

FRANCIS XAVIER ENGINEERING COLLEGE

(An Autonomous Institution)

Tirunelveli 627 003

Tamil Nadu India

DEPARTMENT OF MANAGEMENT STUDIES

Curriculum and Syllabi – R 2021-PG

CHOICE BASED CREDIT SYSTEM AND OBE

DEPARTMENT VISION

To create Intellectual and Ethical Management Professional with High Qualities to Triumph over the Challenges in Global Business Environment.

DEPARTMENT MISSION

To inculcate innovative Management Education to the students with Creative Ideas, Practical Exposure and Industry Oriented Learning with Professional Ethics.

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Programme Educational Outcomes (PEOs)

PEO 1: Business Ethics and Social Responsiveness: Graduates will become an ethical and social responsive person for the society.

PEO 2: Critical Thinking, Business Analysis, Problem solving and Innovation: Graduates will demonstrate core competence in critical thinking, business analysis, problem solving and innovation which is necessary to be an entrepreneur.

PEO 3: Global Exposure and cross-cultural understanding: Graduates will demonstrate good breadth of knowledge in National & International business acumen.

PEO 4 : Business Environment and Domain Knowledge: Graduates will come out with domain knowledge in business environment.

PEO 5: Effective Communication: Graduates will engage in effective communication.

PEO 6: Leadership and Team Work: Graduates will be a good leader and will also be a part of the team.

Programme Specific Objectives (PSOs)

PSO 1: Managerial Skills: Able to face the real-world challenges through Managerial Skills.

PSO2: Business Skills: Ability to emerge as Entrepreneurs through industry exposure with different Business Skills.

Programme Outcomes (POs)

MBA Graduates will be able to:

PO1: Apply Business Acumen: Ability to apply the business acumen gained in practice.

PO2: Solve Managerial Issues: Ability to understand and solve managerial issues.

PO3: Achieve Goals: Ability to communicate and negotiate effectively, to achieve organizational and individual goals.

PO4: Upgrading Skills: Ability to upgrade their professional and managerial skills in their workplace.

PO5: Develop Managerial Decisions: Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment.

PO6: Challenge the Assignments: Ability to take up challenging assignments.

PO7: Set Targets: Ability to understand one's own ability to set achievable targets and complete them.

PO8: Lifelong Learning: Ability to pursue lifelong learning

PO9: Business as a Career: To have a fulfilling business career.

Mapping with PO Vs PEO, PSO

PO	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6	PSO1	PSO2
1	1	2	2	2	1	3	2	3
2	3	3		3	3	2	3	2
3	2	2	2		1	2	2	2
4		3	3	1	2		2	2
5		3	1	2	2	2	3	2
6		3		1		2	2	3
7	1		1				1	1
8	3	2	2	2	3	1	2	2
9	3	3	2		2	3	3	3

FRANCIS XAVIER ENGINEERING COLLEGE

MBA – REGULATIONS 2021

Choice Based Credit System and Outcome Based Education

SUMMARY OF CREDIT DISTRIBUTION

S.No	Category	Credits Per Semester				Total Credits	Credits in %
		I	II	III	IV		
1	FC	4	4			08	08
2	PC	18	23	06	03	50	53
3	PE			18		18	19
4	EEC	03		04	12	19	20
	Total	25	27	28	15	95	100

Minimum Number of Credits to be Acquired: 95

FC – Foundation Course

PC - Professional Core

PE - Professional Elective

EEC - Employability Enhancement Course

FRANCIS XAVIER ENGINEERING COLLEGE

MBA REGULATIONS 2021

Choice Based Credit System and Outcome Based Education

I- IV Semester Curricula and Syllabi

SEMESTER I

S.No	Course Code	Course Name	Category	L	T	P	C	Contact Periods
Theory Courses								
1	21MA1601	Statistics for Management	FC	3	1	0	4	4
2	21BA1602	Management Concepts and Behaviour in Organisations	PC	3	0	0	3	3
3	21BA1603	Managerial Economics	PC	3	0	0	3	3
4	21BA1604	Indian Ethos and Business Ethics	PC	3	0	0	3	3
5	21BA1605	Financial Accounting	PC	3	0	0	3	3
6	21BA1606	Business Law	PC	3	0	0	3	3
7	21BA1607	Quality Management	PC	3	0	0	3	3
Practical Courses								
1	21BA1908	Lab: Executive Communication	EEC	0	0	2	2	4
2	21BA1909	Lab: Office Automation: MS Office (Word; Excel; PowerPoint)	EEC	0	0	1	1	2
Total				21	1	3	25	28

SEMESTER II

S.No	Course Code	Course Name	Category	L	T	P	C	Contact Periods
Theory Courses								
1	21MA2601	Quantitative Techniques	FC	3	1	0	4	4
2	21BA2602	Marketing Management	PC	3	0	0	3	3
3	21BA2603	Human Resources Management	PC	3	0	0	3	3
4	21BA2604	Research Methodology & Applications	PC	3	0	1	4	5
5	21BA2605	Financial Management & Modelling	PC	3	0	1	4	5
6	21BA2606	Entrepreneurship and Innovation Management	PC	3	0	0	3	3
7	21BA2607	Operations Management	PC	3	0	0	3	3
8	21BA2608	Business Analytics	PC	3	0	0	3	3
Total				24	1	2	27	29

SEMESTER III

S.No	Course Code	Course Name	Category	L	T	P	C	Contact Periods
Theory Courses								
1	21BA3601	Strategic Management	PC	3	0	0	3	3
2	21BA3602	Corporate Social Responsibility and Sustainability	PC	2	0	1	3	4
3		Professional Elective I	PE	3	0	0	3	3
4		Professional Elective II	PE	3	0	0	3	3
5		Professional Elective III	PE	3	0	0	3	3
6		Professional Elective IV	PE	3	0	0	3	3
7		Professional Elective V	PE	3	0	0	3	3
8		Professional Elective VI	PE	3	0	0	3	3
Practical Courses								
1	21BA3903	Lab: Business Analytics (R & Python)	EEC	0	0	2	2	4
2	21BA3904	Internship or Business Plan	EEC	0	0	2	2	4 weeks
Total				23	0	5	28	29

SEMESTER IV

S.No	Course Code	Course Name	Category	L	T	P	C	Contact Periods
1	21BA4601	International Business Management	PC	3	0	0	3	3
2	21BA4902	Major Project / Start-up	EEC	0	0	0	12	12 weeks
Total				3	0	0	15	3

Minimum Number of Credits to be Acquired: 95

List of Employability Enhancement Course

S.No	Course Code	Course Name	Category	L	T	P	C	Contact Periods
Theory Courses								
Theory cum Practical Courses								
1	21BA2605	Financial Management & Modelling	PC	3	0	1	4	5
2	21BA3602	Corporate Social Responsibility and Sustainability	PC	2	0	1	3	4
3	21BA3702	Security Analysis and Portfolio Management	PE	2	0	1	3	4
4	21BA3710	Marketing Research	PE	2	0	1	3	4
5	21BA3712	Retail Management	PE	2	0	1	3	4
6	21BA3713	Human Resource Metrics & Analysis	PE	2	0	1	3	4
Practical Courses								
1	21BA1908	Lab: Executive Communication	EEC	0	0	2	2	4
2	21BA1909	Lab: Office Automation: MS Office (Word; Excel; PowerPoint)	EEC	0	0	1	1	2
3	21BA3903	Lab: Business Analytics (R & Python)	EEC	0	0	2	2	4
4	21BA3904	Internship Or Business Plan	EEC	0	0	2	2	4 weeks
5	21BA4902	Major Project / Start-up	EEC	0	0	0	12	12 weeks

List of Professional Electives Courses

S.No	Course Code	Course Name	Semester	L	T	P	C	Stream/ Domain
Professional Elective I- FINANCE								
1	21BA3701	Financial Markets and Services	3	3	0	0	3	F
2	21BA3702	Security Analysis and Portfolio Management	3	2	0	1	3	F
3	21BA3703	Financial Derivatives	3	3	0	0	3	F
4	21BA3704	Innovation in Banking	3	3	0	0	3	F
5	21BA3705	Behavioural Finance	3	3	0	0	3	F
6	21BA3706	International Finance	3	3	0	0	3	F
Professional Elective II- MARKETING								
1	21BA3707	Brand Management	3	3	0	0	3	M
2	21BA3708	Digital Marketing	3	3	0	0	3	M
3	21BA3709	Service Marketing	3	3	0	0	3	M
4	21BA3710	Marketing Research	3	2	0	1	3	M
5	21BA3711	Sales & Distribution	3	3	0	0	3	M
6	21BA3712	Retail Management	3	2	0	1	3	M
Professional Elective III - HUMAN RESOURCES								
1	21BA3713	Human Resource Metrics & Analysis	3	2	0	1	3	HR
2	21BA3714	Managerial Behaviour and Effectiveness	3	3	0	0	3	HR
3	21BA3715	Strategic Human Resource Management	3	3	0	0	3	HR
4	21BA3716	Performance Management	3	3	0	0	3	HR
5	21BA3717	Organisational Change and Development	3	3	0	0	3	HR
6	21BA3718	Industrial Relations and Labour Law	3	3	0	0	3	HR
Professional Elective IV - OPERATIONS								
1	21BA3719	Project Management & Product Design	3	3	0	0	3	O
2	21BA3720	Business Process Engineering	3	3	0	0	3	O
3	21BA3721	Production Planning and Control	3	3	0	0	3	O
4	21BA3722	Services Operations Management	3	3	0	0	3	O
5	21BA3723	Logistics Management and Supply Chain Management	3	3	0	0	3	O
6	21BA3724	Lean Manufacturing & Six Sigma	3	3	0	0	3	O

Professional Elective V -ENTREPRENEURSHIP								
1	21BA3725	Social Entrepreneurship	3	3	0	0	3	E
2	21BA3726	Small Business Management	3	3	0	0	3	E
3	21BA3727	Design Thinking & Innovation	3	3	0	0	3	E
4	21BA3728	Building a Sustainable Enterprise	3	3	0	0	3	E
5	21BA3729	Intellectual Property Rights	3	3	0	0	3	E
6	21BA3730	Creativity & Innovation	3	3	0	0	3	E
Professional Elective VI - SYSTEMS								
1	21BA3731	Management control systems	3	3	0	0	3	S
2	21BA3732	Decision Support System	3	3	0	0	3	S
3	21BA3733	Software Engineering	3	3	0	0	3	S
4	21BA3734	System analysis and design	3	3	0	0	3	S
5	21BA3735	Enterprise Resource Planning	3	3	0	0	3	S
6	21BA3736	Information Technology for Managers	3	3	0	0	3	S

List of Open Electives Courses

S.No	Course Code	Course Name	Sem	L	T	P	C	Offered By
Open Elective I								
1		Stock Market Analyst	II	2	0	2	3	MBA
2		Total Quality Management	II	3	0	0	3	MBA

21MA1601	STATISTICS FOR MANAGEMENT	L	T	P	C
		3	1	0	4
Prerequisites for the course					
Students have to undergo the Bridge Course in Basic Maths.					
Objectives					
<ol style="list-style-type: none"> 1. Enable the use of statistical techniques wherever relevant in business decision making. 2. Have proper understanding of statistical application in Management. 					
UNIT I	INTRODUCTION TO STATISTICS, PROBABILITY AND PROBABILITY DISTRIBUTIONS				12
Statistics – Definition, Types. Types of variables – Organizing data - Descriptive Measures. Basic definitions and rules for probability, conditional probability independence of events, and random variables, Probability distributions: Binomial, Poisson, Uniform and Normal distributions.					
UNIT II	SAMPLING DISTRIBUTION AND ESTIMATION				12
Introduction to sampling distributions, sampling distribution of mean and proportion, application of central limit theorem, sampling techniques, determining the sample size. Estimation: Point and Interval estimates for population parameters of large sample and small samples.					
UNIT III	TESTING OF HYPOTHESIS – PARAMETRIC TESTS				12
Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations. ANOVA one and two way.					
UNIT IV	NON-PARAMETRIC TESTS				12
Chi-square tests for independence of attributes and goodness of fit. Sign test for paired data. Rank sum test. Kolmogorov-Smirnov – test for goodness of fit, comparing two populations. Mann – Whitney U test and Kruskal Wallis test. One sample run test, rank correlation.					
UNIT V	CORRELATION, REGRESSION AND TIME SERIES ANALYSIS				12
Correlation analysis, estimation of regression line. Time series analysis: Variations in time series, trend analysis, cyclical variations, seasonal variations and irregular variations.					
Total Periods					60

Suggestive Assessment Methods		
Continuous Assessment Test (30 Marks)	Formative Assessment Test (10 Marks)	End Semester Exams (60 Marks)
Online or Written Test	Assignments MCQ	Online or Written Test
Outcomes		
Upon completion of the course, the students will be able to:		
CO101.1 Apply the knowledge of probability in business.		APPLYING
CO101.2 Understand sampling techniques and apply the results on population.		UNDERSTANDING
CO101.3 Implement hypothesis testing using parametric tests.		APPLYING
CO101.4 Implement hypothesis testing using non parametric tests.		APPLYING
CO101.5 Apply the knowledge of correlation and regression in finding the relationship between any two business variables.		APPLYING
CO101. 6 Apply the knowledge of time series in business		APPLYING
Text Book		
Richard I. Levin, David S. Rubin, Sanjay Rastogi Masood Husain Siddiqui, Statistics for Management, Pearson Education, 7th Edition, 2016		
Reference Books		
<ol style="list-style-type: none"> 1. Prem.S.Mann, Introductory Statistics, 7th Edition, Wiley India, 2016 2. Gareth James, Daniela Witten, Trevor Hastie, Robert Tibshirani, An Introduction to Statistical Learning with Applications in R, Springer, 2016. · 3. Aczel A.D. and Sounderpandian J., “Complete Business Statistics”, 7th edition, Tata McGraw Hill Publishing Company Ltd.. 4. Anderson D.R., Sweeney D.J. and Williams T.A., Statistics for business and economics,· 13th edition, Thomson (South – Western) Asia, Singapore. 		
Web Recourses		
<ol style="list-style-type: none"> 1. https://www.edx.org/course/operations-research-an-active-approach 		

CO Vs PO Mapping and CO Vs PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
1	2	1			2			2	1		1
2	2	2			2			2	2		2
3	3	2			1			1	2		2
4	2	3			2			2	2		2
5	2	2			2			2	3		3

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21BA1602	MANAGEMENT CONCEPTS AND BEHAVIOUR	L	T	P	C
	INORGANISATIONS	3	0	0	3
Prerequisites for the course					
Students have to undergo the Bridge Course in Basic Management Concepts.					
Objectives					
<ol style="list-style-type: none"> 1. Identify the Management and its evolution and human behaviour like personality, perception, learning, and attitude. 2. Suggest strategies for planning and stress management 3. To organize and create departmentation and incorporate group behaviours in an Organization 4. Capable to communicate effectively and to promote motivation 5. Analyze the controlling aspects and manage productivity, culture and conflict. 					
UNIT I	INTRODUCTION TO MANAGEMENT AND BEHAVIOUR OF HUMANS				9
Organization- Management- Functional Areas of Management - Evolution of Management Thought - Contributing Disciplines of Organisational Behaviour-Challenges and Opportunities - Foundations of individual behaviour –Ability-Attitudes-Learning-Job Satisfaction-Personality-Values& Perception.					
UNIT II	PLANNING AND INDIVIDUAL BEHAVIOUR				9
Nature and Purpose of planning- Basic factors involved in Planning- Planning Process - Types of plans - Objectives - Managing by Objective (MBO) – Strategies and Types of strategies- Forecasting and Techniques of forecasting-Motivation–Theories, Job design and Goal setting, Stress and its Causes- Coping Strategies-Emotional Intelligence					
UNIT III	ORGANIZING AND GROUP BEHAVIOUR				9
Nature and Purpose of Organizing- Organization structure - Departmentation- Span of control - Delegation of Authority – Training and Methods of Training-Group Development-Group Roles, norms and cohesiveness- Decision Making: Types of Decision, Decision making process- Group decision making – Techniques- Work teams					
UNIT IV	DIRECTING AND LEADERSHIP				9
Managing People - Communication: Hurdles for effective communication- Management by Exception (MBE)-Leadership: Styles- Approaches to Leadership and Communication - Motivation: Theories of Motivation- Performance Appraisal - Power and Politics					
UNIT V	CONTROLLING AND ORGANISATIONAL DYNAMICS				9

Nature and Process of Controlling - Methods of control - Control System - Managing Productivity: Techniques for enhancing productivity - Organisational Culture: Elements and Types of Culture- Managing organizational culture-Organizational design-Managing organizational conflict, Organizational change, Organizational Development. Recent Trends in OB- Global communication, ICT influence on behavioural dimensions

Total Periods	45
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Suggestive Assessment Methods

Continuous Assessment Test (30 Marks)	Formative Assessment Test (10 Marks)	End Semester Exams (60 Marks)
Multiple Choice Questions	Assignment Seminar Presentation	Online or Witten Exam

Outcomes

Upon completion of the course, the students will be able to:

C102.1 To identify the Management and its evolution and behaviour of humans	Understand
C102.2 To cope up with the strategies for planning and stress management and power of teamwork in the organization	Apply
CO102.3 To organize an Organization and create Departmentation and incorporate group behaviours	Implement
CO102.4 Capable of communicating effectively and promoting motivation	Evaluate
CO102.5 Analyze the controlling aspects and manage productivity and culture and conflict	Analyse
CO102.6 To implement the concept of Information and Communication Technology in business	Implement

Text Books

Books after 2015 need to be suggested

1. Harold Koontz, Mark V.Cannice and Heinz Weihrich, Management: A Global, Innovative & Entrepreneurial Perspective, 15th edition, Tata McGraw-Hill Education, 2020

2. Stephen P. Robbins, David A. De Cenzo and Mary Coulter, Fundamentals of Management, 9th edition, Pearson Education India, 2016
3. Charles.W.L.Hill and Steven L.McShane, McGraw Hill Education, New Delhi, 2017
4. Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education, 18th edition, 2018

Reference Books

Books after 2015 need to be suggested

1. L.K.Prasad, Principles and Practice of management, Sultan chand & Sons Ltd, 2019
2. K. Aswathappa, Organizational Behavior, Himalaya Publishing House, 12th Revised, 2017
3. Uma Sekaran, Organizational Behaviour, New Delhi: Tata McGraw Hill, 2016

Web Resources

1. <https://www.managementstudyhq.com/evolution-management-thought-theories.html>
2. <https://businessjargons.com/planning.html>
3. <https://www.lucidchart.com/blog/types-of-organizational-structures>
4. https://www.managementstudyguide.com/what_is_motivation.html
5. https://www.managementstudyguide.com/controlling_function.html

CO Vs PO Mapping and CO Vs PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
1	2		2	3		1		2		2	
2		2			3		1			2	
3	2		3		3			3		2	
4				2		3	2	2		2	
5			2		3		3		1	2	
6		2		2		2	1		1	2	

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21BA1603	MANAGERIAL ECONOMICS	L	T	P	C
		3	0	0	3
Prerequisites for the course					
Nil					
Objectives					
<ol style="list-style-type: none"> To familiarize the students about managerial economics and to know the fundamental concepts affecting business decisions. To understand the concepts demand and supply forecasting To know about market structure and factor market To have an idea about Macroeconomics environment To Provide insights on Inflation and Deflation, industrial economics and business cycles. 					
UNIT I	INTRODUCTION TO ECONOMICS				9
Introduction to Managerial Economics – scarcity and efficiency – three fundamental economic problems- Production possibility frontiers (PPF) – Micro economies and Macro economies – the role of markets and government – Positive Vs negative externalities.					
UNIT II	CONSUMER AND PRODUCER BEHAVIOUR				9
Demand Analysis - meaning, determinants and types of demand - Elasticity of demand- demand forecasting. Supply meaning and determinants - production functions – Iso-quants, Expansion path - Cobb-Douglas function, Cost function - Analysis of cost - Economies and diseconomies of scale					
UNIT III	PRODUCT AND FACTOR MARKET				9
Product market – Market Structure; Perfect and Imperfect Competition – Monopoly, Duopoly, Monopolistic Competition – Pricing Methods - Game theory - Factor market- Land, Labour and capital - determination of factor pricing – General equilibrium and efficiency of competitive markets.					
UNIT IV	PERFORMANCE OF AN ECONOMY – MACRO ECONOMICS				9

Macroeconomic Aggregates – Circular flow of Macroeconomic Activity – National Income Determination – Aggregate Demand and Supply – Macroeconomic Equilibrium – Monetary Policy - Fiscal Policy -Multiplier Effect		
UNIT V	ECONOMIC IMPACTS AND BUSINESS CYCLE	9
Unemployment and inflation – Okun’ law – Phillips’s curve – industrial economics-Business Cycle: Introduction, Meaning and Features, Theories of Business Cycles, Measures to Control Business Cycles, Business Cycles and Business Decisions- Global economy – Impacts of global economy in business		
Total Periods		45
Suggestive Assessment Methods		
Continuous Assessment Test (30 Marks)	Formative Assessment Test (10 Marks)	End Semester Exams (60 Marks)
Online or Written exam	Assignment Case Study Analysis Seminar Presentation Discussions on Budget	Online or Written exam
Outcomes		
Upon completion of the course, the students will be able to:		BLOOM’S LEVEL
CO103.1 Apply knowledge of economics in their field of work		Understand
CO103.2 Understand the consumer and producer behaviour in the economy		Apply
CO103.3 Outline the product market and Factor market and their structures		Understand
CO103.4 Categorise the various ways of managing the performance of an economy – Macro Economics		Analyse
CO103.5 Examine the impacts of unemployment and inflation and Business Cycles		Apply
CO103.6 Understand the Impacts of global economy in business		Understand
Text Books		
2. Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri and Anindya Sen, Economics, 20th edition, Tata McGraw Hill, New Delhi, 2019.		
3. H.L. Ahuja , Managerial Economics (Analysis of Managerial Decision Making), 9th Edition, S.Chand , 2018		

	4. Damodaran, S., Managerial Economics, 2 nd Edition, Oxford University Press, 2011
	Reference Books
	<ol style="list-style-type: none"> 1. William Boyes and Michael Melvin, Textbook of economics, Biztantra, 9th Edition, 2012 2. N. Gregory Mankiw, Principles of Economics, 7th edition, Cengage, New Delhi, 2014 3. Richard Lipsey and Alec Charystal, Economics, 12th edition, Oxford, University Press, New Delhi, 2011. 4. Karl E. Case and Ray C. Fair, Principles of Economics, 12th edition, Pearson, Education Asia, New Delhi, 2014.
	Web Recourses
	<ol style="list-style-type: none"> 1. https://www.economicsonline.co.uk/ 2. https://www.investopedia.com/ 3. http://www.onlinevideolecture.com/mba-programs/kmpetrov/managerial_economics/?courseid=4207 4. https://www.economicdiscussion.net/ 5. https://economictimes.indiatimes.com/

CO Vs PO Mapping and CO Vs PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
1	1	3	1	2	2			1	2	2	
2	1	3	1		2	1		1	2	2	
3	1	3	1	2	3		1	1	2	2	
4	1		1		3		1	1	2	2	
5	1		1		3	1		1	2	2	
6	2	3	1	1		1	2		1	2	

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Course Code 21BA1604	INDIAN ETHOS AND VALUES	L	T	P	C
		3	0	0	3

Prerequisites for the course

Knowledge about the values, rightful living in the society.

Objectives

1. Introduction and orientation to an Ethical Decision-Making framework
2. Understand, and evaluate organizational influences affecting Ethical Decisions
3. To understand sources of organizational Ethical Culture and Deviant Behavior
4. Exposing the ethical practices to be followed in business to become responsible persons who will uphold Ethics in Business.
5. Articulate a mindset of value system in Ethical Decision-Making.

UNIT I	INTRODUCTION	9
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Indian Ethos: Meaning, Features, Need, Evolution, Relevance, Principles Practiced by Indian Companies. Role of Indian Ethos in Managerial Practices; Work Ethos: Meaning, Dimensions of Work Ethos; Ethics v/s Ethos.

UNIT II	BUSINESS ETHICS AND ITS IMPORTANCE	10
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Introduction – principles – Business ethics– code of conduct and ethics for managers – evolution – importance – values and ethics in Business – Unethical Behaviour – Ethical Decision Making – Changing business environment and ethical challenges – Benefits of business ethics. Stakeholder relationship – Social Responsibility and Ethics – Implementing a Stakeholder Perspective.

UNIT III	CONCEPTS OF ETHICS	9
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Environmental Ethics: Environmental Concerns, sustainable development, industrial pollution, Role of corporations, waste management, and pollution control.

UNIT IV	ORGANISATIONAL ETHICS	8
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Marketing Ethics: Role, Normative Ethics, Areas of Marketing Ethics; Ethical issues in Human Resource Management: Scope, Aspects, challenges, role and creating an ethical organization.

UNIT V	ETHICAL DECISION MAKING IN BUSINESS	9
Ethical models – Decision making – Applying Moral Philosophy – Kohlberg’s Model - Influences on Ethical Decision making – Personal Values and Ethical Decision Making, role and Framework.		
Total Periods		45
Suggestive Assessment Methods		
Continuous Assessment Test (30 Marks)	Formative Assessment Test (10 Marks)	End Semester Exams (60 Marks)
Online or Written Test	Case study (Units 2 & 4) Assignments (Units 1 & 2)	Online or Written Test
Upon completion of the course, the students will be able to:		
COURSE OUTCOMES		BLOOMS LEVEL
CO104.1 Able to analyze ethical issues in the organization and the workplace, applying ethical theories and principles to find solutions.		REMEMBER & ANALYSE
CO104.2 Be able to prepare a code of ethics as a statement of norms and beliefs and shape the company and strategy in business practice companies		UNDERSTANDING
CO104.3 Evaluate the importance of the care for the environment and Organisation		EVALUATE
CO104.4 Evaluate the role of a personal framework for values in making decisions as an individual and/or leader or manager		EVALUATE
CO104.5 Become individuals with desired qualities and a humanistic approach		APPLY
Text Books		
1. Indian Ethos & Business Ethics, Dr. Pradip Sinha, Dr. Nitin Zaware, Dr. Vikas Barbate, Dr. AjitThite, 2021 1. Business Ethics, An Indian Perceptive, 3 rd Edition, Authors: Fernando, Muraleedharan, Satheesh, Pearson Publication, 2019		
Reference Books		
1. Ethics in Management and Indian Ethos, 2/e, Biswanath Ghosh, Vikas Publishing, ISBN 9788125920595, 2006.		

2. Business Ethics and Corporate Governance, 3rd Edition, Author: Fernando, Pearson Publication, 2010
3. Indian Ethos and Value for Management Paperback – 1 January 2011 by Dr. N.M. Khandelwal (Author)
4. Business Ethics: An Indian Perspective, A C Fernando (Author), K P Muralidheeran (Author), E K Satheesh (Author)| Third Edition | By Pearson Paperback – 30 July 2019.

Web Recourses

1. <http://www.lifepositive.com/lpevents/lppublicevent.asp>
2. <http://www.trcb.com/business/management.htm>
3. <http://www.valuequotes.net/chronological.html>

CO Vs PO Mapping and CO Vs PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
1	3	2	1	2	2			2		3	2
2	2	3		2	1	1			2	2	1
3	2	2		1	1			2	1	3	1
4	1	2	2	1	2	2		1	1	1	
5	2	2	2	1	3		1		1	2	2
6	3	3	3	2	2		2	1		1	2

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21BA1605	FINANCIAL ACCOUNTING	L	T	P	C
		3	0	0	3
Prerequisites for the course:					
Nil					
Objectives					
<ol style="list-style-type: none"> 1. To acquire insight about basic principles of financial accounting and preparation of final accounts. 2. To understand and gain knowledge on the methods for analyzing the financial statements. 3. To obtain knowledge on cost accounting. 4. To gain proficiency in Marginal Costing and be able to make correct decisions. 5. To understand the Budgeting concepts and be able to create their own. 					
UNIT I	FINANCIAL ACCOUNTING	9			
Introduction to Financial, Cost and Management Accounting - Generally Accepted Accounting Principles - Accounting Concepts and conventions - Final Accounts: Trading, Profit and Loss Account and Balance Sheet (Problems).					
UNIT II	FINANCIAL STATEMENT ANALYSIS	9			
Financial Ratios - Classification of Ratios: Profitability, Liquidity, Financial and Turnover Ratio, Dupont Ratios - Fund Flow Statement - Cash Flow Statement Analysis (AS 3 Revised) (Problems).					
UNIT III	COST ACCOUNTING	9			
Cost Accounts – Cost Sheet (Problems) – Cost Ascertainment – Cost Unit and Cost Centre – Methods of Costing – Techniques of Costing.					
UNIT IV	MARGINAL COSTING	9			

Marginal costing and Profit planning - Cost, Profit, Volume Analysis - Break-Even Analysis - Decision making Problems: Make or Buy Decisions, Determination of sales mix, Exploring new markets, Add or drop products, Expand or contract.

UNIT V	BUDGETING AND VARIANCE ANALYSIS	9
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Budgeting Control - Types of Budget: Sales, Production, Flexible and Fixed Budget - Standard Costing and Variance Analysis. (Problems)
Human Resource Accounting. Inflation Accounting.

Total Periods	45
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Suggestive Assessment Methods

Continuous Assessment Test (30 Marks)	Formative Assessment Test (10 Marks)	End Semester Exams (60 Marks)
Presentation of Financial Statement Analysis Report of a company. Online or Written exam.	Preparation of Final Accounts. Case Study. Seminar Presentation.	Question Based on 50% Theory & 50% Problems Online or Written exam

Outcomes:

Upon completion of the course, the students will be able to:	Bloom's Level
CO105.1 Explain the foundation of financial accounting concepts.	Understand
CO105.2 Organize, analyze and interpret financial statements.	Apply
CO105.3 Outline the cost accounting techniques.	Understand
CO105.4 Examine the reports and take managerial decisions.	Analyze
CO105.5 Construct various budgets and capable of forecasting.	Apply
CO105.6 Infer the role of inflation in accounting.	Understand

Text Books

1. R. Narayanaswamy, "Financial Accounting: A Managerial Perspective", PHI, 6th edition, 2017.
2. M.Y. Khan & P.K. Jain, "Management Accounting", Tata McGraw Hill, 8th edition, 2018.

Reference Books

1. R. K. Arora, "Financial Accounting: Fundamentals, Analysis and Reporting" Wiley, 2nd edition, 2018.

2. Ambrish Gupta, "Financial Accounting for Management: An Analytical Perspective", 6th Edition, 2018.
3. Bapat and Raithatha, Financial Accounting – A Managerial Perspective, Mc Graw Hill, 2017.
4. C.T. Horngren, Accounting for Management Control: An introduction, Prentice Hall, 2018.
5. Ramchandran and Kakani, Financial Accounting for Management, Mc Graw Hill, 2018.

Web Recourses

1. <http://www.sxccal.edu/TwinningProgramme/downloads/MBA-AccountingManagers-1stYear.pdf>
2. <https://www.pdfdrive.com/accounting-for-managers-interpreting-accounting-information-for-decision-making-e13151347.html> (Accounting for Managers; Interpreting accounting information for decision-making Paul M. Coller)
3. <https://www.scribd.com/doc/41713800/Accounting-for-Managers-Notes>
4. <http://files.rajeshindukuristudyplace.webnode.com/200000014-9621c971b8/accounting%20for%20managers.pdf>

CO Vs PO Mapping and CO Vs PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
1	3	1		1	3			2	3
2	2	1		1	3			2	3
3	3	2		2	3			2	3
4	3	3		2	3			3	3
5	1	2		1	2			2	3
6	2	1		1	2			1	3

PREPARED BY**VERIFIED BY****HOD/FXDOMS****21BA1606****BUSINESS LAWS**

L	T	P	C
3	0	0	3

Prerequisites for the course:

To understand legal procedures in contemporary Business environment

Objectives

1. To gain knowledge in contract, Goods and negotiable instruments in accordance with law.
2. To know the nature of companies and the authorities and procedure for forming and winding a company.
3. Understand the laws in various Industries
4. Understand the computation of GST by any organization
5. Clear idea about consumer act and protecting the IPR from cyber threats.

UNIT I**COMMERCIAL LAW****9****THE INDIAN CONTRACT ACT 1872**

Definition of contract, essentials elements and types of a contract, Formation of a contract, performance of contracts, breach of contract and its remedies, Quasi contracts - Contract Of Agency: Nature of agency, Creation and types of agents, Authority and liability of Agent and principal: Rights and duties of principal and agents, termination of agency.

THE SALE OF GOODS ACT 1930 Nature of Sales contract, Documents of title, risk of loss, Guarantees and Warranties, performance of sales contracts, conditional sales and rights of an unpaid seller -		
NEGOTIABLE INSTRUMENTS ACT 1881: Nature and requisites of negotiable instruments. Types of negotiable instruments, liability of parties, holder in due course, special rules for Cheque and drafts, discharge of negotiable instruments.		
UNIT II	COMPANY LAW AND COMPETITION ACT	9
COMPANY ACT 1956&2013 Major principles – Nature and types of companies, Formation, Memorandum and Articles of Association, Prospectus, Power, duties and liabilities of Directors, winding up of companies, Corporate Governance.		
Competition Act 2002 - Introduction, Definitions, Enquiry into Certain Agreements and Dominant Position of Enterprise and Combinations.		
UNIT III	INDUSTRIAL LAW	9
An Overview of Factories Act - Payment of Wages Act - Payment of Bonus Act - Industrial Disputes Act.		
UNIT IV	Goods and Service Tax	9
Introduction - Registering under GST – GST Returns – How and When to File Them? - Mixed Supply and Composite Supply - Input Tax Credit in Detail – What is GST Compliance Rating? - Impact of GST on Manufacturers and FMCG industry.		
UNIT V	CONSUMER PROTECTION ACT AND INTRODUCTION OF CYBERLAWS and IPR	9
Consumer Protection Act – Consumer rights, Procedures for Consumer grievances redressal, Types of consumer Redressal Machineries and Forums - Cyber crimes, IT Act 2000 and 2002, Cyber Laws, Introduction of IPR - Intellectual Property Laws – Legal Aspects of Patents, Filing of Patent Applications, Rights from Patents, Infringement of Patents, Copyright and its Ownership, Infringement of Copyright, Civil Remedies for Infringement– Copy rights, Trade marks, Patent Act. Right to Information Act, 2005.		
Total Periods		45
Suggestive Assessment Methods		
Continuous Assessment Test (30 Marks)	Formative Assessment Test (10 Marks)	End Semester Exams (60 Marks)

Report Submission	Multiple Choice Questions.	Online or Written exam
Online or Written exam	Case Analysis	
	Seminar Presentation	

Outcomes**Upon completion of the course, the students will be able to:**

Bloom's Level

COURSE OUTCOMES**BLOOMS LEVEL**

CO106.1 Gain knowledge in contract and the procedures in performing a contract	UNDERSTANDING
CO106.2 Know the nature of companies and the authorities and procedure for forming and winding a company	UNDERSTANDING
CO106.3 Understand the laws in various Industries	UNDERSTANDING
CO106.4 Understand the computation of GST by any organization	UNDERSTANDING
CO106.5 Acquire clear idea about protecting the IPR	UNDERSTANDING
CO107.6 Gain knowledge about registering and safeguarding IPR from cyber threats	APPLYING

Text Books

1. AkileshwarPathak, Legal Aspects of Business, McGraw Hill Education(India) Private Limited, New Delhi.
2. Dr.M.Sivakumar, Legal Aspects of Business, Lakshmi Publications, Chennai.

Reference Books

1. Dr.N.J.Ravichandran, Legal Aspects of Business, Thakur Publications, Chennai.
2. Kapoor, N. D.; Elements of Mercantile Law, 30th edition, Sultan Chand & Sons, New Delhi, 2015
3. P. K. Goel, Business Law for Managers, Biztantatara Publishers, India, 2008.
4. P. P. S. Gogna, Mercantile Law, S. Chand & Co. Ltd., India, 11th Edition, 2015
5. Maheshwari, S.N. and S.K. Maheshwari; A Manual of Business Law, 6th Edition, Himalaya Publishing House, 2015

Web Resources

1. <http://www.legalserviceindia.com/article/>
2. <http://search.ebscohost.com>
3. <http://www.freebookcentre.net/Law/Law-Books.html> 2
4. <http://www.freebookcentre.net/Law/Law-Books.html> 2
5. <https://www.mooc-list.com/course/business-law-wma>

6. <https://neerajbhagat.com/pdf/GST-E-book.pdf>

CO Vs PO Mapping and CO Vs PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
1	1			2		2	2	1	
2		2	1		0	3			1
3	3	1	2		1			3	
4		3		3				2	2
5	3	3		2				1	1
6		2		1	1	2		1	

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21BA1607	QUALITY MANAGEMENT	L	T	P	C
		3	0	0	3
Prerequisites for the course					
Basic Knowledge of Customer Satisfaction on Product and Quality of Service.					
Objectives					
<ol style="list-style-type: none"> To familiarize the students with the basic concepts of quality and its dimension and philosophies. To provide insights on various TQM principles. To throw light on issues, tools, and techniques of quality, total quality management, and Six Sigma. To explain the quality function deployment and reliability. To create awareness and importance of quality standards and HR issues. 					
UNIT I	INTRODUCTION TO QUALITY	9			

Introduction - Need for Quality - Evolution – Definition, Concept of Quality, Dimensions of Product and Service Quality. Customer Focus – Customer Perception - Customer Complaints - Service Quality - Customer Delight - Kano Model - Customer Retention.

UNIT II	TQM PRINCIPLES	9
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Quality Gurus (Shewart, Deming, Juran, Feigenbaum, Ishikawa, Crosby and Taguchi, Shingo and Masaaki Imai). Concepts of Quality circle, Japanese 5S principle, and 8D methodology. TQM Seven Phases.

UNIT III	STATISTICAL TOOLS AND TECHNIQUES	9
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Statistical Process Control (SPC) – Meaning, Significance, construction of control charts for variables and attributes. Six sigma- concepts of process capability, Zero Defect; Reliability Concepts – Definition. Total Productive Maintenance (TMP), Terotechnology. Business Process Improvement (BPI) – Principles, Applications, Reengineering Process, Benefits, and Limitations.

UNIT IV	QUALITY TOOLS AND TECHNIQUES	9
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Quality Tools - The Seven Traditional and New Tools of Quality, Benchmarking, POKA -YOKE, Failure Mode Effect Analysis (FMEA), Quality Function Deployment (QFD) – Benefits, House of Quality. Taguchi - Quality Loss Function.

UNIT V	QUALITY MANAGEMENT STANDARDS	9
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ISO -Benefits - ISO 9000 Series of Standards – ISO 9001 Requirements – Implementation – Documentation. Quality Audit: Purpose, Internal Audits; ISO 9000 in Indian Business Environment. IS/ISO 9004:2000 – Quality System –Elements, guidelines for Performance Improvements; ISO 14000 - Concepts, Requirements, Benefits of ISO 14001. Employee involvement – Motivation, empowerment, Team and Teamwork, Recognition, Reward, and Performance appraisal.

Total Periods	45
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Suggestive Assessment Methods

Continuous Assessment Test (30 Marks)	Formative Assessment Test (10 Marks)	End Semester Exams (60 Marks)
Online or Written Test	Case study (unit 1, 4 & 5) (Or) Assignments (All units) (Or)	Online or Written Test

Upon completion of the course, the students will be able to:

COURSE OUTCOMES	BLOOMS LEVEL
------------------------	---------------------

CO107.1 Be aware of the basic concepts of quality and understand the dimensions and evolution of Quality Management.	UNDERSTANDING
CO107.2 Possess knowledge on various principles and techniques of quality	UNDERSTANDING
CO107.3 Have the insight to enumerate and justify the dimensions of product quality or service quality for the same.	ANALYSE
CO107.4 Learn to differentiate between common and special causes by using statistical process control to enhance quality	ANALYSE
CO107.5 Have a better understanding of quality standards and issues in quality.	UNDERSTANDING & APPLY
CO107.6 Will be able to identify potential failure in the Process of implementing quality.	ANALYSE

Text Books

1. Besterfield, D.H., Besterfield-Michna, C., Besterfield-Sacre, Besterfield, G., Urdhwareshe, Total Quality Management, 5th Edition, Pearson Education, 2019.
2. Poornima M., Pearson publication, rd Edition, Total Quality Management 2017

Reference Books

1. Subburaj Ramasamy, Total Quality Management, Mc Graw Hill Publications
2. Sunil Luthra, Dixit Garg, Ashish Agarwal, Sachin K. Mangla, Total Quality Management (TQM): Principles, Methods, and Applications, Publisher: CRC Press, 2020; ISBN 1000194493,
3. D.R. Kiran, Total Quality Management: Key Concepts and Case Studies, Publisher Butterworth-Heinemann, 2016, ISBN 0128110368,
4. W. Edwards Deming, The Essential Deming: Leadership Principles from the Father of Quality, Editors Joyce Orsini, Diana Deming Cahill, Publisher: McGraw Hill Professional, 2012, ISBN: 0071790217, 9780071790215

Web Recourses

6. <http://www.notesengine.com/dept/cse/7sem/anna-university-7-sem-cse-notes.html>
7. <http://www.vidyarthiplus.com/vp/Thread-GE2022-Total-Quality-Management-Lecture-Notes- Lonely-Edition>
8. <http://freshupdates.in/lecture-notes/anna-university-total-quality-management-lecture-notes/>

9. <http://www.iannauniversity.com/2012/06/ge2022-total-quality-management-lecture.html>

CO Vs PO Mapping and CO Vs PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
1	3	3	1	3	3	2	1	1	2	3	2
2	2	3		2	3	3	3	2	3	3	3
3	3	3	2	3	3	3	2	2	3		2
4	3	3	2	3	1				2	1	3
5	3	3	3	2	3	1	1		2	2	1
6	2	3	1	2	2	2			2	2	1

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21BA1908	EXECUTIVE COMMUNICATION	L	T	P	C
		0	0	2	2
Prerequisites for the course					
The prerequisite knowledge required to study this Course is the basic knowledge in English Language.					
Objectives					
<ol style="list-style-type: none"> 1. To enable the students to conduct well in any business process without any communication difficulties. 2. To train students to enhance their skills in written as well as oral Communication through practical conduct of this course. 3. To help them understand the principles & techniques of business communication. 4. To master vocabulary, sentence structure and to write articles. 5. To master soft skills and interview etiquette. 					
Module I	SHARING BASIC INFORMATION	6			
Listening- Listening to Business talks - short formal business conversations; Speaking- introducing oneself to the audience giving importance to characteristics; Telephonic conversation; Reading- Articles from Business Magazines; Writing- Reframing sentences from the jumbled words – Creating Coherence; Language development- Framing Yes/No questions – Framing questions for feedbacks – Use of Question tag – Phrases used in Business Communication.					
Suggested Activities			Evaluation Method		
i) Listening to Business talks			i) Listening & Speaking: Submitted Conversation will be assessed for a) Language style as that of the sample audio. b) Pronunciation c) Intonation		
ii) Introducing oneself to the audience in a professional way - Video Recording to be submitted.			ii) Introduction: Submitted Video Recording will be assessed for a) Communication Etiquettes b) Language Style c) Sentence Construction		
iii) Reading 3 Passages from articles in Business Magazines.			Activities iii to v will be assessed through google form tests/ written tests.		
iv) Rearranging Jumbled words - Exercises					
v) Teaching of Grammar Contents					

Module II	SHARING BUSINESS INFORMATION	6
<p>Listening - Listening to Reports – Advertisements; Speaking- Reporting Business Statistics – Sales Analysis – Balance Sheet - Net Profits/loss – cash flow - ROI; Reading – reading articles on Business Concepts – Mission – Business Models – competitive advantage – customer experience; Writing- Writing Feasibility Reports, Survey Reports - Writing about a product – Writing for advertisements; Vocabulary Development- verbal analogies; Language Development- advanced use of articles, Prepositional phrases.</p>		
<p>Suggested Activities</p> <p>i) Listening to Reports - Suggested Youtube channels</p> <p style="padding-left: 40px;">a) Tedx Talks</p> <p>ii) Speaking / submitting video recording / classroom presentation Business statistics/ Business Models</p> <p>iii) Reading articles on Business Concepts</p> <p>iv) Writing Reports/Advertisements</p> <p>v) Teaching of Grammar Contents</p>		<p>Evaluation Method</p> <p>i) Listening skills will be tested through</p> <p>a) MCQs - Google Forms - 3 Sets</p> <p>b) Quiz - Polling - 2 set</p> <p>ii)Speaking: Submitted Video Recording/Presentation during class hours will be assessed for</p> <p>a) Language Style & Fluency</p> <p>b) Creation of Google Slides / Canva Slides</p> <p>c) Content delivery</p> <p>Activities iii to v will be assessed through google form tests/ written tests.</p>
Module III	UNDERSTANDING WORKPLACE ETIQUETTES	6
<p>Listening- Listening to business talks on start-up success – Team Productivity – Work from Home mindset – 10 guiding principles for leaders; Speaking- answering Interview questions; Reading- Comprehending Articles from magazines, understanding the writing style; Writing- Job Application – Resume - Minutes of the Meeting – Writing opinion paragraph - Writing paragraphs with reasons, Interpretation of charts; Language Development - If – Conditionals - Tenses.</p>		
<p>Suggested Activities</p> <p>i) Listening to Business talks on start-up success - Suggested Youtube channels</p> <ul style="list-style-type: none"> ● Laura Katen ● Young Entrepreneur forum <p>ii) Speaking - answering interview questions</p>		<p>Evaluation Method</p> <p>i) Listening skills will be tested through</p> <p>a) Cloze Test - 2 Sets</p> <p>ii)Speaking: Submitted Video Recording/classroom interview will be assessed for</p>

<p>iii) Reading articles -Extracts from reputed magazines.</p> <p>iv) Writing - Job application, resume, minutes of the meeting & paragraphs.</p> <p>v) Teaching of Grammar Contents</p>	<p>a) Time management</p> <p>b) Analytical skills</p> <p>c) Interview Skills</p> <p>d)</p> <p>Activities iii to v will be assessed through google form tests/ written tests.</p>	
Module IV	UNDERSTANDING ORGANIZATIONAL SKILLS	6
<p>Listening- Listening to Objectives and Expectations of an organization; Speaking- Classifying Decisions – Plus-Minus-Implication – Project Direction – Idea Presentation; Reading- Reading Articles on Understanding the hidden complexities and dynamics of negotiation - Internalizing the roles played by relationships – trust and rapport; Writing- Writing down decision statements – Paired Comparison; Language development - modal verbs</p>		
<p>Suggested Activities</p> <p>i) Listening to Objectives and Expectations of an organization - Suggested Youtube channels</p> <ul style="list-style-type: none"> ● Laura Katen ● Young Entrepreneur forum ● Silicon Valley girl <p>ii) Speaking / Classifying Decisions / Project Direction / Idea Presentation</p> <p>iii) Reading articles -Extracts from reputed journals on negotiation skills</p> <p>iv) Writing - Decision Statements & Paired Comparison</p> <p>v) Teaching of Grammar Contents</p>	<p>Evaluation Method</p> <p>i) Listening skills will be tested through</p> <p>a) Note making - 2 Sets</p> <p>ii)Speaking: Submitted Video Recording / Classroom Presentation will be assessed for</p> <p>a) Expression of Innovative Ideas and Solution</p> <p>b) Sentence Structure</p> <p>Activities iii to v will be assessed through google form tests/ written tests/ written exercises.</p>	
Module V	EMOTIONAL AWARENESS AND MANAGEMENT	6
<p>Listening - Listening Types - Appreciative listening – Critical Listening – Relationship Listening; Speaking - presentation on the importance of Emotional Intelligence - Group Discussion -</p>		

Interview Etiquette; **Reading-** Reading articles on High Level Cognition - Cognitive Control - Decision Making - Social Behaviour - Emotion - Language and Consciousness; **Writing** - Articulate emotions using the right language - Balance optimism and pessimism to effectively impact others; **Language development** - Fixed and Semi-Fixed Expressions.

Suggested Activities

i) Watching videos on types of Personality.

ii) Group Discussion

iii) Reading articles on high level Cognition & Decision Making

iv) Writing - Articulate emotions using the right language - Balance optimism and pessimism to effectively impact others

v) Teaching of Grammar Contents

Evaluation Method

i) Listening skills will be tested through

a) Google form test- 2 Sets

ii)Speaking: Submitted Video Recording / Classroom Presentation will be assessed for

a) Emotional awareness

b) Communication Skills

Activities iii to v will be assessed through google form tests/ written tests/ written exercises.

S.No	List of Experiments	CO
1.	Conversation Recording using the suggested app	CO 1
2.	Self Introduction Video	CO 1
3.	Presentation of Business Models	CO 2
4.	Business Report	CO 2
5.	Presentation on 10 guiding principles for leaders	CO 3
6.	Job Application & Resume	CO 3
7.	Idea Presentation	CO 4
8.	Writing Paired Comparison on Business Models	CO 4
9.	Listening Comprehension	CO 5
10.	Group Discussion	CO 5
Total Periods		30 Hrs

Laboratory Requirements for a batch of 60 Students

Software: Globarena

1. Teacher console and 60 systems for students.
2. English Language Lab Software
3. Career Lab Software

Suggestive Assessment Methods:

- 1) Listening and answering questions - MCQ - Cloze Test - Note Making
- 2) Speaking - App/Software based testing, Group Discussion, Presentation, answering interview Questions.
- 3) Reading - analyze the passage given - understand the concept and answer Questions - On-line Based
- 4) Written Tests

Lab Components Assessments (50 Marks)	End Semester Exams (50 Marks)
Completion of Suggested Lab Exercises	EXTERNAL: 50 MARKS Online Exam – 20 Marks. Paper Presentation – 10 Marks. Group Discussion – 10 Marks. Answering Interview Questions - 10 marks

Outcomes**Upon completion of the course, the students will be able to:**

CO108. 1	Understand the scope of communication and share basic information in different Business situations to express thoughts as intended.
CO108. 2	Identify the appropriate usage of informative messages and communicate with peers and clients to reach organizational goals.
CO108. 3	Understand the differences in communication methods and the suitability according to various scenarios to adhere to workplace etiquette.
CO108. 4	Follow appropriate strategies to communicate to an audience in and outside the workplace to enhance productivity and customer support.
CO108. 5	Contribute their ideas during Group Discussions following the etiquettes in a way accepted by the interviewers.

Text Books

1. Business communication – PC Bhatia – Ane books Pvt ltd.
2. Pease, Allan and Barbara Pease. The Definitive Book of Body Language. New Delhi: Manjul Publishing House, 2005.
3. Robbins P.Stephen, Hunsakerl.Philip.Training in Interpersonal Skill. 6th Edition. NewDelhi: Pearson, 2015.

Reference Books

1. Pease, Allan and Barbara Pease. The Definitive Book of Body Language. New Delhi: Manjul Publishing House, 2005.
2. Cognition: 8th Ed, John Wiley & Sons - 5. Margaret W. Matlin (2012). Cognitive Psychology. Wadsworth: Belmont - Sternberg, R. J.; Sternberg, K, Mio, J. (2012).

WEB RESOURCE(S):

1. TEDx Talks <https://www.youtube.com/user/TEDxTalks>
2. https://www.youtube.com/channel/UCoI6hPiySwB6AVP94_PJsBQ
3. Young Entrepreneurs Forum
<https://www.youtube.com/channel/UCydShVfAub9TSmL1N4BTlGQ>

CO Vs PO Mapping and CO Vs PSO Mapping

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
1	3			2	3	3	2	2	
2	3			2	2	3	3	2	
3	1			1	1	3	3	1	
4	2			2	2	2	3	3	
5	3			3	3	3	3	3	

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Course Code	Course Name	L	T	P	C
21BA1909	OFFICE AUTOMATION	0	0	1	1
Prerequisites for the course					
Work in computer					
Objectives					
<ol style="list-style-type: none"> 1. To educate the students in using Microsoft Office Word for their knowledge and exposure. 2. To familiarize the students to how to work in Spreadsheets. Excel, Pivot tables, comparative analysis, link to database, sensitivity tables, and vertical lookups. 3. To help the students in preparing PowerPoint presentation, slideshow, animation, inserting shapes etc. 					
S.No	List of Experiments	CO			
1	Working with Documents -Opening & Saving files, Editing text documents, Inserting, Deleting, Cut, Copy, Paste, Undo, Redo, Find, Search, Replace, Formatting page & setting Margins, Converting files to different formats, Importing & Exporting documents, Sending files to others, Using Tool bars, Ruler, Using Icons, using help.	1			
2	Formatting Documents - Setting Font styles, Font selection- style, size, colour etc, Type face - Bold, Italic, Underline, Case settings, Highlighting, Special symbols, Setting Paragraph style, Alignments, Indents, Line Space, Margins, Bullets & Numbering.	1			
3	Setting Page style - Formatting Page, Page tab, Margins, Layout settings, Paper tray, Border & Shading, Columns, Header & footer, Setting Footnotes & end notes – Shortcut Keys; Inserting manual page break, Column break and line break, Creating sections & frames, Anchoring & Wrapping, Setting Document styles, Table of Contents, Index, Page Numbering, date & Time, Author etc., Creating Master Documents, Web page.	1			
4	Creating Tables - Table settings, Borders, Alignments, Insertion, deletion, Merging, Splitting, Sorting, and Formula, Drawing - Inserting Clip Arts, Pictures/Files etc.	1			
5	Tools – Word Completion, Spell Checks, Mail merge, Templates, Creating contents for books, Creating Letter/Faxes, Creating Web pages, Using	1			

	Wizards, Tracking Changes, Security, Digital Signature. Printing Documents – Shortcut keys.	
6	Spread Sheet & its Applications, Opening Spreadsheet, Menus - main menu, Formula Editing, Formatting, Toolbars, Using Icons, Using help, Shortcuts, Spreadsheet types. Working with Spreadsheets- opening, Saving files, setting Margins, Converting files to different formats (importing, exporting, sending files to others), Spread sheet addressing - Rows, Columns & Cells, Referring Cells & Selecting Cells – Shortcut Keys.	2
7	Entering & Deleting Data- Entering data, Cut, Copy, Paste, Undo, Redo, Filling Continuous rows, columns, Highlighting values, Find, Search & replace, Inserting Data, Insert Cells, Column, rows & sheets, Symbols, Data from external files, Frames, Clipart, Pictures, Files etc, Inserting Functions, Manual breaks.	2
8	Setting Formula - finding total in a column or row, Mathematical operations (Addition, Subtraction, Multiplication, Division, Exponentiation), Using other Formulae.	2
9	Formatting Spreadsheets- Labelling columns & rows, Formatting- Cell, row, column & Sheet, Category - Alignment, Font, Border & Shading, Hiding/ Locking Cells, Anchoring objects, Formatting layout for Graphics, Clipart etc., Worksheet Row & Column Headers, Sheet Name, Row height & Column width, Visibility - Row, Column, Sheet, Security, Sheet Formatting & style, Sheet background, Colour etc, Borders & Shading – Shortcut keys.	2
10	Working with sheets – Sorting, Filtering, Validation, Consolidation, and Subtotal. Creating Charts - Drawing. Printing. Using Tools – Error checking, Spell Checks, Formula Auditing, Creating & Using Templates, Pivot Tables, Tracking Changes, Security, Customization.	2
11	MS Power point: Introduction to presentation – Opening new presentation, Different presentation templates, Setting backgrounds, Selecting presentation layouts.	3
12	Creating a presentation – Setting Presentation style, Adding text to the Presentation.	3

13	Formatting a Presentation - Adding style, Colour, gradient fills, Arranging objects, Adding Header & Footer, Slide Background, Slide layout. Adding Graphics to the Presentation- Inserting pictures, movies, tables etc into presentation, Drawing Pictures using Draw.Paint .	3
14	Adding Effects to the Presentation - Setting Animation & transition effect. Printing Handouts , Generating Standalone Presentation viewer, Paint.	3

Total Periods :15

Suggestive Assessment Methods

Lab Components Assessments (50 Marks)

End Semester Exams (50 Marks)

Preparation of Resume

Create a workbook in excel

Build a PowerPoint presentation

Preparation of business report

Lab Practical

Outcomes

Upon completion of the course, the students will be able to:

CO 108.1: Aware of using of MS word, MS excel, MS PowerPoint.

CO 108.2: Possess knowledge and work in word document.

CO 108.3: Ability to work in spreadsheets, pivot table.

CO 108.4: Develop knowledge on preparing PowerPoint Presentation.

Understand

Apply

Apply

Apply

Laboratory Requirements

MS – Office

Reference Books

1. V. Rajaraman , “Fundamentals of computers”, Prentice- Hall of India.
2. Ron Mansfield , “Working in Microsoft office”, Tata McGraw Hill.
3. Guy Hart Davis, “Microsoft Excel 2007”, Tata McGraw Hill.
4. John Walkenbach,HerbTyson,FaithWempen,caryN.Prague,MichaelR.groh,PeterG.Aitken, and Lisa a.Bucki, “Microsoft Office 2007 Bible” , Wiley India pvt. ltd.

Web Recourses

<https://study.com/academy/course/computing-skills-development-training.html>

<https://www.careertoolbelt.com/computer-skills-that-will-help-you-get-hired/>

<https://www.slideshare.net/THickox/basic-computer-skills-26313903>

<https://bosslinux.in/sites/default/files/BOSS4.0-Usermanual.pdf> (For EduBOSS3.0)

<https://wiki.openoffice.org/wiki/Documentation>

<http://windows.microsoft.com/en-in/windows/windows-basics-all-topics>

CO Vs PO Mapping and CO Vs PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
1	3	1	1	3	1	1	1	3	1
2	3	1	1	3	1	1	1	3	1
3	3	1	1	3	1	1	1	3	1
4	3	1	1	3	1	1	1	3	1

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21MA2601	QUANTITATIVE TECHNIQUES	L	T	P	C
		3	1	0	4
Prerequisites for the course					
Students are required to have basic mathematical knowledge					
Objectives					
<ol style="list-style-type: none"> 1. To learn the concepts of operations research applied in business decision making 2. To have proper understanding of Linear Programming problem applications in Management 3. To enable the use of Transportation problems where ever relevant in business decision making 					
UNIT I	INTRODUCTION TO OPERATIONS RESEARCH AND LINEAR PROGRAMMING PROBLEM				12
Introduction to applications of operations research in functional areas of management. Linear Programming-formulation, solution by graphical and simplex methods (Primal - Penalty, TwoPhase), Special cases. Dual simplex method. Principles of Duality. Sensitivity Analysis.					
UNIT II	TRANSPORTATION AND ASSIGNMENT MODELS				12
Transportation Models (Minimising and Maximising Problems) – Balanced and unbalanced Problems – Initial Basic feasible solution by N-W Corner Rule, Least cost and Vogel's approximation methods. Check for optimality. Solution by MODI / Stepping Stone method. Case of Degeneracy. Transshipment Models. Assignment Models (Minimising and Maximising Problems) – Balanced and Unbalanced Problems. Solution by Hungarian and Branch and Bound Algorithms. Travelling Salesman problem.					
UNIT III	INTEGER PROGRAMMING AND GAME THEORY				12
Solution to pure and mixed integer programming problem by Branch and Bound and cutting plane algorithms. Game Theory-Two person Zero sum games-Saddle point, Dominance Rule, Convex Linear Combination (Averages), methods of matrices, graphical and LP solutions.					
UNIT IV	INVENTORY MODELS, SIMULATION AND DECISION THEORY				12

Inventory Models – EOQ and EBQ Models (With and without shortages), Quantity Discount Models. Decision making under risk – Decision trees – Decision making under uncertainty. Monte-carlo simulation.		
UNIT V	NETWORK ANALYSIS AND REPLACEMENT MODELS	12
Scheduling by PERT and CPM: Network computations-Floats-Programme Evaluation Review Technique(PERT)-Cost considerations in PERT and CPM-Replacement Models-Individuals replacement Models (With and without time value of money) – Group Replacement Models.		
Total Periods		60
Suggestive Assessment Methods		
Continuous Assessment Test (30 Marks)	Formative Assessment Test(10 Marks)	End Semester Exams (60 Marks)
Online or Written Test	Assignments MCQ	Online or Written Test
Outcomes		
Upon completion of the course, the students will be able to:		
CO201.1 Apply knowledge of Linear programming in decision making CO201.2 Apply the knowledge of Transportation and Assignment models in business CO201.3 Able to find solutions for integer programming and to apply game theory CO201.4 Gain knowledge about using the inventory models, simulation and decision theory CO201.5 Gain knowledge about network models		
Text Books		
1. OPERATIONS RESEARCH ... Handy, A. Taha, " Operations Research ", 9th Edition, Prentice Hall of India ,		
Reference Books		
1. Operations Research An Introduction, 10th edition, - Hamdy A. Taha Prentice Hall ... 9th Edition		

2. An Introduction to Management Science Quantitative

Approaches to Decision Making, August 2019. by David R. Anderson/Dennis J. Sweeney/Thomas A. Williams/Jeffrey D. Camm/James J ... Macroeconomics | 12th **Edition** Publisher : **Cengage** Learning India Pvt. Ltd.; 14th **edition** (1 August 2019)

3. G. Srinivasan, Operations Research – Principles and Applications, III edition , PHI,2017**4. Bernard W.Taylor ,Introduction to Management Science , 12 th edition,2016****Web Resources**

1. https://www.google.com/search?q=BA7201Applied+operations+research&rlz=1C1ZKTG_enIN781IN781&oq=BA7201Applied+operations+research&aqs=chrome..69i57j33i10i160.108854j0j15&sourceid=chrome&ie=UTF-8

CO Vs PO Mapping and CO Vs PSO Mapping

C O	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3
1	1		2							2					
2	2									2			3		
3	2	2													
4	1		2							1			2		
5	2	2	1												

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Course Code		L	T	P	C
21BA2602	MARKETING MANAGEMENT	3	0	0	3

Prerequisites for the course

Students should have basic knowledge of the market and consumer interests.

Objectives

1. Understand the dynamics of marketing in business.
2. To provide opportunities to analyze marketing activities within the firm;
3. To communicate unique marketing mix and selling proposition for specific products
4. Ability to collect, process, and analyze consumer and market data to make informed decisions.
5. Develop the ability to think critically about different perspectives in global marketing

UNIT I**INTRODUCTION****9**

Defining, Scope, Core Marketing Concepts – Marketing Planning Process – Scanning Business environment: Internal and External – PESTEL – SWOT Analysis – Marketing interface with other functional areas – Production, Finance, Human Relations Management, Information System – Marketing in the Global Environment – Rural Marketing.

UNIT II**MARKETING STRATEGIES****9**

Marketing Strategy Formulations – Key Drivers - Strategies for Industrial Marketing – Consumer Marketing – Services Marketing – Analysis of consumer and industrial markets – Influence of Economic and Behavioral Factors – Strategic Marketing Mix components. Market Segmentation, Targeting and Positioning; Branding: Concept of Branding - Brand Types.

UNIT III**MARKETING MIX DECISIONS****10**

Product Concept, New Product Development, Product Life cycle, Product Mix Strategies. Packaging /Labelling: Packaging as a Marketing Tool. Pricing Decisions: Pricing concepts - Strategies. Place Decision: Purpose, Channel Alternatives, Factors Affecting Channel Choice. Integrated Marketing Communication (IMC).

UNIT IV	CONSUMER BUYER BEHAVIOUR	8
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Understanding Consumer Buyer Behavior – Influencing Factors – Buyer Behaviour Models – Online Buyer Behavior – Building and Measuring Customer Satisfaction – Customer Relationship Management – Customer Acquisition – Creating Long Term Loyalty Relationships.

UNIT V	RECENT TRENDS IN MARKETING	9
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Marketing Information System – Marketing Research Process – Customer Driven Organizations – Online/Digital Marketing - E-Marketing – Green Marketing - Social Media Marketing, Current marketing challenges. Influence of Artificial Intelligence (AI) on Marketing Activities.

Total Periods	45
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Suggestive Assessment Methods

Continuous Assessment Test (30 Marks)	Formative Assessment Test (10 Marks)	End Semester Exams (60 Marks)
Online or Written Test	Case study (Current Topic) Assignments (All Units) Survey-based on (Retail or customer)	Online or Written Test

COURSE OUTCOMES

BLOOMS LEVEL

CO202.1 Understand the marketing concepts and their evolution	UNDERSTANDING & REMEMBERING
CO202.2 Enhanced knowledge of marketing strategies for consumer and industrial marketing	UNDERSTANDING
CO202.3 Deep understanding of the choice of marketing mix elements and managing integrated marketing channels	UNDERSTANDING
CO202.4 Ability to dissect the idea of buyer purchasing behavior	ANALYSE
CO202.5 Understanding the trends and research in the field of marketing	UNDERSTANDING & EVALUATE

C0202.6 Analyze the innovative market information and derive insights.

ANALYSE

Text Books

1. Philip T. Kotler and Kevin Lane Keller, Marketing Management, Prentice-Hall India, 15th Edition, 2017
2. Paul Baines, Chris Fill, Kelly Page, Marketing, Asian edition, Oxford University Press, 5th edition, 2019.

Reference Books

1. Ramasamy, V.S, Namakumari, S, Marketing Management: Global Perspective Indian Context, Macmillan Education, New Delhi, 6th edition, 2018.
2. Philip Kotler, Gay Armstrong, Prafulla Agnihotri, Principles of marketing, 7th edition, 2018.
3. Kotler, P, & Keller, K.L. (2016); Marketing Management. 15th Ed, Pearson, New Delhi
4. Ramaswamy, V.S. & Namakumari. (2015); Marketing Management. 5th Ed, McGraw Hill, New Delhi.

Web Recourses

1. <https://www.smartbrief.com/industry/marketing-advertising>
2. <https://adage.com/>
3. <https://contentmarketinginstitute.com/>
4. <https://www.marketingprofs.com/>
5. <https://www.ama.org/>
6. <https://www.emarketer.com/>

CO Vs PO Mapping and CO Vs PSO Mapping

CO	P01	P02	P03	P04	P05	P06	P07	P08	P09	PS01	PS02
1	3	2	2	2	3	3	2	2	3	3	3
2	3	2	3	2	2	2	2	2	2	1	2
3	3	2	2	1	3	2	2	2	3	2	2

4	2	2			2	1	1				3
5	2	2	2	3	2	2	3	2	2	3	2
6	2	2	3	2	2			3	3	2	2

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21BA2603	HUMAN RESOURCE MANAGEMENT	L	T	P	C
		3	0	0	3
Prerequisites for the course					
Ability to understand the basic HR functional area					
Objectives					
<ul style="list-style-type: none"> To make the student understand the concepts of Human Resource Management To provide the knowledge about the acquisition and development of human resources To make the students imbibe the essence of motivation and maintenance of Human Resources 					
UNIT I	PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT	9			
Meaning and functions of Human Resource Management Overview of HRM: Nature - Scope - Functions - Objectives -Environment of HRM- Role of HRM in Strategic Management - Opportunity and Challenges of HRM. HR policies - Strategic Human Resource Management- Difference between SHRM and HRM-Human resource accounting - Human resource audit.					
UNIT II	ACQUISITION OF HUMAN RESOURCES	9			
Need and importance of Human Resource Planning- Factors affecting HRP and Process - Job Analysis and Job Design - Process - Methods - Factors affecting Job Design- Job Evaluation - Recruitment- Internal and External sources - Selection and its Process - Barriers to Effective Selection - Orientation - Induction and its importance- Placement.					
UNIT III	DEVELOPMENT OF HUMAN RESOURCES	9			

Nature of Training – Training Process –Training methods – Purpose & Benefits - Performance Appraisal and Process -Objectives –Altruism - Performance Management System-Executive Development Programmes–Common Practices-Benefits–Self-development – Knowledge Management		
UNIT IV	MOTIVATION OF HUMAN RESOURCES AND BENEFITS	9
Compensation plan – Reward – Motivation –Theories of Motivation – Career Management Employee Remuneration: ESOP Components - Theories of Remuneration - Incentives – Employee Benefits and Services – Executive Remuneration – Employee Retention, Retirement Benefits- Compensation		
UNIT V	MAINTENANCE OF HUMAN RESOURCES	9
Performance evaluation –Methods- Feedback – Promotion- Demotion- Transfer - Separation – Control process – Importance – Methods – Requirement of effective control systems - Grievances – Causes – Implications – Redressal methods– Recent Trends in HRM.		
Total Periods		45
Suggestive Assessment Methods		
Continuous Assessment Test (30 Marks)	Formative Assessment Test (10 Marks)	End Semester Exams (60 Marks)
Multiple Choice Questions	Multiple Choice questions Assignments Case study Seminar	Online or Witten Exam
Outcomes		
Upon completion of the course, the students will be able to:		
COURSE OUTCOMES		BLOOMS LEVEL
CO203.1 : Get knowledge about the perspectives of Human Resources Management.		Understand
CO203.2 : Understand the process of acquiring human resources.		Understand
CO203.3 . Gain insight about the development of human resources		Analyse
CO203.4 : Realize the need for motivation and career management.		Identify
CO203.5 : Gained insight about development of human resource and		

career management.

Apply

C0203. 6: Understand the importance of control system and recent trends in HRM

Understand

Text Books

books after 2015 need to be suggested

1. Aswathappa, "Human Resource and Personnel Management- Text and Cases", New Delhi: Tata McGraw Hill, 2016
2. Durai, P. (2016). Human Resource Management. (2nd ed.). Delhi, Pearson Education

Reference Books

1. Human Resource Management by L. M. Prasad book, Sultan Chand & Son's, 10th edition, 2018
2. Dessler Human Resource Management, Pearson Education Limited, 14th Edition, 2015.
3. Biswajeet Pattanayak, "Human Resource Management", New Delhi: Prentice Hall of India

Web Recourses

1. <http://ugcnetmanagementcourse.blogspot.com/2015/02/concepts--perspectives-in-human-resource-management.html>
2. https://link.springer.com/chapter/10.1007%2F978-1-4302-3757-0_38
3. <https://www.thebalancecareers.com/what-is-human-resource-development-hrd-1918142>
4. <https://www.managementstudyguide.com/motivation-in-human-resource-development.htm>
5. <https://www.businessmanagementideas.com/personnel-management/functions-personnel-management/maintenance-of-human-resources/6286>

CO Vs PO Mapping and CO Vs PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
1	1			3		2	2		
2	3			3	2	3		3	
3	2		3		3	3		1	

4		2		3	3			2	3
5	3		1		2		3		3

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21BA2604	RESEARCH METHODOLOGY& APPLICATIONS	L	T	P	C
		3	0	1	4
Prerequisites for the course					
1. Students must have good knowledge of MS Excel to excel in Statistical analysis					
2. Student must possess basic knowledge of research					
Objectives					
1. To make the students understand the concepts and significance of research					
2. To determine the sample and sampling methods					
3. To acquire knowledge about research process and data analysis					
4. To develop the skills for interpretation and report writing					
UNIT I	INTRODUCTION TO BUSINESS RESEARCH	9			

Business Research – Definition and Significance –Types of Research – research process –Criteria of good research-Research Problems –Techniques involved in defining a problem-Research objectives – Problem formulation, Concepts, Variables - Research hypothesis – characteristics		
UNIT II	RESEARCH DESIGN AND SAMPLING DESIGN	9+5
Research design – Definition – types of research design – exploratory and causal research design– Descriptive and experimental design –Variables in Research – Review of Literature–Sampling plan – Sample size – determinants of optimal sample size – sampling techniques –Probability Vs Non-probability sampling methods-Errors in sampling		
UNIT III	DATA COLLECTION AND MEASUREMENT	9 + 5
Types of data – Primary Vs Secondary data – Methods of primary data collection-Survey Vs Observation – Construction of questionnaire and instrument – Validation of questionnaire – Hypothesis – Measurement: types of scales- Test of Validity, Reliability and Practicality of measuring instrument.		
UNIT IV	PROCESSING AND ANALYSIS DATA	9 +5
Data Preparation – Editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analysis – Bivariate and Multivariate statistical techniques – Factor analysis – Discriminant analysis – cluster analysis – multiple regression and correlation- Structural Equation Modelling (SEM).		
UNIT V	INTERPRETATION AND REPORT WRITING	9
Meaning of interpretation - Research report – Significance of report writing- Types of report – Contents of report – Components of written research report - Techniques of writing a research report, Precautions in Preparing the Research Report - Mechanics of writing a research report-Steps involved in preparing business research plan/proposal		
PRACTICAL: A Survey report has to be submitted		

S.No	List of Experiments	CO
1	Creating New Data Set and Computing Variable	2
2	Importing Data Set	2
3	Descriptive Analysis	2
4	One Sample T-Test	2
5	Independent Sample T-Test	3
6	Paired Sample T-Test	3
7	One way ANOVA	3

8		Chi-Square Test	3
9	Correlation & Regression	Correlation & Regression Analysis	4
10	Hypothesis – Non-parametric	Kolmogrov – Smirnov Test	4
11		Mann –Whitney Test (Two Independent Test)	4
12		Kruskal Wallis (K – Independent Sample Test)	4

Total Periods	45Theory +15 Lab
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Laboratory Requirements

Each Lab should contain 30 computers with uninterrupted network connection and SPSS Software should be installed with recent versions.

Suggestive Assessment Methods

Continuous Assessment Test (30Marks)	Lab Components Assessments (10 Marks)	End Semester Exams (50 Marks)
Multiple Choice Questions Survey Report	Assignment Seminar Presentation	Online or Written Exam

Outcomes

Upon completion of the course, the students will be able to:

CO204.1 Students would gain knowledge in the basics of business research.	Understand
CO204.2 Choose the correct research design for the business problem	Analyse
CO204.3 Students get good knowledge about data collection techniques and measurements.	Analyse
CO204.4 Analyze the data collected with appropriate tools	Apply
CO204.5 Students gain knowledge of Bivariate and Multivariate analysis	Understand
CO204. 6 Students would be conversant in drafting the research report	Apply

Text Books

1. Kothari C.R, Research methodology Methods and Techniques, New Age International (P) Ltd, New Delhi, 110002, September 2019.
2. Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research methods, 12th Edition, Tata Mc Graw Hill, New Delhi, July 2018.

Reference Books

1. Uma Sekaran and Roger Bougie, Research methods for Business, 8th Edition, Wiley India, New Delhi, 2021.

Web Recourses

1. <https://www.questionpro.com/blog/businessresearch>
2. <https://www.questionpro.com/blog/research-design/>
3. <https://www.google.com/search?q=data+collection+methods>
4. <https://www.talend.com/resources/what-is-data-preparation>
5. <https://www.slideshare.net/priyansakthi/interpretation-and-report-writing>

CO Vs PO Mapping and CO Vs PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
1		2	1		2	1	1	1	2
2	2		1	1	3			1	
3	2	2	3	1	2	1			
4	3	3	1		1	1			
5	2			1	1	1	2	2	3
6	2		1	1		2			3

PREPARED BY**VERIFIED BY****HOD/FXDOMS**

21BA2605	FINANCIAL MANAGEMENT & MODELLING	L	T	P	C
		3	0	2	4
Prerequisites for the course					
Possess knowledge in Accounting and have worked in Ms-Excel.					
Objectives					
<ol style="list-style-type: none"> 1. To enable the students to understand the concepts of Financial Management. 2. To understand the concepts and techniques of Capital Budgeting. 3. To throw light on the significance of Cost of Capital for deciding the Capital Structure. 4. To obtain knowledge on financing decision and dividend decision. 5. To gain proficiency in working capital management. 					
UNIT I	FOUNDATIONS OF FINANCE	2 + 7			
Introduction to Financial Management: Nature, scope and functions of Finance, organization of financial functions, objectives of Financial management, Major financial decisions					
UNIT II	INVESTMENT DECISIONS	8+2			

Capital Budgeting: Principles and techniques - Nature of capital budgeting- Identifying relevant cash flows - Evaluation Techniques (Problems): Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index - Concept and Measurement of cost of capital (Problems).

UNIT III	FINANCING DECISION	9
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Leverages - Operating and Financial leverage – Measurement of leverages – Degree of Operating & Financial leverage – Combined leverage, EBIT – EPS Analysis (Problems)

Capital structure – Theories (Problems): Net Income Approach, Net Operating Income Approach, MM Approach – Determinants of Capital structure.

UNIT IV	DIVIDEND DECISION	9
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Dividend decision- Issues in dividend decisions, Importance, Relevance & Irrelevance theories (Problems): Walter’s Model, Gordon’s Model and MM Model. – Factors determining dividend policy – Types of dividend policies – forms of dividend.

UNIT V	WORKING CAPITAL MANAGEMENT	9
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Principles of working capital: Concepts, Needs, Determinants, issues and estimation of working capital (Problems) - Receivables Management - Inventory management – Cash management - Working capital finance: Commercial paper, Company deposit, Trade credit, Bank finance.

S.No	List of Experiments	CO
1	Concepts of Time Value of Money Applications: Future Value of Single Cash Flow	1
2	Future Value of an Annuity	1
3	Future Value of Sinking Fund	1
4	Present Value of Single Cash Flow	1
5	Present Value of an Annuity	1
6	Present Value of an Uneven Cash Flow	1
7	Capital Recovery & Loan Amortization	1
8	Present Value of Growing Annuity	1
9	Multi-Period Compounding	1
10	Bond Valuation models: Yield to Maturity	1

11	Present Value of Bond	1
12	Two Stage growth Model – Share	1
13	Risk and Return: Calculation of Risk of Single Asset	1
14	Calculation of Risk of Portfolio.	1
15	NPV & IRR	2
Total Periods		45

Laboratory Requirements

Ms – Excel

Suggestive Assessment Methods

Continuous Assessment Test (30 Marks)	Lab Components Assessments (10 Marks)	End Semester Exams (50 Marks)
Report Submission Online or Written Exam	Lab exercises Lab Model Test	Question Based on 50% Theory & 50% Problems Online or Written Exam

Outcomes

Upon completion of the course, the students will be able to:	Bloom's Level
CO205.1: Make use of the future value and present value in financial decisions.	Apply
CO205.2: Identify the appropriate Capital Budgeting Technique in Investment evaluation.	Apply
CO205.3: Recognize the need for calculating component cost of capital & weighted average cost of capital.	Analyze
CO205.4: Assume the impact of Capital Structure on the Market Value of the firm.	Analyze
CO205.5: Identify the appropriate Payout & Retention ratio for the firm.	Apply
CO205.6: Classify the current assets & current liabilities position to improve the liquidity of the firm.	Analyze

Text Books

1. M.Y.Khan&P.K.Jain, "Financial Management" - Text, problems & cases, Tata Mcgraw Hill, 6th edition, 2011.

2. I.M.Pandy, "Financial Management", Vikas Publishing House, 11th edition, 2016.

Reference Books

4. James C.Vanhorne & John M.Wachowicz, Jr, "*Fundamentals of Financial Management*", Pearson Education 11th edition, 2001.
2. Prasanna Chandra, "Financial Management: Theory and Practice", 10th Edition, 2019.

Web Resources

- bookboon.com/en/corporate-finance-ebooks
- <http://www.freebookcentre.net/Business/Finance-Books>
- www.edx.org/course/corporate-finance
- www.coursera.org/learn/wharton-finance
- <http://nptel.ac.in>
- <http://www.youtube.com/iit>

CO Vs PO Mapping and CO Vs PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
1	3	1			3			1	3
2	3	2			3	1		1	3
3	3	2			3	2		1	2
4	3	3			3			1	2
5	3	1			3			1	1
6	3	3			3	3		1	3

PREPARED BY**VERIFIED BY****HOD/FXDOMS**

21BA2606	ENTREPRENEURSHIP AND INNOVATION MANAGEMENT	L	T	P	C
		3	0	0	3
Prerequisites for the course					
Basic understanding and knowledge about business and the environment and its functions.					
Objectives					
To develop and strengthen entrepreneurial quality and motivation in students. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.					
UNIT I	Entrepreneurship Ecosystem	6			
Ecosystem – Positive Influencers- Players- Ecosystem and entrepreneurial mobility- Characteristics of an entrepreneur- Entrepreneurial Mindset-Impact of Entrepreneurial Mindset- Entrepreneurial Mindset Enablers.					

UNIT II	Idea to Opportunity Mapping	12
Business Innovation - Opportunity Analysis - Approach to ideation - Ideation Techniques-Focus Group-Brainstorming- Creative Writing-Wish Lists-Ideal Scenario-Campaigns - introspection- Triz-Time Machine- Catch Ball-Scientific method- Mapping Ideas to Opportunities- I20 Evaluation Sieve- Economic Imperative-Cultural Imperative - Social Imperative - Personal Imperative.		
UNIT III	Business Modelling and Business Planning	12
Business Model- Functions- Designing a Business Model-Customer-Value Proposition- Communication Channels-Distribution Channels-Resources-Activity- Management- Business Plan- Sections of Business Plan- Reviewing the Business Plan.		
UNIT IV	Business Creation and Marshalling Resources	8
Entity Types -Sole Proprietorship- Partnership-Private Limited Company- Cooperatives-Public Limited Company-Joint Hindu Family-Limited Liability Partnership-Steps in setting up a unit-Legal Regularity and Statutory Body- Types of Resources- People- Networks- Partner groups- Infrastructure- Suppliers- Technology- Money- Customers.		
UNIT V	The Art of Pitching and Financing the Start-up	7
Defining a Pitch - Types of Pitches- Elevator Pitch- Detailed Pitch- Audience for the Pitch- Understanding the aspects of Funds- Basics of Finance- Sources of Funds.		
Total Periods		45
Suggestive Assessment Methods		
Continuous Assessment Test (30 Marks)	Formative Assessment Test (10 Marks)	End Semester Exams (60 Marks)
MCQ	*Preparation of Business Plan for the new business opportunities * Pitching for new business ideas *Exploring Funding Opportunities for start-ups	Online or Written exam
Outcomes		
Upon completion of the course, the students will be able to:		

CO206.1 Understand entrepreneurial ecosystem and to develop entrepreneurial mind-set needed to run a business.

CO206.2 Identify business opportunities and to analyse same in the light of socio-economic and cultural imperatives.

CO206.3 Design a business model and Prepare a Business plan.

CO 206.4 Capable of identifying an appropriate business entity with required resources complying legal, regulatory and statutory aspects.

CO206.5 Understand the art of Pitching and financing the start-up.

Text Books

Raj Shankar, Entrepreneurship Theory and Practice , Edition 3, Vijay Nicole Private Limited, Chennai 2015

Reference Books

1.S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, (Revised Edition) 2015.

2.Vasant Desai, The Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House Pvt, Ltd., Mumbai, 6th Edition ,2019.

3.Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 9th Edition 2019.

Web Resources

<https://101entrepreneurship.org/entrepreneurial-ecosystem/>

<https://www.ctc-n.org/resources/opportunity-mapping-identifying-new-business-opportunities-changing-energy-landscape>

<https://fullscale.io/blog/business-model-vs-business-plan/>

<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=23>

<https://www.forbes.com/sites/allbusiness/2020/06/20/guide-to-investor-pitch-decks-for-startup-fundraising/>

CO Vs PO Mapping and CO Vs PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2
1	2	1	1	1	1	2	2	2	2	1	1

2	2	1	1	2	2	2	2	2	2	2	2
3	2	2	2	2	2	2	2	2	2	3	3
4	3	3	3	3	3	3	3	3	3	3	3
5	3	3	3	3	3	3	3	3	3	3	3

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21BA2606	Operations Management	L	T	P	C
		3	0	0	3

Prerequisites for the course:

Students are required to realize the importance of Operations Management

Objectives

1. Apply OM concept in their field of work.
2. Understand the various ways of designing the capacity, product and process.
3. Acquire knowledge about how to forecast the demand, plan the capacity, Material requirement.

4. Learn how to manage materials effectively
5. Understand the various project management and scheduling techniques

UNIT I	INTRODUCTION TO OPERATIONS MANAGEMENT	9
Introduction to Operations Management - Operations Management – Nature, Importance, historical development, transformation processes, differences between services and goods, a system perspective, functions, challenges, current priorities, recent trends - Operations Strategy – Supply Chain Management.		
UNIT II	FORECASTING, CAPACITY AND FACILITY DESIGN	9
Demand Forecasting – Need, Types, Objectives and Steps. Overview of Qualitative and Quantitative methods. Capacity Planning – Long range, Types. Overview of sales and operations planning. Overview of MRP, MRP II and ERP. Facility Location – Theories, Steps in Selection, Location Models. Facility Layout – Principles, Types, Planning tools and techniques.		
UNIT III	DESIGN OF PRODUCT, PROCESS AND WORK SYSTEMS	9
Product Design – Influencing factors, Approaches, Legal, Ethical and Environmental issues. Process – Planning, Selection, Strategy, Major Decisions. Work Study – Objectives, Procedure. Method Study and Motion Study. Work Measurement and Productivity – Measuring Productivity and Methods to improve productivity		
UNIT IV	MATERIALS MANAGEMENT	9
Materials Management– Objectives, Planning, Budgeting and Control. Purchasing – Objectives, Functions, Policies, Vendor rating and Value Analysis. Stores Management – Nature, Layout, Classification and Coding. Inventory – Objectives, Costs and control techniques. Overview of JIT. Waste Management - Classification- Evolution of laws.		
UNIT V	SCHEDULING AND PROJECT MANAGEMENT	9
Project Management – Scheduling Techniques, PERT, CPM; Scheduling - work centers – nature, importance; Priority rules, shop floor control; Flow shop scheduling – Johnson’s Algorithm – Gantt charts; personnel scheduling in services.		
Total Periods		45
Suggestive Assessment Methods		
Continuous Assessment Test (30 Marks)	Formative Assessment Test (10 Marks)	End Semester Exams (60 Marks)

CAT 1 – Presentation of Product design in a company (Unit1&2)	FAT –Multiple Choice Questions. (Unit 1)	Question Based on 90% Theory &10% Problems
CAT 2 - Common Mode (Unit 3,4 &5)	FAT – Case Study on Make or Buy decision(Unit 3) FAT – Seminar Presentation on the topic, “Scheduling techniques in Project Management” (Unit 5)	

Outcomes**Upon completion of the course, the students will be able to:****BLOOM’S LEVEL**

CO101.1 Apply OM concept in their field of work.	APPLYING
CO101.2 Understand the various ways of designing the capacity, facility, product and process.	UNDERSTANDING
CO101.3 Acquire Knowledge about facility location models	APPLYING
CO101.4 Get the knowledge about how to forecast the demand, plan the capacity, Material requirement	APPLYING
CO101.5 Learn how materials are managed effectively	REMEMBERING
CO101.6 Understand the various project management and scheduling techniques	UNDERSTANDING

Text Books

1. Pannerselvam R, Production and Operations Management, Prentice Hall India, Third Edition, 2012.

Reference Books

1. Mahadevan B, Operations Management Theory and practice, Pearson Education, 3rd Edition, 2015
2. Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Nicholas J. Aquilano, Operations and Supply Management, Tata McGraw Hill, 12th Edition, 2010.
3. William J Stevenson, Operations Management, Tata McGraw Hill, 11th Edition, 2015
4. Russell and Taylor, Operations Management, Wiley, 8th Edition, 2015.
5. Norman Gaither and Gregory Frazier, Operations Management, South Western Cengage, 2002.
6. Kanishka Bedi, Production and Operations Management, Oxford University,3rd Edition, 2013.

Web Recourses

1. lib.mdp.ac.id/ebook/.../Karya%20Umum-Operations%20Management.pdf
2. www.shsu.edu/~mgt ves/mgt560/ServiceManagement.ppt
3. dl4a.org/uploads/pdf/Ebook%20for%20production%20and%20operations%20management.pdf
4. <https://www.mheducation.co.uk/he/chapters/9780077133016.pdf>
5. http://cbs.teriin.org/pdf/Waste_Management_Handbook.pdf

CO Vs PO Mapping and CO Vs PSO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
1	2							1	
2	3	2	2	2	2	2	1	2	1
3	3	2	2		2		2	1	1
4	2	2			2		2	1	1
5	2							1	

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Course Code	Course Name	L	T	P	C
21BA2608	Business Analytics	3	0	0	3

Prerequisites for the course:

Students are required to understand the science of business analytics.

Objectives

1. Need for business analytics in knowledge era
2. To know the Role of resources considerations in business analytics
3. To understand the Application of Business analytics in various fields
4. To understand Descriptive analytics in Business process
5. To understand Predictive and Prescriptive analytics

UNIT I	INTRODUCTION OF BUSINESS ANALYTICS	9
Introduction to Business Analytics – Terminology - Business Analytics Process - Relationship of BA Process and Organization Decision-Making Process		
UNIT II	IMPORTANCE OF BUSINESS ANALYTICS	9
Introduction-Why BA Is Important: Strategy for Competitive Advantage-Applied Reasons Why BA Is Important-The Importance of BA with New Sources of Data-What Resource Considerations Are Important to Support Business Analytics.		
UNIT III	APPLICATIONS OF BUSINESS ANALYTICS	9
Organization Structures Aligning Business Analytics- Management Issues- Managing change. HR Analytics – Finance Analytics – Marketing Analytics.		
UNIT IV	DESCRIPTIVE ANALYTICS	9
Introduction- visualizing and exploring data – descriptive statistics – Sampling and Estimation – Introduction to probability distributions- Descriptive analytics steps in BA process - Descriptive analytics analysis.		
UNIT V	PREDICTIVE AND PRESCRIPTIVE ANALYTICS	9
Introduction to Predictive analytics - Predictive modeling – Data mining and Methodologies – Introduction to Prescriptive analytics – Prescriptive modeling – Non-linear Optimization – Prescriptive step in BA Analysis – Prescriptive Analysis.		
Total Periods		45
Suggestive Assessment Methods		
Continuous Assessment Test (30 Marks)	Formative Assessment Test (10 Marks)	End Semester Exams (60 Marks)

CAT 1 – Project on Application of Real time Business Analytics (Unit 1&2) CAT 2 - Common Mode (Unit 3,4 &5)	FAT – Multiple Choice based questions (Unit 1) FAT –Seminar Presentation on the topic “HR/Marketing/Finance Analytics” (Unit 3) FAT – Assignment on Predictive analytics (Unit 5)	Question Based on 100% Theory
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Outcomes**Upon completion of the course, the students will be able to:****BLOOM'S LEVEL**

CO108.1 Need for business analytics in knowledge era	REMEMBERING
CO108.2 To know the role of resources considerations in business analytics	UNDERSTANDING
CO108.3 To understand the Application of Business analytics in various fields	UNDERSTANDING & APPLYING
CO108.4 To understand Descriptive analytics in Business process	UNDERSTANDING
CO108.5 To understand Predictive and Prescriptive analytics	ANALYZING
CO108.6 To know data mining and methodologies in business	UNDERSTANDING

Text Books

1. U Dinesh Kumar. 2017. Business Analytics. Publisher: Wiley India.
2. James R Evans. Business Analytics.: Pearson India.

Reference Books

1. R N Prasad, Seema Acharya. 2016. Fundamentals of Business Analytics, 2nd Edition. Publisher: Wiley India.
2. Marc J. Schniederjans , Dara G. Schniederjans and Christopher M. Starkey .2014. Business Analytics Principles, Concepts and Applications

Web Recourses

1. https://support.sas.com/content/dam/SAS/support/en/books/profit-driven-businessanalytics/69513_excerpt.pdf
2. <http://ptgmedia.pearsoncmg.com/images/9780133552188/samplepages/0133552187.pdf>
<https://www.sigc.edu/departement/mba/studymet/BusinessAnalytics.pdf>
3. <https://www.coursera.org/learn/data-analytics-business>
4. <https://www.coursera.org/specializations/strategic-analytics>

5. <https://www.coursera.org/learn/business-analytics>

CO Vs PO Mapping and CO Vs PSO Mapping

CO	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	2							1	
2	3	2	2	2	2	2	1	2	1
3	3	2	2		2		2	1	1
4	2	2			2		2	1	1
5	2							1	
6	2							1	

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