

# M. B. A.

## Syllabus

### AFFILIATED COLLEGES

Program Code: 35F

2021 – 2022 onwards



## BHARATHIAR UNIVERSITY

(A State University, Accredited with “A” Grade by NAAC,  
Ranked 13<sup>th</sup> among Indian Universities by MHRD-NIRF,  
World Ranking : Times - 801-1000, Shanghai - 901-1000, URAP - 1047)

Coimbatore - 641 046, Tamil Nadu, India

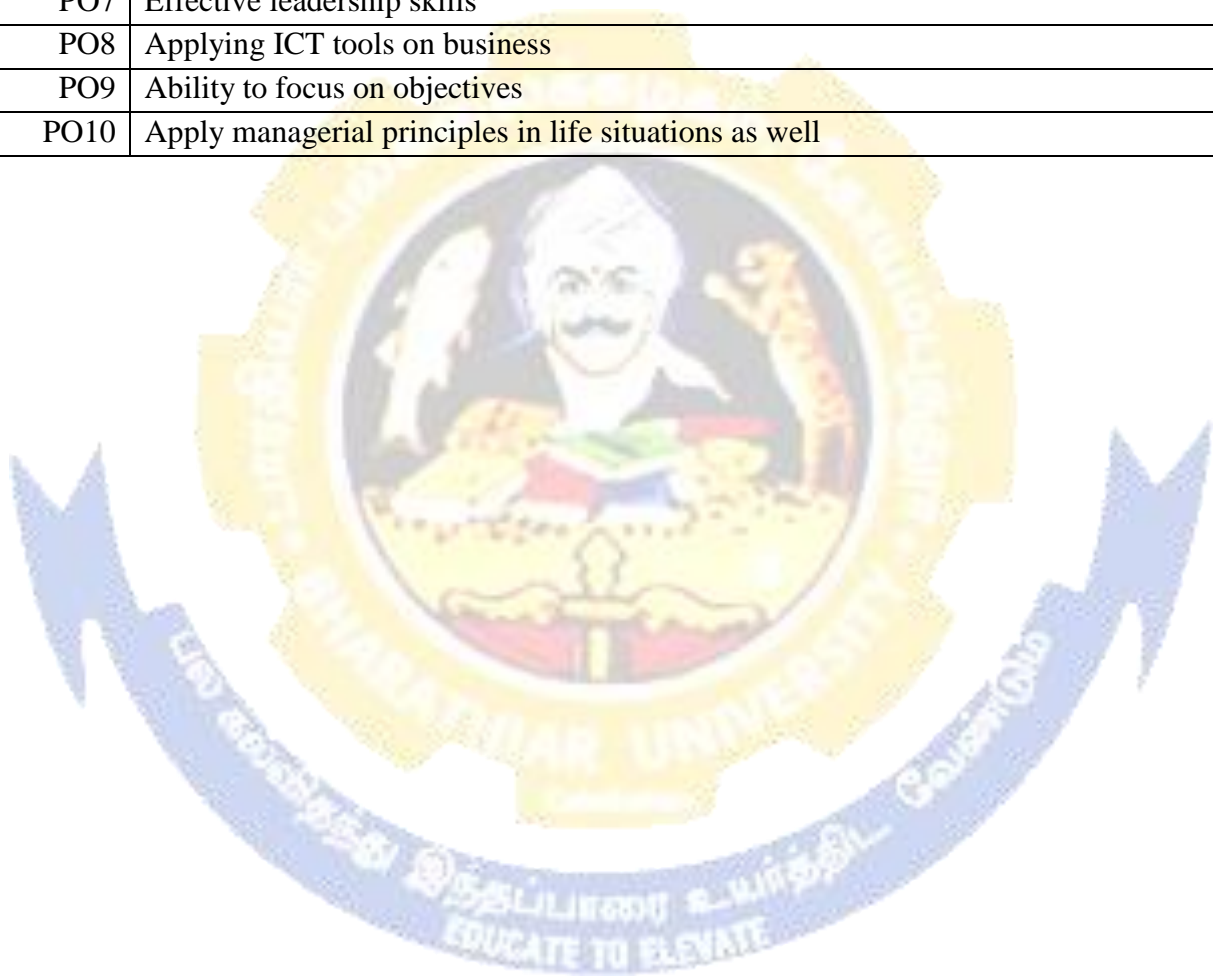
<b>Program Educational Objectives (PEOs)</b>	
A graduate of <b>Master of Business Administration</b> program is expected to attain the following within five to seven years after graduation	
PEO1	Occupy middle level managerial positions in private and public sector business firms
PEO2	Occupy executive positions in primary, secondary and tertiary sector industries
PEO3	Adding value to organizations by ushering in innovative ideas and applying emerging technologies
PEO4	Become successful entrepreneurs providing employment for many and contribute to the country's economic growth
PEO5	Turn to productive research in Management and contribute to the existing body of knowledge



<b>Program Specific Outcomes (PSOs)</b>	
After the successful completion of MBA program, the students are expected to	
PSO1	Take decisions related to their area of employment independently
PSO2	Apply knowledge gained to arrive at rational decisions
PSO3	Manage a relatively small group of people effectively
PSO4	Achieve objectives consistently
PSO5	Conduct research in the broad field of Management
PSO6	Apply ICT tools effectively on the job
PSO7	Identify and implement innovative business ideas



<b>Program Outcomes (POs)</b>	
The students are expected to possess the following skill sets on completing the course	
PO1	Basic knowledge of different spheres of management
PO2	Business decision making
PO3	Analyse the situation and find solutions
PO4	People management skills
PO5	Goal oriented team work
PO6	Time bound achievement of objectives
PO7	Effective leadership skills
PO8	Applying ICT tools on business
PO9	Ability to focus on objectives
PO10	Apply managerial principles in life situations as well



**BHARATHIAR UNIVERSITY**

**COIMBATORE 641 046**

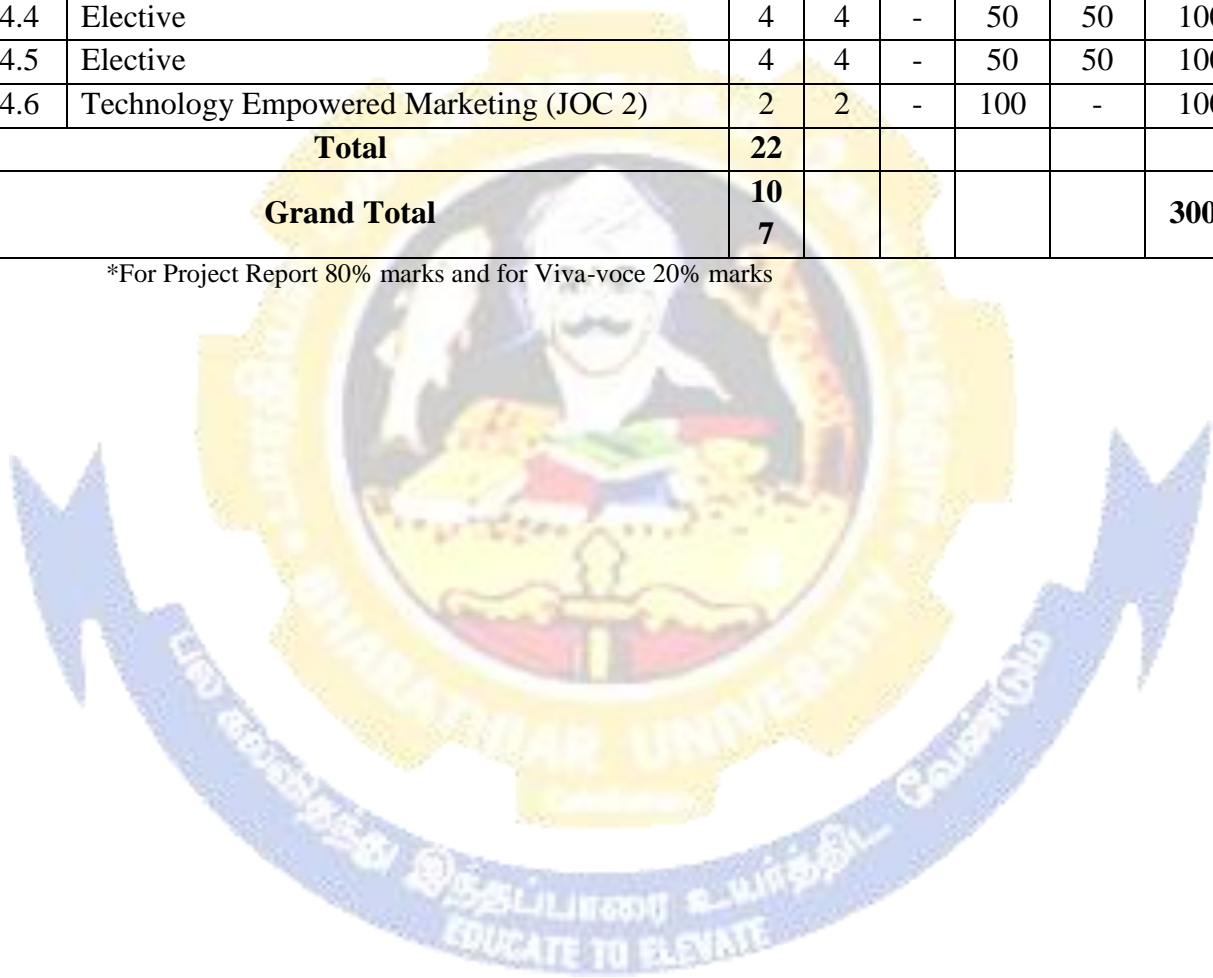
**MBA Curriculum CBCS (Affiliated Colleges)**

*(For the students admitted during the academic year 2020 – 21 onwards)*

Course Code	Title of the Course	Credits	Hours/week		Maximum Marks		
			Theory	Practical	CIA	ESE	Total
<b>FIRST SEMESTER</b>							
1.1	Management Principles and Practice	4	4	-	50	50	100
1.2	Organisational Behaviour	4	4	-	50	50	100
1.3	Managerial Economics	3	3	-	50	50	100
1.4	Financial and Management Accounting	4	4	-	50	50	100
1.5	Quantitative Methods for Management	4	4	-	50	50	100
1.6	Corporate Communication	4	4	-	50	50	100
1.7	Introduction to Industry 4.0	3	3	-	50	50	100
1.8	Basics of Indian Companies Act 2013 (VAC 1)	1	1	-	100	-	100
<b>Total</b>		<b>27</b>					
<b>SECOND SEMESTER</b>							
2.1	Operations Management	4	4	-	50	50	100
2.2	Marketing Management	4	4	-	50	50	100
2.3	Financial Management	4	4	-	50	50	100
2.4	Human Resource Management	4	4	-	50	50	100
2.5	Quantitative Techniques	4	4	-	50	50	100
2.6	Research Methods in Management	4	4	-	50	50	100
2.7	Computer Applications in Management using SAP	3	-	3	50	50	100
2.8	Credit Analysis (JOC1)	2	2	-	100	-	100
<b>Total</b>		<b>29</b>					
<b>THIRD SEMESTER</b>							
3.1	Business Ethics and Global Business Environment	4	4	-	50	50	100
3.2	Management Information System	3	3	-	50	50	100
3.3	Elective	4	4	-	50	50	100
3.4	Elective	4	4	-	50	50	100
3.5	Elective	4	4	-	50	50	100

3.6	Elective	4	4	-	50	50	100
3.7	Business Intelligence through Internet of Things (VAC 2)	2	2	-	100	-	100
3.8	*Summer Placement Project Report & Viva-voce	4	-	-	-	-	100
<b>Total</b>		<b>29</b>					
<b>FOURTH SEMESTER</b>							
4.1	Strategic Management: Indian Global Context	4	4	-	50	50	100
4.2	Elective	4	4	-	50	50	100
4.3	Elective	4	4	-	50	50	100
4.4	Elective	4	4	-	50	50	100
4.5	Elective	4	4	-	50	50	100
4.6	Technology Empowered Marketing (JOC 2)	2	2	-	100	-	100
<b>Total</b>		<b>22</b>					
<b>Grand Total</b>		<b>107</b>					<b>3000</b>

\*For Project Report 80% marks and for Viva-voce 20% marks





**MBA (CBCS Pattern) LIST OF ELECTIVES  
(2020-21 onwards)**

**Students can choose any four in each semester**

**III Semester**

( Students can choose any four)

**MARKETING**

1. Integrated Marketing Communication  
(Promotion Management)
2. Export Management
3. Consumer Behaviour
4. Rural Marketing

**HUMAN RESOURCE**

5. Staffing in Organisations
6. Performance Management
7. Employee Engagement

**FINANCE**

8. Financial Services
9. Equity Research and Portfolio Management
10. Derivatives Management
11. Banking Regulations and Services

**SYSTEMS**

12. Electronic Commerce
13. System Analysis and Design

**PRODUCTION**

14. Advanced Production Management
15. Integrated Materials Management

**HEALTH CARE**

16. Hospital Operations Management
17. Hospital Architecture Planning and design

**ENTREPRENEURSHIP**

18. Entrepreneur Development

**GENERAL**

19. Hospitality Management
20. Big Data Analytics

**SHIPPING & LOGISTICS**

21. Logistics Management
22. Export-Import Trade and Documentation

**IV Semester**

(Students can choose any four)

**MARKETING**

1. Services Marketing
2. Brand Management
3. Distribution Management
4. Retail Management

**HUMAN RESOURCE**

5. Employee Development
6. Change and Organisational Development
7. Labour Welfare and Industrial Relations

**FINANCE**

8. International Financial Management
9. Principles of Insurance
10. Cost Management
11. Banking Risk Management

**SYSTEMS**

12. Software Project Management
13. Enterprise Resource Planning

**PRODUCTION**

14. Total Quality Management
15. Supply Chain Management

**HEALTH CARE**

16. Public Health Systems and Health Insurance
17. International Health Management

**ENTREPRENEURSHIP**

18. The Successful Business Plan

**GENERAL**

19. Event Management
20. Data Analytics Using R

**SHIPPING & LOGISTICS**

21. Global Supply Chain Management
22. Shipping Management and Marine Insurance



# **First Semester**



Course Code	1.1	MANAGEMENT PRINCIPLES AND PRACTICE	L	T	P	C
Core/Elective		CORE	4			4
Pre-requisite		Basic knowledge of Business functions	Syllabus Version		2020-20	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
1. Understand fundamentals of business management 2. Learn the application of management principles in business 3. Learn to apply management principles in life situations as well						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Learn basic concepts of management					K1
2	Understand the various functions of business management					K2
3	Identify the scope and application of management in day to day life					K3
<b>K1</b> - Remember; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> - Evaluate; <b>K6</b> - Create						
<b>Unit:1</b>	<b>INTRODUCTION TO MANAGEMENT</b>					<b>10 hours</b>
Definition and importance of Management - Science, Theory and Practice of Management - The Evolution of Management thought and the patterns of Management Analysis - Management and society: The external environment - Social responsibility and ethics - Global and comparative Management - The basis of global management.						
<b>Unit:2</b>	<b>PLANNING</b>					<b>10 hours</b>
Nature, purpose and significance of Planning - Objectives – Strategies - Policies - Planning premises - Decision Making - Global Planning.						
<b>Unit:3</b>	<b>ORGANISING</b>					<b>10 hours</b>
Nature and importance of Organising - Entrepreneurship - Organizational Structure: Departmentation - Line/Staff Authority and Decentralisation - Effective organising and Organisational culture - Global organising.						
<b>Unit:4</b>	<b>DIRECTING</b>					<b>10 hours</b>
Co-ordination functions in Organisations - Human factors and Motivation - Leadership - Committees and group decision making - Communication - Global Leading.						
<b>Unit:5</b>	<b>CONTROLLING</b>					<b>12 hours</b>
System and process of Controlling - Control techniques and Information Technology - Productivity and Operations Management - Overall Control and toward the future through Preventive Control - Global Controlling and Global Challenges.						

<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert Lectures, Online seminars– Webinars		
<b>Total Lecture Hours</b>		<b>54 hours</b>
<b>Text Book(s)</b>		
1	Koontz & Weirich, Essentials of Management, Tata McGraw Hill.	
2	VSP Rao, V Hari Krishna – Management: Text and Cases, Excel Books	
<b>Reference Books</b>		
1	Stoner & Wankai, Management, PHI.	
2	Robert Krcitner, Management, ATTBS	
3	Robbins.S.P., Fundamentals of Management, Pearson	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://www.mooc-list.com/course/principles-management-saylororg">https://www.mooc-list.com/course/principles-management-saylororg</a>	
2	<a href="https://www.classcentral.com/course/independent-principles-of-management-11932">https://www.classcentral.com/course/independent-principles-of-management-11932</a>	
Course Designed By: Dr. Kishore K John		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	L	M	S	L	M	S	L
CO2	S	M	S	M	S	S	M	M	S	L
CO3	M	S	S	M	M	S	L	S	S	L

\*S-Strong; M-Medium; L-Low

Course Code	1.2	ORGANISATIONAL BEHAVIOUR	L	T	P	C
Core/Elective		CORE	4			4
Pre-requisite		Basic knowledge of activities of an organisation	Syllabus Version		2020-20	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Understand fundamentals of individual and group behaviour</li> <li>2. Learn the application of knowledge of OB in business</li> <li>3. Learn to modify personality and get equipped for better work place relationships</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Learn basic concepts of individual and group behaviour					K1
2	Recognise the application of OB in business management					K2
3	Learn to modify personality for better work performance					K3
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>						
<b>Unit:1</b>	<b>INTRODUCTION TO OB</b>					<b>10 hours</b>
Organisational Behaviour: History - Evolution, challenges & opportunities - Contributing disciplines - Management functions and relevance to Organisational Behaviour – Personality: Determinants, structure, behaviour, assessment - Psycho-analytical social learning, job-fit, trait theories.						
<b>Unit:2</b>	<b>INDIVIDUAL BEHAVIOUR</b>					<b>12 hours</b>
Emotions and Emotional Intelligence as a managerial tool - Implications of EI on managers and their performance -. Attitudes: Relationship with behaviour, sources, types, consistency - Work attitudes – Values: Importance, sources, types - Ethics and types of management ethics – Perception: Process, Selection, Organisational Errors, Managerial implications of perception – Learning: Classical, Operant, Social and Cognitive approaches - Implications of learning on managerial performance.						
<b>Unit:3</b>	<b>GROUP BEHAVIOUR</b>					<b>12 hours</b>
Stress: Nature, sources and effects - Influence of personality - Managing stress – Conflict: Management, levels, sources and bases - Conflict resolution strategies – Negotiation - Foundations of group behaviour: Linking teams and groups - Stages of development - Influences on team effectiveness - Team decision making - Issues in managing teams.						
<b>Unit:4</b>	<b>ORGANISATIONAL CHANGE AND DYNAMICS</b>					<b>10 hours</b>
Organisational change - Managing planned change - Resistance to change - Approaches to managing organisational change - Organisational Development: Values – Interventions - Change management - Organisational politics - Political behaviour in organisation - Impression management - Self monitoring - Organisational culture : Dynamics, role and types of culture and						

corporate culture - Ethical issues in organisational culture - Creating and sustaining culture.		
<b>Unit:5</b>	<b>OB IN GLOBAL SCENARIO</b>	<b>8 hours</b>
Organisational Behaviour: Responses to global and cultural diversity - Challenges at international level - Homogeneity and heterogeneity of national cultures - Differences between countries - Challenges of work force diversity and managing diversity cases.		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert Lectures, Online seminars– Webinars		
<b>Total Lecture Hours</b>		<b>54 hours</b>
<b>Text Book(s)</b>		
1	Robbins. S. Organisational Behaviour, Prentice-Hall, India.	
2	Umasekaran, Organisational Behaviour, Tata McGraw Hill.	
<b>Reference Books</b>		
1	Hellinegal Slocum, Woodman, Organisational Behaviour, Thomson learning	
2	Harris & Hartman, Organisational Behaviour, Jaico	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://www.mooc-list.com/tags/organizational-behavior">https://www.mooc-list.com/tags/organizational-behavior</a>	
2	<a href="https://www.my-mooc.com/en/mooc/international-leadership-and-organizational-behavior/">https://www.my-mooc.com/en/mooc/international-leadership-and-organizational-behavior/</a>	
Course Designed By: Dr. Kishore K John		

<b>Mapping with Programme Outcomes</b>										
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	S	M	L	L	M	M	L	S	S	L
<b>CO2</b>	S	S	M	L	M	S	M	S	S	M
<b>CO3</b>	M	L	M	M	L	M	L	L	S	L

\*S-Strong; M-Medium; L-Low



Course Code	1.3	MANAGERIAL ECONOMICS	L	T	P	C
Core/Elective	CORE		3			3
Pre-requisite	Knowledge of basic concepts in Economics		Syllabus Version	2020-21		
<b>Course Objectives:</b>						
The main objectives of this course are:						
<ol style="list-style-type: none"> <li>To emphasize the influence of micro and macro economics on managerial decision making.</li> <li>To make the students learn the fundamental concepts of managerial economics.</li> <li>To impart knowledge on pricing and pricing decisions</li> <li>To map the demand and forecasting techniques to analyse the international market.</li> <li>To add knowledge on balance of payments, monetary and fiscal policies.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will able to:						
1	Take right decision in business by analysing micro and macroeconomic situations.					K1
2	Gaining knowledge related to fundamental concepts of Economics.					K2
3	Acquiring talented skills on pricing policy and decisions.					K3
4	Tapping key skills on profit and investment analysis.					K4
5	Application of earned knowledge in analysing monetary and fiscal policies.					K5
<b>K1</b> - Remember; <b>K2</b> - Understand; <b>K3</b> - Apply; <b>K4</b> - Analyze; <b>K5</b> – Evaluate.						
<b>Unit:1</b>	<b>INTRODUCTION TO MANAGERIAL ECONOMICS</b>					<b>8 hours</b>
Managerial Economics: Meaning, nature and scope - Managerial Economics and business decision making - Role of Managerial Economist - Fundamental concepts of Managerial Economics - Demand Analysis and Estimation: Meaning, determinants and types of demand - Elasticity of demand – Demand forecasting.						
<b>Unit:2</b>	<b>PRODUCTION FUNCTIONS AND COST CONCEPTS</b>					<b>9 hours</b>
Supply: Meaning and determinants - Production decisions - Production functions – Isoquants, Expansion path - Cobb-Douglas function - Cost concepts - Cost-output relationship - Economies and diseconomies of scale – Cost functions.						
<b>Unit:3</b>	<b>PRICING AND PRICING DECISIONS</b>					<b>9 hours</b>
Product Markets - Market Structure - Competitive market - Imperfect competition and barriers to entry - Pricing and output decisions - Methods of pricing - Differential pricing – Government intervention and pricing.						
<b>Unit:4</b>	<b>PROFIT POLICIES AND INVESTMENT ANALYSIS</b>					<b>9 hours</b>
Economic Decision-making – Techniques of Capital Budgeting - Present and future worth Method - Annual equivalent Method - Rate of Return Method. Profit: Meaning and nature - Profit policies - Profit planning and forecasting - Cost volume profit analysis - Investment analysis.						

<b>Unit:5</b>	<b>NATIONAL INCOME AND FISCAL POLICIES</b>	<b>8 hours</b>
National Income - Business cycle - Inflation and deflation - Balance of payments - Monetary and Fiscal Policies. Technology and employment – Interactions between Government and Business		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert Lectures, Online seminars– Webinars		
<b>Total Lecture Hours</b>		<b>45 hours</b>
<b>Text Book(s)</b>		
1	Michael R. Baye and Jeffrey T, Managerial Economics & Business Strategy, McGraw-Hill	
2	William F. Samuelson and Stephen G, Managerial Economics, Wiley	
<b>Reference Books</b>		
1	Joel Dean - Managerial Economics, Prentice Hall/Pearson.	
2	Rangarajan - Principles of Macro Economics, Tata McGraw Hill	
3	Atmanand, Managerial Economics, Excel	
4	Mankar. V. G., Business Economics, Macmillan, Business Book	
5.	Stiglitz J., Principles of Microeconomics, Norton Publishers 2nd Edition, 1998.	
6.	Peterson, HC and W.C.Lewis, Managerial Economics, Prentice-Hall of India, New Delhi	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://saylordotorg.github.io/text_principles-of-managerial-economics/s01-introduction-to-managerial-eco.html">https://saylordotorg.github.io/text_principles-of-managerial-economics/s01-introduction-to-managerial-eco.html</a>	
2	<a href="http://shodhganga.inflibnet.ac.in/jspui/bitstream/10603/132488/9/09_chapter%203.pdf">http://shodhganga.inflibnet.ac.in/jspui/bitstream/10603/132488/9/09_chapter%203.pdf</a>	
Course Designed By: Dr. V. Paramasivam		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	L	S	L	S	S	M
CO2	S	S	S	S	M	S	M	S	M	L
CO3	S	M	M	M	M	L	M	L	S	M

\*S-Strong; M-Medium; L-Low



<b>Course Code</b>	<b>1.4</b>	<b>FINANCIAL AND MANAGEMENT ACCOUNTING</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>CORE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic understanding of Accounting concepts		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are:						
<ol style="list-style-type: none"> <li>To align the accounting theory and concepts with industrial application</li> <li>To create the awareness on using various software in accounting</li> <li>To create strong foundation in understanding rules and regulations applied in Accounting</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, students will be able to:						
1	Learn the basic functions, principles and concepts of accounting.				K1	
2	Understand postulates and techniques of accounting.				K2	
3	Analyse the various issues of Financial and Management Accounting to strengthen it				K3	
4	Evaluate the various tools of accounting to resolve business problems				K4	
5	Create interest to do research in the field of accounting				K5	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>						
<b>Unit:1</b>	<b>BASICS OF FINANCIAL ACCOUNTING</b>				<b>10 hours</b>	
Financial Accounting: Definition - Accounting Principles - Concepts and conventions - Trial Balance – Final Accounts (Problems) - Depreciation Methods-Straight line method, Written down value method, Sinking fund method..						
<b>Unit:2</b>	<b>FINANCIAL STATEMENT ANALYSIS</b>				<b>10 hours</b>	
Financial Statement Analysis: Objectives - Reorganizing the Financial Statement Information - Techniques of Financial Statement Analysis: Comparative Statements, Common – Size statement, Trend Percentage - Accounting Ratios: Construction of balance sheet using ratios (problems)-Dupont analysis.						
<b>Unit:3</b>	<b>FUND FLOW AND CASH FLOW ANALYSIS</b>				<b>10 hours</b>	
Fund Flow Statement - Statement of Changes in Working Capital - Computation of Fund from Operations - Workings for Computation of various sources and uses - Preparation of Fund Flow Statement - Cash Flow Statement Analysis - Computation of cash from Operations Problems - Distinction between Fund Flow and Cash Flow Statement - Problems						
<b>Unit:4</b>	<b>BASICS OF COST ACCOUNTING AND BUDGETING</b>				<b>11 hours</b>	
Cost Accounting: Meaning - Distinction between Financial Accounting and Cost Accounting - Cost Terminology: Cost, Cost Centre, Cost Unit - Elements of Cost - Cost Sheet: Problems - Budget, Budgeting, and Budgeting Control - Types of Budgets - Preparation of flexible and fixed budgets, master budget and cash budget - Problems -Zero Base Budgeting.						

<b>Unit:5</b>	<b>MARGINAL COSTING</b>	<b>11 hours</b>
Marginal Costing: Definition - Distinction between marginal costing and absorption costing – Break-Even Point Analysis - Contribution, p/v ratio, margin of safety - Decision making under marginal costing system: Key factor analysis, make or buy decisions, export decision, sales mix decision–Problems		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures from Industry, online seminars – Webinars with CFO of MNC and MNE, workshop with software experts to understand the working of accounting software , Case Study, Case let analysis		
<b>Total Lecture Hours</b>		<b>54 hours</b>
<b>Note: 80% of the questions shall be problems, 20% of the questions shall be theory based.</b>		
<b>Text Book(s)</b>		
1	R. L. Gupta and Radhaswamy, Advanced Accountancy Sultan Chand Publishers	
2	Khanand Jain, Management Accounting- Tata McGraw Hill	
<b>Reference Books</b>		
1	S.N.Maheswari, Management Accounting, VikasPublishing	
2	J. Batty, Management Accounting, Macdonald & Evans	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://www.mooc-list.com/tags/financial-management">https://www.mooc-list.com/tags/financial-management</a>	
2	<a href="https://swayam.gov.in/nd1_noc19_mg36/preview">https://swayam.gov.in/nd1_noc19_mg36/preview</a>	
Course Designed By: Dr. A.W.Unas		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

<b>Course Code</b>	<b>1.5</b>	<b>QUANTITATIVE METHODS FOR MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>CORE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic knowledge of Business Management, Mathematics and Statistics		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>Gain the knowledge of mathematical and statistical techniques</li> <li>Learn the application of mathematical and statistical techniques to a wide range of business situations.</li> <li>Understand the use of statistical techniques for test of hypothesis.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Memorise and reproduce all basic formulae covered in the syllabus					K1
2	Explain in detail all the theoretical concepts taught through the syllabus					K2
3	Apply the acquired knowledge and skills to the practical problems in business and research					K3
4	Illustrate the use of mathematical and statistical techniques in business decision making					K4
5	Interpret the results of mathematical and statistical techniques for business decision making					K5
6	Create and find the solution for the business situations using mathematical and statistical techniques					K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>						
<b>Unit:1</b>	<b>INTRODUCTION TO BASIC MATHEMATICAL CONCEPTS</b>				<b>10 hours</b>	
Linear and Non-Linear functions – Graphical representation of functions – Constants - Variables – Notion of Mathematical models – Concept of trade off – Notion of constants – Concept of Interest - Basic concept of differentiation – Integration – Optimization concepts – Use of differentiation for optimization of business problems - Optimization						
<b>Unit:2</b>	<b>DATA ANALYSIS- UNI AND BIVARIATE ANALYSIS</b>				<b>11 hours</b>	
Data Analysis – Uni-variate – ungrouped and grouped data - Measures of central Tendencies - Measures of dispersion – C V percentages (problem related to business applications) - Bi-variate– Correlation and Regression: Problems related to business applications						
<b>Unit:3</b>	<b>PROBABILITY AND PROBABILITY DISTRIBUTION</b>				<b>11 hours</b>	
Probability: Definition – Addition and multiplication Rules (only statements) – Simple business application problems – Probability distribution – Expected value concept – Theoretical probability distributions – Binomial, Poisson and Normal – Simple problems applied to business.						



<b>Unit:4</b>	<b>INDEX NUMBERS AAND TIME SERIES</b>	<b>10 hours</b>
Basic concept of index numbers – Simple and weighted index numbers – Concept of weights - Types of index numbers – Business index number – CPT, WPI, Sensex, Nifty, Production Index, Time series – Variations in Time Series for business forecasting.		
<b>Unit:5</b>	<b>TEST OF HYPOTEHEISIS</b>	<b>10 hours</b>
Hypothesis testing of Proportion and Mean – Single and two tailed tests – Errors in hypothesis testing – Measuring the power of hypothesis test - Chi-Square tests		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert Lectures, Online seminars – Webinars		
<b>Total Lecture Hours</b>		<b>54 hours</b>
<b>(Case studies, Seminars and group exercises may be used to supplement the class Lectures) Note:80% of the questions shall be problems, 20% of the questions shall be theory based.</b>		
<b>Text Book(s)</b>		
1	Richard L Levin & David S Rubin – Statistics for Management– Pearson Education, Canada	
2	S P Gupta – Statistical Methods– Sultan Chand and Sons	
<b>Reference Books</b>		
1	R P Hoods – Statistics for Business and Economics—MacMillan India Ltd	
2	David M. Levin, Timothy C. Krehbiel and Mark L. Berenson — Business Statistics : A First Course, Pearson Education Asia	
3	Amir D. Aczel, Complete Business Statistics, Irwin McGraw-Hill.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://www.my-mooc.com/en/mooc/mathematical-methods-for-quantitative-finance">https://www.my-mooc.com/en/mooc/mathematical-methods-for-quantitative-finance</a>	
2	<a href="https://www.my-mooc.com/en/mooc/quantitative-foundations-for-international-business">https://www.my-mooc.com/en/mooc/quantitative-foundations-for-international-business</a>	
3	<a href="https://www.coursera.org/learn/wharton-quantitativemodelling/mathematics-for-economics">https://www.coursera.org/learn/wharton-quantitativemodelling/mathematics-for-economics</a>	
Course Designed By: Dr. S.Manoharan, Head, Dept. of Business Administration, C.N.College, Erode.		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	L	S	L	S	S	M
CO2	S	S	S	S	M	S	M	S	M	L
CO3	S	M	M	M	M	L	M	L	S	M

\*S-Strong; M-Medium; L-Low

<b>Course Code</b>	<b>1.6</b>	<b>CORPORATE COMMUNICATION</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>		<b>CORE</b>	<b>4</b>			<b>4</b>
<b>Pre-requisite</b>		Basic knowledge of Business Communication	<b>Syllabus Version</b>	<b>2020-21</b>		
<b>Course Objectives:</b>						
The main objectives of this subject is:						
<ol style="list-style-type: none"> <li>1. To enable the students to acquire written and spoken communication skills.</li> <li>2. To make the students to learn the various communication methods followed in corporate and business world.</li> <li>3. To train the students in the preparation of various reports, business presentations and resume and job applications and attending employment Interviews.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Acquire written and spoken communication skill and able to write and speak efficiently.					K1
2	Possess knowledge on various methods of communication adopted in companies.					K2
3	Write business reports, present and prepare their own resume and effectively perform in job interviews.					K3
4	Acquire the knowledge in presenting any business idea.					K4
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate.</b>						
<b>Unit:1</b>	<b>INTRODUCTION TO CORPORATE COMMUNICATION</b>				<b>10 hours</b>	
Communication basics – Business Communication – Components – Types – Formal communication network – Work team communication – Variables – Goal – Conflict resolution – Non-verbal communication – Cross cultural communication – Business meetings – BusinessEtiquette.						
<b>Unit:2</b>	<b>UNDERSTANDING CORPORATE COMMUNICATION</b>				<b>10 hours</b>	
Understanding Corporate Communication – Employee Communication – Managing Government Relations – Writing for Media and Media Relations						
<b>Unit:3</b>	<b>CORPORATE COMMUNICATION IN BRAND PROMOTION</b>				<b>10 hours</b>	
Corporate Communication in Brand Promotion – Financial Communication – Crises Communication.						
<b>Unit:4</b>	<b>REPORT WRITING</b>				<b>12 hours</b>	
Report writing: Characterising & business reports – Types and forms & reports – Project proposals – Collection of data – Tables constitution – Charts – Writing the report –						

Documenting the sources – Proof reading.		
<b>Unit:5</b>	<b>BUSINESS PRESENTATION</b>	<b>10 hours</b>
Business Presentation: Written and oral presentation – Work – Team presentation – Delivering the business presentation visual aids – Slides – Electronic presentation – Hand-outs – Delivering the presentation – Career planning – Preparing Resume – Job applications – Preparation for a job interview – Employment interviews – Follow-up.		
<b>Unit:6</b>	<b>CONTEMPOARY ISSUES</b>	<b>2 hours</b>
Expert Lectures, Online seminars– Webinars		
<b>Total Lecture Hours</b>		<b>54 hours</b>
<b>Text Book(s)</b>		
1	Joe P Cornelissen, Corporate Communications: Theory and Practice, SAGE Publications Ltd	
2	Argenti, Corporate Communication, McGraw Hill	
<b>Reference Books</b>		
1	Scot Ober, “Contemporary Business Communication”, Cengage Learning	
2	Lesikar&Flatley, “Basic Business Communication: Skills for empowering the internetgeneration”, Tata McGraw Hill	
3	JaishriJethwaney, “Corporate Communication: Principles and Practice”, OxfordUniversity Press	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://hbr.org/topic/corporate-communications">https://hbr.org/topic/corporate-communications</a>	
2	<a href="https://network.bepress.com/business/business-and-corporate-communications/">https://network.bepress.com/business/business-and-corporate-communications/</a>	
Course Designed By: Dr. V. Paramasivam		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	L	S	L	S	S	M
CO2	S	S	S	S	M	S	M	S	M	L
CO3	S	M	M	M	M	L	M	L	S	M

\*S-Strong; M-Medium; L-Low



<b>Course Code</b>	<b>1.7</b>	<b>INTRODUCTION TO INDUSTRY 4.0</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>CORE</b>		<b>3</b>			<b>3</b>
<b>Pre-requisite</b>	Basic understanding of industry and computer knowledge		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Align the theory and concepts with Industrial application of computers</li> <li>2. Introduce the basic concepts of Industry 4.0, Artificial Intelligence, Big Data and Internet of Things.</li> <li>3. Learn the applications and tools of Industry 4.0.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Understand the basic concepts of Industry 4.0					K2
2	Outline the features of Artificial Intelligence					K2
3	Summarize the Big data domain stack and Internet of Things					K2
4	Identify the applications and Tools of Industry 4.0					K3
5	Analyze the skills required for future					K4
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit:1</b>	<b>INDUSTRY 4.0</b>				<b>8 hours</b>	
Need – Reason for Adopting Industry 4.0 - Definition – Goals and Design Principles - Technologies of Industry 4.0 – Big Data – Artificial Intelligence (AI) – Industrial Internet of Things - Cyber Security – Cloud – Augmented Reality.						
<b>Unit:2</b>	<b>ARTIFICIAL INTELLIGENCE</b>				<b>9 hours</b>	
Artificial Intelligence: Artificial Intelligence (AI) – What & Why? - History of AI - Foundations of AI -The AI - Environment - Societal Influences of AI - Application Domains and Tools - Associated Technologies of AI - Future Prospects of AI - Challenges of AI.						
<b>Unit:3</b>	<b>BIG DATA AND IOT</b>				<b>8 hours</b>	
Big Data : Evolution - Data Evolution - Data : Terminologies - Big Data Definitions - Essential of Big Data in Industry 4.0 - Big Data Merits and Advantages - Big Data Components : Big Data Characteristics - Big Data Processing Frameworks - Big Data Applications - Big Data Tools - Big Data Domain Stack : Big Data in Data Science - Big Data in IoT - Big Data in Machine Learning - Big Data in Databases - Big Data Use cases : Big Data in Social Causes - Big Data for Industry - Big Data Roles and Skills - Big Data Roles - Learning Platforms; Internet of Things (IoT) : Introduction to IoT - Architecture of IoT - Technologies for IoT - Developing IoT Applications - Applications of IoT - Security in IoT.						

<b>Unit:4</b>	<b>APPLICATIONS AND TOOLS OF INDUSTRY 4.0</b>	<b>9 hours</b>
Applications of IoT – Manufacturing – Healthcare – Education – Aerospace and Defence – Agriculture – Transportation and Logistics – Impact of Industry 4.0 on Society: Impact on Business, Government, People. Tools for Artificial Intelligence, Big Data and Data Analytics, Virtual Reality, Augmented Reality, IoT, Robotics.		
<b>Unit:5</b>	<b>JOBS 2030</b>	<b>9 hours</b>
Industry 4.0 – Education 4.0 – Curriculum 4.0 – Faculty 4.0 – Skills required for Future - Tools for Education – Artificial Intelligence Jobs in 2030 – Jobs 2030 - Framework for aligning Education with Industry 4.0.		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures, online seminars – Webinars		
	<b>Total Lecture Hours</b>	<b>45 hours</b>
<b>Text Book(s)</b>		
1	P. Kaliraj, T. Devi, Higher Education for Industry 4.0 and Transformation to Education 5.0	
<b>Reference Books</b>		
1	Alasdair Gilchrist. Industry 4.0: The Industrial Internet of Things, Apress Publications	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	Introduction to Industry 4.0 and Industrial Internet of Things by Prof.Sudip Misra, IIT Kharagpur.	
2	A Complete Guide to Industry 4.0-Udemy	
Course Designed By: Dr.A.W.Unas		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

<b>Course Code</b>	<b>1.8</b>	<b>BASICS OF INDIAN COMPANIES ACT 2013</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>		VALUE ADDED COURSE- 1	<b>1</b>			<b>1</b>
<b>Pre-requisite</b>	Basic understanding of Industry		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>To provide the basic understanding in various provisions of Companies Act 2013</li> <li>To appraise the students with the requirements of Companies Act 2013</li> <li>To make them aware of the changes in the tax reforms in the Companies Act 1956.</li> <li>To make the students familiar with the promotion, management, governance, assessment and auditing aspects of the Act.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Understand the basic concepts of Companies Act 2013					K2
2	Outline the features of tax reforms					K2
3	Update the changes in Companies Act 2013					K2
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit:1</b>	<b>FOUNDATION OF A COMPANY</b>				<b>2 hours</b>	
Introduction to Companies Act 2013, company definition, meaning and scope of companies - Types of companies, private limited, public limited, one person company, shell company, holding and subsidiary company, other types, Case study - Registration of a company, memorandum and articles of association, form, purpose and content, prospectus and allotment of securities.						
<b>Unit:2</b>	<b>SECURITY MARKET</b>				<b>3 hours</b>	
Primary market, new issue market, functions of new issue market, issue of shares and debentures, SEBI guidelines for new issues, IPOs, FPOs, private placements, Case study - Merchant banking activities in association with a public issue, Underwriting, Registrar to the issue, Demat form of securities, NSDL and CDSL functions and scope, listing in NSE, BSE						
<b>Unit:3</b>	<b>CORPORATE GOVERNANCE</b>				<b>3 hours</b>	
Composition of Board and its procedure – frequency of meeting, number of independent directors, code of conduct for Board of directors and senior management; Audit Committee, its composition, and role. Provision relating to Subsidiary Companies - Role of SEBI in corporate governance; principles of good corporate governance; fairness, accountability, responsibility and transparency.						
<b>Unit:4</b>	<b>AUDITING AND ACCOUNTING</b>				<b>3 hours</b>	
Accounts and audit provisions, appointment of auditors, statutory reports, tax audit, GST audit, audit reports, board meetings, dividend declaration, convening annual general body meetings - Tax compliances, MCA and SEBI directions.						

<b>Unit:5</b>	<b>CORPORATE SOCIAL RESPONSIBILITY</b>	<b>2 hours</b>
CSR as a mandatory requirement, CSR Rules U/S 135 of Companies Act, best practices under CSR - CSR Case studies Practical		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures, online seminars – Webinars		
<b>Total Lecture Hours</b>		<b>15 hours</b>
<b>Text Book(s)</b>		
1	Kapoor G K., Sanjay Dhamia, “Company Law-A Comprehensive Text Book on Companies Act 2013	
2	Vinod Kothari., Understanding companies Act 2013, Taxman	
<b>Reference Books</b>		
1	Zad. N.S., “Setting up of business entities and closure”, Taxmann	
2	Wolters Kluwer, Corporate Professionals, ”Companies Act 2013”,	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	Ministry of Corporate Affairs, ICSI., “The Companies Act 2013”, ebook.mca.gov.in	
Course Designed By: Dr.A.W.Unas		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low



# Second Semester



<b>Course Code</b>	<b>2.1</b>	<b>OPERATIONS MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>CORE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic knowledge of Production process		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Understand on key analytical methods, system overview and provide practical insight on operations management.</li> <li>2. Impart learners with the knowledge about PPC, MPS, MRP, CRP, Materials Management and TQM.</li> <li>3. Enable students in learning Production Management System and Inventory Control System.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Understand and focus on the basic ideas of Operations Management, functions, types and product designs; computer integrated manufacturing systems, etc.					K1&K2
2	Apply their knowledge in product design, evaluation and selection of operations, different types of layout, manufacturing system, line balancing and CIMS.					K3
3	Analyse production planning and control, capacity requirement planning and its techniques, Business Process Re-engineering and total productive maintenance.					K4
4	Apply and evaluate Materials Management and Inventory Control Systems.					K4&K5
5	Create total quality management, type I and type II error, ISO Quality Certifications and Six Sigma concept.					K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit:1</b>	<b>OPERATIONS MANAGEMENT</b>				<b>10Hours</b>	
Operations Management: Meaning – Importance – Historical contributions – System view of OM - Operation strategy and competitiveness - Functions of OM – Types of production systems						
<b>Unit:2</b>	<b>PRODUCT DESIGN &amp;COMPUTER INTEGRATED SYSTEM</b>				<b>10 Hours</b>	
Product design and process selection – Evaluation and Selection of appropriate Production and Operations technology - Product Design and process selection - Types of layout – Analysis and selection of layout – Product and / or Process layout - Cellular, Lean and Agile manufacturing systems – Computer Integrated Manufacturing Systems - Assembly line balancing						
<b>Unit:3</b>	<b>PPC,MPS,MRP,CRP and TPM</b>				<b>11 Hours</b>	
Production planning and control: Meaning – Functions – Aggregate planning –Master Production Schedule (MPS) – Material Requirement Planning (MRP) – BOM – Capacity						



Requirement Planning (CRP) – Techniques – Problems in MRP and CRP – Introduction to MRP II and ERP – Business Process Re-engineering - Total Productive Maintenance (TPM)	
<b>Unit:4</b>	<b>MATERIALS MANAGEMENT &amp; INVENTORY CONTROL SYSTEM</b>
<b>11 Hours</b>	
Materials management: Functions – Material planning and budgeting – Value Analysis - Purchase functions and procedure - Inventory control – Types of inventory – Safety stock – Order point – Service level – Inventory control systems: Perpetual – Periodic – JIT – KANBAN.	
<b>Unit:5</b>	<b>TQM,ISO &amp; SIX SIGMA</b>
<b>10 Hours</b>	
Total Quality Management Concept - Statistical Quality Control for Acceptance Sampling and Process Control – Concepts of O.C.C. Curve – Use of the O.C. Curve – Concept of Type I and Type II error – Quality movement – Quality circles — ISO Quality Certifications and types – Quality assurance – Six Sigma concept.	
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>
<b>2 Hours</b>	
Case studies, Online Seminars-Webinars, Expert Lectures and group exercises may be used to supplement the class lectures	
<b>Total Lecture Hours</b>	
<b>54 Hours</b>	
<b>Text Book(s)</b>	
1	Everest E Adam & Ebert -Production and Operations Management, PHI publication
2	Joseph G Monks- Operations Management (Theory and Problems), McGraw Hill International
3	Mahadevan. B., Operations Management, Theory and Practice, New Delhi:Pearson Education
<b>Reference Books</b>	
1	S N Chary- Production and Operations Management , TMH Publications
2	Pannerselvam- Production and Operations Management, PHI
3	Lee J. Krajewski and Larry P. Ritzman, —Operations Management:Process and value Chains, PHI
4	Hunawalla and Patil – production and Operations Management, Himalaya.
5	Stevenson J William, Operations Management, New Delhi:McGraw Hill Education.
6	Operations Management for Competitive Advantage, Richard B Chase, Jacobs, Aquilano, Agarwal,
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1	<a href="https://nptel.ac.in/courses/110/106/110106146/">https://nptel.ac.in/courses/110/106/110106146/</a>
2	<a href="https://www.edx.org/course/product-management-fundamentals">https://www.edx.org/course/product-management-fundamentals</a>
Course Designed By: Dr.S.Ponmalar	

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	M	M	S	M	M	M	S
CO2	S	S	M	S	M	S	S	M	S	S
CO3	S	S	S	S	S	M	S	M	S	S

\*S-Strong; M-Medium; L-Low

<b>Course Code</b>	<b>2.2</b>	<b>MARKETING MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective/Supportive</b>	<b>CORE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic idea of Business Management		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Understand the core functional area of marketing.</li> <li>2. Familiarize the marketing strategies and take decisions.</li> <li>3. Impart key insights into the practical aspects of marketing.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Understand the fundamentals and analyse core aspects of marketing.		K2 & K4			
2	Demonstrate the market segmentation and targeting to build knowledge on consumer behaviour		K2 & K3			
3	Use creative, critical and reflective thinking to address organizational opportunities and to interpret the product and pricing decisions.		K6			
4	Identify the promotional aspects of marketing and modern marketing		K1			
5	Measure the marketing control and modern trends.		K5			
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>						
<b>Unit:1</b>	<b>INTRODUCTION TO MARKETING</b>				<b>10 hours</b>	
Marketing Concepts and tasks - Defining and delivering customer value and satisfaction - Value chain - Delivery network, Marketing environment- Digitalisation and Customisation - Changing marketing practices - Marketing Information System - Strategic marketing planning and organization						
<b>Unit:2</b>	<b>MARKET SEGMENTATION AND BUYING BEHAVIOUR</b>				<b>10 hours</b>	
Market Segmentation: Levels - Importance -Procedures - Bases for Segmentation - Targeting Strategies - Positioning: Differentiation Strategies - Positioning Strategies -Individual Buyer Behaviour: Model- Buying Decision Process - Buyer Roles- Buying Influences						
<b>Unit:3</b>	<b>PRODUCT &amp; PRICING DECISIONS</b>				<b>10 hours</b>	
Creating value: The product – Goods & Services continuum – Classification & levels of product – Product decisions: Product Mix and Product Lines: Concepts - Product Life Cycle strategies – Brand concepts – Marketing of services – Packaging & Labeling decisions – Warranties & Guarantees – New Product Development: Stages – New Product Success & Failure – Diffusion of innovation – Pricing policies & strategies – Factors affecting price determination – Steps in setting the price.						
<b>Unit:4</b>	<b>MARKETING CHANNELS AND SALES PROMOTION</b>				<b>10 hours</b>	
Integrated marketing communication process and mix: Advertising, Sales promotion and Public relation decisions - Direct marketing – Telemarketing -Sales force: Objectives, structure, size and compensation.						

<b>Unit:5</b>	<b>MARKETING CONTROL &amp; MODERN TRENDS IN MARKETING</b>	<b>10 hours</b>
Concept, process & types of Marketing Control – Marketing Audit –Marketing Challenges in globalised era – Marketing through social network & digital platforms – Social marketing – Elements of social marketing plan – Green Marketing – Consumerism		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert Lectures, Online seminars – Webinars		
<b>Total Lecture Hours</b>		<b>52 hours</b>
<b>Text Book(s)</b>		
1	Philip Kotler, Kevin Lane Keller, Abraham Koshy, and MithileswarJha, "Marketing Management “A South Asian Perspective”, Pearson Education	
2	Ramaswamy V.S. & Namakumari S, MARKETING MANAGEMENT – Global Perspective, Indian context – MacMillan 4th edition	
<b>Reference Books</b>		
1	Louis W Stern, Adel I El Ansary, and Anne T Coughlan., "Marketing Channel", New Delhi: Prentice Hall of India	
2	Naresh K Malhotra and Satyabhusan Dash, "Marketing Research - An Applied Orientation", New Delhi: Pearson	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://swayam.gov.in/nd1_noc20_mg04/preview">https://swayam.gov.in/nd1_noc20_mg04/preview</a>	
2	<a href="https://www.youtube.com/watch?v=lGjQkqgN95w&amp;list=PLbMVogVj5nJRLj4IAD-qinMIQ_SiMUWfn">https://www.youtube.com/watch?v=lGjQkqgN95w&amp;list=PLbMVogVj5nJRLj4IAD-qinMIQ_SiMUWfn</a>	
3	<a href="https://www.my-mooc.com/en/categorie/marketing">https://www.my-mooc.com/en/categorie/marketing</a>	
Course Designed By: Dr.S.Parthiban, Head, Department of Management, Gobi Arts & Science College, Gobichettipalayam.		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	S	M	M	M	M	S	S
CO3	S	S	M	S	S	M	M	M	S	S
CO3	S	S	S	S	S	S	M	M	S	S

\*S-Strong; M-Medium; L-Low



<b>Course Code</b>	<b>2.3</b>	<b>FINANCIAL MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>CORE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basics of Financial and Management Accounting		<b>Syllabus Version</b>	<b>2020-21</b>		
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Align the financial theory and concepts with industrial application</li> <li>2. Create the awareness on using various software in accounting</li> <li>3. Create strong foundation in understanding rules and regulations applied in finance</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Learn the basic functions, principles and concepts of Financial Management					K1
2	Understand postulates, principles and techniques of Financial Management.					K2
3	Apply financial management concepts to resolve business problems					K3
4	Analyse the practical issues of Financial Management					K4
5	Create interest to do research in the field of accounting					K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>						
<b>Unit:1</b>	<b>INTRODUCTION OF FINANCIAL MANAGEMENT</b>				<b>10 hours</b>	
Objectives and functions of Financial Management - Role of Financial Management in the organisation - Risk-Return relationship- Time value of money concepts – Introduction to Indian Financial System - Role of SEBI in Capital Issues - Valuation of Bonds and Shares						
<b>Unit:2</b>	<b>CAPITAL BUDGETING</b>				<b>10 hours</b>	
Capital Budgeting - Methods of appraisal - Conflict in criteria for evaluation - Capital Rationing- Problems - Risk analysis in Capital Budgeting.						
<b>Unit:3</b>	<b>COST OF CAPITAL</b>				<b>10 hours</b>	
Cost of Capital - Computation for each source of finance and weighted average cost of capital -EBIT -EPS Analysis - Operating Leverage - Financial Leverage - Problems.						
<b>Unit:4</b>	<b>CAPITAL STRUCTURE AND DIVIDEND</b>				<b>10 hours</b>	
Capital Structure theory - Net Income approach - Net Operating Income approach – MM approach - Dividend policy - Types of Dividend policy.						
<b>Unit:5</b>	<b>WORKING CAPITAL MANAGEMENT</b>				<b>12 hours</b>	
Working Capital Management: Definition and objectives - Working Capital policies – Factors affecting Working Capital requirements - Forecasting Working Capital requirements (problems)- Cash Management - Receivables Management and - Inventory Management - Working Capital Financing - Sources of Working Capital and implications of various Committee Reports.						

<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures from industry, online seminars, workshop with software experts to understand the working of accounting software, Case Study.		
	<b>Total Lecture Hours</b>	<b>54 hours</b>
<b>Note: 40% of the questions shall be problems and 60% of the questions shall be theory based</b>		
<b>Text Book(s)</b>		
1	Richard A.Brealey, Stevart C. Myers, Principles of Corporate Finance, McGraw Hill, NewYork.	
2	James C.Van Horns, Financial Management & Policy, Prentice Hall of India (P) Ltd., NewDelhi.	
<b>Reference Books</b>		
1	Prasanna Chandra, Financial Management, Theory&Practice, Tata McGraw Hill, NewDelhi.	
2	I.M.Pandey, Financial Management, Vikas Publishing, New Delhi	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://www.mooc-list.com/tags/financial-management">https://www.mooc-list.com/tags/financial-management</a>	
2	<a href="https://www.classcentral.com/course/swyam-financial-management-17605">https://www.classcentral.com/course/swyam-financial-management-17605</a>	
Course Designed By: Dr. A.W.Unas		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

<b>Course Code</b>	<b>2.4</b>	<b>HUMAN RESOURCE MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>CORE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basics of Business management		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Familiarise the students with concepts of HRM</li> <li>2. Understand the significance of HRM in the organisation</li> <li>3. Learn to apply the methods of HRM to achieve organisational objectives</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Learn the basic functions, principles and concepts of HRM					K1
2	Understand importance of HRM concepts in business					K2
3	Apply the HRM tools to achieve specific objectives					K3
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>						
<b>Unit:1</b>	<b>INTRODUCTION TO HUMAN RESOURCE MANAGEMENT</b>				<b>8 hours</b>	
Human Resource function- Human Resource philosophy - Changing environments of HRM - Strategic Human Resource Management - Using HRM to attain competitive advantage - Trends in HRM - Organisation of HR departments - Line and staff functions - Role of HR Managers.						
<b>Unit:2</b>	<b>RECRUITMENT</b>				<b>12 hours</b>	
Recruitment & Placement - Job analysis: Methods - IT and computerised skill inventory - Writing job specification – HR and the responsive organisation - Recruitment and selection process. Employment planning and forecasting - Building employee commitment: Promotion from within: Sources - Developing and using application forms – IT and recruiting on the internet - Employee Testing & selection : Selection process, basic testing concepts, types of tests, work samples & simulation, selection techniques, interview - Common interviewing mistakes - Designing & conducting the effective interview - Small business applications - Computer aided interview.						
<b>Unit:3</b>	<b>TRAINING AND DEVELOPMENT</b>				<b>12 hours</b>	
Training & Development - Orientation & Training: Orienting the employees, Training process, need analysis - Training techniques - Special purpose training - Training via the internet - Developing Managers: Management Development - The responsive managers - On-the-job and off-the-job Development techniques using HR to build a responsive organization - Performance appraisal: Methods - Problems and solutions - MBO approach - The appraisal interviews - Performance appraisal in practice. Managing careers: Career planning and development - Managing promotions and transfers.						



<b>Unit:4</b>	<b>COMPENSATION MANAGEMENT</b>	<b>12 hours</b>
Compensation & Managing quality - Establishing Pay plans: Basics of compensation - Factors determining pay rate – Current trends in compensation - Job evaluation - Pricing managerial and professional jobs - Computerised job evaluation. Pay for performance and Financial incentives: Money and motivation - Incentives for operations employees and executives - Organisation wide incentive plans - Practices in Indian organisations - Benefits and services : Statutory benefits - non-statutory (voluntary) benefits – Insurance benefits - Retirement benefits and other welfare measures to build employee commitment		
<b>Unit:5</b>	<b>LABOUR RELATIONS</b>	<b>8 hours</b>
Labour relations and employee security – Industrial relations and collective bargaining: Trade unions - Collective bargaining - Future of trade unionism - Discipline administration - Grievances handling - Managing dismissals and separation - Labour Welfare: Importance & Implications of labour legislations - Employee health – Auditing HR functions - Future of HRM function.		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures from Industry, online seminars, Case Study.		
<b>Total Lecture Hours</b>		<b>54 hours</b>
<b>Text Book(s)</b>		
1	Gary Dessler, "Human Resource Management", Prentice Hall of India P. Ltd.	
2	VSP Rao, Human Resource Management: Text and Cases, Excel Books, New Delhi	
<b>Reference Books</b>		
1	H. John Bernardin & Joyee E. A. Russel, Human Resource Management - An experiential approach, McGraw-Hill International Edition	
2	David A. DeCenzo & Stephen P. Robbins, Human Resource Management, Wiley India Private Limited.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="http://ugcmooocs.inflibnet.ac.in/ugcmooocs/view_module_ug.php/240">http://ugcmooocs.inflibnet.ac.in/ugcmooocs/view_module_ug.php/240</a>	
2	<a href="https://www.my-mooc.com/en/categorie/human-resources">https://www.my-mooc.com/en/categorie/human-resources</a>	
Course Designed By: Dr. Kishore. K John		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	S	S	S	S	M	S	S	S	M
CO2	S	M	M	M	L	M	M	S	L	S
CO3	M	S	S	S	S	M	M	M	S	L

\*S-Strong; M-Medium; L-Low

<b>Course Code</b>	<b>2.5</b>	<b>QUANTITATIVE TECHNIQUES</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>		<b>CORE</b>	<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic knowledge of Business Mathematics		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Provide the basic understanding about the various quantitative techniques</li> <li>2. Learn the use of quantitative techniques on a wide range of business situations</li> <li>3. Identify relevant quantitative techniques for given decision making situations</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Memorise and reproduce all basic steps in solving the various quantitative techniques covered in the syllabus					K1
2	Know in detail the identification of appropriate quantitative technique for a given business situation					K2
3	Apply the acquired knowledge and skill to solve the practical problems of business					K3
4	Illustrate the use of quantitative techniques in business decision making					K4
5	Interpret the results obtained from the quantitative techniques for obtaining optimal solution					K5
6	Create and solve the business situations using quantitative techniques					K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6– Create</b>						
<b>Unit:1</b>	<b>INTRODUCTION TO OR AND LINEAR PROGRAMMING</b>					<b>10 hours</b>
Mathematical Models – Deterministic and probabilistic – Simple business examples – OR and optimization models – Linear Programming – Formulation – Graphical solution –Dual linear programming problem – Economic interpretation						
<b>Unit:2</b>	<b>TRANSPORTATION AND ASSIGNMENT MODELS</b>					<b>11 hours</b>
Transportation model – Initial Basic Feasible solutions – Optimum solution for non – degeneracy model – Trans-shipment Model – Assignment Model						
<b>Unit:3</b>	<b>NETWORK AND WAITING LINE MODELS</b>					<b>11 hours</b>
Network Model – Networking – CPM – Critical path – Time estimates – Critical path – Crashing, Resource leveling, Resources planning - Waiting Line Model – Structure of model – M/M/1 for infinite population.						
<b>Unit:4</b>	<b>INVENTORY MODEL</b>					<b>10 hours</b>
Inventory Models – Deterministic – EOQ – EOQ with Price Breaks – Probabilistic Inventory Models - Probabilistic EOQ model						

<b>Unit:5</b>	<b>SIMULATION AND DECISION THEORY</b>	<b>10 hours</b>
Simulation – Types of simulation – Monte Carlo simulation – Simulation problems -Decision Theory – Pay off tables – Decision criteria – Decision trees.		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures, Online seminars – Webinars		
<b>Total Lecture Hours</b>		<b>54 hours</b>
(Case studies, Seminars and group exercises may be used to supplement the class lectures) <b>Note: 80% of the questions shall be problems, 20% of the questions shall be theory based.</b>		
<b>Text Book(s)</b>		
1	KantiSwarup, Gupta And Man Mohan, Operations Research, Prentice Hall of India	
2	Hamdy A Taha, Operations Research – An Introduction, Pearson.	
<b>Reference Books</b>		
1	J.K. Sharma- Operations Research , Macmillan India Ltd.	
2	Fredrick S Hillier and Herald J Lieberman, Operations Research, Concepts and cases ,TMH	
3	U.K. Srivastava, G.V. Shenoy, S. C. Sharma, — Quantitative Techniques for Managerial Decision, Prentice Hall of India	
4	Ronald L. Rardin, —Optimization in Operations Research, Pearson Education	
5	R. Panneerselvam, Operations Research, PHI	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://www.swayam.gov.in/ndl_noc19_ma29/preview">https://www.swayam.gov.in/ndl_noc19_ma29/preview</a>	
2	<a href="https://www.nptel.ac.in/courses/112/106/112106134/">https://www.nptel.ac.in/courses/112/106/112106134/</a>	
Course Designed By: Dr. S.Manoharan, Head, Dept. of Business Administration, C.N.College, Erode.		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	L	M	S	L	L	S	M
CO2	S	S	M	S	M	S	M	S	M	L
CO3	S	M	L	M	S	L	M	S	L	M

S-Strong, M-Medium, L-Low



<b>Course Code</b>	<b>2.6</b>	<b>RESEARCH METHODS FOR MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>		<b>CORE</b>	<b>4</b>			<b>4</b>
<b>Pre-requisite</b>		Basic knowledge of Research Methodology	<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this subject are:						
1. To develop understanding of various research designs and techniques.						
2. To understand some basic concepts of research methodologies and conduct research in an appropriate manner						
3. To enhance the knowledge in research proposal and report writing.						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues.				K1	
2	Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making.				K2	
3	Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process.				K3	
4	Develop necessary critical thinking skills in order to evaluate different research approaches utilized in the service industries.				K4	
5	Students should be able to define the meaning of a variable, and identify independent, dependent, and mediating variables.				K5	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate.</b>						
<b>Unit:1</b>		<b>INTRODUCTION TO RESEARCH</b>			<b>10 hours</b>	
Research: Meaning, scope and significance - Types of research - Research process - Characteristics of good research - Scientific method - Problems in research – Identifying research problem – Concepts, constructs and theoretical framework.						
<b>Unit:2</b>		<b>RESEARCH DESIGN</b>			<b>10 hours</b>	
Hypothesis: Meaning, sources and types - Formulation of research design - Types - Case study - Features of good design – Measurement: Meaning and need - Errors in measurement - Tests of sound measurement - Techniques of measurement - Scaling techniques: Meaning - Types of scales - Scale construction techniques.						
<b>Unit:3</b>		<b>SAMPLING DESIGN</b>			<b>11 hours</b>	
Sampling design: Meaning - Concepts - Steps in sampling - Criteria for good sample design - Types of sample designs - Probability and non-probability samples - Data collection: Types of data - Sources - Tools for data collection - Methods of data collection - Constructing questionnaire - Pilot study - Case study - Data processing: Coding - Editing - and tabulation of data – Data analysis.						



<b>Unit:4</b>	<b>PARAMETRIC AND NON-PARAMETRIC TESTS</b>	<b>11 hours</b>
Test of Significance: Assumptions about parametric and non-parametric tests - Parametric Test: T test, F Test and Z test - Non Parametric Tests: U Test, Kruskal Wallis, Sign test. Multivariate analysis: Factor, Cluster, MDS and Discriminant analysis (No Problems) - SPSS and its applications.		
<b>Unit:5</b>	<b>REPORT WRITING</b>	<b>10 hours</b>
Interpretation : Meaning - Techniques of interpretation - Report writing: Significance – Steps in report writing - Layout of report - Types of reports - Oral presentation - Executive summary - Mechanics of writing research report - Precautions for writing report - Norms for using tables, charts and diagrams - Appendix: Norms for using Index and Bibliography.		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures, Online seminars– Webinars		
<b>Total Lecture Hours</b>		<b>54 hours</b>
<b>Text Book(s)</b>		
1	William M. K. Trochim, James P. Donnelly, The Research Methods Knowledge Base, Atomic Dog	
2	John W. Creswell, Research Design: Qualitative, Quantitative and Mixed Methods Approaches, SAGE Publications, Inc	
<b>Reference Books</b>		
1	Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. Business Research Methods, Cengage Learning.	
2	Donald R.Cooper and Pamela S.Schindler - Business Research Methods - Tata McGraw Hill	
3	Naresh K Malhotra – Marketing Research: An Applied Orientation, Pearson Education	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://research-methodology.net/research-methodology/research-types/">https://research-methodology.net/research-methodology/research-types/</a>	
2	<a href="https://www.intechopen.com/books/cyberspace/research-design-and-methodology">https://www.intechopen.com/books/cyberspace/research-design-and-methodology</a>	
Course Designed By: Dr. V. Paramasivam		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	L	S	L	S	S	M
CO2	S	S	S	S	M	S	M	S	M	L
CO3	S	M	M	M	M	L	M	L	S	M

\*S-Strong; M-Medium; L-Low

<b>Course Code</b>	<b>2.7</b>	<b>COMPUTER APPLICATION IN MANAGEMENT USING SAP</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>CORE-PRACTICAL</b>				<b>3</b>	<b>3</b>
<b>Pre-requisite</b>	Basic knowledge of Business Management and Computers		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Understand the various components of Computers and software used in business</li> <li>2. Introduce the concepts of information technology and their applications in management for decision making</li> <li>3. Recognize the various ethical and privacy issues involved in SAP &amp; ERP</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Understand the various system application products					K2
2	Apply the various components of computers to resolve business problems					K3
3	Analyse the various issues of SAP & ERP to strengthen it					K4
4	Create interest to do research in the field of SAP & ERP					K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6– Create</b>						
<b>Unit:1</b>	<b>COMPONENTS OF COMPUTERS</b>				<b>9 hours</b>	
Components of a computer - Hardware and Software – Operations Systems – Directories and File properties - MS OFFICE – Introduction to WORD, EXCEL and POWERPOINT -WORD – Creating a new document with templates & Wizard – Creating own document – Opening/modifying a saved document – Converting files to and from other document formats – Using keyboard short-cuts & mouse – Adding symbols & pictures to documents – Header and footers – Finding and replacing text – Spell check and Grammar check – Formatting text - Paragraph formats - Adjusting margins, line space – Character space – Changing font type, size –Bullets and numbering – Tables – Adding, editing, deleting tables – Working within tables – Adding, deleting, modifying rows and columns – Merging & splitting cells.						
<b>Unit:2</b>	<b>EXCEL</b>				<b>8 hours</b>	
EXCEL – Working with worksheets – Cells – Entering, editing, moving, copying, cutting, pasting, transforming data – Inserting and deleting of cells, rows & columns – Working with multiple worksheets – Switching between worksheets – Moving, copying, inserting & deleting worksheets – Using formulae for quick calculations – Working & entering a formula – Formatting a worksheet – Creating and editing charts – Elements of an Excel Chart – Selecting data to a chart – Types of chart – chart wizard – Formatting chart elements – Editing a chart – Printing charts - Excel Function – Mathematical, logical, Lookup & Reference, Financial, statistical and other functions. Rudimentary data analysis - Sort, filtering, conditional formatting and Pivot tables etc.						
<b>Unit:3</b>	<b>POWERPOINT</b>				<b>9 hours</b>	
POWERPOINT: Creating new presentations – Auto content wizard – Using template – Blank presentation – Opening existing presentations – Adding, editing, deleting, copying , hiding						

slides – Presentations – Applying new design – Adding graphics – Using headers and footers – Animations text – Special effects to create transition slides – Controlling the transition speed – Adding sounds to slides – Using action buttons.		
<b>Unit:4</b>	<b>TALLY</b>	<b>9 hours</b>
TALLY: Introduction and Installation - Required Hardware, Preparation for installation of Tally software, installation - Working in Tally: Opening new company, Safety of Accounts or Password, Characteristics, Making Ledger Accounts, Writing voucher, voucher entry, Making different types of vouchers, Correcting sundry debtors and sundry creditors accounts, Preparation of Trial Balance, Books of Accounts, Cash Book, Bank Books, Ledger Accounts, Group summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts & Balance Sheet.		
<b>Unit:5</b>	<b>ERP &amp; SAP</b>	<b>8 hours</b>
ERP & SAP: Introduction – Need for ERP – Advantages – Major ERP Packages – SAP:Features – ABAP: Logon to SAP Environment – ABAP Dictionary – Functions – Objects –Managing SAP Application		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures, Online seminars – Webinars		
<b>Note: Practical: Simple problems to be done in WORD, EXCEL and POWERPOINT using all the above-mentioned topics with more emphasis on EXCEL to develop simple Business applications.</b>		
<b>Total Lecture Hours</b>		<b>45 hours</b>
<b>Text Book(s)</b>		
1	George Anderson, Danielle Larocca - Teach yourself SAP in 24 hours , Pearson Education	
2	Murthy, C S V, Enterprise Resource planning (ERP): Text and case studies, HPH	
<b>Reference Books</b>		
1	Ed, Bott - Using Microsoft Office 2000 , PHI	
2	OFFICE 2000 Complete – BPB Publications.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://www.youtube.com/watch?v=Ux6QDTWokDQ">https://www.youtube.com/watch?v=Ux6QDTWokDQ</a>	
2	<a href="https://in.linkedin.com/in/swayam-prakash-tiwari-38187916">https://in.linkedin.com/in/swayam-prakash-tiwari-38187916</a>	
3	<a href="https://www.mooc-list.com/university-entity/sap">https://www.mooc-list.com/university-entity/sap</a>	
Course Designed By: Dr.A.W.Unas		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	S	M	L	L	S	M	L	M
CO2	S	S	S	S	M	S	M	S	M	L
CO3	S	M	M	S	L	L	M	L	S	M



<b>Course Code</b>	<b>2.8</b>	<b>CREDIT ANALYSIS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>		JOB ORIENTED COURSE-1	<b>2</b>			<b>2</b>
<b>Pre-requisite</b>	Basic understanding of Finance		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Apply credit analysis to assess borrowers</li> <li>2. Perform Ratio Analysis and Cash flow analysis</li> <li>3. Secure Loan Product in a competitive manner</li> <li>4. Identify problem loans and exercise control over accounts receivables</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Understand the basic concepts of credit analysis					K2
2	Carry out Ratio and Cash flow analysis					K2
3	Identify problem loans and manage them					K2
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit:1</b>	<b>OVERVIEW OF CREDIT ANALYSIS AND LENDING PROCESS</b>				<b>6 hours</b>	
Objectives of credit analysis -- Credit Risk - Credit Analysis - Seven C's – Credit Analysis Process – Lending: Objectives–Introduction–CreditProcess–Documentation–Loan Pricing and Profitability Analysis –Regulations						
<b>Unit:2</b>	<b>FINANCIAL STATEMENT ANALYSIS</b>				<b>6 hours</b>	
Introduction to Ratio Analysis - Objectives – Liquidity Ratios - Turnover Ratios- Profitability Ratios- Leverage Ratios–Market Ratios - Introduction to cash flow analysis - Objectives–Elements of Cash Flow Statement-Direct Method - Indirect Method - Interpreting Cash Flows						
<b>Unit:3</b>	<b>NON FINANCIAL ANALYSIS AND ASSET CLASSIFICATION</b>				<b>6 hours</b>	
Objectives of Non financial analysis - Economy analysis – Industry analysis - Business analysis - Objectives of asset classification - Asset Quality - Quantitative and Qualitative Review -Asset Classification - Special Mention Asset - Loan Loss Provisioning						
<b>Unit:4</b>	<b>BORROWING CAUSES AND PROBLEM LOANS</b>				<b>5 hours</b>	
Introduction - Operating Cycle - Capital Investment Cycle - Sources of Repayment - Introduction to problem loans - Asset Management Companies - Securitization of NPLs-Debt Restructuring-Preventing Problem Loans						
<b>Unit:5</b>	<b>CONSUMER INSTALLMENT LENDING AND L/C</b>				<b>5 hours</b>	
Types and characteristics of consumer installment lending- Various						



typesofInstallmentloans-DealerAgreement,RecourseandDealer Reserve - Common risks faced in consumer installment lending - ConceptofLetterofCredit(LC)- TypesofLetterofCredit-Risks faced in Letter of Credit - Loan commitments, Un-funded lines of creditandtheircharacteristics-Potentialcreditriskinloancommitments and un-funded lines of credit		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures, online seminars – Webinars		
<b>Total Lecture Hours</b>		<b>30 hours</b>
<b>Text Book(s)</b>		
1	Ciby Joseph, Advance Credit Risk Analysis And Management, Wiley Finance	
<b>Reference Books</b>		
1	Bankers Hand Book on Credit Management ( IIBF) Taxmann Publications	
2	BlaiseGanguin, Fundamental of Corporate Credit Analysis, Standard and Poor	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	www.standardandpoors.com	
2	www.fitchrating.com	
3	www.crisil.com	
4	www.icra.in	
Course Designed By: Dr.A.W.Unas		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low



# **Third Semester**

<b>Course Code</b>	<b>3.1</b>	<b>BUSINESS ETHICS AND GLOBAL BUSINESS ENVIRONMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>CORE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic knowledge of ethics and Business Environment		<b>Syllabus Version</b>	<b>2020-21</b>		
<b>Course Objectives:</b>						
The main objectives of this subject is:						
<ol style="list-style-type: none"> <li>1. To understand ethical issues in the workplace and conflicts that arises in the business environment.</li> <li>2. To understand the role and responsibilities of corporate governance.</li> <li>3. To understand the strategies of International Business.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Understand the importance of ethical decisions and the consequences of unethical decisions.					K1
2	Understand that the business has a social responsibility towards the society.					K2
3	Understand the relative information regarding corporate governance.					K3
4	Gathering complete knowledge about trade theory.					K4
5	Learning the strategies of international business.					K5
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 – Evaluate.</b>						
<b>Unit:1</b>	<b>INTRODUCTION TO BUSINESS AND BUSINESS ENVIRONMENT</b>				<b>10 hours</b>	
Business and society - Business & ethics - Social responsibility - Environmental Pollution and control. Business and culture - Business and Government - Political system and its influence on business - Business environment - The concept and significance - Constituents of business environment						
<b>Unit:2</b>	<b>CORPORATE GOVERNANCE</b>				<b>12 hours</b>	
Managing ethics - Framework of organisational ethical theories and sources - Ethics across cultures - Factors influencing business ethics - Ethical decision making - Ethical values and stakeholders - Ethics and profit - Corporate governance: Structure of boards, reforms in boards, compensation issues, ethical leadership for improved corporate governance and better business education.						
<b>Unit:3</b>	<b>GLOBAL INSTITUTIONS AND POLITICAL SYSTEM</b>				<b>12 hours</b>	
Globalisation: Emergence of global institutions - Drivers of globalisation - National differences in Political economy- Political system, economic system and legal system - Differences in culture: Values and norms, social structure, religious and ethical system,						

language, education, culture, implications for managers.		
<b>Unit:4</b>	<b>GLOBAL TRADE AND INVESTMENT ENVIRONMENT</b>	<b>10 hours</b>
Global trade and investment environment - International trade theory: Introduction – An overview of trade theory – Mercantilism, Absolute Advantage, Comparative Advantage, Heckscher-Ohlin Theory, The New Trade Theory, National Competitive Advantage – Porter's Diamond - The revised case for free trade - Development of the world trading system - WTO & development of world trade - Regional grouping of countries and its impact.		
<b>Unit:5</b>	<b>STRATEGIES OF INTERNATIONAL BUSINESS</b>	<b>8 hours</b>
International business strategy: Strategy and the firm - Profiting from global expansion - Pressures for cost reductions and local responsiveness - Strategic choice - Mode of Entry: Introduction - Entry modes - Selecting the entry mode – Strategic alliances - Making alliances work – Exporting and Importing: Introduction – The promise and pitfalls of exporting - Improving export performance - Export and import financing - Export assistance – Counter trade.		
<b>Unit:6</b>	<b>CONTEMPOARY ISSUES</b>	<b>2 hours</b>
Expert lectures, Online seminars– Webinars		
<b>Total Lecture Hours</b>		<b>54 hours</b>
<b>Text Book(s)</b>		
1	Laura Hartman, Joseph DesJardins, Business Ethics: Decision-Making for Personal Integrity & Social Responsibility, McGraw-Hill/Irwin	
2	Janet Morrison, The Global Business Environment: Challenges and Responsibilities, Red Globe Press	
<b>Reference Books</b>		
1	Charles W.L., Hill, Arun K Jain, International Business : Competing in the Global market place, Irwin-McGrawHill	
2	Rakesh Mohan Joshi., International Business, Oxford University Press	
3	Ronald D Francis & Mukti Mishra., Business Ethics: An Indian Perspective, The McGraw Hill companies	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://josephsononbusinessethics.com/resources/links/">https://josephsononbusinessethics.com/resources/links/</a>	
2	<a href="https://managementhelp.org/businessethics/index.htm">https://managementhelp.org/businessethics/index.htm</a>	
Course Designed By: Dr. V. Paramasivam		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	L	S	L	S	S	M
CO2	S	S	S	S	M	S	M	S	M	L
CO3	S	M	M	M	M	L	M	L	S	M

\*S-Strong; M-Medium; L-Low



<b>Course Code</b>	<b>3.2</b>	<b>MANAGEMENT INFORMATION SYSTEM</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>CORE</b>		<b>3</b>			<b>3</b>
<b>Pre-requisite</b>	Basic knowledge of Business Management and Information Systems		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Gain knowledge on basic concepts of Information Systems</li> <li>2. Understand the importance of Information System in functional areas of business</li> <li>3. Comprehend the security and ethical challenges in online operations</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Describe the basic concepts related to Management Information System				K1	
2	Explain in detail the various functional information systems				K2	
3	Use of DSS models, AI, Expert Systems in decision making process				K3	
4	Analyzing the various information resources and technologies for developing an efficient information system				K4	
5	Evaluating the various security challenges for a secured information system				K5	
6	Creating an information system for an organization to process the data for decision making process				K6	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>						
<b>Unit:1</b>	<b>INTRODUCTION TO INFORMATION SYSTEMS</b>				<b>8 hours</b>	
Foundations of Information Systems: A framework for business users - Roles of Information systems - System concepts - Organisation as a system - Components of Information Systems - IS Activities - Types of IS.						
<b>Unit:2</b>	<b>FUNCTIONAL INFORMATION SYSTEMS</b>				<b>9 hours</b>	
IS for operations and decision making: Marketing IS, Manufacturing IS, Human Resource IS, Accounting IS and Financial IS - Transaction Processing Systems- Information Reporting System - Information for Strategic Advantage.						
<b>Unit:3</b>	<b>DECISION SUPPORT SYSTEMS AND ARTIFICIAL INTELLIGENCE</b>				<b>9 hours</b>	
DSS and AI: DSS models and software: The decision-making process - Structured, Semi Structured and Unstructured problems; What if analysis, Sensitivity analysis, Goal-seeking Analysis and Optimizing Analysis - Overview of AI: Neural Networks, Fuzzy Logic Systems, Genetic Algorithms - Expert Systems.						
<b>Unit:4</b>	<b>IS ARCHITECTURE AND EDI</b>				<b>9 hours</b>	
Managing Information Technology: Managing information resources and technologies - IS architecture and management - Centralised, Decentralised and Distributed - EDI, Supply						

Chain Management & Global information technology management		
<b>Unit:5</b>	<b>SECURITY AND ETHICAL CHALLENGES</b>	<b>9 hours</b>
Security and Ethical Challenges: IS controls - Facility control and procedural control - Risks to online operations - Denial of service, spoofing - Ethics for IS professional - Societal challenges of information technology.		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures, Online seminars – Webinars		
	<b>Total Lecture Hours</b>	<b>45 hours</b>
<b>Text Book(s)</b>		
1	James A O'Brien -Management Information Systems, Tata McGraw Hill	
2	Kenneth C Laudon and Jane P Laudon -Management Information System, PHI	
<b>Reference Books</b>		
1	Effy Oz - Management Information Systems, Vikas Publishing House	
2	Waman S Jawadekar - Management Information System Text and cases, Tata McGraw-Hill	
3	R.Srinivasan -Strategic Management,Prentice Hall of India	
4	M.Senthil - Management Information System	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://www.swayam.gov.in/ndl_noc20_mg60/preview">https://www.swayam.gov.in/ndl_noc20_mg60/preview</a>	
2	<a href="https://www.nptel.ac.in/courses/110/105/110105148/">https://www.nptel.ac.in/courses/110/105/110105148/</a>	
3	<a href="https://www.nptel.ac.in/courses/122/105/122105022/">https://www.nptel.ac.in/courses/122/105/122105022/</a>	
Course Designed By: Dr. S. Manoharan, Head, Dept. of Business Administration, C.N.College, Erode.		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	M	S	L	S	S	M
CO2	S	S	M	S	M	M	L	S	M	L
CO3	S	L	M	M	S	L	M	L	S	L

S-Strong, M-Medium, L-Low

**3.3 to 3.6 ELECTIVE SUBJECTS**



<b>Course Code</b>	<b>3.7</b>	<b>BUSINESS INTELLIGENCE THROUGH INTRNET OF THINGS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>VALUE ADDED COURSE-2</b>		<b>2</b>			<b>2</b>
<b>Pre-requisite</b>	Basic understanding of computers and internet		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Explain the components and characteristics if Industry 4.0</li> <li>2. Highlight the application of I 4.0 in various business aspects</li> <li>3. Help students develop new I 4.0 applications</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Understand the basic concepts of Industry 4.0				K2	
2	Developing new applications of I 4.0				K2	
3	Understanding Data Analytics concepts				K2	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit:1</b>	<b>BASICS OF INDUSTRY 4.0</b>			<b>5 hours</b>		
Need – Reason for Adopting Industry 4.0 – Definition – Goals and Design Principles– TechnologiesofIndustry4.0-ImpactofIndustry 4.0 on Business, Government, People.						
<b>Unit:2</b>	<b>AI AND BIG DATA</b>			<b>6 hours</b>		
Artificial Intelligence (AI) – What & Why? – History of AI –Foundations of AI – The AI Environment – Societal Influences of AI – Application Domain and Tools – Associated Technologies of AI – Future Prospects of AI – Challenges of AI - Big Data : Evolution – Terminologies- Essential of Big Data in Industry 4.0 –Merits – Big Data Components and Characteristics– Big Data Applications.						
<b>Unit:3</b>	<b>INTERNET OF THINGS</b>			<b>6 hours</b>		
Internet of things (IoT) : Introduction to IoT – Architecture of IoT – TechnologiesforIoT–DevelopingIoTApplications–Securityin IoT - Applications of IoT – Manufacturing – Healthcare – Education – Aerospace and Defense Agriculture – Transportation and Logistics –						
<b>Unit:4</b>	<b>MACHINE LEARNING AND ROBOTICS</b>			<b>6 hours</b>		
MachineLearning–Introduction–Definition–TypesofMachine Learning–Supervised, Unsupervised,ReinforcementLearning- Applications areas of Machine Learning - RoboticProcessAutomation(RPA):IntroductiontoRPA–Needfor AutomationProgrammingConstructsinRPA–RobotsandSoftbots– Industries best suited for RPA – Risk & Challenges with RPA						



<b>Unit:5</b>	<b>VIRTUAL AND AUGUMENTED REALITY</b>	<b>5 hours</b>
Virtual Reality : Definition – Types of Head Mounted Displays – Tools for Virtual Reality – Applications of VR in Education, Industries – Difference between VR and AR - Augmented Reality : Definition – Tools for Augmented Reality – Hololens – Advantages and Challenges of AR – Applications of AR - -Mixed Reality		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Data Analytics Case Studies – Marketing – Logistic Management – Insurance – Behavioral Analytics		
<b>Total Lecture Hours</b>		<b>30 hours</b>
<b>Text Book(s)</b>		
1	P. Kaliraj, T. Devi, Higher Education for Industry 4.0 and Transformation to Education 5.0	
2	V. Bhuvanewari, “Data Analytics with R step by Step”, ScitechPublisher	
<b>Reference Books</b>		
1	Roger D.Peng, “R Programming for Data Science”, Lean Publishing	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	Introduction to Industry 4.0 and Industrial Internet of Things by Prof. SuidipMisra, IIT Kharagpur	
2	Artificial Intelligence By Prof. BhushanTrivedi, GLS University	
3	Big Data Computing by Prof. Rajiv Misra, IIT Patna	
4	Introduction to Inernet of things by Prof. SudipMisra, IIT Kharagpur	
Course Designed By: Dr.A.W.Unas		

<b>Mapping with Programme Outcomes</b>										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

### 3.8 SUMMER PLACEMENT PROJECT REPORT & VIVA-VOCE





**Third  
Semester  
Electives**

<b>Course Code</b>	<b>1</b>	<b>INTEGRATED MARKETING COMMUNICATION (PROMOTION MANAGEMENT)</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic concepts of Marketing		<b>Syllabus Version</b>		<b>2020- 21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Highlight the role of marketing communications in the marketing of a product</li> <li>2. Familiarise the students with making the right promotion mix for a product/service.</li> <li>3. Create and manage promotional tools for successful execution of business strategic plan.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Understand the connection between marketing communications tools and how each can be used effectively- individually or in an integrated mix.				K1 & K2	
2	Apply the modern practices on promotion with respect to digital and online platforms				K3	
3	Analyse the advertisement media and tactics at corporate and market level				K4	
4	Create advertisement copy				K6	
5	Evaluate the optimum sales promotional tool(s) for use in the marketing communications plan				K5	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>						
<b>Unit:1</b>	<b>PROMOTION MIX &amp; PERSONAL SELLING</b>				<b>10 hours</b>	
Promotion Mix Tools - Steps in communication process - Factors in deciding promotion mix -Personal selling - Sales force design: Objectives, strategy, size, structure and compensation - Principles of Personal Selling – Salesmanship: Steps in selling process – Negotiation: Models, strategy & tactics - Customer Relationship Management - Evaluation of personal selling.						
<b>Unit:2</b>	<b>ADVERTISING STRATEGIES IN MODERN MARKETING</b>				<b>10 hours</b>	
Fundamentals of Advertising Campaigns – Brand Positioning through advertising – Unique Selling Propositions – Brand Image Creation through advertising – Types of media in advertising – Celebrity endorsements & Ethics in advertising – Pros & cons of advertising						
<b>Unit:3</b>	<b>SALES PROMOTION STRATEGIES, DIRECT MARKETING &amp; PERSONAL COMMUNICATION</b>				<b>10 hours</b>	
Consumer promotion: Elements – Trade promotion: Objectives & types – Exhibitions & Event Management – Creating word of mouth –Direct marketing & its integration with IMC – Personal Selling – Database marketing – Managing Big Data – Promotion through customer relations						



<b>Unit:4</b>	<b>ADVERTISING CREATIVITY</b>	<b>10 hours</b>
Advertising copy: Meaning - Writing for print and broadcast media - Principles, and Styles - Advertising Visualization and Design - Production of Print, Broadcast and other Advertisements - Evaluation of Advertising.		
<b>Unit:5</b>	<b>SALES PROMOTION AND PUBLIC RELATIONS</b>	<b>10 hours</b>
Sales Promotion: Objectives, tools, planning, implementation and control - Evaluation of sales promotion - Public Relations: Objectives, tools, media and message - Evaluation of Public Relations.		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures, online seminars – Webinars		
<b>Total Lecture hours</b>		<b>52 hours</b>
<b>Text Book(s)</b>		
1	James.S.Norris, Advertising , Prentice Hall India	
2	Roderick White, Advertising , Tata McGraw Hill	
3	Tony Dakin, Sales Promotion, Gower Press	
<b>Reference Books</b>		
1	Bovee&Thill, Advertising Excellence, McGraw Hill International.	
2	Julian Cummin, Sales Promotion, Kogan Page	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://www.mooc-list.com/course/advertising-and-promotion-saylororg">https://www.mooc-list.com/course/advertising-and-promotion-saylororg</a>	
2	<a href="https://swayam.gov.in/nd1_noc20_mg04/preview">https://swayam.gov.in/nd1_noc20_mg04/preview</a>	
3	<a href="https://nptel.ac.in/courses/110/105/110105122/">https://nptel.ac.in/courses/110/105/110105122/</a>	
Course Designed By: Dr.S.Parthiban, Head, Department of Management, Gobi Arts & Science College, Gobichettipalayam.		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	S	S	M	M	S	S	S
CO2	S	S	M	M	S	S	M	S	S	S
CO3	S	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

<b>Course Code</b>	<b>2</b>	<b>EXPORT MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	ELECTIVE		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basics of Export Trade		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Educate the students in solving issues related to requirements in export management</li> <li>2. Understand the legal aspects of export marketing and the role of promotion councils</li> <li>3. Impart the knowledge on the key functions in export process and procedures</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Know the need for export management and functions				K1	
2	Understand the law related to export management				K2	
3	Evaluate the methods of export pricing				K5	
4	Analyse the export performance				K4	
5	Apply the export procedure and create documentation				K3 & K6	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>						
<b>Unit:1</b>	<b>INTRODUCTION TO EXPORT MANAGEMENT</b>				<b>10 hours</b>	
Export Management: Definition, need and nature - Features of export management - Process of export management - Functions of an export manager - Organisation structure of an export firm.						
<b>Unit:2</b>	<b>LEGAL ASPECTS OF EXPORT TRADE</b>				<b>10 hours</b>	
International law: Private Law - Transport contracts - Payment and credit - settlement of disputes - Indian Laws: EXIM policy - Law relating to packaging - Pricing - Advertising - Distribution.						
<b>Unit:3</b>	<b>EXPORT FINANCING AND EXPORT PRICING</b>				<b>10 hours</b>	
Export financing: Methods and sources of export finance - Terms of payment for export - Letter of credit - Institutional aid for export financing: RBI, EXIM Bank, ECGC - Commercial banks - Export pricing: Factors influencing export price - Forms of pricing - Pricing approaches - Transfer pricing - Dumping - International price quotation – INCO terms.						
<b>Unit:4</b>	<b>EXPORT PERFORMANCE AND EXPORT PROMOTION</b>				<b>10 hours</b>	
India's export performance- Problems in export trade- Export promotion - Need - Export promotion in India: Institutional support for export promotion - Export promotion incentives – SEZ, EPZ & FTZ, 100% EOUs, Export houses, Trading houses and Star Trading houses - Project and consultancy export.						

<b>Unit:5</b>	<b>EXPORT PROCEDURE AND DOCUMENTATION</b>	<b>10 hours</b>
Export order execution - Product preparation - Quality control and Pre-shipment inspection - Packaging - Freight forwarders - Cargo insurance - Customs clearances - Documentation Procedure and clearing export bills - Import Procedure: Import licensing - Replenishment license - Advance import license - Pass book scheme - Import of capital goods - Implications of Goods and Sales Tax (GST)		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures, online seminars – Webinars		
<b>Total Lecture Hours</b>		<b>52 hours</b>
<b>Text Book(s)</b>		
1	Varshney&Battacharya - International Marketing Sultan Chand& Sons	
2	B.S Rathor - Export Management – Himalaya Publishing	
3	S. Shivaramu - Export Marketing – HimalayaPublishing	
<b>Reference Books</b>		
1	TAS Balagopal - Export Management – Himalaya Publishing	
2	Francis Cherunilam - International Trade and Export Management, Himalaya Publishing	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="http://niryatbandhu.iift.ac.in/exim/">http://niryatbandhu.iift.ac.in/exim/</a>	
2	<a href="https://www.openlearning.com/courses/GFML3073/">https://www.openlearning.com/courses/GFML3073/</a>	
3	<a href="https://www.india-briefing.com/news/import-export-procedures-india-19125.html/">https://www.india-briefing.com/news/import-export-procedures-india-19125.html/</a>	
Course Designed By: Dr.S.Parthiban, Head, Department of Management, Gobi Arts & Science College, Gobichettipalayam.		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	M	M	M	M	M	S	S
CO2	S	S	M	S	M	S	M	M	S	S
CO3	S	S	M	S	M	S	M	S	S	S

\*S-Strong; M-Medium; L-Low

<b>Course Code</b>	<b>3</b>	<b>CONSUMER BEHAVIOUR</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic idea of Marketing		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Enable the students to understand the dynamic nature of Consumer Behaviour.</li> <li>2. Familiarise the information needs for helping the consumer in decision- making.</li> <li>3. Address the importance of core and subculture as marketing opportunities.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Understand the basic concepts in consumer behaviour.			K1& K2		
2	Relate the attitude, perception and personality type of individual consumers and analyse the impact of these factors on the purchase decisions.			K3 & K4		
3	Analyse the factors of group influence and its impact on consumer decision making process.			K4		
4	Apply the methods of consumer attitude formation that influence a particular purchase decision.			K3		
5	Evaluate the culture and consumer behavioural patterns			K5		
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6– Create</b>						
<b>Unit:1</b>	<b>INTRODUCTION TO CONSUMER BEHAVIOUR</b>				<b>10 hours</b>	
Consumer Behaviour: Concepts – Dimensions of consumer Behaviour – Application of consumer behaviour knowledge in marketing decisions – Approaches to the study of consumer behaviour.						
<b>Unit:2</b>	<b>PSYCHOLOGICAL INFLUENCES ON CONSUMER BEHAVIOUR</b>				<b>10 hours</b>	
Role of self image & personality – Personality theories & behaviour of consumer: An overview – Personal values & consumption – Modern trends in lifestyles of consumer – Memory, learning & perception: Impact on consumer behaviour – Role of motivation in consumer behaviour – Beliefs & attitudes and its impact on consumer behaviour						
<b>Unit:3</b>	<b>GROUP INFLUENCE ON CONSUMER BEHAVIOUR</b>				<b>10 hours</b>	
Reference groups & its impact on consumer behaviour – Consumer relevant groups – Factors affecting group influence – Household as a consumption unit – Family: Role of family in buying decisions – Family Life Cycle & Its impact on consumer behaviour.						



<b>Unit:4</b>	<b>CONSUMER ATTITUDE FORMATION &amp; CHANGE</b>	<b>10 hours</b>
Linkages in Attitude Formation -Tri-component Model -Standard Learning Hierarchy - Forming attitudes -Attitude Models -Elaboration Likelihood Model -Impact on Marketing Strategies -Causality and Attribution Theory.		
<b>Unit:5</b>	<b>CULTURE AND CONSUMER BEHAVIOR</b>	<b>10 hours</b>
Core culture and sub cultures - Role of culture in consumer buying behaviour - Profile of Indian consumers - Behavioural patterns of Indian consumers - Problems faced by Indian consumers - Consumer protection in India - Public policy and consumer behaviour.		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures, online seminars – Webinars		
<b>Total Lecture Hours</b>		<b>52 hours</b>
<b>Text Book(s)</b>		
1	Leon G. Schiffman, Leslie Lazar Kanuk, “Consumer Behaviour”, Pearson Education, New Delhi.	
2	Jay D. Lindquist, Joseph Sirgy.M, “Shopper, buyer & consumer Behaviour, Theory and Marketing Application”, Biztantra Publication, New Delhi.	
3	K.K.Srivastava .K.K., “Consumer Behaviour in Indian Context”, Galgotia Publishing Co, New Delhi	
<b>Reference Books</b>		
1	S.L. Gupta &Sumitra Pal, “Consumer Behaviour an Indian Perspective”, Sultan Chand, New Delhi.	
2	Sheth Mittal, “Consumer Behaviour A Managerial Perspective”, Thomson Asia (P) Ltd., Singapore	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://www.youtube.com/watch?v=jSrC-EWYIJQ">https://www.youtube.com/watch?v=jSrC-EWYIJQ</a>	
2	<a href="https://www.mooc-list.com/course/buyer-behaviour-and-analysis-edx">https://www.mooc-list.com/course/buyer-behaviour-and-analysis-edx</a>	
3	<a href="https://swayam.gov.in/nd2_imb20_mg20/preview">https://swayam.gov.in/nd2_imb20_mg20/preview</a>	
Course Designed By: Dr.S.Parthiban, Head, Department of Management, Gobi Arts &Science College, Gobichettipalayam.		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	M	M	M	M	M	S	S
CO2	S	S	M	M	M	S	M	M	S	S
CO3	S	S	S	M	M	S	M	M	S	S

\*S-Strong; M-Medium; L-Low

<b>Course Code</b>	<b>4</b>	<b>RURAL MARKETING</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	ELECTIVE		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic concepts of Marketing		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Understand the basic concepts of rural marketing.</li> <li>2. Familiarise the rural marketing decisions and develop strategies for application in business scenarios</li> <li>3. Create awareness on the recent trends in rural marketing.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Apply conceptual knowledge of rural marketing with special reference to Indian context				K3	
2	Understand the rural marketing decisions and formulate product and pricing strategy				K2 &K6	
3	Identify the concepts of distribution decision models				K1	
4	Evaluate the rural marketing research and consumer behaviour models				K5	
5	Analyse about the consumer behaviour and recent trends in rural marketing				K4	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>						
<b>Unit:1</b>	<b>INTRODUCTION TO RURAL MARKETING</b>			<b>10 hours</b>		
Concept, nature, scope and significance of Rural Marketing - Factors contributing to growth of rural markets - Components and classification of rural markets - Rural Market Vs Urban Market.						
<b>Unit:2</b>	<b>RURAL MARKETING DECISIONS – PRODUCT &amp; PRICE</b>			<b>10 hours</b>		
Segmenting, Targeting and Positioning – Product Decisions – Product and Branding Strategy - Marketing of Services – Pricing Decisions: Challenges - Pricing Strategy in Rural Market.						
<b>Unit:3</b>	<b>RURAL MARKETING DECISIONS – PLACE &amp; PROMOTION</b>			<b>10 hours</b>		
Distribution Decisions – Channel Behaviour – Challenges - Distribution Models – Promotion Decisions: Process, Challenges, Methods, Media mix - ICT in Rural markets						
<b>Unit:4</b>	<b>RURAL CONSUMER BEHAVIOUR IN MARKETING RESEARCH</b>			<b>10 hours</b>		
Consumer buyer behaviour model in Rural Marketing - Rural marketing research-Retail & IT models in Rural Marketing - CSR and marketing ethics in Rural Marketing - Consumer education & consumer methods in promotion of Rural Marketing.						
<b>Unit:5</b>	<b>RECENT TRENDS IN RURAL MARKETING</b>			<b>10 hours</b>		
e-Rural Marketing-CRM &e-CRM in Rural Marketing - Advanced practices in Rural						

Marketing- Social Marketing- Network marketing - Green marketing in Indian and global context- Co-operative marketing - Micro credit marketing - Public Private Partnership model in Rural Marketing - Advancement of technology in Rural Marketing- Structure of competition in rural India.		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures, online seminars – Webinars		
	<b>Total Lecture Hours</b>	<b>52 hours</b>
<b>Text Book(s)</b>		
1	Kashyap, P, Rural Marketing – Pearson, New Delhi.	
2	Gopalaswamy, Rural Marketing, Wheeler Publishing	
<b>Reference Books</b>		
1	Krishnamacharyalu&Lalitha, Rural Marketing, Pearson Education	
2	Badi&Badi Rural Marketing – Himalaya Publishing,New Delhi	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://www.mgncre.org/pdf/publication/book5.pdf">https://www.mgncre.org/pdf/publication/book5.pdf</a>	
2	<a href="https://youtu.be/b2-wHE8Cwdw">https://youtu.be/b2-wHE8Cwdw</a>	
3	<a href="https://nptel.ac.in/content/storage2/courses/109103022/pdf/mod1/lec5.pdf">https://nptel.ac.in/content/storage2/courses/109103022/pdf/mod1/lec5.pdf</a>	
Course Designed By: Dr.S.Parthiban, Head, Department of Management, Gobi Arts & Science College, Gobichettipalayam.		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	M	S	M	S	S	S
CO2	S	S	M	S	M	S	M	S	S	S
CO3	S	S	M	S	M	S	M	S	M	S

\*S-Strong; M-Medium; L-Low

**HUMAN RESOURCE**

<b>Course Code</b>	<b>5</b>	<b>STAFFING IN ORGANISATIONS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic idea of Human Resource Management		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
1. Gain understanding on holistic model of staffing in organization						
2. Evaluate and create human resource planning in organizations						
3. Develop and apply behavioral event interviewing techniques						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Understand the concepts and process of recruitment and selection				K2	
2	Apply the methods of selection and recruitment to evaluate applicants fairly				K3	
3	Evaluate contemporary recruitment and selection processes				K4	
4	Evaluate the critical functions in selection				K5	
5	Design selection process for organisations				K6	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit:1</b>	<b>HUMAN RESOURCE PLANNING</b>				<b>10 hours</b>	
Strategic plan of the organisation - Human resource planning model – Demand forecasting – Internal Supply estimates - Internal Identifying gap and specific roles - Developing Job analysis, Job specification and required competencies – Managing redundancy						
<b>Unit:2</b>	<b>TALENT SOURCING</b>				<b>10 hours</b>	
Identifying the market for talents – Creating a strategy to attract talent – Recruitment sources: Internal and external – Tapping the right talent pool – Building employer brand story- LinkedIn for sourcing - Talent sourcing software and third party agencies- Finding best candidates - Challenges in talent sourcing						
<b>Unit:3</b>	<b>EMPLOYEE SELECTION</b>				<b>10 hours</b>	
Employee Selection Process– Selection methods: Intelligence Testing, Emotional Intelligence, Personality Testing – 16 PF, MBTI, TAT - Assessment centers – Interviews – Interviewing skills: Interviewing Etiquette, Questioning Skills - Biases in interviews - Practice: Conduct employee selection interviews						
<b>Unit:4</b>	<b>EMPLOYEE ON BOARDING</b>				<b>10 hours</b>	
Employment contracts- Job offers – Job offer process- New employee orientation: Objectives and process - Orientation program - Socialisation and integration- Legal aspects of employment - AI and technology in selection process – Recruitment software - Hiring dilemmas						



<b>Unit:5</b>	<b>PRACTICE</b>	<b>10 hours</b>
Design the following for a manufacturing/ NGO/ Service organisation/ Educational Institution and prepare the document and make a presentation		
<ul style="list-style-type: none"> <li>• Study and design a recruitment and selection process for an organisation</li> <li>• Design a 3 days on boarding plan for an organization</li> </ul>		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures, Online seminars – Webinars, Case study		
<b>Total Lecture Hours</b>		<b>52 hours</b>
<b>Text Book(s)</b>		
1	Farr and Tippins, Handbook of Employee Selection, Routledge	
2	Gareth Roberts, Recruitment And Selection, Jaico	
<b>Reference Books</b>		
1	Wolfe, Recruiting in the Age of Googlization: When The Shift Hits Your Plan	
2	Lilly M Berry, Employee Selection,Cengage learning	
3	Guilford, How to Interview People: A guide to choosing the best person for the job every time	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://nptel.ac.in/courses/122/105/122105020/">https://nptel.ac.in/courses/122/105/122105020/</a>	
2	<a href="https://www.coursera.org/learn/recruiting-hiring-onboarding-employees">https://www.coursera.org/learn/recruiting-hiring-onboarding-employees</a>	
3	<a href="https://hbr.org/2019/05/recruiting">https://hbr.org/2019/05/recruiting</a>	
4	<a href="https://hr.fas.harvard.edu/files/fas-hr/files/the_selection_process_9.17.13.pdf">https://hr.fas.harvard.edu/files/fas-hr/files/the_selection_process_9.17.13.pdf</a>	
Course Designed By: Dr. Vijila Kennedy		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	L	S	L	S	S	M
CO2	S	S	S	S	M	S	M	S	M	L
CO3	S	M	M	M	M	L	M	L	S	M

\*S-Strong; M-Medium; L-Low

<b>Course Code</b>	<b>6</b>	<b>PERFORMANCE MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basics of Human Resource Management		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
1. Familiarize the performance management of employees in an organization						
2. Provide insights on the Performance management system implementation and development of employees.						
3. Apply the theoretical concepts in industry						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Understand the performance management framework					K2
2	Articulate organizational and individual goal setting process					K3
3	Evaluate the various employee appraisal methods					K5
4	Design a simple employee performance appraisal system					K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>						
<b>Unit:1</b>	<b>FUNDAMENTAL CONTEXT</b>				<b>10 hours</b>	
Performance Management: Meaning, goals, who is involved and approaches - Performance management Vs appraisal – Significance of building a performance culture in organisation - Performance Management Cycle: Plan, review, develop and reward - Principles of performance management						
<b>Unit:2</b>	<b>PERFORMANCE GOAL SETTING</b>				<b>10 hours</b>	
Basic concept – Performance planning and Goal-setting in the context of organisational goals - The cascading effect to individuals - Defining performance: Measures and criteria - Setting Mutual Expectations and Performance criteria						
<b>Unit:3</b>	<b>PERFORMANCE REVIEWS AND DEVELOPMENT</b>				<b>10 hours</b>	
Periodic reviews and discussions – Critical success factors – Monitoring – E performance management systems and EPSS - Ongoing mentoring and support – Setting a platform for succeeding – Challenges						
<b>Unit:4</b>	<b>ANNUAL REVIEW AND DEVELOPMENT</b>				<b>12 hours</b>	
Annual appraisal methods- Debate on annual reviews –Avoiding biases - Measuring team performance - Performance discussion and feedback – Personal development plan – Potential appraisal for growth – Future directions in performance management						
<b>Unit:5</b>	<b>PRACTICE</b>				<b>8 hours</b>	
Design an employee performance appraisal system for an organisation/ NGO/ Educational Institution						
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>				<b>2 hours</b>	
Expert lectures, Online seminars – Webinars, Case study						
<b>Total Lecture Hours</b>					<b>52 hours</b>	

<b>Text Book(s)</b>	
1	Ashdown, Performance Management, A Practical Introduction, Kogn Page
2	Herman Aguinis, Performance management, Pearson India
<b>Reference Books</b>	
1	Armstrong, Handbook of Performance Management: An Evidence-Based Guide to Delivering High Performance, Kogan Page
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1	<a href="https://nptel.ac.in/courses/109/105/109105127/">https://nptel.ac.in/courses/109/105/109105127/</a>
2	<a href="https://swayam.gov.in/nd1_noc20_hs17/preview">https://swayam.gov.in/nd1_noc20_hs17/preview</a>
3	<a href="https://www.coursera.org/courses?query=performance%20management">https://www.coursera.org/courses?query=performance%20management</a>
4	<a href="https://www.mckinsey.com/business-functions/organization/our-insights/ahead-of-the-curve-the-future-of-performance-management">https://www.mckinsey.com/business-functions/organization/our-insights/ahead-of-the-curve-the-future-of-performance-management</a>
Course Designed By: Dr. Vijila Kennedy	

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	L	S	L	S	S	M
CO2	S	S	S	S	M	S	M	S	M	L
CO3	S	M	M	M	M	L	M	L	S	M

\*S-Strong; M-Medium; L-Low

<b>Course Code</b>	<b>7</b>	<b>EMPLOYEE ENGAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basics of Human Resource Management		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
1. Highlight the significance of employee engagement						
2. Present methods to assess the engagement levels of employees						
3. Understand various employee engagement interventions						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Describe and critique the concept of employee engagement					K2
2	Identify problems associated with both over-engagement and disengagement					K3
3	Critically evaluate the measurement of employee engagement					K5
4	Compile and critically analyze various engagement practices in organizations					K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>						
<b>Unit:1</b>	<b>ENGAGING POSITIVELY</b>				<b>10 hours</b>	
Employee engagement: Meaning and significance for employee - Business impact – Principles of creating engaged workforce: Capacity to engage, Motivation to engage, Freedom to engage, focus of engagement - Employee behavior in Engaged setting – Employee Engagement Models						
<b>Unit:2</b>	<b>ORGANIZATIONAL CULTURE IN ENGAGEMENT</b>				<b>10 hours</b>	
Organisational Culture: Trust, valuing people, fairness, learning culture - Drivers of engagement - Role of work in engagement: Role of superiors, colleagues and subordinates – Role of rewards and recognitions in engagement – Alignment of personal and organisational goals						
<b>Unit:3</b>	<b>DIAGNOSTICS AND ENGAGEMENT SURVEY</b>				<b>12 hours</b>	
Gallop Q12 survey - Designing a customised engagement survey: Pulse surveys, – Crafting the survey instrument – Conducting survey - Survey results interpretations - Sentiment analysis – Others forms of assessments of employee engagement: Exit surveys, One-on-one meetings						
<b>Unit:4</b>	<b>ACTION PLAN AND INTERVENTION</b>				<b>10 hours</b>	
Feedback of engagement results – Levels of engagement - Disengagement and Burnout Action Planning models – Interventions to improve engagement: Building confidence, social support, process freedom, fairness, collaborative and leadership support						
<b>Unit:5</b>	<b>PRACTICE</b>				<b>8 hours</b>	
Research and compose various employee engagement practices of organisation.						



<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures, Online seminars – Webinars, Case study		
<b>Total Lecture Hours</b>		<b>52 hours</b>
<b>Text Book(s)</b>		
1	William H. Macey, Benjamin Schneider, Karen M. Barbera, Scott A. Young Employee Engagement: Tools for Analysis, Practice, and Competitive Advantage, Wiley	
<b>Reference Books</b>		
1	Susan Stamm, 42 Rules of Employee Engagement	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://www.open.edu/openlearn/money-management/employment-relations-and-employee-engagement/content-section-0?active-tab=description-tab">https://www.open.edu/openlearn/money-management/employment-relations-and-employee-engagement/content-section-0?active-tab=description-tab</a>	
Course Designed By: Dr. Vijila Kennedy		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	L	S	L	S	S	M
CO2	S	S	S	S	M	S	M	S	M	L
CO3	S	M	M	M	M	L	M	L	S	M

\*S-Strong; M-Medium; L-Low

**FINANCE**

<b>Course Code</b>	<b>8</b>	<b>FINANCIAL SERVICES</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		4			4
<b>Pre-requisite</b>	Basic understanding of Financial services		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Align the theory and concepts with industrial application</li> <li>2. Create the awareness of using various software in financial services</li> <li>3. Familiarise the students with the latest trends in financial services</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Learn the basic functions, principles and concepts of financial services				K1	
2	Understand postulates, principles and techniques of financial services				K2	
3	Apply the various tools of Accounting to resolve financial serviceproblems				K3	
4	Analyse the various issues of financial services to strengthen it				K4	
5	Create interest to do research in the field of accounting				K6	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6– Create</b>						
<b>Unit:1</b>	<b>MERCHANT BANKING</b>				<b>10 hours</b>	
Merchant Banking - Functions – Categories of merchant bankers-Modes of raising capital from domestic and foreign markets -Raising short term funds -Recent developments in the capital markets - SEBI guidelines on obligations & responsibilities of merchant bankers-Merchant banking in India - NBFCs - Types of activities of NBFCs - Regulation of NBFCs in India.						
<b>Unit:2</b>	<b>HIRE PURCHASE</b>				<b>10 hours</b>	
Hire Purchase: Concept - Evaluation of hire purchase proposals – Leasing: Overview - Tax aspects - Lease Accounting - Types of leases – Benefits of leasing- Rights & obligations of Lessor & Lessee-Evaluation of leasingproposals.						
<b>Unit:3</b>	<b>MUTUAL FUNDS</b>				<b>10 hours</b>	
Mutual funds – Operations – Types - Performance measure of a mutual fund - Regulation – SEBI guidelines for mutual funds						
<b>Unit:4</b>	<b>OTHER FINANCIAL SERVICES</b>				<b>10 hours</b>	
Other financial services -Venture Capital - Bill discounting - Factoring - Credit rating - Asset securitisation –Securitisation in India – Depositories: Role of depositories in the capital market.						

<b>Unit:5</b>	<b>MERGERS AND ACQUISITIONS</b>	<b>10 hours</b>
Mergers and Acquisitions - SEBI code on takeovers - Business failures and reorganisations - Case Analysis, Review of relevant articles.		
<b>Unit:6</b>	<b>CONTEMPORAY ISSUES</b>	<b>2 hours</b>
Expert lectures from Industry, online seminars, workshop with software experts to understand the working of Financial services , Case Study		
<b>Total Lecture Hours</b>		<b>52 hours</b>
<b>Text Book(s)</b>		
1	Dr.R.Shanmugam , Financial Services.	
2	M.Y.Khan, Indian Financial Systems	
<b>Reference Books</b>		
1	K.Sriram, Hand Book of Leasing Hire Purchase & Factoring	
2	R.M.Srivastava, Indian Financial System	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://www.mooc-list.com/tags/financial-management">https://www.mooc-list.com/tags/financial-management</a>	
2	<a href="https://swayam.gov.in/nd1_noc19_mg36/preview">https://swayam.gov.in/nd1_noc19_mg36/preview</a>	
Course Designed By: Dr. A.W.Unas		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

<b>Course Code</b>	<b>9</b>	<b>EQUITY RESEARCH AND PORTFOLIO MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic understanding of concepts of capital Market		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Align the theory and concepts with Industrial application</li> <li>2. Help the students understand the modes of selecting investment opportunities</li> <li>3. Analyse the securities for investment and to construct and evaluate portfolios</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Learn the basic functions, principles, concepts				K1	
2	Understand postulates, principles and techniques of Portfolio Management				K2	
3	Apply the various tools for Security Analysis				K3	
4	Analyse the various issues of capital market to resolve business problems				K4	
5	Create interest to do research in the field of Portfolio Management				K6	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>						
<b>Unit:1</b>		<b>INVESTMENT SETTING</b>			<b>10 hours</b>	
Investment setting - Securities - Securities Market - Sources of investment information - Security market indicators - Security Contract regulation Act.						
<b>Unit:2</b>		<b>VALUATION OF SECURITY</b>			<b>10 hours</b>	
Valuation of Securities: Equity - Preference shares - Debt instruments - Hybrid securities - Derivatives - Asset pricing theories - CAPM - APT - Portfolio theory - Option pricing theory.						
<b>Unit:3</b>		<b>FUNDAMENTAL ANALYSIS</b>			<b>10 hours</b>	
Economic Analysis - Economic forecasting and stock Investment Decisions - Forecasting techniques - Industry Analysis - Industry classifications - Economy and Industry analysis - Industry lifecycle - Evaluating Industry relevant factors - External industry information sources.						
<b>Unit:4</b>		<b>TECHNICAL ANALYSIS</b>			<b>10 hours</b>	
Company Analysis: Measuring Earnings - Forecasting Earnings - Applied valuation techniques - Graham and Dodds investor ratios value investing. Technical Analysis: Fundamental Analysis Vs Technical Analysis - Charting methods – Market Indicators - Trend - Trend reversals - Patterns - Moving Average - Exponential moving Average - Oscillators - ROC - Momentum - MACD - RSI – Stochastics						
<b>Unit:5</b>		<b>PORTFOLO MANAGEMENT</b>			<b>10 hours</b>	
Portfolio - Construction - Diagnostics Management - Performance Evaluation - Portfolio revision - Case Analysis - Review of relevant articles.						



<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures from Industry, online seminars, workshop with software experts to understand the working of security Analysis, Case Study		
<b>Total Lecture Hours</b>		<b>52 hours</b>
<b>Text Book(s)</b>		
1	Brown- Investment Management and Portfolio Analysis	
2	Gitman -Fundamentals of Investing , Cengage	
<b>Reference Books</b>		
1	Graham and Dodd -Security Analysis –Valore Books	
2	Clark Francis -Management of Investments –McGraw Hill	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://swayam.gov.in/nd2_imb19_mg09/preview">https://swayam.gov.in/nd2_imb19_mg09/preview</a>	
2	<a href="https://www.coursera.org/learn/portfolio-management">https://www.coursera.org/learn/portfolio-management</a>	
3	<a href="https://www.axa-im.com/mooc-investment-management">https://www.axa-im.com/mooc-investment-management</a>	
Course Designed By: Dr. A.W.Unas		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

<b>Course Code</b>	<b>10</b>	<b>DERIVATIVES MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic understanding of capital markets and derivatives		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are:						
<ol style="list-style-type: none"> <li>1. To comprehend the notion of derivatives and study the derivatives market</li> <li>2. To align the theory and concepts with Industrial application</li> <li>3. To help the students understand the modes of selecting investment opportunities</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Learn the basic functions, principles and concepts of Derivatives				K1	
2	Understand postulates, principles and techniques of Derivatives				K2	
3	Apply the various tools of Accounting software to Derivative Investment				K3	
4	Analyse the various issues of Derivatives to resolve business problems				K4	
5	Create interest to do research in the field of Derivatives				K6	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>						
<b>Unit:1</b>	<b>DERIVATIVE MARKET</b>				<b>10 hours</b>	
Derivatives - Common derivative products-Functions performed by derivatives market - Risks associated with derivatives- History of derivatives in India-Forward contract-Limitation of forward contract – Pricing of forward contract						
<b>Unit:2</b>	<b>FUTURE AND FORWARD CONTRACTS</b>				<b>10 hours</b>	
Futures- Future contract specifications- Market participants in a futures contract- Hedging using futures contract-Valuation of futures contract - Difference between forward & future contract-Futures strategies- Types of futures- Individual stocks-Stock indices-Foreign Exchange futures-Commodity futures-Interest rate futures - Utility of futures market						
<b>Unit:3</b>	<b>OPTIONS</b>				<b>10 hours</b>	
Options: Characteristics – Specifications-Option pricing-Binomial model- Black Scholes model-Option trading strategies-Bullish strategies- Bearish strategies -Strategies for volatile situations-Exotic options- Futures Vs Call options						
<b>Unit:4</b>	<b>SWAPS</b>				<b>10 hours</b>	
Warrants: Features- Gearing effect- Valuing warrants - warrants Vs options – Swaps – Features-Mechanism of interest rate swaps- Valuation of interest rate swaps-Currency swaps - Gain from swaps - Rate anticipators						

<b>Unit:5</b>	<b>DERIVATIVE MECHANISM</b>	<b>10 hours</b>
Derivatives- Trading mechanism-Types of orders-Clearing & settlement of orders - Regulation of derivative market-Recent developments in Capital market.		
<b>Unit:6</b>	<b>CONTEMPORAY ISSUES</b>	<b>2 hours</b>
Expert lectures from Industry, online seminars,workshop with software experts to understand the working of derivatives , Case Study		
<b>Total Lecture Hours</b>		<b>52 hours</b>
<b>Text Book(s)</b>		
1	John C. Hull, Futures & options and other derivatives , Pearson	
2	ND Vohra& BR Bagri -Futures & options, Tata Ma Graw	
<b>Reference Books</b>		
1	A.N. Sridhar, Futures & options, Shroff Publishers & Distributors Pvt. Limited,	
2	S.N.Maheswari, Management Accounting, Vikas Publishing	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://swayam.gov.in/nd1_noc19_mg39">https://swayam.gov.in/nd1_noc19_mg39</a>	
2	<a href="https://www.mooc-list.com/tags/derivatives">https://www.mooc-list.com/tags/derivatives</a>	
Course Designed By: Dr. A.W.Unas		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

<b>Course Code</b>	<b>11</b>	<b>BANKING REGULATIONS AND SERVICES</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic understanding of Banking concepts		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are:						
1. To provide an overview of the regulatory framework and the structure of Banking system						
2. To familiarise the students with the various services provided by banks.						
3. To align the financial theory and concepts with Industrial application						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Learn the basic functions and concepts of Banking				K1	
2	Understand postulates, principles and regulations of Banking				K2	
3	Analyse the various issues in banking sectors				K3	
4	Apply the banking services to resolve business problems				K4	
5	Create interest to do research in the field of banking				K6	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>						
<b>Unit:1</b>	<b>BANKING SERVICES</b>				<b>10 hours</b>	
Banking services- Fund based business-Deposit Products – CASA and Term Deposits – Different types of Commercial Loans, Retail Loans and Wholesale Loans – Trade finance – Overdraft Facilities – Primary and Collateral Securities – Modes of creating charges on securities – Hypothecation, Pledge, Mortgage, Lien and Assignment-Non fund based business – Bank guarantee and Letter of Credit						
<b>Unit:2</b>	<b>BANKING TECHNOLOGY</b>				<b>10 hours</b>	
Role of IT- Banking technology – Electronic banking – Core Banking, Mobile Banking, Online Banking – Remittance Facilities and Clearing system: National Electronic Fund Transfer (NEFT), RTGS, ECS,SWIFT, MICR – ATMs, Credit / Debit / Smart Cards – Technology Initiatives of RBI/IDRBT –Electronic Benefit Transfers.						
<b>Unit:3</b>	<b>INDIAN BANKING SYSTEM</b>				<b>10 hours</b>	
Structural framework- Indian Banking System: An overview – Banking Structure – Different types of banking – Investment Banking and Commercial Banking – Central Bank – Need and establishment – Organisation and Administration of RBI – Functions of RBI – State Level Banking Committees (SLBCs) – Banking Ombudsman.						
<b>Unit:4</b>	<b>BANKING REGULATORY FRAMEWORK</b>				<b>10 hours</b>	
Regulatory framework-Banking Regulations Act – RBI Act – Credit control measures and Monetary policy of RBI: CRR, SLR, REPO rates - Reverse REPO rates and Base Lending Rate – Bank Capital:Tier I & Tier II – Base1 III and Capital Adequacy norms (CAR AND CRAR) – Liquidity Adjustment Facility (LAF) – IBA – Payment and Settlement System Act.						



<b>Unit:5</b>	<b>MARKETING OF BANKING SERVICES</b>	<b>10 hours</b>
Marketing of banking services- Marketing Strategies: Segmentation, Marketing Mix for Banking Services – Product and Services - Innovation – Cost effective pricing, One stop shop, Cross selling of products, value added services, Marketing Information System – Importance of Finance Planning – Identification of Investment needs for retail investors – Studying Investment Behaviour - Household Vs Institutional Investors.		
<b>Unit: 6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 Hours</b>
Expert lectures from Industry, online seminars,workshop with software experts to understand the working of Banking software, Case Study		
	<b>Total Lecture Hours</b>	<b>52 hours</b>
<b>Text Book(s)</b>		
1	Tannan M.L, Tannan's Banking Law and Practice in India, Jain Book.	
2	Sundharam K.P.M, Modern Banking, Sultan Chand & Co.	
<b>Reference Books</b>		
1	Muraleedharan. D, Modern Banking, PHI.	
2	Iyengar Vijayaragavan ,Introduction to Banking, Excel Books.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://www.mooc-list.com/tags/banking">https://www.mooc-list.com/tags/banking</a>	
2	<a href="https://www.classcentral.com/course/swayam-introduction-to-banking-and-financial-markets-17654">https://www.classcentral.com/course/swayam-introduction-to-banking-and-financial-markets-17654</a>	
Course Designed By: Dr. A.W.Unas		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

**SYSTEMS**

<b>Course Code</b>	<b>12</b>	<b>ELECTRONIC COMMERCE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic knowledge of Business Management and networks		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Understand the various networks and web-based business</li> <li>2. Comprehend the various electronic payment systems</li> <li>3. Recognise the various ethical and privacy issues involved in information security</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Describe the basic concepts related to E-Commerce					K1
2	Explain in detail the various network and www architecture in E-Commerce					K2
3	Launching an e-business on the internet					K3
4	Analysing the various electronic payment system and electronic payments media for a suitable E-Commerce for an organisation					K4
5	Evaluating the various e-security measures for a secured electronic commerce system					K5
6	Create a virtual electronic commerce system for an organisation					K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>						
<b>Unit:1</b>	<b>INTRODUCTION TO TELECOMMUNICATION NETWORKS AND E-COMMERCE</b>				<b>10 hours</b>	
Telecommunication Networks: Introduction - LAN – WAN - Internet - Electronic Commerce - Brief history of electronic Commerce - Advantages and Limitations of electronic commerce - Types of electronic commerce - Integrating electronic commerce- Key questions for management						
<b>Unit:2</b>	<b>INTERNET AND WORLD WIDE WEB</b>				<b>11 hours</b>	
The Internet and the World Wide Web: The Internet today - History of the web - Unique benefits of the Internet - Internet architecture - World Wide Web - Concepts and technology - Creating web pages – Launching a business on the Internet.						
<b>Unit:3</b>	<b>ELECTRONIC PAYMENT SYSTEMS</b>				<b>11 hours</b>	
Electronic payment systems: Overview of the electronic payment technology - Requirements for internet based payments - Electronic payment media - Electronic commerce and banking.						
<b>Unit:4</b>	<b>E-SECURITY</b>				<b>10 hours</b>	
E-security: Security in the cyberspace - Designing for security - Virus - Security Protection and recovery - Encryption - The Basic Algorithm System - Authentication and Trust - Key management - Internet Security Protocols and Standards - Other Encryption issues.						

<b>Unit:5</b>	<b>WEB BASED BUSINESS</b>	<b>10 hours</b>
Web based Business: Business-to-Business Electronic Commerce-Intranets and Extranets - Intranets and Supply Chain Management - Legal and Ethical issues - Case studies.		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures, Online seminars – Webinars		
<b>Total Lecture Hours</b>		<b>54 hours</b>
<b>Text Book(s)</b>		
1	Kamalesh K Bajaj, Debjani Nag, "E-Commerce (The Cutting Edge of Business) – Tata McGraw Hill Publishing Company Limited	
2	Elias. M. Awad, " Electronic Commerce", Prentice - Hall of India Pvt Ltd	
<b>Reference Books</b>		
1	Ravi Kalakota, Andrew B. Whinston, "Electronic Commerce- A Manager's guide", Addison –Wesley	
2	Efraim Turban, Jae Lee, David King, H. Michael Chung, —Electronic Commerce – A Managerial Perspective", Addison – Wesley	
3	Elias M Awad, Electronic Commerce from Vision to Fulfilment, PHI	
4	Judy Strauss, Adel El-Ansary, Raymond Frost, —E-Marketing, Pearson Education	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://www.nptel.ac.in/courses/110/105/110105083/">https://www.nptel.ac.in/courses/110/105/110105083/</a>	
2	<a href="https://www.swayam.gov.in/nd_2cec20_mg25/preview">https://www.swayam.gov.in/nd_2cec20_mg25/preview</a>	
3	<a href="https://www.swayam.gov.in/nd_1noc19_mg54/preview">https://www.swayam.gov.in/nd_1noc19_mg54/preview</a>	
Course Designed By: Dr. S. Manoharan, Head, Dept. of Business Administration, C.N.College, Erode.		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	L	S	M	L	L	S	M	L	M
CO2	S	S	S	S	M	S	M	S	M	L
CO3	S	M	M	S	L	L	M	L	S	M

S-Strong, M-Medium, L-Low

<b>Course Code</b>	<b>13</b>	<b>SYSTEM ANALYSIS AND DESIGN</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic understanding of computers		<b>Syllabus Version</b>		<b>2020-2021</b>	
<b>Course Objectives:</b>						
The main objectives of this course are:						
<ol style="list-style-type: none"> <li>1. To align the system analysis and design with industrial application</li> <li>2. To create the awareness on using various software in business</li> <li>3. To familiarise the students on the latest trends in system analysis and design</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Learn the basic functions, techniques and methods of system analysis and design					K1
2	Apply the various software systems to resolve business problems					K3
3	Analyse the various issues of system design to strengthen it					K4
4	Create interest to do research in the field of system analysis and design					K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>						
<b>Unit:1</b>	<b>SYSTEM CONCEPTS &amp; INFORMATION SYSTEM ENVIRONMENT</b>				<b>10 hours</b>	
System Concepts & Information System Environment: System concepts - Definition, characteristics of a system - Elements of a system - Types of Systems - Introduction to System Analysis and Design: System Analysis, System Design, System Development Life Cycle.						
<b>Unit:2</b>	<b>INFORMATION SYSTEM ANALYSIS</b>				<b>10 hours</b>	
The Information System Analysis: Introduction - Where does the system analysis come from? -What does it do? - Preparing for Career as a System Analyst - General Business Knowledge - Technical skills - Communication skills - Role of System Analyst - Change Agent - Investigator and Monitor - Psychologist, Sales Person, Motivator, Politician, and Place of the System analyst position in the MIS organisation.						
<b>Unit:3</b>	<b>APPROACHES OF SYSTEM ANALYSIS</b>				<b>10 hours</b>	
System Analysis: Problems of System Development - Life Cycle approach - Need for a Structured approach - Information Gathering - A problem solving approach - Data Flow Diagrams, Data modeling with logical entity relationship - Process modeling with logical data flow diagram, Data dictionary, Decision Tree, Decision tables and Structured English.						
<b>Unit:4</b>	<b>PROCESS OF SYSTEM DESIGN</b>				<b>10 hours</b>	
System Design: Introduction - The Process of Logical & Physical design - Modern Computer Databases - Different kinds of databases - E-R models - E-R diagrams - Normalization - Computer outputs and controls - Computer inputs and controls, Code design, Computer based methods, Procedures and controls.						



<b>Unit:5</b>	<b>SYSTEM IMPLEMENTATION</b>	<b>10 hours</b>
System Implementation : System testing Conversion Computing resistance to change Post Implementation review - Software maintenance - Hardware/Software Selection - Security disaster/ recovery and ethics in System development.		
<b>Unit:6</b>	<b>CONTEMPORAY ISSUES</b>	<b>2 hours</b>
Expert lectures from Industry, online seminars ,workshop with software experts to understand the working of system , Case Study		
<b>Total Lecture Hours</b>		<b>52 hours</b>
<b>Text Book(s)</b>		
1	Elias M.Awad, System Analysis and Design, Abe Books	
2	Jerry L.Whitten, Lonnie D.Bently& Victor M, System Analysis and Design, Abe Books	
<b>Reference Books</b>		
1	Robert J Thierauf, System Analysis and Design - A case study approach , Merrill Pub.co.	
2	Henry F.Korth, Abraham Silberchatz&Sudharsan, Data base System Concepts, McGrawHill	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://swayam.gov.in/nd2_cec20_cs03/preview">https://swayam.gov.in/nd2_cec20_cs03/preview</a>	
2	<a href="https://www.mooc-list.com/tags/systems-analysis">https://www.mooc-list.com/tags/systems-analysis</a>	
Course Designed By: Dr. A.W.Unas		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

**PRODUCTION**

<b>Course Code</b>	<b>14</b>	<b>ADVANCED PRODUCTION MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic knowledge of Production Management		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are:						
1. To elucidate impact of technology on production.						
2. To impart learners with knowledge on systems and procedures of production system.						
3. To enable students learn human aspects and financial planning of Production Management System.						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Understand and analyse the issues related to the economic and social environment				K2 &K4	
2	Apply and evaluate the systems and procedures of Production Management				K3&K5	
3	Understand and analyse scheduling and maintenance system				K2 & K4	
4	Evaluate the quantitative models for Production Planning and Control with supportive tools				K5	
5	Create an effective productive system with human aspect and financial planning				K6	
<b>K1 - Remember; K2 – Understand ; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit:1</b>	<b>IMPACT OF TECHNOLOGY ON PRODUCTION</b>				<b>10 hours</b>	
Impact of Technology on Production; Economic and Social Issues – Automation – Operation strategy and competitiveness – Economy studies for Investment and replacement in Production Management						
<b>Unit:2</b>	<b>SYSTEMS AND PROCEDURES</b>				<b>10 hours</b>	
Design of the systems and procedures: Product Decision and Process Selection – Design of facilities.						
<b>Unit:3</b>	<b>PPC,INVENTORY SYSTEM AND MAINTENANCE SYSTEM</b>				<b>11 hours</b>	
Design of Production, planning and control system – Design of scheduling system – Design of inventory system – Design of maintenance system.						
<b>Unit:4</b>	<b>APPLICATION OF QUANTITATIVE MODELS AND PPC</b>				<b>11 hours</b>	
Productivity Techniques – Application of quantitative models for production planning and control – Process charts, network analysis.						
<b>Unit:5</b>	<b>HUMAN ASPECTS,FINANCIAL PLANNING OF PPC</b>				<b>10 hours</b>	
Human aspects of production management – Methods of improving business process reengineering synchronous manufacturing – Production planning and financial planning.						

<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Case studies, Online Seminars-Webinars, Expert Lectures and group exercises may be used to supplement the class lectures		
<b>Total Lecture Hours</b>		<b>54 hours</b>
<b>Text Book(s)</b>		
1	Chase and O' Aquilano, Production and Operations Management	
2	Powell Niland, Production Planning, Scheduling and Inventory control	
3	S.C. Agarwal, Maintenance Management	
<b>Reference Books</b>		
1	Floyd C. Mann and L. Richard, Automation and the worker Heffman	
2	J.D. Radford and D.B. Richardson Oriver W. Wight, The Management of Production and Inventory Management in Computer area	
3	E. Leno J. Miller – Modern Maintenance Management Jerome W. Blood (ed)	
4	PremVrat, G.D. Sardana, B.S. Sahay, Productivity Measurement for Business Excellence, Narosa Publishing House.	
5	S.N.Chary, Production and Operations Management, TMGH	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://swayam.gov.in/nd2_imb20_mg28/preview">https://swayam.gov.in/nd2_imb20_mg28/preview</a>	
2	<a href="https://swayam.gov.in/nd1_noc20_mg43/preview">https://swayam.gov.in/nd1_noc20_mg43/preview</a>	
3	<a href="https://swayam.gov.in/nd1_noc20_me58/preview">https://swayam.gov.in/nd1_noc20_me58/preview</a>	
Course Designed By: Dr.S.Ponmalar		

<b>Mapping with Programme Outcomes</b>										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	S	S
CO3	S	M	S	S	M	S	M	S	S	S
CO3	S	S	S	S	S	S	S	M	S	S

\*S-Strong; M-Medium; L-Low

<b>Course Code</b>	<b>15</b>	<b>INTEGRATED MATERIALS MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic knowledge of production management		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
1. Acquaint the student with various objectives and functions of materials management and related decision making.						
2. Recognise significance of materials and inventory planning and control.						
3. Gain knowledge on practical issues and procedures related to purchasing, warehousing and transporting of materials.						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Perceive the basic concepts of Integrated Materials Management.					K2
2	Apply various tools and techniques related to maintenance of Stock levels and Inventory audit.					K3
3	Evaluate and apply the decisions related to make or buy Import purchase procedures and purchase performance.					K3 & K5
4	Analyse stores location and warehousing system in a manufacturing oriented organization.					K4
5	Identify and evaluate practical problems related to stores performance and transportation and create effective system.					K5 & K6
<b>K1 - Remember; K2 – Understand ; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit:1</b>	<b>INTRODUCTION TO INTEGRATED MATERIALS MANAGEMENT</b>					<b>8 hours</b>
Introduction and Basic Concepts-Concept and significance of Integrated Materials Management - Materials codification and computerization						
<b>Unit:2</b>	<b>INVENTORY PLANNING AND CONTROL, MRP AND INVENTORY AUDIT</b>					<b>12 hours</b>
Materials Planning and Control-Inventory Planning and Control Models – Theory and Practice ABC, VED and other classifications EOQ – Reorder point – Lead Time Analysis – Safety – Stocks – Q System – P System – S System - Materials Requirement Planning (MRP) - Problems in Indian Conditions - Inventory Audit and Information Systems.						
<b>Unit:3</b>	<b>PURCHASE SYSTEM</b>					<b>12 hours</b>
Purchasing- Fundamentals – Make or Buy – Source Selection – Vendor Rating – Value Analysis - Purchase Negotiations – Purchase Timing – Purchase Contracts – Purchase Insurance - Purchasing Capital Goods, Seasonal Goods, Imported Goods - Deferred Payment Schemes – Lending Institutions – Leasing Trends. Governmental buying – D.G.S.&D – Evaluation of Purchase Performance.						



<b>Unit:4</b>	<b>WAREHOUSING AND STORES ACCOUNTING</b>	<b>10 hours</b>
Warehousing and Stores - Location and layout of warehouses and stores – Different typical models - Stores procedures and records for receipt, inspection, issue, reorder checking – Kardex Stores Accounting.		
<b>Unit:5</b>	<b>ISSUES OF STORES PERFORMANCE AND TRANSPORTATION MANAGEMENT</b>	<b>10 hours</b>
Practical problems in management of Dead Stocks, Surplus stocks and scraps – Evaluation of Stores Performance - Materials handling and Transportation Management– Cases		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Case studies, Online Seminars-Webinars, Expert Lectures and group exercises may be used to supplement the class lectures		
<b>Total Lecture Hours</b>		<b>54 hours</b>
<b>Text Book(s)</b>		
1	P. Gopalakrishnan, Purchasing and Materials Management, Tata McGraw Hill Publishing Company Ltd.	
2	A. K. Datta, Integrated Materials Management A Functional Approach – Prentice Hall of India P. Ltd.	
<b>Reference Books</b>		
1	M.S. Sandilya and P. Gopalakrishnan – Inventory Management: Text and Cases – Macmillan Indian Ltd.	
2	M.D. Patel, A. Chunawalla and D.R. Patel –Integrated Materials Management (Concepts & Cases) – Himalaya Publishing House	
3	Kay, F. “Purchasing for Inventory and Public Undertakings, Sir Issa Pitman and Sons Limited, London.	
4	Patel, M.D. Chunawala, S.A. and Patel, D.R. “Integrated Materials Management” Himalaya Publishing House, Bombay	
5	Peterson, R. and Silver, E.A. “Decisions Systems for Inventory Management and Production Planning” John Wiley and Sons, New York	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://swayam.gov.in/nd1_noc20_mm19/preview">https://swayam.gov.in/nd1_noc20_mm19/preview</a>	
2	<a href="https://swayam.gov.in/nd1_noc20_hs57/preview">https://swayam.gov.in/nd1_noc20_hs57/preview</a>	
Course Designed By: Dr.S.Ponmalar		

<b>Mapping with Programme Outcomes</b>										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	M	S	S	S
CO3	M	S	M	M	S	S	S	M	S	S
CO3	S	M	S	S	S	S	S	S	S	S

\*S-Strong; M-Medium; L-Low

**HEALTH CARE**

<b>Course Code</b>	<b>16</b>	<b>HOSPITAL OPERATIONS MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>		<b>ELECTIVE</b>	<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic knowledge of hospital administration		<b>Syllabus Version</b>	<b>2020-21</b>		
<b>Course Objectives:</b>						
The main objectives of this course are to:						
1. Transmit knowledge on the concepts of patient care services and front office services in hospitals.						
2. Acquire knowledge on lab services, ward management and quality models in hospitals.						
3. Develop strategic system and services related to health care sector						
<b>EXPECTED COURSE OUTCOMES</b>						
On the successful completion of the course, student will be able to:						
1	Recognise various concepts related to patient care services in hospital					K1
2	Have knowledge of services like lab, intensive care unit, blood bank services and ward management					K2
3	Implement quality control system in hospital					K3
4	Evaluate nutrition and dietary services, pharmacy services, medical records services, transportation services, etc.					K4 & K5
5	Constitute the maintenance of civil assets, communication system and disaster management, etc.,					K6
<b>K1 - Remember; K2 – Understand ; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit:1</b>	<b>INTRODUCTION TO HEALTH CARE SERVICES IN HOSPITALS</b>				<b>10 hours</b>	
Meaning and scope of patient care services – Significance of patient care – Role of administration - In-patient care – Classification of hospitals - Front office services – Outpatient services – inpatient services – Accident and Emergency services – Billing services						
<b>Unit:2</b>	<b>TYPES OF SERVICES IN HOSPITALS</b>				<b>10 hours</b>	
Lab services – Radiology and Imaging services – Rehabilitation services – Blood bank services – Telemedicine Operation theatre – Intensive care units – Hospital acquired infections – Sterilisation – Nursing services – Ward management						
<b>Unit:3</b>	<b>TQM IN HOSPITALS</b>				<b>10 hours</b>	
Concept of quality – Quality control – Quality assurance – ISO 9000 standards – TQM – Accreditation – NABL – JCAHQ – Quality manual						
<b>Unit:4</b>	<b>NUTRITION, PHARMACY AND OTHER SERVICES IN HOSPITALS</b>				<b>11 hours</b>	
Nutrition and dietary services – Pharmacy services – Medical records services - Laundry services – Housekeeping services – Energy conservation methods- Cost containment measures in a hospital - Transportation services – Mortuary services – Hospital security services						

<b>Unit:5</b>	<b>MAINTENANCE, COMMUNICATIONS SYSTEM AND DISASTER MANAGEMENT</b>	<b>11 hours</b>
Facilities Engineering – Maintenance of civil assets- Electrical supply and water supply – Medical gas pipeline – Plumbing and sanitation – Air conditioning system – Hot water and steam supply – Communication system – Biomedical engineering department in a modern hospital - Disaster management – Fire Hazards – Engineering Hazards – Radiology hazards		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2hours</b>
Case studies, Online Seminars-Webinars, Expert Lectures and group exercises may be used to supplement the class lectures		
<b>Total Lecture Hours</b>		<b>54 hours</b>
<b>Text Book(s)</b>		
1	S.Srinivasan, Management Process in Health care, McGraw Hill	
2	C.M.Francis, Mario C de Souza Hospital Administration, Jaypee Brothers Medical Publishers (P) Ltd., New Delhi	
<b>Reference Books</b>		
1	B.M.Sakharkar Principles of Hospital Administration and Planning, Jaypee Brothers Medical Publishers (P) Ltd., New Delhi.	
2	PragnaPai, Effective Hospital Management, The National Book Depot, Mumbai.	
3	Chandra Ballabh, Healthcare Services in Hospital, Alfa Publications,	
4	Dr.A.G.Chandorkar, Hospital Administration and Planning, Paras Medical Publisher, Hyderabad.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://swayam.gov.in/nd1_noc20_mg69/preview">https://swayam.gov.in/nd1_noc20_mg69/preview</a>	
2	<a href="https://www.edx.org/micromasters/doanex-healthcare-administration">https://www.edx.org/micromasters/doanex-healthcare-administration</a>	
Course Designed By: Dr.S.Ponmalar		

<b>Mapping with Programme Outcomes</b>										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	S	S
CO3	S	M	S	S	S	S	S	S	S	S
CO3	S	S	S	M	S	M	S	S	S	S

\*S-Strong; M-Medium; L-Low



<b>Course Code</b>	<b>17</b>	<b>HOSPITAL ARCHITECTURE PLANNING &amp; DESIGN</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>		<b>ELECTIVE</b>	<b>4</b>			<b>4</b>
<b>Pre-requisite</b>		Basic knowledge of hospital administration	<b>Syllabus version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
1. Acquaint the students with hospitals, its facility, design and operations.						
2. Acquire knowledge about Project concepts, Project plan, project formulation and its implementation.						
3. Implement and evaluate the project plan						
<b>EXPECTED COURSE OUTCOMES</b>						
On the successful completion of the course, student will be able to:						
1	Recognise various concepts related to planning and design of hospital				K1	
2	Have knowledge of tools and techniques for project management				K2	
3	Implement project scheduling				K3	
4	Evaluate and organise the human resources in project execution				K4 &K5	
5	Constitute the project work system				K6	
<b>K1 - Remember; K2 – Understand ; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit: 1</b>	<b>PLANNING AND DESIGN OF HOSPITAL</b>				<b>10 hours</b>	
Concept of hospitals – Planning and design of hospital (Building and physical layout) – Space required for separate function – Different types of hospitals – Problems and constraints in different type of hospitals – History of hospital development- Department and organization structure of different types of hospitals - Vertical & Horizontal – Clinical & Non clinical – Supportive & ancillary service departments						
<b>Unit: 2</b>	<b>CONCEPT OF PROJECT MANAGEMENT</b>				<b>10 hours</b>	
Concept of project management – Concept of project – Categories of projects – Projects life cycle phases – Project management concepts – Tools and techniques for project management.						
<b>Unit: 3</b>	<b>PROJECT FORMULATION</b>				<b>10 hours</b>	
Project formulation – Stages – Bottlenecks – Feasibility report – Financing arrangements – Finalisation of projects – Implementation of schedule.						
<b>Unit: 4</b>	<b>HUMAN RESOURCES IN PROJECT MANAGEMENT</b>				<b>11 Hours</b>	
Organising human resources and contracting – Project manager – Project manager's authority - Roles and responsibilities of project manager - Project organisation – Accountability in project execution – Contracts and tendering - Selection of contractors – Team building						



<b>Unit: 5</b>	<b>PROJECT SYSTEM AND PROCEDURES</b>	<b>11 Hours</b>
Organising system and procedures – Working of system – Design of system – Project work system design – Work break down structure – Project execution plan – Project procedure - Manual project control system – Planning scheduling and monitoring – Monitoring contracts and project diary - Project implementation stages direction – Communication in a project – Coordination guidelines for effective implementation reporting in project management – Project evaluation and its objectives types and methods.		
<b>Unit: 6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 Hours</b>
Case studies, Online Seminars-Webinars, Expert Lectures and group exercises may be used to supplement the class lectures		
<b>Total Lecture Hours</b>		<b>54 Hours</b>
<b>Text Books</b>		
1	Sid Adelman, Larissa T. Moss, Data Warehouse Project Management	
2	G.D.Kuders, Hospital facilities planning and Design	
<b>Reference Books</b>		
1	Ralph Kimball, The Data Warehouse Lifecycle Toolkit	
2	Henry Alder, How to evaluate equipment and service contract	
3	Amin Jalali, The Data Warehouse Lab: A step-by-step guide using SSIS and SSAS,	
4	Laura Reeves, Data Warehouse for Project Managers	
5	Steve Williams and Nancy Williams, The Profit Impact of Business Intelligence	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://swayam.gov.in/nd1_noc20_mg48/preview">https://swayam.gov.in/nd1_noc20_mg48/preview</a>	
2	<a href="https://swayam.gov.in/nd2_nou20_ag17/preview">https://swayam.gov.in/nd2_nou20_ag17/preview</a>	
Course Designed By: Dr.S.Ponmalar		

<b>Mapping with Programme Outcomes</b>										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	S	S
CO3	M	M	S	M	M	S	S	S	S	S
CO3	S	S	M	S	S	S	M	S	S	S

\*S-Strong; M-Medium; L-Low

**ENTREPRENEURSHIP**

<b>Course Code</b>	<b>18</b>	<b>ENTREPRENEUR DEVELOPMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic concepts of Business		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are:						
<ol style="list-style-type: none"> <li>1. To enable the students to develop entrepreneurial motivation</li> <li>2. To develop entrepreneurial competency</li> <li>3. To settle issues related to starting small business</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Identify management essentials such as developing budget, critical paths work breakdown etc					K3
2	Identify the key elements of a conference and the process involved in venue selection, registration , catering etc.					K5
3	Entrepreneurship and innovation minors will be able to sell themselves and their ideas					K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>						
<b>Unit:1</b>	<b>INTRODUCTION TO ENTREPRENEURSHIP</b>				<b>10 hours</b>	
Entrepreneur: Meaning, importance, qualities, nature, types, traits and culture - Similarities and differences between entrepreneur and intrapreneur - Entrepreneurship and economic development - Its importance - Role of entrepreneurship - Entrepreneurial environment.						
<b>Unit:2</b>	<b>EVOLUTION OF ENTREPRENEUR</b>				<b>10 hours</b>	
Evolution of entrepreneurs - Entrepreneurial promotion: Training and development - Motivation: Factors - Mobility of entrepreneurs - Entrepreneurial change - Occupational mobility - Factors in mobility - Role of consultancy organisations in promoting entrepreneurs - Forms of business for entrepreneurs.						
<b>Unit:3</b>	<b>PROJECT MANAGEMENT</b>				<b>10 hours</b>	
Project management: Sources of business idea - Project classifications - Identifications - Formulation and design - Feasibility analysis - Preparation of Project Report and presentation - Financial analysis - Concept and scope - Project cost estimate - Operating revenue estimate - Ratio analysis - Investment process - B E analysis - Profit analysis - Social cost benefit analysis - Project Appraisal methods - Project Report preparation.						
<b>Unit:4</b>	<b>PROJECT FINANCE</b>				<b>10 hours</b>	
Project finance: Sources of finance - Institutional finance - Role of IFC, IDBI, ICICI, LIC, SFC, SIPCOT, Commercial Bank - Appraisal of bank for loans - Institutional aids for entrepreneurship development - Role of DICS, SIDCO, NSICS, IRCI, NIDC, SIDBI, SISI, SIPCOT, Entrepreneurial guidance bureau - Approaching Institutions for assistance.						

<b>Unit:5</b>	<b>SETTING SMALL SCALE INDUSTRIES</b>	<b>10 hours</b>
Setting small scale industries - Location of enterprise - Steps in setting SSI unit - Problems of entrepreneurs - Sickness in small industries - Reasons and remedies - Incentives and subsidies- Evaluating entrepreneurial performance - Rural entrepreneurship - Women entrepreneurship		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures, online seminars – webinars		
<b>Total Lecture Hours</b>		<b>52 hours</b>
<b>Text Book(s)</b>		
1	Vasanth Desai, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House	
2	N.P.Srinivasan& G.P. Gupta, Entrepreneurial Development,Sultanchand& Sons.	
<b>Reference Books</b>		
1	P.Saravanavelu, Entrepreneurship Development,Eskapee publications	
2	S.S.Khanka, Entrepreneurial Development, S.Chand & Company Ltd.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://swayam.gov.in/nd1">https://swayam.gov.in/nd1</a> .	
2	<a href="https://www.coursera.org&gt;business">https://www.coursera.org&gt;business</a>	
Course Designed By: Dr. D Kalpana		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	S	S	M
CO3	M	S	S	S	S	S	M	S	S	S
CO3	S	S	S	S	M	S	S	S	S	S

\*S-Strong; M-Medium; L-Low

**GENERAL**

<b>Course Code</b>	<b>19</b>	<b>HOSPITALITY MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic understanding of Management concepts		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are:						
1. To understand the management functions of tourism.						
2. To identify emerging overseas markets for tourism and hospitality management.						
3. To initiate the students into the hospitality sector and make them realise its importance.						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Utilise interpersonal skills to lead/manage first level employees in a hospitality setting.				K3	
2	Perform cost calculations and apply them to decision making situations.				K4	
3	Evaluate food safety and sanitation to maintain a safe and sanitary work environment				K5	
4	Complete and evaluate the data generated from a hotel night audit.				K5	
5	Develop a professional marketing brochure for a lodging operation.				K6	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit:1</b>	<b>INTRODUCTION TO HOSPITALITY</b>			<b>10 hours</b>		
Introduction – Concepts - Scope of the Hospitality Industry – Service and Product of Hospitality – Careers in Hospitality Industry						
<b>Unit:2</b>	<b>RELATIONSHIP OF HOSPITALITY TO TRAVEL AND TOURISM</b>			<b>10 hours</b>		
Relationship of Hospitality to Travel & Tourism – Marketing & Promotion of Hospitality – and Tourism – The Impact of Hospitality Service in Travel & Tourism – Global Issues of Hospitality.						
<b>Unit:3</b>	<b>LODGING</b>			<b>10 hours</b>		
Lodging – Dynamics of the Lodging Industry – Classification of Lodging properties – Marketing of Lodging services – Hotel management operation – Administrative Department – Service Department						
<b>Unit:4</b>	<b>FOOD AND BEVERAGE SERVICES</b>			<b>10 hours</b>		
Food and Beverage Services – Forms of services – Types of Restaurant and ownership – Historical overview of cooking as the culinary Art – Menu planning and Development – Trends in Beverage consumption – Non Alcoholic and Alcoholic Beverages.						



<b>Unit:5</b>	<b>SPECIALISED SEGMENTS OF HOSPITALITY INDUSTRY</b>	<b>10 hours</b>
Specialised segments of Hospitality Industry – Meeting, conventions of expositions – Reasons for growth of specialised Hospitality segments – Hospitality functions & Long term Residential Health care – Managing leisure segment of Hospitality industry.		
<b>Unit:6</b>	<b>Contemporary Issues</b>	<b>2 hours</b>
Expert lectures, online seminars – webinars		
<b>Total Lecture Hours</b>		<b>52 hours</b>
<b>Text Book(s)</b>		
1	John R. Walker, Introduction of Hospitality Management Pearson Education Inc , New Delhi	
<b>Reference Books</b>		
1	Kye-sung (Kaye) Chon, Raymond T. Sparrowe, Welcome to Hospitality – an introduction, Cengage learning India (pvt) Ltd, New Delhi	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://swayam.gov.in/nd2_cec19">https://swayam.gov.in/nd2_cec19</a>	
Course Designed By: Dr. D Kalpana		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	S	S	S	S	S	S	S
CO3	M	S	S	S	S	M	S	S	S	M
CO3	S	S	S	M	S	S	S	S	S	S

\*S-Strong; M-Medium; L-Low

<b>Course Code</b>	<b>20</b>	<b>BIG DATA ANALYTICS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>Elective</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic understanding of Industry and computer knowledge		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Align the theory and concepts with Industrial application of computers</li> <li>2. Know about the importance of Big Data in the real world.</li> <li>3. Learn the applications of Big Data in business.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Classify the data and outline the Data mining , Data warehousing					K2
2	Distinguish the Data science and other disciplines					K4
3	Summarise the characteristics of Big Data and technology process					K2
4	Assess the applications of Big Data					K5
5	Analyse the uses of Big Data in Healthcare industry					K4
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit:1</b>	<b>INTRODUCTION TO DATA</b>					<b>10 hours</b>
Introduction – Data – Information – Data Terminologies – Database – Data Mining – Data Warehouse – Data Evolution Roadmap – Big Data – Definition – Types of Data - Numeric–Categorical – Graphical – High Dimensional Data — Data Classification – Hot Data – Cold Data – Warm Data – Thick Data – Thin Data - Classification of Digital Data: Structured, Semi-Structured and Un-Structured- Data Sources - Time Series – Transactional Data – Biological Data – Spatial Data – Social Network Data.						
<b>Unit:2</b>	<b>DATA SCIENCE</b>					<b>10 hours</b>
Data Science-A Discipline–Data Science Vs Statistics, Data Science Vs Mathematics, Data Science Vs Programming Language, Data Science Vs Database, Data Science Vs Machine Learning. Data Analytics - – Relation: Data Science, Analytics, Big Data Analytics - Data Science Components: Data Engineering, Data Analytics-Methods and Algorithm, Data Visualization.						
<b>Unit:3</b>	<b>BIG DATA</b>					<b>10 hours</b>
Digital Data-an Imprint: Evolution of Big Data–What is Big Data–Sources of Big Data. Characteristics of Big Data 6Vs – Big Data Myths - Data Discovery-Traditional Approach, Big Data Technology: Big Data Technology Process – Big Data Exploration - Data Augmentation – Operational Analysis – 360 Views of Customers – Security and Intelligence.						

<b>Unit:4</b>	<b>APPLICATIONS OF BIG DATA</b>	<b>10 hours</b>
Big Data Technology Potentials – AI – Machine Learning – Cloud Computing – Mobile Communication – IoT – Big Data in Industry 4.0- Big Data Platforms – HADOOP – SPARK – No SQL Databases - Types - Big Data Challenges.		
<b>Unit:5</b>	<b>BIG DATA USE, CASES</b>	<b>10 hours</b>
Big Data - Roles of Data Scientist, Data Architect, Data Analyst–Skills – Case Study : Big Data – Customer Insights – Behavioural Analysis – Big Data Industry Applications - Marketing – Retails – Insurance – Risk and Security – Health care.		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures, online seminars – Webinars		
<b>Total Lecture Hours</b>		<b>52 hours</b>
<b>Text Book(s)</b>		
1	V. Bhuvanewari, T. Devi. Big Data Analytics, Scitech Publisher	
2	Han Hu, Yonggang Wen, Tat-Seng, Chua, XuelongLi, “Toward Scalable Systems for Big Data Analytics: A Technology Tutorial”, IEEE	
<b>Reference Books</b>		
1	VenkatAnkam. 2016. Big Data Analytics, Packt Publishing Limited	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	Big Data Analytics for Smart Grid by Dr.Ritula Thakur, National Institute of Technical Teachers Training and Research, Chandigarh.	
Course Designed By: Dr. A. W. Unas		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

**SHIPPING AND LOGISTICS**

Course Code	21	LOGISTICS MANAGEMENT	L	T	P	C
Core/Elective		ELECTIVE	4			4
Pre-requisite		Basic knowledge of Distribution	Syllabus Version		2020 - 21	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Understand basic components of Logistics</li> <li>2. Learn application of ICT in Logistics Management</li> <li>3. Provide an overview of International Logistics</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Know basic concepts of Logistics Management					K1
2	Understand the importance of Logistics in Business					K2
3	Apply ICT in Logistics Management					K3
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>						
<b>Unit:1</b>	<b>INTRODUCTION TO LOGISTICS MANAGEMENT</b>					<b>10 hours</b>
Introduction to Logistics Management- Definition, scope, functions, objectives - Integrated Logistics Management - Role of logistics in the supply chain - Logistics & customer service - Role of logistics in competitive strategy - Logistics organization & Performance measurement - ERP – SAP – ORACLE						
<b>Unit:2</b>	<b>INVENTORY MANAGEMENT AND PACKAGING</b>					<b>12 hours</b>
Meaning and Classification of inventory - Inventory planning - Inventory costs – Warehousing: Nature & importance - Warehousing functions - Warehouse layout & design - Types of warehouses - Material handling: Objectives, Guidelines & principles - Selection of material handling equipments - Material handling efficiency - Packaging- Role of packaging - Packaging materials - Consumer & Industrial packaging						
<b>Unit:3</b>	<b>TRANSPORTATION AND CONTAINERISATION</b>					<b>12 hours</b>
Transportation - Role of transportation in logistics - Transportation selection decision - Basic modes of transportation : Rail, Road, Water, Air, Pipeline - Characteristics of different modes - Transport economics - Inter modal operations –Containerization: Concept and benefits - Types Containers - Role of intermediaries:Shipping agents, brokers - Freight management - Route planning - Role of ports, ICDs, CONCOR						
<b>Unit:4</b>	<b>INTERNATIONAL LOGISTICS</b>					<b>8 hours</b>
International logistics: Definition and significance - International Trade and Historical development of Logistics - Components of international logistics - Economic importance of International Logistics – Operational and strategic issues in Global Logistics						



<b>Unit:5</b>	<b>APPLICATION OF IT IN LOGISTICS</b>	<b>8 hours</b>
Reverse logistics –Meaning, Scope and Design - e-logistics - Logistics Management Information System (LIMS) – Features - Application of IT in logistics - Automatic identification technologies - Bar coding and RFID - Logistics outsourcing- 3PL & 4PL		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures, Online seminars– Webinars		
<b>Total Lecture Hours</b>		<b>52 hours</b>
<b>Text Book(s)</b>		
1	Ailawadi C Sathish&Rakesh Singh,Logistics Management, Prentice Hall of India.	
2	Pierre David,International Logistics, CiceroBooks	
<b>Reference Books</b>		
1	Agarwal D K, Textbook of Logistics & Supply Chain Management, Macmillan India Ltd	
2	BowersonDonald J, Logistical Management, The Integrated Supply Chain Process, Tata McGraw Hill	
3	Ganapathi and Nandi, Logistics Management, Oxford University Press	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://www.my-mooc.com/en/mooc/supply-chain-logistics/">https://www.my-mooc.com/en/mooc/supply-chain-logistics/</a>	
2	<a href="https://www.coursera.org/learn/supply-chain-logistics">https://www.coursera.org/learn/supply-chain-logistics</a>	
Course Designed By: Dr. Kishore K John		

<b>Mapping with Programme Outcomes</b>										
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	S	M	S	L	L	S	L	S	S	M
<b>CO2</b>	S	S	S	S	M	S	M	S	M	L
<b>CO3</b>	S	M	M	M	M	L	M	L	S	M

\*S-Strong; M-Medium; L-Low

<b>Course Code</b>	<b>22</b>	<b>EXPORT IMPORT TRADE AND DOCUMENTATION</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic knowledge of Export Trade		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>Expose the students to major documents and procedures involved in Export-Import Trade</li> <li>Learn concepts related to EXIM financing</li> <li>Provide a brief overview on EXIM Policy of India</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Identify various documents used in International Trade					K1
2	Understand the importance of EXIM Financing					K2
3	Comprehend the features of Foreign Trade Policy					K3
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>						
<b>Unit:1</b>	<b>INTRODUCTION TO EXPORT DOCUMENTATION</b>					<b>10 hours</b>
Need for documentation in International Trade – Classification of documents: Commercial and Regulatory – Standardization of documents: Aligned Documentation System (ADS) – Master Document I & II - Merits of ADS – Generation of export enquiries – Offer to buyers and preparation of Proforma Invoice – Issue of L/C by importer – Meaning of L/C – Parties to L/C – Types of L/C						
<b>Unit:2</b>	<b>COMMERCIAL DOCUMENTS</b>					<b>8 hours</b>
Uses of commercial documents - Major commercial Documents: Commercial invoice: Types – Packing list – Pre-shipment inspection and Certificate of Inspection – Bill of Lading: Types – AWB – Certificate of origin – Mates receipt – Shipment advice						
<b>Unit:3</b>	<b>REGULATORY DOCUMENTS</b>					<b>10 hours</b>
Significance of Regulatory documents - Exchange declaration form (GR form): Types and their application – Central Excise clearance form (ARE) – Shipping Bill/Bill of Export – Procedure for customs clearance using Shipping Bill – Electronic Processing of Export Documents: EDI- ICES: Advantages - Import procedure - Documents used for imports: Bill of Entry – Import licenses						
<b>Unit:4</b>	<b>EXIM FINANCE</b>					<b>12 hours</b>
Need and importance of EXIM finance – Pre and Post shipment finance – Role of Commercial banks in EXIM financing – Export costing – Export pricing: Forms – Factors influencing export pricing – International Price Quotations (INCO terms) – Meaning of Forex – Exchange rates and major currencies						

<b>Unit:5</b>	<b>FOREIGN TRADE POLICY OF INDIA</b>	<b>10 hours</b>
Introduction – Foreign trade policy of India–Major provisions – Evaluation of current policy – Export incentives: 100% EOU’s - SEZ – Recognition of Export units - DDS procedure - Implications of GST		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures, Online seminars– webinars		
<b>Total Lecture Hours</b>		<b>52 hours</b>
<b>Text Book(s)</b>		
1	C Ramagopal, Export Import Procedures- Documentation and Logistics, New Age Publishes	
2	Jain Khushpat. S, Export Import Documentation and Procedure, Himalaya Publishing House	
<b>Reference Books</b>		
1	M K Venugopalan, A Handbook on Export Import Trade and Documentation, Sara Book Publication	
2	Justin Paul & Rajiv Aserkar, Export Import Management, Oxford	
3	P K Khurana, Export Management, Galgotia Publishing	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="http://www.icagate.gov.in">www.icagate.gov.in</a>	
2	<a href="http://niryatbandhu.iift.ac.in/exim/">http://niryatbandhu.iift.ac.in/exim/</a>	
Course Designed By: Dr. Kishore K John		

<b>Mapping with Programme Outcomes</b>										
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	S	M	L	L	M	M	L	S	S	L
<b>CO2</b>	S	S	M	L	M	S	M	S	S	M
<b>CO3</b>	M	L	M	M	L	M	L	L	S	L

\*S-Strong; M-Medium; L-Low



# Fourth Semester



Course Code	4.1	STRATEGIC MANAGEMNT: INDIAN GLOBAL CONTEXT	L	T	P	C
Core/Elective	CORE		4			4
Pre-requisite	Basic knowledge of Business management		Syllabus Version		2020- 21	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Comprehend the basic ideas of strategic planning</li> <li>2. Learn to carry out environmental analysis</li> <li>3. Learn to apply strategy to achieve business objectives</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Identify elements of strategic planning					K1
2	Understand the tools of strategy formulation					K2
3	Learn the application of strategic planning in Indian and global contexts					K3
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>						
<b>Unit:1</b>	<b>INTRODUCTION TO STRATEGIC PLANNING</b>					<b>8 hours</b>
Corporate Strategic Planning – Mission and Vision of a firm - Development, maintenance and the role of leader - Hierarchal levels of planning - Strategic planning process - Strategic management practice in India - Competitive advantage of nations and its implication on Indian business.						
<b>Unit:2</b>	<b>ENVIRONMENTAL ANALYSIS</b>					<b>12 hours</b>
Environment Analysis & Internal Analysis: General environment scanning - Competitive & environment analysis - Identify opportunities & threats - Assessing internal environment through functional approach and value chain - Identifying critical success factors - Identify the strengths & weaknesses - SWOT audit – Core competence - Stockholders' expectations, Scenario-planning - Industry analysis.						
<b>Unit:3</b>	<b>STRATEGY FORMULATION</b>					<b>10 hours</b>
Strategy Formulation - Generic strategies - Grand strategies - Strategies of leading Indian companies - The role of diversification - Limits - Means and forms - Strategic management for small organisations, non-profit organisations and large multi product and multiple market organisations.						
<b>Unit:4</b>	<b>TOOLS OF STRATEGY</b>					<b>10 hours</b>
Tools of Strategy: Planning and evaluation: Competitive cost dynamics - Experience curve - BCG approach - Cash flow implication -IA-BS matrix - A.D. Little’s Life-cycle approach to strategic planning - Business portfolio balancing -Assessment of economic contribution of strategy - Strategic funds programming.						

<b>Unit:5</b>	<b>STRATEGY IMPLICATION AND CONTROL</b>	<b>10 hours</b>
Strategy implication & Control: Various approaches to implementation of strategy - Matching organisation structure with strategy - 7S model - Strategic control process - Du Pont's control model and other Quantitative and Qualitative tools - Balanced score card - M. Porter's approach for Globalisation - Future of Strategic Management		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures, Online seminars– webinars		
<b>Total Lecture Hours</b>		<b>52 hours</b>
<b>Text Book(s)</b>		
1	Pearce & Robinson, Strategic Management, McGraw Hill	
2	R. Srinivasan, Strategic Management, Prentice Hall of India, New Delhi	
<b>Reference Books</b>		
1	C. Hax and NS Majifu, Strategic Management: An Integrated Perspective, Prentice Hall	
2	Michael Porter, Competitive Advantage of Nations, Simon and Schuster	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://www.coursera.org/learn/strategic-management">https://www.coursera.org/learn/strategic-management</a>	
2	<a href="https://onlinecourses.swayam2.ac.in/imb20_mg33/preview">https://onlinecourses.swayam2.ac.in/imb20_mg33/preview</a>	
Course Designed By: Dr. Kishore K John		

<b>Mapping with Programme Outcomes</b>										
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	M	M	S	S	M	M	L	S	M	L
<b>CO2</b>	S	S	M	L	M	S	M	S	S	M
<b>CO3</b>	M	L	M	M	L	M	M	M	S	L

\*S-Strong; M-Medium; L-Low

**4.2 to 4.5 ELECTIVE SUBJECTS**



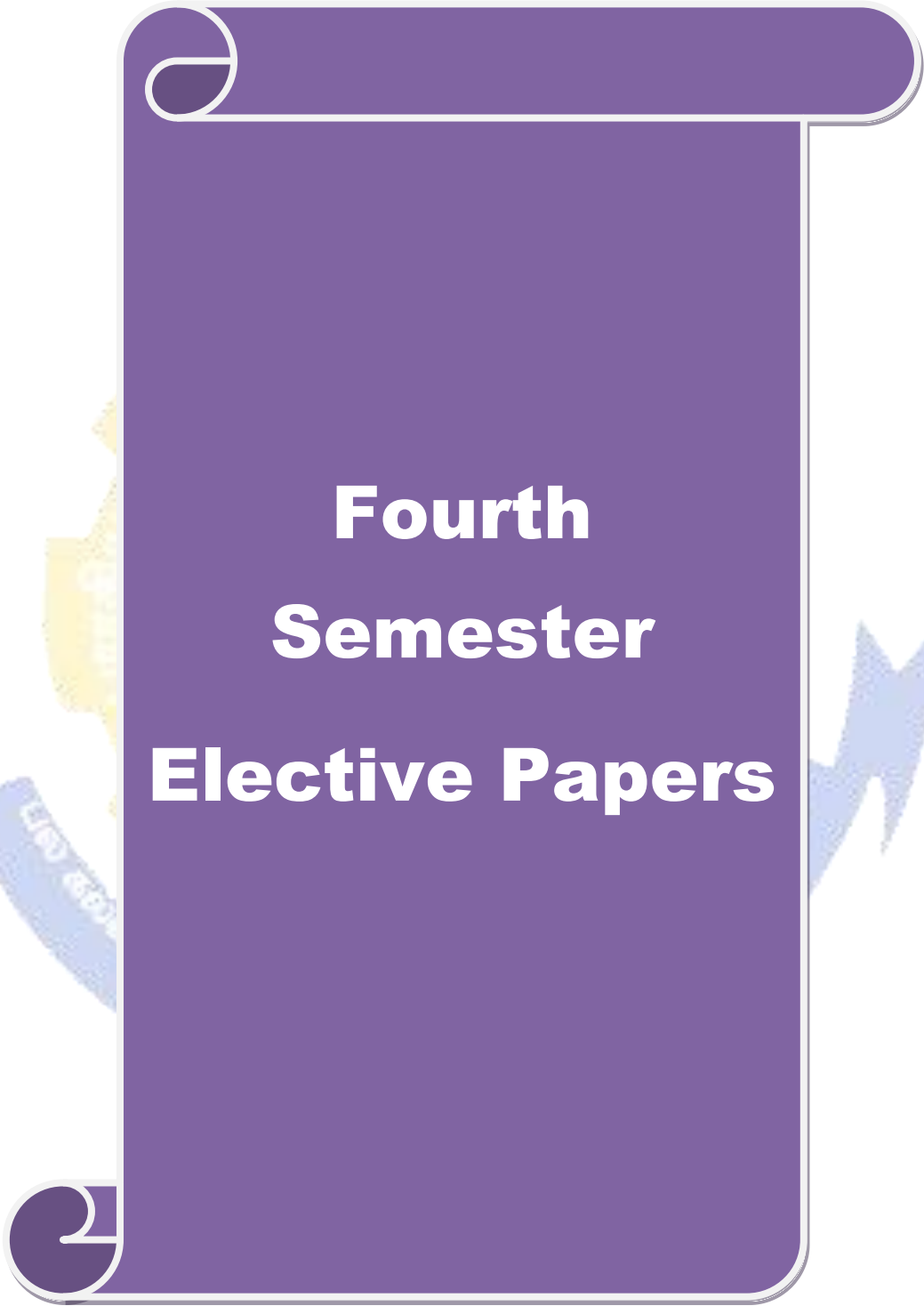
<b>Course Code</b>	<b>4.6</b>	<b>TECHNOLOGY EMPOWERED MARKETING</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>		<b>JOB ORIENTED COURSE-2</b>	<b>2</b>			<b>2</b>
<b>Pre-requisite</b>	Basic understanding of Marketing		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
1. To bring the importance of technology and innovation with a special relevance in retailing.						
2. To develop decision making skills and analytical abilities of students to arrive at feasible solutions through quantitative and qualitative analysis of data.						
3. Plans to touch upon various technological touch points that reaches with customers.						
4. To bring the importance of technology and innovation with a special relevance in retailing.						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Understand the basic concepts of Tech driven marketing					K2
2	Apply technology to reach to customers					K3
3	Learn techniques of online marketing communications					K2
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit:1</b>	<b>INTRODUCTION</b>				<b>6 hours</b>	
Uses of technology in marketing: packaging technology, Kiosk marketing, data – driven marketing, technology for services marketing. Prospect of technology and marketing across different industry verticals						
<b>Unit:2</b>	<b>APPLICATION OF TECHNOLOGY</b>				<b>6 hours</b>	
Application of technology- oriented research in Retailing, merchandising other channels of distribution. Integrating marketing communication and customer relationship across various retail formats using embed						
<b>Unit:3</b>	<b>CONNECTING CHANNELS</b>				<b>6 hours</b>	
Connecting Omni- channel retailing with various nodes of technology. Improving customer satisfaction metrics through technology.						
<b>Unit:4</b>	<b>BUILDING CUSTOMER RELATIONSHIPS</b>				<b>6 hours</b>	
Building customer relationship though technology drives, Face book– Google, Ad words- You Tube- Email.						
<b>Unit:5</b>	<b>RECENT TRENDS</b>				<b>4 hours</b>	
Recent advances - Roles of artificial intelligence, IOT, Machine learning and other avenues for marketing						
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>				<b>2 hours</b>	
Expert lectures, online seminars – Webinars						



	<b>Total Lecture Hours</b>	<b>30 hours</b>
<b>Text Book(s)</b>		
1	Jim Sterna, Artificial intelligence for marketing; Practical Applications, Wiley and SAS Business Series	
2	Cory Rabazinsky, Google Adwords for Beginners: A Do-It-Yourself Guide to PPC advertising	
<b>Reference Books</b>		
1	LanBrodie, Email persuasion: Captivate and engage your audience, build authority and generate more sale with email marketing	
2	Jan Zimmerman and Deborah, Social media marketing All – in – one for Dummies	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	The Marketing White Book, Business World	
2	Economic Times, Business Standard, Mint, Business world.( Brand equity & Brand wagon)	
Course Designed By: Dr.A.W.Unas		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low



**Fourth  
Semester  
Elective Papers**

**MARKETING**

Course Code	1	SERVICES MARKETING	L	T	P	C
Core/Elective		ELECTIVE	4			4
Pre-requisite		Basic knowledge of Marketing concepts	Syllabus Version		2020-21	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
1. Comprehend the special characteristics of marketing of services						
2. Learn industry specific service marketing practices						
3. Understand the application of marketing mix in services sector						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Familiarise with the special features of services sector					K1
2	Understand the uniqueness in marketing mix decisions for services					K2
3	Learn industry specific marketing perspectives					K3
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>						
<b>Unit:1</b>	<b>NATURE OF SERVICES MARKETING</b>					<b>10 hours</b>
Services: Definition – Services Vs Goods - Services Marketing: Meaning - Nature of services – Types of services - Importance of service marketing - Relationship marketing - Mission, strategy - Elements of design - Marketing plan - Market segmentation in service sector						
<b>Unit:2</b>	<b>MARKETING MIX FOR SERVICES</b>					<b>12 hours</b>
Marketing mix decisions:- Unique features of developing a service – Pricing – Promotion – Distribution of services - Positioning and differentiation strategies - Quality of service industries – Reliability: Achievement and maintenance - Customer support services						
<b>Unit:3</b>	<b>HOSPITALITY MARKETING</b>					<b>10 hours</b>
Features and components of hospitality industry - Marketing of hospitality: Perspectives of Tourism, Hotel and Travel services - Airlines, Railway, Passenger and Goods Transport - Leisure services						
<b>Unit:4</b>	<b>MARKETING OF FINANCIAL SERVICES</b>					<b>10 hours</b>
Characteristics of financial services - Marketing of Financial services: Concept - Features of Banking, Insurance, Lease, Mutual Fund, Factoring, Portfolio and Financial intermediary services.						
<b>Unit:5</b>	<b>MARKETING OF NON-PROFIT ORGANISATIONS</b>					<b>8 hours</b>
Special features of non-profit organisations - Marketing of non-profit organisations: Services offered by charities - Educational services - Miscellaneous services - Power and Telecommunication						

<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures, Online seminars– Webinars		
<b>Total Lecture Hours</b>		<b>52 hours</b>
<b>Text Book(s)</b>		
1	S.M.Jha, Services Marketing, Himalaya Publishing Company	
2	Adrian Pyne, Essence of Services Marketing, Prentice Hall of India	
<b>Reference Books</b>		
1	Ravishankar, Services Marketing - Indian experiences, South Asia Publication	
2	Ziethaml&Bitner, Services Marketing: Integrating Customer Focus across the Firm, TMH	
3	P.K. Sinha& S.C.Sahoo, Services Marketing - Text & Readings, HPH	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://www.mooc-list.com/course/services-marketing-next-level-openlearning">https://www.mooc-list.com/course/services-marketing-next-level-openlearning</a>	
2	<a href="https://swayam.gov.in/nd1_noc20_mg12/preview">https://swayam.gov.in/nd1_noc20_mg12/preview</a>	
Course Designed By: Dr. Kishore K John		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	M	S	S	M	L	S	M
CO2	M	S	S	S	S	S	M	M	S	M
CO3	S	S	S	L	S	S	M	S	M	M

\*S-Strong; M-Medium; L-Low



Course Code	2	BRAND MANAGEMENT			L	T	P	C
Core/Elective	ELECTIVE			4			4	
Pre-requisite	Basic knowledge of Marketing concepts			Syllabus Version	2020-21			
<b>Course Objectives:</b>								
The main objectives of this course are to:								
1. Gain in depth knowledge about the concept of branding								
2. Learn the application of branding in marketing								
3. Understand the benefits and challenges associated with branding								
<b>Expected Course Outcomes:</b>								
On the successful completion of the course, student will be able to:								
1	Grasp the meaning and techniques of branding						K1	
2	Understand how marketers apply branding to their strategic advantage						K2	
3	Learn significance of branding for long term profitability						K3	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>								
<b>Unit:1</b>	<b>INTRODUCTION TO BRANDING</b>						<b>10 hours</b>	
Concept of a brand – Evolution, perspectives, anatomy - Types of brand names - Brand name associations - Brands Vs Products - Advantages of Brands to consumers & firms - Brand elements: Components & choosing brand elements - Branding challenges & opportunities								
<b>Unit:2</b>	<b>BRAND BUILDING AND POSITIONING</b>						<b>10 hours</b>	
Building a strong brand – Method & implications - Brand positioning: Basic concepts – Alternatives – Risks – Brands & consumers –Strategies for positioning the brand for competitive advantage – Points of parity – Points of difference - Buying decision perspectives on consumer behaviour								
<b>Unit:3</b>	<b>BRAND IMAGE AND BRAND EQUITY</b>						<b>12 hours</b>	
Brand image – Meaning and dimensions - Brand associations & image - Brand identity: Perspectives, levels, and prisms - Managing Brand image: stages – Functional, symbolic & experiential brands - Brand Equity – Sources of Equity - Brand Equity models - Brand audits - Brand Loyalty & cult brands								
<b>Unit:4</b>	<b>BRAND LEVERAGING</b>						<b>10 hours</b>	
Leveraging Brands – Brand extensions, extendibility, merits & demerits - Line extensions and line trap – Co-branding & Licensing Brands - Reinforcing and Revitalisation of brands: Need and methods - Brand architecture: product, line, range, umbrella & source endorsed brands - Brand portfolio management								
<b>Unit:5</b>	<b>BRAND VALUATION</b>						<b>8 hours</b>	
Brand valuation – Methods of valuation - Implications for buying & selling brands - Applications – Branding industrial products, services and retailers – Building brands online - Indianisation of foreign brands & taking Indian brands global – Issues & challenges								

<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures, Online seminars– Webinars		
<b>Total Lecture Hours</b>		<b>52 hours</b>
<b>Text Book(s)</b>		
1	Kevin Lane Keller, Strategic Brand Management, PHI/Pearson, New Delhi.	
2	Harsh Varma, Brand Management, Excell Books, New Delhi.	
<b>Reference Books</b>		
1	Kapferer, Strategic Brand Management, Kogan Page, New Delhi.	
2	Majumdar, Product Management in India, PHI.	
3	Sengupta, Brand Positioning, Tata McGraw Hill.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://www.edx.org/course/strategic-brand-management">https://www.edx.org/course/strategic-brand-management</a>	
2	<a href="https://swayam.gov.in/nd2_imb19_mg04/preview">https://swayam.gov.in/nd2_imb19_mg04/preview</a>	
Course Designed By: Dr. Kishore K John		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	L	M	M	M	M	S	L
CO2	S	S	M	L	M	M	M	M	M	L
CO3	S	M	L	M	L	M	M	M	M	M

\*S-Strong; M-Medium; L-Low

<b>Course Code</b>	<b>3</b>	<b>DISTRIBUTION MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	ELECTIVE		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic knowledge of Marketing concepts		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Understand fundamentals of physical distribution</li> <li>2. Learn the nuances of channel management</li> <li>3. Appreciate issues related to managing distribution network</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Learn basic ideas of physical distribution					K1
2	Acknowledge the issues related to channel management					K2
3	Identify channel network suitability					K3
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>						
<b>Unit:1</b>	<b>INTRODUCTION TO MARKETING CHANNELS</b>				<b>8 hours</b>	
Emergence and components of Marketing Channels - Types, Functions and Relationship - Retailing: Structure, operations and strategies – Wholesaling: structure, operations and strategies - Physical Distribution – Structure and strategy.						
<b>Unit:2</b>	<b>CHANNEL MANAGEMENT</b>				<b>10 hours</b>	
Channel Planning - Designing Channel Systems – Organising patterns – Factors influencing selection of channels - Channel Policies - Channel communication and information systems - Assessing marketing channel performance - Distribution cost analysis.						
<b>Unit:3</b>	<b>CHANNEL MANAGEMENT IN OTHER CONTEXTS</b>				<b>10 hours</b>	
Channel Management by wholesalers and retailers – Retail formats – Franchise: Designing and management – Telemarketing - e-marketing - e-tailing - Integrated distribution management						
<b>Unit:4</b>	<b>RETAIL MANAGEMENT</b>				<b>12 hours</b>	
Retailing - Identifying and understanding consumers - Choosing a store Location – Trading area analysis and site selection - Buying and handling merchandise - Pricing and financial management – Establishing and maintaining a retail image - Customer service						
<b>Unit:5</b>	<b>DISTRIBUTION MANAGEMENT</b>				<b>10 hours</b>	
Importance of Physical distribution - Logistics System analysis and design, Organization and control - Role and importance of warehousing - Warehouse Size, number, location - Pre-requisites for Warehousing - Warehousing in India - Inventory Control – Cost and issues – Risk Management						

<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures, Online seminars– Webinars		
<b>Total Lecture Hours</b>		<b>52 hours</b>
<b>Text Book(s)</b>		
1	Louis. W. Stern & Abel I. Elansary, Marketing Channels, Prentice Hall India	
2	K.K Khanna -Physical Distribution MGT – Logistical Approach, HPH	
<b>Reference Books</b>		
1	Berry Berman & Joel.r. Evans- Retail Management, A Strategic Approach, Macmillan, New York	
2	James C Johnson & Donald F. Wood -Contemporary Logistic , Prentice Hall	
3	Donald Bowersox, & Bixby Cooper -Strategic Marketing Channel MGT, McGraw Hill International	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://www.mooc-list.com/tags/distribution">https://www.mooc-list.com/tags/distribution</a>	
2	<a href="https://swayam.gov.in/nd1_noc20_mg13/preview">https://swayam.gov.in/nd1_noc20_mg13/preview</a>	
Course Designed By: Dr. Kishore K John		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	L	S	M	L	M	S	L
CO2	M	S	S	L	S	S	L	M	S	M
CO3	S	S	M	M	S	M	L	M	S	M

\*S-Strong; M-Medium; L-Low



<b>Course Code</b>	<b>4</b>	<b>RETAIL MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	ELECTIVE		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic knowledge of distribution		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
1. Understand fundamentals of retailing						
2. Learn the application of ICT in retail management						
3. Comprehend issues related to contemporary retailing						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Learn basic concepts of retailing					K1
2	Understand the issues related to modern retailing					K2
3	Identify the scope of ICT in retail management					K3
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create</b>						
<b>Unit:1</b>	<b>INTRODUCTION TO RETAILING</b>				<b>10 hours</b>	
Retailing - An introduction: Definition and functions - Importance of retailing in marketing - Types of retailing - Store and Non Store retailing - Retailing in India - Current Scenario - Retailing from International perspectives - Consumer buying decision process: Influencing factors - Consumer shopping behavior						
<b>Unit:2</b>	<b>RETAIL PLANNING</b>				<b>10 hours</b>	
Retail planning: Purpose, method, structure and monitoring the plan - Retail brand management: Positioning, personality, Types of brand, Brand and life cycle - Merchandise management: Meaning, Methods, Assortment and Inventory - Purchase negotiation - Supply channel and relationship - SCM principles and retail logistics						
<b>Unit:3</b>	<b>RETAIL LOCATION</b>				<b>10 hours</b>	
Retail location decision - Trading area analysis - Types of location - Site evaluation - Store design: Layout and space management - Visual merchandising and displays - Retail pricing: Approaches, Influencing factors, Price sensitivity and mark down policy						
<b>Unit:4</b>	<b>RETAIL PROMOTION</b>				<b>8 hours</b>	
Retail promotion – Setting objectives - Role of advertising, sales promotion, personal selling public relations and relationship marketing in retailing - Human resource issues and considerations; Customer service management.						
<b>Unit:5</b>	<b>APPLICATION OF IT IN RETAILING</b>				<b>12 hours</b>	
Impact of information technology in retailing - Integrated systems and Networking EDI - Bar Coding - Customer database management - Electronic retailing - Role of web - On line retailing - Factors to be considered in having a Web site - Limitations of web and future trends - Consumerism and Ethics in retailing - Social and Green issues - Retail audit.						

<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures, Online seminars– Webinars		
<b>Total Lecture Hours</b>		<b>52 hours</b>
<b>Text Book(s)</b>		
1	Berman and Evens, Retail Management, PHI	
2	Gibson Vedamani, Retail Management, Jaico Books	
<b>Reference Books</b>		
1	David Gilbert, Retail Management, Financial Time/Prentice Hall.	
2	Levy & Weitz, Retail Management, Tata McGraw Hill.	
3	Bajaj, Tuli and Srivastava, Retail Management, Oxford University Press	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://swayam.gov.in/nd2_cec20_mg01/preview">https://swayam.gov.in/nd2_cec20_mg01/preview</a>	
2	<a href="https://www.my-mooc.com/en/mooc/introduction-to-retail-management/">https://www.my-mooc.com/en/mooc/introduction-to-retail-management/</a>	
Course Designed By: Dr. Kishore K John		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	L	M	S	L	M	S	L
CO2	S	M	S	M	S	S	M	M	S	L
CO3	M	S	S	M	M	S	L	S	S	L

\*S-Strong; M-Medium; L-Low

**HUMAN RESOURCE**

<b>Course Code</b>	<b>5</b>	<b>EMPLOYEE DEVELOPMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basics of Human Resource Management		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Provide knowledge to design and deliver the program based on learning theories</li> <li>2. Describe evaluation procedures for L and D Program for increased effectiveness.</li> <li>3. Apply the basic concepts to employee development</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Explain the significance of employee development					K3
2	Analyse the training needs in an organization					K4
3	Consider various training methods and their contexts					K5
4	Construct a simple training plan in an organization					K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>						
<b>Unit:1</b>		<b>CONTEXT</b>			<b>12 hours</b>	
Introduction – Key Components – Working and Learning – Training Vs development - Basics of Learning process – Strategic training and development process – Models of training department: Corporate University, Embedded learning – Case studies						
<b>Unit:2</b>		<b>DESIGNING TRAINING</b>			<b>10 hours</b>	
Need assessments: Significance, Process: Organisation, Job, Person analysis –Designing Effective programs: Objectives, Curriculum, Trainers, Technology, format, budget - Outsourcing training – Effective transfer of learning						
<b>Unit:3</b>		<b>TRAINING AND DEVELOPMENT METHODS</b>			<b>10 hours</b>	
Classic Methods of training. Contemporary methods: Tech based learning – E learning Ecology, MOOC, developing online courses, blended learning methods, Simulations, Mobile technology, Expert systems – Leadership Development						
<b>Unit:4</b>		<b>EVALUATION AND CAREER DEVELOPMENT</b>			<b>10 hours</b>	
Significance: Formative and Summative, Evaluation process and levels, Evaluation designs - Determining Return on Investment -Case studies						
<b>Unit:5</b>		<b>PRACTICE</b>			<b>8 hours</b>	
Design and present training and development model for an organization						
<b>Unit:6</b>		<b>CONTEMPORARY ISSUES</b>			<b>2 hours</b>	
Expert lectures, Online seminars – Webinars, Case study						

	<b>Total Lecture Hours</b>	<b>52 hours</b>
<b>Text Book(s)</b>		
1	Noe, Raymond, Employee Training and Development, McGraw –Hill	
<b>Reference Books</b>		
1	Kirkpatrick and Kayser, Four Level's of Training Evaluation, ATD	
2	Andy Jefferson, Calhoun W. Wick, and Roy V. H. Pollock, The Six Disciplines of Breakthrough Learning	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://swayam.gov.in/nd2_cec20_ed20/preview">https://swayam.gov.in/nd2_cec20_ed20/preview</a>	
2	<a href="https://www.coursera.org/learn/elearning">https://www.coursera.org/learn/elearning</a>	
3	<a href="https://online.purdue.edu/blog/education/enhancing-corporate-training-with-technology">https://online.purdue.edu/blog/education/enhancing-corporate-training-with-technology</a>	
Course Designed By: Dr. Vijila Kennedy		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	L	S	L	S	S	M
CO2	S	S	S	S	M	S	M	S	M	L
CO3	S	M	M	M	M	L	M	L	S	M

\*S-Strong; M-Medium; L-Low

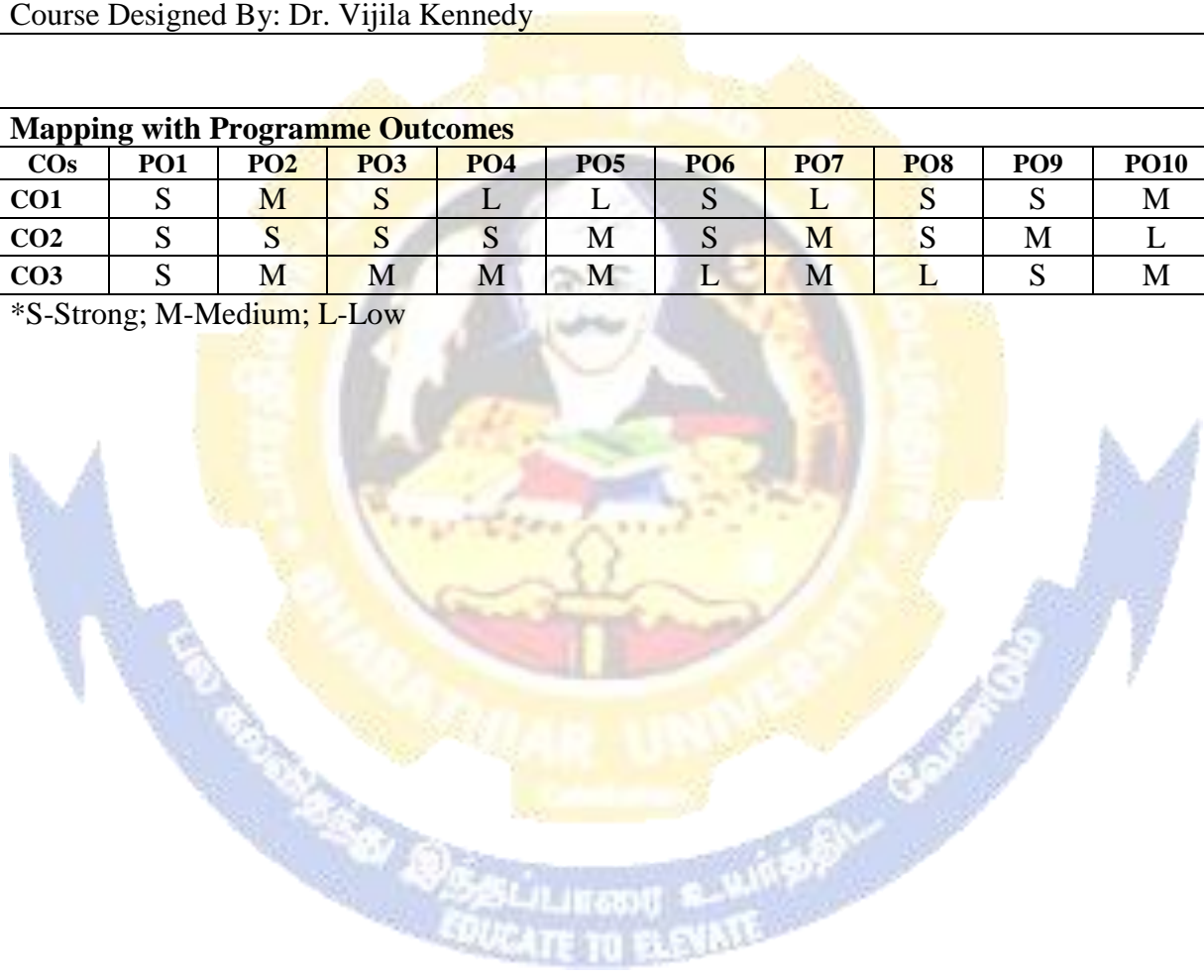


<b>Course Code</b>	<b>6</b>	<b>CHANGE AND ORGANIZATION DEVELOPMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic knowledge of Human Resource Management		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
1. Familiarise with the change models in organisations						
2. Present the OD process in an organisation from a consultant's perspective						
3. Summarise the challenges in OD process						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Describe the framework of OD				K2	
2	Distinguish various stages of OD intervention				K4	
3	Evaluate the OD intervention techniques for different contexts				K5	
4	Critically assess the challenges in OD interventions				K5	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>						
<b>Unit:1</b>	<b>INTRODUCTION TO OD</b>				<b>10 hours</b>	
Introduction to Organisation Development: - Concepts, Nature and Scope of OD -Theory and Practice on change and changing - The Nature of Planned Change - Nature of Client Systems: Group Dynamics, Intergroup-Dynamics and Organizations as Systems.						
<b>Unit:2</b>	<b>OD PROCESS</b>				<b>10 hours</b>	
Operational Components of OD - Diagnostic, Action and Process - Maintenance components.						
<b>Unit:3</b>	<b>OD INTERVENTIONS</b>				<b>10 hours</b>	
OD - Interventions: - Team Interventions - Inter-group Interventions - Personal, Interpersonal and group process interventions - Comprehensive interventions - Structural Interventions.						
<b>Unit:4</b>	<b>OD IMPLEMENTATION</b>				<b>10 hours</b>	
Implementation and assessment of OD - Implementation conditions for failure and success in OD - efforts - Assessment of OD and change in organisational performance - The impact of OD.						
<b>Unit:5</b>	<b>CHALLENGES AND CONSIDERATIONS</b>				<b>10 hours</b>	
Some key considerations and Issues in OD - Issues in consultant - Client relationship - Mechanistic & Organic systems and contingency approach - The future of OD - Some Indian experience in OD						
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>				<b>2 hours</b>	
Expert lectures, Online seminars – Webinars, Case study						
<b>Total Lecture Hours</b>					<b>52 hours</b>	

<b>Text Book(s)</b>	
1	French, Bell and Vohra, Organization Development, Pearson
2	Linda Holbeche and Mee-Yan Cheung-Judge, Organization Development: A Practitioner's Guide for OD and HR, Kobe
<b>Reference Books</b>	
1	Ratan Raina, Change Management and Organizational Development, Sage
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1	<a href="https://nptel.ac.in/courses/110/101/110101146/">https://nptel.ac.in/courses/110/101/110101146/</a>
Course Designed By: Dr. Vijila Kennedy	

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	L	S	L	S	S	M
CO2	S	S	S	S	M	S	M	S	M	L
CO3	S	M	M	M	M	L	M	L	S	M

\*S-Strong; M-Medium; L-Low



<b>Course Code</b>	<b>7</b>	<b>LABOUR WELFARE AND INDUSTRIAL RELATIONS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basics of Human Resource Management		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
1. Outline the performance management process						
2. Provide insights on the performance management system implementation and development of employees.						
3. Apply the concepts for the development of employees						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Understand Industrial disputes and settling them				K2	
2	Critically analyse industrial relations and trade unionism				K4	
3	Evaluate various labour legislations and their implications				K4	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>						
<b>Unit:1</b>	<b>INDUSTRIAL RELATIONS</b>				<b>10 hours</b>	
Concepts and systems - IR Trends in India - Trade unionism - Objectives and functions – Structure - Types - Indian Trade Union movement - Their strengths and weaknesses.						
<b>Unit:2</b>	<b>INDUSTRIAL DISPUTES</b>				<b>10 hours</b>	
Industrial disputes - Causes - Handling and settling disputes - Employee grievances - Steps in grievance handling - Causes for poor industrial relations - Remedies.						
<b>Unit:3</b>	<b>COLLECTIVE BARGAINING</b>				<b>10 hours</b>	
Collective Bargaining: Concept - Function and importance - Principles and forms of collective bargaining - Procedure - Conditions for effective collective bargaining - Worker's Participation in management: Role and methods of worker's participation.						
<b>Unit:4</b>	<b>LABOR LEGISLATIONS -1</b>				<b>10 hours</b>	
Factories Act 1948 - The Workman's Compensation Act, 1923 - The Employee's State Insurance Act, 1948 - The Employee's Provident Funds and Miscellaneous Provisions Act, 1952. The sexual Harassment of Women at Workplace (Prevention, prohibition and redressal) Act 2013						
<b>Unit:5</b>	<b>LABOR LEGISLATIONS -2</b>				<b>10 hours</b>	
The Payment of Wages Act,1936 - Payment of Bonus Act,1965 - The Industrial Disputes Act 1947 - The Industrial Employment (Standing Orders) Act,1946 - The Trade Union Act, 1926 and latest legislations						
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>				<b>2 hours</b>	
Expert lectures, Online seminars – Webinars, Case study						
<b>Total Lecture Hours</b>					<b>52 hours</b>	

<b>Text Book(s)</b>	
1	Shekar and Sinha, Industrial Relations, Trade Unions and Labour Legislation, Pearson
2	Tripathi,P.C., Personnel Management & Industrial Relations
<b>Reference Books</b>	
1	Mamoria C.B.,Dynamics of Personnel Management, HPH
2	Subbarao. P, Essentials of Human Resource Management and Industrial Relations, HPH
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>	
1	<a href="https://www.youtube.com/watch?v=rpIIj8kbPBQ">https://www.youtube.com/watch?v=rpIIj8kbPBQ</a>
2	<a href="https://nptel.ac.in/courses/122/105/122105020/">https://nptel.ac.in/courses/122/105/122105020/</a>
Course Designed By: Dr. Vijila Kennedy	

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	L	L	S	L	S	S	M
CO2	S	S	S	S	M	S	M	S	M	L
CO3	S	M	M	M	M	L	M	L	S	M

\*S-Strong; M-Medium; L-Low



**FINANCE**

<b>Course Code</b>	<b>8</b>	<b>INTERNATIONAL FINANCIAL MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic understanding of Financial Management concepts		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are:						
<ol style="list-style-type: none"> <li>To align the accounting theory and concepts with Industrial application</li> <li>To create the awareness on using various software in Financial Management</li> <li>To understand the operations of foreign exchange derivatives market and manage foreign exchange risk</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Learn the basic functions, principles and concepts of IFM				K1	
2	Understand postulates and techniques of International Financial Management				K2	
3	Apply the various tools of IFM to resolve Business Problems				K3	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>						
<b>Unit:1</b>	<b>INTERNATIONAL FINANCIAL MANAGEMENT ENVIRONMENT</b>				<b>10 hours</b>	
IFM Environment: MNC and Multinational Financial Management – Determination of Exchange rates - International monetary system- Parity conditions in international finance and currency forecasting – Balance of payments and international economic linkage.						
<b>Unit:2</b>	<b>DERIVATIVE MANAGEMENT</b>				<b>10 hours</b>	
Derivative Management and Foreign exchange Risk Management: Foreign exchange market – Currency futures and options market - Swaps interest rate futures - Managing Transaction and translation exposure- Measuring and managing economic exposure.						
<b>Unit:3</b>	<b>FINANCING MNCs</b>				<b>10 hours</b>	
Financing MNCs: International financing and capital markets- Euromarkets – Cost of capital and foreign investments.						
<b>Unit:4</b>	<b>FOREIGN INVESTMENT ANALYSIS</b>				<b>10 hours</b>	
Foreign Investment Analysis: International portfolio investment-corporate strategy and Foreign Direct investment- Capital budgeting for MNCs						
<b>Unit:5</b>	<b>MULTINATIONAL WORKING CAPITAL MANAGEMENT</b>				<b>10 hours</b>	
Multinational Working Capital Management - Financing foreign trade - Current asset management and short term financing – Managing multinational financial system- Foreign Exchange Management Act 2000.						

<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures from Industry, online seminars ,workshop with software experts to understand the working of accounting software, Case Study		
	<b>Total Lecture Hours</b>	<b>52 hours</b>
<b>Text Book(s)</b>		
1	Alan C. Shapiro, Multinational Financial Management, Wiley India	
2	Eun / Resnick, International Financial Management Tata McGraw Hill	
<b>Reference Books</b>		
1	Levi. D Maurice, International Finance, McGraw Hill New Delhi.	
2	Jain P.K. and others, International Financial Management McMillan Co.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://www.mooc-list.com/tags/international-finance">https://www.mooc-list.com/tags/international-finance</a>	
2	<a href="https://www.mooc-list.com/course/international-finance-mruniversity">https://www.mooc-list.com/course/international-finance-mruniversity</a>	
3	<a href="https://swayam.gov.in/nd1_noc20_mg54">https://swayam.gov.in/nd1_noc20_mg54</a>	
Course Designed By: Dr. A.W.Unas		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

<b>Course Code</b>	<b>9</b>	<b>PRINCIPLES OF INSURANCE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic understanding of Insurance concepts		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are:						
<ol style="list-style-type: none"> <li>1. To provide an overview of the regulatory framework and the structure of insurance system</li> <li>2. To familiarise the students with the various services provided by Insurance sector.</li> <li>3. To understand the risk and its management process through insurance and other methods.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Learn the basic functions, principles and concepts of insurance				K1	
2	Understand postulates and regulations of Insurance				K2	
3	Analyse the various issues in Insurance sector				K3	
4	Apply the insurance concepts to resolve Business Problems				K4	
5	Create interest to do research in the field of insurance				K6	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>						
<b>Unit:1</b>	<b>RISK EVALUATION</b>				<b>10 hours</b>	
Risk – Risk identification and evaluation - Property and liability Loss exposures - Life, Health, and Loss of Income exposures and non insurance risk management techniques - Selecting and implementing Risk management techniques.						
<b>Unit:2</b>	<b>RISK MANAGEMENT</b>				<b>10 hours</b>	
Property and liability Risk Management- Risk Management of commercial property - Business liability and risk management insurance – Worker’s compensation and alternative risk managing.						
<b>Unit:3</b>	<b>RISK MANAGEMENT OF AUTO SECTOR</b>				<b>10 hours</b>	
Risk Management of Auto owners - Insurance claims – Need for insurance- Personal automobile policy- Personal automobile rating - Premium and death rates- Cost containment advances in driver and auto safety - Risk management of home owners policy coverage- Perils covered by the policy – Flood Insurance- Personal articles floater -Personal risk management						
<b>Unit:4</b>	<b>LIFE AND HEALTH INSURANCE</b>				<b>12 hours</b>	
Loss of life – Types of life insurance - Tax incentives for life insurance- Life insurance contract provisions - Loss of Health- Health insurance providers - Mechanics of cost sharing - Health expense insurance - Disability income insurance - Health insurance policy provisions – Health care reforms – Annuities - Structures of annuities - Annuity characteristics - Annuity taxation – Employee’s benefits- Health and retirement benefits.						

<b>Unit:5</b>	<b>ROLE OF IRDA</b>	<b>8 hours</b>
Life and General insurance industry in India – IRDA Act- Investment norms – Protection of policy holders Interest		
<b>Unit: 6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures from Industry, online seminars, workshop with software experts to understand the working of Insurance software, Case Study		
<b>Total Lecture Hours</b>		<b>52 hours</b>
<b>Text Book(s)</b>		
1	Scot E Herrington, Risk Management and Insurance McGraw Hill, New Delhi	
2	Harold D Stephen and W Jean Kwon, Risk Management and Insurance Blackwell Publishing Co., New York	
<b>Reference Books</b>		
1	Dorfman Mark S Introduction to Risk Management and Insurance, Prentice Hall India, New Delhi.	
2	Misra M.N. and Misra S.R, Insurance Principles and Practice, S.Chand and Co., New Delhi.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://www.classcentral.com/course/swayam-fundamental-of-insurance-19873">https://www.classcentral.com/course/swayam-fundamental-of-insurance-19873</a>	
2	<a href="https://www.mooc-list.com/tags/insurance">https://www.mooc-list.com/tags/insurance</a>	
Course Designed By: Dr. A.W.Unas		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low



<b>Course Code</b>	<b>10</b>	<b>COST MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic understanding of accounting concepts		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are:						
<ol style="list-style-type: none"> <li>To align the accounting theory and concepts with industrial application</li> <li>To create the awareness of using various software in Costing</li> <li>To create strong foundation in understanding application of costing</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Learn the basic functions, principles and concepts of Costing				K1	
2	Understand postulates and techniques of Costing				K2	
3	Apply the various tools of Costing to resolve business problems				K3	
4	Analyse the various issues of Cost Accounting				K4	
5	Create interest to do research in the field of accounting				K6	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>						
<b>Unit:1</b>	<b>INTRODUCTION TO COST MANAGEMENT</b>				<b>10 hours</b>	
Introduction to cost management and basic cost management concepts - Systems Framework - Factors affecting cost management - Cost assignment: Direct tracing and allocation - Functional based and activity based cost management systems.						
<b>Unit:2</b>	<b>COST BEHAVIOUR</b>				<b>10 hours</b>	
Cost Behaviour – Basics - Resources - Activities and Cost Behaviour- Methods for separating mixed costs into Fixed and Variable components- Reliability of Cost Formula - Cost Estimation using Multiple Regression- The Learning Curve and Non-linear cost behaviour.						
<b>Unit:3</b>	<b>ACTIVITY BASED COSTING</b>				<b>10 hours</b>	
Activity Based Costing- Functional based product costing- ABC costing system-Product and service costing - Job order system - Characteristics of the production process – single and multiple overhead rates- An overview of cost allocation-Allocating one department's costs to another department.						
<b>Unit:4</b>	<b>DECENTRALISATION AND RESPONSIBILITY ACCOUNTING</b>				<b>10 hours</b>	
Decentralisation and Responsibility Accounting -Performance Evaluation-Investment Centers - Transfer pricing - Setting transfer prices.						

<b>Unit:5</b>	<b>STRATEGIC COST MANAGEMENT</b>	<b>10 hours</b>
Strategic Cost Management Basic Concepts - Value Chain Analysis- Life Cycle Cost Management - JIT and its effect on cost management system - Activity Based Management – The Balanced Scorecard - Strategic based control.		
<b>Unit:6</b>	<b>CONTEMPORAY ISSUES</b>	<b>2 hours</b>
Expert lectures from Industry, online seminars,workshop with software experts to understand the working of Costing, Case Study		
<b>Total Lecture Hours</b>		<b>52 hours</b>
<b>Text Book(s)</b>		
1	Guan. I lansen and Mower, Cost Management, South Western Cengage Learning	
2	Blocher, Chen, Cokins and Lin , Cost Management: A Strategic Emphasis TataMcGraw Hill	
<b>Reference Books</b>		
1	JawaharLal , Cost Management,Tata McGraw Hill	
2	J. Batty, Management Accounting, London Mc Donald &Evans	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://www.classcentral.com/course/swayam-cost-accounting-13968">https://www.classcentral.com/course/swayam-cost-accounting-13968</a>	
2	<a href="https://www.mooc-list.com/tags/cost-management">https://www.mooc-list.com/tags/cost-management</a>	
Course Designed By: Dr. A.W.Unas		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

<b>Course Code</b>	<b>11</b>	<b>BANKING RISK MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>		<b>ELECTIVE</b>	<b>4</b>			<b>4</b>
<b>Pre-requisite</b>		Basic understanding of Banking	<b>Syllabus Version</b>			<b>2020-21</b>
<b>Course Objectives:</b>						
The main objectives of this course are:						
<ol style="list-style-type: none"> <li>To align the accounting theory and concepts with banking application</li> <li>To create the awareness of using various software in banking</li> <li>To understand the various types of risks faced by banks and the various tools and techniques of measuring and managing bank risks.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Learn the basic functions, principles and concepts of Banking					K1
2	Understand postulates and techniques of Banking					K2
3	Apply the various techniques used to measure and manage bank risk					K3
4	Analyse the various risks in Banking to resolve Banking Problems					K4
5	Create interest to do research in the field of Banking					K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>						
<b>Unit:1</b>	<b>FINANCIAL RISKS</b>				<b>10 hours</b>	
Risk: Types - Financial risks faced by bankers – Credit risk: - Liquidity Risk and Interest Risk – Measures of Risk: Liquidity risk, Interest rate risk, credit risk and capital risk – Organizational structure for risk management in banks – Risk management process – ALCO.						
<b>Unit:2</b>	<b>LIQUIDITY AND OPERATIONAL RISKS</b>				<b>10 hours</b>	
Liquidity Risk and Operational Risk - Liquidity and liquidity risk – Need for liquidity by banks – Sources of liquidity risks – Static Liquidity - Gap Analysis – Structural liquidity Gap Analysis – Dynamic Liquidity Gap analysis – Scenario Analysis: Bank Specific and Market Specific – Liquidity Adjustment Facility - Operational Risk and types – Organizational setup for operational risk – Operational Risk Management (ORM) Process in banks.						
<b>Unit:3</b>	<b>INTEREST RATE RISKS</b>				<b>10 hours</b>	
Interest Rate Risk- Categories – Theories on interest rates: Pure Expectation Theory. Liquidity Preference Theory and Market Segmentation Theory - Methods used for measuring Interest Rate Risk: Traditional & Standardized Gap Analysis and its pros and cons - Duration Gap Analysis and its pros and cons - Simulation Method, Standard Deviation and Volatility, Co-variance and correlation - Techniques of management of interest rate risk: Derivatives, Interest Rate Options, Forward Rate Agreements (interest rate derivative), Interest Rate Features, Interest Rate Swaps, on balance sheet techniques and off-balance sheet techniques.						

<b>Unit:4</b>	<b>CREDIT RISK</b>	<b>10 hours</b>								
Credit Risk: Types – Default risk, exposure risk, recovery risk, collateral risk, third party guarantee risk, legal risk default, default probability – Measuring credit risk in banking transactions: Historical frequencies of defaults, agency ratings and default frequencies, default rate volatility and horizon, interbank exposure, contingencies - expected exposures and the time profile – Credit risk management in banks.										
<b>Unit:5</b>	<b>NON-PERFORMANCE ASSETS MANAGEMENT</b>	<b>10 hours</b>								
Non-performing Assets Management (NPA)– Definition and Concept – Managing NPAs –Income Recognition and Asset Classification (IRAC) – Recovery management: Financial and Physical Follow up – Effect of NPAs on Bank’s Profitability – Provision for NPAs by banks – The Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002.(SARFAESI ACT).										
<b>Unit: 6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>								
Expert lectures from Industry, online seminars ,workshop with software experts to understand the working of Banking software - Case Study										
<b>Total Lecture Hours</b>		<b>52 hours</b>								
<b>Text Book(s)</b>										
1	James W, Commercial Banking – The Management of Risk, Wiley India edition.									
2	Hull John C., Risk Management and Financial Institutions, Pearson.									
<b>Reference Books</b>										
1	Dun Bradstreet, Financial Risk Management. Tata McGraw Hill.									
2	Vivek, Asthana P.N, Financial Risk Management. HPH									
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>										
1	<a href="https://www.mooc-list.com/tags/risk-management-banking-and-financial-markets-professional-certificate">https://www.mooc-list.com/tags/risk-management-banking-and-financial-markets-professional-certificate</a>									
2	<a href="https://swayam.gov.in/nd2_imb20_mg40/preview">https://swayam.gov.in/nd2_imb20_mg40/preview</a>									
Course Designed By: Dr. A.W.Unas										
<b>Mapping with Programme Outcomes</b>										
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	S	S	S	S	S	M	M	S	S	S
<b>CO2</b>	M	S	M	S	S	M	M	S	S	S
<b>CO3</b>	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low



**SYSTEMS**

<b>Course code</b>	<b>12</b>	<b>SOFTWARE PROJECT MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>		<b>ELECTIVE</b>	<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic understanding of computer software		<b>Syllabus Version</b>		<b>2020-2021</b>	
<b>Course Objectives:</b>						
The main objectives of this course are:						
<ol style="list-style-type: none"> <li>1. To align the software development with Industrial application</li> <li>2. To create the awareness on using various software in business</li> <li>3. To familiarise the students with the latest trends in computer software</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Learn the basic functions, techniques and methods of software project management					K1
2	Apply the various software of system to resolve business problems					K3
3	Analyse the various issues of software projects					K4
4	Create interest to do research in the field of software project management					K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>						
<b>Unit:1</b>	<b>INTRODUCTION TO SOFTWARE PROJECTS</b>				<b>10 hours</b>	
Software Projects: Introduction - Software projects - Software projects versus other types of projects - Projects Management - Requirements specification - An overview of project planning - Project evaluation: Strategic and technical assessment - Risk evaluation -Project Analysis and Technical planning - Software Estimation.						
<b>Unit:2</b>	<b>ACTIVITY PLANNING</b>				<b>10 hours</b>	
Activity planning: Objectives- Project schedules and activities-Different planning models - Sequencing and Scheduling projects - Network planning model - Shortening project duration -Identifying critical activities - Risk Management: Nature of risk-Management of risk-Evaluation risk						
<b>Unit:3</b>	<b>RESOURCE ALLOCATION</b>				<b>10 hours</b>	
Resource Allocation: Nature of resources-Resource requirements-Creating Critical path and counting the cost- Monitoring and control: Responsibility-assessing progress- Setting check points - Taking snap shots - Collecting data - Visualizing progress - Cost monitoring – Priority monitoring - Managing people and organizing teams.						
<b>Unit:4</b>	<b>SOFTWARE CONFIGURATION MANAGEMENT</b>				<b>10 hours</b>	
Software Configuration Management: Basic Functions - Responsibilities - Standards - Configuration management - Prototyping - Models of Prototyping - Planning for small projects: Introduction - Some problems with student projects - Content of project plan.						

<b>Unit:5</b>	<b>SOFTWARE MAINTENANCE AND CONFIGURATION MANAGEMENT</b>	<b>10 hours</b>
Software maintenance and configuration Management: Maintenance characteristics - Management tasks - Maintenance side effects - Maintenance issues – Configuration Management - Source code metrics - Case study - PRINCE project management.		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures from Industry, online seminars,workshop with software experts, Case Study		
<b>Total Lecture Hours</b>		<b>52 hours</b>
<b>Text Book(s)</b>		
1	Mike Cotterell, Bob Hughes, "Software project management", Inclination/Thomas Computer Press.	
2	Darrel Ince, H.Sharp and M.Woodman, "Introduction to software project management andQuality Assurance", Tata McGraw Hill.	
<b>Reference Books</b>		
1	James O. Coplien and Neil B. Harrison, Organizational Patterns of Agile Software Development	
2	CemKaner, Jack Falk, and Hung Q. Nguyen, Testing Computer software	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://swayam.gov.in/nd2_cec20_cs07/preview">https://swayam.gov.in/nd2_cec20_cs07/preview</a>	
2	<a href="https://www.my-mooc.com/en/categorie/software-development">https://www.my-mooc.com/en/categorie/software-development</a>	
Course Designed By: Dr. A.W.Unas		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

<b>Course Code</b>	<b>13</b>	<b>ENTERPRISE RESOURCE PLANNING</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic understanding of HRM and computers		<b>Syllabus Version</b>		<b>2020-2021</b>	
<b>Course Objectives:</b>						
The main objectives of this course are:						
<ol style="list-style-type: none"> <li>To understand the role of ERP in an organisation, its modules and implementation issues</li> <li>To align the ERP with Industrial application</li> <li>To familiarise the students on the latest trends in ERP</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Learn the basic functions, techniques and methods of ERP				K1	
2	To understand the role of ERP in an organization, its various modules, and implementation issues				K2	
3	Apply the various ERP techniques to resolve business problems				K3	
4	Analyse the various issues of ERP				K4	
5	Create interest to do research in the field of ERP				K6	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>						
<b>Unit:1</b>	<b>AN OVERVIEW OF ENTERPRISE</b>				<b>10 hours</b>	
Enterprise –An overview – Basic concepts of ERP-Risks and benefits of ERP-Related Technologies such as Business process Reengineering, Data warehousing, data Mining, Online analytical Processing, Product life cycle Management, Supply Chain Management and Customer Relationship Management.						
<b>Unit:2</b>	<b>ERP MODULES</b>				<b>10 hours</b>	
ERP Modules – Manufacturing – Plant maintenance – Materials Management – Quality Management – Operations and Maintenance – Human Resources - Finance – Marketing – Sales Distribution and services.						
<b>Unit:3</b>	<b>ERP IMPLEMENTATION</b>				<b>10 hours</b>	
ERP Implementation basics – Life cycle- Package selection- implementation strategies – Implementation process, Project team, Success and failure factors of an ERP implementation- Maximizing ERP system.						
<b>Unit:4</b>	<b>ERP MARKET PLACE AND DYNAMICS</b>				<b>10 hours</b>	
ERP Market place and Dynamics – SAP AG – People soft – Baan – JD Edwards – Oracle – SSA , MS Dynamics and others.						
<b>Unit:5</b>	<b>ERP AND E-BUSINESS</b>				<b>10 hours</b>	
ERP and e-business – ERP, Internet and WWW – ERP II – Future direction and trends in ERP - Case studies in Indian and Global scenario.						

<b>Unit:6</b>	<b>CONTEMPORAY ISSUES</b>	<b>2 hours</b>
Expert lectures from Industry, online seminars,workshop with software experts to understand the ERP , Case Study		
	<b>Total Lecture Hours</b>	<b>52 hours</b>
<b>Text Book(s)</b>		
1	Alexis Leon, Enterprise Resource Planning, TMH	
2	Joseph A. Brady, Concepts in Enterprise Resource Planning, S. Chand & Co.	
<b>Reference Books</b>		
1	Mary Sumner , Enterprise Resource Planning, Pearson	
2	David L. Olson, Managerial Issues in ERP System, TMG	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="http://www.koenig-solutions.com/erp-training/certification">www.koenig-solutions.com/erp-training/certification</a>	
2	<a href="http://www.fwpr.com/">www.fwpr.com/</a>	
Course Designed By: Dr. A.W.Unas		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low



**PRODUCTION**

<b>Course Code</b>	<b>14</b>	<b>TOTAL QUALITY MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic knowledge of production management		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Impart the knowledge on concepts of quality in production and total quality in Business Management.</li> <li>2. Acquire knowledge of total quality models and quality measurement system.</li> <li>3. Develop strategic choices of markets and customers maintaining competitive advantage by adopting ISO 9000 – Auditing for Total Quality Management.</li> </ol>						
<b>EXPECTED COURSE OUTCOMES</b>						
On the successful completion of the course, student will be able to:						
1	Perceive the concepts of Total Quality Management and its approaches.				K1 &K2	
2	Apply the pillars of Total Quality Management, strategic thinking, guidelines towards organizational implications.				K3	
3	Enable total quality models related to information and customer under quality management.				K5	
4	Analyse quality system and apply customer retention through quality measurement system.				K4	
5	Create strategic choice of markets and customers maintenance in the competitive environment.				K6	
<b>K1 - Remember; K2 – Understand ; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit:1</b>	<b>CONCEPT OF TOTAL QUALITY MANAGEMENT</b>				<b>10 hours</b>	
Total quality management – Concepts – Quality management in retrospect – Evaluation of quality approaches – Basic elements of TQM. Accelerating use of TQM – The continuous improvement process – International trend in continuous improvement process – Service quality Vs Product Quality - Total Quality: Value & Differential advantage						
<b>Unit:2</b>	<b>TOTAL QUALITY POLICY AND ITS APPROACHES</b>				<b>11 hours</b>	
Pillars of Total quality management – Strategic thinking and planning - Starting point for total quality – Total quality policy and deployment guidelines – Total quality approaches – Leadership for TQM - Attitude & involvement of top management - Organizational implications.						
<b>Unit:3</b>	<b>TOTAL QUALITY MODELS AND STRATEGIC INFORMATION SYSTEM</b>				<b>10 hours</b>	
Total quality models – Enablers for total quality – Quality responsibilities – Achieving total commitment to quality – Information & customer – Strategic information system – Strategic quality management.						

<b>Unit:4</b>	<b>QUALITY EDUCATION, TRAINING AND MEASUREMENT SYSTEM</b>	<b>10 hours</b>
Quality education and training quality process, Quality system – Quality measurement system including the tools of TQM – Quality cost – Quality planning – Quality information feedback – Internal customer conflict – customer retention and problems.		
<b>Unit:5</b>	<b>TOTAL QUALITY MANAGEMENT AND ISO:9000 - AUDIT</b>	<b>11 hours</b>
Strategic choice of markets and customers maintaining competitive advantage – Designing process and products for Quality – TQM and ISO:9000 – Auditing for TQM – TQM in services – TQM in education – The leverage of productivity and Quality – Pitfalls in operationalising Total Quality		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Case studies, Online Seminars-Webinars, Expert Lectures and group exercises may be used to supplement the class lectures		
<b>Total Lecture Hours</b>		<b>54hours</b>
<b>Text Book(s)</b>		
1	Bharat Wakhlu -Total quality	
2	Sundararaju -Total quality Management	
<b>Reference Books</b>		
1	Bill Creech -Five Pillars of TQM	
2	Joseph and Berk -Total Quality Management	
3	Stephen George -TQM Strategies and Techniques	
4	R.P. Mohanty and R.R. Lakhe - TQM in service sector	
5	Bhat, K. S. Total Quality Management (text & cases). Mumbai: Himalaya Publishing House	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://swayam.gov.in/nd2_imb20_mg46/preview">https://swayam.gov.in/nd2_imb20_mg46/preview</a>	
2	<a href="https://swayam.gov.in/nd2_imb20_mg28/preview">https://swayam.gov.in/nd2_imb20_mg28/preview</a>	
3	<a href="https://swayam.gov.in/nd1_noc20_mg57/preview">https://swayam.gov.in/nd1_noc20_mg57/preview</a> <a href="https://swayam.gov.in/nd2_imb20_mg35/preview">https://swayam.gov.in/nd2_imb20_mg35/preview</a> (or)	
Course Designed By: Dr.S.Ponmalar		

<b>Mapping with Programme Outcomes</b>										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	S	M	S	S
CO3	S	S	M	S	S	S	S	M	S	S
CO3	M	S	S	M	S	S	S	S	S	S

\*S-Strong; M-Medium; L-Low

<b>Course Code</b>	<b>15</b>	<b>SUPPLY CHAIN MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic knowledge of marketing and ICT		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
1. Familiarise the students with the concepts of supplies pertaining to purchase, storage and issue of materials and stock maintenance of finished goods.						
2. Acquire knowledge on Supply Chain Management and customer relations management.						
3. Enrich their knowledge in manufacturing, scheduling logistics management and information technology in Supply Chain Management.						
<b>EXPECTED COURSE OUTCOMES</b>						
On the successful completion of the course, student will be able to:						
1	Understand the concepts and components of Supply Chain Management.					K2
2	Analyse customer focus in Supply Chain Management and evaluate the purchase performance.					K4
3	Apply material handling system in store keeping and space management.					K3
4	Evaluate the role of logistics in Supply Chain Management and customer service.					K5
5	Create and implement information technology in Supply Chain Management.					K6
<b>K1 - Remember; K2 – Understand ; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit:1</b>	<b>INTRODUCTION TO SUPPLY CHAIN MANAGEMENT</b>				<b>10 hours</b>	
Introduction to Supply Chain Management (SCM) – Concept of SCM – Components of SCM, an overview – Features of SCM – Strategic issues in SCM. SCM current scenario – Value chain management and customer relations management.						
<b>Unit:2</b>	<b>LEGAL ASPECTS OF BUYING AND INVENTORY MANAGEMENT</b>				<b>11 hours</b>	
Customer focus in SCM – Demand planning, Purchase planning – Make or Buy decision – Indigenous and global sourcing - Development and Management of suppliers – Legal aspects of Buying – Cost management – Negotiating for purchasing / sub-contracting – Purchase insurance -Evaluation of Purchase performance (performance indices). Inventory management – Financial impact of inventory.						
<b>Unit:3</b>	<b>SCHEDULING AND STRATEGIES OF WAREHOUSING AND STORE KEEPING SYSTEM</b>				<b>11 hours</b>	
Manufacturing Scheduling – Manufacturing flow system – Work flow automation – Flexibility in manufacturing to achieve dynamic optimization – Material handling system design and decision - Ware housing and store keeping – Strategies of ware housing and store keeping – Space management						



<b>Unit:4</b>	<b>LOGISTIC MANAGEMENT DESIGN AND DECISION</b>	<b>10 hours</b>
Logistics management – Role of logistics in SCM – Integrated Logistics Management – Transportation Design and decision – Multi modalism – Third party logistics services and providers – Facilities management (Port/Airport/ICDs) Channels of distribution – Logistics and customer service.		
<b>Unit:5</b>	<b>INFORMATION TECHNOLOGY IN SUPPLY CHAIN MANAGEMENT</b>	<b>10 hours</b>
Information technology and SCM: EDI, ERP, Internet and Intranet, E-Commerce, Advanced Planning System, Bar Coding, Tele communication network, Video Conferencing and Artificial Intelligence - Best practices in Supply Chain Management – Organizational issues to implement SCM.		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2hours</b>
Case studies, Online Seminars-Webinars, Expert Lectures and group exercises may be used to supplement the class lectures		
<b>Total Lecture Hours</b>		<b>54 hours</b>
<b>Text Book(s)</b>		
1	B.S. Sahay, Supply Chain Management - For Global Competitiveness - Macmillan India Limited	
2	Sunil Chopra and Peter Meindl “Supply Chain Management: Strategy, Planning and Operation”, Pearson Higher Education, New Delhi	
<b>Reference Books</b>		
1	Sunil Chopra and Peter Meindl, -Supply Chain Management: Strategy planning and operations, PHI	
2	Levi, Kaminsky and Simchi-Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies	
3	Donal J Bowersox, David J Closs, M Bixby Cooper, “Supply Chain Logistics Management”, Tata McGraw Hill, New Delhi.	
4	Michael H. Hugos, “Essentials of Supply Chain Management”, Wiley Publications, US.	
5	Robert B. Handfield, Ernest Nichols, “Introduction to Supply Chain Management”, Pearson Education, New Delhi	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://swayam.gov.in/nd2_cec20_mg31/preview">https://swayam.gov.in/nd2_cec20_mg31/preview</a>	
2	<a href="https://www.edx.org/course/supply-chain-analytics">https://www.edx.org/course/supply-chain-analytics</a>	
3	<a href="https://swayam.gov.in/nd2_imb20_mg42/preview">https://swayam.gov.in/nd2_imb20_mg42/preview</a>	
Course Designed By: Dr.S.Ponmalar		

<b>Mapping with Programme Outcomes</b>										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	S	S
CO3	S	S	S	S	S	S	S	M	S	S
CO3	S	S	M	M	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low



**HEALTH CARE**

<b>Course Code</b>	<b>16</b>	<b>PUBLIC HEALTH SYSTEMS AND HEALTH INSURANCE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic knowledge of hospital administration		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
1. Acquaint the students with hospitals, its facility, design and operations.						
2. Acquire knowledge about Project concepts, Project plan, Project formulation and its implementation.						
3. Implement and evaluate the project plan						
<b>EXPECTED COURSE OUTCOMES</b>						
On the successful completion of the course, student will be able to:						
1	Recognise various concepts related to health care sector				K1	
2	Have knowledge of health care system in India and at global level				K2	
3	Implement project scheduling				K3	
4	Evaluate and organise the human resources in project execution				K4 &K5	
5	Constitute the project work system				K6	
<b>K1 - Remember; K2 – Understand ; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit: 1</b>	<b>CONCEPTS,THEORIES AND ISSUES RELATED TO HEALTHSECTOR</b>				<b>10 hours</b>	
Issues, Theories And Concepts In Policy Formulation-Welfare economics and investments in human capital – Health Economics – Demand of health and health services - Demand, elasticity and health – Production, Health and Health care – Economic Evaluation of Health Care – Economics of Markets and market intervention – Role and Responsibility of Governments in the health sector.						
<b>Unit: 2</b>	<b>HEALTH CARE SYSTEM - INDIAN&amp; GLOBAL</b>				<b>12 hours</b>	
Financing, Resource Allocation and Health Sector Reforms -Mobilising finances and models of financing – Public Expenditure in Health Mobilisation of Private Resources – Selection of a suitable option – Role of International Agencies- Health Sector reform – Health Systems around the world – Govt. and the improvement of health behaviours – Implementation. Policy Objectives - Policy Environment and consequence of reform – National Health Policy – Drug Policy – Framework for newer health care policy settlements – Impact of structural changes, globalisation and public economy, environment and health status – Current health care status of India						
<b>Unit: 3</b>	<b>HEALTH CARE PROGRAMS</b>				<b>10 hours</b>	
Plan Implementation and Control- National health program – Tools – Regulation – Health services research – Measurement of health / medical needs and services. Utilization –						

Resources Allocation – Cost benefit analysis – Eco based budgeting – System analysis and operation research in health care programs – Control mechanism.		
<b>Unit: 4</b>	<b>HEALTH INSURANCE AND MANAGEMENT</b>	<b>10 hours</b>
Risk Insurance and Management- Introduction to risk and insurance – Risk Identification and Risk Evaluation – Risk Management Techniques – Risk Management and Insurance Industry – WTO – Insurance Law and Regulation – International Laws (Salient features of above topics) Principles of health insurance – Health insurance products - Group Insurance products – Product design, development and evaluation- Risk Assessment – Underwriting and Premium Setting - Claims Management – Third Party Administration – Current Developments.		
<b>Unit: 5</b>	<b>INSURANCE MODELS</b>	<b>10 hours</b>
Actuarial Principles and Premium Setting-Actuarial Principles – Demography – Survival distributions and life tables – Interest and life contingencies – Loss distribution – Principles of Ratemaking - Data required for Ratemaking – Insurance Models – Application of Models – Current Developments. (Salient Features of above topics)		
<b>Unit: 6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Case studies, Online Seminars - Webinars, Expert Lectures and group exercises may be used to supplement the class lectures		
<b>Total Lecture Hours</b>		<b>54hours</b>
<b>Text Books</b>		
1	Rajiv Jain and Rakhi Biswas, Insurance Law and Practice, Vidhi Publishers, Delhi	
<b>Reference Books</b>		
1	William A Reinks, Health Planning for Effective Management, Oxford University Press.	
2	Peter Berman, Health Sector Reform in Developing Countries, Harvard University Press	
3	Piggot, Carolyn Semple, Business Planning for Health Care Management, UK Open University Press	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://swayam.gov.in/nd2_cec20_mg24/preview">https://swayam.gov.in/nd2_cec20_mg24/preview</a>	
2	<a href="https://www.edx.org/micromasters/doanex-healthcare-administration">https://www.edx.org/micromasters/doanex-healthcare-administration</a>	
Course Designed By: Dr.S.Ponmalar		

<b>Mapping with Programme Outcomes</b>										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	M	S
CO3	S	S	S	M	M	S	S	S	S	S
CO3	S	S	M	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

<b>Course Code</b>	<b>17</b>	<b>INTERNATIONAL HEALTH MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>		<b>ELECTIVE</b>	<b>4</b>			<b>4</b>
<b>Pre-requisite</b>		Basic knowledge of hospital administration	<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are:						
1. To know and understand the international health scenario and healthcare delivery process and also to develop perspectives for health product and services to go global.						
2. Acquire knowledge about Health care system and challenges						
3. Implement and evaluate the health policy and regulatory tools						
<b>EXPECTED COURSE OUTCOMES</b>						
On the successful completion of the course, student will be able to:						
1	Recognise various concepts related to health care challenges				K1	
2	Have knowledge of the reforms of health care system				K2	
3	Implement health care system's trends and directions				K3	
4	Evaluate and organise the IPR, PCT and WIPO				K4 &K5	
5	Constitute the different forms of health policies in health care sector				K6	
<b>K1 - Remember; K2 – Understand ; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit: 1</b>	<b>HEALTH CARE CHALLENGES</b>				<b>11 hours</b>	
Healthcare – A Global Perspective-Healthcare challenges – a global perspective- Wide gap in healthcare delivery – Healthcare financing in developed and developing countries – Developing National health Accounts – Application in developing countries - Health Insurance and Managed Care Concept - Risk pooling concept – Concept of managed care: Components - Managed health care models - Study of socialised Medicine, Social insurance, Mandatory insurance and Voluntary Insurance						
<b>Unit: 2</b>	<b>REFORMS OF HEALTHCARE SYSTEM</b>				<b>10 hours</b>	
The Reforms of Healthcare System - Comparison of Health Insurance - National And International Perspectives - Evolutionary reforms in Healthcare - Structural reforms in healthcare-International convergence in healthcare systems – Health sector reforms – lessons from different countries						
<b>Unit: 3</b>	<b>HEALTH CARE SYSTEM</b>				<b>11 hours</b>	
Systems of Health Care Delivery-Basic components of health services – Transition from traditional insurance to managed care – Trends and Directions – Significance of health care practitioners and policy makers – Complying with regulations – Health care systems in other countries						
<b>Unit: 4</b>	<b>IPR,PCT AND WIPO</b>				<b>10 hours</b>	
Intellectual Property Rights- TRIPS – IPR - The Patent Co-operation Treaty (PCT) – PCT system-PCT for product design – World Intellectual Property Organisation (WIPO) and its role in new patent regime – International Registration of Trademarks						



<b>Unit: 5</b>	<b>HEALTH POLICY AND REGULATORY TOOLS</b>	<b>10 hours</b>
Health Policy: Definition – Different forms of Health policies - Regulatory tools-government as a subsidiary to the private sector – Reforms in the healthcare sector – Decentralized role of the States – Access to healthcare providers in rural areas, low income segments – Cost of Care - Quality of care.		
<b>Unit: 6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Case studies, Online Seminars-Webinars, Expert Lectures and group exercises may be used to supplement the class lectures		
<b>Total Lecture Hours</b>		<b>54 hours</b>
<b>Text Books</b>		
1	Leiyu Shi and Douglas A Singh: Delivering Health Care in America- A systems Approach	
<b>Reference Books</b>		
1	Oxford Textbook of Public Health, Volume Three.	
2	J. E. Park, Textbook of Preventive and Social Medicine	
3	Blane,David, Brunner, Eric, Health and Social Organisation: Towards a health policy for the 21st century,Calrendon Press.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://swayam.gov.in/nd1_noc20_mg36/preview">https://swayam.gov.in/nd1_noc20_mg36/preview</a>	
2	<a href="https://swayam.gov.in/nd1_noc20_mg69/preview">https://swayam.gov.in/nd1_noc20_mg69/preview</a>	
Course Designed By: Dr.S.Ponmalar		

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	M	S	S
CO3	S	S	S	M	M	S	S	S	S	S
CO3	S	S	M	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low



**ENTREPRENEURSHIP**

<b>Course Code</b>	<b>18</b>	<b>THE SUCCESSFUL BUSINESS PLAN</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>		<b>ELECTIVE</b>	<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic concepts of Entrepreneurship		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are:						
1. To dedicate enough time for planning, create goals and evaluate performance.						
2. To deal with change.						
3. To Maintain a healthy cash flow.						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Develop the ability to discern distinct entrepreneurial traits					K3
2	Know the parameters to assess opportunities and constraints of new business ideas					K4
3	Understand the systematic process to select and screen business ideas					K5
4	Design strategies for successful implementation of ideas					K6
5	Write a business plan					K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>						
<b>Unit:1</b>	<b>STARTING THE PROCESS</b>				<b>10 hours</b>	
Starting the Process – The Successful Business - Getting Your Plan Started - Making Your Plan Compelling						
<b>Unit:2</b>	<b>BUSINESS PLAN COMPONENTS</b>				<b>10 hours</b>	
Business Plan Components – The Executive Summary - Company Description - Industry Analysis and Trends - Target Market – Competition - Strategic Position and Risk Assessment - Marketing Plan and Sales Strategy – Operations - Technology Plan. Management and Organization - Community Involvement and Social Responsibility - Development, Milestones, and Exit Plan - The Financials - The Plan’s Appendix.						
<b>Unit:3</b>	<b>IMPLEMENTING THE PLAN</b>				<b>10 hours</b>	
Putting the Plan to Work – Preparing, Presenting, and Sending out Your Plan - Looking for Money - Using Your Plan for Classes and Competitions - Internal Planning for Existing Businesses and Corporations - Time Saving Tips.						
<b>Unit:4</b>	<b>SPECIAL CONSIDERATION</b>				<b>10 hours</b>	
Special Considerations – Considerations for Internet — e-businesses - Considerations for Retailers -Considerations for Manufactures - Considerations for Service Businesses -Business Planning in a Weak (or Strong) Economy						

<b>Unit:5</b>	<b>OUTLINE OF BUSINESS PLAN</b>	<b>10 hours</b>
Outline of a Business Plan. Business Terms Glossary - Funding Sources - Research Sources – Entrepreneur’s Sources – Index - Sample Plan – Cover Letter - Executive Summary - Company Description - Industry Analysis and Trends - Target Market - The Competition - Strategic Position and Risk Assessment - Marketing Plan – Operations - Technology Plan - Management and Organization - Community Involvement and Social Responsibility - Development, Milestones & Exit Plan - Income Statement - Three Year Projection - Income Statement - Annual Cash Flow Projection - Balance Sheet - Sources and Uses of Funds - Assumption Sheet.		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures, online seminars - Webinars		
	<b>Total Lecture Hours</b>	<b>52 hours</b>
<b>Text Book(s)</b>		
1	Abrams, Rhonda, ‘Successful Business Plan’ ,	
2	Jason Fried & David Heinemeer Hansson , ‘Rework’ -	
<b>Reference Books</b>		
1	Marty Cagan,Inspired: How to Create Products Customers Love	
2	Steve Johnson, ‘Where Good Ideas Come From’	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://swayam.gov.in/nd1_nou20_mg35">https://swayam.gov.in/nd1_nou20_mg35</a>	
2	<a href="https://www.entrepreneur.com/article/175242">https://www.entrepreneur.com/article/175242</a>	
Course Designed By: Dr. D Kalpana		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	S	M	S	S	S
CO3	M	S	S	S	M	S	S	S	S	S
CO3	S	S	S	S	S	S	S	M	S	S

\*S-Strong; M-Medium; L-Low

**GENERAL**

<b>Course Code</b>	<b>19</b>	<b>EVENT MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basics of Marketing		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
1. Obtain a sense of responsibility for the multi – disciplinary nature of event management.						
2. Gain confidence and enjoyment from involvement in the dynamic industry of event management						
3. Form a base for many routine activities in operations management						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Identify the types of insurance appropriate for particular events.					K2
2	Identify risk factors in an event proposal.					K2
3	Describe and analyse key components of typical event contracts.					K5
4	Analyse the nature of risk and risk factors typical to meetings and events					K5
5	Conduct standard and customary ethical, legal, risk management, safety, and security analysis for an event					K6
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>						
<b>Unit:1</b>	<b>EVENTS - INTRODUCTION</b>				<b>10 hours</b>	
Events - Nature definition and scope - C's of events - Designing, interaction and importance as a marketing tool - Various needs addressed by events - Focusing and implementing events -Advantages and disadvantages of events.						
<b>Unit:2</b>	<b>ELEMENTS OF EVENTS</b>				<b>10 hours</b>	
Elements of events - Event infrastructure, target audience, organisers, venue, media activities to be carried out - Concept of market in events - Segmentation and targeting of the market events.						
<b>Unit:3</b>	<b>POSITIONING IN EVENT</b>				<b>10 hours</b>	
Positioning in events and the concept of event property - Events as a product - Methods of pricing events - Events and promotion - Various functions of management in events.						
<b>Unit:4</b>	<b>STRATEGIC PLANNING</b>				<b>10 hours</b>	
Strategic market planning - Development and assessment of market plan.						
<b>Unit:5</b>	<b>STRATEGIC ALTERNATIVES</b>				<b>10 hours</b>	
Strategic alternatives arising from environment, competition and defined objectives - Pricing objectives - Evaluation of event performance - Measuring performance & correcting deviations						

<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures, online seminars - Webinars		
<b>Total Lecture Hours</b>		<b>52 hours</b>
<b>Text Book(s)</b>		
1	Gaur.S.S. and Saggere.S.V., Event Marketing Management	
2	Panwar.J.S., Marketing in the New Era, Sage Publications	
<b>Reference Books</b>		
1	Kotler.P., Marketing Management, Analysis, Planning, Implementation and Control, Prentice Hall	
2	AvrichBarry, Event and Entertainment, Delhi, Vision Books	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://swayam.gov.in/nd2_nou20_ge01">https://swayam.gov.in/nd2_nou20_ge01</a>	
2	<a href="https://www.oxfordhomestudy.com/course/event-management-courses-online/event-planning-course-online-free">https://www.oxfordhomestudy.com/course/event-management-courses-online/event-planning-course-online-free</a>	
Course Designed By: Dr. D Kalpana		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	S	S	S	S	S	S	S
CO3	M	S	S	S	S	M	S	S	S	M
CO3	S	S	S	M	S	S	S	S	S	S

\*S-Strong; M-Medium; L-Low



<b>Course Code</b>	<b>20</b>	<b>DATA ANALYTICS USING R</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic understanding of Industry and computer knowledge		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Align the theory and concepts of Data Analytics in industrial application</li> <li>2. Provide basic knowledge about Data Analytics using R.</li> <li>3. Learn the Data processing, Data summarisation, Data visualisation and Reporting tools.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Understand the features of R language					K2
2	Apply the data processing concept in business					K3
3	Analyse the data available in the Industry by applying the concept of Data summarisation and visualisation					K4
4	Judge the suitable reporting tool to analyse the Industrial data					K5
5	Assess the data analytics case studies					K5
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit:1</b>	<b>INTRODUCTION TO R</b>				<b>9 hours</b>	
Data Analysis Vs Data Analytics – Data Analytics – Types and Framework – Data Analytics: Tools - R language - Understanding R features - Installing R and R Studio – Packages and Library – Importing and Exporting Files: CSV File – JSON File – txt File – Excel File – Xml File - Command Line Vs Scripts.						
<b>Unit:2</b>	<b>DATA PROCESSING</b>				<b>9 hours</b>	
Data Pre-Processing – Missing Value – Omitting Null Values - Data Transformation – Data Selection – Data Integration – Data Manipulation: Slicing - Subscripts and Indices – Data Subset - Dplyr Package: Select Function - Filter Function - Mutate Function - Arrange Function.						
<b>Unit:3</b>	<b>DATA SUMMARISATION &amp; VISUALISATION</b>				<b>9 hours</b>	
Data Summarisation & Visualisation - Mean – Median – Mode - Variability Measures - Variance – Range - IQR – Standard Deviation – Sum of Squares – Identifying Outliers using IQR - Data Visualisation – Introduction – Datasets – Exploratory Data Analytics – Univariate Analysis – Histogram - Bivariate Analysis - Box Plot – Multivariate Analysis - Scatter Plot - MASS Package - Categorical Variable – Bar Chart – Mosaic Plot.						

<b>Unit:4</b>	<b>REPORTING TOOL</b>	<b>9 hours</b>
Reporting Tool – Analysing Gathering Information – Story Telling – R Markdown - R Markdown Framework – R markdown package – Knit for Embedded Code: knitr package - Convert File:HTML, PDF, MS Word - Markdown Formatted Text - ShinyApp - shiny package: Built Shiny app – Control Widgets – Customize Reactions – Reactive Expressions - Customize Appearance - Deploy Shiny app.		
<b>Unit:5</b>	<b>DATA ANALYTICS CASE STUDIES</b>	<b>7 hours</b>
Data Analytics Case Studies – Marketing – Logistic Management – Insurance – Behavioural Analytics – Data Analytics on Diamond Dataset.		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures, online seminars – Webinars		
<b>Total Lecture Hours</b>		<b>45 hours</b>
<b>Text Book(s)</b>		
1	V. Bhuvanewari, Data Analytics with R Step by Step, Scitech Publisher,	
2	Roger D.Peng, R Programming for Data Science, Lean Publishing.	
3	VigneshPrajapati, Big Data Analytics with R and Hadoop, Packt Publishing	
<b>Reference Books</b>		
1	Sholom Weiss, et.al, The Text Mining Handbook: Advanced Approaches in Analysing Unstructured Data, Springer.	
2	Emmanuel Paradis, R for Beginners.	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	Data Analysis with R Facebook via Udacity.	
2	Business Analytics and Data Mining Modeling using R by Prof.Gaurav Dixit,IIT Roorkee.	
Course Designed By: Dr. A. W. Unas		

<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	M	M	S	S	S
CO2	M	S	M	S	S	M	M	S	S	S
CO3	M	S	S	S	S	M	M	S	S	S

\*S-Strong; M-Medium; L-Low

**SHIPPING AND LOGISTICS**

<b>Course Code</b>	<b>21</b>	<b>GLOBAL SUPPLY CHAIN MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core/Elective</b>	<b>ELECTIVE</b>		<b>4</b>			<b>4</b>
<b>Pre-requisite</b>	Basic knowledge of Physical Distribution		<b>Syllabus Version</b>		<b>2020-21</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Gain knowledge on basic concepts of SCM</li> <li>2. Learn the importance of SCM in creating customer value</li> <li>3. Understand the trends in Global SCM</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Identify various components of SCM					K1
2	Understand the importance of SCM in customer value building					K2
3	Comprehend the application of ICT in distribution networks					K3
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>						
<b>Unit:1</b>	<b>INTRODUCTION TO GLOBAL SUPPLY CHAIN MANAGEMENT</b>					<b>10 hours</b>
Development of supply chain management – Concepts and definitions – Strategic Supply Chain Management- Global Supply Chain integration – Logistics in a global economy – Regional differences in Logistics – Managing global risks – Issues in International Supply Chain Management						
<b>Unit:2</b>	<b>PROCUREMENT AND SCM</b>					<b>10 hours</b>
Role of procurement in SCM – Procurement process - Supplier selection – Auctions and negotiations – Supplier Assessment – E-procurement – Outsourcing: Benefits and risks - Inventory Management – Types of Inventory – Inventory Costs – Inventory management and control strategies in Supply Chain Management						
<b>Unit:3</b>	<b>CUSTOMER VALUE THROUGH DISTRIBUTION</b>					<b>12 hours</b>
Distribution and Customer value: Dimensions of customer value - Customer focused marketing - Customer service – Customer satisfaction - Customer Relationship Management - Role of Forecasting- Characteristics of forecasts - Forecasting techniques – Forecasting Accuracy- Role of IT in forecasting Distribution Strategies – Direct shipment, Traditional warehousing, Crossdocking, Inventory pooling– Factors influencing Distribution network design -E Business and Distribution network						

<b>Unit:4</b>	<b>CO-ORDINATION IN SCM</b>	<b>10 hours</b>
Co-ordination in Supply chain Management: Bullwhip effect- Obstacles to co-ordination-achieving co-ordination – Building strategic partnerships in Supply chain – Collaborative Planning - Forecasting and Replenishment (CPFR)– Vendor Managed Inventory (VMI) – Strategic Alliances in Supply Chain – Role of IT in Co-ordination		
<b>Unit:5</b>	<b>ROLE OF IT IN SCM</b>	<b>8 hours</b>
Information Technology and Supply Chain Management : Information systems for Logistics and SCM- DSS, Artificial Intelligence, ERP – IT Infrastructure For SCM – Electronic Commerce – Future of SCM		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures, Online seminars - Webinars		
<b>Total Lecture Hours</b>		<b>52 hours</b>
<b>Text Book(s)</b>		
1	Donald J Bowersox, David J Closs & M Bixby Cooper, Supply Chain Logistics Management, Tata McGraw Hill	
2	Sunil Chopra, Peter Meindl and Kalra, Supply Chain Management-Strategy, Planning & Operation, Pearson Education India	
<b>Reference Books</b>		
1	David Simchi-Levi, Designing & Managing the Supply Chain- Concepts, Strategies and Case Studies, Tata McGraw Hill	
2	Handfield and Nichols, An Introduction to Supply Chain Management, Pearson	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="https://www.classcentral.com/course/supplychain-2065">https://www.classcentral.com/course/supplychain-2065</a>	
2	<a href="https://swayam.gov.in/nd2_ugc19_hs51/preview">https://swayam.gov.in/nd2_ugc19_hs51/preview</a>	
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<b>Mapping with Programme Outcomes</b>										
<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	S	S	S	L	S	S	M	S	S	L
<b>CO2</b>	M	S	S	L	M	S	S	L	S	M
<b>CO3</b>	M	M	M	M	S	L	S	S	M	M

\*S-Strong; M-Medium; L-Low



Course Code	22	SHIPPING MANAGEMENT AND MARINE INSURANCE	L	T	P	C
Core/Elective	ELECTIVE		4			4
Pre-requisite	Basic knowledge of sea transportation		Syllabus Version		2020-21	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Recognise various modes of transportation in international trade</li> <li>2. Comprehend global practices in shipping and airline industry</li> <li>3. Understand the significance of marine/cargo insurance in foreign trade</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Familiarise with the modes of global transportation					K1
2	Understand shipping and air transport practices					K2
3	Recognise the significance of marine/cargo insurance					K3
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>						
<b>Unit:1</b>	<b>INTERNATIONAL TRANSPORTATION INFRASTRUCTURE</b>					<b>10 hours</b>
Significance of transportation in Global Trade – Components of international transportation infrastructure:Seaports, Rivers, Canals, Waterways, Airports, Roads and Railways –Warehouses - Communication infrastructure - Utilities infrastructure - Electricity, Water, Energy.						
<b>Unit:2</b>	<b>WORLD SEA TRANSPORTATION</b>					<b>12 hours</b>
International ocean transportation: Importance –World Sea borne trade - Volume and value of trade - World tonnage – Types of shipping services - Classification of vessels - Major seaports of the world -Advantages and constraints of sea transportation - Flags, conferences, chartering, Baltic exchange, UN convention on liner code of conduct – Sea piracy						
<b>Unit:3</b>	<b>GLOBAL AIR TRANSPORTATION</b>					<b>10 hours</b>
International air transportation: Significance – Advantages and disadvantages - Types of aircrafts- International regulations – Air Cargo handling – Types of air cargo – Major airports of the world - Air Cargo Tariff Structure - IATA – Future trends in air transportation						
<b>Unit:4</b>	<b>INDIAN SHIPPING</b>					<b>8 hours</b>
Shipping in India: Major Ports in India - Nature of cargo handled - Govt. Policy on shipping -Port Infrastructure development - Major Indian shipping companies - Shippers association - Shipment of Govt. controlled Cargo						

<b>Unit:5</b>	<b>MARINE INSURANCE</b>	<b>10 hours</b>
Marine Insurance: Meaning and significance - Marine Perils - Voyage – Types of marine insurance contracts - Warranties in a contract of marine insurance – Deviation of voyage - Kinds of policies - Losses under marine insurance: Total loss – Abandonment – Partial loss - Contribution – Airfreight policy – Lloyd’s principles		
<b>Unit:6</b>	<b>CONTEMPORARY ISSUES</b>	<b>2 hours</b>
Expert lectures, Online seminars - Webinars		
<b>Total Lecture Hours</b>		<b>52 hours</b>
<b>Text Book(s)</b>		
1	KrishnaveniMuthaiah, Logistics Management and World Sea borne trade, Himalaya Publishing House	
2	M. N. Mishra, Insurance Principles and Practice, S. Chand & Company Ltd, New Delhi	
<b>Reference Books</b>		
1	Pierre David, International Logistics	
2	Paul Murphy and Donald Wood, Contemporary Logistics,Prentice Hall	
3	HargovindDayal, The Fundamentals of Insurance, Notion Press	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	www.insa.in	
2	www.ics-shipping.org	
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Mapping with Programme Outcomes										
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	M	M	M	M
CO2	S	S	S	L	M	S	M	S	S	M
CO3	S	M	M	L	M	M	M	M	S	M

\*S-Strong; M-Medium; L-Low