

PAAVAI ENGINEERING COLLEGE, NAMAKKAL – 637 018
(AUTONOMOUS)
MASTER OF BUSINESS ADMINISTRATION
REGULATIONS 2023
CURRICULUM

(CHOICE BASED CREDIT SYSTEM)

SEMESTER I

S.No	Course Category	Course Code	Course Title	L	T	P	C
THEORY							
1	FC	PMA23105	Statistics for Business Decisions	3	1	0	4
2	PC	BA23101	Management Concepts and Organizational Behavior	3	1	0	4
3	PC	BA23102	Economics for Decision Making	4	0	0	4
4	PC	BA23103	Accounting for Managers	3	1	0	4
5	PC	BA23104	Legal Aspects of Business	4	0	0	4
6	PC	BA23105	Entrepreneurship Development	4	0	0	4
7	PC	BA23106	Management Information System	3	0	0	3
PRACTICAL							
8	EE	BA23107	Business Ethics and Indian Ethos Laboratory	0	0	2	1
9	EE	BA23108	Business Communication Skills Laboratory	0	0	2	1
TOTAL CREDITS				29			

SEMESTER II

S.No	Course Category	Course Code	Course Title	L	T	P	C
THEORY							
1	FC	PMA23201	Applied Operations Research	3	1	0	4
2	PC	BA23201	Production and Operations Management	3	1	0	4
3	PC	BA23202	Financial Management	3	1	0	4
4	PC	BA23203	Marketing Management	4	0	0	4
5	PC	BA23204	Human Resource Management	4	0	0	4
6	PC	BA23205	Business Analytics	3	0	0	3
7	PC	BA23206	Business Research Methods	4	0	0	4
8	PC	BA23207	Event Management	3	0	0	3
PRACTICAL							
9	EE	BA23208	Data Modeling for Business Laboratory	0	0	2	1
10	EE	BA23209	Community Engagement Activities Laboratory	0	0	2	1
TOTAL CREDITS				32			

SEMESTER I

PMA23105

STATISTICS FOR BUSINESS DECISIONS

3 1 0 4

COURSE OBJECTIVES

To enable the students to

- describe data by measures of location and dispersion for managerial decision making
- define experiment, outcome, event, probability and equally likely
- 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 DESCRIPTIVE STATISTICS 12

Descriptive Statistics :Introduction to Business Statistics - Data - types - Measures of Central Tendency: Mean, Median, Mode, Quartiles and Percentiles - Measurement of Dispersion: Quartile Deviation , Standard Deviation - Coefficient of variation

UNIT II PROBABILITY 12

Basics definition and rules for Probability – Conditional probability independence of events - Total probability theorem - Bayes's Theorem – Business applications.

UNIT III TESTING OF HYPOTHESIS 12

Hypothesis testing: Type I and Type II errors- 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.

UNIT IV NON-PARAMETRIC TESTS 12

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

UNIT V CORRELATION AND REGRESSION 12

Review of Random Variables-Types of Correlation- Correlation Coefficient (Pearson and Spearman's Rank Correlation),-Regression- Estimation of Regression Line- Method of least squares

TOTAL PERIODS 60



COURSE OUTCOMES

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

- analyze the collected information using descriptive and inferential statistics to interpret the collected data
- use probability concepts to various business problems
- evaluate the strength of evidence from the sample and provides a framework for making determinations related to the population
- apply non-parametric test for drawing meaningful conclusions
- produce the future sales / profit and other variables forecast using correlation and regression.

REFERENCES

1. Srivatsava T N and Shailaja Rego, "Statistics for Management", Tata McGraw Hill, New Delhi, (2009).
2. Richard I. Levin, David S. Rubin, " Statistics for Management", 7th Edition , Pearson Education, (2011).
3. SanjivJaggia, "Business Statistics", 2nd Edition, McGraw Hill Education, New Delhi, 2020.
4. Dr. Seema Sharma , "Statistics for Business and Economics", 2nd Edition, Wiley, New Delhi, 2018.
5. David M. Levine, David F. Stephan, "Business Statistics", 7th Edition, Pearson Education, Noida, 2018.

CO / PO Mapping:

Course outcome	Mapping of Course Outcomes with Programme Outcomes: (1/2/3 indicates strength of correlation) 3-Strong, 2-Medium , 1-Weak													
	Programme Outcomes (POs)													
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	-	-	-	-	2	-	-	2	-	-	-	-	-
CO2	3	-	-	2	-	1	-	-	-	-	-	2	-	-
CO3	-	-	2	-	3	-	-	-	1	-	-	-	-	-
CO4	3	-	1	-	-	-	-	-	3	-	2	-	-	-
CO5	3	-	-	-	5	-	1	-	-	-	3	-	-	-



COURSE OUTCOMES

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

- understanding of various management concepts and skills required in the business world
- in-depth knowledge of various functions of management in a real time management context- understanding of the complexities associated with management of individual behaviour
- develop the skillset to have manage group behaviour in organizations
- insights about the current trends in managing organizational behaviour
- fundamentals of managing business and to understand individual and group behaviour at work place so as to improve the effectiveness of an organization

REFERENCES

1. Andrew J. Dubrin, Essentials of Management, Thomson Southwestern, 10th edition, 2016.
2. Samuel C. Certo and S.Trevis Certo, Modern Management: Concepts and Skills, Pearson education, 15th edition, 2018.
3. Harold Koontz and Heinz Weihrich, Essentials of Management: An International, Innovation, And Leadership Perspective, 10th edition, Tata McGraw-Hill Education, 2015.
4. Charles W.L Hill and Steven L McShane, „Principles of Management, McGraw Hill Education, Special Indian Edition, 2017.
5. Stephen P. Robbins, Timothy A.Judge, Organisational Behavior, PHI Learning / Pearson Education, 16th edition, 2017-2018.

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CO1	3	-	-	-	-	2	-	-	2	-	-	-	-	-
CO2	3	-	-	2	-	1	-	-	-	-	-	2	-	2
CO3	-	-	2	-	3	-	-	-	1	-	2	-	3	-
CO4	3	-	1	-	-	-	-	-	3	-	3	-	-	-
CO5	2	-	-	-	3	-	-	-	-	-	-	-	-	-



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 12

Economics- Definition – Scope - Field of Economics-confronting Scarcity-Factors of Production -the Production Possibility frontier-Productive efficiency Vs. Economic efficiency -Micro-Macro Economics - Scope- Distinction Between Micro and Macro Economics- the role of market and government.

UNIT II DEMAND AND SUPPLY 12

Demand – Supply- Equilibrium- Law of Demand and Supply- Elasticity of Demand and Supply- Types -Importance and Measurement - Estimation of Demand and Supply- determination of factor price -Government Intervention in Market Prices-Price floor and Price Ceilings.

UNIT III PRODUCTION AND COST 12

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- Total Revenue, Average Revenue and Marginal Revenue.

UNIT IV MARKET STRUCTURE 12

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 ROLE OF MONEY MARKET 12

The role of monetary policy - Money market–Equilibrium and national income - Unemployment and its impact – Okun’s law – Inflation and the impact – Reasons for inflation –Inflation Vs Unemployment tradeoff – Phillips curve –Supply side Policy and management-GST exchange rate – Pre and Post Pandemic issues.

TOTAL PERIODS 60



COURSE OUTCOMES

At the end of this course, 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
- create awareness about the national income and inflation

REFERENCES

1. William A. McEachern and Simrit Kaur (2016), "Principles of Micro Economics", 8th Edition, Cengage Learning Publication, New Delhi, India.
2. Paul A. Samuelson and William D. Nordhaus (2018), "Economics", 12th Edition, TATA McGraw Hill Publishing Company, New Delhi, India
3. Dominick Salvatore (2016), "Managerial Economics", OXFORD University Press, New Delhi, India.
4. Deviga Vengadachalam and Karunagaran Madhavan (2014), "Principles of Economics", OXFORD University Press, New Delhi, India.
5. Jeff holt (2015), "Principles of Economics", 6th Edition, Hayden-McNeil.
6. Robert H Frank, Kate Antonovics (2018), "Principles of Economics", 7th Edition, McGraw Hill

CO /PO Mapping:

Course outcome	Mapping of Course Outcomes with Programme Outcomes: (1/2/3 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak													
	Programme Outcomes (POs)													
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	2	-	3	-	2	-	-	-	2	-	1	-	-	-
CO2	3	-	3	2	-	2	-	-	-	-	-	-	-	3
CO3	-	-	1	-	3	1	-	-	1	-	1	-	3	-
CO4	3	-	2	-	3	3	-	-	-	-	1	-	-	-
CO5	1	2	3	-	2	3	-	2	-	-	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 12

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 12

Analysis of Financial Statements – Multi-Step Income Statement – Horizontal Analysis – Common – Sized Statement – Trend Analysis - Ratio Analysis - DuPont Model – Analysis of Cash Flow Statements

UNIT III MARGINAL COST AND COST ACCOUNTING 12

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 12

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 COMPUTERSIED ENVIRONMENT 12

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.

TOTAL PERIODS 60



COURSE OUTCOMES

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

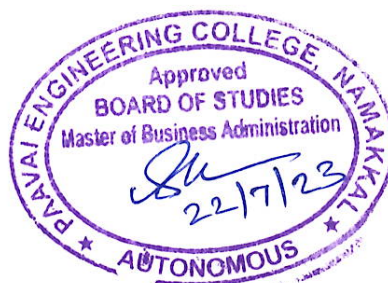
- acquire knowledge about the fundamentals of accounting principles
- exhibit their ability to maintain company accounts
- analyses different methods of marginal costing and cost accounting
- prepare, analyze and interpret basic financial statements
- understand about Accounting in computerized environment

REFERENCES

1. Jan Williams, Susan Haka, Mark S bettner, Joseph V Carcello, Financial and Managerial Accounting - The basis for business Decisions, 18th edition, Tata McGraw Hill Publishers, 2017
2. R. Narayanaswamy, Financial Accounting, PHI, sixth edition, 2017.
3. M.Y. Khan & P.K. Jain, Management Accounting, Tata McGraw Hill, 8 th edtion, 2018.
4. Eric Noreen, Peter C. Brewer Professor and Ray H Garrison (2016) “Managerial Accounting forManagers”, 4th Edition, McGraw-Hill Education.
5. Paul M. Collier (2015), “Accounting for Managers: Interpreting Accounting Information for DecisionMaking”, 5th Edition, Wiley.
6. Matt Bamber and Simon Parry (2017), “Accounting and Finance for Managers: A Decision-Making Approach”, 2nd Edition, KoganPage.

CO /PO Mapping:

Course outcome	Mapping of Course Outcomes with Programme Outcomes: (1/2/3 indicates strength of correlation) 3-Strong, 2-Medium , 1-Weak													
	Programme Outcomes (POs)													
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	-	-	-	-	-	-	2	2	-	3	-	-	-
CO2	2	-	-	-	-	-	-	2	1	-	2	-	-	2
CO3	2	1	-	-	2	2	-	3	1	-	2	-	3	-
CO4	2	-	-	-	2	3	-	-	1	3	-	-	-	-
CO5	3	2	-	-	2		1	-	-	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 12

Indian Contract Act 1872 - Essentials of a valid contract – Offer and Acceptance - Capacity of contract - Breach of Contract and Remedies - Quasi contract. Contract Of Agency: Nature of agency, Creation and types of agents, Authority and liability of Agent and principal: Rights and duties of principal and agents.

UNIT II SALES OF GOODS ACT AND NEGOTIABLE INSTRUMENT ACT 12

Sale of Goods Act 1930 - Conditions and Warranties – Performance of contract of sale - Transfer of property - Rights of unpaid seller- Partnership Act – Types- Relation of Partners- Dissolution of firm .Negotiable Instrument Act – Characteristics – Types - Promissory note– Rights and Duties of paying and collecting Banker.

UNIT III INDIAN COMPANIES ACT 12

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- Winding up of Companies.

UNIT IV CONSUMER PROTECTION ACT AND INTELLECTUAL PROPERTY RIGHTS 12

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

UNIT V CYBER LAWS AND FACTORIES ACT 12

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

TOTAL PERIODS 60

COURSE OUTCOMES

At the end of this course, 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. Saravanel.P and Kavitha.G (2017), “Legal Aspects of Business”, 3rd Edition, Himalaya PublishingMumbai.
2. Akhileshwar Pathak (2018), “Legal Aspect of Business”, 7th Edition, Tata Mc Graw Hill, New Delhi
3. Ravinder Kumar (2016), “Legal Aspects of business”, 4th Edition, Cengage Learning, New Delhi.
4. Sathish B. Mathur (2017), “Business law”, 1st Edition, Tata Mc Graw Hill, New Delhi.
5. ND.Kapoor (2018), “Elements of Merchantile Law”, Sultan Chand and Sons (P) Ltd.

CO / PO Mapping:

Course outcome	Mapping of Course Outcomes with Programme Outcomes: (1/2/3 indicates strength of correlation) 3-Strong, 2-Medium , 1-Weak													
	Programme Outcomes (POs)													
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	-	-	-	-	-	-	2	2	-	3	-	-	-
CO2	2	-	-	-	-	-	-	2	1	-	2	-	-	-
CO3	2	1	-	-	2	2	-	3	1	-	2	-	3	2
CO4	2	-	-	-	2	3	-	-	1	3	-	-	-	-
CO5	3	2	-	-	2	-	-	-	-	2	2	-	-	-



BA23105

ENTREPRENEURSHIP DEVELOPMENT

4 0 0 4

COURSE OBJECTIVES

To enable the students to

- equip and develop the learners entrepreneurial skills
- create the qualities essential to undertake business.
- impart the learners entrepreneurial competencies
- describe the needed for managing business efficiently and effectively.
- understand the challenges faced by entrepreneurs

UNIT I INTRODUCTION ENTREPRENEURIAL COMPETENCE 12

Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful Entrepreneurs – Knowledge and Skills of an Entrepreneur- Role of Entrepreneurship in Economic development

UNIT II ENTREPRENEURIAL ENVIRONMENT 12

Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organisational Services - Central and State Government Industrial Policies and Regulations - Innovation – Types of Innovation – Application of Innovation in Business - Sources of new ideas – Methods of Generating Ideas – Opportunity Recognition -Product planning and development process.

UNIT III BUSINESS PLAN PREPARATION 12

Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital Budgeting- Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria.

UNIT IV LAUNCHING OF SMALL BUSINESS 12

Finance and Human Resource Mobilization - Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, Start-ups.

UNIT V MANAGEMENT OF SMALL BUSINESS 12

Monitoring and Evaluation of Business - Business Sickness - Prevention and Rehabilitation of Business its - Effective Management of small Business - Economic implication of growth. Case Studies.

TOTAL PERIODS 60

COURSE OUTCOMES

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

- gain entrepreneurial competence to run the business efficiently.
- undertake businesses in the entrepreneurial environment
- capable of preparing business plans and undertake feasible projects.
- launch and develop their business ventures successfully
- monitor the business effectively towards growth and development..

REFERENCES

1. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2016.
2. R.D.Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2018.
3. Rajeev Roy ,Entrepreneurship, Oxford University Press, 2nd Edition, 2011.
4. Donald F Kuratko,T.V Rao. Entrepreneurship: A South Asian perspective, Cengage Learning, 2012.
5. Arya Kumar. Entrepreneurship, Pearson,2012.

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CO1	1	-	3	-	3	2	-	-	3	3	-	3	-	-
CO2	1	-	3	-	-	3	-	-	2	3	-	-	-	-
CO3	2	-	3	-	-	3	-	-	3	3	-	-	-	-
CO4	1	-	2	-	3	3	-	-	2	3	-	-	-	-
CO5	2	-	3	-	3	3	-	-	2	3	-	3	-	-



BA23106

MANAGEMENT INFORMATION SYSTEM

3 0 0 3

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 9

Data, Information, Intelligence, Information System, evolution, types based on functions and hierarchy, Functional Information Systems, DSS, EIS, KMS, GIS, International Information system.

UNIT II SYSTEM ANALYSIS AND DESIGN 9

System development methodologies, Systems Analysis and Design, Case tools - System flow chart, Decision table, Data flow Diagram (DFD), Decision table, Entity Relationship (ER), Object Oriented Analysis and Design (OOAD), UML diagram.

UNIT III DATABASE MANAGEMENT SYSTEMS 9

DBMS – types and evolution, HDBMS, NDBMS, RDBMS, OODBMS, RODBMS, Data warehousing, Data Mart, Data mining, Query Processing, SQL, Concurrency Management.

UNIT IV INTEGRATED SYSTEMS, SECURITY AND CONTROL 9

Knowledge based decision support systems, Integrating social media and mobile technologies in Information system, Security, Testing, Error detection, Controls, IS Vulnerability, Disaster Management, Computer Crimes, Securing the Web, Ethics in IT, User Interface and reporting.

UNIT V NEW IT INITIATIVES 9

Introduction to Deep learning, Big data, Role of information management in ERP, e-business, e-governance, Pervasive Computing, Cloud computing, Advancements in AI, IoT, Block chain, Crypto currency, Quantum computing.

TOTAL PERIODS 45

COURSE OUTCOMES

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

- learn the basics of data and information system.
- understand the system development methodologies.
- understand database management system and its types.
- learn the various technologies in information system and its security.
- gains knowledge on effective applications of information systems in business.

REFERENCES

1. Kenneth C. Laudon and Jane P Laudon, Management Information Systems – Managing the Digital Firm, 15 th edition, 2018.
2. CS.V Murthy (2015), “Management Information System”, Himalaya Publishing House.
3. Panneerselvam. R, Database Management Systems, 3rd Edition, PHI Learning, 2018.
4. Robert Schultheis and Mary Sumner, Management Information Systems – The Manager’s View, Tata McGraw Hill, 2008.

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CO2	1	-	3	-	-	3	-	-	2	3	-	-	-	-
CO3	2	-	3	-	-	3	-	-	3	3	-	-	-	-
CO4	1	-	2	-	3	3	-	-	2	3	-	-	-	-
CO5	2	-	3	-	3	3	-	-	2	3	-	3	-	-



COURSE OBJECTIVES

To enable the students to

- learners in understanding of the basic concepts of Indian ethos and ethics of business
- familiarize about ethical behaviour and value systems at work.
- exhibit knowledge in personality development
- enable the learners to have exposure on business ethics and ethical business perspectives

CONTENT OF THE COURSE

1. Indian Ethos and Personality Development
2. Work ethos and ethics for Professional Managers
3. Indian Values, Value Systems and Wisdom for modern managers
4. Ethos in leadership development
5. Indian system of learning – Gurukul system of learning, Law of humility, Law of growth.
6. Individual Culture and Ethics
7. Ethical codes of conduct and value Systems
8. Loyalty and Ethical Behaviour, Ethical decision making
9. Ethical business issues and solutions
10. Corporate Social Responsibilities of Business

TOTAL PERIODS 30

COURSE OUTCOMES

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

- evaluated on the basis of the following
- apply the basic concepts of Indian ethos and value systems at work.
- can handle issues of business ethics and offer solutions in ethical perspectives
- knowledge on social responsibilities

CO /PO Mapping:

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CO1	-	-	-	-	2		2	-	-	2	2	-	-	-
CO2	2	-	-	-	3	-	-	-	-	-	2	-	-	-
CO3	3	-	-	-	3	2	2	-	3	-	3	-	-	-
CO4	3	-	2	-	3	-	-	-	-	-	3	-	3	-



COURSE OBJECTIVES

To enable the students to

- acquire some of the necessary skills to handle day-to-day managerial responsibilities
- controlling one-to-one communication
- enriching group activities and processes
- giving effective presentations, writing letters, memos, minutes, reports and advertising, and maintaining one's poise in private and in public

CONTENT OF THE COURSE

1. Verbal and Nonverbal Communication
2. Ethical and legal issues in Business communication
3. Cross Cultural Dimensions of Business
4. Internal communication- Case Studies.
5. Business letters-Resume/CV, job application letters, proposals.
6. Creative Writing, Poster Making, Framing Advertisements, Press Release and Notes
7. Principles of Effective Presentations
8. Principles governing the use of audio-visual media.
9. Interview skills - web /video conferencing, tele-meeting.
10. Reports Writing

TOTAL PERIODS 30

COURSE OUTCOMES

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

- develop good business communication skills
- in-depth understanding of interview skills
- ability to prepare business reports
- develop good presentation skills

CO / PO Mapping:

		Mapping of Course Outcomes with Programme Outcomes: (1/2/3 indicates strength of correlation) 3-Strong, 2-Medium , 1-Weak													
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CO2	2	-	-	3	-	-	3	-	2	-	2	-	-	-	
CO3	3	-	-	2	-	-	2	-	3	-	2	-	-	-	
CO4	3	-	-		-	3	-	-	-	2	2	-	-	-	



SEMESTER - II

PMA23201

APPLIED OPERATIONS RESEARCH

3 1 0 4

COURSE OBJECTIVES

To enable the students to

- introduce the fundamentals in linear programming.
- learn the techniques in linear programming.
- impart knowledge and skill in game theory.
- describe the application of inventory models and networking models.
- discuss about queuing theory and replacement models.

UNIT I INTRODUCTION TO LINEAR PROGRAMMING 12

Linear Programming: Introduction to Linear Programming (LP) - LP Formulations - Graphical Solution - Special Cases – Infeasibility - Unbounded - Simplex Method (Primal - Penalty, Two Phase).

UNIT II TRANSPORTATION AND ASSIGNMENT MODELS 12

Transportation Models (Minimising and Maximising Problems) – Balanced and unbalanced Problems – Initial Basic feasible solution by N-W Corner Rule, Least cost and Vogel's approximation methods – Check for optimality . Solution by MODI method. Case of Degeneracy.

MODI method. Assignment Models (Minimising and Maximising Problems) – Balanced and Unbalanced Problems – Solution by Hungarian Method – Travelling salesman problem.

UNIT III DECISION AND GAME THEORIES 12

Decision making under risk – Decision trees – Decision making under uncertainty. Definition of Game - Payoff and Two Person Zero Sum Game – Maximin Principle - Minimax Principle - Saddle Point - 2 X 2 Games without Saddle Point – The Rules of Dominance - Graphical Method for 2 x n or m x 2 Games.

UNIT IV INVENTORY MODELS AND NETWORKING MODELS 12

Inventory Models – EOQ and EBQ Models (With and without shortages) – Quantity Discount Models Networking Models – PERT and CPM.

UNIT V QUEUING THEORY AND REPLACEMENT MODELS 12

Queuing Theory - single and Multi-channel models – infinite number of customers and infinite calling source. Replacement Models-Individuals Replacement Models (With and without time value of money) – Group Replacement Model.

TOTAL PERIODS 60



COURSE OUTCOMES

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

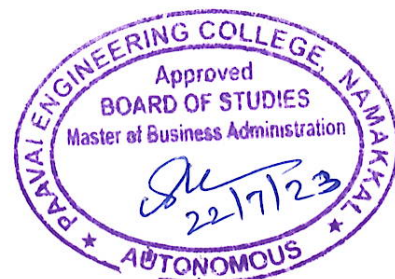
- understand the fundamental concepts in linear programming.
- examine transportation and assignment in logistics and job allocation.
- apply game theory and heuristics of decision making in real time scenarios.
- acquire knowledge in application of inventory models and networking models.
- use queuing and replacement theories in real time scenario optimization.

REFERENCES

- 1.Paneerselvam.R, “Operations Research”, Fourth Print, Prentice Hall of India, New Delhi, 2003.
- 2.Kanti Swarup, P.K.Gupta and Manmohan, “Operations Research”, 10th Edition, Sultan Chand and Sons Publishers, New Delhi, 2002.
- 3.Hamdy A Taha, “Introduction to Operations Research”, Seventh Edition, Prentice Hall India, Third Indian Reprint, New Delhi, 2004.
- 4.G. Srinivasan, “Operations Research – Principles and Applications”, PHI, (2007).
- 5.N D Vohra, Quantitative Techniques in Management, , Mc Graw Hill Education, 1st edition 2021.
6. Kalavathy S, “Operations Research”, 2nd Edition, Vikas Publishing House, (2004).
- 7.Frederick and Mark Hillier,” Introduction to Management Science – A Modelling and case studies approach with spreadsheets”, Tata McGraw Hill (2005).

CO /PO Mapping:

Course outcome	Mapping of Course Outcomes with Programme Outcomes: (1/2/3 indicates strength of correlation) 3-Strong, 2-Medium , 1-Weak													
	Programme Outcomes (POs)													
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	3	3	3	-	-	-	-	-	-	-	3	-	-
CO2	2	3	2	2	-	-	-	-	-	-	-	2	-	-
CO3	3	3	3	3	-	-	-	-	-	-	-	3	-	-
CO4	3	3	3	2	-	-	-	-	-	-	-	3	-	-
CO5	3	3	3	3	-	-	-	-	-	-	-	3	-	-



COURSE OUTCOMES

At the end of this course, 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.
- recognize the plant lay out
- understand the aggregate and production planning.
- apply the inventory planning and control technique

REFERENCES

1. Aswathappa K and Shridhara Bhat K, "Production and Operations Management, Himalaya PublishingHouse, 2nd Edition, New Delhi, 2015.
2. Norman Gaither and Gregory Frazier, " Operations Management", 9th Edition, Cengage Learning, 2015.
3. Roberta S Russel and Bernard W Taylor, "Operations Management- Creating Value along theSupplychain", 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 andSupply Chain Management ",10th Edition, Pearson Education, 2016.
6. Aswathappa K and Shridhara Bhat K, "Production and Operations Management, Himalaya Publishing House, 2nd Edition, New Delhi, 2015.

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CO1	1	-	-	-	-	2	2	-	-	-	-	-	-	-
CO2	2	-	-	-	2	-	-	2	3	-	3	-	2	-
CO3	1	-	-	-	1	-	2	2	-	-	1	-	-	-
CO4	3	-	-	-	2	-	-	2	-	-	2	-	-	3
CO5	2	-	-	-	2	-	-	-	-	-	3	-	-	-



COURSE OBJECTIVES

To enable the students to

- understand the financial system in India
- impart knowledge in financing decision
- analyse 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 12

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 12

Indian capital market- New issues market- Secondary market - Long term finance: Shares, debentures and term loans, lease, hire purchase, venture capital financing, Private Equity Sources of finance – short-term and long term - Cost of capital - Financial and Operating leverage, capital structure theories and policy.

UNIT III INVESTMENT DECISION 12

Capital budgeting: Principles and techniques - Nature of capital budgeting- Identifying relevant cash flows - Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index - Cash flow determination - Risk analysis in capital budgeting, complex investment decision.

UNIT IV DIVIDEND DECISION 12

Dividend Decision - Issues, Importance, Relevance and Irrelevance theories- dividend theories, dividend policies and practices – financial planning and strategy.

UNIT V LIQUIDITY DECISION 12

Working capital management – Concepts, Needs, Determinants, issues and estimation of working capital -Receivables management – Inventory Management - Cash management - Working capital finance: trade credit, bank finance, commercial papers.

TOTAL PERIODS 60

COURSE OUTCOMES

At the end of this course, 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. Pandey, I.M., "Financial Management", 11 th Edition, Vikas Publishing House Pvt. Ltd., New Delhi ,2016.
2. Khan M.Y. and Jain P.K, "Financial Management, Text, Problems and Cases", 8 th Edition, Tata McGraw HillPublishing Company Ltd., New Delhi, 2018.
3. Prasanna Chandra, "Financial Management", 9 th Edition, Tata McGraw-Hill Education, 2017.
4. Brearly and Myers, "Principles of Corporate Finance", 12 th Edition, McGraw Hill, 2018.
5. Aswath Damodaran," Applied Corporate Finance: A User's Manual", 4 th Edition, John Wiley and Sons,Inc.,2018.

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CO1	-	-	-	-	2	-	2	-	-	2	2	-	-	-
CO2	2	-	-	-	3	-	-	-	-	-	2	-	-	-
CO3	3	-	-	-	3	2	2	-	3	-	3	-	-	3
CO4	3	-	2	-	3	-	-	-	-	-	3	-	3	-
CO5	2	-	-	-	-	-	-	-	-	-	1	-	-	-



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**12**

Marketing – Definitions – 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**12**

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)**12**

Marketing Mix – Extended 9 P's - 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**12**

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**12**

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

TOTAL PERIODS 60

COURSE OUTCOMES

At the end of this course, 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. Philip Kotler and Kevin Lane Keller (2016), "Marketing Management", 15th Edition, Pearson Publication.
2. S.H.H. Kazmi (2007), "Marketing Management", Tata McGraw Hill.
3. Micheal R Czinkota and Masaaki Kotabe (2012) "Marketing Management", Vikas Thomas Learning, 11th Edition.
4. Zikmund D'Amico (2014), "Marketing", Thomson South Western, New Delhi.
5. Boyd Walker (2012), "Marketing Management", Mc Graw Hill.

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CO1	-	-	-	-	2	-	2	-	-	2	2	-	-	-
CO2	2	-	-	-	3	-	-	-	-	-	2	-	-	-
CO3	3	-	-	-	3	2	2	-	3	-	3	-	-	3
CO4	3	-	2	-	3	-	-	-	-	-	3	-	3	-
CO5	2	-	-	-	-	-	-	-	-	-	1	-	-	-



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 12

Evolution of human resource management – The importance of the human capital – Role of human resource manager –Challenges for human resource managers - trends in Human resource policies –Computer applications in human resource management – Human resource accounting and audit.

UNIT II HUMAN RESOURCE PLANNING AND RECRUITMENT 12

Importance of Human Resource Planning – Forecasting human resource requirement –matching supply and demand - Internal and External sources- Organizational Attraction-. Recruitment, Selection, Induction and Socialization- Theories, Methods and Process

UNIT III TRAINING AND DEVELOPMENT 12

Types of training methods – purpose – benefits- resistance. Executive development programme – common practices – Benefits – Selfdevelopment – Knowledge management

UNIT IV EMPLOYEE ENGAGEMENT 12

Compensation plan – Reward – Motivation – Application of theories of motivation – Career management – Mentoring - Development of mentor – Protégé relationships- Job Satisfaction, Employee Engagement, Organizational Citizenship Behavior: Theories, Models.

UNIT V PERFORMANCE EVALUATION AND CONTROL 12

Method of performance evaluation – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change. The control process – Importance – Methods - Requirement of effective control systems grievances – Causes – Implications –Redressal methods.

TOTAL PERIODS 60



COURSE OUTCOMES

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

- would have gained knowledge on the various aspects of hrm
- gain knowledge needed for success as a human resources professional.
- develop the skills needed for a successful hr manager
- prepare and implement the concepts learned in the workplace.
- aware of the emerging concepts in the field of hrm

REFERENCES

1. K.Aswathappa (2017), “Human Resource and Personnel Management – Text and Cases”, 8th Edition,Tata McGraw Hill, New Delhi.
2. Biswajeet Pattanayak (2014),” Human Resource Management”, 5th Edition, Prentice Hall of India, NewDelhi
3. Gary Dessler and Biju Varkkey, Human Resource Management, 14th Edition, Pearson Education Limited, 2015.
4. David A. Decenzo, Stephen.P.Robbins, and Susan L. Verhulst, Human Resource Management, Wiley, International Student Edition, 11th Edition, 2014.
5. Wayne Cascio, Managing Human Resource, McGraw Hill, 2015.

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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	-	-	-	-	2	-	2	-	-	2	2	-	-	-
CO2	2	-	-	-	3	-	-	-	-	-	2	-	-	-
CO3	3	-	-	-	3	2	2	-	3	-	3	-	-	3
CO4	3	-	2	-	3	-	-	-	-	-	3	-	3	-
CO5	2	-	-	-	-	-	-	-	-	-	1	-	-	-



COURSE OBJECTIVES

To enable the students to

- use business analytics for decision making
- apply the appropriate analytics and generate solutions
- analyse the business situation using analytics.
- get knowledge about driven models in analytics
- demonstrate the optimization techniques

UNIT I INTRODUCTION

9

Business Analytics - Terminologies, Process, Importance, Relationship with Organisational Decision Making, Business Analytics for Competitive Advantage.

UNIT II MANAGING RESOURCES FOR BUSINESS ANALYTICS

9

Managing BA Personnel, Data and Technology. Organizational Structures aligning Business Analytics. Managing Information policy, data quality and change in Business Analytics.

UNIT III DESCRIPTIVE ANALYTICS

9

Introduction to Descriptive analytics - Visualising and Exploring Data - Descriptive Statistics - Sampling and Estimation - Probability Distribution for Descriptive Analytics - Analysis of Descriptive analytics.

UNIT IV PREDICTIVE ANALYTICS

9

Introduction to Predictive analytics - Logic and Data Driven Models - Predictive Analysis Modeling and procedure - Data Mining for Predictive analytics. Analysis of Predictive analytics.

UNIT V PRESCRIPTIVE ANALYTICS

9

Introduction to Prescriptive analytics - Prescriptive Modeling - Non Linear Optimization – Demonstrating Business Performance Improvement.

TOTAL PERIODS 45

COURSE OUTCOMES

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

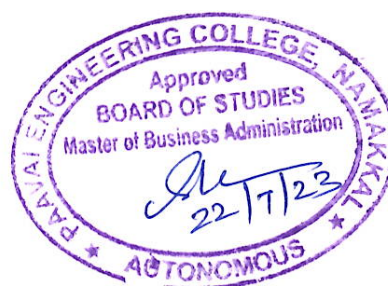
- understand the role of business analytics in decision making
- identify the appropriate tool for the analytics scenario
- apply the descriptive analytics tools and generate solutions
- understanding of predictive analytics and applications
- understand the role of business analytics in decision making

REFERENCES

1. Marc J. Schniederjans, Dara G. Schniederjans and Christopher M. Starkey, " Business Analytics Principles, Concepts, and Applications - What, Why, and How" , Pearson Ed, 2014
2. Christian Albright S and Wayne L. Winston, "Business Analytics - Data Analysis and Decision Making" , Fifth edition, Cengage Learning, 2015.
3. James R. Evans, "Business Analytics - Methods, Models and Decisions", Pearson Ed, 2012.

CO / PO Mapping:

Course outcome	Mapping of Course Outcomes with Programme Outcomes: (1/2/3 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak Programme Outcomes (POs)													
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	-	-	-	3	-	3	2	-	3	-	-	-	-
CO2	3	-	-	-	3	-	2	-	-	-	2	3	-	-
CO3	3	-	-	-	2	-	3	-	-	-	2	3	3	-
CO4	2	-	-	-	3	-	2	-	2	-	-	3	-	3
CO5	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 12

Business Research - Objectives – Types of research – Research Process - Criteria of good research–Problem definition and Objective Formulation – Developing hypothesis - Research in an evolutionary perspective - the role of theory in research.

UNIT II RESEARCH DESIGN AND MEASUREMENT 12

Research Design – Concepts – Types of Research design – Variables in Research - Measurement scales – Scaling Techniques – Test of Validity – Test of reliability.

UNIT III DATA COLLECTION 12

Types of data – Primary and secondary data – Methods of primary data collection – Construction of questionnaire- Validation of questionnaire – Construction of questionnaire and instrument - sampling plan – sample size – determination of optimal sample size – sampling techniques – Probability and Non-probability sampling methods.

UNIT IV ANALYSIS AND INTERPRETATION 12

Statistical techniques – Chi-square test – Correlation and Regression – ANOVA- MANOVA – Factor analysis – Discriminant analysis –Interpretation: Meaning of interpretation – techniques – precautions.

UNIT V REPORT DESIGN AND ETHICS IN BUSINESS RESEARCH 12

Research report –Types – Contents of report – need for executive summary – chapterization – contents of chapter –report writing – the role of audience – readability – comprehension – tone – final proof – report format – title of thereport – ethics in research – Ethics in research – Subjectivity and Objectivity in research.

TOTAL PERIODS 60

COURSE OUTCOMES

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

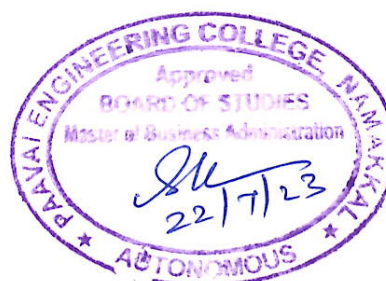
- become familiar with the basic concepts in research
- formulate research design and device a suitable sampling plan for data collection
- understand the methods of data collection and sampling techniques
- analyse data using appropriate statistical tools
- develop research reports

REFERENCES

1. C.R. Kothari and Gaurav Garg (2019), "Research Methodology: Methods and Techniques", 4th Edition,
2. William G Zikmund (2016), "Business Research Methods with Coursemate", Cengage Learning.
3. Cooper, Schinder and Sharma J.K (2017), "Business Research Methods", 11th Edition, McGraw Hill Education, New Delhi.
4. Uma Sekaran and Roger Bougie (2018), "Research Methods for Business: A Skill Building Approach", 7th Edition, Wiley.
5. Rajendra Nargundkar (2017), "Marketing Research: Text and Cases", 3rd Edition, McGraw Hill Education, New Delhi.
6. Emma Bell and Alan Bryman (2019), "Business Research Methods", 5th Edition, Oxford University.

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Course outcome	Mapping of Course Outcomes with Programme Outcomes: (1/2/3 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak													
	Programme Outcomes (POs)													
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	2	-	-	-	-	-	3	-	-	-	-	-	-	-
CO2	2	-	-	3	-	-	3	-	3	-	3	-	-	-
CO3	2	-	3	2	-	-	2	-	3	-	2	-	2	-
CO4	3	-	3	-	2	-	3	-	3	-	3	-	-	3
CO5	-	-	3	-	-	-	-	-	1	-	2	-	-	-



COURSE OBJECTIVES

To enable the students to

- provide an introduction to the principles of event management.
- impart knowledge on the various events
- understand how the events can be organized successfully.
- describe the logistics evaluations
- inculcate knowledge in safety measures

UNIT I EVENT CONTEXT 9

History and Evolution – Types of events – MICE – Types of Meeting, Trade Shows, Conventions, Exhibitions- Structure of event industry – Event Management as a profession – Perspectives on event :Government, Corporate & Community – Code of Ethics

UNIT II EVENT PLANNING AND LEGAL ISSUES 9

Conceptualizing the event – Host, sponsor, Media, Guest, Participants , Spectators – Crew – Design of concept – Theme and content development – Visualization – Event objectives – Initial planning – Budgeting – Event design and budget checklist – Preparation of functional sheets – Timing – Contracts and Agreements – Insurance, Regulation, Licence and Permits – Negotiation.

UNIT III EVENT MARKETING 9

Role of Strategic Marketing Planning - Pricing – Marketing Communication Methods and budget – Elements of marketing communication – Managing Marketing Communication – Role of Internet – Sponsorship – Event sponsorship – Strategy – Managing Sponsorships – Measuring and Evaluating Sponsorship

UNIT IV EVENT OPERATION 9

Site Selection – Types of location – Venue Requirements – Room, Stage, Audi-Visual, Lighting, Performers, Decors, Caterer, Photography and Videography – Protocols – Guest list – Guest demographics – Children at event – Invitation – Media – Freelance Event Operation – Road show - Food and Beverage –Entertainment – Event Logistics – Supply of facilities – Onsite logistics – Control of event logistics - Evaluation and Logistics.

UNIT V SAFETY AND EVENT EVALUATION 9

Risk assessment – Safety officer, Medical Manager – Venue, Structural safety – Food safety – Occupational safety – Fire Prevention – Sanitary facilities – Vehicle traffic – Waste Management. Event Impact – Event Evaluation Process – Service Quality - Customer Satisfaction.

TOTAL PERIODS 45

COURSE OUTCOMES

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

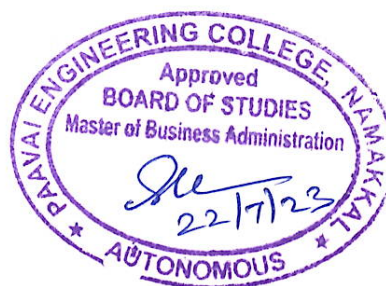
- learn about structure and code of ethics of events
- explore and getting to know about event planning and regulations
- understand about event marketing, planning and strategies
- enhance professional skills in event management
- analyze the safety measure of event management

REFERENCES

1. Lynn Van Der Wagen, Event Management for Tourism, Cultural Business and Sporting Events, 4 thEdition, Pearson Publication 2014.
2. Lynn Van Der Wagen, and Brenda R. Carlos ,Successful Event Management.
3. Judy Allen, Event Planning 2nd Edition, Wiley and Sons, Canada, 2014.
4. G.A.J. Bowdin, Events Management ,Elseiver Butterworth
5. Shannon Kilkenny, The complete guide to successful event planning.

CO / PO Mapping:

Course outcome	Mapping of Course Outcomes with Programme Outcomes: (1/2/3 indicates strength of correlation) 3-Strong, 2-Medium , 1-Weak													
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CO1	2	-	-	-	-	-	3	-		-	-	-	-	-
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CO3	2	-	3	2	-	-	2	-	3	-	2	-	2	-
CO4	3	-	3	-	2	-	3	-	3	-	3	-	-	3
CO5	-	-	3	-	-	-		-	1	-	2	-	-	-



COURSE OBJECTIVES

To enable the students to

- have hands-on experience on data analysis for business modeling.
- discuss the application of data base management system.
- inculcate the knowledge of forecasting and analytical tools
- learn the need of system analysis and design.

CONTENT OF THE COURSE

1. Descriptive Statistics
2. Parametric Tests
3. Non- Parametric Tests
4. Correlation and Regression
5. Forecasting
6. Portfolio Selection
7. Risk Analysis and Sensitivity Analysis
8. Revenue Management
9. Transportation and Assignment
10. Networking models

TOTAL PERIODS 30

COURSE OUTCOMES

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

- deep knowledge about the nature of data and conducting hypothesis testing using various data analysis techniques
- facilitates to identify the relationship between variables using data analytical tools
- provides understanding about forecasting in real time business world using analytical tools
- ability to conduct risk and sensitivity analysis and portfolio selection based on business data

CO / PO Mapping:

Course outcome	Mapping of Course Outcomes with Programme Outcomes: (1/2/3 indicates strength of correlation) 3-Strong, 2-Medium , 1-Weak Programme Outcomes (POs)													
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CO3	2	-	3	2	-	-	2	-	3	-	2	-	2	-
CO4	3	-	3	-	2	-	3	-	3	-	3	-	-	3



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.

LIST OF EXPERIMENTS

1. Campaign on cleanliness among the students in local schools.
2. Depletion 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 30

COURSE OUTCOMES

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

- knowledge on social issues.
- sensitivity towards social problems.
- generate economical solution for social problems.
- knowledge on event management.

CO / PO Mapping:

Course outcome	Mapping of Course Outcomes with Programme Outcomes: (1/2/3 indicates strength of correlation) 3-Strong, 2-Medium, 1-Weak													
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CO3	2	-	3	2	-	-	2	-	3	-	2	-	2	-
CO4	3	-	3	-	2	-	3	-	3	-	3	-	-	3

