

**SRI MEENAKSHI GOVT.ARTS COLLEGE FOR
WOMEN (AUTONOMOUS)**

MADURAI - 02

**DEPARTMENT OF BUSINESS
ADMINISTRATION**

MBA- Syllabus (Under CBCS)

(For the students admitted from the academic year 2022-23)

**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

PROGRAMME OBJECTIVES FOR ALL POSTGRADUATE PROGRAMMES

P01 Getting enriched by the existing knowledge in their respective disciplines and apply appropriate methodology for research and implementation

P02 Develop technology compatible to new perceptions and evolve innovative pedagogy in their discipline

P03 Design creative projects and translate it to the present day scenario

P04 Evaluate the issues and challenges pertaining to their disciplines and synergize them with the growing needs in their arena

P05 Explore the diverse value systems of our nation and contribute towards building an egalitarian society

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(MBA)

COURSE STRUCTURE ABSTRACT FOR MBA

PART	COURSES	TOTAL NO OFCOURSES	HOURS	CREDIT	MARK
III	Core Course	15	86	62	1500
III	Core Project	2	6	8	200
III	Discipline Specific Elective Course	4	24	16	400
III	Skill Enhancement Course	2	4	4	200
Total		23	120	90	2300

I YEAR

I Semester								
PART	Course Type	Course Code	TITLE OF THE PAPER	DURATION (H/W)	CREDITS	INT. MARKS	EXT. MARKS	TOTAL MARKS
III	CC I	P22CB1	Management Theory and Practice	6	4	25	75	100
III	CC II	P22CB2	Managerial Economics	5	4	25	75	100
III	CC III	P22CB3	Organisational Behaviour	5	4	25	75	100
III	CC IV	P22CB4	Accounting for Business	6	5	25	75	100
III	CC V	P22CB5	Business Environment & Law	6	4	25	75	100
III	SEC I	P22SEB1P	Practicals: Computer Applications in	2	2	40	60	100
				30	23			600
II Semester								
PART	Course Type	Course Code	TITLE OF THE PAPER	DURATION (H/W)	CREDITS	INT. MARKS	EXT. MARKS	TOTAL MARKS
III	CC VI	P22CB6	Research Methodology	6	4	25	75	100
III	CC VII	P22CB7	Marketing Management	5	4	25	75	100
III	CC VIII	P22CB8	Financial Management	6	4	25	75	100
III	CC IX	P22CB9	Human Resource Management	5	4	25	75	100
III	CC X	P22CB10	Quantitative Methods	6	5	25	75	100
III	SEC II	P22SEB2P	Practical: Statistical Tools for Business Research	2	2	40	60	100
				30	23			600

II YEAR

III Semester

PART	Course Type	Course Code	TITLE OF THE PAPER	DURATION (H/W)	CREDITS	INT. MARKS	EXT. MARKS	TOTAL MARKS
III	CC XI	P22CB11	Operation Research	6	4	25	75	100
III	CC XII	P22CB12	Production Management	6	4	25	75	100
III	CC XIII	P22CB13	Management Information System	6	4	25	75	100
III	DSEC-I	P22DSBH1/ P22DSBF1/ P22DSBM1	Industrial Relations / Security Analysis & Portfolio Management / Advertising & Sales Promotion	6	4	25	75	100
III	DSEC-II	P22DSBH2/ P22DSBF2/ P22DSBM2	Competency Mapping / Indian Capital Market & Financial System / Customer Relationship Management	6	4	25	75	100
III	CPI	P22CBPS	Summer Training	-	4	50	50	100
				30	24			600

IV Semester

PART	CODE		TITLE OF THE PAPER	DURATION (H/W)	CREDITS	INT. MARKS	EXT. MARKS	TOTAL MARKS
III	CC XIV	P22CB14	Strategic Management	6	4	25	75	100
III	CC XV	P22CB15	Entrepreneurship	6	4	25	75	100
III	DSEC-III	P22DSBH3/ P22DSBF3/ P22DSBM3	Organizational Development and Change Management / Management of Financial Services / Services Marketing	6	4	25	75	100
III	DSEC-IV	P22DSBH4/ P22DSBF4/ P22DSBM4	Labour Legislation & Administration / Management of Banking & Insurance Companies/ Buyer Behaviour	6	4	25	75	100
III	CPII	P22CBPW	Major Project	6	4	50	50	100
				30	20			500

TOTAL MARKS: 2300

TOTAL CREDITS: 90

Programme : M.B.A
Semester : I
Sub. Code : P22CB1

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; Leadership – 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 (K1)	20%	20%
UNDERSTANDING (K2)	20%	20%
APPLICATION (K3)	30%	30%
EVALUATION (K4)	30%	30%

Question Pattern

	K1	K2	K3	K4
PART - A	1	1	1	2
PART - B	1	1	1	2

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

Programme: MBA
Semester : I
Sub. Code : P22CB2

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

TITLE OF THE PAPER: MANAGERIAL ECONOMICS

Pedagogy	Hours	Lecture	Peer Teaching	GD / Videos / Tutorial	ICT
		5	3	-	1
<p>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.</p>					
COURSE OUTCOME				Unit	Hrs P/S
At the end of the Semester, 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	15
UNIT- 2CO2: Summarize the concept of supply, various laws related to supply, utility and consumers equilibrium.				II	15
UNIT - 3 CO3: Describe Laws of production and differentiate short run and long run cost.				III	15
UNIT - 4 CO4: Describe the characteristics of different market structure and estimate price and output under various market forms.				IV	15
UNIT - 5 CO5: Explain the macroeconomic aspects affecting business such as National Income, Monetary and Fiscal policy, Inflation and business cycles.				V	15
SYLLABUS					
<p>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.</p>					
<p>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.</p>					
<p>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.</p>					
<p>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.</p>					

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	Black Board & PPT
	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 (K1)	20%	20%
UNDERSTANDING (K2)	20%	20%
APPLICATION (K3)	30%	30%
EVALUATION (K4)	30%	30%

Question Pattern

	K1	K2	K3	K4
PART - A	1	1	1	2
PART - B	1	1	1	2

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

Programme: MBA
Semester : I
Sub. Code : P22CB3

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

TITLE OF THE PAPER: ORGANISATIONAL BEHAVIOUR

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT	
		5	3	-	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					Unit	Hrs P/S
At the end of the Semester, the Students will be able to						
UNIT- 1 CO1: Summarize the Hawthorne studies as the foundation organisational Behaviour. Relate the diverse disciplines that serve as a base for the study of organisational behaviour. Provide an outline of the major challenges and the paradigm shift facing management now and in the future.					1	15
UNIT- 2CO2: Define the overall meaning of personality. Describe the perceptual process and its major dimensions. Discuss the major theories of work motivation					2	15
UNIT - 3 CO3: Describe the basic nature of groups: the dynamics of group formation and the various types of groups. Identify the various classifications of power. Identify the sources of emotions and moods.					3	15
UNIT - 4 CO4: Describe the common characteristics of organizational culture. Compare the functional and dysfunctional effects of organizational culture on people and the organization. Describe ways to overcome resistance to change. Describe individual and organizational approaches to managing stress at work.					4	15
UNIT - 5 CO5: Enhance critical thinking in work situations through analysis of case studies in organisational behaviour.					5	15
SYLLABUS						
UNIT – I Importance of interpersonal Skills – Historical Background: The Hawthorne Studies - Management and Organizational Behaviour – Disciplines that contribute to Organisational Behaviour – Challenges and Opportunities for Organisational Behaviour.						
UNIT - II Personality – The Meaning of Personality - Personality Framework - Perception –The Perception process – Factors That Influence Perception - Social Perception – Emotions in workplace – The Basic Emotions – Sources of Emotions and Moods – Motivation – Early and Contemporary Theories of Motivation.						
UNIT – III Group – Definition - Types of Groups – Stages of Group Development - Group Decision Making – Group Think and Group Shift - Power and Leadership – Bases of Power – Contingency and Contemporary Theories of Leadership.						
UNIT - IV Organisational Culture – Functions of Organisational Culture – Organisational Change – Forces for Change – Resistance to Change – Approaches to managing Organisational						

Change – Stress at Work – Consequence of Stress at work – Managing Stress – Conflict – The Conflict Process.

UNIT - V

Organisational Climate – Concept – Dimensions and Determinants; Organisational Development – Prerequisites for OD – Approaches to OD – OD Interventions.

Text Book.

Robbins, S.P. and Judge, T.A. (2022) Organisational Behaviour, 18th Edition, Pearson

Suggested reference books:

1. McShane, S.L., and Von Glinow, M.A. (2021) Organizational Behavior, 9th Edition, McGraw Hill
2. Luthans, F., Luthans, B.C., and Luthans, K.W. (2021) Organisational Behaviour An Evidence Based Approach, 14th Edition, Information Age Publishing,
3. Newstrom, J.W (2007) Organizational Behavior Human Behavior at Work, McGraw Hill, 12th Edition

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Importance of interpersonal Skills – Historical Background: The Hawthorne Studies	6	Lecture and Video
	Management and Organizational Behaviour – Disciplines that contribute to Organisational Behaviour	5	Lecture
	Challenges and Opportunities for Organisational Behaviour.	4	Lecture
UNIT II	Personality – The Meaning of Personality - Personality Framework - Perception –The Perception process – Factors That Influence Perception - Social Perception	6	Lecture and Student Seminar
	Emotions in workplace – The Basic Emotions – Sources of Emotions and Moods	3	Lecture and Video
	Motivation – Early and Contemporary Theories of Motivation.	6	Lecture and Student Seminar
UNIT III	Group – Definition - Types of Groups – Stages of Group Development - Group Decision Making – Group Think and Group Shift	8	Lecture and Student Seminar
	Power – Bases of Power	3	Lecture
	Leadership - Contingency and Contemporary Theories of Leadership.	4	Lecture and Student Seminar
UNIT IV	Organisational Culture – Functions of Organisational Culture – Organisational Change	5	Lecture
	Forces for Change – Resistance to	5	Lecture and Student

	Change – Approaches to managing Organisational Change		Seminar
	Stress at Work – Consequence of Stress at work – Managing Stress – Conflict – The Conflict Process.	5	Lecture and Video
UNIT V	Organisational Climate – Concept – Dimensions and Determinants	5	Lecture
	Organisational Development – Prerequisites for OD – Approaches to OD – OD Interventions.	5	Lecture and Student Seminar

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 = $\frac{\text{Mean Score of COs}}{\text{Total No. of POs \& PSOs}}$			Total of Mean Score = $\frac{\text{Mean Score of COs}}{\text{Total No. of COs}}$		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE (K1)	20%	20%
UNDERSTANDING (K2)	20%	20%
APPLICATION (K3)	30%	30%
EVALUATION (K4)	30%	30%

Question Pattern

	K1	K2	K3	K4
PART - A	1	1	1	2
PART - B	1	1	1	2

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

Programme : MBA
Semester : I
Sub. Code : P22CB4

Paper : Core
Hours : 6 P/W 90 Hrs P/S
Credits : 5

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
KNOWLEDGE (K1)	20%	20%
UNDERSTANDING (K2)	20%	20%
APPLICATION (K3)	30%	30%
EVALUATION (K4)	30%	30%

Question Pattern

	K1	K2	K3	K4
PART - A	1	1	1	2
PART - B	1	1	1	2

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

Programme : MBA
Semester : I
Sub. Code : P22CB5

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

TITLE OF THE PAPER: BUSINESS ENVIRONMENT & LAW

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT	
		6	3	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	18
UNIT- 2CO2: Analyse the Economic Environment of a business firm					2	18
UNIT - 3 CO3: Assess the various components of the Political Environment for a business firm.					3	18
UNIT - 4 CO4: Identify the main features of a business firm's Legal Environment.					4	18
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	18
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.Aswathappa, 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	10	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	9	Lecture and ICT
	Urbanisation – Industrial Policy - Role of RBI and Commercial Banks in Economic Development.	9	Lecture and ICT
UNIT III	Political Environment: Business and Government – Need for Government Intervention	6	Lecture and ICT
	Role of Government in business promotion; Technological Environment: Concept and Features of Technology	6	Lecture and ICT
	Impact of technology on Business, Economy and Society.	6	Lecture and ICT
UNIT IV	Legal Environment: Companies Act - Industries (Development and Regulations) Act, 1951 – Consumer Protection Act, 1986 – Foreign Exchange Management Act, 1999	9	Lecture and ICT
	Patents Act, 1970 – Trade Marks Act, 1999. – The Environment Protection Act, 1986.	9	Lecture and ICT
UNIT V	Globalisation: Reasons for going Global – Challenges in International Business – Strategies for Globalisation – Merits and Demerits of Globalisation	6	ICT
	Globalisation of Indian Business - Foreign Direct Investment – Advantages – Disadvantages – Determinants	6	ICT
	Multinational Corporations – Growth – Advantages – Disadvantages—Case Study.	6	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 (K1)	20%	20%
UNDERSTANDING (K2)	20%	20%
APPLICATION (K3)	30%	30%
EVALUATION (K4)	30%	30%

Question Pattern

	K1	K2	K3	K4
PART - A	1	1	1	2
PART - B	1	1	1	2

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

Programme : MBA

Semester : I

Sub. Code : P22SEB1P

Hours : 2 P/W 30 Hrs P/S

Credits : 2

TITLE OF THE PAPER: Practical-Computer Applications in Business

Pedagogy	Hours	Lecture	Peer Teaching	Tutorial	ICT
	2	-	-	-	2

PREAMBLE:

To acquire practical knowledge about basic concepts of Computer Hardware, Operating systems, word processor, spread sheet, slide preparation, Internet to assist the students in the dynamic Business Environment.

COURSE OUTCOME	Unit	Hrs P/S
At the end of the Semester, the Students will be able to		
UNIT-1 CO1: Gain practical knowledge on Computer Hardware, Operating System-Windows	I	5
UNIT- 1 CO2: Gain hands on training on MS-Word, Creating, Editing and Formatting Documents , inserting Tables and Pictures in a Document and Mail Merge system	II	8
UNIT- 1 CO3: Gain practical knowledge on Components of MS-Excel, Entering Data and Formula in work sheet, Creating Charts using Excel	III	7
UNIT- 1 CO4: Gain practical knowledge on creating power point presentation, applying multimedia, transition effects and animation effects, run slide show.	IV	5
UNIT- 1 CO5: Gain practical knowledge on Internet, websites, Online forms-blogs, E-Mail ,Search engine and E-commerce Applications	V	5

SYLLABUS

UNIT – I

Introduction to Computer- an Overview of hardware and Software –Windows Operating System- Starting a program - Customizing the Task bar -Recycle bin- restoring the deleted file-Creating and removing folders- Renaming a file or folder- Sorting a folder-Using cut, copy and paste-Searching a file or folder by using search command- printer settings-Network Topology.

UNIT – II .

MS WORD – Introduction – Creating Word Documents – Aligning and Formatting Text -prepare a newsletter with borders, two columns text, header and footer and inserting a graphic image and page layout-Creating numbered lists and bulleted lists-Creating and editing the table- mail merge-Spell check and Grammar Check – Auto Format – Copying and Moving Text – Auto correct-Save and print a document-Create an advertisement -Prepare a resume.-Prepare a Corporate Circular.

UNIT - III

MS EXCEL – Introduction to Spread Sheet – Components of EXCEL- Finding, deleting and adding records, formatting columns, row height, merging, splitting columns - Connecting the Worksheets and enter the data- Using Auto-fill – Creating and Working with Formula – Functions in EXCEL – Creating a Chart-Sorting and Filtering data -creation of Pivot tables-prepare a Worksheet showing the monthly sales of a company in different branch offices- To create Charts for Market Analysis, sales analysis and customer analysis

UNIT – IV

MS POWERPOINT - Meaning and Features – Presentation – Creating a presentation –Creating a new Presentation based on a template – using Auto content wizard, design template and Plain blank presentation-Creating a Presentation with Slide Transition – Automatic and Manual with different effects-Creating a Presentation applying Custom Animation effects— Inserting Objects – Graph – Organisation Chart – Clip Art – Sound and Video – Running Slide Show.

UNIT – V

Introduction to Internet – Uses and Advantages – Connection to Internet –Browser-Search engine- Searching for a web site / application / text documents viewing and downloading. - Create an E-mail account- attaching files - Creating blogs-Creating online Forms for business research-webinars-Digital marketing and E-Commerce Concepts.

Reference Books:

1. Fundamentals of computers - V.Rajaraman - Prentice- Hall of india
2. Computer Application in Business, S.V.Srinivasa Vallabhan, Sultan Chand & Sons, New Delhi
3. MICROSOFT OFFICE, Ginicourter and Annette Marquies, BPB Publications, New Delhi

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Introduction to Computer- an Overview of hardware and Software –Windows Operating System-Starting a program - Customizing the Task bar -Recycle bin-restoring the deleted file	2	PPT/ICT/LAB
	Creating and removing folders-Renaming a file or folder- Sorting a folder-Using cut, copy and paste-Searching a file or folder by using search command- printer settings-Network Topology.	3	PPT/ICT/LAB
UNIT II	MS WORD – Introduction – Creating Word Documents – Aligning and Formatting Text -prepare a newsletter with borders, two columns text, header and footer and inserting a graphic image and page layout-Creating numbered lists and bulleted lists	4	PPT/ICT/LAB
	Creating and editing the table- mail merge-Spell Check and Grammar check – Auto Format – Copying and Moving Text – Auto correct-Save and print a document-Create an advertisement -Prepare a resume.- Prepare a Corporate Circular.	4	PPT/ICT/LAB

UNIT III	MS EXCEL – Introduction to Spread Sheet – Components of EXCEL- Finding, deleting and adding records, formatting columns, row height, merging, splitting columns - Connecting the Worksheets and enter the data- Using Auto-fill	3	PPT/ICT/LAB
	Creating and Working with Formula – Functions in EXCEL – Creating a Chart-Sorting and Filtering data - creation of Pivot tables-prepare a Worksheet showing the monthly sales of a company in different branch offices-To create a chart for comparing the monthly sales of a company in different branch offices.	4	PPT/ICT/LAB
UNIT IV	MS POWERPOINT - Meaning and Features – Presentation – Creating a presentation –Creating a new Presentation based on a template – using Auto content wizard, design template and Plain blank presentation	2	PPT/ICT/LAB
	Creating a Presentation with Slide Transition – Automatic and Manual with different effects-Creating a Presentation applying Custom Animation effects– Inserting Objects – Graph – Organisation Chart – Clip Art – Sound and Video – Running Slide Show.	3	PPT/ICT/LAB
UNIT V	Introduction to Internet – Uses and Advantages – Connection to Internet – Browser-Search engine- Searching for a web site / application / text documents viewing and downloading.	2	PPT/ICT/LAB
	Create an E-mail account- attaching files - Creating blogs-Creating online Forms for business research-webinars-Digital marketing and E-Commerce Concepts.	3	PPT/ICT/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	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			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 (K1)	20%	20%
UNDERSTANDING (K2)	20%	20%
APPLICATION (K3)	30%	30%
EVALUATION (K4)	30%	30%

Question Pattern

	K1	K2	K3	K4
PART - A	1	1	1	2
PART - B	1	1	1	2

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

Programme : MBA
Semester : II
Sub. Code : P22CB6

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

TITLE OF THE PAPER: RESEARCH METHODOLOGY

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
		6	4	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	18
CO2 To understand the purpose of sampling and sampling techniques in the process of research design.				2	18
CO3 To be able to collect primary source of data and understand scaling methods.				3	18
CO4 To be able to understand as how to do data processing , testing of hypothesis in the process of research.				4	18
CO5 To be able to write a report of research.				5	18
SYLLABUS					
<p>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.</p> <p>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.</p> <p>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.</p> <p>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 .</p> <p>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.</p> <p>Recommended Text Book: 1. Research Methodology – Methods and Techniques – C.R. Kothari,New Age International Publishers , Second Revised Edition</p>					

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	6	Lecture & ICT
	Research problem –Techniques involved in defining a problem	6	Lecture & ICT
	Research design- Features of good research design.	6	Lecture & ICT
UNIT II	Sampling design- Meaning- Steps in Sampling –Criteria for good sample design	8	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	6	Lecture & ICT
	Measurement – Meaning –Measurement Scales– Errors in Measurement –Tests of Sound Measurement	6	Lecture & ICT
	Scaling –Meaning –Scaling Techniques – Ranking& Rating Scales.	6	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 .	8	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.	8	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 (K1)	20%	20%
UNDERSTANDING (K2)	20%	20%
APPLICATION (K3)	30%	30%
EVALUATION (K4)	30%	30%

Question Pattern

	K1	K2	K3	K4
PART - A	1	1	1	2
PART - B	1	1	1	2

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

Programme : MBA
Semester : II
Sub. Code : P22CB7

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: Find and use relevant information required to solve marketing problem using controllable factors, environmental factors and marketing research.	1	15
UNIT- 2CO2: Examine the importance of studying consumer behaviour and the segmenting, targeting and positioning strategies.	2	15
UNIT - 3 CO3: Apply knowledge related to product life cycle, product development and pricing for formulating winning marketing strategies	3	15
UNIT - 4 CO4: Evaluate different channel strategies and communication mix strategies in the digital era.	4	15
UNIT - 5 CO5: Apply the marketing concepts and to enhance critical thinking in real life marketing situations through analysis of case studies in marketing.	5	15

SYLLABUS

UNIT – I

Meaning – Definition – The Scope of Marketing - Core Marketing Concepts – Company Orientation towards the market place - Marketing Mix - Analyzing the Macro environment forces - The Marketing Research Process.

UNIT – II

Cultural, Social, Personal and Psychological Factors influencing consumer behaviour - The Buying Decision Process - Market Segmentation – Market Targeting - Evaluating and Selecting the Market Segments - Crafting the Brand Positioning.

UNIT - III

Product Life-Cycle Marketing Strategies - Product Characteristics and Classifications - Product Levels - Managing the New Product Development Process - Packaging, Labelling, Warranties, and Guarantees - Pricing in a Digital World - Setting the Price.

UNIT - IV

Marketing Communications Mix - Developing and Managing an Advertising Program – Consumer Sales Promotion Tools - Online Marketing - The Role of Marketing Channels - Channel Functions and Flows

UNIT - V

Case studies on Market Segmentation, Positioning, New Product Development, Pricing, Marketing Communication and Marketing Channels.

Recommended Text Books:

Kotler, P., Keller, K.L., Chernev, A., Sheth, J.N., and Shainesh, G. (2022) Marketing Management, 16th Edition, Pearson

Suggested Text Books:

1. Aggarwal, A., *et al.*, (2017) Marketing Management Indian Cases, Pearson
2. Marshall, G and Johnston, M. (2022) Marketing Management, 4th Edition, McGraw Hill
3. Saxena, R (2019) Marketing Management, 6th Edition, McGraw Hill

UNITS	TOPIC	LECTURE HOURS	MODE OF TEACHING
UNIT I	Meaning – Definition – The Scope of Marketing - Core Marketing Concepts –	4	Lecture and Videos
	Company Orientation towards the market place - Marketing Mix	5	Lecture with PowerPoint presentation
	Analyzing the Macro environment forces - The Marketing Research Process.	6	Lecture
UNIT II	Cultural, Social, Personal and Psychological Factors influencing consumer behaviour	4	Lecture and Role Play
	The Buying Decision Process	4	Lecture and Video
	Market Segmentation – Market Targeting - Evaluating and Selecting the Market Segments - Crafting the Brand Positioning.	7	Lecture and Student Seminar
UNIT III	Product Life-Cycle Marketing Strategies - Product Characteristics and Classifications	5	Lecture with PowerPoint presentation
	Product Levels - Managing the New Product Development Process	6	Lecture
	Packaging, Labelling, Warranties, and Guarantees - Pricing in a Digital World - Setting the Price.	4	Lecture and Video
UNIT IV	Marketing Communications Mix - Developing and Managing an Advertising Program	5	Lecture and Student Seminar
	Consumer Sales Promotion Tools - Online Marketing	5	Lecture
	The Role of Marketing Channels - Channel Functions and Flows	5	Lecture and Activity

UNIT V	Case studies on Market Segmentation and Positioning	5	Case Discussion and presentation
	Case studies on New Product Development and Pricing	5	Case Discussion and presentation
	Case studies on Marketing Communication and Marketing Channels.	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 = $\frac{\text{Mean Score of COs}}{\text{Total No. of POs \& PSOs}}$			Total of Mean Score = $\frac{\text{Mean Score of COs}}{\text{Total No. of COs}}$		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE (K1)	20%	20%
UNDERSTANDING (K2)	20%	20%
APPLICATION (K3)	30%	30%
EVALUATION (K4)	30%	30%

Question Pattern

	K1	K2	K3	K4
PART - A	1	1	1	2
PART - B	1	1	1	2

Course Designer: Dr. D. Ramkumar, Department: Business Administration

Programme : MBA
Semester : II
Sub. Code : P22CB8

Paper : Core
Hours : 6 P/W 75 Hrs P/S
Credits : 4

TITLE OF THE PAPER: FINANCIAL MANAGEMENT

Pedagogy	Hours	Lecture	Peer Teaching	GD/ Videos/Tutorial	ICT
	5	4	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		Unit	Hrs P/S
At the end of the Semester, the Students will be able to			
UNIT- 1 CO1: Describe the financial objectives and Critically evaluate the various financial decisions in an organisation.		1	18
UNIT- 2CO2: Evaluate the various Sources of capital and types of securities.		2	18
UNIT- 3 CO3: Assess the importance of Time value of money and Investment evaluation methods.		3	18
UNIT - 4 CO4: Analyze the concept of dividend decisions.		4	18
UNIT - 5 CO5: Discuss the function techniques in managing working capital Management, Cash Management, Receivables and Inventory Management.		5	18

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
UNIT I	Financial Management – Meaning – Objectives – Scope – Profit Maximization –Wealth Maximization	9	Lecture and ICT
	Financial Decision- Importance of Financial Management – Sources of Finance	9	Lecture and ICT
UNIT II	Cost of capital – Equity – Preferences – Debt – Retained Earnings and other modes of finance – Cash flow ability to service debt	9	Lecture and ICT
	Capital structure – Finance leverage – Operating leverage – EBIT & EPS analysis.	9	Blackboard
UNIT III	Capital Budgeting - Meaning – Importance – Kinds of Capital Investment Proposal	6	Lecture and ICT
	Factors affecting capital investment Decisions – Capital Budgeting Appraisal methods	6	Lecture and ICT
	Capital Rationing.	6	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	9	Blackboard
	Determinants of dividend policy – Stock dividend and stock splits.	9	Lecture and ICT
UNIT V	Working capital – Meaning – Needs – Types – Management of working capital – Estimating working capital requirements	6	Lecture and ICT
	Factors determining working Capital – Methods of making working capital forecasting – Management of cash	6	ICT
	Accounts Receivable and Inventory.	6	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 (K1)	20%	20%
UNDERSTANDING (K2)	20%	20%
APPLICATION (K3)	30%	30%
EVALUATION (K4)	30%	30%

Question Pattern

	K1	K2	K3	K4
PART - A	1	1	1	2
PART - B	1	1	1	2

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

Programme : M.B.A
Semester : II
Sub. Code : P22CB9

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	-	-

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. Matoria 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 (K1)	20%	20%
UNDERSTANDING (K2)	20%	20%
APPLICATION (K3)	30%	30%
EVALUATION (K4)	30%	30%

Question Pattern

	K1	K2	K3	K4
PART - A	1	1	1	2
PART - B	1	1	1	2

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

Programme : M.B.A
Semester : II
Sub. Code : P22CB10

Paper : Core
Hours : 6 P/W 75 Hrs P/S
Credits : 5

TITLE OF THE PAPER: QUANTITATIVE METHODS

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

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	18
UNIT- 2CO2: Simplify the mass data and to analyse the unwieldy data, to measure the principal characteristics of a distribution.		2	18
UNIT - 3 CO3: Indicate the extent of variations in a distribution of a research and its interpretation.		3	18
UNIT - 4 CO4: Study the relationship between two variables and finding the unknown variable through known variable.		4	18
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	18

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.	9	Lecture Method
	Stages in statistical methods, Limitations of statistics.	9	Lecture Method
UNIT II	Measurement of Central Tendency- Arithmetic Mean, Median, Mode, Geometric Mean, Harmonic Mean	9	Lecture Method and ICT
	Application of weight in mean calculation– Representation of median and mode – Other partitioning values – Quartiles – Deciles – Percentiles.	9	Lecture Method
UNIT III	Measures of Dispersion –Range, Quartile Deviation, Mean Deviation, Standard deviation and Co-efficient of Variation	6	Lecture Method
	Test of Skewness - Karl Pearson's	6	Lecture Method
	Bowley's co-efficient of Skewness– Kurtosis and Moments.	6	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	9	Lecture Method
	Regression – Meaning – Regression line and equation, Methods of Studying Regression – Method of Least square and its uses. Comparison between Correlation and Regression	9	Lecture Method
UNIT V	Index number – Characteristics – Types of index number	6	Lecture Method
	Uses of index numbers – Methods of Constructing Index number	6	Lecture Method
	Analysis of Time series – Components its uses.	6	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 (K1)	20%	20%
UNDERSTANDING (K2)	20%	20%
APPLICATION (K3)	30%	30%
EVALUATION (K4)	30%	30%

Question Pattern

	K1	K2	K3	K4
PART - A	1	1	1	2
PART - B	1	1	1	2

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

Programme : M.B.A
Semester : II
Sub. Code : P22SEB2P

Paper : Skill Enhancement
Hours : 2 P/W 30 Hrs P/S
Credits : 2

TITLE OF THE PAPER: Statistical Tools for Business Research

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

PREAMBLE: To have hands-on training of Statistical Data Analysis

COURSE OUTCOME At the end of the Semester, the Students will be able to	Unit	Hrs P/S
UNIT- 1 CO1: Illustrate the steps in creating and editing a dataset	1	18
UNIT- 2CO2: Introducing descriptive statistics, cross tabulation and chi square test	2	18
UNIT - 3 CO3: To learn to compare means using one sample t test and one Way ANOVA using computer based statistics package	3	18
UNIT - 4 CO4: To calculate correlation and regression using computer based statistics package	4	18
UNIT - 5 CO5: To learn factor analysis and discriminant analysis	5	18

SYLLABUS

UNIT – I

Entering and editing data and creating dataset for analysis

UNIT - II

Descriptive statistics – Frequencies – Cross tabulation – Chi Square Test

UNIT – III

Compare Means – One Sample T test and One Way Analysis of Variance

UNIT – IV

Correlation – Bivariate. Simple and Multiple Regression

UNIT – V

Data Reduction – Factor analysis. Classifying – Discriminant Analysis

Recommended Text Book:

Levin R., and Rubin D, Statistics for Managers, Prentice Hall of India, New Delhi, 2006 (7th Edition)

Suggested Reference Books:

1. Christian Albright and Wayne L. Winston (2011). Business Analytics: Data Analysis and Decision Making, Cengage Learning, New Delhi [5th Edition]
2. Panneerselvam, R., RESEARCH METHODOLOGY, PHI Learning Pvt. Ltd., New Delhi, 2004

UNITS	TOPIC	LAB HOURS	MODE OF TEACHING
Unit I	Entering and editing data and creating dataset for analysis	6	hands on training
Unit II	Descriptive statistics – Frequencies – Cross tabulation – Chi Square Test	6	hands on training
Unit III	Compare Means – One Sample T test and One Way Analysis of Variance	6	hands on training
Unit IV	Correlation – Bivariate. Simple and Multiple Regression	6	hands on training
Unit V	Data Reduction – Factor analysis. Classifying – Discriminant Analysis	6	hands on training

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	2	4	3	3	3	4	4	4	4	2	33
CO2	2	4	3	3	3	4	4	4	4	3	34
CO3	2	3	3	3	3	3	4	4	3	2	30
CO4	2	3	3	3	3	3	4	4	3	2	30
CO5	2	3	2	2	4	3	3	3	3	3	28
Mean Overall Score											31

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 = $\frac{\text{Mean Score of COs}}{\text{Total No. of POs \& PSOs}}$			Total of Mean Score = $\frac{\text{Mean Score of COs}}{\text{Total No. of COs}}$		

BLOOM'S TAXANOMY	INTERNAL	EXTERNAL
KNOWLEDGE (K1)	20%	20%
UNDERSTANDING (K2)	20%	20%
APPLICATION (K3)	30%	30%
EVALUATION (K4)	30%	30%

Question Pattern

	K1	K2	K3	K4
PART – A	1	1	1	2
PART – B	1	1	1	2

Course Designer: Dr. D. Ramkumar, Assistant Professor, Department of Business Administration