

Annamalai  **University**
Annamalainagar

FACULTY OF ARTS
DEPARTMENT OF BUSINESS ADMINISTRATION

MBA (Marketing Management)
(Choice Based Credit System)
(FULL-TIME)

(2018 - 2019)

HAND BOOK

ANNAMALAI UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
MASTER OF BUSINESS ADMINISTRATION (MBA)
(CHOICE BASED CREDIT SYSTEM)
(2018–2019)

REGULATIONS

For M.B.A. (Dual Specialisation), M.B.A. (Human Resource Management), M.B.A. (Financial Management), M.B.A. (Marketing Management), M.B.A. (International Business Management), M.B.A. (Hospitality Management).

MASTER'S PROGRAMME

A Master's Programme consists of a number of courses. Master's Programme consists of a set of compulsory courses (Core Courses) and some optional courses (specialisation and elective courses).

Core courses are basic courses required for each programme. The number and distribution of credits for core courses will be decided by the respective faculties.

Elective courses will be suggested by the respective departments. Elective courses may be distributed in all four semesters.

A course is divided into FIVE units to enable the students to achieve modular and progressive learning.

SEMESTERS

An academic year is divided into two semesters, odd semester and even semester. The normal semester periods are:

Odd Semester: July to November (90 Working days)

Even Semester: December to April (90 Working days)

CREDITS

The term credit is used to describe the quantum of syllabus for various programmes in terms of weightage and hours of study. It indicates differential weightage given according to the contents and duration of the courses in the curriculum design.

The minimum credit requirement for a two year Master's Programme shall be 90.

COURSES

Each course may consist of lectures/ cases discussion / tutorials/ laboratory work / seminars/ assignment / project work/ practical training/ report/ viva voce etc.

COURSE WEIGHT

Core and Elective courses may carry different weights. For example, a course carrying one credit for lectures will have instruction of one period per week during the semester, if three hours of lecture is necessary in each week for that course, the 2 credits will be the weightage.

Thus normally, in each of the courses, credits will be assigned on the basis of the lectures / tutorials / laboratory work / field and industrial visits and other forms of learning in a 15 week schedule.

One credit for each lecture period per week

One credit for each tutorial per week

One credit for every three periods of laboratory or practical work per week

One credit for 3 contact hours of project work in a week

One credit for every two period seminar

Two credits for project work / dissertation.

Two credits for tour and industrial visits

ELIGIBILITY FOR ADMISSION

A candidate who has passed the Bachelor's Degree in any subject including the Professional Courses of this University or an examination of any other University accepted by the Syndicate as equivalent thereto.

GRADING SYSTEM

The term grading system indicates a 10 point scale of evaluation of the performance of students in terms of marks, grade points, letter grade and class.

DURATION

The duration for completion of a two year Master's Programme in any subject is of four semesters.

STRUCTURE OF THE PROGRAMME

The Master's Programme consists of:

- **Core courses which are compulsory for all the students**
- **Specialisation or Elective courses which students can choose amongst from courses approved within the department or in other departments of the faculty and other faculties.**
- **The CBCS elective subjects will be allotted after counseling by a committee of the Head of the Departments under the chairmanship of the Dean.**
- **Dissertation / Project Work / Practical Training / Field work, which can be done in an organization (Government, Industry, Firm, Public Enterprise etc.) approved by the concerned department.**
- **Student can take any two specializations (Dual Specialization) and should continue with the same from 2nd Semester to 4th Semester.**

ATTENDANCE

Every teaching faculty handling a course shall be responsible for the maintenance of attendance register for candidates who have registered for the course.

The instructor of the course must intimate the Head of the Department at least Seven Calendar days before the last instruction day in the semester about the particulars of all students who have secured an attendance of less than 80%.

A candidate who has attendance less than 80% shall not be permitted to sit for the End-Semester examination in the course in which the short fall exists. Based on the percentage of attendance reported for every student, internal marks is awarded for each course as given below.

Attendance %	Marks
90 and more	5
80-89	4
70-79	3

EXAMINATION

There will be two sessional assessments and one End-Semester examination during each semester.

Sessional Test-I will be held during sixth week for the syllabi covered till then.

Sessional Test-I will be combination of a variety of tools such as class test, assignment, and paper presentation that would be suitable to the course. This requires an element of openness. The students are to be informed in advance about the nature of assessment and the procedures. However the tests are compulsory. Test I may be for one hour duration. The pattern of question paper will be decided by the respective Faculty. Sessional Test-I will carry 20% of marks out of the session marks 25.

Sessional Test-II will be held during eleventh week for the syllabi covered between seventh and eleventh weeks.

Sessional Test-II will be conducted with a variety of assessment tools. It will also have an element of openness. The students are to be informed in advance about the nature of assessment and the procedures. However the tests are compulsory. Test II may be for two hour duration. The pattern of question paper will be decided by the respective faculty. Sessional Test II carries 20% of marks out of the session marks 25.

There will be one end semester examination of 3 hours duration in each course.

The End Semester Examination will cover full syllabus of the course for 75% of marks.

EVALUATION

Evaluation will be done on a continuous basis. Evaluation may be by objective type questions, Quiz, Short Answers, Essays or a combination of these, but at the End Semester Examination, it has to be a written examination.

The performance of a student in each course is evaluated in terms of Percentage of marks (PM) with a provision for conversion to Grade Point (GP). The sum total performance in each semester will be rated by GPA while the continuous performance from the 2nd Semester onwards will be marked by (OGPA).

MARKS AND GRADING

A Student cannot repeat the assessment of Sessional Test I and Sessional Test II. However, if for any compulsive reason, the students could not attend the test, the prerogative of arranging a special test lies with the teacher in consultation with the Head of the Departments.

A minimum of 50% marks in each course is prescribed for a pass. A student has to secure 50% minimum in the End Semester Examination.

If a candidate who has not secured a minimum of 50% of marks in a course shall be deemed to have failed in that course.

The Student can repeat the End Semester Examination when it is offered next in the subsequent odd / even semester till the regulations are in force.

A candidate who has secured a minimum of 50 marks in all the courses prescribed in the programme and earned a minimum of 90 credits will be considered to have passed the Master's Programme.

GRADING

A ten point rating scale is used for the evaluation of the performance of the student to provide letter grade for each course and overall grade for the Master's Programme.

Marks	Grade Point	Letter Grade	Class
90 and more	10	S	Exemplary
85-89	9.0	D	Distinction
80-84	8.5	D	Distinction
75-79	8.0	D	Distinction
70-74	7.5	A	First Class
65-69	7.0	A	First Class
60-64	6.5	A	First Class
55-59	6.0	B	Second Class
50-54	5.5	C	Second Class
49 or Less	-	F	Fail

The Successful candidates are classified as follows.

First Class-60 % Marks and above in overall percentage of Marks (OPM).

Second Class-50-59% Marks in overall percentage of marks.

Candidates who obtain 75% and above but below 90% of marks (OPM) shall be deemed to have passed the examination in Distinction provided he/she passes all the courses prescribed for the programme at the first appearance.

Candidates who obtain 90% and above (OPM) shall be deemed to have passed the examination in FIRST CLASS Exemplary provided he/she passes all the courses prescribed for the programme at first appearance.

For the Internal Assessment Evaluation, the break up marks shall be as follows:

Test	—	10 Marks
Assignment/ Seminar/ Case Study/ Role Play/ Viva Voce / Short Answers	—	10 Marks
Attendance	—	5 Marks
Total	—	25 Marks
The award of marks shall be as below:		
Faculty of Arts, Indian Language and Education		3700 Marks

COURSE-WISE LETTER GRADES

The percentage of marks obtained by a candidate in a course will be indicated in a letter grade.

A student is considered to have completed a course successfully and earned the credits if he/she secures an overall letter grade other than F. A letter grade F in any course implies a failure in that course. A course successfully completed cannot be repeated for the purpose of improving the Grade Point.

The F grade once awarded stays in the grade of the student and is not deleted even when he/she completes the course successfully later. The Grade acquired later by the student will be indicated in the grade sheet of the odd/even semester in which the candidate has appeared for clearance of the arrears.

A student who secures F grade in any course which is listed as a core course has to repeat it compulsorily when the course is offered next. If it is an elective course, the student has the option to repeat it when it is offered next or to choose a new elective if he/she so desires in order to get a successful grade.

When new elective is chosen in the place of failed elective, the failed elective will be indicated as dropped in the subsequent grade card.

If a student secures F grade in the Project Work/Field Work/Practical Work/Dissertation, either he/she shall improve it and resubmit it if it involves only rewriting incorporating the clarifications of the evaluators or he/she can re-register and carry out the same in the subsequent semesters for evaluation.

GENERAL

In-plant training is being offered for elective students in organizations. The students get the opportunity to interact with the officials in the company environment in their chosen field.

Major project in a company for 45 days by students is compulsory. The project develops research bent of mind among them. The students can select any topic in functional areas. The faculty acts as internal guide. Computer Laboratory consists more than 100 computers. Each student is served with one PC to enable research and academic activities.

Department Library is equipped with 5000 volumes and a number of journals and back volumes. Laboratory and Computer wing function from 10.00 AM to 8.00 PM.

- **Placements in Leading Organizations**
- **Project Placements in Companies**
- **Computer Training**
- **Use of Internet and Computers**
- **Use of Electronic Gadgets in Classrooms**
- **Case Study Workshops and Consultancy Training**
- **Arranging Man-meet Programmes**
- **Short and Long Industrial Tours**
- **Specialization Training in Industries**

- **Nominating students in Inter College and University Management Development Programmes**
- **Entrepreneurial Training Programmes**
- **Executive Sports arranged annually**
- **Guest Lectures from Industries**
- **Back Volumes–Journals and Magazines**

ACTIVITIES AS A PART OF MBA PROGRAMME

- **Organizing and participating programmes in other institutions.**
- **Students Manmeet and Newsletter.**
- **Leaders Lecture Programme Series.**
- **Guest Lectures.**
- **Marketing Simulation games and exercises.**
- **Industrial Visits.**
- **Personality and Management Development Programmes.**
- **Conferences, Colloquiums, Workshops, Seminars and Symposium.**
- **Placement training and campus placement.**
- **Management Meets.**
- **Communication Development and Entrepreneur Development Programmes.**
- **Entrepreneurship Summit.**
- **SME projects and summer projects.**
- **Project Contest.**
- **Student's Shoppe realtime exercise**

ANNAMALAI UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
M.B.A. (MARKETING MANAGEMENT) – TWO YEAR PG PROGRAMME

Semester	Course No.	Course Code	Course Title	Course Type	Credit	University Exam Marks	Internal Marks	Total Marks
I	1.	MBAC 101	1. Management Process	Core	2	75	25	100
I	2.	MBAC 102	2. Managerial Economics	Core	2	75	25	100
I	3.	MBAC 103	3. Organizational Behaviour	Core	2	75	25	100
I	4.	MBAC 104	4. Accounting for Managers	Core	2	75	25	100
I	5.		5. Elective Course	Elective	4	75	25	100
I	6.	MBAC 106	6. Computer Applications in Management	Core	2	75	25	100
I	7.	MBAC 107	7. Project Entrepreneurship and Small Business Management	Core	2	75	25	100
I	8.	MBAC 108	8. Research Methodology	Core	2	75	25	100
I	9.	MBAC 109	9. Comprehensive Viva-voce (Industrial Visits and Subjects)	Core	2	75	25	100
			Total		20	675	225	900
II	10	MBAC 201	1. Financial Management	Core	2	75	25	100
II	11.	MBAC 202	2. Marketing Management	Core	2	75	25	100
II	12.	MBAC 203	3. Human Resource Management	Core	2	75	25	100
II	13.	MBAC 204	4. Production and Materials Management	Core	2	75	25	100
II	14.		5. Elective Course	Elective	4	75	25	100
II	15.	MBAC 206	6. Decision Support System and Management Information System	Core	2	75	25	100
II	16.	MBAM 207	7. Marketing Research and Consumer Behaviour	Core	3	75	25	100
II	17.	MBAM 208	8. Advertising and Sales Promotion	Core	3	75	25	100
II	18.	MBAC 209	9. Lab for Statistical Packages on Business Decision	Core	2	75	25	100
II	19.	MBAC 210	10. Project and Viva-voce (Exposure to Small and Medium Enterprises)	Core	2	75	25	100
			Total		24	750	250	1000
III	20.	MBAC 301	1. Operations Research	Core	2	75	25	100
III	21.	MBAC 302	2. Case Study and Analysis	Core	2	75	25	100
III	22.	MBAC 303	3. Business Legislations	Core	2	75	25	100
III	23.	MBAC 304	4. International Business and Export Management	Core	2	75	25	100
III	24.		5. Elective Course	Elective	4	75	25	100
III	25.	SOSC 306	6. Soft Skills	Core	3	75	25	100
III	26.	MBAM 307	7. Sales and Distribution Management	Core	3	75	25	100

III	27.	MBAM 308	8. Product and Services Marketing	Core	3	75	25	100
III	28.	MBAC 309	9. Project and Viva- voce (Industrial Visits and Subjects)	Core	3	75	25	100
			Total		24	675	225	900
IV	29.	MBAC 401	1. Retailing and Rural Marketing	Core	2	75	25	100
IV	30.	MBAC 402	2. Business Policy and Strategic Management	Core	2	75	25	100
IV	31.	MBAC 403	3. Logistics and Supply Chain Management	Core	2	75	25	100
IV	32.	MBAC 404	4. Indian Ethos and Values	Core	2	75	25	100
IV	33.		5. Elective Course	Elective	4	75	25	100
IV	34.	MBAC 406	6. Behavioral Science Experiments and Testing-Practical	Core	2	75	25	100
IV	35.	MBAM 407	7. International Marketing	Core	3	75	25	100
IV	36.	MBAM 408	8. Customer Relationship Management	Core	3	75	25	100
IV	37.	MBAC 409	9. Comprehensive Viva-voce (Industrial Visits and Subjects)	Core	2	75	25	100
			Total		22	675	225	900
			Grand Total		90	2775	925	3700

Note : 1. Industrial Visits /Educational Tour Reports and subjects will be evaluated and examined in the viva.

2. A student can choose any two specializations (MBA Dual Programme) from the options and should continue with the same specializations from Semester II to Semester IV.

3. Syllabus for MBA Programmes Appendix I (PP: 20- 146)

4.The Elective Courses offered by Business Administration Department from Semester I to Semester IV are enclosed in Appendix II (PP: 147 - 151)

5. An Elective Course has to be chosen by a student as per his / her choice. Elective Courses offered by various Departments for the Two Year PG Programmes from Semester I to Semester IV are enclosed in Appendix III. (PP: 152 - 155)

M.B.A. (Marketing Management) (Choice Based Credit System)

MBA (Marketing Management) – An Overview

The MBA marketing program combines general core curriculum with the advance career-specific, up-to-date marketing training that prepares students to address and resolve real-world marketing problems. The program also helps students develop the expertise required to lead an organization's marketing efforts by learning not only the traditional disciplines of alternate marketing channels, sales management, advertising and research; but also more current technology-driven marketing approaches. This programme of MBA in Marketing focuse knowledge that enables students to make informed, influential decisions that support the development goals of their organisation or business, through such modules as Market Research, Consumer Behaviour, and Services Marketing. This programme offers a comprehensive education and postgraduate qualification in all aspects of management, while enabling the students to customise your study to meet particular work and career needs.

M.B.A. Marketing Management enriches the students to become competent and specialist in the area of marketing concepts. This course deals with consumer behaviour, marketing research, advertisement and sales promotion activities, international marketing and branding. By studying this course students may lead their prospective companies especially marketing department in the right track. With the M.B.A. Marketing Programme, one can strengthen one's position in today's market place.

CAREERS:

Marketing Careers

There are an enormous amount of career opportunities and options for people with MBA in Marketing. The most common are corporate positions such as Marketing manager, Brand manager, Market research analyst, and New product manager. Persons with strong financial skills could seek a career in strategic or market related planning. Additional corporate positions such as sales manager, advertising manager, PR (public relations) director, and marketing communications manager are also common.

In marketing or advertising agencies, numerous opportunities exist in advertising, direct marketing, and communications specialization. Consulting firms also hire marketing MBAs as new market developers, strategists, and customer segmentation specialists.

Product management careers as well as brand management careers typically require that a candidate have an MBA, even at the entry level. However, some companies that focus intensively on sales, promote these positions internally from highly successful sales representatives.

Product and Brand Managers

The product manager is entirely responsible for the profitability and market growth of a product line. The product manager could be considered the CEO of a particular product. They typically coordinate and oversee a number of diverse divisions of a corporation to ensure the efficient and timely flow of a product to market. While some product managers have international responsibilities, most product management positions focus on product and market development domestically. Product managers will often see promotion to director or manager of a group of products or even to the position of VP of marketing.

New Product Development Specialists

Some companies have a position specifically targeted to managing new or developing product lines. The new product specialist is skilled at launching and marketing initial implementations of a product or marketing plan before giving the project to a product manager for ongoing maintenance.

Marketing Managers

The marketing manager's responsibilities are similar to those of the product manager, but are focused on servicing and managing an ongoing relationship with existing customers. The marketing manager utilizes skills in international marketing, customer satisfaction and retention, market strategy, and emerging technologies. This position can be highly demanding and require intensive knowledge of market research and customer management.

Credit Managers and Specialists

The Credit manager is in charge of managing the credit a company may sanction to its clients or others. Credit managers formulate criteria for rating risk and credit, determine the maximum amount of credit to offer, and supervise past-due account collections.

Programme Outcomes

- PO1: Critical thinking
- PO2: Cultivating Cognitive skills required in the job market
- PO3: Effective Communication
- PO4: Familiarity with ICT to thrive in the information age
- PO5: Cultivating aptitude for research
- PO6: Respect for alternate view-points including those conflicting with one's own perspectives
- PO7: Ability to work individually and as members in a team
- PO8: Upholding ethical standards
- PO9: Acting local while thinking global
- PO10: Commitment to gender equality
- PO11: Commitment to Sustainable development
- PO12: Lifelong learning

Programme Specific Outcomes

After Completion of MBA (Financial Management), students will

- PSO1: Display competencies and knowledge in the key business functions with a special focus on financial management
- PSO2: Acquire the knowledge of Accounting Software and develop competency to work
- PSO3: Understand the various behavioral theories on Financing, Investing & Dividend decisions that impact the growth of the firm
- PSO4: Have an in depth knowledge on various services and products of Banking and Insurance
- PSO5: Apply quantitative and qualitative decision making skills to financial problems
- PSO6: Analyze the financial performance of an organization applying various tools that aid in decision making
- PSO7: Enhance their knowledge on various financial markets and services to work proficiently with financial markets and institutions

APPENDIX – I**SYLLABUS****M.B.A. (MARKETING)**

(CHOICE BASED CREDIT SYSTEM)

FIRST YEAR : FIRST SEMESTER**MBAC 101 : MANAGEMENT PROCESS****Learning Objectives**

The objective of this course is

LO1: To impart knowledge in general management practice in an organization.

LO2: To provide managerial skills to students to manage an organization.

LO3: To impart knowledge in management activities like planning, organizing, staffing, directing, motivating and controlling.

LO4: To provide the general outline about the need for controlling in an organization.

LO5: To impart knowledge on the need for communication and different types of communication.

Course outcomes

Upon completion of the course students will be able to

CO1 Impart knowledge in general management practice like planning, organizing, staffing, directing, motivating and controlling in an organization.

CO2 Understand the need for team work, to work effectively in a team and to act as a global leader.

CO3 Improve the Cognitive skills related to Indian and global Organisation structure and to understand the different levels of management in an organisation .

CO4 Understand the need for quality policy and controlling techniques to be practiced in an organization.

CO5 Improve and develop the communication skills and the need for ethical business practice.

CO6 Develop conflict management plan and to solve the problems in an organization

Teaching Methods

Lecture, Seminar, Role Play and Case Study.

Unit-I : Introduction

Evolution of Management thought, Managerial process, Functions, Skills and Roles in an Organization – Decision making and Problem solving. Understanding and managing group processes – Group decision making.

Unit-II : Planning

Distinction between operational and strategic planning – Types of plans – Grouping of various types of plans – Steps in planning – Importance of policies – Types of policies – Principles of policy making – Policy formulation and Administration – Basic area of policy making.

Unit-III : Organising

Authority Relationships – Line authority – Staff authority – Line organization – Pure line and Departmental line organization – Staff relationships – Line and Staff organization – Functional organization – Committee organization – Definition of Authority – Components of authority – Rational authority – Traditional authority –

MBAC 102 : MANAGERIAL ECONOMICS

Learning Objectives

The Objective of this course is

LO1: To understand and learn the economic theories and concepts to be adapted in business development.

LO2: To impart knowledge in analytical skills enabling the students to face the challenges arising in business organisation.

LO3: To provide and help the students a vast knowledge on managerial economics to become business entrepreneurs.

LO4: To provide the concepts of cost analysis and pricing decision in economic aspects

LO5: To impart knowledge in profit analysis towards business operation

Course Outcomes

Upon completion of this course the students will have the ability to

CO1: Analyse the situations challenging the management environment in an organisation.

CO2: Understand the role of Economic theory and concepts in Management Decision making

CO3: Knowing the cost theories will be able to be effective manager in cost reduction

CO4: Handle the Micro and Macro environment.

CO5: Understand the challenges of entrepreneur and build the confidence to do his own business.

CO6: Manage any situation arising in business environment.

Unit-I : Basic Concepts

Nature and Scope of Managerial Economics – Economic theory and Managerial Economics – Demand Analysis and Forecasting – Demand determinants – Demand Distinctions – Demand Forecasting – Capital budgeting.

Unit-II : Cost Analysis

Cost concepts and classifications – Cost output relationship in the long run and short run – Economies (Internal and External) and Diseconomies of scale – Cost control and Cost reduction – Production function – Isoquants, Isocost curves and Least cost combination.

Unit-III : Pricing Decisions

Pure competition – Perfect competition – Policies and Practices – Pricing and output decisions under imperfect competition – Pricing Policies – Price discrimination – Methods of Pricing – Monopolistic Competition – Oligopoly.

Unit-IV : Profit Analysis

Profit theories – profit policy – Profit budget – Break even analysis – Break even chart – Theory of profit maximization.

Unit-V : Macro Economics and Business Decision

Business Cycle and Business Policies – Current Industrial Policy and Monetary Policy and Fiscal Policy – National Income and Methods of its Estimation - Large Scale Industries and Small Scale Enterprises – Financial Institutions – Inflation: Nature and Causes – Meaning: Effects and cost – Inflation: Anticipated and Unanticipated – Inflation: Measures to control inflation.

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7. Petersen & Lewis, *Managerial Economics*, 4th edition, Prentice Hall of India (P) Ltd., New Delhi, 2003.

Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	
CO1														✓						
CO2	✓												✓							
CO3																	✓			
CO4																			✓	
CO5			✓																	
CO6											✓									✓

MBAC 103 : ORGANIZATIONAL BEHAVIOUR**Learning Objectives**

The objective of this course is to

LO1: To learn and understand organizational behaviour concepts and models, moving from

individual behaviour to group behaviour

LO2: To explain the concepts of organizational behaviour and develop effective Human Relations

Policies for effective performance.

LO3: To provide the concepts of attitude, motivation and job satisfaction and related theories.

LO4: To impart knowledge on the personality & personality attributes of employees in an organisation

LO5: To provide the concepts of leadership conflict organizational change

Course Outcome

Upon completion of the course students will be able to

- CO1: Understand individual behavior in organizations, including diversity, attitudes.
- CO2: Study job satisfaction, emotions, moods, personality, values, perception, decision making, and motivational theories.
- CO3: Recognize group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations.
- CO4: Unleash the organizational system, including organizational structures, culture, human resource and change.
- CO5: Analyze the Leadership characteristics, organizational conflicts
- CO6: Know the importance of organizational change.

Unit-I : Introduction and Individual Behaviour

Organization Behavior – Definition and Meaning – Models of Organizational Behavior – Hawthorne Experiments – Personality Determinants – Type A/B personality – Theories of Personality – Values – Types of Values – Perception – Elements of Perception – Perceptual Errors – Learning – Theories of Learning – Learning Curve.

Unit-II : Work Attitude, Motivation and Job Satisfaction

Attitudes – The ABC Model – Work attitudes – Motivation – Process – Theories of Motivation – Job Satisfaction – Causes of Dissatisfaction EVLP framework.

Unit-III : Leadership and Counselling

Leadership – Leaders Vs Manager – Leadership theories – Leadership styles – Power – Sources of power – Conflict – Causes – Resolution strategies and Types of conflict – Interpersonal / Intra Group Conflict – Transactional Analysis – Johari Window – Counselling – Types of Counselling.

Unit-IV : Group Dynamics

Defining and Classifying Groups – Work group behaviour – Techniques for group decision making – Advantages and disadvantages of group decision making – Participation in decision making – Factors that influence group effectiveness – Empowerment and self managed teams.

Stress – Causes of stress – Stress reduction strategies.

Unit-V : Organisation Change and OD

Organization change – Meaning – Models of change – Resistance to change – Managing planned change organizational culture – Factors influencing Organizational Culture – Organizational Climate – Dimensions of Organizational Development – OD Cycle.

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Outcome Mappings

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	
CO1	√												√							
CO2		√					√							√						
CO3							√									√				
CO4																				
CO5							√												√	
CO6							√													√

MBAC 104 : ACCOUNTING FOR MANAGERS

Learning Objectives

LO1: To acquaint the students with the various concepts, techniques of accounts methods

LO2: To analyse the process of accounting data analysis and interpretation.

LO3: To help the student take decision making in the areas of management accounting.

LO4: To impart knowledge on the financial statement analysis, ratio analysis, fund and cash flow analysis

LO5: To provide the managerial concepts of standard costing and variance analysis

Course Outcomes

Upon completion of the course students will be able to

CO1: Understand and get knowledge on accounting format with effectively and professionally.

CO2: Acquire the knowledge and skills that related to financial and nonfinancial information to formulate business.

CO3: Develop the global business, how to management accounting helps for decision making.

CO4: work individual as well as team member in financial aspects of business.

CO5: Analyse and Implementation their responsibility and ethical financial information.

CO6: Provide sustainable development of business using tools and technique in accounting.

Unit-I : Introduction to Management Accounting and Financial Accounting

Introduction – Principles – Concept – Accounting conventions – Management accounting – Its origin – Role – Function – Growth – Cost accounting – Financial accounting – Difference between various accounting – Financial Accounting – Journal – Ledger – Trail Balance – Trading – Profit and Loss account – Balance sheet.

Unit-II : Financial Statement Analysis, Ratio Analysis, Fund and Cash Flow Analysis

Analysis and interpretation of financial statements – Analysis of Comparative Balance sheet – Common size statement (simple problems) – Ratio Analysis – Nature – Classification – Limitations – Interpretations of Ratios – Funds flow analysis – Concept – Merits and Demerits – Cash flow analysis – Concept – Merits and Demerits (simple problems).

Unit-III : Marginal Costing, Budget and Budgetary Control

Marginal Costing – Concept – Advantages and Disadvantages – Break even analysis – Cost volume profit analysis – Budget and Budgetary control – Objectives – Type of budgets – Preparation of Sales, Cash, flexible and master budgets (simple problems).

Unit-IV : Capital Budgeting

Capital Budgeting – Methods of ranking Investment proposals – Payback method – Average Rate of Return method – Discounted Cash Flow Method – IRR method – NPV method – Excess present value method (simple problems).

Unit-V : Reporting

Reporting to management – Objectives of reports – Reports for different levels of management – Preparation of reports – Uses of Reports – General Principles of a good reporting.

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Outcome Mapping

PO/CO	Programme Outcomes	Programme Specific Outcomes
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	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSOP 1	PSOP 2	PSOP 3	PSOP 4	PSOP 5	PSOP 6	PSOP 7	
CO1															√					
CO2																			√	
CO3																√				
CO4							√													
CO5								√												
CO6										√										

MBAC 106 : COMPUTER APPLICATIONS IN MANAGEMENT

Learning Objectives

The Learning Objectives of the course is

LO1: To explain the fundamentals of computers, hardware, software and its evolution.

LO2: To provide indepth knowledge on software development process and its related functionalities.

LO3: To enable data processing concepts and its applications.

LO4: To impart knowledge on networking, its types and topologies.

LO5: To introduce the strategic implementation of IT and its applications in organisations

Course Outcome

Upon completion of the course the students will be able to

- CO1: Understand the evolution and recent developments in hardware, software, management functions related packages and other accessories.
- CO2: Recognise, understand and involve in development of programs, system software and applications for various functions of business.
- CO3: Organize and work with files, folders and data storage for various functions in modern business
- CO4: Get familiar with working in MSoffice and its application for various functions in modern business.
- CO5: Gain familiarity with the concepts and terminology used in the network development
- CO6: Implement and maintain the operations of networking in information system of various functions for strategic advantage.

Unit-I : Computer Fundamentals

Organization of computers – Generations of computers – Types of computers – Input /Output devices – Storage devices – Software: Systems software, Application software – Overview of Linux, Unix, Windows, Freewares – Programming Languages/ Assembly Languages – Compiler – Interpreter.

Unit-II : Software Development applications

Software Development Process: File Design & Report Design – Data File Types/ Organization; Master, Transaction File. Application and uses of MS-Office: Word, Power Point, Excel, Access.

Unit-III : Data Processing Concepts

Basics of Data Processing – Modes of Data Processing – Data Hierarchy – Data Processing Systems – Management of Data Processing System in Business

Organization – Application portfolio Development – Program Development Cycle – Flow Chart.

Unit–IV : Computer Networks

DATA Communications: Networking Concepts, Classification – LAN, MAN, WAN – Wireless LAN – Internet, Intranet, Extranet – Virtual Private Networks (VPN) – Peer-to-Peer, Client Server – Networking topologies – Virus – Meaning – Types – Anti-virus – Benefits – Detection and Elimination.

Unit–V : Implementing and Managing IT

IT strategic Alignment – Competitive Forces Model – Value Chain Model – Strategic Resources and Capabilities – IT Planning – Managing IS Department – Evaluating IT Investment: Benefits, Costs and Issues – IT Economics Strategies – Managerial Issues.

An Integrated Stepped Approach – Consulting Process – Proposal Development – Contract – Execution – Implementation – Planning – Closing and Collecting.

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CO1				√					√				√							
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CO3			√	√				√			√	√			√		√			
CO4				√									√		√				√	
CO5				√	√		√							√						
CO6	√			√		√		√			√	√		√		√	√	√	√	√

MBAC 107 : PROJECT, ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Learning Objectives

The objective of this course is to

- LO1: Make understand the frame work for of project and stages involved in it
- LO2: Explain the process of developing the project and roles and responsibilities of personnel involved in it.
- LO3: Create awareness of the project feasibility and finance involved in it.
- LO4: Create awareness of SMME and its role in economy and its developments.
- LO5: Evaluating the project and to prepare a ground where the students build the necessary competencies and to motivate for a career in Entrepreneurship.

Course outcomes

Upon completion of the course students will be able to

- CO1: Understand and get skill on Project management tools and Information system used in a project.
- CO2: Impart knowledge on infrastructure project and project identification methods that are practiced in Indian and Global scenario.
- CO3: Improve cognitive skills on project delays and to resolve conflict in a project.
- CO4: Understand the role of entrepreneur and ethical practice in Indian and global scenario.
- CO5: Develop the leadership skills, communication skills and the ability to work with a project team.
- CO6: Impart knowledge on Training institute and financial institution that assist the small scale industry in the sustainable development.

Unit-I : Project Planning

Definition of project – Classifications of projects – Importance – Scope – Project Identification – Idea generation and Screening – Project selection and Planning – Project Formulation – Project life cycle – Project Organisation – Roles and Responsibilities of project manager – Managing project team.

Unit-II : Project Feasibility and Project Finance and Evaluation

Pre-feasibility study – Market and Demand analysis – Feasibility Study: Technical – Commercial – Environmental – Socio economic – Managerial and Financial analysis – Detailed Project Report – Resource Survey – Selection of plant location – Project contracts – Insurance for projects – Project Implementation.

Estimating project time and cost – Cost of capital – Source of finance – Cost control – Project Scheduling and Monitoring – Project Information System and Documents – Project Report – Social Cost Benefit Analysis – Project Evaluation and Performance Review Techniques.

Unit-III : Introduction to Entrepreneur

Definition – Concept – Classification and types of entrepreneurs – Entrepreneurial Traits – Need and Important – Roles and Responsibilities of Entrepreneurs in Indian business context – Entrepreneurial Motivation – Entrepreneurial Development Programme: Role and objectives of the programme – Contents – Institutions aiding Entrepreneurs – Central and State level Institutions.

MBAC 108 – RESEARCH METHODOLOGY

Learning Objective

The objective of this course is

- LO1: To equip the students with the basic understanding of the research methodology
- LO2: To provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making.
- LO3: To impart knowledge in data collection and research tools to efficiently complete their business research.
- LO4: To provide the statistical concepts of primary and secondary data and its collection methods
- LO5: To make understand the method of preparing statistical reports in business organization

Course Outcomes

Upon completion of the course students will be able to

- CO1: Display competencies and knowledge on the key knowledge area of research and its methodologies.
- CO2: Acquire the skills to explore appropriate research problems and parameters.
- CO3: Evaluate research problems and various research designs,
- CO4: Formulate hypotheses and develop statistical models
- CO5: Acquire the skills to analyse various research problems, interpret the various statistical tests results and generate good research reports.
- CO6: Develop proficiency in using SPSS for Data analysis.

Unit-I : Introduction to Research and Research Methodology

Research – Meaning – Types – Nature and scope of research – Problem formulation – Statement of research Objective – Value and cost of information – Importance of research in Management – Research process – Research design.

Unit-II : Data Collection

Methods of data collection – Observational and Survey methods – Field work plan – Administration of surveys – Training for field investigators – Sampling methods – Sample size.

Unit-III : Research Tools

Source of Data – Primary – Secondary data – Questionnaire Design; Attitude measurement techniques – Scaling Techniques.

Unit-IV : Application of Statistics in Research

Introduction to Statistics – Estimation of Population parameters – Point of Internal estimates of means and proportions – Correlation – Regression – Hypothesis testing – Chi-square test – T test – F test – Tabulation of data – Analysis of data – Advanced techniques – ANOVA – Discriminate Analysis – Factor analysis – Multidimensional Scaling – Cluster Analysis.

Unit-V : Report Preparation

Research Applications – Types of Report – Report preparations – Format – Languages – Tables – Pictures & Graphs – Bibliography Comments.

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Outcome Mapping

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CO1	√														√					
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CO3																	√			
CO4										√									√	
CO5																				√
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MBAC 109 : COMPREHENSIVE VIVA-VOCE (INDUSTRIAL VISITS AND SUBJECTS)

FIRST YEAR : SECOND SEMESTER

MBAC 201 : FINANCIAL MANAGEMENT

Learning Objectives

The objective of this course is to

- LO1: To educate the concept of finance and its concern with everything that takes place in the conduct of the business.
- LO2: to develop and acquaint the students with the various concepts, techniques, methods of planning and forecasting.
- LO3: To Explain various sources of finance, dividend policy and capital structure.
- LO4: To impart knowledge on the working capital management
- LO5: To provide the financial concepts of capital structure and capital budgeting.

Course Outcome

After completion of this course, the student should be able to

- CO1: Analyse the functions of finance manager who entails planning, organising, controlling, monitoring and evaluating the financial resources of an organisation to achieve its overall objectives.
- CO2: Describe the characteristics of various sources of long-term financing.
- CO3: Analyse the key issues related to working capital policy and various facets of inventory management
- CO4: Discuss the techniques of Capital budgeting and explore certain advanced issues in capital budgeting.
- CO5: Expound various views on relationship between capital structure and cost of capital.
- CO6: Explore the aspects of dividend decision and describe the determinants of appropriate dividend policy.

Unit-I : Introduction to Financial Management

Finance function: Meaning – Definition – Scope of Finance function – Executive functions and Incidental functions – Goals of Financial Management – Profit maximisation and Wealth maximisation.

Unit-II : Short – Term Financing

Sources of short term financing: Meaning of working capital – Net working capital – Financing mix approaches – Sources of working capital financing – Management of cash and marketable security: Importance of cash and liquidity – Cash balance deciding factors – Determination of cash cycle – Receivable management – Objectives – Formulation of Credit and collection policies - Inventory management – Objectives of Inventory – Determination of optimum level of inventory – Types of Inventory.

Unit-III : Long – Term Financing

Sources of long term financing – Nature of long term financing – Common stock – Preferred stock – Debt financing: Secured and Unsecured debts – Repurchase of shares – Under writing of shares – Rights issue: Meaning – Procedure – Pricing – Underwriting of rights – Dilution of market price rights – Market price of shares.

Unit-IV : Dividend Policy Decision and Cost of Capital

Dividend policy decision: Dividend and Retained earnings – M.M. Model – Walters Model – Dividend practices – Factors affecting dividend policy – Dividend payout ratio – Stock dividend and Stock splits – Issue of bonus shares and its procedure.

Cost of Capital – Significance – Determining component of Cost of Capital – Weighted Average Cost of Capital – Flotation Costs.

Unit-V : Capital Structure and Leasing

Capital Structure – Features of an appropriate capital structure – Determinants of the capital structure – Modigliani–Miller Hypothesis under No taxes – MM Hypothesis under corporate taxes – Analysis of capital structure in practice (simple problems).

MBAC 202 : MARKETING MANAGEMENT**Learning Objectives**

The objective of this course is to

- LO1: To familiarize with the various concepts in marketing
- LO2: To acclimatize the students about the marketing environment
- LO3: To understand consumer behaviour
- LO4: To analyse the factors influencing consumer decision
- LO5: To develop the ability to design best marketing strategy

Course Outcome

After completion of the course students will be able to

- CO1: Familiar into marketing concept and environment.
- CO2: Built the Critical approach and analyze the market and segmenting markets.
- CO3: Well communicate the authorities about the buyer's opinion towards promotional as well as marketing mix strategies.
- CO4: Analyze the innovative market information and derive insights.
- CO5: Construct the suitable marketing strategies after evaluating the current trend about new products and copyrights.
- CO6: Teach the ethics of marketing to the corporate world and also can explore the purchase decision process.

Unit-I : Marketing and its Environment

Definition – Role of marketing – Concepts of marketing – Production concept – Product concept – Selling concept – Marketing concept – Societal marketing, Relationship Marketing concept; Tasks of Marketing; Marketing Environment – Macro and Micro Environment – Marketing strategies – Market Leader Strategies – Market follower Strategies – Market Challenger Strategies and Market Niche Strategies.

Unit-II : Market Analysis and Segmentation

Market Analysis – Types of Markets – Marketing mix elements – Market Portfolio Planning – Demand forecasting methods – Survey – Buyer's opinion – Composite Sales force opinion – Experts opinion – Market test method.

Market Segmentation – Bases of Segmenting Consumer Market and Industrial Market – Target Marketing – Product differentiation – Market Positioning Strategy.

Unit-III : Product and Pricing Strategies

Product – Classification of consumer goods and Industrial goods – Product lines – Product Life Cycle – New Product Development – Launching New Product – Product Innovation; Brand – Types; Packaging – Labeling Trade Marks – Copyrights – Patents. Pricing Strategy – Methods of Setting Price – Discounts and Allowance – Price of.

Unit-IV : Physical Distribution and Promotion

Marketing Channels – Direct Marketing – Industrial Marketing – Network Marketing – e-marketing – B2B – B2C – Distribution Network – Channel Management – Retailing – Wholesaling – Promotions- Advertising – Publicity – Sales Promotion Methods – Sales force Management – Qualities of Sales Manager – Performance Evaluation of Marketing Programmes; Marketing Research – Process –

MBAC 203 : HUMAN RESOURCE MANAGEMENT

Learning Objectives

The objective of the course is

LO1: To introduce the basic concepts to understand the importance of human resource Management

LO2: To provide understanding of the various functions of human resource management

LO3: To Acquaint the application of management functions and principles towards acquisition,

development, retention and compensation of employees.

LO4: To provide the concepts of job analysis and job design

LO5: To impart knowledge on the promotion, job evaluation and compensation issues.

Course Outcomes

Upon completion of the course students will be able to

CO1: Apply and contribute to the development, implementation and evaluation of Planning of Human Resources, Recruitment, Selection, and Retention.

CO2: Create the design and evaluation of Training and Development Programmes.

CO3: Develop and Facilitate Performance management and Compensation management by upholding ethical standards for sustainable development.

CO4: Critically evaluate and communicate Health, Welfare and safety aspects of employees and organization.

CO5: Appreciate Human Resource aspects of an organization for better decision making.

CO6: Conduct research, prepare report and recommend changes in Human Resource Practices.

Unit-I : Introduction

Human Resource Management – Importance – Challenges – Line and Staff aspect – HR management activities – Role of personnel manager – Images and qualities of HR manager – Integration of employee/management interests – Environment of Human Resource Management – External forces, Internal forces.

Unit-II : Job Analysis, Job Design and Human Resource Planning

Job analysis – Content, steps in job analysis, methods of collecting job data, potential problems with job analysis – Factors affecting job design – Job design approaches – Job specification – Human resource Planning – Importance – future personnel needs, creating talented personnel, foundations for personnel functions – Factors affecting HRP – HR supply/demand forecast – Recruitment – Factors affecting recruitment – Recruitment policy – Internal/External sources of recruitment – Methods of recruitment – Selection procedure – Orientation program.

Unit-III : Training and Performance Appraisal

Distinction between training, development education – Inputs in T&D – Skills, Development, Ethics, Attitudinal Changes, Decision making skills – Gaps in training – Principles of learning – Learning curve – Training process – Evaluation of the job and off the job training methods. Training techniques – Management Development – Factors of Appraisal – Traditional methods – Modern methods – MBO process – Appraisal techniques failure – Ethics of appraisal – Potential appraisal – Potential attributes – Career planning and development – Succession

planning – Retention determinants – Organizational components and organizational career opportunities – Attrition.

Unit–IV : Promotion, Job Evaluation and Compensation

Promotion – Promotion policy – Types of Promotion – Basis of Promotion – Seniority – Merit – Ability – Transfers – Reasons, principles and types – Separation – Lay off, Resignation, Dismissal, Retrenchment, Voluntary retirement scheme – Job evaluation – Procedure, Advantages, Limitations – Job evaluation methods – Components of remuneration – Wages and salary, incentives, fringe benefits – Factors affecting employee remuneration – Minimum wage, fair wage and living wage – Executive remuneration.

Unit–V : Quality of work life and Participative Management

Scope and ways of participation – Staff council, joint council, collective bargaining, Job enlargement/enrichment, suggestion schemes and quality circle – Total quality management – Structure of participative management – Nature and benefits of participation – Managing diversity – Gender issues in equal employment – Quality of work life – Role of supervisor in QWL – Safety – Types of accidents – Safety programs – Work place health issues – Work place violence – Outsourcing HR activities.

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9. **Outcome Mapping**

PO/CO	Programme Outcomes												Programme Specific Outcomes							
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CO1	√																			
CO2		√									√	√				√				
CO3								√			√					√				
CO4	√		√								√									
CO5	√	√									√			√				√		
CO6		√		√					√	√	√			√						

MBAC 204 : PRODUCTION AND MATERIALS MANAGEMENT

Learning Objectives

The objective of this course is

- LO1: To acquire a working understanding of production function in the context of business enterprises and the various ergonomics considerations in designing the production system of an organisation.
- LO2: To analyze the factors influencing plant location and principles of plant out existing in the industry.
- LO3: To help the students to understand about production, planning and control and the role of Gantt charts in production scheduling.
- LO4: To explain the essentials of materials management and the role of inventory system in running a business and to develop skills in solving production related problems.
- LO5: To impart knowledge on the materials management information system.

Course Outcomes

Upon completion of the course students will be able to

- CO1: Demonstrate the core features of production function at the operational and strategic levels, its correlation with employees, process, productivity, quality and information technology besides its contribution to the competitiveness of firms.
- CO2: Appraise the production functions and their interaction with other business functions such as finance, marketing, human resource, supply chain and innovation.
- CO3: Evaluate the factors that may influence the location of a plant in national and foreign along with the ability to identify operational methodologies to assess and improve the organizational overall performance.
- CO4: Assess the principles underlying on Production Planning and Control and pertain various qualitative techniques of maintenance function for an extensive sustainability and development of the organizations.
- CO5: Apply materials forecasting and planning techniques to carry out the work independently or team and develop basic materials requirement schedules in order to take aggregate decisions.
- CO6: Develop an integrated framework for critical thinking entailed for today's managers towards purchasing policies, procedures, legal aspects, and tax considerations which analyze the enterprise as a whole with a specific focus on the organizations wealth creation processes.

Unit-I : Production Function

Introduction – Production functions – Design of production system – Types of production – Types of process – Productivity – Ergonomics.

Plant Location – Factors influencing plant location – Multi Plant location – Foreign Location – Relocation – Plant location trends.

Unit-II : Plant Layout and Maintenance

Plant Layout – Types of layouts – Process layout – Product layout – Layout of service facilities – Office layout – Use of service facilities – Use of drawings, templates and models in layout physical facilities.

Maintenance – Objective of maintenance – Elements of maintenance – Types of maintenance – Breakdown time – Distribution time – Preventive maintenance Vs Breakdown maintenance – Optimum crew size – Maintenance records.

CO2													√					
CO3								√									√	
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CO5							√											√
CO6	√														√			

MBAC 206 : DECISION SUPPORT SYSTEM AND MANAGEMENT INFORMATION SYSTEM

Learning Objectives

The objective of this course is

- LO1: To provide a real-world understanding of information systems and Decision Support System application in business.
- LO2: To impart a firm foundation and background needed in the field of information systems.
- LO3: To explain the Information System technologies currently available in business world.
- LO4: To provide the right balance of conceptual background, technical information and real-world applications.
- LO5: To introduce the infrastructure required and security issues for the effective use of information system

Course Outcome

Upon completion of the course the students will be able to

- CO1: Categorize the components of information systems and differentiate how they interact among them.
- CO2: Understand MIS and DSS within a context of an integrated collection of subsystems within an organisation.
- CO3: Classify the conceptual foundations, structure and technology of information systems.
- CO4: Formulate and develop an information-based DSS and MIS, supporting improved decision making and problem solving by improved individual insight.
- CO5: Determine and develop MIS and DSS in support of management, users and functional areas for the organisation.
- CO6: Develop planning and techniques involved in the implementation of an information system, specifically MIS & DSS

Unit-I : Basic MIS and DSS concepts

Management Information System: Definition; Concept; Frame Work. Elements of MIS: MIS Structure; Functional Components; Information Component; Human Component; System Component. Decision Support Systems: Definition; Types of problems-structured-semi-structured and unstructured problems; Sub Systems of DSS: Dialogue Management; Model Management and Data Management Sub systems.

Unit-II : Design and development of MIS and DSS

Designing Information System: System Development Life cycle (SDLC) approach: Requirement Analysis; Information gathering; Design and developing the IS; Implementation of IS in organizational settings. Rapid application Development:

Application Systems; ERP applications. DSS development process-DSS evolution-GDSS application and design. Mathematical models in DSS.

Unit-III : Infrastructure for MIS and DSS

Hardware requirement for MIS and DSS: Communication Processors and Channels; Network Infrastructure for MIS and DSS- Different types of Computer networks- 4GL Technologies - Expert Systems: Artificial Intelligence; GIS applications in Business- Cloud Computing.

Unit-IV : MIS in Functional Components and System Security

Information systems applications on Functional domains of Business: Marketing Information system-HR Information System-Financial Information System-Accounting Information System-Production Information System - Information System applications in retailing- Information System applications in Supply Chain Management. Document Management Systems: Record Keeping systems - Information system Security and Control – Different layers of protection for IS application - Privacy and freedom of information system end users-Information privacy norms-Fair use doctrine.

Unit-V : IT infrastructure Management

Organising MIS function in the enterprise- structure of MIS team in the organization-Different strategies of IT infrastructure management; In-house development of MIS-Outsourcing MIS function; Hardware and Software updating-End user training and development-End user training need identification.

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Outcome Mapping

	Programme Outcomes	Programme Specific
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PO/CO													Outcomes							
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CO3		√		√					√				√			√	√	√		
CO4	√			√	√	√	√	√	√		√	√		√	√		√			
CO5	√		√	√	√		√		√		√	√			√	√	√			
CO6	√		√	√	√	√		√	√	√	√	√			√					√

MBAM 207 MARKETING RESEARCH AND CONSUMER BEHAVIOUR

Learning Objectives

The objective of this course is

- LO1:** To learn how to design a research plan, analyze the data gathered and accurately interpret and communicate survey reports.
- LO2:** To gain the tools and techniques to translate a decision problem into a research question in the Market Research module.
- LO3:** To equip you with the knowledge required to understand the state of your product before approaching the market strategy
- LO4:** To demonstrate how as a marketer you can use your knowledge of consumer behaviour concepts to develop better marketing programs and strategies to influence those behaviours.

Course Outcome

Upon completion of the course the students will be able to

- CO1: Understand current theoretical and methodological approaches to various aspects of Marketing Research.
- CO2: Equip with knowledge of appropriate marketing research techniques.
- CO3: Describe models for consumer decision processes and main theories in communications
- CO4: Relate internal dynamics to the choices consumers make and group dynamics to the choices made by groups of people.
- CO5: Critically analyze consumer behaviour & decision processes and create marketing strategies.
- CO6: Demonstrate the market research knowledge and consumer behaviour patterns to develop marketing strategies to influence those behaviours.

Unit-I : Market Research

Marketing research – Scope – Applications and Limitations – Marketing Research scenario in Indian Corporate sectors and other researchers. Research Process – Formulating research problem – Exploratory, Descriptive, Causal research design – Data source – Evaluating Secondary data – Designing a questionnaire – Methods of scale construction – Sampling design and Sample size.

Unit-II : Report Preparation / Presentation and Applications of Marketing Research

Interpretation – Report preparation – Report format – types of report – Principles of report writing – Graphs and Tables – Oral presentation – Ethics in marketing research – New product development and test marketing – Advertising Research – Consumer research – Product Research – Promotion Research – Sales analysis and forecasting.

Unit-III : Consumer Behaviour Introduction, Consumer motivation, Personality and Consumer perception

Consumer behaviour – Definition – Scope – Customer value – Customer satisfaction – Injurious consumption – Traditional marketing concept – Value and retention focused marketing – Models of Consumer Behaviour – Nicosia, Howard sheth – Consumer benefits and evaluative criteria – Decision Heuristics.

Needs – Goals – Discovering purchase motives – Motivation research – Defence mechanism – Personality – Consumer innovativeness – Dogmatism – Cognitive personality factors – Personality and colour – Self image – Forms of self image – How general personality influence consumer behaviour – Perception – Weber’s Law – Selective perception – Figure and ground, grouping, closure – Perceptual distortion – Perceived risk – Perceived quality – Perceptual mapping.

Unit-IV : Consumer Learning and Reference Group Appeal

Classical Conditioning – Instrumental Conditioning – Information Processing – Tricomponent attitude model – Multi attribute attitude model – Attribution – Consumer related reference groups – Brand communities – Family decision making process – Family life cycle.

Unit-V : Consumer Influence, Purchasing Process, Structure and Post Purchase Behaviour

Opinion leadership – Surrogate buyer – Diffusion of innovation – Adopter categories – Adoption process – Store location, Store design and Physical facilities – Store specific shopper profiles – In-store purchasing behaviour – Usage segmentation – Brand user, Product user, Loyalty, Situation segmentation – Positive/Negative Post purchase behaviour – Complaint behaviour.

References

1. **Boyd, *Marketing Research*, Irwin, New Delhi, 2000.**
2. **Blackwell, Miniard, Engel, *Consumer Behavior*, Cengage Learning, New Delhi, 2012.**
3. **David L. Loudon, Albert J. Della Bitta, *Tata McGraw Hill*, New Delhi, 2007.**
4. **Del I. Hawkins, Roger J. Best, Kenneth A. Coney and Amit Mookerjee, *Consumer Behavior, Building Marketing Strategy*, 9/e, *Tata McGraw Hill*, New Delhi, 2007.**
5. **Jay D. Lindquist and M. Joseph Sirgy, *Shopper, Buyer and Consumer Behavior*, Biztantra, New Delhi, 2007.**
6. **Leon G. Schiffman, Kanuk Leslie Lazar, *Consumer Behavior*, PHI Learning, New Delhi, 2008.**
7. **Michael R. Soloman, *Consumer Behavior*, PHI Learning, New Delhi, 2009.**
8. **Rajendra Nargundkar, *Marketing Research*, *Tata McGraw Hill*, New Delhi, 2006.**
9. **Ramanuj Majumdar, *Consumer Behavior*, PHI Learning, New Delhi, 2010.**

Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	
CO1		√											√							
CO2			√		√										√					
CO3			√											√						
CO4						√										√				
CO5	√								√							√	√			
CO6					√						√							√	√	

MBAC 208 : ADVERTISING AND SALES PROMOTION

Learning Objective

The basic objective of this course is

LO1: To educate the students about advertising management concepts and fundamentals..

LO2: To enrich the students' knowledge in Psychological Principles and Ethical aspects of Advertising

LO3: To impart the skills to assess Media selection, Creativity and Advertising Agencies.

LO4: To identify the importance of Public Relations and Corporate Advertising.

Course Outcome

Upon completion of the course students will have the ability to

CO1: Understand and remember the advertising fundamentals and its classification.

CO2: Apply their cognitive skills knowledge on communication models which related to advertising.

CO3: Understand and familiar with the way of media selection and functions of advertising Agencies.

CO4: Analyse the importance of interpersonal relationships among ad agency and clients.

CO5: Create marketing strategies and incorporate with sales promotional techniques.

CO6: Work professionally in a team and learn public relations and corporate advertising.

Unit-I : Advertising Fundamentals and Classification

Advertising – Concepts, objectives – Role of advertising in modern Business – Advertisement layout – components of layout – Economic aspects of Advertising – Evolution of IMC – Marketing Communication mix – High control message – Low control message – Strength and weakness of major IMC tools.

Types and Classification of Ads – Advertising appeals: Humor, slice of life, Testimonials, Demonstrations, Problem solution, Talking heads, Characters, News, emotions – Persuasion matrix – Risks of using celebrity – Advertisement based on demand influence level – Advertisement based on audience – Advertisement based on timing of response – Advertisement based on geographic coverage.

Unit-II : Psychological Principles and Ethical aspects of Advertising

Behavioral effects of advertising: Sensory level, Cognitive level, Personal and sociological level – Communication models: AIDA model, Hierarchy effect model –

Innovation adoption model, Information processing Model, Operational model – DAGMAR philosophy – Unique selling proposition.

Ethics in advertising – Advertising and Children – Advertising and cultural values – Advertising Standards Council of India.

Unit–III : Media selection, Creativity and Advertising Agencies

Types of media: print, broadcast, outdoor, transit, internet and other media – Media plan – Media mix – Media Scheduling – Advertising budget – Methods of determining advertising appropriation – Computers in media planning.

Creative process: Preparation, incubation, elimination, verification – Jingles – Thematic classification – Creative strategy evaluation – Copy writing – Advertisement evaluation: Pre-testing – Concept testing, Theme Testing, Copy Research – Post testing – Advertisement agencies – types – functions – Selecting an agency – Client agency relationship – Agency compensation – Advertisement as a career.

Unit–IV : Sales Promotion

Sales Promotion – Objectives – Promotional mix – Consumer oriented sales promotion techniques: Sampling, couponing, Premiums, Contests and sweepstakes, Refunds and Rebates, Bonus Packs, Price – off deals, Event marketing, – Trade oriented sales Promotion: Trade allowances – Display aesthetics – Types of Displays – Managing displays – Point of purchase materials – Trade shows – Cooperative advertising – Salesman trade promotion: Sales force contest – Evaluation of Sales Promotion – Coordinating sales promotion and advertisement.

Unit–V : Public Relations and Corporate Advertising

Public relations – Integrating PR into the promotional mix – Establishing a PR plan – Advantages and disadvantages of PR – Measuring the effectiveness of PR – Publicity – The power of publicity – Control and dissemination of publicity – Objectives, types of corporate advertising.

References

- 1. Arens, *Contemporary Advertising*, Tata McGraw Hill, New Delhi, 2007.**
- 2. Chunawalla, S.A., *Fundamentals of Advertising*, Himalaya Publishing House, Mumbai, 2004.**
- 3. George E. Belch and Michael A. Belch, *Advertising & Promotion*, Tata McGraw Hill, New Delhi, 2005.**
- 4. Kapoor, D.C., *Marketing and Sales Management*, S. Chand & Company Ltd., New Delhi, 2004.**
- 5. Ogilvy, David, *Ogilvy on Advertising*, Crown Publishers, New York, 1985.**
- 6. Rajeev Batra, John G. Myers and David A. Aaker, *Advertisement Management*, PHI Learning, New Delhi, 2008.**
- 7. Sangeetha Sharma and Raguvir Singh, *Advertising Planning and Implementation*, PHI Learning, New Delhi, 2008.**

Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
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CO1													√							
CO2		√	√												√					
CO3				√										√						
CO4																√				
CO5																	√			
CO6												√								√

MBAC 209: LAB FOR STATISTICAL PACKAGES ON BUSINESS DECISION

Learning Objectives

LO1: To introduce statistical software program used for data management and data analysis and learn how to perform basic statistical analyses.

LO2: To provide data transferable skills to students so that they can summarize and interpret the research findings.

LO3: To utilise strong analytical skills and apply tools required for professional practices.

LO4: To use current techniques, skills and tools necessary for comparisons and correlations.

Course Outcomes

Upon completion of the course, the student will

CO1: Understand the role that statistical data analysis plays in managerial decision making process.

CO2: Improved statistical thinking abilities, involving the identification and exploitation of variation in decision making and problem solving.

CO3: Critically evaluate reports presenting statistical data and translate and communicate the results of statistical analyses to organizational managers.

CO4: Expertise in recording, presenting, recitation and making inferences from quantitative data.

CO5: Develop capabilities as a manager to “think statistically” using data and to substantiate the business intuitions.

CO6: Achieve a practical level of competence in building statistical models that suit business applications.

Unit-I : Introduction – Basic Research Process

Research methods – Data – Evaluation of measuring Instrument – Scale of measurement – Types of Questions – Sampling methods – Reliability and validity of Questionnaire – Filed Procedures.

Unit-II : Data Editor

Processing of Data – Coding – Variables and variables labels – Rules in Creating Variables Name – Variable Format – Value Labels – Recode Command – Missing Data – Creating and Editing a Data File.

Unit-III : Hypothesis Testing and Probability Values

Approaches to analyzes – Types of Analysis – Hypothesis Formulation – Hypothesis Testing – Checking of Data – Purification – Modification – Dependent and Independent Variable.

Unit-IV : Simple Tabulation and Cross Tabulation

Simple Tabulation – Frequencies – Percentage – Charts – Simple Tabulation for ranking type questions – Cross Tabulation – Calculating percentage in a cross tabulation – Cross tabulation of more than two variables – chi-square test for cross tabulation – Measures of the strength of association between variables.

Unit-V : ANOVA and Design of Experiments

Application – Methods – Variables – Completely randomized design in a one-way ANOVA – Factorial Design with two or more factors – Pair wise test – Independent t-test – Correlation – Regression – Interpretation of Result.

References

1. Kothari, C.R., *Research Methodology*, New Age International Pvt. Ltd., Publishers, New Delhi, 2004.

Naresh Malhotra, *Marketing Research*, Pearson Publication, 7th Edition, 2012, New Delhi.

Vijay Gupta, *SPSS for Beginners*, VJ Books Inc., 1999.

Julie Pallant, *SPSS, Survival Manual: A step by step guide to Data Analysis Using SPSS*, 3rd Edition, McGraw Hill.

Vohra, N.D., *Business Statistics*, McGraw Hill, New Delhi, 2013.

Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	
CO1					√									√						
CO2		√													√					
CO3	√															√				
CO4				√													√			
CO5						√												√		
CO6	√	√																		√

210 : Project and Viva-Voce (Exposure to Small and Medium Enterprises)

Course Objective

Students should undergo a 40 hours of observational study to learn from small and medium units and establishments. They should get versatile exposure in all specialization areas of the business. They can make use of second semester evening hours and weekends to undergo the study. They are expected to submit an observational report of their study for evaluation.

MBA SME project evaluation will be done for 100 marks which includes Dissertation (75 marks) and Viva-voce examination (25 marks) and the minimum requirement for passing the project is 50 marks. A periodical review will be carried out to assess the originality of the project.

Guidelines

- The duration of the study is 40 hours.
- The students have to select a small/ medium/tiny enterprise of their own in and around chidambaram.
- Students have to visit the enterprise and collect management related data during the evening hours or on leave days to complete the project.
- All functional areas of the business have to be studied and the same have to be reported.
- Students have to submit the report about the firm they are involved in.
- Students should get the attendance from the firm and attach the same in the report.
- Students are allotted a guide in the department.
- Frequent discussions have to be made with the guide for the completion of the project.

**SECOND YEAR : THIRD SEMESTER
MBAC 301 : OPERATIONS RESEARCH**

Learning Objectives

The Objective of this course is

LO1: To provide an in-depth understanding of the concept of OR

LO2: To enable the course participants to understand the various techniques of OR

LO3: To provide an in-depth understanding of the OR role in managerial Decision making.

LO4: To impart knowledge on the inventory models

LO5: To understand the concepts of game theory.

Course Outcomes

Upon completion of the course, the student will

CO1: Critically think about the priorities that are involved in the daily activities of a project.

CO2: Cultivate and Enhance the knowledge about Build the best fit route of transportation for carrying schedule of activities.

CO3: Have the ability to work and Graphically locate the optimum peak point in completing the project.

CO4: Understand the application of Queuing Theory

CO5: Analyze and apply the research techniques in quantitative and qualitative aspects

CO6: Develop competencies in Maximize the productivity with help of least cost techniques

Unit-I : Introduction

Evolution of Operations Research – Models – Formulation of Models – Using models for problem solving – Techniques of Operations Research – Limitations of Operations Research.

Unit-II : Linear Programming

Requirements of L.P. Applications – Graphical methods and Simplex method of solving optimization problems – Duality – Technical issues in Simplex method.

Special Purpose Algorithms

Transportation model – Balanced and Unbalanced problems – North-West Corner rule – Least Cost Method – Vogels Approximation method – MODI method – Assignment model – Hungarian model – Travelling Salesman Problem.

Unit-III : Inventory Models

Inventory costs – Cost of average inventory – Optimum Number of orders per year – Optimum days supply per order – Optimum rupee value per order – Assumptions – Applications of EOQ in Production process – Reorder point – Lead Time – Safety Stock.

Waiting Line Models – Definitions of waiting lines – Single channel Queue models (Poisson Distributed arrivals and Exponentially Distributed Service Time) – Multiple channel Queue models (Poisson Distributed Arrivals and exponentially distributed Service Times) – Simulation of Queuing System.

Unit-IV : Game Theory

Two person Zero sum Games – Pure Strategy – Mixed Strategy – Dominance – Mix N Games – Graphical solution.

Network Models

PERT – CPM – PERT cost – Resource allocation – Float and slack – Other network models.

Unit-V : Replacement Models

Capital equipment replacement – Replacement of terms that fail completely – Individual Vs Group replacement. Sequencing Problems with ‘n’ jobs and 2 machines problems with ‘n’ jobs and 3 machines.

References

1. **Budnik, Frank S. Dennis MgKaney and Richard Mojena, *Principles of Operations Research*, All India Traveller Bookseller, New Delhi, 1995.**
- Gould, F.C. etc., *Introduction to Management Science*, Englewood Chiffs, Prentice Hall Inc., New Jersey, 1993.**
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Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSOP 1	PSOP 2	PSOP 3	PSOP 4	PSOP 5	PSOP 6	PSOP 7	
CO1	√																	√		
CO2					√								√							
CO3							√												√	
CO4														√						
CO5																√				
CO6								√												√

MBAC 302 : CASE STUDY AND ANALYSIS

Learning Objectives

The Objective of this course is

LO1: To provide an in–depth understanding on the concept of management through Case study

LO2: To enable the course participants to understand various strategies through practical cases

LO3: To develop Case Studies for problem solving

LO4: To impart knowledge on the inventory models

Course Outcomes

Upon completion of the course, the student will

- CO1: Critically think the concepts of Management through Case Analysis
 CO2: Cultivate and Enhance the knowledge on developing practical Case Study
 CO3: Have the ability to work develop own cases by using Data Bank
 CO4: Understand the application of Queuing Theory
 CO5: Analyze and apply the research techniques in quantitative and qualitative aspects

Unit-I : Case Study Fundamentals

Case Based Learning – Role – Expectations – Classroom Discussions – Participation – Fundamentals – Arguments – Types of Cases – Methods – Groups – Preparations – Techniques – Problem Identification – Case Study Data Banks.

Unit-II : Case Development and Analysis Techniques

Developing Cases – Lead Generation – Documentation – Approval – Finalization – Key Process Areas – Clearance – Class room Preparation – Lead Questions – Approaches on Problem Identification, Solving, Approach – Questions – Assumptions – Concluding the Case.

Unit-III : Case Study Steps

Titling – Introduction – Synopsis – Case Premisses – Problem Identification – Central Issue – Analysis – Alternatives/Strategies Development – Feasibility Study (SWOT) – Selection of Best Alternatives/Strategy – Action Planning – Recommendation/Suggestion – Predicted Outcome – Conclusion.

Unit-IV: Cases in Management

Cases related to Finance – Marketing – Human Resource – Organization Behaviour – Production - Materials – International Business – Business Policy – Systems - Entrepreneurship.

Unit-V : Contemporary Cases

Current Cases of Indian Business and Industry – International Business and MNC.

References

- 1. Amita Mital., *Cases in Strategic Management, Volume II, McGraw Hill, New Delhi, 2013.***
- 2. Anu SinghLather, and Meenakshi Handa, *Cases in Management, Wisdom Publications, Delhi, 2009.***
- 3. Edd Applegate and Art Johnsen., *Cases in Advertising & Marketing Management, Pinnacle, New Delhi, 2010.***
- 4. Madhavi. C., *Knowledge Era – Business Cases, Scitech Publications (India) Pvt. Ltd., 2006.***
- 5. Marianne M. Jennings, *Cases in Business Ethics, Cengage Learning, New Delhi, 2008.***
- 6. Mark Asher, Eric Chung, *Vault Guide to the Case Interview, New Age International (P) Ltd., New Delhi, 2006.***
- 7. Natarajan. B., and Nagarajan. S.K., *Developing Analytical Skills: Case Studies in Management, Shroff Publishers and Distributors Ltd., Mumbai, 2008.***

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Outcome Mapping

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CO1			√														√		
CO2					√														√
CO3							√				√						√	√	
CO4														√					
CO5	√			√						√						√			√

MBAC 303 : BUSINESS LEGISLATIONS

Learning objectives

The Objectives of this course are

LO1: To assist the students in understanding basic laws affecting operations of a business enterprise.

LO2: To help the students in understanding of the free enterprise system and the legal safeguards of the same.

LO3: To develop in the student acceptable attitudes and viewpoints with respect to business ethics and social responsibility.

LO4: To provide the concepts of sales and insurance laws.

LO5: To impart knowledge on the corporate secretarial practices.

Course Outcomes :

Upon completion of this course the students will be able to

CO1: Expertise with the business laws and company laws .

CO2: Appreciate and analyse the scope of these laws so that they are able to operate their businesses within their legal confines.

CO3: Develop students thinking in a logical way, so that even a student with no legal background is able to understand it.

CO4: Create the students' analytical thinking and logical reasoning as a technique for decision-making on the basis of business legislations.

CO5: Understand the applicability of rules as per today's scenario.

CO6: Communicate effectively using standard business and legal terminology.

Teaching Methods

Lectures and Case Analysis.

Unit-I : Contract

Law – Definition – Sources – A brief Study on the Indian Contract Act, 1872:

Essentials of a Valid Contract, Void Agreements – Performance of Contracts, Breach of Contracts and its Remedies – Discharge – Quasi- Contracts.

Unit-II : Agency and Bailment

Law of Agency, Agent and Principal, Creation of agency, Classification, Relation of Principal at agent, Termination of agency – Bailment – Classification – Duties and Rights of Bailor and Bailee, Law relating to lien – Finder of Goods – Termination of Bailment – Pledge: Rights and Duties of Pawnor and Pawnee – Pledge by non-owner.

Unit-III : Sales and Insurance Laws

The Sale of Goods Act, 1930: Formation of a Contract – Rights of an Unpaid Seller – Condition and Warranties, performance, Sale by Auction – Law of Insurance – Life, Fire, Marine and miscellaneous.

Unit-IV : Negotiable Instruments, Partnership and Other Laws

The Negotiable Instruments Act, 1881, Nature and Types. Negotiation and Assignment – Holder in due course – Dishonour and Discharge of a Negotiable Instrument - Partnership Act – Law of Arbitration – Consumer Protection Act and Cyber Laws.

Unit-V : Corporate Secretarial Practices

The Indian Company Law – Nature, Kinds, Formation of company, Memorandum of Association, Articles of Association, Prospectus, Membership in a company, Share capital, Borrowing Powers, Debentures and Changes, Company Mgt., Meetings and Proceedings, Accounts and Auditors, Prevention of Oppression and Mismanagement, Compromises, Arrangements and Reconstructions, Winding up.

References

1. Gogna P.P.S., *Business and Industrial Laws*, S. Chand, New Delhi, 2010.

Gulshan, S.S. & G.K. Kapoor, *Business Law*, New Age International (P) Ltd., New Delhi, 1995.

Kapoor, N.D., *Element of Mercantile Law*, Sultan & Chand, New Delhi, 2012.

Saravanavel, P. and S. Sumathi, *Legal aspects of Business*, Himalaya Publishing House, Mumbai, 2012.

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CO1													√							
CO2														√						
CO3	√																		√	
CO4						√									√					
CO5																√				
CO6			√																	√

Learning Objectives

The objectives of this course is

LO1: To know the origins and patterns of International Trade and concepts of terms of trade

LO2: To understand contemporaneous export procedure, pertinent documents and tariff

LO3: To acquaint the aspects of international finance and forex markets.

Course Outcomes

Upon completion of the course the students will be able to

CO1: Get in depth knowledge about export procedure and documents.

CO2: Describe the aspects of export marketing and pricing methods.

CO3: Know the facet of export & import finance.

CO4: Analyze complexities in export pricing.

CO5: Compare Exim financial services that suits business needs.

CO6 : Evaluate the need for comprehensive and specific export credit insurance policies to the organization.

Unit-I : Theories of International Trade and Nature of International Business and BOT/BOP

International Trade – Theories for basis of international trade (The comparative cost theory, opportunity cost theory, Heckschey ohlin theory) – Concepts of terms of trade – Balance of Payment – Balance of Payment disequilibrium and correction – International Orientation and Environment.

Unit-II : Export Procedure and Export Documents and Tariff

Offer and receipt of confirmed orders – production clearance of the products – Excise duty rebate – shipment – Negotiation of documents – Export incentives – Bill of Lading, commercial invoice – Certificate of Origin and other export documents – Trade barrier – Tariffs – Classification, impacts – Non tariff barriers – Quantitative restrictions – Tariffs Vs Quota.

Unit-III : International Finance and Foreign Exchange Market

Foreign exchange market – functions – methods of effecting international payments – Swap and forward exchange – Determination of Exchange rate – Exchange Control – Methods, Objectives – Exchange rate classifications – Foreign Direct Investment and Foreign Institutional Investments – Euro Dollar and Euro Currency – WTO.

Unit-IV : Export Marketing and Pricing

Export marketing, Export pricing, costing and packaging factors influencing pricing – Structure of export price – Quotation – Export Contract – F.O.R – F.A.S. – F.O.B. – C&F – CIF – INCO Terms – FRANCO – Pricing Strategies – Impact of incentives on pricing – Labelling, packaging and marking of export consignments.

Unit-V : Export and Import Finance

Export Finance – Payment by documentary credit – Letter of Credit – Parties, types – Advance payment – Cash against documents – Documents on Acceptance – Consignment basis – Preshipment Credit and Post shipment Credit – Scrutiny of Export Import Documents - Discrepancies in export documents - Need for export

credit insurance – comprehensive and specific policies – Export credit and guarantee corporation – Risks covered and not covered – Import Finance – Export and Import Licence – Types.

References

1. **Ashwathappa. K.**, *International Business*, 3rd edition, Tata McGraw Hill, New Delhi, 2007.
2. **Balagopal. T.A.S.**, *Export Management*, Himalaya Publishing House, Mumbai, 2011.
3. **Cherunilam, Francis.**, *International Trade and Export Management*, Himalaya Publishing House, Mumbai, 2010.
4. **Francis Cherunilam**, *International Business*, Wheeler Publishing, 2000.
5. **James H. Taggart and Michael C. McDermott**, *The Essence of International Business*, Prentice Hall of India, New Delhi, 2003.
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7. **Nair, S.K.**, *Contract Management*, Vrinda Publications, New Delhi, 2008.
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9. **TAS Balagopal**, *Export Management*, Himalaya Publishing House, Mumbai, 2013.

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CO1		✓																	✓	
CO2									✓					✓						
CO3																✓				
CO4	✓												✓							
CO5															✓					
CO6																				✓

SOSC 306 : SOFT SKILLS

Learning Objectives

The objective of the course is

LO1: To introduce the basic concepts and to explain the importance of Soft Skills.

LO2: To provide understanding of the various Soft Skills.

LO3: To acquaint various soft skills that would assist students in their career and personal lives.

Course Outcomes

Upon completion of the course students will be able to

CO1: Develop effective communication in oral and written forms.

CO2: Improve their cognitive skills by enhancing learning skills, presentation skills with ICT, problem solving and decision making skills.

CO3: Critically think and evaluate their own self better and build ethical qualities for personal and professional success

CO4: Manage emotions and stress and build team skills for sustainable development

in global business environment.

CO5: Analyse conflicts and maintain better interpersonal relationships.

CO6: Develop and incorporate time management and resource management skills to achieve one's own goals.

Unit 1: Soft Skill and Personality Development

Soft skills – Meaning and Importance, Self concept - Self awareness, Self development, Know Thyself – Power of positive attitude – Etiquette and Manners

Listening – Types of Listening – Effective Listening – Barriers to Listening – Assertive communication

Unit 2: Communication Skills

Oral communication – Forms – Types of speeches - Public Speaking – Presentation – Elements of effective presentation – Use of visual aids in presentation Written communication – Strategies of writing – Business letters – form, structure & formats – Types of business letters – Memos – Agenda & Minutes

Non-verbal communication – Body language – Proxemics

Unit 3: Interpersonal Skills

Interpersonal skills – Relationship development and maintenance – Transactional Analysis Conflict resolution skills – levels of conflict – handling conflict - Persuasion – Empathy – Managing emotions – Negotiation – types, stages & skills – Counselling skills

Unit 4: Employability Skills

Goal setting – Career planning – Corporate skills – Group discussion – Interview skills – Types of Interview - Interview body language - E-mail writing – Job application – cover letter - Resume preparation

Unit 5: Work Skills

Decision making skills – Problem solving – Emotional Intelligence – Team building skills – team spirit – Time management – Stress management – resolving techniques.

References:

1. Ghosh. B.N (2012), **Managing Soft Skills for Personality Development**, Edited volume, Tata McGraw Hill Education Pvt Ltd., New Delhi.
2. Krishna Mohan and Meera Banerji (2009), **Developing Communication Skills**, 2nd Edition, MacMillan Publishers India Ltd., New Delhi.
3. Neera Jain and Shoma Mukherji (2012), **Effective Business Communication**, Tata McGraw Hill Education Pvt Ltd., New Delhi.
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Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSOP 1	PSOP 2	PSOP 3	PSOP 4	PSOP 5	PSOP 6	PSOP 7	
CO1																		√		
CO2			√	√			√						√	√						
CO3								√												
CO4											√						√			
CO5						√											√			
CO6											√	√				√				

MBAM 307 SALES AND DISTRIBUTION MANAGEMENT**Learning Objective**

The objectives of this course is

LO1: To know the functions of sales management and its planning activities

LO2: To learn the sales forecast techniques

LO3: To help in developing a sound sales and distribution policy and organizing, managing the sales force.

Course Outcomes

Upon completion of this course, the student will have the ability to

CO1: Understand and learn to improve the cognitive skills in the basic functions of sales management.

CO2: Commitment to an effective sales manager with salesmanship qualities

CO3: Display competencies and knowledge in consumers' needs and wants.

CO4: Create marketing strategies after assessing the competitors sales strategies in the market

CO5: Remember the marketing concepts, framework and the sales management practices

CO6: Work professionally in a team and communicate the sales information effectively in any organization

Unit-I : Sales Management and Planning

Sales Management – Functions – Sales Objectives – Salesmanship – Duties and Responsibilities of Sales Manager – Sales Management Skills – Characteristics of Sales People – Sales Management Information Systems – Sales Planning – Personal Selling – AIDAS – Selling Process – Sales Negotiation – Types of Selling – Transactional Selling – Telephone Selling – Relationship Selling – Term Selling.

Unit-II : Sales Forecasting and Organization

Sales Forecasting – Basic Rules – Methods; Sales Budget – Methods – Sales Budget Process – Sales Force Organization – Structure – Fixation of Sales Force Size – Methods of Fixation; Sales territory – Designing Sales territory – Evaluation; Sales Quotas – Types – Sales Promotion Techniques.

Unit-III : Recruitment, Training and Control of Sales Force

Recruitment and Selection of Sales Force – Process – Sales Training – Sales Training Methods – Execution and Evaluation of the Sales Training Programme; Sales Force Motivation – Tools of Motivation ; Sales Force Compensation – Basic Types – Supervision of Sales People – Controlling of Sales Force – Sales Meeting and Sales Contests – Sales Audit – Sales Analysis – Sales Performance Evaluation.

Unit–IV : Distribution and Logistics

Definition – Need for Distribution Channel – Role of Distribution in Marketing – Marketing channel–Channel Classification – Vertical, Horizontal, Multichannel marketing system–Distribution Intensity – Selection of Right Channel – Channels for consumer & industrial products – Inventory Management – Packaging and Material Handling – Distribution cost analysis & Control.

Logistics – Scope – Functions – Focus area of Logistics – Cost of Service – Performance Measurement – Transportation – Modes of transport– Selection of the right transport mode.

Unit–V : Channel Intermediaries Retailing and Channel Design

Channel intermediaries – Role – Wholesaling – Functions – Classifications – Trends – Future of Wholesalers in India.

Retailing – Types of Retailers – Role of Retailers – Retail Strategies – Performance Measures – Aspects of Store Design – Franchising – e-tailing – Retailing in India.

Channel Design – Stages in channel planning – Non store Retailing and Electronic channels – Channel Information Systems – Purpose – Elements – Channel Performance Evaluation; Distributors – Selection – Motivation tools – Categorization – Performance evaluation.

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Outcome Mapping

	Programme Outcomes	Programme Specific
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PO/CO													Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	
CO1		√											√							
CO2											√			√						
CO3																			√	
CO4																	√			
CO5													√							
CO6			√																	√

MBAM 308 : PRODUCT AND SERVICES MARKETING

Learning Objectives

The objectives of this course is

LO1: To explain the concepts of product mix strategies and it's positioning

LO2: To impart the knowledge of branding and packaging strategies

LO3: To introduce the concepts of service marketing in the field of Hospital Services and Hotel Industry

Course Outcomes

Upon completion of the course students will have the ability to

CO1: Understand and remember the marketing concepts to improve the products and its classification.

CO2: Upholding ethical standards on brand and its extension strategies in promoting sales of product or service

CO3: Critical thinking to solve managerial or marketing related issues in packaging process and its styles.

CO4: Analyze the synthesise market information to get business ideas on tourism and hospital services.

CO5: Work professionally in a team and incorporate with functions of hotel industries.

CO6: Display competencies and knowledge in service marketing strategies for their sustainable development.

Unit-I : Introduction

Product – Definition – Product Line – Product Mix – Product Mix Strategies – Product Positioning – Product Diversification.

New Product – Meaning – Product Manager – Importance of Test Marketing – Marketing Strategies and Product Life Cycle – Finance of New Product.

Unit-II : Branding

Branding – Definition – Brand Name – Brand Mark Vs Trade Mark – Brand Loyalty – Brand Equity – Brand Extension Strategies – Characteristics of a Good Brand – Family Brand Vs Individual Brand.

Unit-III : Packaging

Packaging – Definition and Importance – Packaging Strategies – Packaging and Labelling – Uses of Packaging – Developments in Packaging – Multiple Packaging – Product Obsolescence – Style and Fashion – Fashion Cycle – Services Marketing –

Origin and Growth – Classification of Services – Marketing of Financial Services – The Indian Scene – Designing of Service Strategy.

Unit–IV : Banking and Tourism

Banking – Bank Vs. Customer – Customer Service – Government Regulations – Reserve Bank of India – Regulations – New Schemes – Commercial Banks – Rural Banks – Consumer Banking.

Tourism – Need for Tourism – Growth and Development of Tourism – Tourism and Culture – Tourism Marketing – Tourism Pricing – Tourism Promotion – Tourism and Government Administrative systems.

Unit–V : Hospital Services and Hotel Industry

Hospital Services – Supportive Services – Legal Controls on Hospitals – Consumerism and Hospital Services. Hospital Law – Medical Staff Organization – Health Care Resources – Health Care System – Marketing of Health Services.

Hotel Industry – Hotel Industry Vs. Tourism Industry – Supporting Services, Accommodation Management – Licences – Permission from Statutory Authorities – Problems and Prospects of Hotel Industry.

References

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Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	
CO1													√							
CO2								√						√						
CO3	√														√					
CO4																√				
CO5																				√
CO6											√							√		

MBAC 309: Project and Viva– Voce (Industrial Visits and Subjects)

Project Training

Summer project is an on–the–job training that inculcates practical knowledge and improves performance by giving an insight into business realities. As a part of the curriculum, the project is intended to input practical and conceptual knowledge to the students which is to be carried out for 45 days during May–June.

A committee is constituted for the overall Co-ordination of the students. The students undertake projects in various organizations all over the country. Faculty members also render their help in finding project placements. Students will be allotted faculty guides and they are advised to undertake projects based on their individual area of specialization. The topics are selected by consulting with their project guides and company guides.

MBA project End Semester evaluation will be done for 75 marks which includes Dissertation (50 marks) and Viva voce (25 marks) and the minimum requirement for passing the project is 38 marks. The internal assessment evaluation carries 25 marks that constitute two reviews (I review-10 marks and II review-15 marks) and the minimum requirement for passing the internal evaluation is 12 marks. Overall the minimum passing requirement for the project is 50 marks.

A Project Evaluation Committee will be formed comprising the Head of the Department, Project Supervisor, and a senior faculty.

Project Related Activities

- Project discussions for students with their guides have to be made once in a week.
- Students can make use of the computer lab facilities for execution of their project work and for preparation of their report.
- Frequent workshops and review meetings will be conducted with trainers and experts of various disciplines.
- A formal interim – project presentation will be held before their juniors. This presentation acts as a good ground of experience on the part of the presenters while a good beginning of insight for the juniors.
- A mock viva–voce will be held before appearing for their main project viva–voce examination to gain an experience.
- Best Project Contest will be conducted every year to provide a platform to exhibit the skills they have acquired during the summer project training.
- Students are encouraged to participate in the National Level Project contest held at various institutions.
- Students are also encouraged to work towards publishing a paper along with the help of their faculty guide to add a real value to their project work.

MBAC 401 : RETAILING AND RURAL MARKETING

Learning Objectives

LO1: To focuses on the understanding of Retail management,

LO2: To the development of organized retail in India

LO3: To explain the importance of rural market both as end market and procurement source.

Course Out comes

Upon completion of the course students will be able to

- CO 1: Understand the principles and functions of Retailing in India.
- CO 2: Understand the importance of Retail site locations
- CO 3: Familiar with the HRM functions in retailing.
- CO 4: Enable to understand the duties and responsibilities of store manager.
- CO 5: Develop and evaluate the Rural Marketing.
- CO 6: To know the growth of growth of rural marketing in India.

Unit-I : Retailing – Introduction and Strategy

Introduction to Retailing – Meaning and Definition – Retailing Characteristics – Functions – Principles – Retailing in India – Organized – Unorganized – Retailing Formats – General Merchandise Retailers – Food Retailers – Non Store Retailers - Retail Strategy – Meaning – Target Market and Retail Format – Building a sustainable competitive advantage – Growth Strategies – The strategic retail planning process.

Unit-II : Retail site Location

Importance of Location – Target Market and Store Location – Site Characteristics – Site Location and Analysis – Trading area Analysis – Density of Target Market – Environmental Issues.

Unit-III : Human Resource Management

Objectives of HRM in Retailing – Human Resource Functions in Retailing – Retail Organization Design – Motivating Retail Employees – Building Employee Commitment – Issue in Retail Human Resource Management.

Unit-IV : Merchandize Management

Presenting the merchandize – Merchandize Amendment Planning – Store display and ambience – Retail Signage – Types and characteristics – Components of retail store operations – Duties and responsibilities of store manager.

Unit-V : Rural Market

Evaluation of Rural Marketing – Nature and Characteristics of Rural Market – Needs and wants of rural customers – Rural market and product life cycle – Rural Marketing of FMCG in India – Commodity Marketing – Life Stock Products.

References

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2. Balram Doga and Karminder Ghuman, *Rural Marketing*, Tata McGraw Hill, New Delhi, 2008
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Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	
CO1		√											√							
CO2								√							√					
CO3		√							√								√			
CO4																				
CO5		√						√							√					
CO6		√							√											√

MBAC 402 : BUSINESS POLICY AND STRATEGIC MANAGEMENT

Learning Objectives

The objective of the course is

LO1: To explain about the Business Environment.

LO2: To introduce the basic concepts and importance of Business Policies and Strategies

LO3: To acquaint the formulation and implementation of Business Policies and Strategies.

Course Outcomes

Upon completion of the course students will be able to

CO1: Understand and get knowledge on managerial functions such as the internal and external environment of the organization.

CO2: Improve the cognitive skills that related to Mission, Vision, Goals, Objectives, Policies and Strategies of any organisation.

CO3: Evaluate and Develop strategic management tools and recommend strategic responses to business problems.

CO4: Develop strategic management plan for sustainable development of the organization

CO5: Analyse and Implement their responsibility to the society and business organisation .

CO6: Understand the social responsibilities, ethical and social considerations of business organisation.

Unit-I : Basic concepts of Business Policy

Business Policy: Meaning and definition – Importance – Scope – Need Essentials of An Effective Business Policy, Types and Classification of Policies – Organizational Direction: Vision – Mission – Objectives – Goals of business, Business Planning: Process – Benefits – Limitation.

Unit-II : Business Analysis

Business Portfolio Analysis: BCG matrix – GE matrix, Industry Analysis: Michael Porter’s Five force model – Strategic Competitive Advantage Analysis – Values Chain in Analysis – 7’ Frame work – SWOT analysis.

Unit-III : Basic concept of strategy

Evolution of Strategy – Strategic Management – Benefits – Strategy Vs Policy – Strategy Formulation – Strategic Planning – Strategic Management Process – Strategic Decision Making – Strategic Risks – Corporate Level Generic Strategies – Strategy Implementation: Functional Issues, Challenges of Strategy Implementation – Strategic Evaluation and Control Process – Monitoring Performance and Evaluating Deviations

Unit-IV : Business Development Strategies

Corporate Governance – Business Growth Strategies: Intensive – Integrative – Diversification Strategies, Functional Strategies: Marketing Strategies – Production Strategies – HR Strategies – Financial Strategies – Product Strategies, Business Process Re-engineering.

Unit-V : Business Vs Social

Corporate Social Responsibility – Social Audit: Benefits – Procedures, Ethical and Social Considerations in Strategy Development – Business Organization in Society – Social issues in Business - Strategic Management in Non-Profit Organization.

References

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8. **John A. Pearce, Richard Robinson and Amita Mital, *Strategic Management*, Tata McGraw Hill, New Delhi, 2012.**
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Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	
CO1													√							
CO2		√												√						

CO3																			√														
CO4																								√									
CO5																														√			
CO6																																√	

MBAC 403 : LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Learning Objectives

The objective of the this course is to

LO1: To explain the supply chain decisions and supply chain drivers

LO2: To understand the factors of distribution, designing network and their trade-offs

LO3: To provide the role of information technology in supply chain

Course Outcomes

Upon completion of the course students will be able to

CO1: Evaluate complex qualitative and quantitative data to support strategic and operational decisions of supply chain.

CO2: Develop comprehensive strategic and tactical plans for supply chain management.

CO3: Use creative, critical and reflective thinking to address organizational opportunities and challenges.

CO4: Integrate appropriate technologies in developing solutions to business opportunities and challenges.

CO5: Analyze the effect of demand uncertainty managing inventory in the supply chain

CO6: Understand the importance of Enterprise Resource Planning (ERP).

Unit-I : Logistics Design

Logistics Management – Definition – Meaning – Types. The work of Logistics – Network Design – Information – Transportation – Inventory – Warehousing – Material Handling and Packaging – Organizational Structures – Role of Government.

Unit-II : Logistics Network

Logistics Resources – Principles of Logistics Information – Logistics Information System Flow – Application of Information Technologies – Electronic Data Inter change – Barcode – Scanning.

Unit-III : Logistics Demand

Forecasting – The Nature of Demand – Forecast Components – Forecast Technique – Forecast Error – Transportation Infrastructure – Principle – Model Characteristics – Logistics Location Structure.

Unit-IV : Supply Chain Management Models and Strategy

Supply chain Management – Definition – Objectives – Applications – Types – Conceptual Models – Mathematical Models – Simulation Models – Formal Models – Implicit Business Models – Key issues in supply chain management.

Inventory Management – The effect of demand uncertainty managing inventory in the supply chain – Push and Pull systems – Dell’s supply chain strategy – Demand and cash flow in supply chain management.

Unit-V : Supply Chain Management Design

Channel design – The impact of internet on supply chain – E-Business – Integrated supply chain management (SCM) – Enterprise Resource Planning (ERP) – Supply chain management matrix – Modules of an ERP system – ERP support to SCM.

Note: Theories and concepts only will be taught to the students.

References

1. **Ailawadi, Rakesh Singh**, *Logistics Management*, **PHI Learning, 2006.**
2. **David Simchi-Levi, Philip Kaminsky and Edith Simchi-levi**, *Designing and Managing the Supply Chain Concepts, Strategies and Case*, **2 edition, Tata McGraw Hill, 2006.**
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4. **Rahul V. Altekar**, *Supply Chain Management, Concepts & Cases*, **PHI Learning, 2006.**
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Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	
CO1	√															√				
CO2				√																√
CO3											√									
CO4				√																
CO5																			√	
CO6				√													√			

MBAC 404 : INDIAN ETHOS AND VALUES**Learning Objectives**

The Objectives of the Course are:

- LO1: To acquaint the students on the applications of Indian Ethos and values; managerial decision- making process.
- LO2: To train students in Yoga practices such as Asnas (yogic exercise), meditation(exercise for mind), Pranayama (exercise for breath),
- LO3: To Introspect (practices for positive thinking) and to manage stress in their managerial career.

Course Outcome

Upon completion of the course students will be able to

- CO1: Enhancing the understanding of Ethics and Religious Values
- CO2: Increasing capacities on Indian Ethos for Business Excellence
- CO3: Managing stress in real world situations
- CO4: Practicing yoga and meditation for better mental health
- CO5: Exercising yoga and meditation for better physical health and social skills
- CO6: Implementing the outcome of Yoga for Managerial Excellence

MBAC 406 : BEHAVIOURAL SCIENCE EXPERIMENTS AND TESTING – PRACTICAL

Learning Objectives

The students should know

LO1: To Know the general principles and aim of psychology – to verify certain problems in experimental situations.

LO2: To explain the methods of giving instruction to the subjects and to conduct the experiments.

LO3: To collect the data, interpret them using suitable statistical techniques.

Course Outcomes

Upon completion of the course students will be able to

CO1: Recognize, describe and implement a variety of research methods and skills common to the behavioral sciences.

CO2: Articulate the key elements of content within a wide variety of areas in the behavioral sciences.

CO3: Creatively and effectively apply behavioral science principles, knowledge and skills to promote positive change in one's community.

CO4: To enhance the student's communication Skills through activities.

CO5: It helps to understand the dimensions of Emotional intelligence & Ego states

CO6: It helps to understand the dimensions of Decision making.

Unit-I : Creativity and Leadership

Creativity – Creative thinking – Divergent thinking – Stages in Creative thinking.

Leadership – Leadership Orientation – Task versus person orientation.

Unit-II : Decision Making and Assertiveness

Decision Making – Styles – Importance stages in decision making.

Assertiveness – Assertiveness in communication – Benefits of assertiveness –

Submissive Communication – Assertive Communication – Aggressive Communication.

Unit-III : Ego States and Stress Coping

Transaction analysis – Parent ego – Adult ego – Child ego – Characteristics.

Stress coping – Eustress – Distress – Coping strategies.

Unit-IV : Emotional Intelligence and Personality

Emotional Intelligence – Components of Emotional Intelligence – Influencing Emotions – Handling relationships.

Personality – Extraversion – Introversion.

Unit-V : Adjustment and Values

Adjustment – Home adjustment – Health adjustment – Social adjustment – Emotional adjustment – Occupational adjustment.

Values – Value system – Values in different cultures.

Tests

Test will be conducted through practicals on the following aspects:

Emotional Quotient – Telephoning Skills – Creativity – Attitude Achievement – Motivation – Traits Personality – Stress – Money attitude – Tolerance of Change.

References

1. Khandwalla, P.N. *Fourth eye-Excellence through creativity*. New Delhi: Wheeler Publishing Co Ltd., 1994.
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Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
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CO1	√	√					√					√	√		√					
CO2		√										√								
CO3		√										√			√					
CO4		√	√									√								
CO5							√					√								
CO6		√					√					√					√			√

MBAM 408: INTERNATIONAL MARKETING MANAGEMENT

Learning Objectives

The Objective of this course is

LO1: To understand and learn with environmental, procedural, and international scenario of marketing.

LO2: To impart knowledge on decisional aspects of international marketing strategy.

LO3: To provide and help the students to gain a vast Knowledge on international marketing procedures.

- LO4: To compare pricing methods and techniques globally.
 LO5: To enhance negotiation skills towards merger and acquisition.

Course Outcomes

Upon completion of this course the students will be able to

- CO1: Describe the need and scenario for international marketing.
 CO2: Analyze the global market with overall scenario.
 CO3: Evaluate the political environment internationally with global perspective.
 CO4: Develop strategies on marketing aspects with special research focus.
 CO5: Have competence on negotiation for merger and acquisition.
 CO6: Will have the capacity on fixing pricing of products.

Unit-I : Challenges and Dynamic Environments of International Marketing and Trade

Global Perspective: Global – International Marketing – The International Marketing – Marketing Decision – Aspects of the Domestic and foreign environments – Developing Global awareness – Stages of International Marketing – Strategic Orientation – Domestic Market Extension – Multidomestic Market Orientation.

Trade Barriers – The Twentieth to the Twenty-first Century – Multinationals – Balance of Payments – Protectionism – Trade Barriers – Easing Trade Restrictions – Competitiveness Act – General Agreement of Tariffs and Trade (WTO) – The International Monetary Fund and World Bank – Protests against Global Institutions.

Unit-II : Cultural Dynamics in Assessing Global Markets

Global Perspective: Equities and eBay – Culture gets in the way – Culture’s Pervasive Impact – Definition and Origins and Culture – Elements of Culture – Cultural Values – Rituals – Symbols – Beliefs – Thought Processes – Cultural Knowledge – Factual versus Interpretive Knowledge – Cultural Sensitivity and Tolerance – Culture, Management Style, and Business Systems – The Impact of American Culture on Management Style – Management Styles around the World – Authority and Decision Making – Management Objectives and Aspirations – Communication Styles – Formality and Tempo – P-Time versus M-Time – Negotiations Emphasis – Gender Bias in International Business – Business Ethics – Corruption Defined – the Western Focus on Bribery – Ethically and Socially Responsible Decision – Culture’s Influence on Strategic Thinking.

Unit-III : The Political Environment

The Sovereignty of Nations - Political Risks of Global Business – Economic risks political and social activity – World of Politics – Global Perspective.

Emerging Markets: Marketing and Economic Development – Objectives of developing countries – Marketing a developing country – Developing countries and Emerging Markets – Strategic Implementation of Marketing.

Unit-IV : Global Marketing Management

Planning for Global Markets – Alternative Market Entry Strategies – Organizing for Global Competition – Products and Services for Consumers – Products and Culture – Analyzing Product Components for Adaptation – Marketing Consumer Services Globally – Brands in International Markets.

Geography and Global Markets – Climate and topography – Geography, Nature and Economic Growth – Social responsibility and Environmental Management.

Unit–V : Assessing Global Market Opportunities

Breadth and Scope of International Marketing Research – Problems of gathering Primary data – Research in the Internet.

Multinational Market Regions and Market Groups: Global Markets and Multinational – Market Groups – European Union – North America Free Trade Agreement – Asian – Pacific Rim – Regional Trading Groups and Emerging Markets.

International Marketing Channels: Channel of Distribution Structure – Import Oriented Distribution Structures – Channel Control – Modern Channel Structure – Distribution.

Implementing Global Marketing Strategies: Negotiation with International Customers, Partners and Regulation – The Pervasive impact an culture on Negotiation Behaviour – Negotiation terms and preliminaries – After Negotiation.

Outcome Mapping

PO/CO	Programme Outcomes												Programme Specific Outcomes							
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CO1																√				
CO2											√		√							
CO3															√					
CO4																√				
CO5														√						
CO6														√						

MBAM 408 : CUSTOMER RELATIONSHIP MANAGEMENT

Learning Objectives

The basic purpose of this course is

LO1: To acquaint the students with the studying customer relationship management.

LO2: To enrich the knowledge in sales force automation.

LO3: To educate the applications of information technology in crm.

LO4: To development the knowledge in crm tools and implementation procedures.

LO5: To develop the competency in crm strategy and development.

Course Outcome

After completion of the course students will be able to

CO1: Develop the critical thinking over the CRM concepts.

CO2: Cultivate the various selling concepts among the selling people.

CO3: Familiarize the significance of supplier relationship (SRM) and partner's relationship management.

CO4: Communicates the importance of customer information data bases and ethics

CO5: Display the competencies for preparing a business plan.

CO6: Analyze the short coming in the existing CRM strategies and to construct the revised CRM strategies.

Unit-I : Introducing CRM in Marketing

CRM Concepts: Acquiring customers, customer loyalty, and optimizing customer relationships. CRM defined: success factors, the three levels of Service/Sales Profiling, Service Level Agreements (SLAs), creating and managing effective SLAs.

One-to-one Relationship Marketing, Cross Selling & Up Selling, Customer Retention, Behaviour Prediction, Customer Profitability & Value Modeling, Channel Optimization, Event-based marketing. CRM and Customer Service: The Call Centre, Call Scripting, Customer Satisfaction Measurement.

Unit-II : CRM in Practice

Sales Force Automation - Sales Process, Activity, Contact, Lead and Knowledge Management. Field Force Automation. CRM links in e-Business: E-Commerce and Customer Relationships on the Internet, Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Supplier Relationship Management (SRM), Partner relationship Management (PRM).

Unit-III : Analytical CRM

Managing and sharing customer data - Customer information databases, Ethics and legalities of data use. Data Warehousing and Data Mining concepts. Data analysis: Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering.

Unit-IV : CRM Tools and Implementation

Defining success factors, preparing a business plan - requirements, justification, processes. Choosing CRM tools: Defining functionalities, Homegrown versus out-sourced approaches.

Unit-V : CRM Strategy and Development

Managing Customer Relationships: Conflict, complacency, Resetting the CRM strategy. Selling CRM .internally: CRM development Team, Scoping and prioritizing, Development and delivery, Measurement.

References

- 1. Jill Dyche, *The CRM Handbook: A Business Guide to Customer Relationship Management*, Pearson, 2002, New Delhi - 17.**
- 2. John W. Gosney and Thomas P. Johnson, *Customer Relationship Management Essentials*, PHI Learning Pvt. Ltd., 2010, New Delhi – 110 001.**
- 3. Stanley A. Brown, *Customer Relationship Management*, John Wiley & Sons, Canada, Ltd., 2000.**
- 4. Shanmugasundaram, *Customer Relationship Management*, PHI, 2010, New Delhi – 1.**
- 5. Shainesh, G., Jagadish N. Sheth, *Customer Relationship Management, A Strategic Perspective*, MacMillan, 2006, Delhi – 33.**

Outcome Mapping

	Programme Outcomes	Programme Specific Outcomes

PO/CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO1	√														√				
CO2		√											√						
CO3				√												√			
CO4			√												√			√	
CO5																			√
CO6																	√		

**MBAC 409 : Comprehensive Viva-Voce (Industrial Visits
And Subjects)**