

**SRI MEENAKSHIGOV.T.ARTSCOLLEGE FOR
WOMEN (AUTONOMOUS)**

MADURAI - 2

**DEPARTMENT OF BUSINESS
ADMINISTRATION**

MBA- Syllabus (Under CBCS)

(For the students admitted from the academic year 2021-22)

SRI MEENAKSHI GOVT ARTS COLLEGE FOR WOMEN (A),

MADURAI – 02

DEPARTMENT NAME: BUSINESS ADMINISTRATION

INTRODUCTION

MBA Program of Sri Meenakshi Govt. Arts College for Women (A) was initiated in the year 2004 with broad vision to impart management knowledge by continuous updating of syllabi and interaction with corporate for enhancing employability among rural women students. The program is supported with effort by an effective and efficient team of well qualified and dedicated faculty. The quality of management program is enhanced with good infrastructure and other amenities like well equipped library, computer lab and class rooms with smart board and LCD projector. In the year 2013, M.Phil in Management was also started to enhance the research skills among Management students. In 2017, the under graduate programme BBA was also introduced in the department.

COURSES OFFERED:

- **UG COURSE: BBA**
- **PG COURSE: MBA**
- **RESEARCH: M.Phil (Management)**

VISION

To develop competent, socially responsible Executives and Entrepreneurs to the competitive world.

MISSION

To prepare innovative and ethical leaders who understand the impact of business on society and create value for the world.

ELIGIBILITY FOR MBA ADMISSION

Any degree with 50 % Marks(45 % in the case of candidates belonging to reserved category)and admission is through TANCET Counselling.

DURATION: Full Time MBA Programme consists of 4 semesters in 2 Academic years.

Program Outcomes

- PO1 - Discover practical application of the management concepts to transform the students into highly skilled professional managers and creates a platform to become future entrepreneurs.
- PO2 - Empower to exhibit the ability to innovate, face the challenges and handle the complex situations in the turbulent business world.
- PO3 - Create synergies amongst the most diverse set of variables and exhibit the ability of continuous learning, improvise, adapt, energize, excel and grow.
- PO4 - Encourage students on their professional development by reflecting through their Learning, Internship and project experiences.
- PO5 - Providing a strong analytical foundation in key functional areas and enabling a high degree of academic flexibility, thereby allowing students to customize their management expertise.

Program Specific Outcomes

- PSO1- Acquire knowledge about the management of business and develop entrepreneurial skills.
- PSO2 - Identify the key issues facing a business or business subdivision.
- PSO3- Apply qualitative and quantitative methods to investigate and to evolve with probable to solve critical business problems.
- PSO4 - Integrate tools and concepts from multiple functional areas (i.e. Finance, Marketing, Human Resource Management) to solve business problems.
- PSO5- Integrate social, ethical, cultural and multinational perspectives when making business decisions and arriving solutions in the present globalized context.

**SRI MEENAKSHI GOVT.ARTSCOLLEGE FOR WOMEN (A)
MADURAI-2**

MASTER OF BUSINESS ADMINISTRATION

SEM	CODE	TITLE OF THE PAPER	DURATION (H/W)	INT. MARKS	EXT. MARKS	TOTAL MARKS	CREDITS
I	BA1	Management Theory and Practice	6	25	75	100	4
I	BA2	Managerial Economics	6	25	75	100	4
I	BA3	Organisational Behaviour	6	25	75	100	4
I	BA4	Accounting for Business	6	25	75	100	4
I	BA5	Computer Applications in Business	6	25	75	100	4
I	BL1	Comprehensive Viva-Voce	-	-	100	100	-
			30			600	20
II	BB1	Research Methodology	5	25	75	100	4
II	BB2	Marketing Management	5	25	75	100	4
II	BB3	Financial Management	5	25	75	100	4
II	BB4	Production Management	5	25	75	100	4
II	BB5	Human Resource Management	5	25	75	100	4
II	BB6	Quantitative Methods	5	25	75	100	4
II	BL2	Comprehensive Viva-Voce	-	-	100	100	-
			30			700	24

SEM	CODE	TITLE OF THE PAPER	DURATION (H/W)	INT. MARKS	EXT. MARKS	TOTAL MARKS	CREDITS
III	BC1	Operation Research	5	25	75	100	4
III	BC2	Business Environment & Law	5	25	75	100	4
III	BC3	Management Information System	5	25	75	100	4
III		Elective – I	5	25	75	100	4
III		Elective – II	5	25	75	100	4
III		Elective – III	5	25	75	100	4
III	BL3	Comprehensive Viva-Voce	-	-	100	100	-
III	BPS	Summer Training Project	-	50	50	100	2
			30			800	26
IV	BD1	Strategic Management	6	25	75	100	4
IV	BD2	Entrepreneurship	6	25	75	100	4
IV		Elective – IV	6	25	75	100	4
IV		Elective – V	6	25	75	100	4
IV	BPW	Project Evaluation	6	100	100	200	4
IV	BL4	Comprehensive Viva-Voce	-	-	100	100	-
			30			700	20

TOTAL MARKS: 2800

TOTAL CREDITS: 90

ELECTIVES - III SEMESTER

- Personnel Area** : Industrial Relations – EBB1
Labour Legislation & Administration – EBB2
Training & Development – EBB3
Competency Mapping – EBB4
- Finance Area** : Security Analysis & Portfolio Management – EBC1
Project Finance & Management – EBC2
Indian Capital Market & Financial System – EBC3
International Financial Management – EBC4
- Marketing Area** : Advertising & Sales promotion – EBA1
Customer Relationship Management – EBA2
Distribution Management – EBA3
Personal selling & Sales Management – EBA4

ELECTIVES - IV SEMESTER

- Personnel Area** : Organizational Development and Change Management - EBE1
Human Resource Accounting – EBE2
- Finance Area** : Working Capital Management – EBF1
Management of Financial Services – EBF2
Management of Banking & Insurance Companies – EBF3
- Marketing Area** : Buyer Behaviour – EBD1
Industrial Marketing – EBD2
Services Marketing – EBD3

Programme : M.B.A
Semester : I
Sub. Code : BA1

Paper : Core
Hours : 6 P/W 90 Hrs P/S
Credits : 4

TITLE OF THE PAPER: MANAGEMENT THEORY AND PRACTICE

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	6	3	-	-	3

PREAMBLE: To acquaint students with evolution of management as a discipline. It also aims to provide conceptual framework and skills so as to develop problem solving ability and achieve corporate excellence in the context of dynamic business environment.

COURSE OUTCOME	Unit	Hrs P/S
At the end of the Semester, the Students will be able to		
UNIT- 1 CO1: Debate whether management is an art or science, to understand the footsteps of legendary business gurus such as F.W. Taylor, Fayol, Drucker and Weber	1	18
UNIT- 2CO2: Understand the importance of Planning, its premises and how the superior and sub-ordinate can jointly identify their common goals for overall goal achievement	2	18
UNIT - 3 CO3: Know the bases of organizing function, understand the difference between Line & Staff, the need for departmentation and the pros & cons of Centralization and Decentralization.	3	18
UNIT - 4 CO4: Know the principles of Direction function, the techniques in motivation, leadership and how the communication leads successes.	4	18
UNIT - 5 CO5: Check the current performance against the pre-determined standards to bridge the gap.	5	18

SYLLABUS

UNIT- I

Management – Definition – Nature and scope – Management is an art or science, Management as a profession. Emergence of Management thoughts – F.W.Taylor – Henry Fayol, Peter F Drucker and Max Weber.

UNIT- II

Planning – Nature – Planning Objectives – Types of Plans -- Planning Premises - MBO – Forecasting and Decision Making.

UNIT- III

Organising – Nature and Purpose of Organising – Departmentation – Line & Staff authority – Delegation & Decentralization – Committees. Staffing – Nature – Objectives - process of staffing.

UNIT- IV

Directing – Importance – Characteristics – Principles and Techniques; Leader Ship – Need – Characteristics – Significance – Leadership Traits & Theories; Motivation – Importance – Techniques – Requirements of a good Motivational system; Communication – Importance – Characteristics – Process – Barriers – Principles of Effective Communication.

UNIT - V

Controlling – Process of Controlling – Control Techniques – PERT – CPM - Information Technology – Application of management concepts in various sectors - Case Studies in Various functions of Management.

Recommended Text Book:

T.Ramasamy, Principle of Management, Himalaya Publishing House, 2014.

Suggested References Books:

1. P. Parthasarathy, Principles of Management, Vrinda Publications Pvt. Ltd., 2nd Edition.
2. Dinkar Pagare, Principles of Management, Sultan Chand and Sons, 2007.
3. L.M. Prasad, Principles of Management, Sultan Chand and Sons, 2002.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Management – Definition – Nature and scope – Management is an art or science, Management as a profession.	9	PowerPoint Presentation and Group Discussion
	Emergence of Management thoughts – F.W.Taylor – Henry Fayol, Peter F Drucker and Max Weber.	9	Lecture Method and Group Discussion
UNIT II	Planning – Nature – Planning Objectives – Types of Plans.	9	PowerPoint Presentation
	Planning Premises - MBO – Forecasting and Decision Making.	9	PowerPoint Presentation
UNIT III	Organising – Nature and Purpose of Organising – Departmentation	6	Lecture Method
	Line & Staff authority – Delegation & Decentralization	6	Case studies
	Committees. Staffing – Nature – Objectives - process of staffing.	6	Lecture Method
UNIT IV	Directing – Importance – Characteristics – Principles and Techniques; Leader Ship – Need – Characteristics – Significance	9	Lecture Method

	Leadership Traits & Theories; Motivation – Importance – Techniques – Requirements of a good Motivational system; Communication – Importance – Characteristics – Process – Barriers – Principles of Effective Communication.	9	Case Studies and Lecture Method
UNIT V	Controlling – Process of Controlling – Control Techniques – PERT	6	PowerPoint Presentation
	CPM - Information Technology – Application of management concepts in various sectors	6	PowerPoint Presentation
	Case Studies in Various functions of Management.	6	PowerPoint Presentation

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	4	3	3	3	4	3.3
CO2	3	4	3	3	3	3	4	3	3	4	3.3
CO3	3	3	3	3	4	3	3	3	3	4	3.2
CO4	3	3	3	4	4	3	3	3	3	4	3.3
CO5	3	3	3	4	3	3	3	3	3	4	3.2
Mean Overall Score											3.26

Result: The Score for this Course is 3.26 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer:Dr.C.Kavitha, Department of Business Administration

Programme : MBA
Semester : I
Sub. Code : BA2

Paper : Core
Hours : 6 P/W 90 Hrs P/S
Credits : 4

TITLE OF THE PAPER: MANAGERIAL ECONOMICS

Pedagogy	Hours	Lecture	Peer Teaching	GD / Videos / Tutorial	ICT
	6	3	1	1	1

PREAMBLE: The objective of this course is to impart a basic knowledge of the concepts and tools of economic analysis relevant for managerial decision making and to provide a fair understanding of the aggregate economic system within which a firm operates.

COURSE OUTCOME	Unit	Hrs P/S
At the end of the Semester, the Students will be able to		
UNIT- 1 CO1: Summarize the basic concepts of managerial economics, various aspects of demand analysis and predict the demand and compare the various methods of forecasting.	I	18
UNIT- 2CO2: Summarize the concept of supply, various laws related to supply, utility and consumers equilibrium.	II	18
UNIT - 3 CO3: Describe Laws of production and differentiate short run and long run cost.	III	18
UNIT - 4 CO4: Describe the characteristics of different market structure and estimate price and output under various market forms.	IV	18
UNIT - 5 CO5: Explain the macroeconomic aspects affecting business such as National Income, Monetary and Fiscal policy, Inflation and business cycles.	V	18

SYLLABUS

UNIT – I

Managerial Economics – Definition – Nature and Scope – Concepts of Managerial Economics – Demand Analysis – Types - Determinants of Demand – Law of Demand – Elasticity of Demand – Demand Forecasting.

UNIT- II

Supply – Determinants of Supply – Law of Supply – Elasticity of Supply – Market Equilibrium; Utility Analysis – Law of Diminishing Marginal Utility and Equimarginal Utility; Indifference curve Analysis – Budget Constraints – Consumer’s Equilibrium.

UNIT – III

Production – Inputs – Factors of Production – Production function with one variable input – two variable inputs – all variable inputs – Economies of Scale – Diseconomies; Cost Analysis – Short run cost function – Long run cost function.

UNIT – IV

Market Structure – Perfect Competition – Features – Short run Equilibrium – Long run Equilibrium; Monopoly – Features – Price and Output Determination- Price Discrimination; Monopolistic Competition – Features – Price and Output Decisions; Oligopoly – Features- Price and Output Decisions.

UNIT – V

Macro Economic Aspects of Managerial Decisions – Aggregate Demand and Aggregate Supply; National Income – Concepts – Measurement – Uses – Difficulties; Monetary Policy – Fiscal Policy – Inflation – Types – Causes – Control of Inflation; Business Cycles.

Recommended Text Book:

Dr. S. Sankaran, Managerial Economics, Margham Publications, 2015.

Suggested References Books:

1. Geethika, Piyali Ghosh and Purba Roy Choudhury, Managerial Economics, Tata McGraw – Hill Publishing Company Ltd, New Delhi.
2. R.L.Varshney and K.L.Maheshwari, Managerial Economics, Sultan Chand & Sons.
3. A.L.Ahuja, Business Economics,S.Chand & Company Ltd.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Managerial Economics – Definition – Nature and Scope – Concepts of Managerial Economics.	3	Black Board& PPT
	Demand Analysis – Types - Determinants of Demand – Law of Demand – Elasticity of Demand –	4	
	Demand Forecasting.	2	Black Board
UNIT II	Supply – Determinants of Supply – Law of Supply – Elasticity of Supply.	3	Black Board
	Market Equilibrium, Utility Analysis – Law of Diminishing Marginal Utility & Equimarginal Utility.	3	Black Board& PPT
	Indifference curve Analysis–Budget Constraints – Consumer’s Equilibrium.	3	Black Board
UNIT III	Production – Inputs – Factors of Production – Production function with one variable input – two variable inputs – all variable inputs.	4	Black Board
	Economies of Scale & Diseconomies.	2	Black Board
	Cost Analysis – Short run & Long run cost function.	3	Black Board
UNIT IV	Market Structure – Perfect Competition – Features – Short run Equilibrium – Long run Equilibrium.	2	Black Board
	Monopoly – Features – Price and Output Determination- Price Discrimination.	3	Black Board

	Monopolistic Competition – Features – Price and Output Decisions	2	Black Board
	Oligopoly – Features- Price and Output Decisions.	2	Black Board
UNIT V	Macro Economic Aspects of Managerial Decisions – Aggregate Demand and Aggregate Supply.	1	Black Board& PPT
	National Income – Concepts – Measurement – Uses – Difficulties.	2	Black Board& PPT
	Monetary Policy – Fiscal Policy	2	Black Board& PPT
	Inflation – Types – Causes – Control of Inflation	2	Black Board& PPT
	Business Cycles	2	Black Board& PPT

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	2	3	3	4	4	4	4	2	3.3
CO2	3	3	4	3	3	3	4	4	4	2	3.3
CO3	4	4	3	3	3	4	4	4	4	2	3.5
CO4	3	4	4	3	4	4	3	3	3	3	3.4
CO5	4	3	3	3	4	4	4	3	2	3	3.3
Mean Overall Score											3.36

Result: The Score for this Course is 3.36 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLICATION	20%	20%

Course Designer:Dr. P.R.SHINI, Department of Business Administration.

Programme : MBA

Semester : I

Sub. Code : BA3

Paper : Core

Hours : 6 P/W 90 Hrs P/S

Credits : 4

TITLE OF THE PAPER: ORGANISATIONAL BEHAVIOUR

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	6	3	1	1	1
PREAMBLE: This course aims at providing in-depth knowledge and a strong base in Organisational Behaviour to enhance the interpersonal relationship skills with focus on individual, group and organisational aspects.					
COURSE OUTCOME At the end of the Semester, the Students will be able to				Unit	Hrs P/S
UNIT- 1 CO1: Demonstrate the applicability of the concept and theories of organizational behavior to understand the behavior of people in the organization and analyse and apply personality concepts and theories				1	15
UNIT- 2CO2: Analyse individual behavior in the workplace as influenced by perception, learning, values and attitude in the organization				2	20
UNIT - 3 CO3: Create an awareness of the centrality of organisational behaviour in Understanding the elements of group behaviour focusing particularly on the individual and group/team level, power and politics and conflicts.				3	20
UNIT - 4 CO4: Demonstrate how the organizational behavior can integrate in understanding the culture and change and OD behind behavior of people in the organization.				4	20
UNIT - 5 CO5: Enhance critical thinking in real life management situations through Management case analysis, application of research papers and small group exercise.				5	15
SYLLABUS					
UNIT – I Organizational Behaviour – Definition - Evolution of OB - Importance of OB-OB model -Approaches to OB — Hawthorne studies; Personality- Concepts – Theories –MBTI, Erikson- Big 5 Personality Theory – Locus of control.					
UNIT - II Perception –Definition –Factors influencing Perception – Perceptual process; Learning – Definition –Classical Conditioning and Operant conditioning theory; Attitude –Definition – Components – Functions; Values and Belief.					
UNIT – III					

Group Dynamics –Nature –Types-Group norms-Group Cohesiveness –Group Decision Making –Advantages- Problems of Group decision making; Power – Sources of power –Power tactics; Politics - Essential and types of politics; Conflicts - Strategies for resolving interpersonal conflicts.

UNIT - IV

Culture – Definition - Cultural dimensions - Effects of culture – Sustaining the culture; Organizational Change – Levels of change – Types of change - Resistance to change and managing change; Organisational Climate - Concept – Dimensions and Determinants of Organizational climate; Organizational development – Prerequisites for OD – Approaches to OD, OD interventions , Effectiveness of OD.

UNIT - V

Cases on Perception, Personality, Group, Conflict, Culture and Change.

Text Book.

K.Asawthappa, Organizational Behavior - Text, Cases & Games, Himalaya Publishing House, 11th revised edition 2013.

Suggested reference books:

1. S.S.Khanka, Organizational Behavior (Text and Cases), S.Chand Publishing, 2011.
2. Stephen P.Robbins, Organisational Behaviour, Prentice Hall, 2013.
3. Fred Luthans, Organisational Behaviour, McGraw Hill Education India Private Ltd.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Organizational Behaviour – Definition - Evolution of OB - Importance of OB-	5	Lecture, Videos,PPT, ICT
	OB model -Approaches to OB — Hawthorne studies;	5	Lecture PPT,ICT
	Personality- Concepts – Theories –MBTI, Erikson-Big 5 Personality Theory – Locus of control.	5	Lecture, PPT,Videos, Case Analysis,ICT
UNIT II	Perception –Definition –Factors influencing Perception – Perceptual process	6	Lecture, PPT,Videos,Case Analysis
	Learning – Definition –ClassicalConditioning andOperand conditioning theory; A	8	Lecture PPT,
	Attitude –Definition – Components – Functions; Values and Belief.	6	Lecture, PPT,
UNIT III	Group Dynamics –Nature –Types-Group norms-Group Cohesiveness	6	Lecture, PPT,
	Group Decision Making –Advantages- Problems of Group decision making;	6	Lecture,Videos,C ase analysis, PPT

	Power – Sources of power –Power tactics; Politics - Essential and types of politics; Conflicts - Strategies for resolving interpersonal conflict	8	Lecture, PPT,
UNIT IV	Culture – Definition - Cultural dimensions - Effects of culture – Sustaining the culture;	6	Lecture, PPT,videos
	Organizational Change – Levels of change – Types of change - Resistance to change and managing change;	6	Lecture, PPT,Case Analysis
	Organisational Climate - Concept – Dimensions and Determinants of Organizational climate; Organizational development – Prerequisites for OD – Approaches to OD, OD interventions , Effectiveness of OD.	8	Lecture, PPT,ICT
UNIT V	Cases on Perception	6	Case Discussion and presentation,IC T
	Personality, Group, Conflict,	6	Case Discussion and presentation
	Culture andChange	3	Case Discussion and presentation

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	4	4	4	3	3	3	3	3.4
CO2	4	3	3	3	3	4	3	3	3	3	3.2
CO3	3	3	3	4	3	4	3	3	3	3	3.2
CO4	3	3	4	3	3	3	3	3	3	3	3.1
CO5	4	4	3	3	3	4	4	4	3	3	3.5
Mean Overall Score 3.28											

Result: The Score for this Course is 3.28 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer: Dr.S.Rajarajeswari,Department:Business Administration

Programme : MBA

Semester : I

Sub. Code : BA4

Paper : Core

Hours : 6 P/W 90 Hrs P/S

Credits : 4

TITLE OF THE PAPER: ACCOUNTING FOR BUSINESS

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	6	4	1	-	1

PREAMBLE: To enable the students to understand the fundamentals of financial, management and cost accounting.

COURSE OUTCOME At the end of the Semester, the Students will be able to	Unit	Hrs P/S
UNIT- 1 CO1: Explain and apply accounting concepts, principles and conventions;record basic accounting transactions and prepare annual financial statements.	1	18
UNIT- 2 CO2: Analyse, interpret and communicate the information contained in basic financial statements.	2	18
UNIT - 3 CO3: Develop and understand the nature and purpose of Management Accounting.	3	18
UNIT - 4 CO4: Evaluate financial results through budgets.	4	18
UNIT - 5 CO5: Demonstrate understanding of Cost accounting principles.	5	18

SYLLABUS

UNIT - I

Financial Accounting – Meaning –Preparation of Journal – Ledger – Trial Balance – Trading, Profit and Loss Account – Balance Sheet. Difference between Financial, Cost, Management accounting.

UNIT - II

Financial statement analysis – Using accounting ratios – liquidity – Solvency – Profitability – Efficiency ratios – Preparation of Cash and Fund flow statement – Interpretation.

UNIT – III

Management Accounting – Marginal costing – BEP Analysis – Managerial applications of marginal costing – Profit Planning – Key factor – Production mix – Make or Buy decisions.

UNIT - IV

Budget – Budgeting – Budgetary control – Types of budget – Preparation of budgets – Cash budget – Sales Budget – Production budget – Flexible and master budget – Zero based budgeting.

UNIT - V

Cost accounting – Elements of cost – Preparation of cost sheet – Activity based costing – Cost centre – An introduction to strategic cost accounting.

Recommended Text Book:

Management Accounting – P.S. Boopathi manickam

Reference books:

1. Advanced Accountancy – R.L. Gupta and Radhaswamy
2. Management Accounting – Brown and Howard
3. Management Accounting – Khan and Jain
4. Management Accounting – S.N.Maheswari
5. Management Accounting – Antony and Recece.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Financial Accounting – Meaning –Preparation of Journal – Ledger – Trial Balance	10	Lecture and ICT
	Trading, Profit and Loss Account – Balance Sheet. Difference between Financial, Cost, Management accounting.	8	Lecture and ICT
UNIT II	Financial statement analysis – Using accounting ratios – liquidity – Solvency – Profitability – Efficiency ratios	9	Lecture and ICT
	Preparation of Cash and Fund flow statement – Interpretation.	9	Lecture and ICT

UNIT III	Management Accounting – Marginal costing – BEP Analysis	6	Lecture and ICT
	Managerial applications of marginal costing – Profit Planning – Key factor	6	Lecture and ICT
	Production mix – Make or Buy decisions.	6	Lecture and ICT
UNIT IV	Budget – Budgeting – Budgetary control – Types of budget – Preparation of budgets	5	Lecture and ICT
	Cash budget – Sales Budget – Production budget – Flexible and master budget – Zero based budgeting.	13	Lecture and ICT
UNIT V	Cost accounting – Elements of cost – Preparation of cost sheet	6	Lecture and ICT
	Activity based costing – Cost centre	6	Lecture and ICT
	An introduction to strategic cost accounting	6	Lecture and ICT

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	2	3	3	4	3	2	3	3	3.1
CO2	4	4	2	2	3	4	3	2	3	3	3.0
CO3	4	3	3	2	4	4	3	2	2	4	3.1
CO4	4	4	2	3	4	4	3	3	3	4	3.3
CO5	4	3	2	3	4	4	3	3	3	4	3.3
Mean Overall Score											3.16

Result: The Score for this Course is 3.16 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
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KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer:Dr.D.Jebapriya, Dept of Business Administration

Programme : MBA

Semester : I

Sub. Code : BA5

Paper : Core

Hours : 6 P/W 90 Hrs P/S

Credits: 4

TITLE OF THE PAPER: COMPUTER APPLICATIONS IN BUSINESS

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT	
		6	2	1	1	2
PREAMBLE: It aims to provide the fundamental knowledge of Computer Hardware, Operating systems, DBMS and Internet to assist the students in the dynamic Business Environment.						
COURSE OUTCOME At the end of the Semester, the Students will be able to					Unit	Hrs P/S
UNIT-1 CO1: Acquire knowledge on Computer Hard wares, Types of Computers and Network Topologies.					I	15
UNIT- 1 CO2: Understand the Functions of Operating System.					II	15
UNIT- 1 CO3: Demonstrate skill on use of DOS OS, Windows OS, and Menus of Windows.					III	20
UNIT- 1 CO4: Acquire knowledge and use of Types of Software, MS-Office Package Word, Excel, PowerPoint and Data Base Management Systems.					IV	20
UNIT- 1 CO5: Demonstrate and use of Internet-Commerce Applications.					V	20
SYLLABUS						
UNIT – I						

Computer- an Overview of hardware – Input devices and Media, Output devices and media, Storage devices – Generation of computers -Types of Computers - Micro – Mini , Main frame computers and Super computers – Communication Equipments and Network Topologies.

UNIT - II

Operating System – Definition – Functions of operating system and operating modes of access – Multiprocessing – Multi programming – Batch Process – Time sharing.

UNIT - III

Introduction to DOS – Basis Utilities of DOS - Introduction to Windows – Graphical User Interface(GUI) – Practical – Getting started with Windows – Format of a windows Icons – Selecting - Moving - Sizing – Windows - Menus – Help menu.

UNIT – IV

Software – Major types – System software – Application Software –Packages – MS Office – Database Management – RDBMS – Practical – Demonstration on MS- Word – MS- ACCESS- MS- EXCEL – MS- POWERPOINT – Exposure to DBMS – RDBMS.

UNIT – V

Internet – Introduction – goals and application of internet – E commerce – E - Business – Practicals - Demonstration on Internet and Access to Internet.

Text Book:

1.Fundamentals of Computer – V.Rajaraman and Neeharika Adabala, 6th edition 2015. ,PHI Publications.

Suggested Reference Books:

1. Fundamentals of Computer – Saha and Saha
2. Ms Dos Users Guide
3. Computers and Information Technologies – V.K. Kapoor.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Computer- an Overview of hardware – Input devices and Media, Output devices and media, Storage devices – Generation of computers	7	Lecture and ICT
	Types of Computers - Micro – Mini, Main frame computers and Super computers – Communication Equipment and Network Topologies.	8	Lecture
UNIT II	Operating System – Definition – Functions of operating system and operating modes of access	8	ICT
	Multiprocessing – Multi programming – Batch Process – Time sharing.	7	Lecture

UNIT III	Introduction to DOS – Basis Utilities of DOS - Introduction to Windows – Graphical User Interface(GUI) – Practical	9	Lecture and ICT
	Getting started with Windows – Format of a windows Icons – Selecting - Moving - Sizing – Windows - Menus – Help menu	11	Lecture and ICT
UNIT IV	Software – Major types – System software – Application Software – Packages – MS Office – Database Management – RDBMS	8	Lecture and ICT
	Practical – Demonstration on MS- Word – MS- ACCESS- MS- EXCEL – MS- POWERPOINT – Exposure to DBMS – RDBMS.	12	Computer LAB
UNIT V	Internet – Introduction – goals and application of internet	8	Lecture and ICT
	E commerce – E - Business – Practicals - Demonstration on Internet and Access to Internet	12	Computer LAB

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	serv	3	4	4	3	3	4	3	3	4	3.5
CO2	3	2	3	3	4	4	4	3	3	3	3.2
CO3	4	4	3	3	4	3	3	3	4	4	3.5
CO4	4	4	4	4	4	4	4	3	4	4	3.9
CO5	4	3	3	4	3	3	4	4	4	3	3.5
Mean Overall Score											3.52

Result: The Score for this Course is 3.52 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer:Dr.A.Duraikannan, Department of Business Administration.

Programme : MBA

Semester : II

Sub. Code : BB1

Paper : Core

Hours : 5 P/W 75 Hrs P/S

Credits : 4

TITLE OF THE PAPER: RESEARCH METHODOLOGY

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT	
	5	3	1	-	1	
PREAMBLE: To enable the students of any discipline to develop the most appropriate methodology for their research studies. Further to provide guidelines for research students from selection of the problem to the Report Writing.						
COURSE OUTCOME At the end of the Semester, the Students will be able to					Unit	Hrs P/S
CO1 To apprehend the knowledge of research design					1	15
CO2 To understand the purpose of sampling and sampling techniques in the process of research design.					2	15
CO3 To be able to collect primary source of data and understand scaling methods.					3	15
CO4 To be able to understand as how to do data processing , testing of hypothesis in the process of research.					4	15
CO5 To be able to write a report of research.					5	15
SYLLABUS						
UNIT I:						

Research Methodology – Introduction – Types of Research -Research Process – Research problem –Techniques involved in defining a problem- Research design- Features of good research design.

UNIT II:

Sampling design- Meaning- Steps in Sampling –Criteria for good sample design-Types of Sample designs – Determination of Sample Size – Sampling and Non sampling errors.

UNIT III:

Data Collection – Methods of Data Collection – Observation Method , Interview Method, Questionnaire Vs Interview Schedule -Measurement – Meaning –Measurement Scales– Errors in Measurement –Tests of Sound Measurement . Scaling –Meaning –Scaling Techniques –Ranking& Rating Scales.

UNIT IV:

Organisation of Data – Editing, Coding, Classification and Tabulation – Processing of Data - Graphic and Diagrammatic Presentation - Hypothesis Testing – Tests of Significance – Chi-Square Test – Analysis of Variance .

UNIT V:

Interpretation and Report writing – Techniques of Interpretation - Significance of Report writing - Different steps in Report writing – Types of Report – Role of Computers in Research.

Recommended Text Book:

1. Research Methodology – Methods and Techniques – C.R. Kothari,New Age International Publishers , Second Revised Edition

Suggested Reference Books:

1. Donald R. Cooper and Pamela S. Schindler, Business Research Methods, Tata McGraw Hill, 9th Edition, 2007.
2. Rao K.V, Research Methods for Management and Commerce, Sterling Publishers, 1993.
3. Uma Sekaran, Research Methods for Business, Wiley India Publications, 4th Edition, 2009.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Research Methodology – Introduction – Types of Research -Research Process	5	Lecture & ICT
	Research problem –Techniques involved in defining a problem	5	Lecture & ICT

	Research design- Features of good research design.	5	Lecture & ICT
UNIT II	Sampling design- Meaning- Steps in Sampling –Criteria for good sample design	5	Lecture & ICT
	Types of Sample designs – Determination of Sample Size – Sampling and Non sampling errors.	10	Lecture & ICT
UNIT III	Data Collection – Methods of Data Collection – Observation Method , Interview Method, Questionnaire Vs Interview Schedule	5	Lecture & ICT
	Measurement – Meaning –Measurement Scales– Errors in Measurement –Tests of Sound Measurement	5	Lecture & ICT
	Scaling –Meaning –Scaling Techniques –Ranking& Rating Scales.	5	Lecture & ICT
UNIT IV	Organisation of Data – Editing, Coding, Classification and Tabulation – Processing of Data - Graphic and Diagrammatic Presentation	10	Lecture & ICT
	Hypothesis Testing – Tests of Significance – Chi-Square Test – Analysis of Variance .	5	Lecture & ICT
UNIT V	Interpretation and Report writing – Techniques of Interpretation - Significance of Report writing -	10	Lecture , Peer Teaching & ICT
	- Different steps in Report writing – Types of Report – Role of Computers in Research.	5	Lecture , Peer Teaching & ICT

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	4	3	3	2	4	3.2
CO2	4	3	2	2	3	4	3	3	3	3	3.0
CO3	4	3	3	3	3	4	3	3	3	3	3.2
CO4	4	3	2	3	3	4	3	2	3	3	3.0
CO5	4	3	3	3	4	4	3	3	3	4	3.4
Mean Overall Score											3.16

Result: The Score for this Course is 3.16 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer:Dr.D.Maria Pon Reka,Department of Business Administration

Programme : MBA

Semester : II

Sub. Code : BB2

Paper : Core

Hours : 5 P/W 75 Hrs P/S

Credits : 4

TITLE OF THE PAPER: MARKETING MANAGEMENT

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT	
	5	3		1	1	
PREAMBLE: To introduce the fundamental concepts and theories in the area of marketing and assist the students in marketing decision making.						
COURSE OUTCOME At the end of the Semester, the Students will be able to					Unit	Hrs P/S
UNIT- 1 CO1: Acquire an understanding of fundamental concepts of marketing					1	15
UNIT- 2CO2: Understand Control elements of the marketing mix, marketing research and marketing environment					2	15
UNIT - 3 CO3: Demonstrate the buyer behavior and critically analyse the demand and sales					3	15
UNIT - 4 CO4: Understand the product life cycle and analyse the product development and pricing strategies and issues					4	15

UNIT - 5 CO5: Create and develop appropriate knowledge on channel and promotional mix strategies for the organisation	5	15
SYLLABUS		
UNIT – I		
Meaning – Definition – Concept of Marketing – Company Orientation towards the market place – Role of Marketing with special reference to India – Expanding scope of Marketing – Marketing Organization - Marketing relations with other Departments		
UNIT – II		
Marketing Strategy – Marketing Management Process – Marketing Mix - Marketing research overview – Marketing Environment.		
UNIT - III		
Buyer Behaviour – Analyzing Competitors – Demand Estimation and sales Forecasting – Market Segmentation – Selling target markets.		
UNIT - IV		
New Product Planning and Development – Positioning – Product Life Cycle – Managing Existing products – Pricing Strategies.		
UNIT - V		
Physical Distribution Management – Distribution Channels – Selection and Management Retailing and whole selling – Promotion Mix – Advertising – Personal Selling – Sales Promotion and Publicity – Emerging Trend in Marketing – Case Study.		
Recommended Text Books:		
Marketing Management – Philip Kotler –Kevin Kotler – 12 th Edition		
Suggested Text Books:		
1. Marketing Management - C.B.Gupta.		
2. Principles of Management - Philip Kotler & Gravy Amstrong		
3. Fundamentals of Marketing – Edward Cundiff – Richard R Still & Norman A.P Govoni.		

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Meaning – Definition – Concept of Marketing – Company Orientation towards the market place	5	Lecture, PPT, Videos, ICT
	Role of Marketing with special reference to India – Expanding scope of Marketing – Marketing Organization - Marketing relations with other Departments	5	Lecture, PPT, ICT
UNIT II	Marketing Strategy	5	Lecture, PPT, Videos, Case Analysis
	Marketing Management Process – Marketing Mix	5	Lecture, PPT
	Marketing research overview – Marketing Environment.	5	Lecture, PPT, Videos

UNIT III	Buyer Behavior – Analyzing Competitors	5	Lecture, PPT
	Demand Estimation and sales Forecasting	3	Lecture, PPT, Videos
	Market Segmentation – Selling target markets	7	Lecture PPT, Videos, Case analysis
UNIT IV	New Product Planning and Development – Positioning	5	Lecture, PPT, videos, ICT
	Product Life Cycle – Managing Existing products	5	Lecture, PPT, Case Analysis
	Pricing Strategies	5	Lecture, PPT, Videos, ICT
UNIT V	Physical Distribution Management – Distribution Channels – Selection and Management Retailing and whole selling	5	Lecture, PPT, Videos
	Promotion Mix – Advertising – Personal Selling- Sales Promotion and Publicity	5	Lecture, PPT, Videos, ICT
	Emerging Trends in Marketing- Case Study	5	Case Discussion and presentation

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	3	4	4	4	3	3	3	3	3.5
CO2	4	3	3	3	3	4	3	3	3	3	3.2
CO3	3	3	4	4	3	4	3	3	3	3	3.3
CO4	4	3	4	3	3	3	3	4	4	3	3.2
CO5	4	4	3	3	3	4	4	4	3	3	3.5
Mean Overall Score 3.34											

Result: The Score for this Course is 3.34 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Total of Value	Total of Mean Score
Mean Score of COs = -----	Mean Overall Score of COs =-----
Total No. of POs & PSOs	Total No. of COs

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer: Dr.S.Rajarajeswari,Department:Business Administration

Programme : MBA
Semester : II
Sub. Code : BB3

Paper : Core
Hours : 5 P/W 75 Hrs P/S
Credits : 4

TITLE OF THE PAPER: FINANCIAL MANAGEMENT

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT	
	5	3	1	-	1	
PREAMBLE: To provide a thorough understanding of concepts and theories and develop the skills to understand – analyse and interpret financial data and problems to make better financial decisions.						
COURSE OUTCOME At the end of the Semester, the Students will be able to					Un it	Hrs P/S
UNIT- 1 CO1: Describe the financial objectives and Critically evaluate the various financial decisions in an organisation.					1	15
UNIT- 2CO2: Evaluate the various Sources of capital and types of securities.					2	15
UNIT- 3 CO3: Assess the importance of Time value of money and Investment evaluation methods.					3	15

UNIT - 4 CO4: Analyze the concept of dividend decisions.	4	15
UNIT - 5 CO5: Discuss the function techniques in managing working capital Management, Cash Management, Receivables and Inventory Management.	5	15

SYLLABUS

UNIT – I

Financial Management – Meaning – Objectives – Scope – Profit Maximization – Wealth Maximization - Financial Decision- Importance of Financial Management – Sources of Finance.

UNIT - II

Cost of capital – Equity – Preferences – Debt – Retained Earnings and other modes of finance – Cash flow ability to service debt- Capital structure – Finance leverage – Operating leverage – EBIT & EPS analysis.

UNIT - III

Capital Budgeting - Meaning – Importance – Kinds of Capital Investment Proposal – Factors affecting capital investment Decisions – Capital Budgeting Appraisal methods – Capital Rationing.

UNIT – IV

Procedural and legal aspects of Dividend decisions- Dividend payout as a residual decision – Irrelevance and relevance of dividend – Walter model & Gordon’s model – Determinants of dividend policy – Stock dividend and stock splits.

UNIT – V

Working capital – Meaning – Needs – Types – Management of working capital – Estimating working capital requirements – Factors determining working Capital – Methods of making working capital forecasting – Management of cash – Accounts Receivable and Inventory.

Recommended Text Book:

1. Financial Management – S.N. Maheswari

Suggested Reference Books:

1. Financial Management – I.M. Pandey.

2. Financial Management – M Y Khan & Jain.

3.

3. Financial Management – Dr. Prasanna Chandra.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
	Financial Management – Meaning – Objectives – Scope – Profit Maximization – Wealth Maximization	8	Lecture and ICT

UNIT I

	Financial Decision- Importance of Financial Management – Sources of Finance	7	Lecture and ICT
UNIT II	Cost of capital – Equity – Preferences – Debt – Retained Earnings and other modes of finance – Cash flow ability to service debt	8	Lecture and ICT
	Capital structure – Finance leverage – Operating leverage – EBIT & EPS analysis.	7	Blackboard
UNIT III	Capital Budgeting - Meaning – Importance – Kinds of Capital Investment Proposal	5	Lecture and ICT
	Factors affecting capital investment Decisions – Capital Budgeting Appraisal methods	5	Lecture and ICT
	Capital Rationing.	5	Lecture and ICT
UNIT IV	Procedural and legal aspects of Dividend decisions-Dividend payout as a residual decision – Irrelevance and relevance of dividend – Walter model & Gordon’s model	7	Blackboard
	Determinants of dividend policy – Stock dividend and stock splits.	8	Lecture and ICT
UNIT V	Working capital – Meaning – Needs – Types – Management of working capital – Estimating working capital requirements	5	Lecture and ICT
	Factors determining working Capital – Methods of making working capital forecasting – Management of cash	5	ICT
	Accounts Receivable and Inventory.	5	Blackboard

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	4	3	4	4	3	3.4
CO2	3	4	3	3	3	3	3	4	3	3	3.2
CO3	3	3	3	3	4	3	3	4	3	4	3.3
CO4	4	3	3	3	4	4	3	3	3	3	3.3
CO5	3	3	4	3	4	3	3	3	3	3	3.2
Mean Overall Score											3.28

Result: The Score for this Course is 3.28 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5

Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer:Dr.D.Jebapriya, Department of Business Administration

Programme : MBA
Semester : II
Sub. Code : BB4

Paper : Core
Hours : 5 P/W 75Hrs P/S
Credits : 4

TITLE OF THE PAPER: PRODUCTION MANAGEMENT

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos /Tutorial	ICT	
	5	2	1	1	1	
PREAMBLE: The objective of this course is to give a general exposure to production, operations and the management practices followed in manufacturing and service industries.						
COURSE OUTCOME At the end of the Semester, the Students will be able to					Unit	Hrs P/S
UNIT- 1 CO1:	Understand about meaning, scope, functions and problems in production management.				I	15

UNIT- 2 CO2:	Understand different types of production systems and identify suitable plant location and design a plant layout.	II	15
UNIT - 3 CO3:	Assess product design and explain the role of Production Planning and Control in production.	III	15
UNIT - 4 CO4:	Classify materials, apply inventory control techniques, analyse purchasing procedure and plant maintenance.	IV	15
UNIT - 5 CO5:	Examine work and control quality through various quality control techniques.	V	15

SYLLABUS

UNIT - I

Production Management – Definition –Production system – Functions of Production Management – Scope of Production Management – Functions and Responsibilities of Production Manager - Problems of Production Management.

UNIT - II

Production System – Intermittent and Continuous – Flexible Manufacturing system; Plant location – Factors influencing plant location – Location Analysis – Plant Layout – Types – Principles – Procedure – Tools – Material Handling - Line Balancing.

UNIT- III

Product design – Characteristics – Types – Factors affecting product design; Production Planning and Control – Elements of PPC – Master Production Schedule – Material Requirement Planning – Capacity Requirement Planning.

UNIT - IV

Materials Management – Meaning – Importance – Objectives of Materials Management - Classification of Materials – Inventory Costs - Inventory Control Systems – Purchase Management – Stores Management - Maintenance Management.

UNIT - V

Work study – Meaning – Objectives – Procedure- Tools - Method study –Work measurement; Quality control – Purposes – Quality Control Techniques – Acceptance Sampling – Statistical Quality Control – Control Charts – TQM – ISO – 9000 – Case Study.

Recommended Text Book:

P.Saravanel & S.Sumathi, Production And Materials Management, Margham Publication.

Suggested Reference Books:

1. K.Shridhara Bhat, Production and Materials Management,Himalaya Publishing House.
2. R.Panneerselvam - Production And Operations Management,Prentice Hall of India Ltd.
3. N.G.Nair, Production And Operations Management, Tata McGraw – Hill Publishing Company Ltd, New Delhi.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Production Management – Definition –Production system – Functions of Production Management.	1	Black Board & PPT
	Scope of Production Management.	2	Black Board
	Functions and Responsibilities of Production Manager - Problems of Production Management.	2	Black Board & PPT
UNIT II	Production System – Intermittent and Continuous – Flexible Manufacturing system.	2	Black Board
	Plant location – Factors influencing plant location – Location Analysis.	1	Black Board
	Plant Layout – Types – Principles – Procedure – Tools.	2	Black Board
	Material Handling - Line Balancing	1	Black Board
UNIT III	Product design – Characteristics – Types – Factors affecting product design	2	Black Board
	Production Planning and Control – Elements of PPC.	2	Black Board
	Master Production Schedule – Material Requirement Planning – Capacity Requirement Planning.	2	Black Board & PPT
UNIT IV	Materials Management – Meaning – Importance – Objectives of Materials Management - Classification of Materials	2	Black Board & PPT
	Inventory Costs - Inventory Control Systems	1	Black Board
	Purchase Management – Stores Management.	2	Black Board
	Maintenance Management.	1	Black Board
UNIT V	Work study – Meaning – Objectives – Procedure-Tools.	2	Black Board
	Method study –Work measurement.	2	Black Board
	Quality control – Purposes – Quality Control Techniques – Acceptance Sampling – Statistical Quality Control – Control Charts	2	Black Board & PPT
	TQM – ISO – 9000	1	Black Board

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	3	3	2	2	2	2.8
CO2	4	4	3	3	4	4	4	3	3	3	3.5
CO3	4	3	3	3	3	4	4	3	3	3	3.3
CO4	3	3	3	3	4	3	4	3	3	3	3.2

CO5	4	4	4	3	3	4	4	3	3	3	3.5
Mean Overall Score											3.26

Result: The Score for this Course is 3.26 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLICATION	20%	20%

Course Designer: Dr. P.R.SHINI, Department of Business Administration

Programme : M.B.A

Semester : II

Sub. Code : BB5

Paper : Core

Hours : 5 P/W 75 Hrs P/S

Credits : 4

TITLE OF THE PAPER: HUMAN RESOURCE MANAGEMENT

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	5	3	-	-	2

PREAMBLE: The objective of this subject is to provide an in depth understanding in the area of Human Resource Management.

COURSE OUTCOME	Unit	Hrs P/S
At the end of the Semester, the Students will be able to		
UNIT- 1 CO1: Understand the functions of HRM and the importance of HR planning	1	15
UNIT- 2CO2: Know the process of conducting job analysis and importance of Human Resource Development.	2	15
UNIT - 3 CO3: Compare and contrast performance appraisal and job evaluation, the need for Training & Development	3	15
UNIT - 4 CO4: Get an exposure of trade union movements and the recent trends in it.	4	15
UNIT - 5 CO5: Compare different factors involve in Industrial Relations and the recent trends in Human Resource Management.	5	15

SYLLABUS

UNIT - I

Human Resource Management – Definition – Objectives - Functions – Difference Between Personnel Management and Human Resource Management – Role of HR Manager – Human Resource Planning.

UNIT – II

Job Analysis – Recruitment and Selection – Placement and Induction – Human Resource Development.

UNIT – III

Performance Appraisal – Meaning – Need – Purpose – Contents – Methods – Problems; Training – Objectives – Need – Methods; Development - Objectives – Need – Principles - Methods; Difference between Training and Development.

UNIT – IV

Promotion – Transfer – Demotion – Absenteeism – Labour Turnover; Trade Union – Need – Characteristics – Functions – Problems; Collective Bargaining – Characteristics – Importance - Process.

UNIT- V

Industrial Relations – Objectives – Characteristics – Parties Involved – Factors Influencing Industrial Relations; Grievance Handling – Causes of Grievances – Grievance Procedure; Industrial Conflicts – Causes – Types – Prevention – Settlement; Emerging issues in HRM –Case Study.

Recommended Text Books:

P.Subba Rao, Personnel And Human Resource Management, Himalaya Publishing House, New Delhi 2013.

Suggested Reference Books:

1. Aswathappa. K, Human Resource And Personnel Management, Tata McGraw – Hill Publishing Company Ltd, New Delhi.
2. C.B. Mamoria and V.S.P.Rao – Personnel Management,Himalaya Publishing House.
3. David A. DeCenzo & Stephen P. Robbins - Personnel / Human Resource Management, Prentice Hall of India Ltd.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Human Resource Management – Definition – Objectives - Functions – Difference Between Personnel Management and Human Resource Management	7	Lecture Method
	Role of HR Manager – Human Resource Planning.	8	Lecture Method
UNIT II	Job Analysis – Recruitment and Selection – Placement and Induction	7	PowerPoint Presentation
	Human Resource Development.	8	Case Studies and Lecture Method
UNIT III	Performance Appraisal – Meaning – Need – Purpose – Contents – Methods – Problems; Training – Objectives – Need	5	Lecture Method
	Training Methods; Development - Objectives – Need – - Principles	5	Lecture Method
	Development Methods; Difference between Training and Development	5	Lecture Method
UNIT IV	Promotion – Transfer – Demotion – Absenteeism – Labour Turnover; Trade Union – Need – Characteristics – Functions	7	Lecture Method
	Problems; Collective Bargaining – Characteristics – Importance - Process.	8	Lecture Method
UNIT V	Industrial Relations – Objectives – Characteristics – Parties Involved – Factors Influencing Industrial Relations; Grievance Handling	5	Case Studies and Lecture Method
	Causes of Grievances – Grievance Procedure; Industrial Conflicts – Causes – Types – Prevention	5	Case Studies and Lecture Method

	Settlement; Emerging issues in HRM –Case Study.					5	Case Studies and Lecture Method				
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	4	3	4	3	3	3	4	3.3
CO2	3	4	3	3	3	3	3	3	3	4	3.2
CO3	3	3	3	3	4	3	3	3	3	4	3.2
CO4	3	3	3	4	4	3	3	3	3	4	3.3
CO5	3	3	3	4	4	3	4	3	3	4	3.4
Mean Overall Score											3.28

Result: The Score for this Course is 3.28 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer: Dr.C.Kavitha,Department of Business Administration

Programme : M.B.A
Semester : II

Paper : Core
Hours : 5 P/W 75 Hrs P/S

TITLE OF THE PAPER: QUANTITATIVE METHODS

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	5	4	-	-	1

PREAMBLE: This subject aims at providing quantitative basis for solving the business problem. It has also to provide an in – depth understanding in the statistical application to various business Research Problems.

COURSE OUTCOME	Unit	Hrs P/S
At the end of the Semester, the Students will be able to		
UNIT- 1 CO1: Understand the role of statistics in business, the stages in statistical methods, understanding of mass data.	1	15
UNIT- 2CO2: Simplify the mass data and to analyse the unwieldy data, to measure the principal characteristics of a distribution.	2	15
UNIT - 3 CO3: Indicate the extent of variations in a distribution of a research and its interpretation.	3	15
UNIT - 4 CO4: Study the relationship between two variables and finding the unknown variable through known variable.	4	15
UNIT - 5 CO5: Disclose whether a particular variable is going up or down over a period of time and analyze the data based on its occurrences	5	15

SYLLABUS**UNIT – I**

Statistics – History and Growth of Statistics, Functions, Importance, Relationship between statistics and other disciplines, Stages in statistical methods, Limitations of statistics.

UNIT - II

Measurement of Central Tendency- Arithmetic Mean, Median, Mode, Geometric Mean, Harmonic Mean – Application of weight in mean calculation– Representation of median and mode – Other partitioning values – Quartiles – Deciles – Percentiles.

UNIT – III

Measures of Dispersion –Range, Quartile Deviation, Mean Deviation, Standard deviation and Co-efficient of Variation. Test of Skewness - Karl Pearson's and Bowley's co-efficient of Skewness– Kurtosis and Moments.

UNIT – IV

Correlation – Meaning – Types of Correlation and its Significance, Methods of Correlation – Diagrammatic and Graphical Method, Karl Pearson's Co-efficient of Correlation, Rank correlation and Concurrent deviation method. Regression – Meaning – Regression line and equation, Methods of Studying Regression – Method of Least square and its uses. Comparison between Correlation and Regression.

UNIT – V

Index number – Characteristics – Types of index number – Uses – Methods of Constructing Index number – Analysis of Time series – Components its uses.

Recommended Text Book:

Quantitative Methods – Dr. M.

Manoharan

Suggested Reference Books:

1. Statistics – S.P. Gupta
2. Statistics – R.S.N.Pillai & Bhagavathy.
3. Business mathematics and Statistics – Chikodi and Others.
4. Quantitative Techniques – C. Sathyadevi.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Statistics – History and Growth of Statistics, Functions, Importance, Relationship between statistics and other disciplines.	7	Lecture Method
	Stages in statistical methods, Limitations of statistics.	8	Lecture Method
UNIT II	Measurement of Central Tendency- Arithmetic Mean, Median, Mode, Geometric Mean, Harmonic Mean	7	Lecture Method and ICT
	Application of weight in mean calculation– Representation of median and mode – Other partitioning values – Quartiles – Deciles – Percentiles.	8	Lecture Method
UNIT III	Measures of Dispersion –Range, Quartile Deviation, Mean Deviation, Standard deviation and Co-efficient of Variation	5	Lecture Method
	Test of Skewness - Karl Pearson's	5	Lecture Method
	Bowley's co-efficient of Skewness– Kurtosis and Moments.	5	Lecture Method
UNIT IV	Correlation – Meaning – Types of Correlation and its Significance, Methods of Correlation – Diagrammatic and Graphical Method, Karl Pearson's Co-efficient of Correlation, Rank correlation and Concurrent deviation method	7	Lecture Method
	Regression – Meaning – Regression line and equation, Methods of Studying Regression – Method of Least square and its uses. Comparison between Correlation and Regression	8	Lecture Method

UNIT V	Index number – Characteristics – Types of index number	5	Lecture Method
	Uses of index numbers – Methods of Constructing Index number	5	Lecture Method
	Analysis of Time series – Components its uses.	5	Lecture Method

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	4	3	4	3	3	3	4	3.3
CO2	3	4	3	3	3	3	3	3	3	4	3.2
CO3	3	3	3	3	4	3	3	3	3	4	3.2
CO4	3	3	3	4	4	3	3	3	3	4	3.3
CO5	3	3	3	4	4	3	4	3	3	4	3.4
Mean Overall Score											3.28

Result: The Score for this Course is 3.28 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		
BLOOM'S TAXANOMY		INTERNAL		EXTERNAL	
KNOWLEDGE		50%		50%	
UNDERSTANDING		30%		30%	
APPLY		20%		20%	

Course Designer:Dr.C.Kavitha , Department of Business Administration

Programme : MBA
Semester : III
Sub. Code : BC1

Paper : Core
Hours : 5 P/W 75 Hrs P/S
Credits : 4

TITLE OF THE PAPER: OPERATION RESEARCH

Pedagogy	Hours	Lecture	Peer Teaching	Tutorial	ICT	
	5	3	1	1	-	
PREAMBLE: The objective of the course is to acquaint the students with the application of operations research to business and industry and to expose them to the significance of various scientific tools & models that are available in operations research for managerial decision making.						
COURSE OUTCOME					Unit	Hrs P/S
At the end of the Semester, the Students will be able to						
UNIT- 1 CO1:	Formulate linear programs and apply graphical and simplex methods to solve business problems.			I	18	
UNIT- 2CO2:	Develop and enhance the skills of making optimum allocation of scarce resources to various alternative uses by applying transportation and assignment models.			II	18	
UNIT - 3 CO3:	Apply decision theory and decision making tools and techniques for making business decisions at different environments.			III	18	
UNIT - 4 CO4:	Assign different jobs to different machines and control production operation through PERT / CPM.			IV	18	
UNIT - 5 CO5:	Show the operation of a queuing system and mathematical application for replacement of equipments and machineries in a plant.			V	18	
SYLLABUS						
UNIT - I Introduction to OR and its application – Linear programming – Formulation, Graphical Method, Simplex Method, Big-M Method.						
UNIT - II Transportation Problem - Mathematical Formulation, Initial Basic Feasible Solution, Testing for Optimality- MODI method, Degeneracy, Unbalanced Transportation Problem, Maximization Type. Assignment Problem - Mathematical Formulation, Unbalanced Assignment Problem, Minimization Problem, Maximization Problem, Travelling Salesman Problem.						
UNIT - III Decision Theory - Introduction, Basic Terminologies - Steps in Decision Making - Decision Making Environment – Decision making under conditions of certainty – Decision making under uncertainty – Decision making under conditions of risk. Game Theory – Two person						

zero sum games, saddle point, dominance rule, method of matrices and graphical method of solving games.

UNIT - IV

Sequencing Problem - Processing n Jobs through Two Machines, Processing n Jobs through Three Machines, Processing n Jobs through m Machines. Network Diagrams – Critical Path Method, PERT Calculations.

UNIT - V

Structure of Queuing System - Queuing Models - Single Channel Queuing Model with Poisson arrivals and exponential service times. Replacement - Replacement Policy for Equipment which deteriorates gradually, Replacement of items that fail suddenly.

Recommended Text Book:

Anand Sharma, Operations Research, Himalaya Publishing House, 2014.

Suggested Reference Books:

1. J.K.Sharma, Operations Research – Theory & Applications, MacMillan India Ltd., 2009.
2. Wayne L. Winston, "Operations Research-Applications & Algorithms, Duxbury Press, 1994.
3. N.D.Vohra, "Quantitative Techniques in Management", Tata McGraw Hill, 2010.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Introduction to OR and its application	2	Black Board
	Linear programming–Formulation, Graphical Method	3	Black Board
	Simplex Method, Big-M Method.	4	Black Board
UNIT II	Transportation Problem - Mathematical Formulation, Initial Basic Feasible Solution	3	Black Board
	Testing for Optimality- MODI method, Degeneracy, Unbalanced Transportation Problem	3	Black Board
	Maximization Type. Assignment Problem - Mathematical Formulation, Unbalanced Assignment Problem, Minimization Problem, Maximization Problem, Travelling Salesman Problem.	3	Black Board
UNIT III	Decision Theory - Introduction, Basic Terminologies - Steps in Decision Making	2	Black Board
	Decision Making Environment – Decision making under conditions of certainty – Decision making under uncertainty – Decision making under conditions of risk.	4	Black Board
	Game Theory – Two person zero sum games, saddle point, dominance rule, method of matrices and graphical method of solving games.	3	Black Board

UNIT IV	Sequencing Problem - Processing n Jobs through Two Machines, Processing n Jobs through Three Machines, Processing n Jobs through m Machines.	4	Black Board
	Network Diagrams – Critical Path Method, PERT Calculations.	5	Black Board
UNIT V	Structure of Queuing System - Queuing Models - Single Channel Queuing Model with Poisson arrivals and exponential service times.	5	Black Board
	Replacement - Replacement Policy for Equipment which deteriorates gradually, Replacement of items that fail suddenly.	4	Black Board

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	4	4	3	3	4	4	4	4	2	3.5
CO2	4	4	3	3	3	4	4	4	4	3	3.6
CO3	4	3	3	3	3	3	4	4	3	2	3.2
CO4	3	3	2	2	3	3	4	4	3	2	2.9
CO5	3	3	2	2	2	3	3	3	2	2	2.5
Mean Overall Score											3.14

Result: The Score for this Course is 3.14 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLICATION	20%	20%

Course Designer:Dr. P.R.SHINI, Department of Business Administration

Programme : MBA
Semester : III
Sub. Code : BC2

Paper : Core
Hours : 5 P/W 75 Hrs P/S
Credits : 4

TITLE OF THE PAPER: BUSINESS ENVIRONMENT & LAW

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT	
		5	2	1	1	1
PREAMBLE: The subject equips the students with the knowledge of emerging trends in economic, social, legal, technological and international aspects affecting business decisions.						
COURSE OUTCOME					Unit	Hrs P/S
At the end of the Semester, the Students will be able to						
UNIT- 1 CO1: Familiarize with the nature of business environment and its components.					1	15
UNIT- 2CO2: Analyse the Economic Environment of a business firm					2	15
UNIT - 3 CO3: Assess the various components of the Political Environment for a business firm.					3	15
UNIT - 4 CO4: Identify the main features of a business firm's Legal Environment.					4	15
UNIT - 5 CO5: Apply an understanding of the different modes of engagement with international markets and explore the interconnectedness in which expanding companies operate					5	15
SYLLABUS						
UNIT – I						
Business Environment – Concept– Nature - Significance – Constituents - Internal and External Environment – Impact of environment on business decisions; Socio-Cultural Environment: Business and society – Business Ethics – Business and Culture – Social Responsibility of Business.						
UNIT – II						
Economic Environment: Economic Systems and their impact on Business – GDP- Per capita income – Structure of the Economy – Population – Urbanisation – Industrial Policy - Role of RBI and Commercial Banks in Economic Development.						
UNIT – III						

Political Environment: Business and Government – Need for Government Intervention - Role of Government in business promotion; **Technological Environment:** Concept and Features of Technology – Impact of technology on Business, Economy and Society.

UNIT - IV

Legal Environment: Companies Act - Industries (Development and Regulations) Act, 1951 – Consumer Protection Act, 1986 – Foreign Exchange Management Act, 1999 – Patents Act, 1970 – Trade Marks Act, 1999. – The Environment Protection Act, 1986.

UNIT – V

Globalisation: Reasons for going Global – Challenges in International Business – Strategies for Globalisation – Merits and Demerits of Globalisation – Globalisation of Indian Business - Foreign Direct Investment – Advantages – Disadvantages – Determinants – Multinational Corporations – Growth – Advantages – Disadvantages—Case Study.

Text Books:

1. K.Asathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi 2011.

Suggested Reference Books:

1. C.B.Gupta, Business Environment, Sultan Chand & Sons.
2. Francis Cherunilam – Business Environment, Himalaya Publishing House.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Business Environment – Concept – Nature - Significance – Constituents - Internal and External Environment – Impact of environment on business decisions	7	Lecture and ICT
	Socio-Cultural Environment: Business and society – Business Ethics – Business and Culture – Social Responsibility of Business.	8	Lecture and ICT
UNIT II	Economic Environment: Economic Systems and their impact on Business – GDP- Per capita income – Structure of the Economy – Population	7	Lecture and ICT
	Urbanisation – Industrial Policy - Role of RBI and Commercial Banks in Economic Development.	8	Lecture and ICT
UNIT III	Political Environment: Business and Government – Need for Government Intervention	5	Lecture and ICT
	Role of Government in business promotion; Technological Environment: Concept and Features of Technology	5	Lecture and ICT

	Impact of technology on Business, Economy and Society.	5	Lecture and ICT
UNIT IV	Legal Environment: Companies Act - Industries (Development and Regulations) Act, 1951 – Consumer Protection Act, 1986 – Foreign Exchange Management Act, 1999	7	Lecture and ICT
	Patents Act, 1970 – Trade Marks Act, 1999. – The Environment Protection Act, 1986.	8	Lecture and ICT
UNIT V	Globalisation: Reasons for going Global – Challenges in International Business – Strategies for Globalisation – Merits and Demerits of Globalisation	5	ICT
	Globalisation of Indian Business - Foreign Direct Investment – Advantages – Disadvantages – Determinants	5	ICT
	Multinational Corporations – Growth – Advantages – Disadvantages—Case Study.	5	ICT

Course Outcomes (COs)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	4	3	3	3	4	3.3
CO2	3	4	3	3	4	3	4	3	3	4	3.4
CO3	3	3	3	3	4	3	3	3	3	4	3.2
CO4	3	4	3	4	4	3	4	4	3	4	3.6
CO5	3	3	3	4	3	3	3	3	3	4	3.2
Mean Overall Score											3.34

Result: The Score for this Course is 3.34 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer: Dr.D.Jebapriya, Department of Business Administration

Programme : MBA

Semester : III

Sub. Code : BC3

Paper : Core

Hours : 5 P/W 75Hrs P/S

Credits : 4

TITLE OF THE PAPER: MANAGEMENT INFORMATION SYSTEM

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT	
	5	2	1	1	1	
PREAMBLE: To Make the students to Recognize, Specify and Communicate Effectively to data processing personnel about information system problem and Participate usually as a member of a system project team to anticipate and Interpret new Development in Information Technology and fit into and overall information system frame work.						
COURSE OUTCOME					Unit	Hrs P/S
At the end of the Semester, the Students will be able to						
UNIT-1 CO1: Apprehend the knowledge on Information system, Components of Data processing.					I	15
UNIT-1 CO2: Demonstrate and use of computer Hardware and Information Technology.					II	15
UNIT-1 CO3: Understand and apply Information support for Managerial Decision Making and Data Base Management System.					III	15
UNIT-1 CO4: Acquire knowledge on Methodology, Design and Implantation of Information System.					IV	15
UNIT-1 CO5: Develop knowledge on MIS organization, Evaluation, Audit and Future Development in MIS.					V	15
SYLLABUS						
UNIT – I						
Introduction – Overview of MIS – Structure of MIS – Components of data processing – Inter relationships- Concepts – Information, System, Communication, Decision Making Process.						
UNIT - II						
Surveys of Information Technology, Hardware – Input output devices, Classification of computers – CPU, Storage Devices.						
UNIT - III						

Information support for Managerial process – Transaction Support, Decision support, Planning and Control support- Database Management System.

UNIT- IV

System design – Analyzing Design, Implementation, Philosophies, Methodologies.

UNIT - V

Future perspective and System Management, Organization for MIS, Evaluation, Audit, Issues, Future development, Special Concerns & Issues.

Text Book :

1. Management Information System – D.P. Goyal.

Suggested Reference Books:

1. Principles of Management information System - Scott

2. Management Information System – Gordon B Davis

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Introduction – Overview of MIS – Structure of MIS	8	Lecture and ICT
	Components of data processing – Inter relationships- Concepts – Information, System, Communication, Decision Making Process.	7	Lecture
UNIT II	Surveys of Information Technology, Hardware – Input output devices	7	ICT
	Classification of computers – CPU, Storage Devices.	8	ICT
UNIT III	Information support for Managerial process – transaction Support.	7	Lecture and ICT
	Decision support, Planning and Control support Database Management System.	8	Lecture and ICT
UNIT IV	System design – Analyzing Design, Implementation.	7	Lecture and ICT
	Philosophies, Methodologies.	8	Lecture
UNIT V	Future perspective and System Management, Organization for MIS	7	Lecture and ICT
	Evaluation, Audit, Issues, Future development, Special Concerns & Issues.	8	Lecture

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	4	4	3	3	4	3	3	3	3.4
CO2	3	2	3	3	4	4	4	3	3	3	3.2
CO3	3	4	3	3	4	3	3	3	4	4	3.4
CO4	4	2	4	3	4	4	3	3	3	4	3.4
CO5	4	3	3	4	3	3	4	4	4	3	3.5
Mean Overall Score											3.38

Result: The Score for this Course is 3.38 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer:Dr.A.Duraikannan, Department of Business Administration.

Programme : MBA
Semester : IV
Sub. Code : BD1

Paper : Core
Hours : 6 P/W 90 Hrs P/S
Credits :4

TITLE OF THE PAPER: STRATEGIC MANAGEMENT

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	6	3	1	1	1

PREAMBLE: Enable students to understand the principles of strategy formulation, implementation and control in organization and apply these concepts in developing the solution to business problems

COURSE OUTCOME	Unit	Hrs P/S
At the end of the Semester, the Students will be able to		
UNIT- 1 CO1: Acquire knowledge on basic concepts of strategy and levels of strategy	1	10
UNIT- 2CO2: Understand the strategic options and formulate realistic strategies to formulate vision mission and Analyze a firm’s internal strengths and weaknesses based on available resources and capabilities using various techniques	2	20
UNIT - 3 CO3: Develop Knowledge on firm’s external environment including competitive forces in the industry environment, forces in the macro environment, and competitors.	3	20
UNIT - 4 CO4: Demonstrate the knowledge on the strategic approaches to manage a business successfully in a firm with a sustainable competitive advantage.	4	20
UNIT - 5 CO5: Evaluate the challenges faced by managers in implementing and evaluating strategies based on the nature of business and industry	5	20

SYLLABUS

UNIT – I

Definition, nature, scope, and importance of strategy; and strategic management (Business policy). Strategic decision-making. Process of strategic management and levels at which strategy operates. Role of strategists.

UNIT– II

Defining strategic intent: Vision, Mission, Business definition, Goals and Objectives. Internal Appraisal – The internal environment, organisational capabilities in various Functional areas and Strategic Advantage Profile. Methods and techniques used for

organizational appraisal (Value chain analysis, Financial and non financial analysis, historical analysis, Industry standards and benchmarking, Balanced scorecard and key factor rating). Identification of Critical Success Factors (CSF).

UNIT- III

Environmental Appraisal—Concept of environment, components of environment (Economic, legal, social, political and technological). Environmental scanning techniques- ETOP, QUEST and SWOT (TOWS). Corporate level strategies- Stability, Expansion, Retrenchment and Combination strategies.-Corporate restructuring-Concept of Synergy.

Business level strategies-Porter’s framework of competitive strategies; Conditions, risks and benefits of Cost leadership, Differentiation and Focus strategies. Location and timing tactics. Concept, Importance, Building and use of Core Competence.

UNIT- IV

Strategic Analysis and choice—Corporate level analysis (BCG, GE Nine-cell, Hofer’s Product market evolution and Shell Directional policy Matrix).

Industry level analysis : Porter’s five forces model. Qualitative factors in strategic choice.

UNIT- V

Strategy implementation: Resource allocation, Projects and Procedural issues. and systems in strategy implementation. Leadership and corporate culture, values, ethics and Social responsibility. Operational and derived functional plans to implement strategy. Integration of functional plans. Strategic control and operational Control. Organisational systems and techniques of strategic evaluation.

Books Recommended:

1. Business Policy, 2nd Ed. - Azhar Kazmi
2. Strategic Management, 12th Ed. - Concepts and Cases - Arthur A. Thompson Jr. and A.J.Strickland
3. Management Policy and Strategic Management (Concepts, Skills and Practices) – M.Shrivastava
4. Business Policy and Strategic Management - P. Subba Rao
5. Strategic Planning Formulation of Corporate Strategy - Ramaswamy

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Definition, nature, scope, and importance of strategy; and strategic management (Business policy).	5	Lecture, PPT, Videos, ICT
	Strategic decision-making. Process of strategic management and levels at which strategy operates. Role of strategists.	5	Lecture, PPT, ICT
UNIT II	Defining strategic intent: Vision, Mission, Business definition, Goals and Objectives. Internal Appraisal – The internal environment, organisational capabilities in various Functional areas and Strategic Advantage Profile.	6	Lecture, PPT, Case Analysis
	Methods and techniques used for organizational appraisal -Value chain analysis, Financial and non	8	Lecture, PPT,

	financial analysis, historical analysis, Industry standards and benchmarking,		
	Balanced scorecard and key factor rating. Identification of Critical Success Factors (CSF).	6	Lecture, PPT, Videos
UNIT III	Environmental Appraisal—Concept of environment, components of environment(Economic, legal, social, political and technological).	6	Lecture, PPT,
	Environmental scanning techniques- ETOP, QUESTand SWOT (TOWS). Corporate level strategies-- Stability, Expansion, Retrenchment and Combination strategies. Corporate restructuring. Concept of Synergy.	6	Lecture, PPT,
	Business level strategies—Porter’s framework of competitive strategies; Conditions,risks and benefits of Cost leadership, Differentiation and Focus strategies. Location and timing tactics. Concept, Importance, Building and use of Core Competence.	8	Lecture, PPT, Videos, Case analysis
UNIT IV	Strategic Analysis and choice—Corporate level analysis (BCG, GE Nine-cell, Hofer’s Product market evolution and Shell Directional policy Matrix).	10	Lecture, PPT,ICT
	Industry level analysis : Porter’s five forces model. Qualitative factors in strategic choice.	10	Lecture,PPT,Case Analysis
UNIT V	Strategy implementation: Resource allocation, Projects and Procedural issues. Organisation structure and systems in strategy implementation	6	Lecture,PPT,
	Leadership and corporate culture, values, ethics and Social responsibility. Operational and derived functional plans to implement strategy. Integration of functional plans.	6	Lecture ,ICT
	Strategic control and operational Control. Organisational systems and techniques of strategic evaluation.	8	Lecture ,ICT

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	4	4	3	3	3	3	3.3
CO2	4	3	3	3	3	4	3	3	3	3	3.2
CO3	3	3	3	3	3	4	3	3	3	3	3.1
CO4	4	3	3	3	3	3	3	4	3	3	3.2
CO5	4	3	3	3	3	4	4	3	3	3	3.3
Mean Overall Score 3.22											

Result: The Score for this Course is 3.22 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100 %
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = -----			Total of Mean Score		

Total No. of POs & PSOs		Mean Overall Score of COs =----- Total No. of COs
BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	%	20%

Course Designer:Dr.S.Rajarajeswari, Department of Business Administration.

Programme : MBA

Semester : IV

Sub. Code : BD2

Paper : Core

Hours : 6 P/W 90 Hrs P/S

Credits : 4

TITLE OF THE PAPER: ENTREPRENEURSHIP

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	5	3	1	1	1

PREAMBLE: In the current and future turbulent times all executive should possess entrepreneur skills with desire for innovations these course aims at emphasizing these skills us vital requirements of an executive.

COURSE OUTCOME	Unit	Hrs P/S
At the end of the Semester, the Students will be able to		
CO1 Describe the personality characteristics of an entrepreneur and their role in economy.	1	15
CO2 Importance of EDP and EDP Institutions.	2	20
CO3 Understand the problems and challenges of women entrepreneur , Institutions to support women entrepreneurs.	3	15
CO4 Identify business opportunities and preparation of project report.	4	20
CO5 Knowledge of various funding agencies in India.	5	20

SYLLABUS

UNIT - I

Entrepreneur and Entrepreneurship: Definition and Concept – Characteristics of an entrepreneurial traits – Role of an entrepreneur, Intrapreneur – definition and Concept.

UNIT - II

Entrepreneur Development Programme: Meaning – Steps – EDP training Programmes - Significances – EDP institutions – Profile – programmes conducted and role in guiding Entrepreneurs.

UNIT - III

Women Entrepreneurship: Characteristics – Profile – Problems and challenges – government and institutional support for promoting women Entrepreneurship.

UNIT- IV

Business Opportunity Identification and Project report : BOI stages & sources – Salient features of project report – Market appraisal – Technical appraisal – Financial appraisal – Importance of project report.

UNIT- V

Institutional Support for SSI : setting up of small scale industries – Institutions – DIC – TIIC – SIDBI – SIDCO – STC – NSIC – IDBI – ICICI – IFCI-COMMERCIAL BANKS – Role in promoting SSI – Incentive schemes & Concession provide to small scale industries – Role of small scale industries- Case Study.

Suggested Text Books:

1. Dynamics of Entrepreneurship development and Management – Vasant Desai.
2. Entrepreneurial Development – P. Saravanavel.

Recommended Text Books:

1. Entrepreneurship – Hirsch & Peters Irwin.
2. Innovation & Entrepreneurship – Peter F. Drucker.
3. Entrepreneurship Development in India – Dr.C.B.Gupta, Dr. N.P.Srinivasan.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Entrepreneur and Entrepreneurship: Definition and Concept – Characteristics of an entrepreneurial traits.	10	Lecture & ICT
	Role of an entrepreneur, Intrapreneur – definition and Concept.	5	Lecture & ICT
UNIT II	Entrepreneur Development Programme: Meaning – Steps – EDP training Programmes – Significances.	5	Lecture & ICT
	EDP institutions – Profile – programmes conducted and role in guiding Entrepreneurs.	15	Lecture & ICT
UNIT III	Women Entrepreneurship: Characteristics– Profile – Problems and challenges	5	Lecture & ICT
	Government and institutional support for promoting women Entrepreneurship.	10	Lecture & ICT
UNIT IV	Business Opportunity Identification and Project report : BOI stages & sources.	10	Lecture & ICT

	Salient features of project report – Market appraisal – Technical appraisal – Financial appraisal – Importance of project report.	10	Lecture & ICT
UNIT V	Institutional Support for SSI : setting up of small scale industries – Institutions – DIC – TIIC – SIDBI – SIDCO – STC – NSIC – IDBI – ICICI – IFCI-COMMERCIAL BANKS – Role in promoting SSI.	10	Lecture & ICT
	Incentive schemes & Concession provide to small scale industries – Role of small scale industries- Case Study	10	Lecture & ICT

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	4	4	2	3	2	4	3.2
CO2	4	3	3	3	3	4	3	3	3	4	3.3
CO3	4	3	3	3	3	4	3	3	3	3	3.2
CO4	4	3	3	3	3	4	3	3	3	3	3.2
CO5	4	3	3	3	4	4	3	3	3	4	3.4
Mean Overall Score											3.26

Result: The Score for this Course is 3.26 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%

APPLY	20%	20%
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Course Designer:Dr.D.Maria Pon Reka,Department of Business Administration

Programme : MBA

Semester : III

Sub. Code : EBB1

Paper : Elective

Hours : 5 P/W 75 Hrs P/S

Credits :

TITLE OF THE PAPER: INDUSTRIAL RELATIONS

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	5	3		1	1

PREAMBLE:To familiarize students with concepts of Industrial Relations and the current industrial Relations scenario in India.

COURSE OUTCOME	Unit	Hrs P/S
At the end of the Semester, the Students will be able to		
UNIT- 1 CO1: Understand and apply the concepts of industrial relations	1	15
UNIT- 2CO2: Know the outcome and presence of trade union	2	15
UNIT - 3 CO3: Demonstrate constraints and opportunity and outcome of conflicts in the organization	3	15
UNIT - 4 CO4: Acquire knowledge on workers participation in management and its consequences	4	15
UNIT - 5 CO5: Identify and update the role and functions of ILO	5	15

SYLLABUS

UNIT - I

Industrial Relations: Concept, History and environment – Profit of Industrial Worker – Industrial Relations in the Public Sector – Future of IR in India.

UNIT - II

Trade Union: trade Union – Concept and Functions – trade Union movement on India – Problems of trade Union – Trade Union Act 1926.**Collective bargaining:** Concept, Process, Types and recent trends in India.

UNIT- III

Industrial peace: Grievance, discipline and Conflict. **Grievance:** Causes and machinery – discipline, Indiscipline, causes, kinds of punishments judicial approach to discipline (Industrial Employment standing orders act 1946) – Domestic enquiry. **Industrial Conflict:** Causes, Measures of conflict resolution.

UNIT- IV

Industrial Democracy: workers Participation in Management, Quality circle and Quality of work life. Workers participation Management in Management; Growth, WPM in India – Workers Committee, Joint management council, Worker directors, Workers participation scheme on workers participation, workers share holders, Quality circle – Quality of work life – Workers education in India.

UNIT- V

Social Security and labour Welfare: Social security Measure – Legislations relating to social security – Maternity benefit act, ESI act, Provident fund act.**ILO:** Role and functions of ILO – India and ILO.

TEXT BOOK :

P. Subba Rao, Essential of HRM and Industrial Relations, Himalaya Publishing House

Reference Books

1. C.B. Mamoria, S. Mamoria and S.V. Gankar, “Dynamics of Industrial Relations”, Himalaya Publishing House”, Edition 2001.
2. PC. Tripathi and C.B Gupta, ”Industrial relations and Labor laws”, Sultan Chand and Sons, NewDelhi.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Industrial Relations: Concept, History and environment – Profit of Industrial Worker	7	Lecture, PPT, Videos, ICT
	Industrial Relations in the Public Sector – Future of IR in India	8	Lecture, PPT,
UNIT II	Trade Union: trade Union – Concept and Functions – trade Union movement on India –.	5	Lecture,
	Problems of trade Union – Trade Union Act 1926.	5	Lecture, ICT
	Collective bargaining: Concept, Process, Types and recent trends in India	5	Lecture, PPT, Videos
UNIT III	Industrial peace: Grievance, discipline and Conflict. Grievance: Causes and machinery – discipline, Indiscipline, causes,	5	Lecture, ICT
	kinds of punishments judicial approach to discipline (Industrial Employment standing orders act 1946) – Domestic enquiry.	5	Lecture, Videos

	Industrial Conflict: Causes, Measures of conflict resolution.	5	Lecture PPT,,
UNIT IV	Industrial Democracy: workers Participation in Management, Quality circle and Quality of work life. Workers participation Management in Management; Growth	5	Lecture, PPT,videos, ICT
	WPM in India – Workers Committee, Joint management council, Worker directors, Workers participation scheme on workers participation, workers share holders	5	Lecture, PPT, Case Analysis
	Quality circle – Quality of work life – Workers education in India.	5	Lecture ,PPT,ICT
UNIT V	Social Security and labour Welfare: Social security Measure – Legislations relating to social security	5	Lecture, PPT,
	Maternity benefit act, ESI act, Provident fund act.	5	Lecture, PPT ,ICT
	ILO: Role and functions of ILO – India and ILO	5	Lecture, PPT,

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	3	3	3	3	3	3.1
CO2	4	3	3	3	3	3	3	3	3	3	3.1
CO3	3	3	3	3	3	4	3	3	3	3	3.1
CO4	3	3	3	3	3	3	3	3	3	3	3.0
CO5	4	3	3	3	3	4	3	3	3	3	3.2
Mean Overall Score 3.1											

Result: The Score for this Course is 3.1 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%

APPLY	20%	20%
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Course Designer: Dr.S.Rajarajeswari

Department :Business Administration

Programme : M.B.A

Semester : III

Sub. Code : EBB2

Paper : Elective

Hours : 5 P/W 75 Hrs P/S

Credits : 4

TITLE OF THE PAPER: LABOUR LEGISLATION & ADMINISTRATION

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	5	4	-	-	1

PREAMBLE: The objective of the course is to enhance the participants understanding of Indian Environment relevant to labour legislation and its administration emphasis would be given to the basis provision of various relevant laws.

COURSE OUTCOME	Unit	Hrs P/S
At the end of the Semester, the Students will be able to		
UNIT- 1 CO1: Interpret various laws relating to factories and describe them	1	15
UNIT- 2CO2: Analyze various laws relating to unorganized sector labourers and commercial establishment	2	15
UNIT- 3 CO3: Understand the laws relating to social security and women laws so as to apply in practice.	3	15
UNIT - 4 CO4: Identify the impact of labour laws on organized functioning with special reference to personal functions.	4	15
UNIT - 5 CO5: Acquire knowledge on national and international affairs on law laws and its administration	5	15

SYLLABUS

UNIT- I

Indian Business Environment - labour law and personal manager - labour Law relating to: **Factories:** Factories act 1948, payment of Bonus act 1965, payment of wages act

1929, and minimum wages act 1941. **Minus and plantations:** Mines act 1952 – Coal mines labour welfare fund act 1947, Plantations labour act 1951.

UNIT- II

Transport Understanding: Dock labourers act 1954, Railways act 1890/1930/1956; dock workers (Regulation of Employment) act 1997; Motor transport workers act 1961. **Shops and commercial establishment:** Tamil Nadu shop and commercial establishment act 1958.

UNIT- III

Social security: Workmen compensation act 1945, - employment of children at 1938, employees state act 1948, employees P.F act and scheme 1952, Employees Family Pension Scheme 1971, Employees Deposit Linked Lease Scheme 1976, Maternity Benefits act 1961, Contract Labour (R & A) act 2970, Bonded Labour System act 1976, Payment of Gratuity act 1972, Equal Remuneration act 1976.

UNIT- IV

Industrial: Trade unions act 1929, I.D. Act 1691, I.E act 1946, apprentices act 1961, employment exchange notification of vacancies act 1969. Impact of labour legislation on organized functioning with special reference to personal functions.

UNIT- V

Evolution of machinery for labour administration in India. Agencies for administration , labour law in India – Central sphere, State sphere. The role of labour welfare officer. The ILO and Indian Labour Law and Administration.

Suggested Readings:

1. Industrial Law- P.L. Melik.
2. Introduction to Labour and Industrial Law – S.N. Misra.
3. Labour Relation Laws in India – S.L. Agarwal..

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Indian Business Environment - labour law and personal manager - labour Law relating to: Factories: Factories act 1948, payment of Bonus act 1965, payment of wages act 1929	7	Lecture Method
	Minimum wages act 1941. Minus and plantations: Mines act 1952 – Coal mines labour welfare fund act 1947, Plantations labour act 1951.	8	Lecture Method
UNIT II	Transport Understanding: Dock labourers act 1954, Railways act 1890/1930/1956; dock workers	7	Lecture Method

	(Regulation of Employment) act 1997; Motor transport workers act 1961.		
	Shops and commercial establishment: TamilNadu shop and commercial establishment act 1958.	8	Lecture Method
UNIT III	Social security: Workmen compensation act 1945, - employment of children at 1938, employees state act 1948, employees P.F act and scheme 1952	5	Lecture Method and Case Studies
	Employees Family Pension Scheme 1971, Employees Deposit Linked Lease Scheme 1976, Maternity Benefits act 1961	5	Lecture Method
	Contract Labour (R & A) act 2970, Bonded Labour System act 1976, Payment of Gratuity act 1972, Equal Remuneration act 1976.	5	Lecture Method
UNIT IV	Industrial: Trade unions act 1929, I.D. Act 1691, I.E act 1946, apprentices act 1961, employment exchange notification of vacancies act 1969	7	Lecture Method
	Impact of labour legislation on organized functioning with special reference to personal functions.	8	Lecture Method
UNIT V	Evolution of machinery for labour administration in India. Agencies for administration , labour law in India	5	Lecture Method
	Central sphere, State sphere. The role of labour welfare officer.	5	Lecture Method
	The ILO and Indian Labour Law and Administration.	5	Lecture Method

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	4	3	4	3	3	3	4	3.3
CO2	3	4	3	3	3	3	3	3	3	4	3.2
CO3	3	3	3	3	4	3	3	3	3	4	3.2
CO4	3	3	3	4	4	3	3	3	3	4	3.3
CO5	3	3	3	4	4	3	4	3	3	4	3.4
Mean Overall Score											3.28

Result: The Score for this Course is 3.28 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Total of Value Mean Score of COs = ----- Total No. of POs & PSOs	Total of Mean Score Mean Overall Score of COs =----- Total No. of COs
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BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer:Dr.C.Kavitha, Department of Business Administration

Programme : MBA
Semester : III
Sub. Code : EBB3

Paper : Elective
Hours : 5 P/W 75Hrs P/S
Credits : 4

TITLE OF THE PAPER: TRAINING & DEVELOPMENT

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	5	3	1	-	1

PREAMBLE: This Course aims training the participants in understanding the training needs, designing, administration and evaluating training and development programme in an Organization.

COURSE OUTCOME		Unit	Hrs P/S
At the end of the Semester, the Students will be able to			
CO1	To be able to identify the training needs, how to use performance appraisal results.	1	15
CO2	Apprehend the knowledge of various training methods.	2	15
CO3	To be able to identify the trainees and the trainers.	3	15
CO4	To be able to identify the development needs, designing development programmes	4	15
CO5	To be able to understand the role of OD programme in Industries.	5	15

SYLLABUS

UNIT- I

Training Objectives, Identifying training needs – Evaluating training policies – Principles of learning, Training, Education and Development- Uses of performance appraisal in the learning of aspects.

UNIT- II

Issues in Training – Location, Duration, Techniques – On the job training, Laboratory training – Assumptions, Goals and Techniques, Cost of Training, Training, training budget.

UNIT- III

Selection of trainees, Basis, Criteria, Selection of Trainers – Internal and External training methods for different levels of employees, evaluation of training effectiveness,

UNIT- IV

Management Development, Objectives, identifying development needs, evaluation of development policies, preparing developing plans, designing development programs – issues involve in development, appraisal of remuneration and succession – Evaluation of development effectiveness.

UNIT- V

Origination development – Objectives of organization development – Organization development and management – Steps in implementing OD program – OD approach in India.

Suggested Text Books :

1. Management Development and Training Handbook – Tailor and Lippitt.
2. Management Development – Z.W. Humble.
3. Training for Management – T.A.A. Latiff.
4. Executive Development in India – M.N. Rudrabasavaraj.
5. Exploration in Management Development – A.D. Moddie
6. Training and Development – Lynton and Pareek.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Training Objectives, Identifying training needs – Evaluating training policies – Principles of learning.	10	Lecture & ICT
	Education and Development- Uses of performance appraisal in the learning of aspects.	5	Lecture & ICT
UNIT II	Issues in Training – Location, Duration, Techniques – On the job training, Laboratory training – Assumptions.	5	Lecture & ICT
	Goals and Techniques, Cost of Training, Training, training budget.	10	Lecture & ICT

UNIT III	Selection of trainees, Basis, Criteria, Selection of Trainers.	5	Lecture & ICT
	Internal and External training methods for different levels of employees, evaluation of training effectiveness.	10	Lecture & ICT
UNIT IV	Management Development, Objectives, identifying development needs, evaluation of development policies, preparing developing plans, designing development programs.	10	Lecture & ICT
	– issues involve in development, appraisal of remuneration and succession – Evaluation of development effectiveness	5	Lecture & ICT
UNIT V	Origination development – Objectives of organization development – Organization development and management	10	Lecture ,Peer Training & ICT
	Steps in implementing OD program – OD approach in India	5	Lecture , Peer Training & ICT

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	4	3	3	2	4	3.2
CO2	4	3	2	2	3	4	3	3	3	3	3.0
CO3	4	3	3	3	3	4	3	3	3	3	3.2
CO4	4	3	2	3	3	4	3	2	3	3	3.0
CO5	4	3	3	3	4	4	3	3	3	4	3.4
Mean Overall Score											3.16

Result: The Score for this Course is 3.16 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer:Dr.D.Maria Pon Reka

Department of Business Administration

Programme : MBA

Semester : IV

Sub. Code : EBB4

Paper : Elective

Hours : 6 P/W 90 Hrs P/S

Credits : 4

TITLE OF THE PAPER: COMPETENCY MAPPING

Pedagogy	Hours/W	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	6	3	1	1	1

PREAMBLE: This course aims at providing in-depth knowledge and a strong base in concepts and techniques of competency and enable students to learn the required skill set for organization

COURSE OUTCOME		Unit	Hrs P/S
At the end of the Semester, the Students will be able to			
UNIT- 1 CO1: Acquire an understanding of fundamental concepts of counselling concepts		1	18
UNIT- 2CO2: Understand development process and competency models		2	18
UNIT - 3 CO3: Create an awareness related to issues in developing models and its application in HR system		3	18
UNIT - 4 CO4: Demonstrates the factors and sources requires for documentation process.		4	18

UNIT - 5 CO5: . Enhance critical thinking relevant to assessment centres	5	18
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SYLLABUS

UNIT-1: Introduction to Competency

Competency-Meaning-Need-limitation-Types- Competencies for Competitive Advantage
 -Myths about Competency - History of Competency

UNIT-2: Developing Competency Models

Competency development process-Hiring the Best Available People - Productivity
 -Maximization • Enhancing the 360-degree Feedback Process -Adapting to Change - Aligning
 Behavior with Organizational Strategies and Values -Various Models -Development of the Personal
 Competency Framework -The Personal Competency Framework • The Lancaster Model of
 Managerial Competencies -Level One - Level Three -Tran cultural Managerial Competencies
 -Personal Competency Framework- Planning to Develop a Competency Model .

UNIT-3: Issues Related to Developing Competency Models

Issues related to time -results-value addition- Determinants of success be measured- desired
 outcome -validating assessment -Competency based Application: Position- Requirement - HR
 Competence Audit - Analysis -Position Fulfilment -Performance Management - Promotion-Benefits
 of Competency Models in HRM Systems.

UNIT-4: Formation of a Competency Framework

Factors to be considered-Sources of Competency Information -Documentation-Position
 Documentation Process Documentation -Existing Documentation -Personnel Development
 Resources -Established Models - Third-party Models .

UNIT-5: Competency Mapping and Assessment Centre's

Assessment Centre -characteristics of Assessment Centre -essential elements of Assessment Centre
 -Tools and Techniques deployed in Assessment Centres -Mapping process method-using assessment
 performance information to improve business performance-common fit falls in implementation of
 competency mapping system-Resistance and Recommendations.

Text Book

1.The Hand Book of Competency Mapping-Seema Sanghi- -Sage publication-Third Edition -2016

References

- 1.Competency based HRM-Ganesh Shermon-Tata MC Craw Hill Publishing Company Limited-Forth Edition-2008
- 2.Competency mapping-Srinivas R. Kindula-PHI learning Publication -First edition-2013
- 3.Winning on HR analytics- Leveraging Data for Competitive Advantage-Ramesh Soundrajan & Kuldeep Singh-Sage Publication (P) ltd-2016

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Competency-Meaning-Need-limitation-Types- Competencies for Competitive Advantage	09	Lecture
	Myths about Competency - History of Competency	09	Lecture
UNIT II	Competency development process-Hiring the Best Available People - Productivity -Maximization • Enhancing the 360-degree Feedback Process -Adapting to Change - Aligning Behaviour with Organizational Strategies and Values -Various Models	10	Lecture and ICT

	Development of the Personal Competency Framework -The Personal Competency Framework • The Lancaster Model of Managerial Competencies -Level One - Level Three -Tran cultural Managerial Competencies -Personal Competency Framework- Planning to Develop a Competency Model .	08	Lecture and ICT
UNIT III	Issues related to time -results-value addition- Determinants of success be measured- desired outcome -validating assessment -	08	Lecture
	Competency based Application: Position- Requirement - HR Competence Audit - Analysis -Position Fulfilment -Performance Management - Promotion-Benefits of Competency Models in HRM Systems.	10	Lecture and ICT
UNIT IV	Factors to be considered-Sources of Competency Information -Documentation-Position Documentation Process Documentation -Existing Documentation -	10	Lecture and ICT
	Personnel Development Resources -Established Models - Third-party Models .	08	Lecture
UNIT V	Assessment Centre -characteristics of Assessment Centre -essential elements of Assessment Center -Tools and Techniques deployed in Assessment Centres -	08	Lecture
	Mapping process method-using assessment performance information to improve business performance-common fit falls in implementation of competency mapping system-Resistance and Recommendations.	10	Lecture and ICT

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	4	4	4	3	3	3	3	3.3
CO2	4	3	3	3	3	3	3	3	4	3	3.2
CO3	4	3	3	4	3	4	3	3	3	3	3.3
CO4	3	3	4	3	3	3	3	3	3	3	3.1
CO5	3	4	3	3	3	4	3	4	3	3	3.3
Mean Overall Score 3.24											

Result: The Score for this Course is 3.28 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value			Total of Mean Score		
Mean Score of COs = -----			Mean Overall Score of COs =-----		
Total No. of Pos & PSOs			Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer: Dr.S.Rajarajeswari

Department:Business Administration

Programme : MBA

Paper : Elective

Semester : III

Hours : 5 P/W 75Hrs P/S

Sub. Code : EBC1

Credits : 4

TITLE OF THE PAPER: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	5	3	1	-	1

PREAMBLE: To expose the students to the concepts of Investments, Risks and Securities. To enable them to understand and utilize the tools available for analysis. To stress the need of portfolio management and its application.

COURSE OUTCOME	Unit	Hrs P/S
At the end of the Semester, the Students will be able to		
CO1 Able to understand the basic concepts of investment management .	1	15
CO2 Able to evaluate the risk return analysis of investments.	2	15
CO3 Able to find valuation of Bond, Equity and Preference share .	3	15
CO4 Apprehend the knowledge of fundamental and technical analysis.	4	15
CO5 Able to select portfolio , evaluate and revise.	5	15

SYLLABUS

UNIT- I

Investment – Meaning and process of Investment Management – Speculation Investment Avenues in India.

UNIT- II

Risk and Return – Historical Expected return – Measurement – Risk and its Measurement – Systematic and Unsystematic Risk – Types – Measurements and Significance of Beta.

UNIT- III

Security valuation – Bond, Equity and preference share valuation – Yield to maturity – Bond value theorems.

UNIT- IV

Fundamental and Technical Analysis – Economy, Industry and Company Analysis – Tools for Technical Analysis.

UNIT- V

Portfolio Selection, Performance evaluation and portfolio revision – Formula plans – Capital Asset Pricing Model (CAPM)

BOOKS :

1. Kevin.S. Security Analysis and Portfolio management, Prentice Hall of India.
2. Prasanna Chandra, investment analysis and portfolio Management, Second edition, Tata McGraw Hill.
3. Punithavathy pandian, Security Analysis and portfolio Management, Vikas.
4. Investment management, V.K. Bhalla.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Investment – Meaning and process of Investment Management	10	Lecture & ICT
	Speculation, Investment Avenues in India.	5	Lecture & ICT
UNIT II	Risk and Return – Historical Expected return – Measurement – Risk and its Measurement	10	Lecture & ICT
	Systematic and Unsystematic Risk – Types – Measurements and Significance of Beta.	5	Lecture & ICT
UNIT III	Security valuation – Bond, Equity and preference share valuation	10	Lecture & ICT
	Yield to maturity – Bond value theorems.	5	Lecture & ICT

UNIT IV	Fundamental and Technical Analysis – Economy, Industry and Company Analysis	5	Lecture , Peer Training & ICT
	Tools for Technical Analysis.	10	Lecture & ICT
UNIT V	Portfolio Selection, Performance evaluation and portfolio revision	10	Lecture & ICT
	Formula plans – Capital Asset Pricing Model (CAPM)	5	Lecture & ICT

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	3	3	3	4	3	3	3	3	3.3
CO2	4	3	3	3	3	4	3	3	3	4	3.3
CO3	4	3	3	3	3	4	3	3	3	3	3.2
CO4	4	3	3	3	3	4	3	3	3	3	3.2
CO5	4	3	3	3	4	4	3	3	3	4	3.4
Mean Overall Score											3.28

Result: The Score for this Course is 3.28 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer:Dr.D.Maria Pon Reka,Department of Business Administration

Programme : MBA
Semester : III
Sub. Code : EBC2

Paper : Elective
Hours : 5 P/W 75 Hrs P/S
Credits : 4

TITLE OF THE PAPER: PROJECT FINANCE & MANAGEMENT

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT	
	5	3	1	-	1	
PREAMBLE: To Provide the Project Management Skills for Manager.						
COURSE OUTCOME At the end of the Semester, the Students will be able to					Unit	Hrs P/S
CO1 Know the process of project planning.					1	15
CO2 Able to do market, financial and technical analysis.					2	15
CO3 Able to do analysis of risk attached with the project.					3	15
CO4 Able to work out PERT and CPM tools to analyze the activities involved in completing the project.					4	15
CO5 Able to evaluate the project.					5	15

SYLLABUS

UNIT- I

Project Planning: capital Expenditure – Significance – Phase – Resource Allocation Frame Work – Generation and Screening of Project Ideas

UNIT- II

Project Analysis – Market and Demand Analysis – Technical Analysis – Financial Analysis.

UNIT- III

Analysis of Project Risk – Social Cost – Benefit Analysis – Project Implementation - Project Planning and Control.

UNIT- IV

Network Techniques for Project Management – PERT and CPM.

UNIT- V

Project Review – Performance Evaluation – Abandonment Analysis – Behavioral issues – Evaluating the Capital Budgeting System.

BOOKS :

1. Prassana Chandra, Projects, Planning, Analysis, Selection, fifth Edition, Tata McGrawHill
2. Choudhury, Project Management, Tata Mc Graw Hill.
3. Joy, Total Project Management, Macmillan..

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Project Planning: capital Expenditure – Significance – Phase.	10	Lecture & ICT
	Resource Allocation Frame Work – Generation and Screening of Project Ideas.	5	Lecture & ICT
UNIT II	Project Analysis – Market and Demand Analysis	10	Lecture & ICT
	Technical Analysis – Financial Analysis	5	Lecture & ICT
UNIT III	Analysis of Project Risk – Social Cost – Benefit Analysis	10	Lecture & ICT
	Project Implementation - Project Planning and Control.	5	Lecture & ICT
UNIT IV	Network Techniques for Project Management – PERT and CPM.	15	Lecture , Peer Training & ICT
UNIT V	Project Review – Performance Evaluation – Abandonment Analysis.	10	Lecture & ICT

Behavioral issues – Evaluating the Capital Budgeting System.	5	Lecture & ICT
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Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	4	3	3	2	4	3.2
CO2	4	3	2	2	3	4	3	3	3	3	3.0
CO3	4	3	3	3	3	4	3	3	3	3	3.2
CO4	4	3	2	3	3	4	3	2	3	3	3.0
CO5	4	3	3	3	4	4	3	3	3	4	3.4
Mean Overall Score											3.16

Result: The Score for this Course is 3.16 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs = ----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer:Dr.D.Maria Pon Reka, Department of Business Administration

Programme : MBA
Semester : III
Sub. Code : EBC3

Paper : Elective
Hours : 5 P/W 75Hrs P/S
Credits : 4

TITLE OF THE PAPER: INDIAN CAPITAL MARKET AND FINANCIAL SYSTEM

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT	
	5	3	1	-	1	
PREAMBLE: To Explain the structure and functioning of capital market in India.						
COURSE OUTCOME					Unit	Hrs P/S
At the end of the Semester, the Students will be able to						
CO1 To understand the conceptual framework of Indian Financial System.					1	15
CO2 To understand the concepts of Indian Security Market.					2	15
CO3 To apprehend the knowledge on new issue market, IPO, Bonus shares, Options.					3	15
CO4 To be familiar with the SEBI Guidelines and the role of merchant bankers in the security market.					4	15

CO5 To be able to understand Futures, Swaps, Options, Warrants and other financial derivatives.	5	15
SYLLABUS		
UNIT- I		
Indian Financial system – Structure and Constituents of Indian Financial System. Financial institutions – Financial Markets – Financial Instruments and Services – Financial System and Economic Development.		
UNIT- II		
Industrial Security Market – Organization and Structure of Stock Exchange, Membership – Listing, trading and Settlement – Ordinary Shares, Preference shares and Bonds.		
UNIT - III		
New Issue Market – Issue Mechanism – IPO, Right issue, Private placement – Process of book – Building – Issues of Bonus Shares – Stock Options – Functions of new issue market – Overview of Bond market in India.		
UNIT- IV		
Merchant Bankers and New issue Market, Lead Managers, Underwriters, bankers to an issue – Registrars and shares Transfer Agents – Brokers to the issue – Debentures Trustees their role and functions in new issue market – SEBI Guidelines.		
UNIT- V		
Market for Futures, Options and other financial derivatives – Swaps – Warrants and Convertibles. Recent trends in derivative markets in India.		
BOOKS :		
1. M.Y.Khan, Indian Financial System, fifth edition, Tata McGrw Hill.		
2. L.M.Bhole, Financial Institutions nd Markets, Fourth edition, Tata McGraw Hill.		
3. P.N.varshney, D.K.Mittal, Indian Financial System, Vth edition, Sultan Chand & Sons.		
4. H.R.Machiraju, Indian Financial System, Vikas Publising House.		

UNITS	TOPIC	LECTUR E HOURS	MODE OF TEACHING
UNIT I	Indian Financial system – Structure and Constituents of Indian Financial System. Financial institutions.	5	Lecture & ICT
	Financial Markets – Financial Instruments and Services – Financial System and Economic Development.	10	Lecture & ICT
UNIT II	Industrial Security Market – Organization and Structure of Stock Exchange.	5	Lecture & ICT

	Membership – Listing, trading and Settlement – Ordinary Shares, Preference shares and Bonds.	10	Lecture & ICT
UNIT III	New Issue Market – Issue Mechanism – IPO, Right issue, Private placement – Process of book – Building.	10	Lecture & ICT
	Issues of Bonus Shares – Stock Options – Functions of new issue market – Overview of Bond market in India.	5	Lecture & ICT
UNIT IV	Merchant Bankers and New issue Market, Lead Managers, Underwriters, bankers to an issue – Registrars and shares Transfer Agents – Brokers to the issue.	10	Lecture , Peer Training & ICT
	Debentures Trustees their role and functions in new issue market – SEBI Guidelines.	5	Lecture , Peer Training & ICT
UNIT V	Market for Futures, Options and other financial derivatives – Swaps.	5	Lecture & ICT
	Warrants and Convertibles. Recent trends in derivative markets in India.	10	Lecture & ICT

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	3	3	3	4	2	3	3	3	3.2
CO2	4	3	3	3	3	4	3	3	3	4	3.3
CO3	4	3	3	3	3	4	3	3	3	3	3.2
CO4	4	3	3	3	3	4	3	3	3	3	3.2
CO5	4	3	3	3	4	4	3	3	3	4	3.4
Mean Overall Score											3.26

Result: The Score for this Course is 3.26 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Total of Value Mean Score of COs = ----- Total No. of POs & PSOs	Total of Mean Score Mean Overall Score of COs =----- Total No. of COs
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BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer:Dr.D.Maria Pon Reka,Department of Business Administration

Programme : MBA
Semester : III
Sub. Code : EBC4

Paper : Elective
Hours : 5 P/W 75 Hrs P/S
Credits : 4

TITLE OF THE PAPER: INTERNATIONAL FINANCIAL MANAGEMENT

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	5	1	1	1	2

PREAMBLE: To provide a clear understanding of IFM. To emphasize on the international Monetary system. To provide knowledge on Foreign exchange and its significance in a developing economy.

COURSE OUTCOME	Unit	Hrs P/S
At the end of the Semester, the Students will be able to		
UNIT- 1 CO1: Demonstrate the understanding of international financial management and BOP	1	15
UNIT- 2CO2: Assess the exchange rate determinants, foreign exchange exposure, foreign direct investment, interest rate parity.	2	15
UNIT - 3 CO3: Understand the concepts of Foreign Exchange market.	3	15

UNIT - 4 CO4: Identify and evaluate the techniques related to Foreign Exchange Exposure.	4	15
UNIT - 5 CO5: Understand and Appraise various International Financial market Instruments.	5	15

SYLLABUS

UNIT- I

IFM – Nature and Scope, IFM and Domestic financial Management – Balance of payments significance – Preparation of BOP statement – Link between BOP and the economy.

UNIT- II

International Monetary System – Gold standard – IMF and World Bank Exchange Rate mechanism – Factors influencing exchange rate – Purchasing power parity and Interest rate Parity theorems.

UNIT- III

Foreign Exchange market – Transactions – Spot, Forward, Features, Option and Swaps – Arbitrage and Speculation in Foreign exchange market – Exchange arithmetic, Spread, Premium and discount.

UNIT- IV

Foreign Exchange Exposure – Managing transaction, Translation and operating Exposure – Techniques for covering the foreign exchange risk – International and external techniques of risk

UNIT- V

International Financial market Instruments – International Equities – ADR and GDR – Foreign Bond and euro – Bond – Short term and medium term Instruments.

BOOKS :

1. V.Sharn, International Financial Management, 4th edition, Prentice Hall of India.

Suggested Reference Books:

1. Alan.C, Shapiro, International Financial Management, PHI
2. Levi, International Finance, McGraw Hill International series.
2. Adrian Buckley, Multinational finance, PHI.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	IFM – Nature and Scope, IFM and Domestic financial Management	8	Lecture and ICT
	Balance of payments significance – Preparation of BOP statement – Link between BOP and the economy	7	Lecture and ICT

UNIT II	International Monetary System – Gold standard – IMF and World Bank Exchange Rate mechanism	7	Lecture and ICT
	Factors influencing exchange rate – Purchasing power parity and Interest rate Parity theorems.	8	Lecture and ICT
UNIT III	Foreign Exchange market – Transactions – Spot, Forward, Features, Option and Swaps	5	Lecture and ICT
	Arbitrage and Speculation in Foreign exchange market	5	Blackboard
	Exchange arithmetic, Spread, Premium and discount.	5	Blackboard
UNIT IV	Foreign Exchange Exposure – Managing transaction, Translation and operating Exposure	7	Blackboard
	Techniques for covering the foreign exchange risk – International and external techniques of risk	8	ICT
UNIT V	International Financial market Instruments – International Equities – ADR and GDR	5	Lecture and ICT
	Foreign Bond and euro – Bond	5	Lecture and ICT
	Short term and medium term Instruments.	5	ICT

Course Outcomes (COs)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	4	3	3	3	4	3.3
CO2	3	4	3	3	3	3	4	3	3	4	3.3
CO3	3	3	3	3	4	3	3	3	3	4	3.2
CO4	3	3	3	4	4	3	3	3	3	4	3.3
CO5	3	3	3	4	3	3	3	3	3	4	3.2
Mean Overall Score											3.26

Result: The Score for this Course is 3.26 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High

Total of Value Mean Score of COs = ----- Total No. of POs & PSOs	Total of Mean Score Mean Overall Score of COs =----- Total No. of COs
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BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer:Dr.D.Jebapriya, Department of Business Administration

Programme : BBA

Semester : III

Sub. Code : EBA1

Paper : Elective

Hours : 5 P/W 75Hrs P/S

Credits :4

TITLE OF THE PAPER: ADVERTISING AND SALES PROMOTION

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	5	3		1	1

PREAMBLE: The purpose of this course is to make the students aware of the nature, scope , advertising media, Promotional activities and current challenges in Advertisement. It also aims at acquainting the students with the latest concepts and practices through evaluation techniques.

COURSE OUTCOME		Unit	Hrs P/S
At the end of the Semester, the Students will be able to			
UNIT- 1 CO1: Articulate the knowledge on concepts of advertisement and clear idea on various advertisement		1	15
UNIT- 2CO2: Demonstrate the knowledge on using advertisement as strategic tools by advertising agencies.		2	15

UNIT - 3 CO3: Create knowledge on creating advertisement for specific product and institution using specific media.	3	15
UNIT - 4 CO4: Develop skills to Evaluate advertisement effectiveness.	4	15
UNIT - 5 CO5: Acquire and access use of sales promotions	5	15

Syllabus

UNIT – I

Foundation of Advertising: Nature and scope of advertising, Types of Advertising, Functions of Advertising planning and decision making, the environment of advertisement and the economy, Advertising and the society, Advertising and ethics, Industrial advertising in India, Rural advertising in India, Current challenges and opportunities – Advertising history – Global and Indian context.

UNIT- II

Advertising agency partnership: The advertiser, the advertising agency – Functions structure, the adviser – agency partnership, profile of India’s top 10 advertising agencies.

UNIT- III

Creating advertisement and commercial: Creativity, Creative strategy and copy writing, Creative art direction, creative production print copy and electronic copy. **Advertising media:** Media type, media strategy and planning, print media, Electronic media, readership data studies, IRS – NRS – ABC – media research agencies in India – IMRB – ORG – MARG – AC Neilson.

UNIT- IV

Research and Evaluation: Advertising research – audience analysis and behaviour, copy research, advertising contribution to sales, advertising communication performance, pre testing and post testing.

UNIT- V

Sales Promotion: Scope and importance of sales promotion – Consumer promotion and trade promotion – the promotion blend – Consumer sampling, premium, contest and education trade association and sales promotion, Comprehensive sales promotion program, planning and budgeting for sales promotion, working with dealers and agents.

Recommended text Books:

- 1.Foundation of Advertising Theory and Practices- Sethia & Chunawalla.
- 2.Brand positioning – Subrato Segupta

Suggested Text Books:

- 1.Advertising Excellence by Boyee, Thill, Dovel & Wood.
- 2.Contemporary Advertising by Arens and Boyee
- 3.Advertising Management by Aaker, Batra & Myer
- 4.Promotion Management by J.John, Burnett

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Foundation of Advertising: Nature and scope of advertising, Types of Advertising, Functions of Advertising planning and decision making, the environment of advertisement and the economy, Advertising and the society,	5	Lecture, PPT, Videos, ICT

	Advertising and ethics, Industrial advertising in India, Rural advertising in India,	5	Lecture, PPT, Videos, ICT
	Current challenges and opportunities – Advertising history – Global and Indian context..	5	Lecture,PPT
UNIT II	Advertising agency partnership: The advertiser, the advertising agency	6	Lecture, PPT, Videos, ICT
	The adviser – agency partnership,	4	Lecture, PPT
	Functions structure, profile of India’s top 10 advertising agencies.	5	Lecture, PPT
UNIT III	Creating advertisement and commercial: Creativity, Creative strategy and copy writing	6	Lecture, PPT, Videos, Case analysis
	Creative art direction, creative production print copy and electronic copy.	3	Lecture, PPT
	Advertising media: Media type, media strategy and planning, print media, Electronic media, readership data studies, IRS – NRS – ABC – media research agencies in India – IMRB – ORG – MARG – AC Neilson.	6	Lecture, PPT, Videos
UNIT IV	Research and Evaluation : Advertising research – audience analysis and behaviour, copy research,	6	Lecture, PPT,videos
	advertising contribution to sales, advertising communication performance	4	Lecture, PPT, Videos
	Pre testing and post testing.	5	Lecture, PPT,ICT
UNIT V	Sales Promotion: Scope and importance of sales promotion – Consumer promotion and trade promotion – the promotion blend –	5	Lecture, PPT, Videos
	Consumer sampling, premium, contest and education trade association and sales promotion,	5	Lecture, PPT, Videos
	Comprehensive sales promotion program, planning and budgeting for sales promotion, working with dealers and agents.	5	Lecture PPT, Videos

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	3	4	3	3	4	3.2
CO2	3	3	3	4	4	3	2	2	4	3	3.1
CO3	3	2	3	4	3	4	3	2	3	3	3.0
CO4	3	3	4	3	3	3	3	2	3	3	3.2
CO5	4	3	3	3	3	3	3	3	3	3	3.1
Mean Overall Score 3.12											

Result: The Score for this Course is 3.12 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5

Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer: Dr.S.Rajarajeswari, Department :Business Administration

Programme : MBA

Semester : III

Sub. Code : EBA2

Paper : Elective

Hours : 5 P/W 75Hrs P/S

Credits : 4

TITLE OF THE PAPER: CUSTOMER RELATIONSHIP MANAGEMENT

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	5	3		1	1

PREAMBLE: The objective of the course is to make the students to understand CRM as a business strategy, the outcome of which optimize profitability, revenue and customer satisfaction.

COURSE OUTCOME		Unit	Hrs P/S
At the end of the Semester, the Students will be able to			
UNIT- 1 CO1: Identify and understand and apply basic concept of CRM		1	15
UNIT- 2CO2: Demonstrate how can CRM concepts can be applied in acquiring and retaining customers related to business		2	15

UNIT - 3 CO3: Develop CRM plan for business	3	15
UNIT - 4 CO4: Evaluate CRM implementation strategies and assess strategic operational and tactical CRM decisions.	4	15
UNIT - 5 CO5: Apply the principles of E-CRM strategies and tactics to provide solution.	5	15

SYLLABUS

UNIT – I

Introduction and significance of customer Relationship Management(CRM) – Reason for organisation losing their customer – Strategies for building relationship – Modules in CRM –n Customer service and support application – CRM applications and Objectives – Key requirements for CRM – Marketing dynamics relating to CRM – CRM channels of customer interaction.

UNIT –II

Building Customer Relationship Management - Customer acquisition – Input for acquisition – Requisites for effective acquisition – Attention on Adoption process – Customer Interaction Management(CIM) – Routes to CIM – Customer Retention – Stages in retention in the customer life cycle – Sequence in retention process – Perceptual gaps and Retention – Retention centered organisation – Recovery of Lapsed customer – Customer defect – Strategies to prevent defection and recover lapsed customer.

UNIT –III

CRM Process - Introduction and objective of CRM Process – CRM business transformation – CRM: A comparison with CMM levels.

UNIT –IV

CRM Implementation - Choosing the right CRM solution – The warning of implementation – Implementing CRM: A step – by – step Process.

UNIT –V

An insight into e-CRM - Evolution to e-CRM – CRM and e-CRM: the difference – Need to adopt e-CRM – Basis requirement of e-CRM – Three dimension in e-CRM – Key e-CRM features – CRM architecture – Customer interaction – Method – Problems with e-CRM solution – e-CRM tools – Portals.

Recommended Text Book:

1. Customer Relationship Management – H. Peeru Mohamed & A. Sagadevan – Vikas Publishing House Pvt. Ltd.

Suggested Reference Books:

1. Customer Relationship Management – A Strategic Imperative in the world of e- Business – Stanley A. Brown – John Wiley & Sons Canada, Ltd
2. Secrets of Customer Relationship Management: It’s all about how you make them feel – James G. Barnes – McGrawHill.

CO1	3	3	3	3	3	3	3	3	3	3	3.0
CO2	3	3	3	3	3	3	3	2	4	3	3.0
CO3	3	4	3	3	3	4	3	4	3	3	3.3
CO4	4	3	3	3	3	3	3	3	3	3	3.1
CO5	4	3	2	3	3	3	4	4	3	3	3.2
Mean Overall Score 3.12											

Result: The Score for this Course is 3.12 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer: Dr.S.Rajarajeswari, Department :Business Administration

Programme : MBA

Semester : III

Sub. Code : EBA3

Paper : Elective

Hours : 5 P/W 75Hrs P/S

Credits : 4

TITLE OF THE PAPER: DISTRIBUTION MANAGEMENT

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	5	3		1	1

PREAMBLE: This course will deal with the corporate physical distribution activities as an integrated system. The course will enable students to understand types and techniques in distribution management .

COURSE OUTCOME		Unit	Hrs P/S
At the end of the Semester, the Students will be able to			

UNIT- 1 CO1: Develop an understanding evolution of logistics in the formation of business strategy and the conduct of supply chain operations.	1	15
UNIT- 2 CO2: Understand the types of transportation and evaluate the effective transportation method.	2	15
UNIT - 3 CO3: Identify optimal inventory policies and misalignment in transportation pricing and offer solutions for optimizing them	3	15
UNIT - 4 CO4: Understand knowledge on concepts of warehousing and techniques in formulating plan and effective utilization	4	15
UNIT - 5 CO5: Demonstrate the knowledge on techniques on distribution management and reporting	5	15

SYLLABUS

UNIT- I

Physical distribution, historical development, Physical distribution integrated system, concepts, activity centers. Marketing and physical distribution – interaction of marketing elements and distribution marketing channels and the physical distribution approach.

UNIT- II

Geographical factors influencing distribution – Geo-markets pattern – Industrial and Consumer identification of geography boundaries – Types of reference systems. Transportation and physical distribution of elements of a transport system, special transport pros and cons of various routing system – no transportation cost – some Aspects of transportation administration – transportation costing in relation to the marketing function.

UNIT- III

Transportation rates and pricing – Inter -state tariffs – documentation and carrier Liability inventory control – Inventory carrying costs allocation of product units and efforts (ABC Analysis) – Forecasting as an aid to distribution – Economics order Quantity under condition of certainty and uncertainty – inventory requirements and function of the number of stock locations.

UNIT- IV

Distribution warehousing – The modern concept , basic consideration for location and location strategy – Location techniques – Planning a distribution warehousing – Material handling -utility of company ware house Vs. public warehouse.

UNIT- V

Aspects of international distribution. A system design approach to distribution Management – Simulation and modelling techniques – Distribution audit. Distribution Management organisation and control – Operational planning control reports – status report – trend reports Special reports – Physical distribution, information centre organised setup.

Suggested Text Books / Reference:

1. Physical Distribution Management – Eowersox Smykay and lalond.
2. Physical Distribution Management – Wenworth. R.L.ed.,
3. Physical Distribution Management – Bowersox, mykay and mossmand.
4. Total Distribution – Mertin Christopher.

CO5	4	3	3	3	3	3	3	3	3	3	3.1
Mean Overall Score 3.1											

Result: The Score for this Course is 3.1 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer: Dr.S.Rajarajeswari, Department :Business Administration

Programme : MBA
Semester : IV
Sub. Code : EBA4

Paper : Elective
Hours : 5 P/W 75Hrs P/S
Credits : 4

TITLE OF THE PAPER: PERSONAL SELLING AND SALES MANAGEMENT

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	5	3		1	1

PREAMBLE: The purpose of this course is to make the students aware of the personal selling methods, sales force management and current challenges in personal selling.

COURSE OUTCOME	Unit	Hrs P/S
At the end of the Semester, the Students will be able to		
UNIT- 1 CO1: Identify and recognize the state of art of principles and concepts pertaining to personal selling	1	15
UNIT- 2 CO2: Comprehend knowledge on personal selling process	2	15
UNIT - 3 CO3: Enable to apply strategies of sales force management	3	15
UNIT - 4 CO4: Recommend specific strategies in handling sales force	4	15
UNIT - 5 CO5: Acquire knowledge on controlling sales effort	5	15

SYLLABUS

UNIT- I

Professional Selling, Personal selling and marketing Evaluation of personal selling (as an element of promotional mix) vis a vis others elements of promotion mix sales promotion, advertising and publicity.

UNIT- II

Professional selling process – prospecting, pre- approach, approach , sales presentation and demonstration, negotiating, sales resistance and objections, closing, follow – up.

UNIT- III

Sales force management: Organising the sales efforts – The sales executives job – The sales organization- sales department relations – Distribution network relation.

UNIT- IV

Sales force management – Personal; management in the selling field – Recruiting and selecting sales personal – Planning sales training programmes – executing and evaluating sales training programmes – Motivating sales personal compensating sales personal – sales meeting and sales contest – evaluating and supervising sales personal.

UNIT- V

Controlling the sales efforts – The sales budgets – Quotas – Sales territories – Sales control and cost analysis.

Recommended Text Books:

1. Sales Management : Decision, Strategies and Cases – Still, Cundiff and Govani Prentice Hall of India.

Suggested Readings:

1. New sales Management: challenges for the Twentieth Century – Wlater Vira.
2. Sales Force Management – Churchill Ford Walker

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
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UNIT I	Professional Selling, Personal selling and marketing Evaluation of personal selling (as an element of promotional mix) vis a vis others elements of promotion mix	5	Lecture, PPT, Videos, ICT
	sales promotion, advertising and publicity	5	Lecture, PPT, ICT
UNIT II	Professional selling process – prospecting, pre- approach, approach ,	5	Lecture, PPT, Videos
	sales presentation and demonstration, negotiating, sales resistance and objections,	5	Lecture, PPT, Videos
	closing, follow – up	5	Lecture, PPT
UNIT III	Sales force management: Organising the sales efforts – The sales executives job –	5	Lecture, PPT, Videos
	The sales organization- sales department relations –	5	Lecture, PPT,
	Distribution network relation.	5	Lecture, PPT
UNIT IV	Sales force management – Personal; management in the selling field – Recruiting and selecting sales personal	5	Lecture, PPT,, ICT
	Planning sales training programmes – executing and evaluating sales training programmes –	5	Lecture, PPT
	Motivating sales personal compensating sales personal – sales meeting and sales contest – evaluating and supervising sales personal	5	Lecture, PPT
UNIT V	Controlling the sales efforts – The sales budgets – Quotas – Sales territories –	7	Lecture, PPT
	Sales control and cost analysis.	8	Lecture, PPT

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	3	3	3	3	3	3	3	3	3.2
CO2	4	3	3	3	3	4	3	3	3	3	3.2
CO3	3	3	4	4	3	4	3	3	3	3	3.3
CO4	4	3	3	3	3	3	3	3	4	3	3.2
CO5	4	3	3	3	3	4	3	3	3	3	3.2
Mean Overall Score 3.22											

Result: The Score for this Course is 3.22 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High

$\frac{\text{Total of Value}}{\text{Total No. of Pos \& PSOs}}$	$\frac{\text{Total of Mean Score}}{\text{Total No. of COs}}$
Mean Score of COs = -----	Mean Overall Score of COs =-----

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer: Dr.S.Rajarajeswari,Department:Business Administration

Programme : MBA
Semester : IV
Sub. Code : EBE1

Paper : Elective
Hours : 6 P/W 90 Hrs P/S
Credits : 4

TITLE OF THE PAPER: ORGANISATIONAL DEVELOPMENT AND CHANGE MANAGEMENT

Pedagogy	Hours	Lecture	Peer Teaching	GD / Videos / Tutorial	ICT
	6	3	1	1	1

PREAMBLE: This course emphasizes the theories and practices of managing change and the Organizational development Process and learning how to apply some of the key concepts and techniques of Organizational Development and Change leadership and management.

COURSE OUTCOME		Unit	Hrs P/S
At the end of the Semester, the Students will be able to			
UNIT- 1 CO1:	Understand the nature and importance of Organisational Change and Types of Change.	I	18
UNIT- 2CO2:	Acquire the knowledge on Models of Change and Strategic approach to change.	II	18
UNIT - 3 CO3:	Explore the Organisational Development and its Process	III	18
UNIT - 4 CO4:	Discuss various Organisational Development Intervention Strategy.	IV	18
UNIT - 5 CO5:	Anlyse and assess the Organisational Effectiveness	V	18

SYLLABUS

UNIT- I

Organisational Change -Meaning-Nature-Importance, Imperative and impact of change: Types of change and learning organisation-Resistance to change-Overcoming resistance to change.

UNIT- II

Models of Change- drivers for change: Belief, Strategy, Leadership, Discipline and energy, Strategic approach to change: Formulating vision, Mission and objectives – SMART approach [Specific, Measurable, Agreed, Realistic, Time bound]

UNIT- III

Organizational Development- Concept – Definitions - Features – Importance-- Role of Organisational Development- Importance -Triggers for Organisational Development - Problems in Organisational Development-Model of Organisational Development-Action Research-Process of Organisational Development.

UNIT- IV

Organisational Development Intervention—Definition-Selection of Organisational Development Intervention-Classification and Types of OD Interventions -Personal Inter-personal Organisational Development Intervention-Laboratory Training-Career Planning

Intervention-Managerial Grid-Process Consultation-Johari Window-Transactional Analysis-Team Development Interventions -Structural Intervention.

UNIT- V

Organisation Climate – Concept – Dimensions – Impact – Determinants-Organisational Effectiveness – Concept –Approaches to Measure Organisational Effectiveness - Goal Approach – Behavioural Approach – System – Resource Approach – Strategic Constituencies Approach – Criteria for Organisational Effectiveness

Suggested Text Books/ Reference:

1. Wendell L. French, Cecil H. Bell and Jr.Veena Vohra, Organisation Development, Prentice Hall India Private Ltd.
2. Organisational Change and Development, Kavitha Singh,Excel Books,2nd edition
3. L.M.Prasad, Organisational Behaviour, Sultan Chand & Sons.
4. Change Management vis – a – vis HRM – Kumari V.K.Shyni, G. Simon Thattil.
5. Dr.D.K.Bhattacharya, Human Resource Development,Himalaya Publishing House..

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Organisational Change -Meaning-Nature-Importance, Imperative and impact of change:	9	Lecture
	Types of change and learning organisation-Resistance to change-Overcoming resistance to change.	9	Lecture and ICT
UNIT II	Models of Change- drivers for change: Belief, Strategy, Leadership, Discipline and energy	9	Lecture
	Strategic approach to change: Formulating vision, Mission and objectives – SMART approach [Specific, Measurable, Agreed, Realistic, Time bound]	9	Lecture and ICT
UNIT III	Organizational Development- Concept – Definitions - Features – Importance-- Role of Organisational Development- Importance -Triggers for Organisational Development - Problems in Organisational Development	9	Lecture
	Model of Organisational Development-Action Research-Process of Organisational Development.	9	Lecture and ICT
UNITIV	Organisational Development Intervention—Definition-Selection of Organisational Development Intervention-Classification and Types of OD Interventions	8	Lecture and ICT
	Personal Inter-personal Organisational Development Intervention-Laboratory Training-Career Planning Intervention-Managerial Grid-Process	10	Lecture and ICT

	Consultation-Johari Window-Transactional Analysis-Team Development Interventions -Structural Intervention.		
UNIT V	Organisation Climate – Concept – Dimensions – Impact – Determinants- Organisational Effectiveness – Concept	8	Lecture
	Approaches to Measure Organisational Effectiveness - Goal Approach – Behavioural Approach – System – Resource Approach – Strategic Constituencies Approach – Criteria for Organisational Effectiveness	10	Lecture and ICT

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	4	3	4	3	3	4	3	3	3.4
CO2	4	3	4	3	4	3	3	4	3	3	3.4
CO3	4	3	3	3	3	3	3	3	3	3	3.1
CO4	4	4	3	4	3	3	4	3	4	3	3.5
CO5	4	3	4	3	3	3	3	3	3	3	3.2
Mean Overall Score											3.32

Result: The Score for this Course is 3.32 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0

Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of Pos & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer:Dr.A.Durai Kannan, Department of Business Administration

Programme : M.B.A

Semester : IV

Sub. Code : EBE2

Paper : Elective

Hours : 6 P/W 90 Hrs P/S

Credits : 4

TITLE OF THE PAPER: HUMAN RESOURCE ACCOUNTING

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	6	5	-	-	1

PREAMBLE: This course aims at training the students in the use of two of the recent methods in human methods in human resources management. The first Human Resource Accounting, managing from accounting, attempts at valuation of human resources in an organization.

COURSE OUTCOME		Unit	Hrs P/S
At the end of the Semester, the Students will be able to			
UNIT- 1 CO1: Describe why human resource is an asset, the benefits and need for Human Resource Accounting		1	18
UNIT- 2CO2: Apply the accounting principles in Human Resource Accounting		2	18
UNIT - 3 CO3: Analyze different methods for Human Resource Accounting		3	18
UNIT - 4 CO4: Appraise the technique for Human Resource Audit.		4	18
UNIT - 5 CO5: Compare the Human Resource Accounting and Auditing practices in public and private companies		5	18

SYLLABUS

UNIT-I

Human Resource –Importance, Nature of Human Resource- Human Resource as an asset, TQM in Human Resource; Human Resource Planning – need, importance, factors influencing HRP, process of HRP, E-HRP.

Human Resources Accounting – Definition and scope - Objectives of Human Resources Accounting - Need and Benefits of Human Resources Accounting.

UNIT-II

Basic Accounting, Concepts in Accounting, Financial Statement – profit and loss account – Balance Sheet –Traditional Accounting Practice Vs Human Resources Accounting.

UNIT-III

Cost Based Methods - Historical Cost Method, Replacement Cost Method, Opportunity Cost Method. Economic Models - Goodwill Method, Lev and Schwartz Method, Flamholtz Normative Economic Model, Human Asset Multiplier Model, Likert's Behavioural model.

UNIT-IV

Human Resource Audit – Objectives, Need, Areas and Approaches in HR Audit and E- HR Audit. Human Resource Research – Objectives, needs, approaches, process of HR Research - HRIS – Need - Components.

UNIT-V

Applications of Human Resource Accounting in the public and private Sector,
Practical difficulties in the implementation of Human Resources Accounting in India

Suggested Readings:

1. Human Resource Accounting – Eric Flamholtz
2. The Human Organisation – Rensis Likert
3. Human Resource Accounting – Edwin H. Caplan and Stephen Landekish..

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Human Resource –Importance, Nature of Human Resource- Human Resource as an asset, TQM in Human Resource	9	Lecture Method
	Human Resource Planning – need, importance, factors influencing HRP, process of HRP, E-HRP.	9	Lecture Method
UNIT II	Basic Accounting, Concepts in Accounting, Financial Statement – profit and loss account – Balance Sheet	9	Model Study
	Traditional Accounting Practice Vs Human Resources Accounting	9	Lecture Method
UNIT III	Cost Based Methods - Historical Cost Method, Replacement Cost Method, Opportunity Cost Method.	6	Lecture Method
	Economic Models - Goodwill Method, Lev and Schwartz Method	6	Lecture Method
	Flamholtz Normative Economic Model, Human Asset Multiplier Model, Likert’s Behavioural model.	6	Lecture Method
UNIT IV	Human Resource Audit – Objectives, Need, Areas and Approaches in HR Audit and E- HR Audit.	9	Lecture Method
	Human Resource Research – Objectives, needs, approaches, process of HR Research - HRIS – Need - Components.	9	Lecture Method
UNIT V	Applications of Human Resource Accounting in the public and private Sector.	6	Lecture Method
	Practical difficulties in the implementation of HRA	6	Lecture Method
	Case Study related to Human Resources Accounting in India	6	Case Studies

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	4	3	4	3	4	3.4
CO2	3	4	3	3	4	3	4	3	3	4	3.4
CO3	3	3	4	3	4	3	4	3	3	4	3.4
CO4	3	3	3	4	4	3	3	3	3	4	3.3
CO5	3	3	3	4	3	3	4	3	4	4	3.4
Mean Overall Score											3.38

Result: The Score for this Course is 3.38 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer:Dr.C.Kavitha Department of Business Administration

Programme : MBA
Semester : IV
Sub. Code : EBF1

Paper : Elective
Hours : 6 P/W 90 Hrs P/S
Credits : 4

TITLE OF THE PAPER: WORKING CAPITAL MANAGEMENT

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	6	2	1	1	2

PREAMBLE: To educate the importance of working capital management concepts in Corporate finance.

COURSE OUTCOME	Unit	Hrs P/S
At the end of the Semester, the Students will be able to		
UNIT- 1 CO1: Evaluate comparative working capital management policies and Investigate funds flow cycles and their impact on working capital management objectives.	1	18
UNIT- 2CO2: Formulate and integrate the concepts on Cash Management.	2	18
UNIT - 3 CO3: Apply the concepts of Receivables Management to Contemporary financial events.	3	18
UNIT - 4 CO4: Analyse and assess the various concepts and techniques of Inventory Management.	4	18
UNIT - 5 CO5: Evaluate the importance of effective financing of working capital and their impact on the firm's profitability, liquidity, risk and operating flexibility.	5	18

SYLLABUS

UNIT- I

Working Capital management – Concept, types, Determinations, Operating Cycle, Issue on working capital, and estimation of Working capital needs, Ratio Analysis and Fund Flow.

UNIT- II

Cash Management – Motivates for holding cash, Dimension of Cash management, Models, Cash Management cycle, cash flow forecasting and Budgeting.

UNIT- III

Receivables Management – Concepts, Motives of holding Receivables , Cost of Maintaining Receivables, Optimum size of receivables, Credit policy, Factoring – Types of Functions.

UNIT- IV

Inventory Management – Concepts, Motives of holding Receivables , Cost of holding inventory- Tools and Techniques of Inventory Management – EOQ,ABC,VED.

UNIT- V

Financing of working capital – Money market instruments – Banks Finance – Assessments and Appraisal – Managing Corporate Liquidity and financial flexibility. Committee Recommendations on Working capital – New system of Assessments of working capital finance and Commercial paper.

BOOKS :

1. V. K. Bhalla, Working Capital Manag

Suggested Reference Books:

1. Prasanna Chandra, Financial Management, Theory and Practise, Tata McGraw Hill.
2. Pandey, Financial Management, Vikas.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Working Capital management – Concept, types, Determinations, Operating Cycle, Issue on working capital	9	Lecture and ICT
	Estimation of Working capital needs, Ratio Analysis and Fund Flow.	9	Lecture and ICT
UNIT II	Cash Management – Motivates for holding cash, Dimension of Cash management, Models	9	Blackboard
	Cash Management cycle, cash flow forecasting and Budgeting.	9	Lecture and ICT
UNIT III	Receivables Management – Concepts, Motives of holding Receivables , Cost of Maintaining Receivables	6	Lecture and ICT
	Optimum size of receivables, Credit policy	6	Lecture and ICT
	Factoring – Types of Functions	6	Lecture and ICT
UNIT IV	Inventory Management – Concepts, Motives of holding Receivables , Cost of holding inventory	9	Lecture and ICT
	Tools and Techniques of Inventory Management – EOQ,ABC,VED.	9	Lecture and Blackboard
UNIT V	Financing of working capital – Money market instruments – Banks Finance – Assessments and Appraisal	6	Lecture and ICT
	Managing Corporate Liquidity and financial flexibility. Committee Recommendations on Working capital	6	Lecture and ICT
	New system of Assessments of working capital finance and Commercial paper.	6	Lecture and ICT

Course Outcomes (COs)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	4	3	3	3	4	3.3

CO2	3	4	3	3	4	3	4	3	3	4	3.4
CO3	3	3	3	3	4	3	3	3	3	4	3.2
CO4	3	4	3	4	4	3	4	4	3	4	3.6
CO5	3	3	3	4	3	3	3	3	3	4	3.2
Mean Overall Score											3.34

Result: The Score for this Course is 3.34 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer: Dr.D.Jebapriya, Department of Business Administration

Programme : M.B.A
Semester : IV
Sub. Code : EBF2

Paper : Elective
Hours : 6 P/W 90 Hrs P/S
Credits : 4

TITLE OF THE PAPER: MANAGEMENT OF FINANCIAL SERVICES

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	6	5	-	-	1

PREAMBLE: To describe the Growth and Functioning of Financial Service Industry in India.

COURSE OUTCOME		Unit	Hrs P/S
At the end of the Semester, the Students will be able to			
UNIT- 1 CO1: Understand the financial system of our country..		1	18
UNIT- 2CO2: Describe and differentiate the leasing and hire purchasing.		2	18
UNIT - 3 CO3: Integrate the role of factors and venture capitalist.		3	18
UNIT - 4 CO4: Identify the importance of merchant bankers and asset management companies for the economic development of a country.		4	18
UNIT - 5 CO5: Interpret laws relating to securitization and recent trends in Indian financial system		5	18

SYLLABUS

UNIT- I

Financial service – Meaning – types – Fund based ad Fee based financial service – Non Banking financial Companies – Functions, Prudential Norms for NBFCs.

UNIT- II

Leasing and Hire – Purchase – Types of Lease – Financial Evaluation of a Lease – Cross Border Leasing – Contents of Lease agreement – Bills Discounting.

UNIT- III

Factoring – Meaning and Types – Credit rating – Rating Agencies – Functions – Rating Methodology – Venture capital and Venture Capital Industry in India.

UNIT- IV

Merchant Banking – Activities in new issue market – Managing issue of shares and bonds - Mutual funds- Mechanism – types of Schemes – Mutual funds Industry in India – Recent Development.

UNIT- V

Securitization and financial Reconstruction and Enforcement of Security Interest Act – Regulation – Recent Developments in the financial Services Industry.

Suggested Readings:

1. M. Y.Khan, Financial Services, Edition, Tata Mc Graw Hill.
2. Nalini Prava Tripathy, Financial Srvice, Prentice Hall of India.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Financial service – Meaning – types – Fund based ad Fee based financial service	9	Lecture Method
	Non Banking financial Companies – Functions, Prudential Norms for NBFCs.	9	Lecture Method
UNIT II	Leasing and Hire – Purchase – Types of Lease – Financial Evaluation of a Lease	9	Lecture Method
	Cross Border Leasing – Contents of Lease agreement – Bills Discounting.	9	Lecture Method
UNIT III	Factoring – Meaning and Types – Credit rating – Rating Agencies	6	Lecture Method
	Functions – Rating Methodology	6	Lecture Method
	Venture capital and Venture Capital Industry in India.	6	Lecture Method and Case Studies
UNIT IV	Merchant Banking – Activities in new issue market – Managing issue of shares and bonds - Mutual funds- Mechanism	9	Lecture Method
	Types of Schemes – Mutual funds Industry in India – Recent Development.	9	Lecture Method
UNIT V	Securitization and financial Reconstruction and Enforcement of Security Interest Act – Regulation	6	Lecture Method
	Recent Developments in the financial Services Industry.	6	Lecture Method
	Case studies	6	Lecture Method and Case Studies

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	4	3	4	3	4	3.4
CO2	3	4	3	3	4	3	4	3	3	4	3.4
CO3	3	3	4	3	4	3	4	3	3	4	3.4
CO4	3	3	3	4	4	3	3	3	3	4	3.3
CO5	3	3	3	4	3	3	4	3	4	4	3.4
Mean Overall Score											3.38

Result: The Score for this Course is 3.38 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5

Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer: Dr.C.Kavitha, Department of Business Administration

Programme : MBA
Semester : IV
Sub. Code : EBF3

Paper : Elective
Hours : 6 P/W 90 Hrs P/S
Credits : 4

TITLE OF THE PAPER: MANAGEMENT OF BANKING & INSURANCE COMPANIES

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	5	3	1	1	1

PREAMBLE: To study banking and Insurance Industry and its Management.

COURSE OUTCOME		Unit	Hrs P/S
At the end of the Semester, the Students will be able to			
CO1	To acquire basic institutional and practical knowledge in Banking and Insurance Industry.	1	20
CO2	To understand the basic concepts of insurance and banking industry.	2	20
CO3	Described the role of Development officer and know how to manage deposits.	3	15
CO4	To analyze the role of insurance agents.	4	15
CO5	To have the ability to prepare bank accounts, reports, statements of profit and loss account and balance sheet.	5	20

SYLLABUS

UNIT- I

Management of Banking Companies: Principles of Banking, Debitisation of Bank, Creation of Money Present Structure of Commercial Banking System in India, Transaction in Working during 1947 to 1991 and therefore, Principles of Insurance: Definition of , Meaning and Definition of Risks.

UNIT- II

Management Principles in Banks: Nature of Insurance Business, Nature of Insurance Contract, Insurance Contract vs. Wage sing contract, Importance, Uses of Insurance Business.

UNIT- III

Management of Deposit and Advanced: Role of Developed Officer, Meaning, Importance of Development officer, Duties of Development Officer 20.

UNIT- IV

Investment Report: Nature of Bank Investment, Role of Insurance Agents, Meaning and Definition Agents, Recruitment and Selection of Agents, Training of Agents, Duties of Agents, Code of Conduct for Agents, Rights of Agents, Essential Qualification for Successful Agents, Termination of Agents.

UNIT- V

Management of Finance: Bank Accounts, Records, Reports, Statement of Advances, Profit and Loss Accounts, Balance Sheet and Reports. Management Principles in Insurance, Hierarchy, Individual and Group Behavior, Management of Personnel of Manager, Management process of Selection, Training , Promotion etc.

BOOKS :

- 1.Vivek Gupta, Management of Insurance Companies, IcfaiUniversity Press.
- 2.Singh Bhattacharya, Banking Sector Management, Discovery Publishing house.
- 3.Dr.C. Satyadevi, Financial Services – Banking and Insurance, S. Chand Publication
- 4.Mishra M N, S B Mishra, Insurance Principles and Practice, S. Chand Publications

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Management of Banking Companies:Principles of Banking, Debitisation of Bank, Creation of Money Present Structure of Commercial Banking System in India.	10	Lecture & ICT
	Transaction in Working during 1947 to 1991 and therefore, Principles of Insurance: Definition of , Meaning and Definition of Risks.	10	Lecture & ICT
UNIT II	Management Principles in Banks: Nature of Insurance Business, Nature of Insurance Contract.	10	Lecture & ICT
	Insurance Contract vs. Wage sing contract, Importance, Uses of Insurance Business.	10	Lecture & ICT
UNIT III	Management of Deposit and Advanced: Role of Developed Officer.	10	Lecture & ICT
	Meaning, Importance of Development officer, Duties of Development Officer.	5	Lecture & ICT
UNIT IV	Investment Report: Nature of Bank Investment, Role of Insurance Agents, Meaning and Definition Agents, Recruitment and Selection of Agents.	10	Lecture , Peer Training & ICT
	Training of Agents, Duties of Agents, Code of Conduct for Agents, Rights of Agents, Essential Qualification for Successful Agents, Termination of Agents.	5	Lecture , Peer Training & ICT
UNIT V	Management of Finance: Bank Accounts, Records, Reports, Statement of Advances, Profit and Loss Accounts, Balance Sheet and Reports.	10	Lecture & ICT
	Management Principles in Insurance, Hierarchy, Individual and Group Behavior, Management of	10	Lecture & ICT

	Personnel of Manager, Management process of Selection, Training , Promotion etc.		
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Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	4	3	3	3	4	2	3	3	3	3.2
CO2	4	3	3	3	3	4	3	3	3	4	3.3
CO3	4	3	3	3	3	4	3	3	3	3	3.2
CO4	4	3	3	3	3	4	3	3	3	3	3.2
CO5	4	3	3	3	4	4	3	3	3	4	3.4
Mean Overall Score											3.26

Result: The Score for this Course is 3.26 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLY	20%	20%

Course Designer:Dr.D.Maria Pon Reka,Department of Business Administration

Programme : MBA
Semester : IV
Sub. Code : EBD1

Paper : Elective
Hours : 6 P/W 90 Hrs P/S
Credits : 4

TITLE OF THE PAPER: BUYER BEHAVIOUR

Pedagogy	Hours	Lecture	Peer Teaching	GD / Videos / Tutorial	ICT
	6	3	1	1	1

PREAMBLE: The objective of the course is to understand consumer motivation and behaviour and to study the factors affecting buyer behaviour.

COURSE OUTCOME		Unit	Hrs P/S
At the end of the Semester, the Students will be able to			
UNIT- 1 CO1:	Understand consumer decision process.	I	18
UNIT- 2CO2:	Identify the social and cultural factors influencing buyer behaviour.	II	18
UNIT - 3 CO3:	Recognise the problems and identify the sources of information.	III	18
UNIT - 4 CO4:	Process available information and alternative evaluation.	IV	18
UNIT - 5 CO5:	Describe the organisational buyer behaviour.	V	18

SYLLABUS

UNIT- I

Introduction – Understanding the consumer decision process – an overview.

UNIT- II

The Social and cultural Environment: Economic and demographic influence on consumption, Cross – cultural and Sub cultural influences – social stratification – reference group and family influence – life style research and marketing strategy.

UNIT- III

Problem Recognition and Search: Problem recognition – The search process – Marketer dominated information sources – Non marketer dominated information sources – The diffusion of innovations.

UNIT- IV

Alternative Evaluation: Information processing – Alternative evaluation – The role of evaluative criteria – Alternative evaluation beliefs, Attitude and intentions – changing beliefs and attitudes – Brand loyalty and repeat purchase behavior.

UNIT - V

Organizational Buyer Behaviour: Buyer Characteristics, Decision Approach and Purchase Patterns, Factors, Types of Decision Situation, Buyer Decision Process.

Suggested Text Books:

1. Consumer Behaviour – Satish K. Betra & Shhkazmi
2. Essential of Consumer Behavior – Carl E. Block, Kenneth J. Roaring and Others.
3. Consumer Behaviour – James F. Eagle, Roger D. Blackwell & David T. Kollat.
4. Consumer Behaviour – Walter A. Woods.
5. Consumer Behaviour and marketing strategy – Peter Osborn.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Introduction & Understanding the consumer decision process – an overview	4	Black Board & PPT
UNIT II	Economic and demographic influence on consumption	4	Black Board & PPT
	Cross – cultural and Sub cultural influences	3	Black Board
	Social stratification – reference group and family influence	3	Black Board
	Life style research and marketing strategy.	3	Black Board & PPT
UNIT III	Problem recognition – The search process	3	Black Board
	Marketer dominated information sources – Non marketer dominated information sources	4	Black Board
	The diffusion of innovations.	3	Black Board
UNIT IV	Information processing – Alternative evaluation – The role of evaluative criteria	3	Black Board
	Alternative evaluation - beliefs, attitude and intentions – changing beliefs and attitudes	3	Black Board
	Brand loyalty and repeat purchase behavior	3	Black Board
UNIT V	Buyer Characteristics, Decision Approach	3	Black Board & PPT
	Purchase Patterns, Factors	3	Black Board
	Types of Decision Situation	3	Black Board

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	3	3	3	3	3	3.0
CO2	3	3	3	3	3	3	3	3	3	3	3.0
CO3	3	4	4	3	3	3	3	3	3	3	3.2
CO4	3	4	4	3	3	3	3	3	3	3	3.2
CO5	4	3	3	3	3	3	3	3	3	3	3.1
Mean Overall Score											3.1

Result: The Score for this Course is 3.1 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLICATION	20%	20%

Course Designer:Dr. P.R.SHINI, Department of Business Administration

Programme : MBA
Semester : IV
Sub. Code : EBD2

Paper : Elective
Hours : 6 P/W 90 Hrs P/S
Credits : 4

TITLE OF THE PAPER: INDUSTRIAL MARKETING

Pedagogy	Hours	Lecture	Peer Teaching	GD / Videos / Tutorial	ICT
	6	3	1	1	1

PREAMBLE: The objective of the course is to understand Industrial product, pricing, marketing channels and promotional activities as a part of marketing management.

COURSE OUTCOME		Unit	Hrs P/S
At the end of the Semester, the Students will be able to			
UNIT- 1 CO1:	Interpret Industrial Goods, Industrial Buyer Motives, Purchasing Process and Value addition in Industrial Marketing.	I	18
UNIT- 2CO2:	Plan Industrial Product Lines, Pre sales & post sales Services, Industrial Product Lines and analyse the Vendor performance.	II	18
UNIT - 3 CO3:	Develop pricing strategies for Industrial products.	III	16
UNIT - 4 CO4:	Define industrial marketing channels and formulate channel strategies.	IV	20
UNIT - 5 CO5:	Develop Industrial Sales force and decide promotional activities.	V	18

SYLLABUS

UNIT- I

The Industrial Marketing System – the Industrial Marketing Concepts – Types of Industrial Goods – Nature of Demand for Industrial Goods – Industrial Buyer Motives – Purchasing Process – Industrial Buying Situation – Segmentation of Industrial goods – Value addition in Industrial Marketing.

UNIT- II

Industrial Product: Accessing Market Opportunities - Estimation of Market Potential – Development of Product strategy – Strategic formulation – Technology and industrial market place – Planning Industrial Product Lines – Pre sales & post sales Services – Value analysis – Vendor analysis.

UNIT- III

Industrial Product Pricing: Industrial Product Price Determination – Pricing objectives – Pricing Decision Analysis – Pricing Strategies – Leasing of Industrial Products.

UNIT- IV

Marketing Channels: Marketing Channel Participants – Marketing Channel Strategy – Formulation of channel strategy – Marketing Logistics: Physical distribution and Customer Service.

UNIT- V

Industrial Product Promotion: Personal Selling – Developing Industrial Sales force – Planning, organising & Counselling. Selling function – Direct Marketing – Advertising – Sales Promotion – Public Relation and Publicity – Relationship Marketing.

Text Book

Industrial Marketing – Analysis, planning and control, by Reeder, Brierty & Reeder.

Suggested Reading:

1. Business Marketing by gross, Banting, Meredith & Ford.
2. Industrial Marketing – Hill, Alexander & Cross
3. Industrial Marketing Management –Michael D.Hutt & Thomas W. Speh.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	The Industrial Marketing System – the Industrial Marketing Concepts – Types of Industrial Goods – Nature of Demand for Industrial Goods	3	Black Board & PPT
	Industrial Buyer Motives – Purchasing Process – Industrial Buying Situation	3	Black Board & PPT
	Segmentation of Industrial Goods – Value addition in Industrial Marketing.	3	Black Board & PPT
UNIT II	Accessing Market Opportunities - Estimation of Market Potential	2	Black Board
	Development of Product strategy – Strategic formulation – Technology and industrial market place	2	Black Board & PPT
	Planning Industrial Product Lines – Pre sales & post sales Services	2	Black Board
	Value analysis – Vendor analysis	3	Black Board
UNIT III	Industrial Product Price Determination – Pricing objectives – Pricing Decision Analysis	3	Black Board
	Pricing Strategies – Leasing of Industrial Products	3	Black Board
UNIT IV	Marketing Channel Participants – Marketing Channel Strategy – Formulation of channel strategy	5	Black Board & PPT
	Marketing Logistics: Physical distribution and Customer Service.	5	Black Board & PPT
UNIT V	Personal Selling – Developing Industrial Sales force – Planning, organising & Counselling	3	Black Board & PPT
	Selling function – Direct Marketing – Advertising – Sales Promotion	4	Black Board & PPT
	Public Relation & Publicity – Relationship Marketing.	4	Black Board

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	3	3	3	4	4	3	3	2	3.2
CO2	3	3	3	3	3	3	3	3	3	3	3.0
CO3	3	3	3	2	3	3	3	3	3	3	2.9
CO4	3	3	3	3	3	3	3	3	3	3	3.0
CO5	4	3	4	3	3	4	3	4	3	3	3.4
Mean Overall Score											3.1

Result: The Score for this Course is 3.1 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLICATION	20%	20%

Course Designer:Dr. P.R.SHINI, Department of Business Administration

Programme : MBA
Semester : IV
Sub. Code : EBD3

Paper : Elective
Hours : 6 P/W 90 Hrs P/S
Credits : 4

TITLE OF THE PAPER: SERVICES MARKETING

Pedagogy	Hours	Lecture	Peer Teaching	GD / Videos / Tutorial	ICT
	6	3	1	1	1

PREAMBLE: The objective of this course is providing in depth knowledge in services marketing which deal with the products in service industry, their marketing mix and marketing strategies.

COURSE OUTCOME		Unit	Hrs P/S
At the end of the Semester, the Students will be able to			
UNIT- 1 CO1:	Understand the nature of services and evolution and growth of Services Marketing.	I	15
UNIT- 2CO2:	Explain the components of service marketing mix.	II	15
UNIT - 3 CO3:	Know market segmentation, positioning and differentiation of services.	III	20
UNIT - 4 CO4:	Measuring Service quality and Developing CRM in services.	IV	20
UNIT - 5 CO5:	Develop marketing plan for services and examine the performance of various services in Indian context.	V	20

SYLLABUS

UNIT – I

The Nature of Service Marketing: Introduction – An overview of the service economy – Characteristics of service -classification of services.

Services Marketing and Relationship Marketing: – The evolution of services marketing – factors for growth of services- Relationship marketing –the essence of service marketing.

UNIT- II

Service Marketing Mix: Inadequacy of the 4p's – Modified marketing mix for services – Service Product – Services pricing – Place in services – Services Promotion-Service Process-People in Services-Physical evidence.

UNIT- III

Services Market Segmentation: The process of market segmentation – Definition of the relevant market – Identifying alternative bases for segmentation – Selection of best base(s) for segmentation – Identify and select target market segment – Segmentation.

Positioning & differentiation of Services: The evolution of positioning – Competitive differentiation of services – Positioning & services – The levels of positioning – The process of positioning – The importance of positioning

UNIT- IV

Service Quality: Service Quality-Dimensions in service quality-GAP Model-Measuring and improving service quality.

CRM in Services: Customer Relationship Management-Objectives-Targeting right customer-Building customer Loyalty-CRM Model-Relationship lifecycle-

UNIT- V

Marketing Plans for Services: The marketing planning process – Strategic context – situation review – Marketing strategy formulation – Resource allocation & monitoring – Marketing planning & services.

Marketing of some Selected Services in the Indian Context - Personal care marketing – Entertainment marketing – Education marketing – Communication marketing – Bank marketing – Hotel marketing – Hospital marketing – Software marketing.

Recommended Text Books:

1. Service Marketing - Vasanthi Venugopal
2. Service Marketing - SM Jha (Himalaya Publishing House)

Suggested Reference Books:

1. Service Marketing - Christopher Lovelock (Prentice Hall)
2. Service Marketing - Valerie Zeithami & Mary Bitner (Tata Mc Graw Hill)
3. Marketing of Services – Harsha Verma (Global Business Press)
4. The Essence of Service Marketing – Adrian Payne (Prentice Hall)
5. Service Marketing - Helen Woodruffe
6. Service Marketing Text Readings – P.K. Sinha & S.C Sahoo.

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	An overview of the service economy – Characteristics of service- classification of services	7	Lecture
	The evolution of services marketing – factors for growth of services- Relationship marketing –the essence of service marketing.	8	Lecture and ICT
UNIT II	Inadequacy of the 4p's – Modified marketing mix for services – Service Product- Services Pricing	8	Lecture
	Place in services – Service Process-Physical evidence in service – Process services	7	Lecture and ICT
UNIT III	The process of market segmentation – Definition of the relevant market – Identifying alternative bases for segmentation – Selection of best base(s) for segmentation – Identify and select target market segment – Segmentation	11	Lecture and ICT
	The evolution of positioning – Competitive differentiation of services – Positioning & services – The levels of positioning – The process of positioning – The importance of positioning	9	Lecture and ICT
UNIT IV	Service Quality-Dimensions in service quality-GAP Model-Measuring and improving service quality.	11	Lecture and ICT

	Customer Relationship Management-Objectives-Targeting right customer-Building customer Loyalty-CRM Model-Relationship lifecycle.	9	Lecture and ICT
UNIT V	The marketing planning process – Strategic context – situation review - Marketing strategy formulation – Resource allocation & monitoring – Marketing planning & services.	8	Lecture
	Personal care marketing – Entertainment marketing – Education marketing – Communication marketing- Bank marketing – Hotel marketing – Hospital marketing – Software marketing	12	Lecture and ICT

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	4	3	4	4	3	3	4	3	3	4	3.5
CO2	3	2	3	3	4	4	4	3	3	3	3.2
CO3	4	4	3	3	4	3	3	3	4	4	3.5
CO4	4	4	4	4	4	4	4	3	4	4	3.9
CO5	4	3	3	4	3	3	4	4	4	3	3.5
Mean Overall Score											3.52

Result: The Score for this Course is 3.52 (High Relationship)

Mapping	1-20%	21-40%	41-60%	61-80%	81-100%
Scale	1	2	3	4	5
Relation	0.0-1.0	1.1-2.0	2.1-3.0	3.1-4.0	4.1-5.0
Quality	Very Poor	Poor	Moderate	High	Very High
Total of Value Mean Score of COs = ----- Total No. of POs & PSOs			Total of Mean Score Mean Overall Score of COs =----- Total No. of COs		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE	50%	50%
UNDERSTANDING	30%	30%
APPLICATION	20%	20%

Course Designer:Dr.A.Durai Kannan, Department of Business Administration