

PAAVAI ENGINEERING COLLEGE, NAMAKKAL –

637 018(AUTONOMOUS)

MASTER OF BUSINESS ADMINISTRATION
ACADEMIC REGULATIONS 2019

(CHOICE BASED CREDIT
SYSTEM) CURRICULUM

SEMESTER I

S.No	Course Category	Course Code	Course Title	L	T	P	C
THEORY							
1.	PC	BA19101	Business Ethics	3	0	0	3
2.	PC	BA19102	Economic Principles and Policies	4	0	0	4
3.	PC	PMA19107	Business Statistics and Analytics for Decision Making	3	1	0	4
4.	PC	BA19103	Organizational Behavior	3	1	0	4
5.	PC	BA19104	Business Communication	3	1	0	4
6.	PC	BA19105	Accounting for Managers	3	1	0	4
7.	PC	BA19106	Business Law	4	0	0	4
PRACTICAL							
8.	PC	BA19107	Social Development – Laboratory	0	0	4	2
			TOTAL CREDITS				29

SEMESTER II

S.No	Course Category	Course Code	Course Title	L	T	P	C
THEORY							
1.	PC	BA19201	Production and Operations Management	3	1	0	4
2.	PC	BA19202	Financial Management	3	1	0	4
3.	PC	BA19203	Marketing Management	4	0	0	4
4.	PC	BA19204	Human Resource Management	3	0	0	3
5.	PC	BA19205	Information Management	3	0	0	3
6.	PC	PMA19201	Applied Operations Research	3	1	0	4
7.	PC	BA19206	Business Research Methods	4	0	0	4
8.	PC	BA19207	Business Application Software Laboratory	0	0	4	2
PRACTICAL							
9.	PC	BA19208	Personal Effectiveness and Enrichment Laboratory	0	0	4	2
			TOTAL CREDITS				30

SEMESTER I

(Check the Typing format M Title, subtitle1, ST2, St3;)

PMA19107 BUSINESS STATISTICS AND ANALYTICS FOR DECISION MAKING 3 1 0 4

COURSE OBJECTIVES

To enable the students to

- define experiment, outcome, event, probability and equally likely
- appreciate the connection between probability and sampling.
- make inferences and develop the ideas of decision making.
- identify multiple applications where nonparametric approaches are appropriate.
- the goal of a correlation analysis is to see whether two measurement variables and to quantify the strength of the relationship between the variables, whereas regression expresses the relationship in the form of an equation.

UNIT I INTRODUCTION TO STATISTICS AND PROBABILITY 8

Statistics – Definition, Types. **Types of variables** – Organizing - Descriptive Measures. Basic definitions and rules for probability, conditional probability independence of events, Baye’s theorem.

UNIT II PROBABILITY AND SAMPLING DISTRIBUTION 8

Probability distributions: Binomial, Poisson, Uniform and Normal distributions. Introduction to sampling distributions – Sampling distribution of mean and proportion – Application of central limit theorem – Sampling techniques.

UNIT III TESTING OF HYPOTHESIS - PARAMETIRC TESTS 8

Hypothesis testing: one sample and two sample tests for means and **proportions of large samples** (z-test) – One sample and two sample tests for means of small samples (t-test) – F-test for two sample standard deviations – ANOVA one and two way.

UNIT IV NON-PARAMETRIC TESTS 8

Chi-square test for single sample standard deviation – Chi-square tests for independence of attributes and goodness of fit– Rank sum test – Kolmogorov-Smirnov – **Test for goodness of fit**, comparing two populations – Mann-Whitney U test and Kruskal Wallis test.

UNIT V CORRELATION, REGRESSION AND TIME SERIES ANALYSIS 8

Correlation analysis, estimation of regression line – **Time series analysis: Variations in time series, trend analysis, cyclical variations, seasonal variations** and irregular variations, forecasting errors.

TOTAL PERIODS 40

COURSE OUTCOMES

At the end of this course, the students will be able to

- understand the notation for the center and spread of the population distribution, sampling distribution, and sample distribution.
- recognize the difference between outcomes that are equally likely and not equally likely to occur.
- hypothesis testing is the process used to evaluate the strength of evidence from the sample and provides a framework for making determinations related to the population.
- understand the general meaning of non-parametric methods and when they might be used.
- calculate the simple linear regression equation for a set of data and know the basic assumptions behind regression analysis.

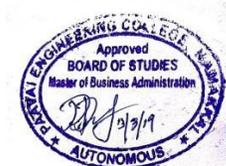
REFERENCES

1. Srivatsava TN and Shailaja Rego (2008), “Statistics for Management”, Tata McGraw Hill.
2. Ken Black (2012), “Applied Business Statistics”, 7th Edition, Wiley India Edition.
3. Anderson D.R., Sweeney D.J. and Williams T.A (2012), “Statistics for business and economics”, 11th Edition, Thomson (South – Western) Asia, Singapore.
4. N. D. Vohra (2012), “Business Statistics”, Tata McGraw Hill.
5. Richard I. Levin, David S. Rubin (2011), “Statistics for Management”, 7th Edition , Pearson Education.

Mapping of Course Outcomes with Programme Outcomes:

(1/2/3 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak

Course outcome	Programme Outcomes (POs)												PSO1	PSO2	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12			
CO 1	3					2			2						
CO 2	3			2		1						2		2	
CO 3			2		3				1		2		3		
CO 4	3		1						3		3				
CO 5	2				3										



BA19101

BUSINESS ETHICS

3 0 0 3

COURSE OBJECTIVES

To enable the students to

- understand need for Business Ethics.
- impart knowledge on ethics issues in Human Resource Management.
- provide an overview about ethics in Marketing.
- understand ethics in Financial Management and Information Technology.
- learn the role of ethics in Corporate Governance.

UNIT I INTRODUCTION TO VALUES AND ETHOS 6

Introduction to Business Ethics - Need and Benefit of Business Ethics - Moral Values - Arguments for and against business ethics - Framework for ethical decision making – Individual factors, organizational factors.

UNIT II ETHICAL ISSUES IN HRM 6

Job Discrimination - Employee Privacy - Gender issues - Employee Rights – Compensation - Whistle blowing - Restructuring and layoffs.

UNIT III ETHICAL ISSUES IN MARKETING 6

Market Audience - Advertising Ethics - Consumer Privacy - Pricing Ethics - Deceptive Marketing Policies and Ethics - Anti-Competitive Practices - Product Safety.

UNIT IV ETHICAL ISSUES IN FINANCE AND INFORMATION TECHNOLOGY 6

Accounting standards and accounting disclosures – Deception – Churning - Financial Markets - Insider Trading - Campaign financing.

Information system security - Email and Internet security - Software Piracy and Changing Ethical Dilemmas in Technology - Cyber Crime - Ethics and Artificial Intelligence.

UNIT V CORPORATE GOVERNANCE 6

Meaning – Value based Corporate Culture - Roles and responsibilities of the Board – Conflict of Interest – Disclosure, transparency, and accountability - Rights and equitable treatment of Shareholders – Lessons from Corporate Failure - Current Trends and Corporate Governance.

TOTAL PERIODS 30

COURSE OUTCOMES

At the end of this course, the students will be able to

- acquire knowledge about scope and significance of Business Ethics.
- understand the ethical dimensions in managing employees at work place.
- execute marketing activities without any dilution in ethical values.
- execute ethical practices in managing financial decisions and information technology.
- understand the issues in Corporate Governance.

REFERENCES

1. Sadri (2009), “Business Ethics: Concept and Cases”, Tata McGraw Hill, New Delhi.
2. Manuel G. Velasquez (2017), “Business Ethics: Concepts and Cases”, 8th Edition, Pearson Education.
3. C.V. Baxi (2008), “Corporate Governance: Critical Issues”, Excel Books.
4. Keho Prasad (2014), “Corporate Governance”, 3rd Edition, Prentice Hall Of India.
5. Andrew C. Wicks, R.Edward Freeman (2010) “Business Ethics – A Managerial Approach”, 3rd Edition , Prentice Hall of India

Mapping of Course Outcomes with Programme Outcomes:

(1/2/3 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak

Course outcome	Programme Outcomes (POs)												PSO1	PSO2	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12			
CO 1	2		3		2				2		1				
CO 2	3		3	2		2									3
CO 3			1		3	1			1		1		3		
CO 4	3		2		3	3					1				
CO 5	1	2	3		2	3		2			2				



COURSE OBJECTIVES

To enable the students to

- learn the basic economic concepts, environment and its implications in business.
- discuss about the demand and supply and various challenges in managing them.
- inculcate various techniques in the estimation of production cost
- develop the skill of understanding the market structure and determination of commodity price
- create an awareness about the national income and inflation

UNIT I: ECONOMICS: THE STUDY OF CHOICE 8

Defining Economics-the Field of Economics-**confronting Scarcity-Factors** of Production-the Production Possibility frontier-Micro-Macro Economics-Definition-Scope-Paradox for Micro Economics- Distinction Between Micro and Macro Economics.

UNIT II: APPLICATIONS OF DEMAND AND SUPPLY 8

Demand – Supply- Demand, Supply, and Equilibrium- Law of Demand and Supply Elasticity of Demand and Supply- types - Demand Estimation and Supply- Putting Demand and Supply to Work-Government Intervention in Market Prices: Price Floors and Price Ceilings.

UNIT III: PRODUCTION AND COST 8

Production Choices and Costs: The Short Run and **Long run – Law of Proportions** – the importance of production in managerial Decisions – Cost – output functions – cost in short run and Long run- Economies and diseconomies of scale. Revenue: concepts-types- total Revenue, Average Revenue and Marginal Revenue.

UNIT IV: MARKET STRUCTURE 8

Classification of Market – Perfect competition – features – price determination- Monopoly – Monopolistic – duopoly – oligopoly – pricing and output decisions in Imperfect Market-Price Discrimination – definition – concepts – types and conditions. Pricing methods in practice, Multi product pricing.

UNIT V: GOVERNMENT POLICY 8

Monetary Policy - Problems and Controversies of **Monetary Policy- Monetary Policy** and the Equation of Exchange- Government and the Economy- The Use of Fiscal Policy - Issues in Fiscal Policy, Inflation, National Income, Trade Cycle- Taxation, Income Tax, GST, Custom duty, Property tax.

TOTAL PERIODS :40

COURSE OUTCOMES

At the end of this course, the students will be able to

- understand the basic economic concepts, environment and its implications
- acquire knowledge about the challenges in managing demand and supply
- demonstrate their ability in estimating production cost
- analyze the market structure and determine prices accordingly
- exhibit their knowledge about national income and inflation

REFERENCES

- 1.N. Gregory Mankiw (2013), “Principles of Micro Economics”, CENGAGE Learning Publication, 5th Edition, New Delhi, India.
- 2.Dominick Salvatore (2016), “Managerial Economics”, OXFORD University Press, New Delhi, India.
- 3.Deviga Vengadachalam and Karunakaran Madhavan (2014), “Principles of Economics”, OXFORD University Press, New Delhi, India.
- 4.Jeff holt (2015), “Principles of Economics”, 6th Edition, Hayden-McNeil.
- 5.Robert H Frank, Kate Antonovics (2018), “ Principles of Economics”, 7th Edition, McGraw Hill.

Mapping of Course Outcomes with Programme Outcomes:

(1/2/3 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak

Course outcome	Programme Outcomes (POs)												PSO1	PSO2	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12			
CO 1	2		3		2				2		1				
CO 2	3		3	2		2									3
CO 3			1		3	1			1		1		3		
CO 4	3		2		3	3					1				
CO 5	1	2	3		2	3		2			2				



COURSE OBJECTIVES

To enable the students to

- discuss the need and importance of organizational behaviour and its scope.
- understand the outcomes of individual behaviour and its impact on work
- describe the dynamics in group behaviour and means of developing effective team
- know the organization conflict, power and politics
- be familiar with factors affecting organizational culture and development.

UNIT I	INTRODUCTION TO OB	5
	Definition, need and importance of Organizational Behavior – Nature and Scope – Frame work – Organizational behavior models, Challenges and Opportunities faced in OB – Models of OB.	
UNIT II	INDIVIDUAL BEHAVIOUR	9
	Personality – Types – Factors influencing personality – Theories – Learning – Factors - The learning process – Learning theories – Organizational behavior modification - Misbehavior – Types – Management Intervention - Emotions - Emotional Intelligence – Attitudes – Characteristics – Components – Changing Attitude – Measurement- Values - Perceptions – Factors influencing perception – Interpersonal perception.	
UNIT III	GROUP BEHAVIOUR	9
	Group Formation –Groups in organizations – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – Developing Effective Team - Interpersonal relations – Communication – Improving verbal and non verbal communication	
UNIT IV	ORGANISATIONAL CONFLICT POWER AND POLITICS	8
	Organizational Conflict Models – Managing Conflicts– Resolution Strategy –Conflict – Transaction in conflicts – Conflicts process - Power – Bases – Power in Action – Sources of power – Power canterers – Power and Politics	
UNIT V	ORGANISATION CULTURE, CHANGE, CLIMATE AND DEVELOPMENT	9
	Organizational culture – Factors affecting organizational climate - Job satisfaction – Determinants – Measurements – Influence on behavior - Organizational change – Resistance to change – Managing change – Promoting creativity in an organization - Balancing work and Life - Organizational development – Characteristics – Objectives – Organizational effectiveness.	
	TOTAL PERIODS	40

COURSE OUTCOMES

At the end of this course, the students will be able to

- understand the basics of organizational behavior
- understand the outcomes of individual behaviour and its reflection in workplace
- acquire knowledge in group behavior
- knowledge about the Organization conflict, power and politics
- understand organization culture and factors affecting change and development

REFERENCES

1. Mc Shane and Von Glinov (2014), “Organisational Behaviour”, 7th Edition, Tata Mc Graw Hill.
2. Hellrigrigal, Slocum and Woodman (2007), “Organisational Behaviour and Management”, 11th Edition, Cengage Learning.
3. Ivancevich, Konopaske and Maheson (2013), “Organisational Behaviour and Management”, 10th Edition, Tata McGraw Hill.
4. Stephen P. Robbins and Timothy A. Judge (2018), “Organizational Behavior”, 18th Edition, Pearson Education.
5. Steven McShane and Mary Ann Von Glinow (2014), “Organizational Behavior”, 7th Edition, McGraw-Hill Education.

Course outcome	Programme Outcomes (POs)												PSO1	PSO2	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12			
CO 1	3		3	2					3		1				
CO 2	2		3				1	2				2			
CO 3			2		3				2						
CO 4	2		2		1	2	1	2							3
CO 5	2			3	3			3						3	



BA19104 BUSINESS COMMUNICATION 3 1 0 4

COURSE OBJECTIVES

To enable the students to

- improve the conceptual understanding of personal communication
- understand the significance of workplace communication
- provide an overview about the various methods of oral communication
- impart knowledge and skill in business correspondence
- expose the students to different forms of presentation

UNIT I INTRODUCTION 8

Communication – definition- Process of communication – Types of Communication – Importance of Feedback – Giving and Receiving Feedback – Communication Network in Organization and their importance – Barriers in Communication and Gateway to overcome.

UNIT II WRITTEN COMMUNICATION 8

Style and Tones in Writing – Three step writing process for business – message – reports and proposals – Agenda – Minutes – Circular – Notice – Memorandum – Strategies for neutral and Positive messages – Negative messages – persuasive message.

UNIT III NON VERBAL COMMUNICATION 8

Definition – Importance of Non verbal communication – Classification of non verbal communication – its implication – process of Listening – Importance of Listening – classification – barriers- Body language – Dos and Don'ts in Body languages..

UNIT IV INTERPERSONAL AND INTER CULTURAL COMMUNICATION 8

Developing and building Teams – key Dimensions of Team Communication – Characteristic of Effective Teams – Communication Strategies for Groups and Teams – Business Etiquette – Understanding Cultural Diversity – Adapting to other business culture – Improving inter cultural communication skills – Emotional Intelligence.

UNIT V PRESENTATIONS SKILLS 8

Identifying the purpose and Topics – Analyzing to Audience – Collecting and organizing the Content – Preparing the visual Aids – Proof Reading and Delivering the Presentation – Public Speaking. Application of these software's for documentation and making reports; preparation of documents, presentations, tables and reports (Practical).

TOTAL PERIODS 40

COURSE OUTCOMES

At the end of this course, the students will be able to

- acquire knowledge about various forms of personal communication
- communicate messages effectively through written.
- inculcate knowledge on different methods of non - verbal communication
- exhibit their talent in handling the team and group communication.
- acquire various skills in presentation.

REFERENCES

1. Raymond Lesikar, Marie Flatley, Kathryn Rentz, NeerjaPanda (2011), “Business Communication”, 11th Edition, Tata Mc Graw – Hill Publication.
2. William S. Pfeiffer and Kaye A. Adkins (2012), “Technical Communication A Practical Approach”, 8th Edition, Pearson Education.
3. Dorothy A. Maxwell (2006), “Phone Skills for the Information age”, 3rd edition, Tata McGraw Hill, New Delhi.
4. Mary Ellen Guffey, Dana Loewy (2015), “Essentials of Busines Communication”, 10th edition, South-Western College.
5. Courtland L. Bovee, John V. Thill (2015), “Business Communication Essentials”, 7th edition, Pearson

Education.

Mapping of Course Outcomes with Programme Outcomes:

(1/2/3 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak

Course outcome	Programme Outcomes (POs)												PSO1	PSO2
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12		
CO 1	2		2	2					2		2			
CO 2	3	1						3			3			3
CO 3	2			1		2		3	2		2		3	
CO 4	2			2	1	1		3			3			
CO 5	1							3			2			



COURSE OBJECTIVES

To enable the students to

- understand the basics of accounting principles.
- develop the skills for preparation, analysis and interpretation of financial statements
- provide an overview regarding maintenance of company accounts.
- describe the various aspects of marginal costing and cost accounting techniques.
- understand about Accounting in Computerized Environment.

UNIT I FINANCIAL ACCOUNTING 9

Meaning and Concepts of Financial Accounting – Cost Accounting – Management Accounting - Generally Accepted Accounting Principles (GAAP), Book of Account – Profit and Loss Account - Balance sheet

UNIT II ANALYSIS OF FINANCIAL STATEMENTS 9

Analysis of financial statements – Financial Ratio analysis, Cash Flow Statement Analysis (as per Accounting Standard 3) and Funds Flow Statement Analysis.

UNIT III COMPANY ACCOUNTS 8

Introduction - Meaning of Company Account - Maintenance of Books of Account- Profit or Loss Prior to incorporation-Final Accounts of Company- Alteration of Share Capital- Share Buy- Back and Internal Reconstruction - Preferential allotment, Employees stock option

UNIT IV MARGINAL COST AND COST ACCOUNTING 8

Concept of Marginal Costing , Characteristics of Marginal Costing , Difference between Absorption Costing and Marginal Costing , Marginal Cost, Contribution , Cost Volume Profit (CVP) Analysis, Break Even Chart , Break Even Point, Profit Volume ratio, Target profit , Margin of Safety , Cost Accounting – Concepts - Job Ordering Cost – Process Costing.

UNIT V ACCOUNTING IN COMPUTERIZED ENVIRONMENT 6

Introduction – Codification of Grouping Accounts – Maintaining the Hierarchy of Leaders in Computerized Accounting- Pre Package Accounting Software – Maintaining of Accounts by Using Spread Sheet - Maintaining of Accounts by Using ERP Package - Maintaining of Accounts by Using Tally Accounting Software – Customized Accounting Software.

TOTAL PERIODS 40

COURSE OUTCOMES

At the end of this course, the students will be able to

- acquire knowledge about the fundamentals of accounting principles
- exhibit their ability to maintain company accounts
- analyses different methods of Marginal costing and Cost Accounting
- prepare, analyze and interpret basic financial statements
- understand the concept of Accounting in Computerized Environment

REFERENCES

- 1.Stice and Stice (2007), “Financial Accounting Reporting and Analysis”, 7th Edition, Cengage.
- 2.Singhvi Bodhanwala (2008), “Management Accounting -Text and cases”, 2nd Edition, PHI Learning.
- 3.Eric Noreen, Peter C. Brewer Professor and Ray H Garrison (2016) “Managerial Accounting for Managers”, 4th Edition, McGraw-Hill Education.
- 4.Paul M. Collier (2015), “Accounting for Managers: Interpreting Accounting Information for Decision Making”, 5th Edition, Wiley
- 5.Matt Bamber and Simon Parry (2017), “Accounting and Finance for Managers: A Decision-Making Approach”, 2nd Edition, KoganPage.

Mapping of Course Outcomes with Programme Outcomes:

(1/2/3 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak

Course outcome	Programme Outcomes (POs)												PSO1	PSO2	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12			
CO 1	1				2				2		3				
CO 2	3	1						3			3				3
CO 3	2			1	2			3	2		3		3		
CO 4	2				2	1		3	3		3				
CO 5	1						1	3			2	2			



COURSE OBJECTIVES

To enable the students to

- provide basic understanding of Law of Contract and different types of contract in business.
- discuss about the regulations in Sales of Goods Act and Negotiable Instrument Act.
- understand the provisions in Indian Companies Act.
- impart the basic provisions in Consumer Protection Act and Intellectual Property Rights.
- know about the salient features of Cyber Law, Information Technology Act and Right to Information Act.

UNIT I

LAW OF CONTRACT

8

Indian Contract Act 1872 - Essentials of a valid contract – Offer and Acceptance - Capacity of contract - Breach of Contract and Remedies - Quasi contract.

UNIT II

SALES OF GOODS ACT AND NEGOTIABLE INSTRUMENT ACT

10

Sale of Goods Act 1930 - Conditions and Warranties – Performance of contract of sale - Transfer of property - Rights of unpaid seller. Negotiable Instrument Act – Characteristics – Types - Promissory note, Bills of Exchange, Cheque - Holder and holder in due course – Rights and Duties of paying and collecting Banker.

UNIT III

INDIAN COMPANIES ACT

10

Companies Act 2013 - Incorporation of companies –Memorandum of Association, Articles of Association, Prospectus - Powers, Duties and Liabilities of Directors – Shares – Rising of share capital - Dematerialization of Shares - Transfer and Transmission of shares.

UNIT IV

CONSUMER PROTECTION ACT AND INTELLECTUAL PROPERTY RIGHTS

6

Consumer Protection Act 1986 - Rights of consumer - Unfair Trade Practices – Redressal of consumer disputes- Intellectual Property Rights – TRIP – Patents – Copyrights – Trademark.

UNIT V

OTHERS LAWS

6

Cyber Law and Cyber crime - Information Technology Act 2000 – Objectives – Electronic Governance - Penalty and Adjudication - Rights of Information Act.

TOTAL PERIODS

40

COURSE OUTCOMES

At the end of this course, the students will be able to

- acquire knowledge in Law of Contract and the various types of contract.
- understand the regulations in Sales of Goods Act and Negotiable Instruments Act.
- understand the provisions in Indian Companies Act.
- understand the basic provisions in Consumer Protection Act and Intellectual Property Rights.
- recognize the features of Cyber Law, Information Technology Act and Right to Information Act.

REFERENCES

- 1.Sathish B. Mathur (2017), “Business law”, 1st Edition, Tata Mc Graw Hill, New Delhi.
- 2.Ravinder Kumar (2016), “Legal Aspects of business”, 4th Edition, Cengage Learning, New Delhi.
- 3.ND.Kapoor (2018), “Elements of Merchantile Law”, Sultan Chand and Sons (P) Ltd.
- 4.Kenneth W. Clarkson, Roger Leroy Miller, Frank B. Cross (2017), “Business Law: Text and Cases”, 14th Edition, Cengage Learning.
- 5.Henry R. Cheeseman (2018), “Business Law”, 10th Edition, Pearson Education.

Mapping of Course Outcomes with Programme Outcomes:

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Course outcome	Programme Outcomes (POs)												PSO1	PSO2	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12			
CO 1	3							2	2		3				
CO 2	2							2	1		2				2
CO 3	2	1			2	2		3	1		2		3		
CO 4	2				2	3			1	3					
CO 5	3	2			2		1			2	2				



COURSE OBJECTIVES

To enable the students to

- interact with local communities to understand their problems and prospects.
- know social issues and generate feasible solutions.
- exhibit knowledge in community development.
- inculcate the quality of sensitivity towards social problems.
- develop skills of converting social issues in to business opportunities.

CONTENTS OF THE COURSE

- 1.Campaign on cleanliness among the students in local schools.
- 2.of water resource and campaign on preserving water resources.
- 3.Women Entrepreneurship Education among selective SHGs in Namakkal District.
- 4.Education on health issues and ideal economic solutions.
- 5.Traffic rules and safety awareness.
- 6.Awareness about e-learning.
- 7.Strength of Indian villages.
- 8.Importance of Ethics and Values.
- 9.Being responsible citizens.
- 10.Awareness on ill-effects of Mobile usage.

TOTAL PERIODS 40

COURSE OUTCOMES

At the end of the field work the students are encourage to submit a detailed project report to the faculty concerned. The work of the student will be evaluated on the basis of the following

- knowledge on social issues.
- sensitivity towards social problems.
- generate economical solution for social problems.
- knowledge on event management.
- associate with various social bodies.

Mapping of Course Outcomes with Programme Outcomes:

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Course outcome	Programme Outcomes (POs)												PSO1	PSO2
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12		
CO 1	1		3		3	2			3	3		3		
CO 2	1		3			3			2	3				
CO 3	2		3			3			3	3				
CO 4	1		2		3	3			2	3				
CO 5	2		3		3	3			2	3		3		



outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO 1	2													
CO 2	3					3			2		3			3
CO 3	2					3					3		3	
CO 4	2		2			2		3			3			
CO 5	2		3			3					2	2		



COURSE OBJECTIVES

To enable the students to

- understand the significance of production and operations management in the context of changing business environment.
- identify and trace the recent product design and development.
- learn about the plant layout and supply chain management.
- inculcate knowledge in aggregate planning and scheduling.
- learn the concept of inventory planning and control technique.

UNIT I INTRODUCTION 8

Introduction to Production and Operations Management – History and Evolution of POM – Production/Operations as a System – Decisions in POM – Strategic, Operating and Control Decisions – Scope of POM - Operations Management Functions – Challenges in Operations Management - Strategy Formulation Process – Measures for Operations Excellence - Recent Trends in Production and Operations Management.

UNIT II PRODUCT DESIGN AND DEVELOPMENT 8

Product Design And Development – Influencing Factors, Approaches, Legal, Ethical And Environmental Issues. Process Planning - Selection, Strategy, Major Decisions. Capacity Planning – Factors Considered – Types – Capacity Requirement Planning - Designing Operations - Process and Capacity Analysis – Design Of Service Systems – The Product Development Process

UNIT III PLANT LAYOUT AND SUPPLY CHAIN MANAGEMENT 8

Facility/Plant Layout – Factors – Types – **Supply Chain Management** – Components – Structure – Measures of Supply Chain Performance – Design of Supply Chain – Facilities Location – Planning Methods – Issues in Location Planning.

UNIT IV AGGREGATE PLANNING AND PRODUCTION PLANNING 8

Aggregate Planning – Approaches, **Types of Plans, Strategies, relationship to Master Production schedule.** **Overview of MRP, MRP II and ERP. Production Planning and Control** – Scheduling – Assignment – Johnson’s Rule – Gantt Chart.

UNIT V INVENTORY PLANNING AND CONTROL 8

Inventory Planning and Control- Types of Inventory – Inventory Cost – Inventory Control System – Issues in Inventory Planning and Control – Six Sigma Quality Control

TOTAL PERIODS :40

COURSE OUTCOMES

At the end of this course, the students will be able to

- demonstrate and appreciate the role and importance of the production function in organizations
- demonstrate the effects of the new product design in global business.
- to recognize the plant lay out
- understand the aggregate and production planning.
- apply the inventory planning and control technique.

REFERENCES

1. Buffa and Rakesh, “Modern Production and Operation Management”, 8th Edition, John Wiley and Sons, 2010.
2. Lee J. Krajewski and Larry P. Rotzman, “Operations Management – Strategy and Analysis”, 9th Edition , Pearson Education, New Delhi, 2011.
3. Roberta S Russel and Bernard W Taylor, “Operations Management- Creating Value along the Supplychain”, 10th Edition, Wiley, 2018.
4. William J Stevenson, “Operations Management”, McGraw-Hill Education –13th Edition, 2017.
5. Jay Heizer, Barry Render and Chuck Munson , “Principles of Operations Management: Sustainability and Supply Chain Management “,10th Edition, Pearson Education, 2016.

Mapping of Course Outcomes with Programme Outcomes:

(1/2/3 indicates strength of correlation) 3-Strong, 2-Medium , 1-Weak

Course outcome	Programme Outcomes (POs)												PSO1	PSO2	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12			
CO 1	1					2	2								
CO 2	2				2			2	3		3				
CO 3	1				1		2	2			1		2		
CO 4	3				2			2			2				3
CO 5	2				2						3				



BA19202 FINANCIAL MANAGEMENT

3 1 0 4

COURSE OBJECTIVES

To enable the students to

- understand the financial system in India
- impart knowledge in financing decision
- analyze the capital budget for planning investing decisions
- understand the practical implications of dividend decisions
- inculcate knowledge in Working Capital Management

UNIT I FOUNDATIONS OF FINANCE 8

Nature of financial management – **scope of finance function**, objectives of firm and goals of finance function - concepts of value of return, valuation of bonds and shares

UNIT II FINANCING DECISION 8

Sources of finance – short-term and long term - Cost of capital - Financial and Operating leverage, capital structure theories and policy

UNIT III INVESTMENT DECISION 8

Capital budgeting - Process, methods - Cash flow determination - **Risk analysis in capital budgeting**, complex investment decision.

UNIT IV DIVIDEND DECISION 8

Dividend Decision - dividend theories, dividend policies, and practices – financial planning and strategy

UNIT V LIQUIDITY DECISION 8

Working capital management – Concepts, Determinants Accounts receivables management; - Inventory Management - Cash management - Working capital finance: trade credit, bank finance, commercial papers

TOTAL PERIODS :40

COURSE OUTCOMES

At the end of this course, the students will be able to

- exhibit the conceptual understanding of financial system
- evaluate investment decisions of the firm
- demonstrate the various sources of funds in the market
- implement the working capital management and dividend decision
- know about the transaction in working capital management

REFERENCES

- 1.Prasanna Chandra, “Financial Management”, 9th Edition, Tata McGraw-Hill Education, 2017.
- 2.Brearily and Myers, “Principles of Corporate Finance”, 12th Edition, McGraw Hill, 2018.
- 3.Eugene Brigham, “FM: Theory and Practice”, 15th Edition, Cengage Learning, Delhi, 2015.
- 4.As swath Damodaran,” Applied Corporate Finance: A User’s Manual”, 4th Edition, John Wiley and Sons, Inc., 2018.
- 5.James C. Vanhorne, “Financial Management and Policy”, 12th Edition, Pearson Education, Asia, 2011.

Mapping of Course Outcomes with Programme Outcomes:														
(1/2/3 indicates strength of correlation) 3-Strong, 2-Medium , 1-Weak														
Course outcome	Programme Outcomes (POs)												PSO1	PSO2
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12		
CO 1	3				3		3	2		3				
CO 2	3				3		2				2	3		
CO 3	3				2		3				2	3	3	
CO 4	2				3		2		2			3		3
CO 5	2						3		3			3		



COURSE OBJECTIVES

To enable the students to

- understand the conceptual foundations of marketing management as a functional area of business.
- gain knowledge in market segmentation and branding.
- know the marketing mix strategies.
- identify the factors influencing pricing
- impart knowledge in online marketing

UNIT I INTRODUCTION

8

Marketing – Definitions – **Marketing Mix** – Conceptual frame work – Selling Vs Marketing – Marketing environment: Internal and External –Marketing interface with other functional areas – Production, Finance, Human Relations Management, and Information System. Marketing in global environment – Prospects and Challenges

UNIT II MARKETING STRATAGIES AND BUYING BEHAVIOUR

8

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.

UNIT III ASSEMBLING MARKETING MIX (PRODUCT AND PLACE)

8

Product and Services– Product Classification– **Branding– Product Life Cycle**– New Product Development – Product Extension Strategies—Place– Marketing Channels: Channel Functions - Channel Levels - Channel Design Decisions - Channel Management.

UNIT IV PRICING AND PROMOTIONS

8

Pricing: objectives- policies and Methods – **pricing strategies** – determinants, Promotion Decisions –objectives – Promotional Mix – Advertising – Public Relations – Sales Promotion – Direct Marketing – Personal Selling.

UNIT V MARKETING RESEARCH AND ONLINE MARKETING

8

Marketing Information System – Research Process – **Concepts and applications: Green Marketing Strategy– Cause related marketing – Ethics in marketing – Online marketing trends and strategies.**

TOTAL PERIODS :40**COURSE OUTCOMES**

At the end of this course, the students will be able to

- state the role and functions of marketing department
- understand the concept of market segmentation
- use marketing mix concept for decision making
- analyze the pricing and promotion policies.
- apply online marketing strategies

REFERENCES

1. Micheal R Czinkota and Masaaki Kotabe (2012) “Marketing Management”, Vikas Thomas Learning, 11th Edition.
2. Zikmund D’Amico (2014), “Marketing”, Thomson South Western, New Delhi.
3. Boyd Walker (2012), “Marketing Management”, Mc Graw Hill.
4. Keith Flether (2010), “Marketing Management and Information Technology”, Prentice Hall.
5. Russ Winer and Ravi Dhar (2010), “Marketing Management”, Pearson Education.

Mapping of Course Outcomes with Programme Outcomes:

(1/2/3 indicates strength of correlation) 3-Strong, 2-Medium , 1-Weak

Course outcome	Programme Outcomes (POs)												PSO1	PSO2
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12		
CO 1					2		2			2	2			
CO 2	2				3						2			
CO 3	3				3	2	2		3		3			3
CO 4	3		2		3						3		3	
CO 5	2										1			



BA19204 HUMAN RESOURCE MANAGEMENT

3 0 0 3

COURSE OBJECTIVES

To enable the students to

- understand the basic concepts and functions of human resource management.
- create an awareness in recruiting and selecting candidates for a job.
- describe the various methods in training and development.
- learn the methods of calculating compensation and performance evaluation.
- understand the challenges faced by International HR managers.

UNIT I INTRODUCTION TO HUMAN RESOURCE MANAGEMENT 5

Nature and Scope of HRM – **Functions of HRM** – Skills of HR Professionals – Strategic Human Resource Management – Integrating HR with Strategic Management – Benefits and Challenges of Strategic Human Resource Management.

UNIT II RECRUITMENT AND SELECTION 7

Human Resource Planning – Importance – **Planning Process** - Forecasting human resource requirement - Recruitment – Internal and External sources - Employee Selection – Selection Process - Selection Tests – Interview - Effective Selection.

UNIT III TRAINING AND DEVELOPMENT 6

Training - Methods of Training – Career development – **Development Initiatives – Executive Development Programmes.**

UNIT IV COMPENSATION MANAGEMENT AND PERFORMANCE APPRAISAL 7

Compensation – Components - Devising a Compensation Plan – **Executive Pay – Components – Salary Structure - Recent trends in Executive Pay - Performance Appraisal – Methods of Appraisal.**

UNIT V INTERNATIONAL HRM 5

Domestic versus International HRM – **Managing International HR** – Challenges in International HRM - Global HR Practices.

TOTAL PERIODS :30

COURSE OUTCOMES

At the end of this course, the students will be able to

- know the fundamental concepts and functions of human resource management.
- devise Recruitment and selection plan for an organization.
- design training and development programmes.
- acquire skills in calculating compensation and evaluate performance.
- understand the challenges and emerging trends in global HR practices.

REFERENCES

1. Gary Dessler and Biju Varrkey (2017), “Human Resource Management”, 15th Edition, Prentice Hall of India, New Delhi.
2. Bernardin H John (2012), “Human Resource Management – An experiential Approach”, 6th Edition, Tata McGraw Hill, New Delhi.
3. Cascio H Wayne (2015), “Managing Human Resources – Productivity, Quality of Work Life and Profits”, 10th Edition, Tata McGraw Hill, New Delhi.
4. Robert L. Mathis and John H. Jackson (2016), “Human Resource Management”, 15th Edition, Cengage Learning.
5. Raymond Andrew Noe, John R. Hollenbeck, Barry Gerhart, Patrick M. Wright (2016),” Human Resource Management”, 10th Edition, McGraw-Hill Education.

Mapping of Course Outcomes with Programme Outcomes:

(1/2/3 indicates strength of correlation) 3-Strong, 2-Medium , 1-Weak

Course outcome	Programme Outcomes (POs)												PSO1	PSO2	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12			
CO 1	2						3								
CO 2	2			3			3		3		3				
CO 3	2		3	2			2		3		2		2		
CO 4	3		3		2		3		3		3				3
CO 5			3						1		2				



COURSE OBJECTIVES

To enable the students to

- understand the basic concepts in information system.
- learn the need of system analysis and design.
- discuss the application of data base management system.
- describe the importance of Information Security Management.
- expose to different new IT Initiatives

UNIT I	INTRODUCTION	6
Data, Information, Intelligence, Information Technology , Information System, evolution, types based on functions and hierarchy, System development methodologies, Functional Information Systems, DSS, EIS, KMS,GIS, International Information system.		
UNIT II	SYSTEM ANALYSIS AND DESIGN	6
Case tools - System flow chart, Decision table, Data flow Diagram (DFD), Entity Relationship (ER), Object Oriented Analysis and Design(OOAD), UML diagram .		
UNIT III	DATABASE MANAGEMENT SYSTEMS	6
DBMS – HDBMS, NDBMS, RDBMS, OODBMS, Query Processing, SQL, Concurrency Management Data warehousing and Data Mart.		
UNIT IV	SECURITY, CONTROL AND REPORTING	6
Security, Testing, Error detection, Controls, IS Vulnerability , Disaster Management, Computer Crimes, Securing the Web, Intranets and Wireless Networks, Software Audit, Ethics in IT, User Interface and reporting.		
UNIT V	NEW IT INITIATIVES	6
Role of information management in ERP, e- business, e-governance, Data Mining , Business Intelligence, Pervasive Computing, Cloud computing, CMM.		
TOTAL PERIODS:		30

COURSE OUTCOMES

At the end of this course, the students will be able to

- acquire knowledge in the basic concepts in information system.
- learn the need of system analysis and design.
- understand the various application of data base management system
- exhibit their skill in understanding the importance of Information Security Management.
- familiar with different new IT initiatives

REFERENCES

1. Robert Schultheis and Mary Summer (2008), “Management Information Systems – The Managers View”, Tata McGraw Hill.
2. James O’Brien (2007), “Management Information Systems”, TataMcGraw Hill Publishing Co.Ltd,
3. Kenneth C. Laudon and Jane Price Laudon (2012), “Management Information Systems – Managing the digital firm”, PHI Learning / Pearson Education, PHI, Asia,
4. Raplh Stair and George Reynolds (2012), “Information Systems”, 10th Edition, Cengage Learning,
5. G. Edward Evans and Camila Alira (2013), “Management Basics for Information Professionals”,ALA Neal-Schuman.

Mapping of Course Outcomes with Programme Outcomes:

(1/2/3 indicates strength of correlation) 3-Strong, 2-Medium , 1-Weak

Course outcome	Programme Outcomes (POs)													
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO 1	3			2			3				3			
CO 2	2			3			3		2		2			
CO 3	3			2			2		3		2			
CO 4	3					3				2	2			
CO 5				2			3		3		3			



COURSE OBJECTIVES

To enable the students to

- discuss about the basic concepts in research.
- understand the criteria involved in research design.
- describe the methods of data collection and sampling techniques.
- learn the various statistical tools used in analysis and interpretation of data.
- prepare research reports.

UNIT I	INTRODUCTION	7
Business Research - Objectives – Types of research – Research Process - Criteria of good research – Problem definition and Objective Formulation – Developing hypothesis.		
UNIT II	RESEARCH DESIGN AND MEASUREMENT	8
Research Design – Concepts – Types of Research design – Variables in Research - Measurement scales – Scaling Techniques – Test of Validity – Test of reliability.		
UNIT III	DATA COLLECTION	9
Types of data – Primary and secondary data – Methods of primary data collection – Construction of questionnaire – Validation of questionnaire – sampling plan – sample size – determination of optimal sample size – sampling techniques – Probability and Non-probability sampling methods.		
UNIT IV	ANALYSIS AND INTERPRETATION	9
Statistical techniques – Chi-square test – Correlation and Regression - ANOVA – Factor analysis – Discriminant analysis – Interpretation: Meaning of interpretation – techniques – precautions.		
UNIT V	RESEARCH REPORTS	7
Research Report – Significance – Layout - Types of report – Report Presentation - Oral presentation – Mechanics of writing a research reports – Precautions of writing research reports.		
		TOTAL PERIODS :40

COURSE OUTCOMES

At the end of this course, the students will be able to

- become familiar with the basic concepts in research
- formulate research design and device a suitable sampling plan for data collection
- understand the methods of data collection and sampling techniques
- analyse data using appropriate statistical tools
- develop research reports

REFERENCES

- 1.Cooper, Schinder and Sharma J.K (2017), “Business Research Methods”, 11th Edition, McGraw Hill Education, New Delhi.
2. Uma Sekaran and Roger Bougie (2018), “Research Methods for Business: A Skill Building Approach”, 7th Edition, Wiley.
3. Rajendra Nargundkar (2017), “Marketing Research: Text and Cases”, 3rd Edition, McGraw Hill Education, New Delhi.
4. Emma Bell and Alan Bryman (2019), “Business Research Methods”, 5th Edition, Oxford University.
- 5.Mark N.K. Saunders, Philip Lewis and Adrian Thornhill (2015), “Research Methods for Business Students”, 7th Edition, Pearson Education.

Mapping of Course Outcomes with Programme Outcomes:

(1/2/3 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak

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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO 1	3		3		3						3			
CO 2			2					2	3		2			
CO 3	3		3					2	3		3			
CO 4	2		2		3			3	2		3			
CO 5	3		3		3			3	3		3			



COURSE OBJECTIVES

To impart practical knowledge and skill in applying ms office and statistical software in business.

MS OFFICE

- MS Word
- MS Power Point
- MS Excel

USING STATISTICAL SOFTWARE PACKAGES

- Chi-square
- One way ANOVA
- Correlation
- Regression

TOTAL PERIODS 40

COURSE OUTCOMES

At the end of this course, the students will be able to utilize and apply computer technology and statistical software effectively in making business decisions.

REFERENCES

1. Ajai S. Gaur Sanjaya S. Gaur (2009), “Statistical methods for Practice and research – A guide to data analysis using SPSS”, Sage Publications Ltd.
2. Alexis Jeon (2007), “Introduction to computers with MS Office”, Tata- McGraw-Hill.
3. Richard Boddy, Gordon Smith (2009), “Statistical Methods in Practice: For Scientists and Technologists”, Wiley.
4. Ajay S Gaur, Sanjaya s Gaur (2009), “Statistical Methods for Practice and Research: A Guide to Data Analysis Using SPSS (Response Books)”, 2nd Edition, Sage Publications.
5. Erin Ruel, William E. Wagner, Brian Joseph Gillespie (2015), “The Practice of Survey Research: Theory and Applications”, 1st Edition, Sage Publications.

Mapping of Course Outcomes with Programme Outcomes:

(1/2/3 indicates strength of correlation) 3-Strong, 2-Medium , 1-Weak

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



COURSE OBJECTIVES

To foster an all-round development of students by focusing on soft skills, emotional intelligence, telecommunication and presentation skills.

CONTENTS OF THE COURSE

- 1.LSRW- Concept
- 2.Goal Setting
- 3.Body Language
- 4.Public Speaking
- 5.Business Etiquettes
- 6.Team Building
- 7.Decision Making Skills
- 8.Role of Emotional Intelligence in Managing Stress
- 9.Time Management
- 10.Overcoming fear of facing Interviews
- 11.Art of Tele Communication
- 12.Presentation Skills
- 13.Online Journalism
- 14.Content Management

TOTAL PERIODS :40

COURSE OUTCOMES

At the end of this course, the students will be able to exhibit their talent in soft skills, emotional intelligence, telecommunication and presentation skills

REFERENCES

- 1.Herta A.Murphy (2013), “Effective Business Communication”, 7th Edition, McGraw-Hill/Irwin.
- 2.S.Anandamurugan (2012), “Placement Interview Skills for Success”, 1st Edition, McGraw-Hill/Irwin.
- 3.Colin Beard, John P.Wilson (2013), “Experiential Learning”, 3rd Edition, Kogan Page.
- 4.Menakshi Raman, Prakash Singh (2012), “Business Communication”, 2nd Editon, Oxford University Press.
- 5.Cary J. Green (2015), “Leadership And Soft Skills For Students: Empowered To Succeed In High School, College, And Beyond”, Dog Ear Publishing.

Mapping of Course Outcomes with Programme Outcomes:

(1/2/3 indicates strength of correlation) 3-Strong, 2-Medium , 1-Weak

Course outcome	Programme Outcomes (POs)													
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO 1	2										3			

College, And Beyond”, Dog Ear Publishing.



