Ro and project cargo services - Liner freight rates - Liner cargo documentation - Liner agency functions

**UNIT III DRY BULK BUSINESS**

9

Dry Bulk shipping business- World's leading dry bulk ports and cargoes handled by them - Types of Dry bulk ships and the Dry Bulk industry structure - Dry bulk market indices - Types of Chartering - Port agency functions.

**UNIT IV TANKER OPERATIONS AND BUSINESS**

9

Liquid Bulk shipping business - World's leading wet bulk ports and cargoes handled by them- Types of tankers and gas carriers - Tanker freighting system (world scale) -Factors affecting Tanker markets- Marine pollution conventions.

**UNIT V SHIP BUILDING AND REPAIR**

9

Service providers to shipping industry -Ship management companies -Ports, inland terminals and Container Freight Stations- Ship building and repair yards -Financing the Shipping industry - Marine insurance providers.

**TOTAL HOUR: 45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Michael Robarts	Branch's Elements of Shipping	Routledge	2014
2	Peter Brodie	Commercial Shipping Handbook	Informa Lawfrom Routledge	2014

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Coyle et.al	Management Of Transportation	Cengage Learning	2011

**WEB URLS**

1. <https://www.youtube.com/watch?v=NHSFErOJKH>
2. <https://www.youtube.com/watch?v=NJDHT0>
3. [www.youtube.com/watch?v=xNHDGTaNY](http://www.youtube.com/watch?v=xNHDGTaNY)
4. <https://www.youtube.com/watchNSHT287uAMzBY>
5. <https://www.youtube.com/watchG5JCwNKvo>



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**21MBE62 PORT AND TERMINAL MANAGEMENT**

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

**COURSE OBJECTIVES:**

- To ensure a thorough knowledge and understanding of port and terminal management.
- To develop relevant communication skills.
- To understand the effect of globalisation on port choice and how changes in logistics and distribution patterns influence the development or decline of ports.
- To understand the different types of ports and access to ports (natural, man-made, river, estuary) and the diversity of specialist port operations.
- To Be aware of the use of free port/free trade zones as an economic tool.

**COURSE OUTCOMES:**

- Understand port development policy including the role of government, regional needs and competition.
- Understand the principles behind port layout, physical constraints, terminal planning, specialised terminals, multipurpose terminals and support operations.
- Understand flow analysis of cargo in a terminal and environmental factors and constraints. The students will learn the skills needed for shipping industry
- Understand the importance of financial management in port operating, specifically budgets, capital and revenue expenditures and investment appraisal.
- Understand the need for a corporate analysis of financial data and for budgetary planning and control.

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE62.CO1	X	X	X	-	X	-	-	-	X
21MBE62.CO2	-	-	-	-	-	X	X	-	-
21MBE62.CO3	-	-	X	-	X	-	-	-	-
21MBE62.CO4	X	-	-	X	-	-	X	X	-
21MBE62.CO5	-	X	-	-	X	X	-	-	-

**UNIT – I INTRODUCTION TO PORT AND TERMINAL** **9**

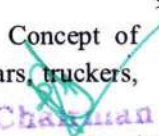
Role of ports in international trade and transport - Economic impact of ports on the regional economy - Multiplier effect - Location characteristics of ports - Different types of ports (natural, manmade, river, estuary).

**UNIT – II PORT OPERATIONS** **9**

Design features of facilities in ports for handling various cargoes - Organization structure in Ports - Delivery of port services and the relationship between various departments - Marine Department – Traffic Department – other departments.

**UNIT – III PORT MARKETING AND SERVICES** **9**

Marketing of Port services - Pricing of Port services - Components of port tariff - Concept of hinterland – Identifying the needs of ship owners and operators, ship agents, forward dears, truckers, rail and barge operators - Concept of Total Logistics cost.

  
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**UNIT – IV PORT PERFORMANCE**

9

Measurement of port performance - vessel turn round time, cargo volume, speed of cargo handling - Information flow requirements of the port, statutory bodies and port users - Port community computer systems and EDI applications.

**UNIT – V PORT SECURITY AND ISSUES**

9

Environmental issues connected with Ports & Terminals - Health and safety issues - Port security issues - International Ships and Port facility security (ISPS) code - Role of national, regional and local governments in owning operating / managing ports.

**TOTAL HOUR: 45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Maria G. Burns	Port Management and Operations	CRC Press	2014
2	Patrick Alperon	Port Management and Operations	Lloyd's Practical Shipping Guides	2008

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Coyle et.al	Management Of Transportation	Cengage Learning	2011
2	H. Ligteringen, H. Velsink	Ports and Terminals	VSSD Publishers	2012

**WEB URLs**

1. <https://www.youtube.com/watch?v=NHSFErOJKH>
2. <https://www.youtube.com/watch?v=NJDHT0>
3. [www.youtube.com/watch?v=xNHDGTaNY](http://www.youtube.com/watch?v=xNHDGTaNY)
4. <https://www.youtube.com/watchNSHT287uAMzBY>
5. <https://www.youtube.com/watchG5JCwNKvo>

  
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## **2. INFRASTRUCTURE AND REAL ESTATE MANAGEMENT**

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**21MBE66 INFRASTRUCTURE PLANNING SCHEDULING AND CONTROL**

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

**COURSE OBJECTIVES:**

- To study challenges and various strategies involved in infrastructure planning.
- To study infrastructure management systems in present and future directions.
- To Understand, Apply, Analyze and Design the infrastructural requirements in structural, transportation and environmental engineering
- To Maintain and rehabilitate infrastructural engineering projects
- Plan, Schedule and Monitor the infrastructural projects through construction management techniques

**COURSE OUTCOMES:**

- Achieve Knowledge of Planning and development of problem solving skills in management.
- Understand the principles of financial fundamentals. • Develop analytical skills.
- Summarize the solution of economic evaluation techniques.
- Understand the concepts of financial and Economics management.
- Understand the various techniques of infrastructures

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE66.CO1	x	x	x	-	x	-	-	-	-
21MBE66.CO2	-	-	-	x	-	x	x	x	-
21MBE66.CO3	-	-	x	-	x	-	-	-	-
21MBE66.CO4	-	-	x	x	-	-	x	x	-
21MBE66.CO5	-	x	-	-	-	-	-	-	-

**UNIT I INTRODUCTION**

9

Introduction to infrastructure - Need and importance of infrastructure in India - Overview of power sector - Overview of water supply and sanitation sector-Overview of road, rail, air and port transportation sectors-Overview of telecommunication sector-Overview of rural and urban infrastructure-Introduction to special economic zones-Organizations and players in infrastructure field - Overview of infrastructure project finance.

**UNIT II INFRASTRUCTURE PRIVATIZATION**

9

Privatization of infrastructure in India - Benefits of privatization-Problems with privatization-Challenges in privatization of water supply projects- Challenges in privatization of power sector projects – Challenges in privatization of road transportation projects.

**UNIT III RISKS IN INFRASTRUCTURE PROJECTS**

9

Economic and demand risks, political risks, socio-economic risks and cultural risks in infrastructure projects - Legal and contractual issues in infrastructure projects- Challenges in construction of infrastructure projects.

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**UNIT IV RISK MANAGEMENT FRAMEWORK**

9

Planning to mitigate risk-Designing sustainable contracts-Introduction to fair process and negotiation- Negotiation with multiple stakeholders - Sustainable development- Information technology and systems for successful management.

**UNIT V DESIGN & MAINTENANCE OF INFRASTRUCTURE**

9

Innovative design and maintenance of infrastructure facilities- Modelling and life cycle analysis techniques-Capacity building and improving Government's role in implementation- Integrated framework for successful planning and management.


**TOTAL HOUR :45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Raina V.K	Construction Management Practice – The inside Story	Tata McGraw Hill Publishing Limited	2005
2	Leslie Feigenbaum,	Construction Scheduling With Primavera Project Planner	Prentice Hall	2002

**REFERENCE BOOKS**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	W.Ronald Hudson, Ralph Haas, Waheed Uddin	Infrastructure Management: Integrating, Design, Construction, Maintenance, Rehabilitation and renovation	McGraw Hill Publisher	2013
2	Prasanna Chandra	Projects – Planning, Analysis, Selection, Implementation Review	Tata McGraw Hill Publishing Company Ltd	2006
3	Joy P.K.	Total Project Management - The Indian Context	Macmillan India Ltd	1992

  
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**WEB URLs**

1. <https://www.youtube.com/watch?v=MNJHAR>
2. <https://www.youtube.com/watch?v=MNHFGAR0>
3. [www.youtube.com/watch?v=x\\_HRGTS](http://www.youtube.com/watch?v=x_HRGTS)
4. <https://www.youtube.com/watch-NHGAR>
5. <https://www.youtube.com/watchG5JCwNKvo>

**21MBE67 CONTRACTS AND ARBITRATION**

**LT P C**  
**3 0 0 3**

**COURSE OBJECTIVES:**

- Knowledge: Basic and broad knowledge in contracts in international business in management. Ability to apply concepts, principles and theories to understand simple business laws
- Global Perspective: Awareness of the different types of contracts.
- Awareness of the global business laws and its impacts on businesses
- To understand the concepts better and keep updated with national and global business environment.

**COURSE OUTCOMES:**

- Explain the concepts of contracts in international business with respect to foreign trade
- Apply the contracts to current business environment
- Analyse the principle of international business and strategies adopted by firms to expand globally
- Integrate concept of business law with foreign trade
- apply appropriate methods to assess the critical factors in contracts leading to arbitration and disputes between the parties

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE67.CO1	X	X	X	-	X	-	-	-	X
21MBE67.CO2	-	-	-	X	-	X	X	X	-
21MBE67.CO3	X	X	X	-	X	-	-	-	X
21MBE67.CO4	-	-	X	X		-	X	X	-
21MBE67.CO5	X	X	-	-	-	X	-	-	-

**UNIT I INTRODUCTION TO CONTRACTS IN CONSTRUCTION INDUSTRY**

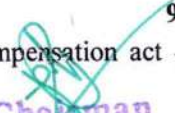
9

Brief details of engineering contracts -Definition, types and essentials of contracts and clauses for contracts - Preparation of tender documents and contract documents - Issues related to tendering process- Awarding contract, e-tendering process - Time of performance - Provisions of contract law- Breach of contract - Performance of contracts - Discharge of a contract- Indian contract Act 1872 - Extracts and variations in engineering contracts - Risk management in contracts.

**UNIT II LAWS RELATED TO CONSTRUCTION INDUSTRY**

9

Labour and industrial laws - Payment of wages act, contract labour - Workmen's compensation act - Insurance, industrial dispute act- Role of RERA

  
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**UNIT III ARBITRATION OF ENGINEERING CONTRACTS**

9

Background of Arbitration in India - Indian Arbitration Act 1937 - UNCITRAL model law - Forms of arbitration - Arbitration agreement - Commencement of arbitral proceedings - Constitution of arbitral tribunal - Institutional procedure of arbitration -Impartiality and independence of arbitrator's jurisdiction of arbitral tribunal - Interim measures - Enforcement of awards.

**UNIT IV NEGOTIATION, MEDIATION AND CONCILIATION**

9

Concepts and purpose - Statutory back ground ADR and mediation rules - Duty of mediator and disclose facts - Power of court in mediation.

**UNIT V ALTERNATE DISPUTE RESOLUTION**

9

Structure of Indian Judicial - The arbitration and reconciliation ordinance 1996 -Dispute resolution mechanism under the Indian judicial system - Litigation in Indian courts - Case studies.

**TOTAL HOUR :45**

**TEXT BOOKS:**

SLNo	Author(s)	Title of the Book	Publisher	Year of Publication
1	American Arbitration Association	—Construction industry arbitration rules and mediation procedures	Tata McGraw Hill Publishing Limited	2007
2	Collex.K	Managing Construction Contracts	Reston publishing company, Virginia	1982

**REFERENCE BOOKS:**

SLNo	Author(s)	Title of the Book	Publisher	Year of Publication
1	Eastern Book Company	Arbitration and Conciliation Act 1996	McGraw Hill Publisher	2008
2	Gajaria. G.T	Laws relating to building and Engineer's Contracts	M.M. TripathiPvt Ltd., Mumbai	1985
3	Horgon.M.O and Roulstion F.R	Project Control of Engineering Contracts	E andFN, SPON, Norway	1988

**WEB URLs**

1. <https://www.youtube.com/watch?v=GFAR>
2. <https://www.youtube.com/watchMNAHT>
3. [www.youtube.com/watch?v=x\\_BNAHT](http://www.youtube.com/watch?v=x_BNAHT)
4. <https://www.youtube.com/watch-HAGTR>
5. <https://www.youtube.com/watch=AGFAR>

  
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**21MBE68 PROJECT MANAGEMENT FOR INFRASTRUCTURE**

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

**COURSE OBJECTIVES:**

- To impart projects types, time & resource management, resource optimization and new trends in project management.
- To make them understand the concepts of Project Management for planning to execution of projects
- To make them understand the feasibility analysis in Project Management and network analysis tools for cost and time estimation.
- To enable them to comprehend the fundamentals of Contract Administration, Costing and Budgeting.
- Make them capable to analyze, apply and appreciate contemporary project management tools and methodologies in Indian context.

**COURSE OUTCOMES:**

- Explain the concept of projects, its process, objectives and functions of project management
- Analyze and manage time in projects through Gantt charts, cpm and pert techniques
- Balance resource requirements of projects so as to avoid idling of resources
- Update projects and determine revised schedule of activities and critical path, if any
- Understand project characteristics and various stages of a project.

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE68.CO1	-	-	-	-	X	-	-	-	X
21MBE68.CO2	-	-	-	X	-	X	X	X	-
21MBE68.CO3	X	X	X	-	-	-	-	-	X
21MBE68.CO4	-	-	-	X	-	-	X	-	-
21MBE68.CO5	X	X	-	-	-	-	-	-	-

**UNIT I PROJECT AND ITS PROCESS**

9

Define project and process -Boundaries of project - Objectives and functions of project management - Characteristics and types of projects -Organization structure / styles -Roles of project management group - Project management office and its role - Project knowledge area  
Project integration- Process group interaction -project flow - Project life cycle- Influencing factors. - Case study.

**UNIT II PROJECT TIME MANAGEMENT**

9

Project scope management - Work break down structure - Activity/Task – Events - Case study  
-Project planning tools - Rolling wave planning - Gantt charts, Milestone chart, Program progress chart- Creating milestone plan - Project network- Fulkerson's rules - A-O-A and A-O- N networks - Analyze project time- Critical path method (deterministic approach) - Activity oriented network analysis- 80-20 rule- Case study - Type of time estimates & square network diagram - Project updating and monitoring- Case study - Estimate time- Program Evaluation & Review Technique (Probabilistic approach)- Event oriented network analysis- Optimistic, pessimistic and most likely time - Degree of variability in average time - Probabilistic estimate % utilization of resources.

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**UNIT III RESOURCE MANAGEMENT**

9

Types of Resource- Time, Men, Material, Machinery, Money, Space - Balancing of resource - Resource smoothing technique- Time constraint - Resource levelling technique- Resource constraint- Case study.

**UNIT IV RESOURCE OPTIMIZATION**

9

Types of cost – Direct, indirect and total cost - Variation of cost with time - Schedule compression techniques- Crashing, fast tracking & Re-estimation- Crash time and crash cost - Optimize project cost for time and resource - CPM cost model - Life cycle assessment - Impacts and economical assessment - Life cycle cost- Maintenance and operation -Life cycle forecasting – Concept and applications.

**UNIT V EMERGING TRENDS IN PROJECT MANAGEMENT**

9

AGILE Project management and Project Management using latest tools- Case study.

**TOTAL HOUR : 45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	PMBOK Guide	A Guide to the Project Management Body of Knowledge	An American National Standard	2008
2	ALARM	A Risk Management Standard	AIRMIC Publishers	2002

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Gene Dixon	Service Learning and Integrated Collaborative Project Management	Project Management Journal	2011
2	Jerome D. Wiest and Ferdinand K. Levy	A Management Guide to PERT/CPM	Prentice Hall of India Publishers Ltd	1994
3	Punmia B. C. and Khandelwal K.K	Project Planning and Control with PERT/CPM	Laxmi publications, New Delhi	1989

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**WEB URLs**

1. <https://www.youtube.com/watch?v=SFE>
2. <https://www.youtube.com/watch=GATR>
3. [www.youtube.com/watch?v=PQJHS](http://www.youtube.com/watch?v=PQJHS)
4. <https://www.youtube.com/wa=WRTS>
5. <https://www.youtube.com/watch=WHTS>

**21MBE69 MANAGEMENT OF HUMAN RESOURCES, SAFETY AND QUALIT Y**

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

**COURSE OBJECTIVES:**

- To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations.
- To help the students focus on and analyse the issues and strategies required to select and develop manpower resources
- To develop relevant skills necessary for application in HR related issues
- To Enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct business decisions
- To impart knowledge on management of human resources, labour legislation, safety and quality aspects in construction

**COURSE OUTCOMES:**

- Identify the need and importance of human resource management, labour laws relating to construction industry
- Identify the need and measures to improve safety in construction industry and safety audit
- Identify the need for applying ergonomics to construction n industry
- Enumerate the need, importance, elements of quality and significance of quality assurance in industry
- To develop necessary skill set for application of various HR issues.

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE69.CO1	X	X	-	-	X	-	-	-	X
21MBE69.CO2	-	-	-	X	-	X	X	X	-
21MBE69.CO3	X	X	X	-	-	-	-	-	X
21MBE69.CO4	-	-	-	X	-	-	X	-	-
21MBE69.CO5	X	X	-	-	-	-	-	X	X

**UNIT I HUMAN RESOURCES MANAGEMENT**

**9**

Introduction - Concept- Growth - Role and function - Manpower planning for construction companies - Line and staff function - Recruitment, selection, placement, induction and training; over staffing; Time office and establishment functions; wage and salary y administration - Discipline - Separation process.

**UNIT II LABOR LEGISLATION**

**9**

Labour laws- Labour law relating to construction industry- Interstate migration- Industrial relations- Collective bargaining- Worker's participation in management - Grievance handling - Discipline - Role of law enforcing agencies and judiciary -Women in construction industry.

  
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**UNIT III SAFETY MANAGEMENT**

9

Importance of safety- Causes of accidents -Responsibility for safety - Role of various parties in safety management -Safety benefits- Approaches to improve safety in construction for different works - Measuring safety.

**UNIT IV SAFETY IMPLEMENTATION**

9

Application of ergonomics to the construction industry - Prevention of fires at construction site- Safety audit.

**UNIT V QUALITY MANAGEMENT IN CONSTRUCTION**

9

Importance of quality - Elements of quality - Quality characteristics- Quality by design- Quality conformance -Contractor quality control - Identification and traceability - Continuous chain management - Brief concept and application - Importance of specifications- Incentives and penalties in specifications - Workmanship as a mark of quality - Final inspection - Quality assurance techniques - Inspection, testing, sampling - Documentation - Organization for quality control, Cost of quality - Introduction to TQM, Six sigma concept- ISO 14000 in quality management.


**TOTAL HOUR :45**

**TEXT BOOKS:**

SL.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Arya Ashok	Human Resources Management – Human Dimensions in Management	Organizational Development Programme	2011
2	Arya Ashok	Discipline & Disciplinary procedure	Organisation Development Institute	1998

**REFERENCE BOOKS:**

SL.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Dwivedi R.S	Human Relations and Organisational Behaviour	BH	1987
2	Grant E.L., and Leavens worth	Statistical Quality Control	Mc Graw Hill	1984

  
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**WEB URLs**

1. <https://www.youtube.com/watch?v=AHYTGF>
2. <https://www.youtube.com/watch=UYHTR>
3. [www.youtube.com/watch?v=QRTED](http://www.youtube.com/watch?v=QRTED)
4. <https://www.youtube.com/wa=LOKIUIJ>
5. <https://www.youtube.com/watch=AFDR>

**21MBE70 DISASTER MITIGATION AND MANAGEMENT**

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

**COURSE OBJECTIVES:**

- To create an awareness on the various types of disasters and to expose the students about the measures, its effect against built structures, and hazard assessment procedure in India.
- To impart knowledge on the methods of mitigating various hazards and their impact on communities is reduced.
- To increase the knowledge and understanding of the disaster phenomenon, its different contextual aspects, impacts and public health consequences.
- To increase the knowledge and understanding of the International Strategy for Disaster Reduction (UN-ISDR) and to increase skills and abilities for implementing the Disaster Risk Reduction (DRR) Strategy.
- To ensure skills and ability to design, implement and evaluate research on disasters.

**COURSE OUTCOMES:**

- Capacity to integrate knowledge and to analyze, evaluate and manage the different public
- Capacity to describe, analyse and evaluate the environmental, social, cultural, economic
- Capacity to work theoretically and practically in the processes of disaster management
- Capacity to manage the Public Health aspects of the disasters.
- Capacity to analyse and evaluate research work on the field of emergencies and disaster while demonstrating insight

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE70.CO1	-	-	-	-	-	-	-	-	X
21MBE70.CO2	-	-	-	X	-	X	X	X	-
21MBE70.CO3	X	X	X	-	-	-	-	-	X
21MBE70.CO4	-	-	-	X	-	-	X	-	-
21MBE70.CO5	X	X	-	-	-	-	-	X	X

**UNIT I INTRODUCTION**

9

Difference between hazards and disaster -Types of disasters-Phases of disaster management -Hazards - Classification of hazards - Hazards affecting buildings - Building safety against hazards - Floods - Cyclone - Landslides -Tsunami - Fire.

**UNIT II EARTHQUAKE DISASTER**

9

Earthquake hazard map -Causes of earthquakes -Classification of earthquakes -Seismic waves -Energy release - Inertia forces - Natural period - Resonance - Damping -Seismic response of free vibration - Seismic response of damped vibration -Performance of ground and buildings in past earthquakes- Earthquake resistant measures in RC and masonry buildings - Potential deficiencies of RC and masonry buildings.

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**UNIT III OTHER DISASTERS**

9

Landslides-Landslide zoning map - Causes -Protection measures Floods -Flood zone map - Effects on buildings -Protection measures from damage to buildings -Mitigation strategies - Tropical cyclones - Effects on buildings -Protection measures from damage to buildings - Tsunami -Tsunami wave characteristics -Peculiarities of tsunami deposits -Tsunami impact on coastal lines-Effects of Tsunami on built structures - Fire disaster - Causes and effects of fire disaster - Preventive mechanism .

**UNIT IV HAZARD ASSESSMENT**

9

Visual inspection and study of available documents -Detailed in-situ investigation planning and interpretation of results-Foundation capability -Non-structural components - Seismic strengthening of buildings -Repairs, restoration and strengthening of existing buildings - Strengthening materials - Retrofitting of load bearing wall buildings - Retrofitting of RC Buildings-RVS method of screening - RC and masonry structures -Seismic hazard assessment - Deterministic seismic hazard analysis - PSHA.

**UNIT V LAND USE ZONING REGULATIONS , QUALITY CONTROL AND DISASTER MANAGEMENT POLICY**

9

Introduction-Community planning - Community contingency plan - Report building and initial awareness - Recommendations for land use zoning regulations - Construction quality control -Evolution of quality management -Reasons for poor construction -Construction of quality control in masonry structures - Disaster management policy and procedure -Legal frame work - Institutional mechanism - Schemes and grants on DM - Recommendation of 13th finance commission -Plan schemes - Non plan schemes - Externally aided schemes Role of NDRF in Disaster Management - Medical First Responder - Flood Rescue & Relief Management.

**TOTAL HOUR : 45**

**TEXT BOOKS:**

SLNo	Author(s)	Title of the Book	Publisher	Year of Publication
1	Ayaz Ahmad	Disaster Management: Through the New Millennium	Anmol Publications	2003
2	Berg.GV	Seismic Design codes and procedures	EERI, CA	1982

**REFERENCE BOOKS:**

SLNo	Author(s)	Title of the Book	Publisher	Year of Publication
1	Dwivedi R.S	Human Relations and Organisational Behaviour	BH	1987

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2	Grant E.L., and Leavens worth	Statistical Quality Control	Mc Graw Hill	1984
3	James J Obrien	Construction Inspection Hand Book – Quality Assurance and Quality Control	Van NO strand, New York	1989

**WEB URLs**

1. <https://www.youtube.com/watch?v=KJNH>
2. <https://www.youtube.com/watch=GTF>
3. [www.youtube.com/watch?v=TRFD](http://www.youtube.com/watch?v=TRFD)
4. <https://www.youtube.com/wa=YTGIUJ>
5. <https://www.youtube.com/watch=QRAE>

**21MBE71 ECONOMICS AND FINANCIAL MANAGEMENT IN CONSTRUCTION**

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

**COURSE OBJECTIVES:**

- To study the concepts of construction economics and finance such as comparing alternatives proposals, evaluating alternative investments, management of funds, Insurance procedures, risks involved and economics of costing.
- Acquire knowledge of economics to facilitate the process of economic decision making
- Acquire knowledge on basic financial management aspects
- Develop the skills to analyze financial statements
- To development to the management construction

**COURSE OUTCOMES:**

- Evaluate the economic theories, cost concepts and pricing policies
- Understand the market structures and integration concepts
- Understand the measures of national income, the functions of banks and concepts of globalization
- Apply the concepts of financial management for project appraisal
- Understand accounting systems and analyze financial statements using ratio analysis

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE71.CO1	x	x	x	-	-	-	-	-	x
21MBE71.CO2	-	-	-	x	x	x	x	x	-
21MBE71.CO3	x	x	x	-	-	-	-	-	x
21MBE71.CO4	-	-	-	x	x	-	x	-	-
21MBE71.CO5	x	x	-	-	-	x	-	x	x

**UNIT I BASIC PRINCIPLES**

9

Time Value of Money - Cash flow diagram - Nominal and effective Interest - Continuous interest - Nominal and effective interest- continuous interest . Single Payment Compound Amount Factor (P/F,F/P) – Uniform series of Payments (F/A,A/F,F/P,A/P)– Problem time zero (PTZ)- equation time zero (ETZ). Constant increment to periodic payments – Arithmetic Gradient(G), Geometric Gradient (C)



**UNIT II MARKET STRUCTURE AND CONSTRUCTION ECONOMICS**

9

Types of Market Structure in the Construction Industry – Markets and the competitive environment- Perfect competition - Monopolistic competition - Oligopoly - Monopoly – Characteristics and economic Profit – Construction Economics – BOOT, BOT, BOO Methods - Depreciation - Inflation-Taxes

**UNIT III EVALUATING ALTERNATIVE INVESTMENTS**

9

Present worth analysis, Annual worth analysis, Future worth analysis, Rate of Return Analysis (ROR) and Incremental Rate of Return (IROR) Analysis, Benefit/Cost Analysis, Break Even Analysis - Replacement Analysis- Equipment Replacement Analysis.

**UNIT IV FUNDS MANAGEMENT**

9

Project Finance - Sources - Working capital management- Inventory Management- Mortgage Financing-- Interim construction financing - Security and risk aspects

**UNIT V ECONOMICS OF COSTING**

9

Construction accounting-Chart of accounts- Meaning and definition of costing - Types of costing - Methods of calculation (Marginal costing, cost sheet, budget preparation) – Equipment Cost- Replacement Analysis - Role of costing technique in real estate and infrastructure management.

**TOTAL HOUR: 45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Pandey, I.M	Financial Management	Vikas Publishing House Pvt. Ltd.	2012
2	Prasanna Chandra	Financial Management	Tata McGraw Hill	2012

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Blank, L.T., and Tarquin,a.J	Engineering Economy	Mc-Graw Hill	1988
2	Patel, B M	Project management- strategic Financial Planning, Evaluation and Control	Vikas Publishing House Pvt. Ltd	2000
3	Shrivastava,U.K	Construction Planning and Management	Galgotia Publications Pvt. Ltd	2000

**WEB URLs**

1. <https://www.youtube.com/watch?v=JHUY>
2. <https://www.youtube.com/watch=QRWE>
3. [www.youtube.com/watch?v=YHTR](http://www.youtube.com/watch?v=YHTR)
4. <https://www.youtube.com/wa=QWES>
5. <https://www.youtube.com/watch=AVCFD>

**21MBE72 URBAN ENVIRONMENTAL MANAGEMENT**

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

**COURSE OBJECTIVES:**

- To provide the engineering graduates ( all disciplines) with technical expertise in Environmental Management which will enable them
- to have a career and professional accomplishment in the public or private sector
- To create an awareness on the various environmental issues in an urban scenario and give an exposure to the urban water resources and its management.
- To impart knowledge on the stages of works involved in a water supply project of a city, safe wastewater collection system for generated wastewater and its management,
- To solid waste and their safe disposal beyond urban limit to be free from pollution is also addressed in the course work.

**COURSE OUTCOMES:**

- understand the environmental, social and economic framework in which environmental management decisions
- Anticipate, recognize, evaluate, and control environmental issues in a variety of sectors and industries and liaison with federal, state
- recognize, evaluate, and control factors in the workplace and the environment that cause health and environmental hazards and utilize quantitative knowledge and skills and modern tools and technologies
- Prepare, review, and update environmental monitoring and assessment Reports and Monitor progress of environmental improvement programs
- Assess the potential environmental impact of development projects and design mitigation measures

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE72.CO1	x	x	x	-	-	-	-	-	-
21MBE72.CO2	-	-	-	x	x	x	x	x	-
21MBE72.CO3	-	-	-	-	-	-	-	-	x
21MBE72.CO4	-	-	-	-	-	-	x	-	-
21MBE72.CO5	x	x	-	-	-	-	-	-	-

**UNIT I URBAN ENVIRONMENTAL ISSUES**

9

Urbanization- Population growth scenario -Migration - Pollution of surface water resources - Rivers, tanks, channels -Ground water exploitation - Waste water Characteristics -Pollution problems - Solid waste -Air pollution - CPCB norms.

  
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**UNIT II URBAN MASTER PLANS**

9

Planning and organizational aspects -Urban waste resources management - Water in urban ecosystem - Urban water resources planning and organization aspects -Storm water management practices -Types of storage -Magnitude of storage -Storage capacity of urban components -Percolation ponds -Temple tanks –

Rainwater harvesting -Urban water supply - Demand estimation -Population forecasting -Source identification -Water conveyance - Storage reservoirs -Fixing storage capacity - Distribution network - Types -Analysis Computer applications - Conservation techniques -Integrated urban water planning - Smart city project planning - Green Building - LEED certification - Green audit

**UNIT III URBAN WASTEWATER MANAGEMENT**

9

Sewage generation -Storm drainage estimation -Industry contribution -Wastewater collection system - Separate and combined system -Hydraulic design of sewer and storm drain - Wastewater treatment - Disposal methods -Concept of decentralization - 3R concepts.

**UNIT IV MUNICIPAL SOLID WASTE MANAGEMENT**

9

Sources of solid waste -Characteristics -Rate of generation -Segregation at source Collection of solid waste -Methods of collection -Route analysis -Transfer and transfer stations - Processing and disposal of solid waste.

**UNIT V CASE STUDIES**

9

Environmental economics- Social and physiological aspects of pollution - Successful urban management - Models- Urban management-Case studies from developed nations Software.

**TOTAL HOUR :45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	George Tchobanoglous, Hilary Theisen	Integrated Solid Waste Management	McGraw Hill Publishers	1993
2	McGhee J	Water supply and sewerage	McGraw Hill Publishers	1991

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Martin P. Wanelista and Yousef	Storm Water Management and Operations	John Wiley and Sons	1993
2	Neil S. Grigg	Urban Water Infrastructure Planning – Management and Operations	John Wiley and Sons	1986

**WEB URLs**

1. <https://www.youtube.com/watch?v=TRFE>
2. <https://www.youtube.com/watch=EDWS>
3. [www.youtube.com/watch?v=PLOI](http://www.youtube.com/watch?v=PLOI)
4. <https://www.youtube.com/wa=QFDA>
5. <https://www.youtube.com/watch=AVMN>

**21MBE73 SMART MATERIALS, TECHNIQUES AND EQUIPMENTS FOR INFRASTRUCTURE**

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

**COURSE OBJECTIVES:**

- To give an exposure on the advanced materials, techniques and equipments used in infrastructure industry.
- To impart knowledge to students in the latest technological aspects of Infrastructure projects and to provide them with opportunities in taking up advanced topics of the field of study
- To prepare the students to excel in post graduate program and to succeed in industry, technical profession through global rigorous education
- Moulding the graduate civil engineers to undertake safe, economical and sustainable design of infrastructure projects.
- To broaden and deepen their capabilities in experimental research methods, analysis of data, and drawing relevant conclusions for scholarly writing and presentation.

**COURSE OUTCOMES:**

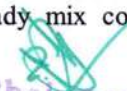
- Explain the properties and applications of special concretes, composites, smart and intelligent materials
- Identify and explain advanced construction techniques used for sub structure construction
- Identify and define problems, gather data related to the problem, generate and prioritize a set of alternative solutions,
- Understand the impact of engineering solutions on environment and the need for sustainable development
- Acquire competent technical knowledge to practice construction profession and develop ideas to amalgamate the existing and contemporary knowledge

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE73.CO1	x	x	x	-	-	-	-	-	-
21MBE73.CO2	-	-	-	x	x	x	x	x	-
21MBE73.CO3	-	x	-	-	-	-	-	-	x
21MBE73.CO4	x	-	x	x	-	x	x	-	-
21MBE73.CO5	x	x	-	-	-	-	-	-	x

**UNIT I SPECIAL CONCRETES**

9

Concrete -Behaviour of concrete - High strength and high performance concrete - Fibre reinforced concrete - Self compacting concrete - Bacterial concrete -Reactive powder concrete - Ready mix concrete - Geopolymer concrete -Alternative materials for concrete.

  
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**UNIT II METALS**

9

Steels - New alloy steels - Coatings to reinforcement - Cold formed steel -Aluminium and its products - Applications. Composites: Plastics - Reinforced polymers- FRP -Applications. Smart and intelligent materials: smart and intelligent materials for intelligent buildings - Special features.

**UNIT III ADVANCED CONSTRUCTION TECHNIQUES**

9

Sub structure construction: Box jacking- Pipe jacking- Under water construction of diaphragm walls and basement- Tunnelling techniques-Cable anchoring and grouting- Driving diaphragm walls, sheet piles, laying operations for built up offshore system- Shoring for deep cutting- Large reservoir construction - Trenchless technology.

**UNIT IV SUPERSTRUCTURE CONSTRUCTION FOR BUILDINGS**

9

Vacuum dewatering of concrete flooring- Concrete paving technology- Techniques of construction for continuous concreting operation in tall buildings of various shapes and varying sections -Launching techniques suspended form work -

Erection techniques of tall structures, large span structures- Launching techniques for heavy decks -Inset pre-stressing in high rise structures, aerial transporting, handling, erecting lightweight components on tall structures.

**UNIT V CONSTRUCTION OF SPECIAL STRUCTURES**

9

Erection of lattice towers and rigging of transmission line structures - Construction sequence in cooling towers, silos, chimney, sky scrapers, bow string bridges, cable stayed bridges - Launching and pushing of box decks -Advanced construction techniques of offshore structures- Construction sequence and methods in domes and priestess domes Support structure for heavy equipment and conveyor and machinery in heavy industries Erection of articulated structures, braced domes and space decks. Demolition Techniques Advanced techniques and sequence in demolition and dismantling.

**TOTAL HOUR :45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Jerry Irvine	Advanced Construction Technique	C.A. Rocketr	1984
2	Patrick Powers	Construction Dewatering: New Methods and Applications	John Wiley & Sons	1992

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Robertwade Brown	Practical foundation Engineering handbook	McGraw Hill Publications	1995
2	Sankar S.K. and Saraswathi. S	Construction Technology	Oxford University Press, New Delhi	2008

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**WEB URLs**

1. <https://www.youtube.com/watch?v=KJUH>
2. <https://www.youtube.com/watch=HGTF>
3. [www.youtube.com/watch?v=KUJH](http://www.youtube.com/watch?v=KUJH)
4. <https://www.youtube.com/wa=YWR>
5. <https://www.youtube.com/watch=BHG>

**21MBE74 STRATEGIC AIRPORT INFRASTRUCTURE MANAGEMENT**

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

**COURSE OBJECTIVES:**

- To Improve the organizational and managerial capability of providers
- To reduce the financing burden on government
- To protect user's interests
- To allow early benefits of new technologies
- To facilitate access to funding for long-term investment needs

**COURSE OUTCOMES:**

- Explain the classification of airports airfield components
- Explain the main governance patterns in the airport business
- Identify the evolutionary patterns for airport enterprises.
- Explain the primary actors in the air transport value chain
- Understanding the various problem and solve

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE74.CO1	x	x	x	-	-	-	-	-	-
21MBE74.CO2	-	-	-	x	-	x	-	x	-
21MBE74.CO3	-	x	-	-	-	-	-	-	x
21MBE74.CO4	x	-	x	x	-	x	x	-	-
21MBE74.CO5	-	-	-	-	-	-	-	-	-

**UNIT I INTRODUCTION TO AIRPORT INFRASTRUCTURE** **9**

Growth of air transport, Airport organization and associations, Classification of airports airfield components, Air traffic zones and approach areas. Context of airport system planning - Development of airport planning process - Ultimate consumers - Airline decision - Other airport operations.

**UNIT II AIRPORT INFRASTRUCTURE CAPACITY DESIGN** **9**

Components, size, turning radius, speed, airport characteristics. Capacity and Delay - Factors affecting capacity, determination of runway capacity related to delay, gate capacity and taxiway capacity.

**UNIT III AIRPORT INFRASTRUCTURE PLANNING AND SURVEYS** **9**

Runway length and width, sight distances, longitudinal and transverse, runway intersections, taxiways, clearances, aprons, numbering, holding apron. Planning and design of the terminal area: Operational concepts, space relationships and area requirements, noise control, vehicular traffic and parking at airports. Air traffic control and aids: Runways and taxiways markings, day and night landing aids, airport lighting and other associated aids.



**UNIT IV AIRPORT INFRASTRUCTURE ENTERPRISE**

9

The economic impact on countries and regions - the main governance patterns in the airport business - The International path of evolution in the airport business - Airport transport value chain - Air enterprises - two primary actors in the air transport value chain - Skipping peripheral positions in the value chain. Rise of airport marketing for the aviation related business - Airport revenue management- Airport alliances-management contract.

**UNIT V THE DEVELOPMENT OF THE NON AVIATION INFRASTRUCTURE**

9

Related value Proposition. Evolution of traditional Airport - Evolutionary patterns for airport enterprises- Commercial Airport Philosophy - tourist and conference service - logistic services- property management- consulting services - BAA and the non aviation business - best airport in the world: The case of Singapore Airport - Role and meaning of loyalty for a service company- Bench marking airline experience - Provider - Customer relational link - benefits from ALPS implementation of ALPS.

**TOTAL HOUR :45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Richard H. Wood	Aviation Safety Programs A Management Hand Book	Jespersen Sanderson Inc	2013
2	Richard L.DeNeufville	Airport Systems, : Planning, Design and Management	Peter Belobaba,&TomG.Reynolds	2013

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Seth B. Young	Airport Planning and Management	McGraw-Hill Education	2011
2	Sankar S.K. and Saraswathi. S	Asset and Infrastructure Management for Airports	The national academic press	2008

**WEB URLs**

- 1.<https://www.youtube.com/watch?v=FSRD>
- 2.<https://www.youtube.com/watch=QWES>
3. [www.youtube.com/watch?v=KMJN](http://www.youtube.com/watch?v=KMJN)
- 4.<https://www.youtube.com/wa=QSDA>
- 5.<https://www.youtube.com/watch=QDAES>

  
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**21MBE75 REAL ESTATE MARKETING AND MANAGEMENT**

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

**COURSE OBJECTIVES:**

- To provide the participants with a good knowledge on real estate marketing and management
- To introduce the concepts and principles of real estate sector.
- To explain the regulatory and legislative aspects and the key processes and strategies involved in the development and management of real estate sector.
- To introduce students to Agency generally and Estate Agency specifically
- To prepare students for the task they are mostly given during Industrial Training Period, and

**COURSE OUTCOMES:**

- Explain the fundamental concepts and techniques involved in real estate development process
- Explain the procedure and laws relating to transfer of completed project
- Identify the fiscal resources procuring and storing materials process
- Understand leases, and how they are used in the property management field.
- Understand leases, and how they are used in the property management field.

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE75.CO1	X	X	X	-	-	-	-	-	-
21MBE75.CO2	-	-	-	X	-	X	-	X	-
21MBE75.CO3	-	X	-	-	-	-	-	-	X
21MBE75.CO4	X	-	X	X	-	X	X	-	-
21MBE75.CO5	-	-	-	-	-	-	-	-	-

**UNIT I CONCEPT** 9  
Fundamental concepts and techniques involved in real estate development process- Role of various organizations - CREDAI- BAI etc

**UNIT II EVENTS AND PRE-PROJECT STUDIES** 9  
Modelling sequential events in real estate development process - Site evaluation - Land procurement - Development Team assembly - Market study

**UNIT III DEVELOPMENT PLANNING & APPROVAL PROCESS** 9  
Identifying technical inputs required, planning objectives, front end clearances from various authorities, timing of the project and scheduling

**UNIT IV CONSTRUCTION AND PROJECT MANAGEMENT** 9  
Identifying the elements of infrastructure and the resource mobilization, disaggregating the project components, mobilizing the human and fiscal resources procuring and storing materials

**UNIT V PROJECT MARKETING & HANDING OVER** 9  
Over of the completed project- Communication tools required for presenting the project In house sales promotion -Franchisee system -Joint venture and sharing issues - Procedure and laws relating to transfer of completed project.

**TOTAL HOUR :45**

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**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Gerald R. Cortesi,	Mastering real estate principles	Dearborn Trade Publishing, New York	2001
2	Fillmore W Galaty	Modern real estate practice	Dearborn Trade publishing, New York	2002

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Tanya Davis	Real estate developer's handbook	Atlantic pub company	2007
2	Mike E. Miles	Real estate development - Principles & process	Urban Land Institute	2000

**WEB URLs**

1. <https://www.youtube.com/watch?v=GSFD>
2. <https://www.youtube.com/watch=NMJHG>
3. [www.youtube.com/watch?v=ADSA](http://www.youtube.com/watch?v=ADSA)
4. <https://www.youtube.com/wa=ERDW>
5. <https://www.youtube.com/watch=ADEAES>

  
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**21MBE76 INFRASTRUCTURE AND REAL ESTATE ENTREPRENEURSHIP**

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

**COURSE OBJECTIVES:**

- To have a thorough understanding of the core aspects of the business.
- To provide the learners with the management tools to identify, analyze and create business opportunities as well as solve business problems
- To prepare them to have a holistic approach towards management functions.
- To inspire and make them practice ethical standards in business.
- To develop and strengthen entrepreneurial quality and motivation in students.

**COURSE OUTCOMES:**

- Students will gain knowledge and skills needed to start and run an enterprise
- Ability to apply the business acumen gained in practice.
- Ability to understand and solve managerial issues.
- Ability to communicate and negotiate effectively, to achieve organizational and individual goals
- Ability to take up challenging assignments

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE76.CO1	-	X	-	-	-	-	-	-	-
21MBE76.CO2	-	-	-	X	-	X	-	X	-
21MBE76.CO3	-	X	-	-	-	-	-	-	X
21MBE76.CO4	X	-	X	X	-	-	X	-	-
21MBE76.CO5	-	-	-	-	-	-	-	-	-

**UNIT I ENTREPRENEURIAL COMPETENCE 9**

Entrepreneurship concept - Entrepreneurship as a Career - Entrepreneurial Personality - Characteristics of Successful, Entrepreneur - Knowledge and Skills of Entrepreneur.

**UNIT II ENTREPRENEURIAL ENVIRONMENT 9**

Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organizational Services - Central and State Government Industrial Policies and Regulations - International Business.

**UNIT III BUSINESS PLAN PREPARATION 9**

Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital - Budgeting Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria.

**UNIT IV LAUNCHING OF SMALL BUSINESS 9**

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

**UNIT V MANAGEMENT OF SMALL BUSINESS 9**

Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units- Effective Management of small Business.

**TOTAL HOUR :45**



**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	S.S.Khanka	Entrepreneurial Development	S.Chand and Company Limited	2001
2	Mathew Manimala	Entrepreneurship Theory at the Crossroads	Paradigms & Praxis, Biztrantra	2005

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Prasanna Chandra	Projects – Planning, Analysis, Selection, Implementation and Reviews	Tata McGraw-Hill	1996
2	P.Saravanavel	Entrepreneurial Development	Ess Pee kay Publishing House	1997
3	Arya Kumar	Entrepreneurship	Pearson	2012

**WEB URLs**

1. <https://www.youtube.com/watch?v=NHSFD>
2. <https://www.youtube.com/watch=QERAS>
3. [www.youtube.com/watch?v=SF](http://www.youtube.com/watch?v=SF)
4. <https://www.youtube.com/wa=RDW>
5. <https://www.youtube.com/watch=BAGR>

  
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**21MBE77 VALUATION OF REAL ESTATE AND INFRASTRUCTURE ASSETS**

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

**COURSE OBJECTIVES:**

- To gain knowledge about the valuation of different infrastructure assets
- To introduce the concepts and principles of real estate sector
- To explain the regulatory and legislative aspects and the key processes and strategies involved in the development and management of real estate sector.
- To provide students with additional knowledge and skills as in real estate market
- To enable students to add value to real estate development by integrating the components of legal framework & the regulatory mechanism.

**COURSE OUTCOMES:**

- Graduates will demonstrate skill in applying the nuances of real estate principles in practice.
- Graduates will gain expertise at strategic planning and acquire arbitration skills.
- Graduates will be able to bring technical expertise across domains and integrate with aspects of land, market and environment.
- Graduates will be able to identify potentials and constraints specific to context and in its global perspective.
- Graduate will be able to approach projects based on real time context and provide holistic development strategies.

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE77.CO1	X	X	-	-	-	-	-	-	X
21MBE77.CO2	-	-	-	X	X	X	-	X	-
21MBE77.CO3	-	X	-	-	-	-	-	-	X
21MBE77.CO4	X	-	X	X	-	-	X	-	-
21MBE77.CO5	-	-	-	-	-	X	-	X	-

**UNIT I REAL ESTATE 9**

Scope and objectives -Concepts of valuation - Types of value - Value vs Price vs Cost-Different methods of valuation- SWOT analysis

**UNIT II APPROACHES TO REAL ESTATE VALUATION 9**

Sales comparison approach - Cost approach - Income approach - SWOT analysis

**UNIT III VALUATION OF VARIOUS CATEGORIES OF REAL ESTATE 9**

Residential real estate valuation - Commercial real estate valuation - Industrial real estate valuation - Retail real estate valuation- Mixed-use real estate valuation

**UNIT IV INFRASTRUCTURE ASSET VALUATION 9**

Objective and approaches-Different categories of infrastructure assets- Valuation methodology- Key operational and financial parameters -Valuation framework and models.

**UNIT V SECTORAL INFRASTRUCTURE VALUATION 9**

Power sector- IT sector - Telecom sector - Aviation-Education sector- Other service sectors- Plant and Machinery -Case studies

**TOTAL HOUR :45**

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**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Frederic Blanc - Brude and Majid Hasan	Infrastructure valuation	EDHEC Risk Institute	
2	Frederic Blanc - Brude and Majid Hasan	Infrastructure Asset Management	EDHEC Risk Institute	

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	<u>MichaelJ.Garvin.</u>	Valuation techniques for infrastructure investment decisions	Columbia University	

**WEB URLs**

1. <https://www.youtube.com/watch?v=JUU>
2. <https://www.youtube.com/watch=MJNH>
3. [www.youtube.com/watch?v=HGFD](http://www.youtube.com/watch?v=HGFD)
4. <https://www.youtube.com/wa=QYQT>
5. <https://www.youtube.com/watch=BAGSF>

  
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### **3.TOURISM MANAGEMENT**

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**21MBE81 TOURISM PRINCIPLES AND PRACTICES**

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3 0 0 3**

**COURSE OBJECTIVES:**

- To familiarize students with the basic concepts of travel and tourism discuss the terminology used
- To give an insight into how travel and tourism evolved over a period of time and reached the modern stage.
- To enhance the knowledge of students in various areas related to tourism and how it affects the destination.
- To explore the selected issues that currently influence the tourism industry both locally and globally
- To comprehend the conceptual dimensions of tourism industry

**COURSE OUTCOMES:**

- Students will learn the practices and ways to promote the tourism industry.
- Understand fundamentals of tourism from the management, marketing and financial perspectives.
- Understand the concepts of travel and tourism, the framework of the system, types and form of tourism as well as the impacts of tourism.
- describe the different types tourism resources of India, their importance in tourism and management.
- Understand the improving the planning

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE81.CO1	-	X	X	-	-	-	-	-	X
21MBE81.CO2	-	-	X	X	X	X	-	X	-
21MBE81.CO3	-	X	-	-	-	-	-	-	X
21MBE81.CO4	X	-	X	X	X	X	X	-	-
21MBE81.CO5	-	-	-	-	-	X	-	X	X

**UNIT I INTRODUCTION**

9

Tourist/ Visitor/ Traveller/ Excursionist, Early and Medieval Period of Travel: Renaissance and Its Effects on Tourism - Birth of Mass Tourism, Old and New Age Tourism, Concept of Tourism: Nature - Scope - Characteristics - Components - Significance of Tourism - Tourism System: Interdisciplinary Approaches - Motivations and Deterrents to Travel – Emerging Areas and Practices.

**UNIT II FORMS OF TOURISM**

9

Inbound, Outbound, National, International- Alternative Tourism – Inclusive Tourism, Current Trends in Domestic and Global Tourism: Tourism Statistics- Need for Measurement of Tourism - Tourism Demand and Supply.

**UNIT III TOURISM INDUSTRY**

9

Structure, Functions and Constituents - Direct, Indirect and Support Services - Basic Components of Tourism: Transport - Accommodation- Facilities & Amenities, Horizontal and Vertical Integration in Tourism Business, Infrastructure & Superstructure.

**UNIT IV TOURISM THEORY**

9

Leaper’s Geo-Spatial Model - Mill-Morrison’s Tourism Policy Model - Matheson & Wall’s Travel Buying Behaviour Model - Butler’s Tourism Area Life Cycle (TALC)  
Model - Doxey’s Irridex Model – Crompton’s Push and Pull Theory- Stanley Plug’s Psychographic Model- Gunn’s Tourism Planning Model

**UNIT V TOURISM ORGANIZATIONS**

9

UNWTO, IATA, ICAO, WTTC, IHA, TAAI, FHRAI, ITDC, ICPB, IATO, IRCTC, State Tourism Development Corporations, Airport Authority of India, Archaeological Survey of India, Ministries of Tourism and Culture, Director General of Civil Aviation, Government of India.

**TOTAL HOUR: 45**

**TEXT BOOKS:**


SL.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Rajat Gupta, Nishant Singh, Ishita Kirar and Mahesh Kumar Bairwa	Hospitality and Tourism Management	Vikas Publishing House Pvt. Ltd	2015
2	Charles R. Goeldner and J. R. Brent Ritchie	Tourism: Principles, Practices, Philosophies	Wiley	2016

**REFERENCE BOOKS:**

SL.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Sampad Kumar Swain and Jitendra Mohan Mishra	Tourism: Principles and Practices	Oxford University Publications	2011
2	Chris Cooper, John Fletcher, Alan Fyall, David Gilbert and Stephen	Tourism: Principles and Practice	Pearson Education Limited	2013

**WEB URLs**

1. <https://www.youtube.com/watch?v=KMJH>
2. <https://www.youtube.com/watch=HJG>
3. [www.youtube.com/watch?v=QREQ](http://www.youtube.com/watch?v=QREQ)
4. <https://www.youtube.com/wa=LKMJ>
5. <https://www.youtube.com/watch1431F>

  
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**21MBE82 TRAVEL MANAGEMENT**

**L T P C**  
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**COURSE OBJECTIVES:**

- Study the fundamental principles of tourism
- Understand the holistic outlooks of tourism
- Gain the knowledge about international perspectives of tourism.
- Explore the various organizational role for promotion of tourism.
- Examine the tourism polices, principles and practice

**COURSE OUTCOMES:**

- The learners will have a complete idea about the different concepts, trends and strategies used in this industry.
- Understand multi-form character of travel and tourism business.
- Explain the diverse nature of tourism, including culture and place, global/local perspectives, and experience design and provision.
- Apply relevant technology for the production and management of tourism experiences.
- Apply principles of sustainability to the practice of tourism in the local and global context.

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE82.CO1	X	X	X	-	X	-	X	-	X
21MBE82.CO2	-	-	X	X	X	X	-	X	-
21MBE82.CO3	-	X	-	-	-	-	-	-	X
21MBE82.CO4	X	-	X	X	X	X	X	-	-
21MBE82.CO5	-	-	X	-	-	X	X	X	X

**UNIT I INTRODUCTION** **9**  
Travel Industry – modes of Travel – Air, Rail, Road, Sea, Authorities; Classification of travels- Inbound& Outbound Tours- Classification

**UNIT II TRAVEL AGENCY** **9**  
Introduction to Travel Trade: Historical Background of Travel Trade, Significance of Travel Agency Business, Meaning of Travel Agency- Types of Travel Agent- Full Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency, Types of Tour Operator- Inbound, Outbound , Domestic, Ground and Specialized.

**UNIT III COMPONENTS OF TRAVEL MANAGEMENT** **9**  
Market Survey and Research , A Guide to Marketing of Leisure Activities, Marketing Techniques of a Travel management - Marketing of Conferences, Congress, Conventions, Incentive Travel, Workshops, Seminars, MICE, Fare constructions and Scheduling - railway and airlines, consumer mix, Rules and regulations for registration - International Travel Formalities- Foreign Exchange Regulations, passport, visas, Clearances and other Procedures.

**UNIT IV CARGO MANAGEMENT** **9**  
Air & Sea ,Pre-requisites, Different types of Cargo, Documentations, Cargo Rates, Loading, Manifestation, Transhipment, Handling at Destination, Regulations.

**UNIT V MODERNIZATION AND TRENDS IN TRAVEL INDUSTRY**

9

Impact of Liberalization, Strategic trends in Travel Industry- Disinvestments, Takeovers, Consolidations, and Acquisitions in Travel Industry.

**TOTAL HOUR : 45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Chand, M.	Travel Agency Management: An Introductory Text	Anmol Publications	2015
2	Swain, S.K. & Mishra, J.M.(	Tourism: Principles & Practices	Oxford University Press	2016

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Holloway, J.C.	The Business of Tourism	Prentice Hall	2011
2	Roday. S, Biwal. A & Joshi. V	Tourism Operations and Management	Oxford University Press	2013
3	Goeldner, R & Ritchie. B	Tourism, Principles, Practices and Philosophies	John Wiley & Sons	2013

**WEB URLs**

1. <https://www.youtube.com/watch?v=NHAG>
2. <https://www.youtube.com/watch=JHSG>
3. [www.youtube.com/watch?v=WERW](http://www.youtube.com/watch?v=WERW)
4. <https://www.youtube.com/wa=OLIJ>
5. <https://www.youtube.com/watch=IKLP>

  
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21MBE83 INTERNATIONAL TOURISM

L T P C  
3 0 0 3

**COURSE OBJECTIVE:**

- The course aims to provide the past, present and future perspectives of international tourism.
- The factors and challenges influencing the growth of international tourism will be studied.
- The students will study the role of international regulatory bodies.
- To promote social and cultural exchange among the nations.
- Stimulating economic growth and job creation, providing incentives, protecting the environment, and cultural heritage, promoting peace, prosperity, and respect for rights.

**COURSE OUTCOMES:**

- The students will be able to comprehend the importance of international tourism, trends, formalities.
- They will know the importance of regulatory bodies in international tourism.
- The students will be able to know stimulating economic growth and job creation, providing incentives, protecting the environment, and cultural heritage, promoting peace, prosperity, and respect for rights.
- To acquire, operate and maintain cars, buses, coaches, launches, rope ways and other modes of transport for communication of tourists.
- It provides heritage, cultural, medical, business and sports tourism.

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE83.CO1	X	X	X	-	X	-	X	-	X
21MBE83.CO2	-	-	X	X	X	X	-	X	-
21MBE83.CO3	-	X	-	-	-	-	-	-	X
21MBE83.CO4	X	-	X	X	X	X	X	-	-
21MBE83.CO5	-	-	X	-	-	X	X	X	X

**UNIT I THE GLOBAL ENVIRONMENT**

9

Globalization- scope of international tourism- types, Cultural diversity- Intercultural theories cultural practices-impact on tourism. Cultural influences on intercultural communication - social Interactions.

**UNIT II INTERNATIONAL TOURISM GROWTH**

9

Economic determinants-forces and factors influencing growth of international tourism, trends- regional, domestic and global tourist movements, methods and measurements in determining future trends. Arrivals – receipts, foreign exchange, emerging trends in international travel, sustainable tourism, experiential tourism, social responsible tourism – Ethics – Emerging threats in International Tourism.

**UNIT III REGIONAL DISTRIBUTION OF INTERNATIONAL TOURISM**

9

International Tourism (inbound and outbound tourism) trends in : Europe -France, Spain, Italy, and United Kingdom, USA, Mexico, Caribbean, Islands and Brazil, China, Thailand, Singapore, Australia, and New Zealand, South Africa, Kenya and Egypt.

**UNIT IV INTERNATIONAL TRENDS**

9

Tourism bills of Rights, tourism code, Manila declaration, International conventions: Warsaw convention 1924, Chicago convention 1944, Brussels convention 1961 and 1966, Athens convention 1974, Helsinki accord 1974, IATA conditions of carriage (passage and baggage). World travel laws.

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**UNIT V ROLE OF GOVERNMENT AND INTERNATIONAL TOURISM BODIES/ ORGANISATIONS 9**

Tourism Bodies :Need for Tourism organizations, Functions, Administrative set up: National Tourism Organization (NTO).Tourism Organizations : Role of United Nations World Tourism Organization (UNWTO); World Travel & Tourism Council (WTTC); Pacific Asia Travel Association (PATA) : International Air Transports Association (IATA): International Union of Official Travel Organisation (IUOTO); UFTAA, WATA, International Civil Aviation Organisation(ICAO), Travel industry fairs – advantages of participation. Travel Mart – WTM, ITB, KTM and FITUR.

**TOTAL HOURS:45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Yvette Reisinger.	International Tourism- Cultures and Behavior	Taylor & Francis	2011
2	A. K. Bhatia	International Tourism Management	Sterling Publishers	2011

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Roland Conrady and Martin Buck	Trends and Issues in Global Tourism	Springer Science & Business Media	2016
2	Myra Shackley	Atlas of Travel and Tourism Development	Routledge	2006
3	Sarah M. Lyon and E. Christian Wells	Global Tourism: Cultural Heritage and Economic Encounters	AltaMira Press	2012

**WEB URLs**

- 1.<https://www.youtube.com/watch?v=KMJHG>
- 2.<https://www.youtube.com/watch=QRE>
3. [www.youtube.com/watch?v=QRWW](http://www.youtube.com/watch?v=QRWW)
- 4.<https://www.youtube.com/wa=KJH>
- 5.<https://www.youtube.com/watch=NJHG>

  
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**21MBE84 TOURISM GEOGRAPHY**

**L T P C**  
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**COURSE OBJECTIVE:**

- To introduce the students to the various geographical locations across the world with a tourism perspective.
- To introduce the students to the various geographical locations available in the Indian country.
- To create an awareness among the students regarding the travelling modes of countries and states.
- To enrich the knowledge of the countries like USA and Central and south America.
- To overview the physical features and political boundaries in Africa, UAE and Australia.

**COURSE OUTCOMES:**

- General knowledge of worldwide tourism Flows
- Ability to Plan a trip to a tourism destination.
- Able to know the best time to visit the asian and European countries.
- An overview of USA, central and south America
- An overview of Africa, UAE & Australia

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE84.CO1	x	x	x	-	x	-	x	x	x
21MBE84.CO2	-	-	x	x	x	x	-	x	-
21MBE84.CO3	-	x	-	-	-	-	-	-	x
21MBE84.CO4	x	-	x	x	x	x	x	-	-
21MBE84.CO5	-	-	x	-	-	x	x	x	x

**UNIT I BASIC GEOGRAPHY**

**9**

Definition, scope and importance of Tourism geography, Impact of weather and climate on Tourist destinations. Study of maps, longitude & latitude, international date line, time variations, time difference, GMT variations, concepts of elapsed time, flying time, ground time. Standard time and summer time (day light saving time).

**UNIT II INDIA**

**9**

Physical Factors – Relief, Climate, Vegetation, wildlife, water Bodies. Socio -cultural and economic factors influencing tourism in India - Political boundaries and major tourist attractions. Modes of travel to the places of tourism in India

**UNIT III ASIA, CANADA AND EUROPE**

**9**

An overview of the physical features, political boundaries, tourism destinations and best time to visit the following countries in Asia and Europe, the states in Canada, and available modes of travel to these destination countries/states from India.

Asia: China, Mongolia, Japan, Korea, Thailand, Philippines, Singapore, Malaysia, Bangladesh, Maldives, Nepal, Pakistan, Sri Lanka. Canada: Ontario, Ottawa, Montreal, British Columbia.

Europe: England, France, Italy, Spain, Ireland, Turkey, Spain, Netherlands, Czech Republic, Austria, Germany, Greece, Switzerland, Russia, Ukraine

  
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**UNIT IV UNITED STATES OF AMERICA, CENTRAL AND SOUTH AMERICA 9**

An overview of the physical features, political boundaries, tourism destinations, best time to visit the following states in USA, Central and South America and available modes of travel to these destinations from India.

United States of America: California, New York, Texas, Pennsylvania, Florida, Virginia, Massachusetts, Ohio, Washington, Florida, Nevada, Georgia, Hawaii, North and South Carolina and Rhode Island. Central America - Costa Rica, Panama, Nicaragua, Guatemala, Honduras, Belize. South America: Peru, Ecuador, Venezuela, Chile, Bolivia, Brazil.

**UNIT V AFRICA, UAE AND AUSTRALIA 9**

An overview of the physical features, political boundaries, tourism destinations, best time to visit the following countries in Africa, UAE and Australia and the available modes of travel to these destinations from India.

Africa: Kenya, Zimbabwe, Zambia, Egypt, Mali, South Africa, Morocco, Ethiopia, Uganda, Rwanda, Congo, Tanzania, Mauritius, Gambia. Middle East: United Arab Emirates, Israel, Saudi Arabia, Iran, Syria, Lebanon, Jordan. Australia, New Zealand and Papua New Guinea.

**TOTAL HOURS: 45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Alan A. Lew, Colin Michael Hall, Dallen J. Timothy.	World Geography of Travel and Tourism	A Regional Approach, Butterworth-Heinemann	2008
2	Robinson H.	A Geography of Tourism	Mac Donald & Evans London	1978

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Douglas Pearce	Topics in Applied Geography, Tourism Development	Longman Scientific Technical	1995
2	Majid Husain	Geography of India	Tata McGraw Hill	2011

**WEB URLs**

1. <https://www.youtube.com/watch?v=KJNH>
2. <https://www.youtube.com/watch-KMJHN>
3. [www.youtube.com/watch?=JHGF](http://www.youtube.com/watch?=JHGF)
4. <https://www.youtube.com/wa=WRED>
5. <https://www.youtube.com/watch=BAGFA>

  
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**21MBE85 CULTURE AND HERITAGE**

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

**COURSE OBJECTIVES:**

- To provide the background of Indian culture and heritage
- To give students a solid foundation for understanding and managing cultural diversity in the workplace.
- To create a knowledge about cultural mix in global industry
- To enrich the knowledge in cross cultural management
- To have a global approach in UNESCO

**COURSE OUTCOME:**

- The learners should be able to describe Indian culture and heritage.
- The learners are competent to explain how different national cultures can influence
- The individuals and groups in social and business settings.
- Learners able to know about Managing cultural negotiations
- Learners can know about global approaches in UNESCO

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE85.CO1	X	X	X	-	X	-	X	-	X
21MBE85.CO2	-	-	X	X	X	X	-	X	-
21MBE85.CO3	-	X	-	-	-	-	-	-	X
21MBE85.CO4	X	-	X	X	X	X	X	-	-
21MBE85.CO5	X	-	X	-	X	X	X	X	X

**UNIT I INTRODUCTION TO INDIAN CULTURE AND HERITAGE** **9**  
Salient features of Indian culture – socio, ethnic historical and religious perspectives of Indian culture; Cultural transition, Indian cultural heritage.

**UNIT II CULTURAL DIMENSIONS AND REFLECTIONS** **9**  
Key elements of Indian cultural dimensions –Tangible and intangible culture- Dimensions of national cultures -Distinctiveness of Indian culture in personal life, social life and work life – languages and literature- Cultural traits under major religious background – Reflection in arts, paintings, dance, music – Ceremonies celebrations – Place of worships – Belief, attitude and perception – Museum – Special interest – Tourism.

**UNIT III CULTURAL MIX** **9**  
Cultural dissimilarities across world – across nation; Major issues – challenges to hospitality industry; Influence of global culture – Relationship between national culture and organization structure; International dimensions of organizational culture; Impact on personal and work life – Impact on tourist.

**UNIT IV CROSS CULTURAL MANAGEMENT** **9**  
Frameworks of cross cultural management- Cultural shock and acculturation- Cross- cultural training- Managing multicultural teams- Cultural negotiations- Global leadership and motivational issues-Cultural differences in ethics and decision making.

**UNIT V GLOBAL APPROACH** **9**  
UNESCO – criteria, fairs and festivals, funding, committee and convention, reporting and monitoring, approved heritage sites-challenges, Impact of IT, Trends.

**TOTAL HOURS: 45**

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**TEXT BOOKS:**


Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	F.r. Allchin	Conservation of Indian Heritage	Cosmo publications	2011
2	David C. Thomas	Cross-cultural management- Essential concepts	Sage Publications	2008

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	S.M.Dewan	Corporate governance in public sector enterprises	Pearson Longman	2006
2	G. Hofstede	Culture and organizations: intercultural cooperation and its importance for survival	Harper Collins	2010

**WEB URLs**

1. <https://www.youtube.com/watch?v=KJNH>
2. <https://www.youtube.com/watch-KMJHN>
3. [www.youtube.com/watch?=JHGF](http://www.youtube.com/watch?=JHGF)
4. <https://www.youtube.com/wa=WRED>
5. <https://www.youtube.com/watch=BAGFA>

  
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**21MBE86 TOURISM PRODUCTS IN INDIA**

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

**COURSE OBJECTIVE**

- To enable the students to understand the tourist resources in India, prepare a theme based tour itinerary and manage the tourist destinations travel
- To offer wide exposure to the students to handle issues in tourism related businesses professionally
- To develop students to be a explorer.
- To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy. To develop socially
- To sharpen soft and hard skills among the students for being better professionals

**COURSE OUTCOME:**

- Apply knowledge of tourism concepts along with the management theories and practices to solve business related problems in tourism domain
- Contextualize tourism within broader cultural, environmental, political and economic dimensions of society
- Foster analytical and critical thinking abilities for data-based decision Making
- Ability to develop value based Leadership ability
- Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE86.CO1	-	-	X	-	X	-	-	-	X
21MBE86.CO2	-	-	-	X	-	X	-	X	-
21MBE86.CO3	-	X	-	-	-	-	-	-	-
21MBE86.CO4	X	-	-	X	-	X	X	-	-
21MBE86.CO5	X	-	X	-	X	-	X	X	X

**UNIT I INTRODUCTION**

**9**

Tourism Products: Definition, Concept, Characteristics and Classification. Cultural Heritage of India — Stages of evolution, continuity. Heritage – Types of Heritage Tourism, Heritage Management Organizations.

**UNIT II NATURAL RESOURCES**

**9**

Natural resources: Wildlife sanctuaries - National parks - Biosphere reserves – Back water Tourism - Mountain and Hill Tourist Destinations – Islands, Beaches, Caves & Deserts of India.

**UNIT III TOURISM CIRCUITS**

**9**

Major tourism circuits of India: Inter State and Intra-State Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits.

**UNIT IV MANMADE DESTINATIONS AND THEME PARKS**

**9**

Manmade Destinations: Locations of Adventure sports - Commercial attractions - Amusement Parks – Gaming - Shopping - Live Entertainments - Supplementary accommodation - House boats – Tree houses - Home stays - Tourism by rail - Palace on wheels - Zoological and Botanical Garden

**UNIT V CONTEMPORARY DESTINATIONS IN INDIA**

9

Places and Packages for Ecotourism, Rural Tourism, Golf Tourism, Medical Tourism and Pilgrimage Tourism - Camping Tourism.

**TOTAL HOURS: 45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	S.P. Gupta	Cultural Tourism in India,	Indraprastha Museum of Art and Archaeology	2003
2	Jacob, R.	Indian Tourism Products	Abhijeet publications	2012

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Hussain.A.K	The National Culture of India	National Book Trust	2000
2	Sahai, S.	Indian Architecture	: Hindu Buddhist and Jain. Prakash Books.	2006

**WEB URLs**

1. <https://www.youtube.com/watch?v=HJNG>
2. <https://www.youtube.com/watchGFAE>
3. [www.youtube.com/watch?=KMJH](http://www.youtube.com/watch?=KMJH)
4. <https://www.youtube.com/wa=FARD>
5. <https://www.youtube.com/watch=QSEA>

  
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**21MBE87 ACCOMMODATION AND HOUSE KEEPING MANAGEMENT**

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

**COURSE OBJECTIVE:**

- To study the flow of activities and functions in lodging operations.
- To make the learner to understand about the operation and the management of front office and Housekeeping departments in hotels.
- Help to prepare students to meet the challenges associated with the housekeeping department
- Provide an overview of the key issues of housekeeping and maintenance management.
- Understand the theoretical and practical knowledge that constitutes the work of housekeeping

**COURSE OUTCOME:**

- Describe the role of the housekeeping department in hotel operations, and in relation to front office, engineering and maintenance departments.
- Explain how area inventory lists, frequency schedules, performance standards and productivity standards are used to plan and organize the housekeeping department.
- Apply human resource techniques (for recruitment, selection, hiring, orientation, training, motivation and disciplining).
- Manage inventories of recycled and non-recycled items, as part of environmental and sustainable management.
- Understand expenses and cost control in the housekeeping department (including operating budgets, tracking expenses, and efficient purchasing practices)

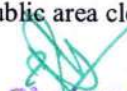
Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE87.CO1	-	-	X	-	X	-	-	-	X
21MBE87.CO2	-	-	-	X	-	X	-	X	-
21MBE87.CO3	-	X	-	-	-	-	-	-	-
21MBE87.CO4	X	-	-	X	-	X	X	-	-
21MBE87.CO5	X	-	X	-	X	-	X	X	X

**UNIT I INTRODUCTION** **9**  
Hotel Industry – Classification of hotels – Other types of lodging – Types of rooms – Tariff Plans – Duties & Responsibilities of front office personnel – Inter-department coordination.

**UNIT II FRONT OFFICE MANAGEMENT** **9**  
Room Reservation – Types of reservation – Front office accounting – Registration – Lobby and well desk operations – Guest Services – Settlements – Safety & Security – Night Audit- Yield Management – Budgetary Control.

**UNIT III HOUSE KEEPING MANAGEMENT** **9**  
Importance of housekeeping – Departmental Structures – Coordination with other departments – Duties & Responsibilities of Executive housekeeper, Asst. Executive house keeper, floor supervisor, room attendant – House Keeping Control desk.

**UNIT IV HOUSE KEEPING FUNCTION** **9**  
Linen & Uniform – Laundry: Equipment, detergents, Stain removal, Laundry Process flow – Sewing – Cleaning Practice: Equipment, Cleaning agents, Cleaning methods – Pest Control– Public area cleaning and maintenance.

  
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**UNIT V INFRASTRUCTURE MANAGEMENT & OTHER SOURCES**

9

Elements of Interior Decoration & Design – Colours – Furniture – Floor – Lighting – Floral art – Textiles – Carpets – Catering Services – Wellness & Fitness Services – Leisure & Travel Services – Business Services – Concierge services - Innovative ideas.

**TOTAL HOURS: 45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	James	Hotel Front Office Management	Wiley	2014
2	Sudhir Andrews	Text book of Hotel Housekeeping Management & Operations	Tata Mcgraw Hill	2008

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Jatashankar R. Tiwari	Hotel Front office & Operations management	Oxford University Press,	2009
2	Anutosh Bhakta	Professional Hotel Front Office Management	Tata McGraw Hill	2012
3	Ahmed Ismail	Front Office Operations and Management	Cengage Learning	2011

**WEB URLs**

1. <https://www.youtube.com/watch?v=HNGF>
2. <https://www.youtube.com/watch=UYHT>
3. [www.youtube.com/watch?=ADSE](http://www.youtube.com/watch?=ADSE)
4. <https://www.youtube.com/wa=QERDA>
5. <https://www.youtube.com/watch=NHAGFA>

  
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**21MBE88 TRAVEL MEDIA AND PUBLIC RELATIONS**

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

**COURSE OBJECTIVE:**

- To facilitate in the understanding of travel media and its role in tourism promotion through public relations.
- To impart and equip the students with practical know-how on travel writing and dynamics of making of travelogues.
- To develop creative thinking and ideation for Advertising as well as Public Relations
- To Develop analytical and critical thinking skills when creating/evaluating Advertisements & Public Relations strategies
- Impart knowledge about the concepts and methods of Advertising & Public Relations.

**COURSE OUTCOME:**

- Good conceptual understanding of subjects including Communication, Advertising, Public Relations, Corporate Communication, Research Methodology
- Research and Reasoning aptitude for any Strategic Communication planning and execution of Advertising and Public Relations programs.
- Creative and reflective thinking for ideation based on self learning & digital competency
- Analytical and problem solving skills for challenging situations of the profession.
- Independently work with high competency and morality in the business of Advertising and Public Relations

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE88.CO1	X	-	X	-	X	-	-	-	X
21MBE88.CO2	-	-	-	X	-	X	-	X	-
21MBE88.CO3	-	X	X	-	-	-	-	-	-
21MBE88.CO4	X	-	-	X	-	X	X	-	X
21MBE88.CO5	X	-	X	-	X	-	X	X	X

**UNIT I HISTORICAL UNDERSTANDING OF MASS MEDIUMS**

9

History of print media – Global and Indian context, Advent of printing; British and American streams of journalism; Overview of world mass media -- Sky Invasion, Newspapers and Globalization, Role of Travel Media.

**UNIT II COMMUNICATION MESSAGE AND ITS CONSTRUCTION**

9

Idea of a successful message; Ethics, Standards and Practices; Relevance of effective messages, interpretation of cues; How and what you communicate; Self-awareness in travel communication –Power of message/words; Organization – converting information into convenient understandable messages, Interpretation – how easily the thoughts of the source is organized for the receiver to interpret it correctly.

**UNIT III TRAVEL WRITING**

9

News Worthiness of developed Ideas; Writing Travel Pieces; Writing and Submitting Stories for Travel Mediums; Articles and Short Pieces, Travel Magazines, Travel Newsletters, Travel and Guide Books; Travel Reviews; the Internet; Coffee Table Books and Anthologies; Preparing Scripts for Travel Programs; Conducting I interviews; Visual support.

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**UNIT IV GENERAL INTRODUCTION TO PUBLIC RELATIONS**

9

Public Relations Fundamentals – Definitions, Practices, Strengths -Duties and responsibilities of a Public relations manager, Code of ethics, Emergence of Public Relations –from ancient times to Modern- the changing role of PR. Grunting and Hunt’s four models. Public Relations in India – a historical perspective- pre and post independence era-liberalised economy and corporate -PR in India growth and challenges.

**UNIT V ROLE OF PUBLIC RELATIONS**

9

Standard PR Tools and Most Common Travel/Tourism PR Tools, PR at Hotels and Lodging Establishments, Restaurant Public Relations, Transportation Public Relations, Destination and Tourist Attraction PR, What Travel and Tourism Employers Should Understand About PR.

**TOTAL HOURS: 45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Seema Hasan	Mass Communication Principles and Concepts	CBS Publishers & Distributors	2016
2	Dennis E. Deuschl	Travel and Tourism Public Relations – An Introductory Guide for Hospitality Managers	Routledge	2011

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Keval J. Kumar	Mass Communication in India	Oxford University Press,	2011
2	AnnamulaiMurguan	Tourism and Public Relations	Kalpaz Publications	2013

**WEB URLs**

- 1.<https://www.youtube.com/watch?v=BHGF>
- 2.<https://www.youtube.com/watch=DSCS>
3. [www.youtube.com/watch?=ASDE](http://www.youtube.com/watch?=ASDE)
- 4.<https://www.youtube.com/wa=MNJH>
- 5.<https://www.youtube.com/watch=FVFD>

  
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21MBE89 DESTINATION PLANNING AND MANAGEMENT

L T P C  
3 0 0 3

**COURSE OBJECTIVE:**

- To offer wide exposure to the students to handle issues in tourism related businesses professionally.
- To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.
- To develop socially, ethically responsible business leaders
- To sharpen soft and hard skills among the students for being better professionals.
- To promote entrepreneurial skills among students, for promoting a better ecosystem of business.

**COURSE OUTCOME:**

- Understand the concept of tourism, basic about tourism industry.
- access and appropriately disseminate accurate and detailed product knowledge and destination information about different types of tourist.
- develop ongoing professional development strategies and plans to enhance industry knowledge and leadership skills for tourism industry sectors.
- Evaluate about the different stakeholders and relevant agencies in the tourism industry and how these stakeholder plays their functions.
- The learners shall be competent for analyzing how the destinations are segmented to handle and design a product of their own.

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE89.CO1	x	-	x	-	x	-	-	-	X
21MBE89.CO2	-	-	-	x	-	x	-	x	-
21MBE89.CO3	-	x	-	-	-	-	-	-	-
21MBE89.CO4	-	-	-	x	-	-	-	-	-
21MBE89.CO5	x	-	x	-	x	-	x	x	X

**UNIT I INTRODUCTION**

9

Tourists destination-concepts/ notions; Destination- Elements of Tourists Destination - Characteristics of successful destination- Uniqueness of destination management-Sustainable Tourism Development: Meaning, Principles and Practices.

**UNIT II TOURISM DESTINATION PLANNING**

9

Tourists destination development; planning and development of tourism; Traditional and contemporary approaches to destination planning- History & Influence on planning- Factors affecting the planning process- Stages in destination planning Benefits of strategic plans- Outcome of destination planning - Strategic Plans Environment Analysis, Resource Analysis, Regional Environment analysis. Market analysis, competitor's analysis

**UNIT III DESTINATION PRODUCT DEVELOPMENT & PROMOTION**

9

Destination Marketing Mix - Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies. Segmenting, Targeting, and Positioning. Destination branding, Destination Image Resort development-Types, Planning and Development

**UNIT IV TOURISM DESTINATION MANAGEMENT**

9

Stakeholders in destination management- Destination governance- Destination management organization (DMO)Partnership and Team-building –Leadership and Coordination- Community

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Relations& Roles Tourists Destination - Destination Information and Communication Technologies - Future of Destination Management

**UNIT V EMERGING TRENDS IN DESTINATION MANAGEMENT**

9

Environmental Management Systems -Integrated Coastal Zone Management- Eco-friendly Practices -Water Conservation- Energy Efficiency – Waste Management – Commoditisation Community Participation– Responsible tourism – Space Tourism – Recent Trends – Best Practices.

**TOTAL HOURS : 45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	C.Gunn	Tourism Planning: Basic, Concepts and Cases	Cognizant publications	2002
2	Krishan K. Kamra	Managing Tourist Destination: Development, Planning, Marketing & Policies	Kanishka Publishers	2005

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Nigel Morgan, Annette Pritchard & Roger Pride	Destination branding: Creating the Unique Proposition	Butterworth and Heinemann	2011
2	Middleton, V.T.C and Hawkins, R	Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann	Oxford	1998
3	Shalini Singh, Dallen J. Timothy & Ross Kingston Dowling	Tourism in Destination Communities	CABI Publishing	2011

**WEB URLs**

1. <https://www.youtube.com/watch?v=NMJH>
2. <https://www.youtube.com/watch=HGF>
3. [www.youtube.com/watch?=REFD](http://www.youtube.com/watch?=REFD)
4. <https://www.youtube.com/wa=RFEJH>
5. <https://www.youtube.com/watch=FNJHG>

  
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**21MBE90 TOUR OPERATIONS**

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

**COURSE OBJECTIVE:**

- To make the students knowledgeable in tour operations and its related documentation.
- The student will study the tour preparation, marketing tour products and the role of guides and escorts in tour operations.
- To Analyze, understand, and innovate the deliverables of tourism sector
- To Create competitive edge to destinations through managerial skills
- To develop Possess vibrant interpersonal qualities

**COURSE OUTCOME:**

- Ability to develop understanding and analyzing skills
- Develops thought process thinking
- Exposed to the modern techno
- Develops interpersonal communication
- Inculcates teamwork and networking culture

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE90.CO1	X	-	X	-	X	-	-	-	X
21MBE90.CO2	-	-	-	X	-	X	-	X	-
21MBE90.CO3	-	X	X	-	-	-	-	-	-
21MBE90.CO4	X	-	-	X	-	X	-	X	X
21MBE90.CO5	X	-	X	-	X	-	X	X	X

**UNIT I TOUR INDUSTRY**

9

Tour operation business – definition, evolution; Types of tours – inbound, outbound, escorted, guided, types of package tours and operators; factors affecting tour design and selection; Tourism intermediaries - mass-market package holidays, specialist tour operators, domestic & international, collaborative tourism.

**UNIT II ITINERARY PREPARATION**

9

Itinerary Preparation -meaning, types, Resources and steps of preparation, Do's and don'ts of itinerary preparation; Tour Formulation and Designing Process - Starting of tour operations business, departments of tour operations, tour departure procedure, activities.

**UNIT III TOUR OPERATIONS BUSINESS**

9

Tour operations process, research, planning, costing, costing elements; Tour operations business – role, relevance, tour operational techniques – Booking a tour, reservations, hotel booking procedures, boarding bus/coach, emergency procedures, finance details, travel insurance, Foreign Exchange, Cargo, documentation, food and beverages, transportation delays; Recognition - IATA Accreditation - Recognition from Government; Travel trade organizations – Objectives, activities and functions.

**UNIT IV MARKETING AND PROMOTION OF TOUR**

9

Marketing and promotion of tour – marketing strategies of tour operation business, tour brochure, how to prepare a tour brochure, items to be included in tour brochure, tools used to market tour packages, Indian and world tourism day; Promotion of Tour Operation - Mix and Media, Types of media, Selection criteria; Tour Pricing - Calculation of Tour Price - Pricing Strategies.

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**UNIT V GUIDING AND ESCORTING**

9

Guiding and escorting – meaning, concepts, golden rules of guiding, difference between guide and escort, skills, responsibilities of guides, interpreting sites, escorts, personal hygiene, grooming, pre, post, and during tour responsibilities, checklist, safety and security, insurance, first aid, emergency handling, leading a group, code of conduct.

**TOTAL HOURS:45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	K. Bhatia, ,	Business of Travel Agency & Tour Operations Management	Sterling Publishers,	2012
2	JagmohanNegi,	Travel Agency and Tour Operation Concepts and Principles	Kanishka Publishers	2006

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Lalita Sharma	Travel Agency & Tour Operation Concepts and Principles	Centrum Press	2010
2	Dennis L. Foster	The Agency Operations and Administration, Glencoe Division	Macmillan/McGraw-Hill	2011
3	SunetraRoday, Archana Biwaland Vandana Joshi	Tourism: Operations and Management	Oxford University Press	2009

**WEB URLs**

1. <https://www.youtube.com/watch?v=NMJH>
2. <https://www.youtube.com/watch=HGF>
3. [www.youtube.com/watch?=REFD](http://www.youtube.com/watch?=REFD)
4. <https://www.youtube.com/wa=RFEJH>
5. <https://www.youtube.com/watch=FNJHG>

  
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**21MBE91 LEISURE AND RECREATION MANAGEMENT**

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

**COURSE OBJECTIVE:**

- The foundational concepts of leisure and recreation
- Different historical and social perspectives to leisure and recreation\
- Issues regarding to leisure and recreational management
- Problems related to leisure and recreational activities facing individual and society
- To introduce the student to the broad base of study needed for understanding of the fundamentals of and issues in leisure and recreation management.

**COURSE OUTCOME:**

- Ability to design, conduct, promote, evaluate, and manage activities involved in the successful operation of a variety of leisure and recreation organizations and operations
- Explain the key concepts of leisure and recreation
- Describe how leisure and recreation is considered from different historical and social perspectives
- Discuss the issues in leisure and recreational management as applied in different leisure and recreational activities
- Identify major leisure problems and issues facing individual and society

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE91.CO1	x	x	x	-	x	-	-	-	X
21MBE91.CO2	-	-	-	x	-	x	x	x	-
21MBE91.CO3	-	x	x	-	-	-	-	-	X
21MBE91.CO4	x	-	-	x	-	x	-	x	X
21MBE91.CO5	x	-	x	-	x	-	x	x	X

**UNIT I INTRODUCTION TO LEISURE**

9

Introduction, the historical analysis of leisure, Leisure – the social context, Demand for leisure, leisure participation and leisure behaviour, Supply for leisure, leisure places, spaces and environment, Planning, managing and marketing leisure.

**UNIT II SECTORS IN LEISURE**

9

The public, private and voluntary sectors in leisure provision, Leisure and the expert fence economy: the cultural industries and entertainment, Urban leisure, Coastal leisure, Rural leisure, Future of leisure.

**UNIT III INTRODUCTION TO RECREATION**

9

Recreation: an overview - Recreation & Leisure Participation and Behaviour - Role in Health & Well-Being - Leisure & Culture - Mass Leisure: Popular Culture & Purple Leisure - Balancing Leisure & Work services.

**UNIT IV RECREATION MANAGEMENT**

9

Recreation Theories -Impact of recreation on tourism - Recreation Resource Management - Recreational and Tourist Motivation - Barriers to Recreation - Gender and Social Constraints Tourism and recreation planning and policy - Urban and rural recreation - Relationships between leisure, recreation and tourism.

**UNIT V RECENT TRENDS**

9

Trends in the recreation industry- Tourists and recreational demand for wilderness, National Parks and natural areas - Supply of the wilderness and outdoor recreation experience Tourism recreation and climate change -- Environmental perspectives on coastal recreation and tourism. Technology Impacts on Recreation & Leisure

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**TOTAL HOURS: 45**

**TEXT BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Stephen J. Page and Joanne Connell	Leisure – An Introduction	Pearson Education Limited	2010
2	George Torkildsen	Leisure and Recreation Management	E&FN Spon, London.	2000

**REFERENCE BOOKS:**

Sl.No	Author(s)	Title of the Book	Publisher	Year of Publication
1	Daniel D. McLean and Amy R. Hurd, Kraus	Recreation and Leisure in Modern Society	Jones and Bartlett Learning	2015
2	William C. Gartner & David W. Lime	Trends in Outdoor, Recreation, Leisure and Tourism	CABI	2000
3	Chris Ryan	Recreational Tourism, Demands and Impacts	Viva books	2006

**WEB URLs**

1. <https://www.youtube.com/watch?v=BAHG>
2. <https://www.youtube.com/watch=ADSE>
3. [www.youtube.com/watch?=GBGFD](http://www.youtube.com/watch?=GBGFD)
4. <https://www.youtube.com/wa=RFEJH>
5. <https://www.youtube.com/watch=FNJHG>



21MBE92 MEDICAL TOURISM

L T P C  
3 0 0 3

**COURSE OBJECTIVE:**

- To give an overview of global health care practices and strategies for marketing and communications in India with focus on international tourists
- To understand and appreciate the importance of Tourism
- Apply and advance the knowledge and skills acquired, to become a creative professional in their chosen field.
- Engage in self-directed continuous learning, aimed at global competency, which will promote professional and personal growth
- Develop management skills and entrepreneurial skills, by harnessing core competencies tempered by values and ethics

**COURSE OUTCOME:**

- Apply the knowledge gained through the study of humanities to address societal issues.
- Critically engage with history, culture, economy, gender, inclusively and environment.
- Develop students' ability to analyze challenges and make effective decisions.\
- Inculcate skills to evaluate, innovate and integrate the contemporary issues and motivate further learning.
- Enhance their ethical values, employability skills and communicate competently

Course Outcomes	Program Outcomes							PSOs	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
21MBE91.CO1	x	x	x	-	x	-	-	-	X
21MBE91.CO2	-	-	-	x	-	x	x	x	-
21MBE91.CO3	-	x	x	-	-	-	-	-	X
21MBE91.CO4	x	-	-	x	-	x	-	x	X
21MBE91.CO5	x	-	x	-	x	-	x	x	X

**UNIT I INTRODUCTION TO HEALTH CARE IN INDIA**

9

Historical Review – Health care services: Level & Types – Disease burden - Public Services in India - Private health care sector growth: a retrospective & road ahead—  
Pharmaceutical, Biotechnology - Health Insurance- Financing and delivery of health services: Issues & Challenges.

**UNIT II MEDICAL TOURISM**

9

Concept, typology Genesis and growth of Medical Tourism - benefits of medical tourism, Factors responsible for growth of health and medical tourism. Medical Tourism Business- Global medical tourism scenario, Stakeholders, countries promoting medical tourism – Health and Medical Tourism markets at global level.

**UNIT III MEDICAL TOURISM PRODUCT AND PACKAGE**

9

Factors and Steps for designing product and tour package, development, issues and considerations, Approvals and formalities, Pre-tour arrangements, tour operations and post- tour management, Health Insurance, Claiming Health Insurance

**UNIT IV LEGAL ASPECTS OF MEDICAL TOURISM**

9

Certification and Accreditation in health and medical tourism, Ethical, legal, economic and environmental issues in health and medical tourism. An Introduction to National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International (JCI).

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**UNIT V MEDICAL TOURISM IN INDIA**

9

Centres/Destinations, Current and futuristic trends, Potentials, Issues and Challenges, Trousing the challenges, Government Support.

**TOTAL HOUR: 45**

**21MBP01 SUMMER INTERNSHIP**

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

**Summer Internship [Course Code - 21MBP01]**

Summer Internship opting student has to undergo for an Industrial Training in an organization for the period of 4 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-Voice examination. Evaluation report should be sent to the Controller of Examinations through the Principal.

**21MBP02 PROJECT WORK**

**L T P C**  
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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 50 Marks			End Semester Examination 50 Marks			
Review I (10 Marks)	Review II (20 Marks)	Review III (20 Marks)	Report Evaluation (25 Marks)		Viva – Voce (25 Marks)	
Review Committee	Review Committee	Review Committee	External Examiner	Internal Examiner	External Examiner	Internal Examiner
10	20	20	15	10	15	10

  
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