



ANNAMALAI UNIVERSITY

A State University Accredited with 'A' Grade by NAAC



FACULTY OF ARTS

DEPARTMENT OF BUSINESS ADMINISTRATION

MBA

INTERNATIONAL BUSINESS MANAGEMENT

2 YEARS FULL-TIME PROGRAM
(CBCS)

REGULATIONS

2019

CURRICULUM & SYLLABUS



**REGULATIONS FOR THE TWO-YEAR POST GRADUATE PROGRAMMES UNDER
CHOICE BASED CREDIT SYSTEM (CBCS)**

These Regulations are common to all the students admitted to the Two-Year Master's Programmes in the Faculties of Arts, Science, Indian Languages, Education, Marine Sciences, and Fine Arts from the academic year 2019-2020 onwards.

1. Definitions and Nomenclature

- 1.1 University** refers to Annamalai University.
- 1.2 Department** means any of the academic departments and academic centres at the University.
- 1.3 Discipline** refers to the specialization or branch of knowledge taught and researched in higher education. For example, Botany is a discipline in the Natural Sciences, while Economics is a discipline in Social Sciences.
- 1.4 Programme** encompasses the combination of courses and/or requirements leading to a Degree. For example, M.A., M.Sc.
- 1.5 Course** is an individual subject in a programme. Each course may consist of Lectures/Tutorials/Laboratory work/Seminar/Project work/Experiential learning/ Report writing/viva-voce etc. Each course has a course title and is identified by a course code.
- 1.6 Curriculum** encompasses the totality of student experiences that occur during the educational process.
- 1.7 Syllabus** is an academic document that contains the complete information about an academic programme and defines responsibilities and outcomes. This includes course information, course objectives, policies, evaluation, grading, learning resources and course calendar.
- 1.8 Academic Year** refers to the annual period of sessions of the University that comprises two consecutive semesters.
- 1.9 Semester** is a half-year term that lasts for a minimum duration of 90 days. Each academic year is divided into two semesters.
- 1.10 Choice Based Credit System** A mode of learning in higher education that enables a student to have the freedom to select his/her own choice of elective courses across various disciplines for completing the Degree programme.
- 1.11 Core Course** is mandatory and an essential requirement to qualify for the Degree.
- 1.12 Elective Course** is a course that a student can choose from a range of alternatives.
- 1.13 Value-added Courses** are optional courses that complement the students' knowledge and skills and enhance their employability.
- 1.14 Credit** refers to the quantum of course work in terms of number of class hours in a semester required for a programme. The credit value reflects the content and duration of a particular course in the curriculum.
- 1.15 Credit Hour** refers to the number of class hours per week required for a course in a semester. It is used to calculate the credit value of a particular course.
- 1.16 Programme Outcomes (POs)** are statements that describe crucial and essential knowledge, skills and attitudes that students are expected to achieve and can reliably manifest at the end of a programme.
- 1.17 Programme Specific Outcomes (PSOs)** are statements that list what the graduate of a specific programme should be able to do at the end of the programme.

1.18 Learning Objectives also known as Course Objectives are statements that define the expected goal of a course in terms of demonstrable skills or knowledge that will be acquired by a student as a result of instruction.

1.19 Course Outcomes (COs) are statements that describe what students should be able to achieve/demonstrate at the end of a course. They allow follow-up and measurement of Learning Objectives.

1.20 Grade Point Average (GPA) is the average of the grades acquired in various courses that a student has taken in a semester. The formula for computing GPA is given in section 11.3

1.21 Cumulative Grade Point Average (CGPA) is a measure of overall cumulative performance of a student over all the semesters. The CGPA is the ratio of total credit points secured by a student in various courses in all semesters and the sum of the total credits of all courses in all the semesters.

1.22 Letter Grade is an index of the performance of a student in a particular course. Grades are denoted by the letters S, A, B, C, D, E, RA, and W.

2. Programmes Offered and Eligibility Criteria

The Department of Business administration offers SEVEN two Year MBA Programmes and the eligibility criteria for each of these programmes are detailed below.

Faculty of Arts		
S.No.	Programme	Eligibility
1.	M.B.A. Business Analytics	The candidate who has undergone 10+2+3/4 pattern of study in any discipline with a minimum of 50% marks in Part- III. Admission is through TANCET.
2.	M.B.A. Dual Specialization	
3.	M.B.A. Financial Management	
4.	M.B.A. Human Resource Management	
5.	M.B.A. Infrastructure Management	
6.	M.B.A. International Business Management	
7.	M.B.A. Marketing Management	

2.1 In the case of SC/ST and Differently-abled candidates, a pass is the minimum qualification for all the above Programmes.

3. Reservation Policy

Admission to the various programmes will be strictly based on the reservation policy of the Government of Tamil Nadu.

4. Programme Duration

4.1 The Two Year Master's Programmes consist of two academic years.

4.2 Each academic year is divided into two semesters, the first being from July to November and the second from December to April.

4.3 Each semester will have 90 working days (18 weeks).

5 Programme Structure

5.1 The Two Year Master's Programme consists of Core Courses, Elective Courses (Departmental & Interdepartmental), and Project.

5.2 Core courses

5.2.1 These are a set of compulsory courses essential for each programme.

5.2.2 The core courses include both Theory (Core Theory) and Practical (Core Practical) courses.

5.3 Elective courses

5.3.1 **Departmental Electives (DEs)** are the Electives that students can choose from a range of Electives offered within the Department.

5.3.2 **Interdepartmental Electives (IDEs)** are Electives that students can choose from amongst the courses offered by other departments of the same faculty as well as by the departments of other faculties.

5.3.3 Students shall take a combination of both DEs and IDEs.

5.4 Experiential Learning

5.4.1 Experiential learning provides opportunities to students to connect principles of the discipline with real-life situations.

5.4.2 In-plant training/field trips/internships/industrial visits (as applicable) fall under this category.

5.4.3 Experiential learning is categorised as Core.

5.5 Project

5.5.1 Each student shall undertake a Project in the final semester.

5.5.2 The Head of the Department shall assign a Research Supervisor to the student.

5.5.3 The Research Supervisor shall assign a topic for research and monitor the progress of the student periodically.

5.5.4 Students who wish to undertake project work in recognised institutions/industry shall obtain prior permission from the University. The Research Supervisor will be from the host institute, while the Co-Supervisor shall be a faculty in the parent department.

5.6 Value added Courses (VACs)

5.6.1 Students may also opt to take Value added Courses beyond the minimum credits required for award of the Degree. VACs are outside the normal credit paradigm.

5.6.2 These courses impart employable and life skills. VACs are listed in the University website and in the Handbook on Interdepartmental Electives and VACs.

5.6.3 Each VAC carries 2 credits with 30 hours of instruction, of which 60% (18 hours) shall be Theory and 40% (12 hours) Practical.

5.6.4 Classes for a VAC are conducted beyond the regular class hours and preferably in the II and III Semesters.

5.7 Online Courses

5.7.1 The Heads of Departments shall facilitate enrolment of students in Massive Open Online Courses (MOOCs) platform such as SWAYAM to provide academic flexibility and enhance the academic career of students.

5.7.2 Students who successfully complete a course in the MOOCs platform shall be exempted from one elective course of the programme.

5.8 Credit Distribution

The credit distribution is organised as follows:

	Credits
Core Courses	65-75
Elective Courses	15
Project	6-8
Total (Minimum requirement for award of Degree)	90-95*

**Each Department shall fix the minimum required credits for award of the Degree within the prescribed range of 90-95 credits.*

5.9 Credit Assignment

Each course is assigned credits and credit hours on the following basis:

1 Credit is defined as

1 Lecture period of one hour per week over a semester

1 Tutorial period of one hour per week over a semester

1 Practical/Project period of two or three hours (depending on the discipline) per week over a semester.

6 Attendance

6.1 Each faculty handling a course shall be responsible for the maintenance of *Attendance and Assessment Record* for candidates who have registered for the course.

6.2 The Record shall contain details of the students' attendance, marks obtained in the Continuous Internal Assessment (CIA) Tests, Assignments and Seminars. In addition the Record shall also contain the organisation of lesson plan of the Course Instructor.

6.3 The record shall be submitted to the Head of the Department once a month for monitoring the attendance and syllabus coverage.

6.4 At the end of the semester, the record shall be duly signed by the Course Instructor and the Head of the Department and placed in safe custody for any future verification.

6.5 The Course Instructor shall intimate to the Head of the Department at least seven calendar days before the last instruction day in the semester about the attendance particulars of all students.

6.6 Each student shall have a minimum of 75% attendance in all the courses of the particular semester failing which he or she will not be permitted to write the End-Semester Examination. The student has to redo the semester in the next year.

6.7 Relaxation of attendance requirement up to 10% may be granted for valid reasons such as illness, representing the University in extracurricular activities and participation in NCC/NSS/YRC/RRC.

7 Mentor-Mentee System

7.1 To help the students in planning their course of study and for general advice on the academic programme, the Head of the Department will attach certain number of students to a member of the faculty who shall function as a Mentor throughout their period of study.

7.2 The Mentors will guide their mentees with the curriculum, monitor their progress, and provide intellectual and emotional support.

7.3 The Mentors shall also help their mentees to choose appropriate electives and value-added courses, apply for scholarships, undertake projects, prepare for competitive examinations such as NET/SET, GATE etc., attend campus interviews and participate in extracurricular activities.

8 Examinations

8.1 The examination system of the University is designed to systematically test the student's progress in class, laboratory and field work through Continuous Internal Assessment (CIA) Tests and End-Semester Examination (ESE).

8.2 There will be two CIA Tests and one ESE in each semester.

8.3 The Question Papers will be framed to test different levels of learning based on Bloom's taxonomy viz. Knowledge, Comprehension, Application, Analysis, Synthesis and Evaluation/Creativity.

8.4 Continuous Internal Assessment Tests

8.4.1 The CIA Tests shall be a combination of a variety of tools such as class tests, assignments, seminars, and viva-voce that would be suitable to the course. This requires an element of openness.

8.4.2 The students are to be informed in advance about the assessment procedures.

8.4.3 The pattern of question paper will be decided by the respective faculty.

- 8.4.4 CIA Test-I will cover the syllabus of the first two Units while CIA Test-II will cover the last three Units.
- 8.4.5 CIA Tests will be for two to three hours duration depending on the quantum of syllabus.
- 8.4.6 A student cannot repeat the CIA Test-I and CIA Test-II. However, if for any valid reason, the student is unable to attend the test, the prerogative of arranging a special test lies with the teacher in consultation with the Head of the Department.

8.5 End Semester Examinations (ESE)

- 8.5.1 The ESE for the first/third semester will be conducted in November and for the second/fourth semester in May.
- 8.5.2 A candidate who does not pass the examination in any course(s) of the first, second and third semesters will be permitted to reappear in such course(s) that will be held in April and November in the subsequent semester/year.
- 8.5.3 The ESE will be of three hours duration and will cover the entire syllabus of the course.

9 Evaluation

9.1 Marks Distribution

- 9.1.1. Each course, both Theory and Practical as well as Project/Internship/Field work/In-plant training shall be evaluated for a maximum of 100 marks. For the theory courses, CIA Tests will carry 25% and the ESE 75% of the marks.
- 9.1.2 For the Practical courses, the CIA Tests will constitute 40% and the ESE 60% of the marks.

9.2. Assessment of CIA Tests

- 9.2.1 For the CIA Tests, the assessment will be done by the Course Instructor
- 9.2.2 For the Theory Courses, the break-up of marks shall be as follows:

	Marks
Test-I & Test-II	15
Seminar	05
Assignment	05
Total	25

- 9.2.3 For the Practical Courses (wherever applicable), the break-up of marks shall be as follows:

	Marks
Test-I	15
Test-II	15
Viva-voce and Record	10
Total	40

9.3 Assessment of End-Semester Examinations

- 9.3.1 Evaluation for the ESE is done by both External and Internal examiners (Double Evaluation).
- 9.3.2 In case of a discrepancy of more than 10% between the two examiners in awarding marks, third evaluation will be resorted to.

9.4 Assessment of Project/Dissertation

- 9.4.1 The Project Report/Dissertation shall be submitted as per the guidelines laid down by the University.
- 9.4.2 The Project Work/Dissertation shall carry a maximum of 100 marks.

- 9.4.3 CIA for Project will consist of a Review of literature survey, experimentation/field work, attendance etc.
- 9.4.4 The Project Report evaluation and viva-voce will be conducted by a committee constituted by the Head of the Department.
- 9.4.5 The Project Evaluation Committee will comprise the Head of the Department, Project Supervisor, and a senior faculty.
- 9.4.6 The marks shall be distributed as follows:

Continuous Internal Assessment (25 Marks)		End Semester Examination (75 Marks)	
Review-I 10	Review-II: 15	Project / Dissertation Evaluation	Viva-voce
		50	25

9.5 Assessment of Value-added Courses

- 9.5.1 Assessment of VACs shall be internal.
- 9.5.2 Two CIA Tests shall be conducted during the semester by the Department(s) offering VAC.
- 9.5.3 A committee consisting of the Head of the Department, faculty handling the course and a senior faculty member shall monitor the evaluation process.
- 9.5.4 The grades obtained in VACs will not be included for calculating the GPA.

9.6 Passing Minimum

- 9.6.1 A student is declared to have passed in each course if he/she secures not less than 40% marks in the ESE and not less than 50% marks in aggregate taking CIA and ESE marks together.
- 9.6.4 A candidate who has not secured a minimum of 50% of marks in a course (CIA + ESE) shall reappear for the course in the next semester/year.

10. Conferment of the Master's Degree

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

11. Marks and Grading

- 11.1 The performance of students in each course is evaluated in terms Grade Point (GP).
- 11.2 The sum total performance in each semester is rated by Grade Point Average (GPA) while Cumulative Grade Point Average (CGPA) indicates the Average Grade Point obtained for all the courses completed from the first semester to the current semester.
- 11.3 The GPA is calculated by the formula

$$GPA = \frac{\sum_{i=1}^n C_i G_i}{\sum_{i=1}^n C_i}$$

where, C_i is the Credit earned for the Course i in any semester;

G_i is the Grade Point obtained by the student for the Course i and

n is the number of Courses passed in that semester.

- 11.4 CGPA is the Weighted Average Grade Point of all the Courses passed starting from the first semester to the current semester.

$$CGPA = \frac{\sum_{i=1}^m \sum_{j=1}^n C_i G_j}{\sum_{i=1}^m \sum_{j=1}^n C_i}$$

where, C_i is the Credit earned for the Course i in any semester;
 G_j is the Grade Point obtained by the student for the Course j and
 n is the number of Courses passed in that semester.
 m is the number of semesters

11.5 Evaluation of the performance of the student will be rated as shown in the Table.

Letter Grade	Grade Points	Marks %
S	10	90 and above
A	9	80-89
B	8	70-79
C	7	60-69
D	6	55-59
E	5	50-54
RA	0	Less than 50
W	0	Withdrawn from the examination

11.6 **Classification of Results.** The successful candidates are classified as follows:

11.6.1 For **First Class with Distinction:** Candidates who have passed all the courses prescribed in the Programme *in the first attempt* with a CGPA of 8.25 or above within the programme duration. Candidates who have withdrawn from the End Semester Examinations are still eligible for First Class with Distinction (*See Section 12 for details*).

11.6.2 For **First Class:** Candidates who have passed all the courses with a CGPA of 6.5 or above.

11.6.3 For **Second Class:** Candidates who have passed all the courses with a CGPA between 5.0 and less than 6.5.

11.6.4 Candidates who obtain highest marks in all examinations at the first appearance alone will be considered for University Rank.

11.7 Course-Wise Letter Grades

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

11.7.2 A student is considered to have completed a course successfully and earned the credits if he/she secures an overall letter grade other than RA.

11.7.3 A course successfully completed cannot be repeated for the purpose of improving the Grade Point.

11.7.4 A letter grade RA indicates that the candidate shall reappear for that course. The RA Grade once awarded stays in the grade card 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.

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

12. Provision for Withdrawal from the End Semester Examination

12.1 The letter grade W indicates that a candidate has withdrawn from the examination.

- 12.2** A candidate is permitted to withdraw from appearing in the ESE for one course or courses in **ANY ONE** of the semesters **ONLY** for exigencies deemed valid by the University authorities.
- 12.3** **Permission for withdrawal from the examination shall be granted only once during the entire duration of the programme.**
- 12.3** Application for withdrawal shall be considered **only** if the student has registered for the course(s), and fulfilled the requirements for attendance and CIA tests.
- 12.4** The application for withdrawal shall be made ten days prior to the commencement of the examination and duly approved by the Controller of Examinations. Notwithstanding the mandatory prerequisite of ten days notice, due consideration will be given under extraordinary circumstances.
- 12.5** Withdrawal is **not** granted for arrear examinations of courses in previous semesters and for the final semester examinations.
- 12.6** Candidates who have been granted permission to withdraw from the examination shall reappear for the course(s) when the course(s) are offered next.
- 12.7** Withdrawal shall not be taken into account as an appearance for the examination when considering the eligibility of the candidate to qualify for First Class with Distinction.
- 13. Academic misconduct**
- Any action that results in an unfair academic advantage/interference with the functioning of the academic community constitutes academic misconduct. This includes but is not limited to cheating, plagiarism, altering academic documents, fabrication/falsification of data, submitting the work of another student, interfering with other students' work, removing/defacing library or computer resources, stealing other students' notes/assignments, and electronically interfering with other students'/University's intellectual property. Since many of these acts may be committed unintentionally due to lack of awareness, students shall be sensitised on issues of academic integrity and ethics.
- 14. Transitory Regulations**
- Wherever there has been a change of syllabi, examinations based on the existing syllabus will be conducted for two consecutive years after implementation of the new syllabus in order to enable the students to clear the arrears. Beyond that, the students will have to take up their examinations in equivalent subjects, as per the new syllabus, on the recommendation of the Head of the Department concerned.
- 15.** *Notwithstanding anything contained in the above pages as Rules and Regulations governing the Two Year Master's Programmes at Annamalai University, the Syndicate is vested with the powers to revise them from time to time on the recommendations of the Academic Council.*


Annamalai University
Department of Business Administration
M.B.A. (International Business Management)
(Two Year) Programme
Programme Code: ABUS26

Programme Structure
(For students admitted from the academic year 2019-2020)

Course Code	Course Title	Hours per week		C	Marks		
		L	P		CIA	ESE	Total
19BIBC101	Core 1: Management Process	4	-	2	25	75	100
19BIBC102	Core 2: Managerial Economics	4	-	2	25	75	100
19BIBC103	Core 3: Organizational Behaviour	4	-	2	25	75	100
19BIBC104	Core 4: Accounting for Managers	4	-	3	25	75	100
19BIBC106	Core 5: Computer Applications in Management	4	-	2	25	75	100
19BIBC107	Core 6: Project Entrepreneurship and Small Business Management	4	-	2	25	75	100
19BIBC108	Core 7: Research Methodology	4	-	2	25	75	100
19BIBC109	Comprehensive Viva-voce (Industrial Visits and Courses)	-	-	2	25	75	100
	Total			17	200	600	800
19BIBC201	Core 8: Financial Management	4	-	3	25	75	100
19BIBC202	Core 9: Marketing Management	4	-	3	25	75	100
19BIBC203	Core 10: Human Resource Management	4	-	3	25	75	100
19BIBC204	Core 11: Production and Materials Management	4	-	3	25	75	100
19XXX205	Elective 1: Interdepartmental Elective	3	-	3	25	75	100
19BIBC206	Core 12: Decision Support System and Management Information System	4	-	3	25	75	100
19BIBE207	Elective 2: Department Elective	3	-	3	25	75	100
19BIBE208	Elective 3: Department Elective	3	-	3	25	75	100
19BIBC209	Core 13: Practical I (Statistical package on Business Decision)	-	4	2	25	75	100
19BIBC210	Field visit and Viva-voce (Exposure to Small and Medium Enterprises)	-	-	2	25	75	100
	Total			28	250	750	1000
	Value Added Course (VAC)	Carries Additional Credits					
19BIBC301	Core 14: Operations Research	4	-	3	25	75	100
19BIBC302	Core 15: Introduction to Business Analytics	4	-	3	25	75	100
19BIBC303	Core 16: Business Legislations	4	-	3	25	75	100
19BIBC304	Core 17: International Business and Export Management	4	-	3	25	75	100
19BIBC306	Core 18: Soft Skills	4	-	4	25	75	100
19BIBE307	Elective 4: Department Elective	3	-	3	25	75	100
19BIBE308	Elective 5: Department Elective	3	-	3	25	75	100

19BIBC309	Internship Project and Viva– voce	-	-	3	25	75	100
	Total			25	200	600	800
	Value Added Course (VAC)	Carries Additional Credits					
19BIBC401	Core 19: Retailing and Rural Marketing	4	-	3	25	75	100
19BIBC402	Core 20: Business Policy and Strategic Management	4	-	3	25	75	100
19BIBC403	Core 21: Logistics and Supply Chain Management	4	-	3	25	75	100
19BIBC404	Core 22: Indian Ethos and Values	4	-	3	25	75	100
19XXX405	Elective 6: Interdepartmental Elective	3	-	3	25	75	100
19BIBC406	Core 23: Practical II (Behavioural Science and Communication Lab)	-	4	2	25	75	100
19BIBE407	Elective 7: Department Elective	3	-	3	25	75	100
19BIBE408	Elective 8: Department Elective	3	-	3	25	75	100
19BIBC409	Comprehensive Viva-voce (Industrial Visits and Courses)	-	-	2	25	75	100
	Total			25	225	675	900
	Total credit			95			

L- Lectures; P- Practical; C- Credits; CIA- Continuous Internal Assessment; ESE- End-Semester Examination

Note:

1. Students shall take both Department Electives (DEs) and Interdepartmental Electives (IDEs) from a range of choices available.
2. Students may opt for any Value-added Courses listed in the University website.

Department Electives (DE)

Course Code	Course Title	Hours per week		C	Marks		
		L	P		CIA	ESE	Total
19BIBE207	Export–Import Procedures, Documentation and Logistics	3	0	3	25	75	100
19BIBE208	International Economics	3	0	3	25	75	100
19BIBE307	Foreign Trade Policy	3	0	3	25	75	100
19BIBE308	Information Technology and E-Commerce	3	0	3	25	75	100
19BIBE407	International Marketing Management	3	0	3	25	75	100
19BIBE408	International Financial Management	3	0	3	25	75	100

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 (International Business Management), students will

- PSO1:* Enhance knowledge on fundamental concepts and contemporary issues in international business
- PSO2:* Understand the application of Information Technology in International Business
- PSO3:* Identify and respond appropriately to differences in business culture and ethics in the international business arena
- PSO4:* Analyse the growing international business challenges and execute strategies in International business situations
- PSO5:* Evaluate the issues that arise out of the greater integration of the Indian economy and businesses with the global environment
- PSO6:* Communicate effectively and efficiently in retailing products from Rural to Global
- PSO7:* Develop competencies to assist MNCs to solve their multi-dimensional global business problems by extending consultancy services

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.

Unit–1 Introduction (14 h)

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–2 Planning (10 h)

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–3 Organising (10 h)

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 – Charismatic authority – Limits of authority – Delegation of authority – Process of delegation – Principles of Delegation – Centralization and Decentralization.

Unit–4 Staffing and Directing (12 h)

Staffing Function – Nature and Purpose of staffing – Importance of staffing – Components of Staffing – Selection and Training – The Direction Function – Leadership – Co-ordination – Need for co-ordination – Types of Co-ordination – Pooled, Sequential, Reciprocal and Interdependence – Principles of Co-ordination – Approaches achieving effective Co-ordination – Problems of Co-ordination.

Unit–5 Supervising Control and MBO (14 h)

Supervision Function – Position of a supervisor – Qualities of a good supervisor – Role of a Supervisor – Key Man – Man in the middle – Middle marginal man – Human relations specialist – Essential requirements of effective supervision – Rensis Likert studies of supervision – Effectiveness – Concept of control – Importance of control – Span of control – An Integrated Control System – Management By Objective – Hierarchy of Objective – Qualitative and Quantitative Objective – Process of MBO – Management by Exception.

Text books

1. Ramasamy.T, Principles of Management, Himalaya publishing House, Mumbai 2004.
2. Gupta.C.B., Management Theory and practice, Sultan chand & sons, New Delhi,2011.

Supplementary Readings

1. Stoner.J, Management, 6th Edition, New Delhi, Prentice hall of India, 2003.
2. Heinz Welhrichand Mark. V Cannice, Harold koontz, Management (12th Edition) Tata McGraw hill, New Delhi,2012
3. Bhushan Y.K, Fundamentals of Business organization and Management, Sultan chand & sons, New Delhi 2013.
4. Samuel C, certo and S. Treviscerto, Modern Management, PHI learning, New Delhi , 2008.

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.

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						√														

Semester – I

19BIBC102 : Managerial Economics

Credits: 2

Hours: 60

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

Unit–1 Basic Concepts (14 h)

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

Unit–2 Cost Analysis (10 h)

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–3 Pricing Decisions (12 h)

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-4 Profit Analysis (10 h)

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

Unit-5 Macro Economics and Business Decision (14 h)

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.

Text Books

1. Varshney and Maheswari, Managerial Economics, Sultan Chand, New Delhi.2009.
2. Ahuja, H.L., Managerial Economics, S. Chand & Company Ltd., New Delhi, 2007.

Supplementary Readings

1. Mark Hirschey, EricBentzen – Managerial Economics – Cengage Learning.2016.
2. Luke M.Froeb , Brian T.McCann, Michael R. Ward, Shor – Managerial Economics: A Problem solving Approach – Cengage Learning, 2015
3. Joel Dean, *Managerial Economics*, PHI Learning Private Ltd., New Delhi, 2012.
4. Moti Paul S. Gupta, *Managerial Economics*, Tata McGraw Hill Pub., New Delhi, 2013.
5. Mithani, D.M., *Managerial Economics*, Himalaya Publishing House, New Delhi, 2014.

Course Outcomes

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

- CO1: Understand the role of Economic theory and concepts in Management Decision
 CO2 : Analyse the situations challenging the management environment in an
 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
 CO6: Manage any situation arising in Business environment.

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											✓									✓

Semester – I

19BIBC103 : Organizational Behaviour

Credits: 2
Hours: 60

Learning Objective

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 leadershipconflictorganizational change.

Unit –1 Organizational Behaviour: An Overview (14 h)

Historical Development, Behavioural sciences and Organizational behaviour organizational behaviour (OB) in global context, Managing worker diversity-Developing Assertive Behaviour Skills-Emerging Business Realities.

Unit-2 Learning-Attitudes-Values and –Job Satisfaction (10 h)

Learning: Definition and Importance, Theories of learning, Principles of learning, Shaping as managerial tool, Applications in organizations. Attitudes, Values and Job Satisfaction: Sources and types of attitudes, Attitude formation and change, Cognitive Dissonance Theory. Values: meaning, importance, source and types, and applications in organizations. Effects of employee attitude, Job related attitudes.

Unit –3 Personality & Personality Attributes -Perception -Creativity (10 h)

Personality: Foundations of individual behaviour, Personality, Meaning and Importance, Development of personality, Determinants of personality, Theories of personality, Relevance of personality to managers. Perception: Nature, Importance and Definition of Perception, Factors involved in perception, The Perceptual Process, Perceptual Selectivity and Organization, Applications in Organizations.-Creativity-process and Blocks.

Unit-4 Motivation-Culture-Group Dynamics (14 h)

Motivation: Theories of motivation, Motivation applied in organizations, Principles, applications - dimensions & Types of culture, Creating, Sustaining & Transmitting culture, Keeping cultures alive & How employees learn culture-Emotions & Emotional Intelligence-Handling Fear, Anger and Depression- Group Processes & Teams in Organizations -nature of groups, Stages of group development, Meaning of teams, Types of teams, characteristics of teams, Team development, Team decision making Interpersonal Communications-Increasing Personal and Interpersonal effectiveness through understanding and practicing, Transactional Analysis and Johari Window Model.

Unit-5 Leadership-Conflict-Organizational Change (12 h)

Leadership- Characteristics of Leading, Importance of Leading, Functions of Leading Power & Politics at work -nature & bases of power, power relationships, organizational politics, outcomes of power- Conflict, Negotiations sources of conflict, Resolution techniques, and stimulation techniques. Stress: Meaning, factors responsible for stress, coping strategies & Stress Management-types of change, managing organizational change, resistance to change, overcoming resistance to change. Meaning & values of organizational development, Organizational development approaches and techniques.

Text Books

1. Stephen P Robbins; Tim Judge, New York, NY : Pearson, [2019], Organizational behavior.Organization and Administration.18th edition.
2. Robbins, P. Stephen, Timothy, A. Judge, and Neharika Vohra (2017). Organizational Behavior, ; New Delhi: Pearson Education

Supplementary Reading

1. HumanBehaviour at work keith Davis – (2018) Tata McGraw Hill book Company.
2. McShane& Von Glinow (2015). Organisational Behavior, 6/e; New Delhi: McGraw Hill Education
3. Luthans, Fred (2013). Organisational Behavior, 12/e; New Delhi: McGraw Hill Education
4. Jerald Greenberg, Behaviour in Organization, PHI Learning. 10th edition. 2011
5. UdaiPareek, Understanding Organisational Behaviour, 3rd Edition, Oxford Higher Education, 2011.

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.

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							√													

Semester – I

19BIBC104: Accounting for Managers

**Credits: 3
Hours: 60**

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

Unit–1 Introduction to Management Accounting and Financial Accounting (14 h)

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. (Final Accounting Problems with adjustments). Accounting Standards (INDAS) – Generally Accepted Accounting Principles (GAAP).

Unit–2 Financial Statement Analysis, Ratio Analysis, Fund and Cash Flow Analysis (12 h)

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–3 Methods and Techniques of Cost Accounting (10 h)

Concept of cost – Elements of cost – Cost Accounting – Objectives – Cost Sheet (Problems) – Classification of cost – Cost Unit and Cost Centre – Methods of Costing _ Techniques of Costing.

Unit–4 Marginal Costing, Budget and Budgetary Control (10 h)

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).

Unit5 Standard Costing and Variance Analysis (14 h)

Standard Costing – Advantages of Standard Costing – Limitation of Standard Costing – Determination of Standard Costs – Revision of Standards – Standard Cost Card Variance Analysis Material Cost Variances – Sales Variances – Labour Variances (Simple Problems in Variances)

Text books

1. Gunasekaran, E., *Accounting for Management*, Lakshmi Publication, Chennai, 2012.
2. Khan. M.Y. and P.K. Jain, *Management Accounting*, Tata McGraw Hill Pub., 2017.

Supplementary Readings

1. Maheswari, S.N., *Cost and Management Accounting*, Sultan Chand & Sons., Publisher New Delhi, 2013.
2. Pandikumar ,M.P, *Management Accounting*, Excel Bilks, New Delhi, 2010.
3. Narayanasamy.R, *Financial Accounting A Managerial Perspective*, PHI learning Private Limited , Sixth Edition, 2017.
4. Gupta.R.L and Radhaswamy M, *Advanced Accounts, Vol I*, Sulthan Chand & Sons, New Delhi 2017.
5. Jain .S.P. and K.L.Narang, *Advanced Accounts*, Kalyani Publishers, Ludhiana 2018.

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.

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											√								

Semester – I **19BIBC106 : Computer Applications in Management**

Credits: 2
Hours: 60

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

Unit–1 Computer Fundamentals (14 h)

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-2 Software Development applications (10 h)

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

Unit-3 Data Processing Concepts (10 h)

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-4 Computer Networks (12 h)

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

Unit5 Implementing and Managing IT (14 h)

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.

Text Books

1. Alexis Leon and Mathews Leon, *Fundamentals of Information Technology*, Vikas Publishing, New Delhi, 2014.
2. Alexis Leon and Mathews Leon, *Introduction to Computers*, Vikas Publishing, New Delhi, 2013.

Supplementary Readings

1. Peter Norton, *Introduction to Computer*, 7th Edition, Tata McGraw Hill, New Delhi, 2015.
2. Rajaram. V, *Introduction to Information Technology*, PHI, 2013.
3. K. Mohan Kumar. K and S. Rajkumar, *Computer Applications in Business*, Tata McGraw Hill, New Delhi, 2009.
4. RitendraGoel, D.N. Kakkar, *Computer Applications in Management*, New Age Publishing, New Delhi, 2013.
5. Sanjiva Shankar Dubey., *Management and IT Consultancy*, McGraw Hill, New Delhi, 2012.

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 Implement and maintain the operations of networking in information system of various functions for strategic advantage.

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	√			√		√		√			√	√		√		√	√	√	√	√

Semester – I

19BIBC107 : Project, Entrepreneurship and Small Business Management

**Credits: 2
Hours: 60**

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.

Unit–1 Project Planning (10 h)

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–2 Project Feasibility and Project Finance and Evaluation (14 h)

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–3 Introduction to Entrepreneur (12 h)

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.

Unit–4 Entrepreneurship Environment and Challenges (10 h)

Entrepreneurship environment: Social – Cultural – Political – Natural – Geographic – Technological – Economic Environment and its impact on Entrepreneurship – Factors affecting entrepreneurial growth – Globalization and its challenges – Steps to face global challenges – Strategies for the development of women entrepreneurs.

Unit5 Small Business Management (14 h)

Small Enterprises – Definition – Classification – Characteristics – Ownership Structures – Steps involved in setting up a small business – Identifying and selecting a good Business opportunity – Market potential analysis – Marketing methods: Pricing and Distribution methods. Sickness in small Business: Concept – Magnitude – Causes and Consequences – Corrective Measures – Government Policy on Small Scale Enterprises – Growth Strategies in small industry: Expansion – Diversification – Joint Venture – Merger and Sub Contracting.

Text books

1. Prasanna Chandra, Projects, Tata McGraw hill, New Delhi, 2007
2. Khanka.S.S, Entrepreneurial Development, S.Chand& company, Nwedelhi, 2008.

Supplementary Readings

1. Clifford F. Gray and ErikW.Larson, Project management, Tata McGraw hill, New Delhi,2007.
2. Nagarajan.K, Project Management, New Age International publishers, New Delhi, 2007.
3. Robert D Hisrich, Michael P.Petersand Dean A. Shepherd, Entrepreneurships, Tata McGraw hill, New Delhi,2007.
4. Vasant Desai, Dynamics of Entrepreneurial Development and Management, Himalayas publishing house, New Delhi, 2008.

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.

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:											√									

Semester – I

19BIBC108 – Research Methodology

Credits: 2
Hours: 60

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

Unit-1 Introduction to Research and Research Methodology (14 h)

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-2 Data Collection (10 h)

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

Unit-3 Research Tools (10 h)

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

Unit-4 Application of Statistics in Research (14 h)

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.

Unit5 Report Preparation (12 h)

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

Text Books

1. Kothari, C.R., *Research Methodology*, New Age International (P) Ltd, New Delhi, 2004.
2. Arora, P.N. & S. Arora, *Statistics for Management*, S. Chand & Company Ltd., New Delhi, 2007.

Supplementary Readings

1. Donald R. Cooper and Pamela S. Schindler, Tata McGraw Hill, 9th Edition, New Delhi.
2. Krisnasamy, O.R. and M. Ranganathan, *Methodology of Research in Social Science*, Himalaya Publishing House, Mumbai, 2005.
3. Panneerselvam, R., *Research Methodology*, Prentice Hall of India, New Delhi, 2008.
4. Mark N.K. Saunders Philip Lewis and Adrian Thornhill, *Research Methods for Business Students*, Pearson publishers 2015 •
5. Mark EasterbySmith, Richard Thorpe, Paul R. Jackson, Lena J. Jaspersen *Management and Business Research*, Sage publishers 6th edition 2018

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.

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								√										√		

Semester – I

**19BIBC109 : Comprehensive Vivavoce
(Industrial Visits and Subjects)**

Credits: 2

Semester – II

19BIBC201 : FINANCIAL MANAGEMENT

Credits: 3

Hours : 60

Learning Objective

The basic purpose 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.

Teaching Methods

Lectures and Seminar Presentation.

Students are to be examined on theoretical aspects 80% and problem aspects 20%.

Unit–1 Introduction to Financial Management (14 h)

Finance function: Meaning – Definition – Scope of Finance function – Executive functions and Incidental functions –Goals of Financial Management –Profit maximisation and Wealth maximisation – Time Value of Money – Future value and Present Value.

Unit–2 Long - Term Financing (10 h)

Sources of long term financing - Nature of long term financing - Common stock – Preferred stock – shares – types and benefits – types of preferences shares – bonds, yield to maturity(simple problems) – debentures - ploughing profit. Debt financing: Secured and Unsecured debts - Under writing of shares –Rights issue: Meaning –Procedure –Pricing –Underwriting of rights - - Dilution of market price rights - –Market price of shares.

Unit–3 Working Capital Management (10 h)

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–4 Capital Structure and Capital Budgeting (12 h)

Capital Structure - –Theories of Capital Structure – Assumptions -Features of an appropriate capital structure - Determinants of the capital structure.

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-5 Cost of Capital and Dividend Policy Decision (14 h)

Cost of Capital – Significance - –Determining component of Cost of Capital – -Weighted Average Cost of Capital (Simple Problems) – Flotation Costs.

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.

Text Books

1. Khan, M.Y. and P.K. Jain, *Financial Management–Text and Problems*, 4th ed., Tata McGraw Hill Publishing Co., New Delhi, 2017.
2. Srivastava. R.M., *Financial Management*, Himalaya Publication House, Mumbai, 2016.

Supplementary Readings

1. Eugene F. Brigham & Michael C. Ehrhardt, *Financial Management: Theory and Practice*, Cengage Publication, 2015.
2. James C Van Horne, *Fundamentals of Financial Management*, 13th Edition, PHI Learning Publisher, New Delhi, 2015.
3. Kuchhal, S.C., *Financial Management*, Allahabad, Chaitanya Publishing House, 2014.
4. Pandey, I.M., *Financial Management*, (10th Edition), Vikas Publishing House, 2014, New Delhi.
5. Prasanna Chandra, *Financial Management: Theory and Practice*, Tata McGraw Hill, 2012.

Course outcome

- 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.

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	√				√	√						√	√				√			√

Semester – II

19BIBC202 : MARKETING MANAGEMENT

Credits: 3

Hours : 60

Learning Objectives

This course focuses

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

Teaching Methods

Case Study, Role Play, Seminar, Group Discussion, Visit the company, Audio Video Visual, Inbasket exercise, Minor project and Meet the consumers.

Unit-1 Marketing and its Environment (14 h)

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

Unit-2 Market Analysis and Segmentation (12 h)

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 – Marketing Planning and Control.

Unit-3 Product and Pricing Strategies (10 h)

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 off.

Unit-4 Physical Distribution and Promotion (14 h)

Marketing Channels – Direct Marketing – Industrial Marketing – Network Marketing – e-marketing – B2B – B2C – Distribution Network – Channel Management – Retailing – Wholesaling – Promotions– Advertising – Public Relations – Publicity – Sales Promotion Methods – Sales force Management – Qualities of Sales Manager – Performance Evaluation of Marketing Programmes; Marketing Research – Process – MIS; Ethics in Marketing – Consumerism – Environmentalism – Global Marketing – Services Marketing – Rural Marketing.

Unit-5 Consumer Behaviour and CRM (10 h)

Consumer Behaviour – Factors influencing Consumer Behaviour – Demographics – Psychographics – Behavioural – Psychological influence – Purchase decision process – Strategies – Family decision making – Stages in buying process – Dissonance behaviour – Customer Relationship Management.

Text Books

- 1) Gupta, G.B. and N. Rajan Nair., Marketing Management, Sultan Chand & Sons, New Delhi, 2016.
- 2) Philip Kotler, and Kavin Lane Keller, Framework for Marketing Management, 6th Edition, Pearson Education, New Delhi, 2016.

Supplementary Readings

1. Karen Webb, Consumer Behaviour, 2nd Edition, Tata McGraw Hill, New Delhi, 2011.
2. Philip Kotler, Kevin keller, Abraham Koshy and Jha, Marketing Management, 14th Edition, Pearson Education, New Delhi, 2012.
3. Ramasamy Namakumari, Marketing Management, Asian Perspective, McMillan, New Delhi, 2016.
4. Russel S. Winer, Marketing Management, Tata McGraw Hill, New Delhi, 2012.
5. Warren J. Keegan, Global Marketing Management, 8th Edition, Pearson Education, New Delhi, 2014.

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 .

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																	√			

SEMESTER – II

19BIBC203 : HUMAN RESOURCE MANAGEMENT

Credits: 3

Hours : 60

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

Teaching Methods

Lecture Case Study, Roleplay, Management Games and Group Discussion.

Unit–1 Introduction (14 h)

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 – HR Metrics.

Unit–2 Job Analysis, Job Design and Human Resource Planning (10 h)

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 – Recruitment Metrics.

Unit–3 Training and Performance Appraisal (12 h)

Distinction between training, development and education – Inputs in T&D – Skills, Development, Ethics, Attitudinal Changes, Decision making Skills – Gaps in training – Principles of Learning – Learning Curve – Training process – Training techniques/methods – Evaluation of on the job and

off the job training methods – Management Development – Training and Development Metrics – Factors of Appraisal – Traditional methods – Modern methods – MBO process – Appraisal techniques failure – Ethics of appraisal – HRIS – HR Scorecard – Career planning and development – Succession planning – Organizational components and organizational career opportunities.

Unit-4 Promotion, Job Evaluation and Compensation (10 h)

Promotion – Promotion policy – Types of Promotion – Seniority – Merit – Ability – Transfers – Reasons, Principles and types – Separation – Lay off – Resignation – Dismissal – Retrenchment – Voluntary retirement scheme – Retention Metrics, Retention Determinants, Attrition – 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-5 Quality of work life and Participative Management (14 h)

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 equality in 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 – Productivity & Performance Metrics.

Text Books

1. Aswathappa, K., Human Resource Management, Text & Cases, McGraw Hill Education, 2017.
2. [Durai](#), Human Resource Management, Pearson Education India, Second edition, 1 March 2016.

Supplementary Readings

1. Dessler Gary, Fundamentals of Human Resource Management , Pearson Education, 2017.
2. Subba Rao, P., Essentials of HRM and Industrial Relation, Himalaya Publishing House Pvt. Ltd.; 5/e edition (2013)
3. Biswajeet Pattanayak, Human Resource Management, PHI Learning, 18 April 2018.

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.

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		√		√					√	√	√		√			√			√

**Semester – II 19BIBC204 : PRODUCTION AND MATERIALS MANAGEMENT Credits: 3
Hours : 60**

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.

Teaching Methods

Lecture and Case Study.

Unit–1 Production Function (14 h)

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–2 Plant Layout and Maintenance (12 h)

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.

Unit–3 Production Planning and Control (10 h)

Production Planning and Control – Routing – scheduling – Despatching – Expediting – GANTT charts – Work study and Motion study and Method study analysis – Use of Computers in PPC – Design and Implementation of PPC System.

Unit–4 Materials Management and Materials Management Information System (10 h)

Materials Management – Objective of Materials management – Materials forecasting and planning – Inventory control – Fixed order size, P&Q Inventory System – Deterministic probabilistic models, Static inventory models – Spare parts management – Materials requirement planning – Aggregate inventory management – Implementation aspects of inventory systems – Materials accounting and budgeting evaluation of materials management performance. Information systems and computers in materials management.

Unit–5 Store and Purchase Function (14 h)

Standardization, simplification, codification, stores layout, storage systems and equipment, stores preservation, stores procedures and Automation of warehouses – Materials handling equipments –

Stores Account – Price – Cost analysis and Negotiation forward buying – Speculation and Commodity markets – Capital equipment buying, imports and customs – Clearance – Purchasing research.

Purchasing function – Purchasing policies and procedures, legal aspects of purchasing, tax considerations in purchasing, selections and sources of supply and make or buy decisions – Vendor evaluation and rating – vendor development.

Text Books

- 1) Sarangi S.K., Production Management and Materials Management: Text & Cases, Asian Books Private Limited Publication, New Delhi, 2011
- 2) Gopalakrishnan Sundaresan, Materials Management, PHI Learning, New Delhi, 2003.

Supplementary Readings

- 1) Tony Arnold J. R., Stephen N. Chapman, and Lloyd M. Clive, Introduction to Materials Management, sixth edition, Pearson Prentice Hall, 2008.
- 2) Dutta, A.K., Integrated Materials Management, New Delhi, PHI Learning, 2000.
- 3) Nair, N.K., Purchasing and Materials Management, Vikas Publishing House, New Delhi, 2005.
- 4) Paneer Selvam, R., Production and Operations Management, PHI Learning, 2010.
- 5) Shridhara Bhat, K., Production and Materials Management, Himalaya Publishing house, Mumbai, 2009.

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.

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	√																			√

Learning Objective

The learning objective of the 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

Teaching Methods

Lecture and Case Study.

Unit–1 Basic MIS and DSS concepts (14 h)

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–2 Design and development of MIS and DSS (12 h)

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–3 Infrastructure for MIS and DSS (10 h)

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–4 MIS in Functional Components and System Security (14 h)

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–5 IT infrastructure Management (10 h)

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.

Text Books

1. DP Goyal, *Management Information Systems: Managerial Perspectives*, 4th edition, Vikas Publishing House, New Delhi, 2014
2. Janakiraman and Sarukeshi, *Decision Support Systems*, 12th Edition, PHI Learning Pvt. Ltd., New Delhi, 2011.

Supplementary Readings

1. Kenneth J. Sousa, Effy Oz., *Management Information Systems*, Cengage Learning India Pvt. Ltd., New Delhi, 2014.
2. Efram G. Mallach., *Decision Support Systems and Data Warehouse Systems*, 10th Edition, Tata McGraw-Hill Ltd, New Delhi 2011
3. Kennet C. Laudon, and Jane P. Laudon., *Management Information Systems-Managing Digital Firms*, 12th Edition, Prentice Hall of India., New Delhi, 2011.
4. Rajesh Ray., *Enterprise Resource Planning Text & Cases*, Sultan Chand & Sons, New Delhi, 2011.
5. Vicki L. Sauter, *Decision Support Systems for Business Intelligence*, Wiley, 2nd Edition, 2011.

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

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	√		√	√	√	√		√	√	√	√	√		√		√				

Semester – II **19BIBC207 : EXPORT-IMPORT PROCEDURES, DOCUMENTATION AND LOGISTICS**

Credits: 3
Hours: 60

Learning Objectives

The Objectives of the Course are:

- LO1:** To acquaint students with knowledge of export-import procedures
- LO2:** To train students in export and import documentation
- LO3:** To expose knowledge of World Logistics.

Teaching Methods

Lecture, Group Discussion and Case Study and Field Trips.

Unit-1 Export Offer and Documents, Export Contract and Negotiation with Commercial Banks for Availing Export Finance and Methods of Export Finance from Commercial Banks (14 h)

Export Order – Processing of Export Order – EXIM Documentation – International Business Contracts – Dispute – Methods of Financing Exports – Letter of Credit – Other Methods of Payment for Export – Packing and Post Shipment Finance – Other Long-term Methods of Payment

– Discrepancies in Export Documents – Negotiations of Documents with Commercial Banks – Uniform custom and practices (UCP).

Unit-2 Insurance, Foreign Exchange Risk and Forwarding Agents (10 h)

Business Risk – Cargo and Foreign Exchange Risk, Foreign Exchange – Cargo Insurance, ECGC – Foreign Exchange Regulations – Quality Control, Inspection and Procedures and Role of Clearing and Forwarding Agents.

Unit-3 Cargo Shipment, Custom Clearance, Export - Import Licences and Other Export Incentives (12 h)

Shipment of Export Cargo, Excise and customs clearance of cargo, Custom Clearance of Import Cargo, Procedures for availing export incentives – Duty draw backs - Export licence – Import Licence and other export incentives from government of India and from Institutions.

Unit-4 Shipping and Containerization (10 h)

World Shipping, Structure, Liners, and Tramps, Conference System and Freight – Containerization – Container Corporation of India - Conferences on Sea Transport.

Unit-5 Air / Sea Transport and Freight (14 h)

Indian Shipping, Concept of Dry Port, Air Transport, Freight rate structure - Export Procedures in Airport and Sea Port – Tariff and Non-tariff for exporters.

Text Books

1. TAS Balagopal, *Export Management*, Himalaya Publishing House, Mumbai, 2013.
2. Francis Cherunilam, *International Trade and Export Management*, Himalaya Publishing House, Mumbai, 2010.

Supplementary Readings

1. Export-Import Procedures and Documentation - Himalaya Publishing; www.himpub.com/documents/Chapter2105.pdf
2. Export Import Procedures : Documentation and Logistics - EPDF.TIPS; <https://epdf.tips/download/export-import-procedures-documentation-and-logistics.html>;
3. Export-Import Theory, Practices, and Procedures, Second Edition; rafael.glendale.edu/poorna/ib/seyoum%20book.pdf;
4. Export-Import Documentation; www.vacwt.com/presentations/64th/selby_export-import-documentation.pdf
5. Export-Import Documentation; www.vacwt.com/presentations/64th/selby_export-import-documentation.pdf

Course Outcome

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

- CO1: Understand the Export and Import procedures in International Trade.
- CO2: Analyse the challenges of the International Environment.
- CO3: Knowing the Insurance, Banking and Foreign Exchange system in International trade.
- CO4: Handle the Cargo shipment, Customs clearance in doing Trade practices.
- CO5: Understand the challenges of National and International Business
- CO6: Builds the confidence to do his own business

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	√	√	√	√	√	√	√	√	√		√	√	√	√		√		√		√

Learning Objectives

The Objectives of the Course are:

- LO1:** To acquaint the students with concept and techniques used in economic theory
LO2: To enable them to apply this knowledge in business decision – making.
LO3: To understand the changes in the nature of business firms in the context of globalization.

Teaching Methods

Lecture, Group Discussion and Case Study and Field Trips.

Unit–1 Introduction to International Trade

Theory of International Trade-Inter – regional Vs. International trade – The Theory of comparative cost – Haberler's Theory of opportunity cost – The modern Theory of Factor Endowments: The H.O. theorem – The Leontief paradox – Economic Growth and International trade – International Financial Institutions and Trade Policies – International Monetary Fund (IMF) – The World Bank (IBRD).

Unit–2

Commercial Policy – Free Trade Vs. Protection – Tariffs – Import Quotas – International Economic Integration – Customs union – Free Trade : Merits and Demerits – Protection – Merits and Demerits – Balance of payments policy – Internal and External Balance – Foreign Trade Multiplier.

Unit–3 EXIM Policy

Exchange control and EXIM Policy – Exchange Control – Objectives, Methods, Merits, and Demerits – Recent EXIM Policy of India – Theories of Balance of payments – The Elasticity Approach, the Absorption Approach, and Monetary approach - The General Agreement on Tariffs and Trade (GATT) – UN Conference on Trade and Development (UNCTAD).

Unit–4 Foreign Exchange

Foreign Exchange and Policy – Theories of Foreign Exchange Rate: The Mint Par Parity Theory: The purchasing power parity theory; -causes of changes in the exchange rate – Fixed Exchanges Rates – Flexible Exchange Rates – Globalization of Trade Policies.

Unit–5 Foreign Trade and Economic Development

International Economic Relations – Foreign Trade and Economic Development – Commercial policy and Economic Development – Terms of Trade and Economic Development – Foreign Aid in Economic Development – The Euro Dollar Market – International Liquidity – Private Foreign Investment and Multi-Nationals – Foreign Capital and Technology – Asian Development Bank (ADB) – WTO (World Trade Organization) – Liberalization.

Text Books

1. Malabika Roy and Saikat Sinha Roy. International Trade and International Finance: Explorations of Contemporary Issues, Springer India, 2016.
2. Paul R. Krugman and Maurice Obstfeld, 2014. International Economics: Theory and Practice, Pearson Education India, Eighth Edition, India.

Supplementary Readings

1. International Economics; <https://dl1.cuni.cz/mod/resource/view.php?id=179653>
2. International.Economics.Theory.and.Policy.9th.Edition.pdf;
<https://www.academia.edu/.../International.Economics.Theory.and.Policy.9th.Edition>
3. International Economics: Theory and Policy (6th Edition);
course.sdu.edu.cn/G2S/eWebEditor/uploadfile/20120417191243_590081573385.pdf
4. World Economic Situation and Prospects 2018 - un.org;
https://www.un.org/development/desa/dpad/wp.../sites/.../WESP2018_Full_Web-1.pdf
5. INTRODUCTION WHAT IS INTERNATIONAL ECONOMICS ABOUT;
<https://cis01.central.ucv.ro/iba/files/summary.pdf>

Course Outcome

The completion of this course will result in

- CO1: Enhanced basic International Trade practices
- CO2: Better Commercial Policies on International Trade
- CO3: Enriched on Export and Import Policies
- CO4: Increased capacities on Foreign Exchange Economic Development
- CO5: Better understanding on Foreign Trade
- CO6: Realize Foreign various Aids in Economic Development

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				√					√			√						√		√

Semester – II **19BIBC209: LAB FOR STATISTICAL PACKAGES
ON BUSINESS DECISION**

**Credits: 2
Hours: 60**

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.

Unit–1 Introduction – Basic Research Process (14 h)

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

Unit–2 Data Editor (10 h)

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–3 Hypothesis Testing and Probability Values (10 h)

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

Unit–4 Simple Tabulation and Cross Tabulation (14 h)

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–5 ANOVA and Design of Experiments (12 h)

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.

Text Books

1. Darren George and Paul Mallery. IBM SPSS Statistics 23 Step by Step: A Simple Guide and Reference, Routledge, NY, 2016.
2. Alan C. Elliott and Wayne A. Woodward. IBM SPSS by Example A Practical Guide to Statistical Data Analysis, 2nd edition, Sage Publications, 2015.

Supplementary Readings

1. Holmes Finch, Brian French and Jason C. Immekus, Applied Psychometrics using SPSS and AMOS, Information Age Publishing, 2016.
2. K. Kalyanaraman, Hareesh N. Ramanathan, P.N. Harikumar. Statistical Methods for Research A Step-by-Step Approach Using IBM SPSS, Atlantic Publishers, New Delhi, 2016.
3. Lawrence S. Meyers., Glenn C. Gamst and A.J. Guarino. Performing Data Analysis using IBM SPSS, John Wiley & Sons, Inc, NJ, 2015.
4. Asthana and Braj Bhushan. Statistics for Social Sciences (With SPSS Applications), PHI LEARNING PVT LTD, 2017.

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.

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	√	√																		√

Semester – II

**19BIBC210 : PROJECT AND VIVA-VOCE
(EXPOSURE TO SMALL AND MEDIUM ENTERPRISES)**

Credits: 2

Hours: 60

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.

Semester – III

19BIBC301 : OPERATIONS RESEARCH

Credits: 3

Hours : 60

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.

Teaching Methods

Lecture.

Unit–1 Introduction (14 h)

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

Unit–2 Linear Programming (10 h)

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–3 Inventory Models (14 h)

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–4 Game Theory (10 h)

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–5 Replacement Models (12 h)

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.

Text Books

- 1) S.R. Yadav, A.K. Malik, "Operations Research" Oxford University Press; First edition, 2014
- 2) Srinivasan, G. Operations Research : Principles and Applications, PHI, 2017

Supplementary Readings

- 1) Budnik, Frank S. Dennis MgKaney and Richard Mojena, Principles of Operations Research, All India Traveller Bookseller, New Delhi, 1995.
- 2) Gould, F.C. etc., Introduction to Management Science, Englewood Chiffs, Prentice Hall Inc., New Jersey, 1993.
- 3) Kapoor, V.K., Operations Research, Sultan Chand & Sons, New Delhi, 2011.
- 4) Panneerselvam, Operations Research, Prentice Hall of India, New Delhi, 2003.

- 5) Paul Lomba N., Management A Quantitative Perspective, Collier Macmillan Publishing Co., New York, 1990.
- 6) Richard I. Levin and Charles A. Krikpatrick, Quantitative Approaches to Management, 6th Edition, McGraw Hill Kogakuha Ltd., Tokyo, 1998.
- 7) Sharma, J.K., Operation Research: Theory & Application, Macmillan India Ltd., New Delhi, 2001.
- 8) Taha, Operations Research – An Introduction, Prentice Hall of India, New Delhi, 2003.

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

Mapping of Course Outcomes with Programme Outcomes and Programme Specific Outcome

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								√												√

Semester – III 19BIBC302 : INTRODUCTION TO BUSINESS ANALYTICS Credits: 3 Hours : 60

Learning Objective:

- LO1: Studies core statistical techniques; data retrieval, analysis and mining;
- LO2: Decision modeling to effectively persuade in the project-oriented world of data-driven decisions.
- LO3: To understand the purpose of using business analysis tools within an organization, dataset for making a business decisions and R studio for data analysis.

Unit-1 Introduction to Business Analytics and Big Data (14 h)

Business Analytics – Definition - Need – Scope - A categorization of Analytical Methods – Analytics in action – Big data – Business analytics in practice – types of data – modifying data in excel – creating Distributions from data– measures of location

Unit-2 Application of Business Analytics (12 h)

Machine Learning - Introduction and Concepts - Differentiating algorithmic and model based frameworks, Decision analytics. Descriptive analytics - Predictive analytics - Prescriptive analytics.

Unit-3 Decision support and Data Visualisation (10 h)

DSS- Executive and enterprise support- Automated decision support - Web analytics- Data mining -Applied artificial intelligence - Visual analysis: Data concepts – Data Dashboards - Data exploration & visualization - Scorecards

Unit-4 Time Series and Forecasting (14 h)

Time series pattern – forecasting accuracy – moving averages and exponential smoothing - using regression analysis for forecasting – determining the best forecasting model to use - building good spreadsheet model – What-If analysis – some useful excel functions for modeling – auditing spreadsheet model – a simple maximization problem.

Unit-5 Data Analysis using R (10 h)

R Studio: Introduction – R data types and objects, reading and writing data - Data structures in R - R programming fundamentals - Advantages and disadvantages of using R.

Text Books

1. Jeffery D.Camm, James J. Cochran, Michael J. Fry, Jeffrey W. Ohlmann, David R. anderson, Essentials of Business Analytics, Cengage Learning, 2015
2. Sandhya Kuruganti, Business Analytics: Applications To Consumer Marketing, McGraw Hill, 2015

Supplementary Readings

1. Bernard Marr, Big Data: Using Smart Big Data, Analytics and Metrics to Make Better Decisions and Improve Performance, Wiley, 2015
2. Majid Nabavi, David L.Olson, Introduction to Business Analytics, Business Expert Press, 2018

Course Outcome

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

- CO1: Display competencies and knowledge in key international business problems and apply analytical knowledge in big data
- CO2: Develop own professional development in international business and its models of the field of business analytics.
- CO3: Able to cultivating cognitive skills on the applications of business analytics to export, import and taxation.
- CO4: Commitment to sustainable development of data visualization and time series analysis in solving international business issues.
- CO5: Provide leadership in application of using R statistics for solving international business issues within and between disciplines
- CO6: Cultivating cognitive skills acquired on forecasting methods to support the international business functions.

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		√																		√

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.

Teaching Methods

Lectures and Case Analysis.

Unit–1 Contract (14 h)

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–2 Special Contract (12 h)

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 – Contract of Indemnity and Guarantee .

Unit–3 Sales and Insurance Laws (10 h)

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–4 Negotiable Instruments, Partnership and Other Laws (10 h)

The Negotiable Instruments Act, 1881, Nature and Types. Negotiation and Assignment – Holder in due course – Dishonour and Discharge of a Negotiable Instrument - Partnership Act. 1932 –The Limited Liability Partnership Act, 2008 - Law of Arbitration – Consumer Protection Act and Cyber Laws.

Unit–5 Corporate Secretarial Practices (14 h)

The Indian Company Law – Nature, Kinds, Incorporation of company, One Person Company – The Companies Act, 2013 - Memorandum of Association, Articles of Association, Prospectus, Share capital, Debentures and Charges, Management and Administration – Meetings and Proceedings, Accounts and Auditors, Prevention of Oppression and Mismanagement - Revival and Rehabilitation of Sick Companies - Winding up – Law relating to corporate governance.

Text Books

1. Gogna P.P.S., *Business and Industrial Laws*, S. Chand, New Delhi, 2010.
2. Saravanavel, P. and S. Sumathi, *Legal aspects of Business*, Himalaya Publishing House, Mumbai, 2012.

Supplementary Reading

1. Kuchhal, M. C., *Mercantile Law*, Vikas, January 2018
2. Pandit and Pandit, *Business Law*, Himalaya, 2010
3. Ben French, *Business Law in Practice*, Thomson Reuters Australia, Limited, 2018

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.

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			√															√		

Semester – III **19BIBC304 : INTERNATIONAL BUSINESS AND EXPORT MANAGEMENT**

**Credits: 3
Hours: 60**

Learning objectives

The objectives of the 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.

Teaching Methods

Lecture and Case Method.

Unit-1 Theories of International Trade and Nature of International Business and BOT/BOP (14 h)

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-2 Export Procedure and Export Documents and Tariff (10 h)

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-3 International Finance and Foreign Exchange Market (10 h)

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-4 Export Marketing and Pricing (12 h)

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-5 Export and Import Finance (14 h)

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.

Text Books

1. Francis Cherunilam, International trade and export management, Himalaya publishing house 2010.
2. Gargi Sanati ,Financing International trade-banking theories and applications, SAGE2019

Supplementary Readings

1. Dr. P.Y.Mishra, Principles of International Marketing, Laxmi Book Publications 2017
2. Richard Willsher, Export Finance- Risks, Structures and Documentation Macmillan press Ltd 2016.
3. Chase C. Rhee, Principles of International Trade, Author House 2018.
4. Export Import Management, Ajay Pathak, Educreation publishing 2016.
5. Gerald S. Albaum, Edwin Duerr, International marketing and export management Prentice hall 2011

Course Outcomes

- 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

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														✓						

Semester – III

19BIBC306 : SOFT SKILLS

Credits: 4

Hours : 60

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.

Teaching Methods

Small, Medium and Long games, Role Play, Case Study and Group Discussion.

Unit - 1 Soft Skill and Personality Development (14 h)

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 (12 h)

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 (10 h)

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 (14 h)

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 (10 h)

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

Text Books

1. Alex. K., Soft Skills, S Chand & Company, 2014.
2. Gopaldaswamy Ramesh., The Ace of Soft Skills: Attitude, Communication and Etiquette for Success, Pearson Education, September 2013.

Supplementary Readings

1. Barun Mitra., Personality Development and Soft Skills, Oxford University Press, 2016.
2. Prashant A. Dhanwalkar (Manusmare) ., Sai Jyoti Publication, 2015.
3. Gajendra Singh Chauhan, Sangeeta Sharma., Soft Skills: An Integrated Approach to Maximise Personality, Wiley, 2015.

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

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										√	√					√				

Learning Objectives

The Objective of this course is

LO1: To understand and learn with recent trends in India's Foreign trade Policy and management.

LO2: To impart knowledge on policy related issues in Foreign trade in the global context.

LO3: To provide and help the students to gain a vast Knowledge on Foreign trade aspects.

LO4: To have deeper knowledge on role of government.

LO5: To figure out the economic theories and barriers of trade.

Teaching Methods

Lectures, Group Discussion, and Visiting MNC.

Unit–1 :Trade Policy and Performance of India

Trade policy – National Growth – Stages of national growth – Trade patterns– Recent trends in world trade – leading players in the world – Major items traded - India's Foreign Trade –Commodity composition and destination –India's position in the world merchandise trade and services-Balance of Payments of India.

Unit–2 Tariffs

Barriers to free Trade – Tariffs and economic theory – Tariff systems – Tariff mitigation – Other non-tariff measures – TRIPS – Copyrights.

Unit–3 EXIM Policy

EXIM policy (latest amendment) – License procedures for Export and Import – DGFT – Licensing conditions- Import Policy and control - Export import licenses.

Unit–4 EXIM Policy Promotions and Transfer of Technology

New initiatives –Export promotion –Marketing Assistance–Trade House Schemes – Export and Trading Houses – Star trading houses. –Foreign investment policy–policy framework for FDI in India - Technology transfer – Appropriate technology – international procurement of technology.

Unit–5 Institutions

Export Promotion councils - Commodity Boards – EXIM Bank -- ECGCI – Role of Government in India's Foreign Trade–EOU - EPZ–SEZ – STP -EHTP in India.

Text Books

1. Francis Cherulinam, *International Business*, Wheeler Publishing, New Delhi, 2000.
2. Velayudham, T.K., *Foreign Trade*, Wheeler publishing, New Delhi, 2000.

Supplementary Readings

- 1) Dominick Salvatore, *International Economics*, Macmillan, New Delhi, 1998.
- 2) Hodgetts and Luthans, *International Management*, Tata McGraw Hill Publication, New Delhi, 2002.
- 3) Nair, S.K., *Contract Management*, Vrinda Publications, New Delhi, 2005.
- 4) Datey V. S. (Taxmann)., *Guide to Foreign Trade Policy 2015-2020 - A Comprehensive Commentary on New Foreign Trade Policy.*, Taxmann Publications., 2015.
- 5) Kalirajan D., *Practical Guide on Foreign Trade Policy.*, LexisNexis., 2015.

Course Outcomes

Upon completion of this course the students will be able to

- CO1: Describe the need on foreign trade policy.
- CO2: Recall the exim policies and procedures for export and import.
- CO3: Interpret the India's foreign trade and services
- CO4: Judge on the export promotion councils, exim banks, export zones, India's foreign trade.
- C05: Analyze on the economic theories and the role of government
- C06: Explore on the opportunities for foreign trade.

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																				√

Semester – III

19BIBC308 : INFORMATION TECHNOLOGY AND E-COMMERCE

**Credits: 3
Hours: 60**

Learning Objectives:

LO1: To Understand the basic concepts of Information Technology (IT) and about “E – Commerce”.

LO2: To Explain, Various aspects of Information Technology, Systems, E – Commerce, Network, Communication System, Managerial Information System.

LO3: To get acquainted with the basic information on Information Technology, E – Commerce, Managerial Information System along with Telecommunication and Networking. computer hardware and software of IT infrastructure.

Unit–1 Information Systems Applications

Basis of IT – Information age – Responses – Information system; Infrastructure and Architecture – IT support for organizations – Types of Information systems – Managing IT – Basic of computer hardware and software for IT infrastructure – Introduction to world wide web – Internet applications for commerce.

Unit–2 IT Applications

Applications of IT – Information system – GIS EDI. EDI application in Business – EDI & E-Commerce – Implementation and EFT-Extranets – Implementation – Data, Knowledge and decision support – Decision making and support systems – Data visualization technologies – Knowledge Management – Discovery and analysis – Business of Internet commercialization.

Unit–3 E-Commerce

E-Commerce – Definition – Business applications – Market research and customer support infrastructure, payments and other support-E-business-E-markets-E-payments-Enterprise application integration-EDP-CRM-B2B-B2C – Consumer Oriented E-Com-Network, infrastructure for E-Com.

Unit–4 IS for Planning

IT for managers – Basic understanding of Information Technology – Computer database technology and telecommunication networks – Different categories of Information system – Roles in different management levels in organizations – Organizational and Managerial support systems – Planning, developing.

Unit–5 IT for Managers

Tools for Managers – Managing information system experience and Using Information technology for Management tasks – Updating knowledge day-to-day in business-Data warehousing-Data mining (DM) and knowledge data discovery-Document Management – Digital Libraries – DM techniques and data visualization.

Text Books

1. E-Commerce: An Indian Perspective (Kindle Edition) by S.J. P.T. JOSEPH, Published by Ashoke K. Ghosh, PHI Learning Private Limited, Delhi – 110092.
2. Essentials of E - Commerce Technology Paperback – 2009, by Rajaraman V. Published by Ashoke K. Ghosh, PHI Learning Private Limited, Delhi – 110092.

Supplementary Readings

1. Journal of Management Information System & E-commerce, Editor-in-Chief Dr. Arshia Khan, The College of St. Scholastica, USA, ISSN: 2373-7603 (Print Version), ISSN: 2373-7638 (Electronic Version).
2. Alireza Gharegozi, Ebrahim Faraji and LachinHeydari (2011), "The Study of Information Technology Effect on E-commerce Growth"; IPCSIT-V20(2011)N1-PP50-54;
3. Information Technology; by Indian Institute of Banking & Finance (IIBF); Published by Macmillan Publishers India Private Limited-First Edition; in English; ISBN-10: 9388175859; ISBN-13: 978-9388175852.
4. Information Technology (CAIIB 2010); by IIBF (Author); Published by Macmillan Publishers India Ltd; ICT book edition (2010); in English; ISBN-10: 0230330487; ISBN-13: 978-0230330481.
5. Information Technology, Data Communications and Electronic Banking; by Indian Institute of Banking and Finance (Author); Publisher: Macmillan Publishers India Private Limited; Third edition; in English; ISBN-10: 9386263580; ISBN-13: 978-9386263582.

Course Outcomes

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

- CO1: Understood the Basic concepts of Information Technology (IT) and about “E – Commerce”.
- CO2: Learned about the Various aspects of Information Technology, Systems, E – Commerce, Network, Communication System, Managerial Information System.
- CO3: Understood the Knowledge and decision support on Decision making and support systems, Data visualization technologies, Knowledge Management, Discovery and analysis, Business of Internet commercialization, etc.
- CO4: Get acquaintance about the basic information on Information Technology, E – Commerce, Managerial Information System along with Telecommunication and Networking. computer hardware and software of IT infrastructure.
- CO5: Understood the different roles of IT Managers at different levels, with their organisational and managerial support systems along with its planning and developing.
- CO6: Critically evaluate the application and execution on “Information Technology and System”, “E – Commerce”, “World Wide Web” and “Internet Applications for E – Commerce”, Tools for Managerial Information System and its related database.

Outcome Mapping

MBA (Information Technology and E-Commerce)

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												√								

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.

Learning Objectives

LO1: To focus 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.

Teaching Methods

Lectures and Case Study.

Unit–1 Retailing – Introduction and Strategy (14 h)

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–2 Retail site Location (10 h)

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

Unit–3 Human Resource Management (10 h)

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–4 Merchandize Management (12 h)

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–5 Rural Market (14 h)

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.

Text Books

1. James R. Ogden, Denise Togden, *International Retail Management*, Biztantra, New Delhi, 2009.
2. Patrick M. Dunne and Robert F. Lusch, *Retail Management*, Cengage learning, Delhi, 2008.

Supplementary Reading

1. Michael Levy, Barton A. Weitz, and Ajay Pandit, *Retailing Management*, 6th Edition, Tata McGraw Hill, New Delhi, 2008.
2. Barry Berman and Joel R. Evans, *Retail Management: A Strategic Approach*, 10th edition, PHI learning, New Delhi, 2008.
3. Balram Doga and Karminder Ghuman, *Rural Marketing*, Tata McGraw Hill, New Delhi, 2008
4. Arif Sheikh and Kaneez Fatima, *Retail Management*, Himalaya Publishing House, Mumbai, 2008.
5. Swapna Pradhan, *Retailing Management Text and Cases*, Tata McGraw Hill, New Delhi, 2006.

Course Out comes

Upon completion of the course students will be able to

CO1:	Understand the principles and functions of Retailing in India.
CO2:	Understand the importance of Retail site locations
CO3:	Familiar with the HRM functions in retailing.
CO4:	Enable to understand the duties and responsibilities of store manager.
C05:	Develop and evaluate the Rural Marketing.
C06:	To know the growth of growth of rural marketing in India.

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		√							√											

Semester – IV

**19BIBC402 : BUSINESS POLICY AND STRATEGIC
MANAGEMENT**

Credits: 3

Hours: 60

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.

Unit–1 Basic concepts of Business Policy (14 h)

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–2 Business Analysis (10 h)

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–3 Basic concept of strategy (14 h)

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–4 Business Development Strategies (10 h)

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–5 Business Vs Social (12 h)

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.

Text Books

1. Subba Rao, P., Business Policy and Strategic Management, HIMALAYA PUB.HOUSE, 2014.
2. Cherunilam F., BUSINESS POLICY AND STRATEGIC MANAGEMENT, HIMALAYA PUB.HOUSE, 2015

Supplementary Readings

1. Kazmi., STRATEGIC MANAGEMENT, McGraw Hill Education, 2015.
2. Vijay Pithadia., Strategic Management and Business Policy (BIZTANTRA), Dreamtech Press, 2016
3. Elisha Stephens & Brice Martin., Business Policy and Strategic Management, ED-TECH PRESS, 2018.

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.

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								√							√					

Semester – IV

**19BIBC403 : LOGISTICS AND SUPPLY CHAIN
MANAGEMENT**

Credits: 3

Hours: 60

Learning Objectives

The purpose of the 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

Teaching Methods

Industrial Visit, Case Study and Lectures

Unit–1 Logistics Design (14 h)

Logistics Management – Overview - Definition – Types – Components - functions – Integrated logistics System – Network Design – Information – Transportation – Inventory – Warehousing – Material Handling and Packaging – Organizational Structures – Role of Government – Logistics in India.

Unit–2 Logistics Network (10 h)

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

Unit-3 Logistics Demand (10 h)

Forecasting – Nature and Components – Forecast Components – Forecast Technique – Forecast Error – Transportation Infrastructure – Principle – Transportation Decision – Model Characteristics – Transportation Network – Multi-modal transport - Logistics Location Structure.

Unit-4 Supply Chain Management (14 h)

Supply chain Management – Nature – Concept - Definition – Objectives – Applications – Types – Conceptual Models – Mathematical Models – Simulation Models – Formal Models – Implicit Business Models – Key issues in supply chain management – Supply Chain Relationship – Supply Chain Strategy - Value Chains

Inventory – Concept – Types – Functions – Elements of Inventory Cost - Inventory Management - The effect of demand uncertainty managing inventory in the supply chain – Push and Pull systems – MRP - DRP – JIT - Dell's supply chain strategy – Demand and cash flow in supply chain management

Unit-5 Supply Chain Management Design (12 h)

Channel design - Supply Chain Vulnerability, Risk, Robustness, Resilience – 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.

Text Books

- 1) David Simchi-Levi, Philip Kaminsky and Edith Simchi-levi, *Designing and Managing the Supply Chain Concepts, Strategies and Case*, 2nd Edition, Tata McGraw Hill, 2006.
- 2) Donald J. Bolversox and Davis J. Closs, *Logistics Management: The Integrated Supply Chain Process*, Tata McGraw Hill, 2006.

Supplementary Reading

1. Rahul V. Altekar, *Supply Chain Management, Concepts & Cases*, PHI Learning, 2006.
2. Sunil Chopra, Peter Meindl and Dharamrirkalra, *Supply Chain Management*, Pearson, New Delhi, 2013.
3. Martin Christopher, *Logistics & Supply Chain Management*, 5th Edition, Pearson education, New Delhi, 2016.
4. F. Robert Jacobs, Ravisankar and Richard Chase, *Operations and Supply Chain Management*, 14th Edition, McGraw hill, New Delhi, 2017.
5. Paul A. Myerson, *Supply Chain and Logistics Management Made Easy: Methods and Applications for Planning, Operations, Integration, Control and Improvement, and Network Design*, Pearson education, New Delhi, 2015.
6. Ronald Ballou and Sameer K Srivastava, *Business Logistics/Supply Chain Management*, Pearson education, New Delhi, 2014.

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).

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				√																

Semester – IV

19BIBC404 : INDIAN ETHOS AND VALUES

Credits: 3

Hours : 60

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.

Teaching Methods

Lectures, Guest lectures, case studies, Yoga, Spiritual Movies, Ethical Clippings, Group and Discussion.

Unit-1 Ethics and Religious Values (14 h)

Value based management – Ethics – Definition – Meaning – Ethical Analysis in decision making – Cultural Values and Indian Management Ethos – Trans-cultural human values – Total quality mind for TQM – Models of values for organizational culture – Values for Indian managers – Guna Theory – Professional Ethics – Business ethics – Values and ethics from religions: Buddhism, Jainism, Sikhism, Judaism, Taoism, Christianity, Islam.

Unit-2 Indian Ethos for Business Excellence (10 h)

Principles of Indian Ethos – Gita lessons for management – Kautilya's Arthashastra Principles – Karma Yoga – Nishkamy karma – Manu Dharma – Management lessons from Thirukkural – Divine managerial qualities.

Unit-3 Stress Management (12 h)

Stress management – Types of Stress – Mechanism – Organizational Stressors – Various stress management techniques. Vethathiri Maharishis' views on Mind – Mind – Body – Conscious – relationship – Anger Management.

Unit-4 Theories in Yoga (10 h)

Mental health – Yoga – meaning – Patanjali yoga sutras – Detailed steps in Yoga and Mediation – Conditional and unconditional types. Different views on Meditation.

Unit-5 Yoga for Managerial Excellence (14 h)

Emotional Quotient and yoga – Spiritual Quotient and yoga – Concept of self and Yoga – Mahatma Gandhi and Introspection – Thought analysis – Positive thinking – Trust – Holistic Creativity – Visualization techniques.

Text Books

1. Khandelual, *Indian Ethos and Values for Managers*, Himalaya Publishing House. 2012
2. Chakraborty, *Management Effectiveness and Quality of Work Life Indian Insight*, TMH, 2007.

Supplementary Readings

1. Indian Ethos and Values Essay Example For Students | ArtsColumbia
<https://artscolumbia.org › Essays>
2. Indian Ethos & Values in Modern Management ;
<https://himadri.cmsdu.org/documents/indianethos.pdf>
3. Indian Ethos and Management - ISIB
isib.co.uk/lms/wp-content/uploads/2015/02/Indian-Ethos-and-Management.pdf
4. Indian Ethos and Values In Management R Nandagopal and ... - bvimsr
www.bvimsr.com/documents/publication/2012V4N1/15.pdf
5. Indian Ethos in Management - RCCM Indore
rccmindore.com/wp-content/uploads/2015/06/Indian-Ethos-in-Management.pdf

Course Outcome

The completion of this course will result in

- 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

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			√			√	√			√	√	√		√		√	√	√		

Semester – IV **19BIBC406 : BEHAVIOURAL SCIENCE AND COMMUNICATION LAB – PRACTICAL**

Credits: 2
Hours: 60

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

Teaching Methods

Lecture and oral presentations.

Unit–1 Creativity and Leadership (14 h)

Creativity – Creative thinking – Divergent thinking – Stages in Creative thinking.
 Leadership – Leadership Orientation – Task versus person orientation.

Unit–2 Decision Making and Assertiveness (12 h)

Decision Making – Styles – Importance stages in decision making.
 Assertiveness – Assertiveness in communication – Benefits of assertiveness – Submissive Communication – Assertive Communication – Aggressive Communication.

Unit-3 Ego States and Values (10 h)

Transaction analysis – Parent ego – Adult ego – Child ego – Characteristics.
Values – Value system – Values in different cultures.

Unit-4 Emotional Intelligence and Personality (10 h)

Emotional Intelligence – Components of Emotional Intelligence – Influencing Emotions – Handling relationships. Personality – Extraversion – Intraversion.

Unit-5 communication Development Exercise (14 h)

Presentation Skill Development Exercise – Role Play – Resume Preparation – Spoken English Skill Development – Listening Skill Development Exercise – Communication Games – Team Building Activities.

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.

	Scheme of Examination	Marks
1.	Practical Examinations inclusive of answer papers and viva (output)	75
2.	Internal (Attendance, Assignment, Seminar)	25
		100

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.

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		√					√					√					√		√

Semester – IV 19BIBC407 : INTERNATIONAL MARKETING MANAGEMENT Credits: 3
Hours: 60

Learning Objective

The basic objective of this course is

LO1: To enrich the students' knowledge with challenges and dynamic environments of global marketing.

LO2: To educate them about cultural dynamics in assessing international markets.

LO3: To impart the skills to assess market opportunities and global strategies.

Teaching Methods

Lecture and Case Study.

Unit–1 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–2 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–3 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–4 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–5 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.

Text Books

1. [Philip R. Cateora](#), [John Graham](#) and [Mary C Gilly](#), International Marketing, 16th Edition, McGraw hill, New Delhi, 2017.
2. Warren J Keegan and Mark C Green, Global Marketing, 9th Edition, Pearson education, New Delhi, 2017.

Supplementary Readings

1. Bhalla, V.K., *International Business Environment and Management*, Anmol Publications Pvt. Ltd., 9th ed., New Delhi, 2007.
2. Cateora and Philip, *International Marketing*, The Tata McGraw Hill Companies, 13th ed., New Delhi, 2008.

3. Kumar, *International Marketing Research*, Prentice Hall of India (P) Ltd., New Delhi, 2012.
4. Philip and Kotler, *Principles of Marketing*, 12th ed., Prentice Hall Gassey Armstrong, New Delhi, 2007.
5. Richard Fletcher and Heather Crawford, *International Marketing: An Asia Pacific Perspective*, 7th Edition, Pearson education, New Delhi, 2017.

Course Outcome

Upon completion of the course, the student will

- CO1: Critically think about the Challenges and Dynamic Environments of International Marketing.
- CO2: Cultivating and enhance the knowledge about the effects of globalised business world.
- CO3: Have the ability to work and demonstrate the planning of marketing activities on foreign markets and domestic markets.
- CO4: Understand the application of marketing research in international aspects to identify the new markets.
- CO5: Analyse and design strategies for international business environments that firms utilize when marketing their products in foreign countries.
- CO6: Develop competencies and upholding the strategies in implementing Global Marketing Strategies

Mapping of Course Outcomes with Programme Outcomes and Programme Specific Outcome

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								√												√

Semester – IV 19BIBC408 : INTERNATIONAL FINANCIAL MANAGEMENT

Credits: 3

Hours: 60

Learning Objectives:

LO1: to make them to understand about the concept, importance and boundary of international finance

LO2: To educate the students about FOREX, FDI and sensitivity analysis.

LO3: To provide an indepth insights about working capital management, international equities and bonds

Teaching Methods

Lectures, Case Study and Seminar presentation.

Unit–1 Introduction

International Finance – Importance, Nature and Scope of IFM – IFM versus Domestic Financial Management – International Finance flows – Introduction – Sources – Consequences and remedial measures.

Unit–2 Foreign Exchange Markets

Foreign Exchange Markets – International Stock Exchanges – Distinctive Features – Major Participants – Spot market – Forward market – Market for currency futures – Currency futures

market – Market for currency options – option pricing – Speculation with options - International Portfolio Investment – Concept of Optimal Portfolio: Benefits of international portfolio on investment.

Unit–3 International Investment

International Investment Decision – Foreign Direct Investment – Theories of FDI. Costs and Benefits of FDI, Country Risk Analysis – Mergers and Acquisition. International Capital Budgeting – Evaluation Criteria – Computation of Cash Flow – Cost of Capital – Adjusted Present Value Approach – Sensitivity Analysis.

Unit–4 International working Capital Management

Management of Short term funds – International Working capital Management – Working capital Policy – Steps in Management of Cash and Near – Cash Assets – Management of Receivable – Management of Inventory.

Unit–5 Instruments and Risk Management

International Financial Market Instruments – International Equities – International Bonds – Short term and Medium term Instruments. Evaluation and Management of Risks – Meaning and forms of political Risk – Evaluation of Political Risk – Management of Political Risk - International Taxations – Bases of International tax system – Types of taxes.

Text Books

1. P G Apte, “International Financial Management” 7 th edition, 2017,
2. Jeff Madura, “International Financial Management” 2017, Abridged

Supplementary Readings

1. Cheol S.Eun & Bruce G.Resnick, “International Financial
2. Vyuptakesh Sharan, *International Financial Management*, 5th Edition, PHI Learning Private Limited, 2010.
3. Madhu Vij, *International Financial Management*, 3rd Edition, Excel Books, 2010.
4. Apte, P.G., *International Financial Management*, 4th Edition, Tata McGraw Hill Publishing Company Ltd., New Delhi, 2010.
5. Milind Sathye, *International Financial Management*, 1st Edition, Wiley Student Edition, 2006.

Course Outcome

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

- CO1: incorporate the significant changes that has taken place in the field of International Finance.
- CO2: Identify various theories and techniques used in Foreign Exchange Risk Management
- CO3: international investment opportunity to elaborate the scope of investment under fast changing globalized economy
- CO4: know the risk and return from foreign equity investment, equity financing in international markets and its mechanism.
- CO5: understand the rationale for political and economic risk analysis as a pre-requisite for foreign investment
- CO6: provide a Theoretical objective of International Taxation and its bases in International tax system.

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	√										√		√						√	√

Semester – IV

**19BIBC409 : COMPREHENSIVE VIVA-VOCE
(INDUSTRIAL VISITS AND SUBJECTS)**

Credits: 2

ASSESSMENT PATTERN

Continuous Internal Evaluation (25 Marks)

Bloom's Category Marks (out of 25)	Test	Assignment	Seminar	Non CIA		
				Activities	Industrial Visit	Quiz
Knowledge	√					√
Comprehension	√	√	√		√	√
Apply			√	√		
Analyze	√					√
Evaluate	√					
Create	√		√	√		

End Semester Examination (75 Marks)

Bloom's Category Marks	Test (75 Marks)
Knowledge	
Comprehension	
Application	
Analysis	
Synthesis	
Evaluation	
Creation	