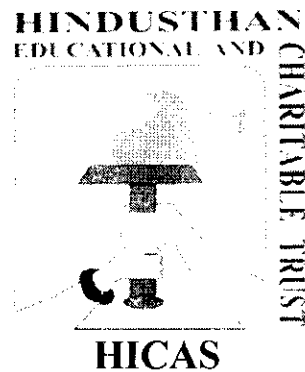


**CURRICULUM FRAMEWORK AND SYLLABUS
FOR OUTCOME BASED EDUCATION IN**

MBA Degree Program

**FOR THE STUDENTS ADMITTED FROM THE
ACADEMIC YEAR 2019 - 2020 ONWARDS**



HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)

(Affiliated to Bharathiar University and Accredited by NAAC)

COIMBATORE-641028

TAMILNADU, INDIA.

Phone: 0422-4440555

Website: www.hindusthan.net/hicas/

**HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
COIMBATORE – 641028**

**MASTER OF BUSINESS ADMINISTRATION- MBA
SCHEME OF EXAMINATIONS – CBCS PATTERN**

(For the students admitted from Academic year 2019 -2020 and onwards)

CODE NO.	COURSE	LECTURE HRS/ WEEK	EXAM. DURATION	MAX. MARKS			CREDIT POINTS	
				IE	EE	TOTAL		
First Semester								
19MSP01	DSE	Business Organization and Management	4	3	30	70	100	4
19MSP02	DSE	Organizational Behavior	4	3	30	70	100	4
19MSP03	GE	Managerial Economics	4	3	30	70	100	4
19MSP04	DSE	Accounting for Managers	4	3	30	70	100	4
19MSP05	GE	Allied - Quantitative Methods for Management (MAT)	4	3	30	70	100	4
19MSP06	DSE	Corporate Communication	4	3	30	70	100	4
19MSP07	SEC	Practical - Computer Applications in Management	2	3	40	60	100	2
	AEE	Value added course						
Second Semester								
19MSP08	DSC	Operations Management	4	3	30	70	100	4
19MSP09	DSC	Marketing Management	4	3	30	70	100	4
19MSP10	DSC	Financial Management	4	3	30	70	100	4
19MSP11	DSC	Human Resource Management	4	3	30	70	100	4
19MSP12	GE	Allied - Quantitative Techniques (MAT)	4	3	30	70	100	4
19MSP13	DSC	Business Research Methods	4	3	30	70	100	4
19GSP01	SEC	Skill Based - Cyber Security	2	-	100	-	100	2
19MSP14	SEC	Institutional Training Report	-	-	100	-	100	1
	AEE	Value added course						
Third Semester								
19MSP15	DSC	Business Environment and Ethics	4	3	30	70	100	4
19MSP16	GE	Management Information System	4	3	30	70	100	4
19MSP17	DSC	Elective -I -	4	3	30	70	100	4
19MSP18	DSE	Elective -II	4	3	30	70	100	4
19MSP19	DSE	Elective -III	4	3	30	70	100	4
19MSP20	DSE	Elective -IV	4	3	30	70	100	4
19MSP21	SEC	Project Work	-	-	50	150	200	4
	AEE	Value added course						
Fourth Semester								
19MSP22	DSC	Strategic Management	4	3	30	70	100	4
19MSP23	DSE	Elective -V	4	3	30	70	100	4
19MSP24	DSE	Elective -VI	4	3	30	70	100	4
19MSP25	DSE	Elective -VII	4	3	30	70	100	4
19MSP26	DSE	Elective -VIII	4	3	30	70	100	4
19MSP27	SEC	Internship – 30 Days			30	70	100	1
	AEE	Value added course						
							102	

Student should complete value added course and the online course before the end of every semester.

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Discipline Specific Course	- DSC: 44 Credits
Discipline Specific Elective	-DSE: 32 Credits
Generic Elective	-GE: 16 Credits
Skill Enhancement Courses	-SEC: 10 Credits
Total	: 102 Credits

There are ten broad field of specialization that are offered to the students of MBA, viz Marketing, Human Resources, Finance, Logistics and shipping Management, Media Management, Production, System, Tourism and Travel Management, Entrepreneurship and Health care Management in Third and in Fourth semester. The students have to choose two specializations field out of ten specializations in Third semester and the same specializations in the Fourth semester. Each specialization has two elective papers both in Third semester and in Fourth semester. An elective will be offered only if ten students opt for an elective.

Broad Field of Specialization and Elective Papers

Specialization Field	Electives for III Semester		Electives for IV Semester	
	HUMAN RESOURCES	Staffing in Organization 19MSPHRA	Personal and Interpersonal Effectiveness 19MSPHRB	Organizational Development 19MSPHRC
FINANCE	Financial Services 19MSPFIA	Equity Research and Portfolio Management 19MSPFIB	International Financial Management 19MSPFIC	Insurance and Risk Management 19MSPFID
SHIPPING AND LOGISTICS MANAGEMENT	Logistics Management 19MSPLMA	Export- Import Trade and Documentation 19MSPLMB	Supply Chain Management 19MSPLMC	International Logistics and Shipping Management 19MSPLMD
MEDIA MANAGEMENT	Mass Communication 19MSPMEA	Journalism 19MSPMEB	Media Management and Public Relations 19MSPMEC	Media Law and Ethics. 19MSPMED
PRODUCTION	Advanced Production Management 19MSPPNA	Integrated Materials Management 19MSPPNB	Total Quality Management 19MSPPNC	Operations and Supply Chain Management 19MSPPND
SYSTEM	Electronic Commerce. 19MSPSYA	System Analysis and Design 19MSPSYB	Software Project Mgt. 19MSPSYC	E-Marketing 19MSPSYD

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TOURISM AND TRAVEL MANAGEMENT	Tourism Management 19MSP\$TTA	Tourism Marketing 19MSP\$TTB	Event Management 19MSP\$TTC	Travel Management 19MSP\$TTD
HEALTH CARE MANAGEMENT	Hospital Operations Management 19MSPHCA	Hospital Architecture Planning & Design 19MSPHCB	International Health Management 19MSPHCC	Public Health Systems and Health Insurance 19MSPHCD
ENTREPRENEURSHIP	Entrepreneurship development 19MSPEDA	Innovation Management 19MSPEDB	Leadership and Change Management 19MSPEDC	Small Business Management 19MSPEDD
MARKETING	Consumer Behavior 19MSPMMA	Integrated Marketing Communication 19MSPMMB	Brand Management 19MSPMMC	Services Marketing 19MSPMMD

III Semester

A Student can select two functional areas in Semester III and chose for two papers in each functional area.

A Student can select two functional areas in IV Semester and chose for two papers in each functional area.


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MBA REGULATIONS 2019-2020 Onwards

1. Internal Marks for MBA

Components	Marks
Test I	5
Model Exam	10
Assignment	5
Attendance*	5
Seminar	5(3+2)**
TOTAL	30

*Split-up of Attendance Marks for MBA

- 75-79-1marks
- 80-84-2marks
- 85-89-3marks
- 90-94-4marks
- 95-100 - 5 marks

**3-For External paper presentation/ Mini Project

**2-Internal paper presentation/ Mini Project

Question Paper Pattern for IE test I (for 50 Marks) (2 hours)

Duration: Two Hours

Maximum: 50Marks

Section-A (3 x 6=18

Marks

Answer ALL Questions

Either or Type

ALL questions carry

EQUAL Marks Section-B

(4 x 8=32 Marks)

Answer ALL Questions

Either or Type

ALL questions carry EQUAL Marks


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Question Paper Pattern for IE Model Exam

Duration: Three Hours

Maximum: 70Marks

SECTION – A (5x6=30 marks)

Answer **ALL** Questions

ALL Questions carry **EQUAL** Marks

Q.No.1to5: Onequestion from
each Unit (Either or Type)

SECTION - B (5x8=40 Marks)

(Question No.6 is Compulsory; it should be a case study)

Answer **ALL** Questions

ALL Questions carry **EQUAL** Marks

Q.No.6to10: Onequestion from
each Unit (Either or Type)

2 a) Components for Practical I.E.

Components	Marks
Test – I	20
Test - II	20
Total	40

2 b) Components for Practical E.E.

Components	Marks
Completion of Experiments	50
Record	5
Viva	5
Total	60

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3. Industrial Training/ Internships/ Mini and Major Project Work

Industrial Training/ Internships		Project Work	
Components	Marks	Components	Marks
<i>I.E</i>		<i>I. E</i>	
Work Diary	25	a) Attendance Marks	20
Report	50	b) Review Marks	30
Viva-voce Examination	25		50
Total	100		
		<i>E.E</i> ^{*1}	
		a) Final Report Marks	120
		b) Viva-voce Marks	30
		Total	150
			200

*1Evaluation of report and conduct of viva voce will be done jointly by Internal and External Examiners

4. Components for Cyber Security Paper

Components	Marks
Two Tests (2 x 40)	80
Two assignments (2 x 10)	20
Total	100

The question paper pattern is as follows:


- a) Test I – 2 hours [4 out of 7 essay type questions] 4 x 10 = 40Marks
 b) Test II – 2 hours [4 out of 7 essay type questions] 4 x 10 = 40Marks

Total = 80Marks

- The passing minimum for Cyber Security is 50

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- In case the candidate fails to secure 50 marks which is the passing minimum, he/she may have to reappear for the same in the subsequent semesters.

5. Question Paper Pattern for EF

Duration: Three Hours

Maximum: 70Marks

SECTION – A (5x6=30 marks)

Answer ALL Questions

ALL Questions carry EQUAL Marks

Q.No.1to5:

One question from each Unit

(Either or Type)

SECTION - B (5x8=40 Marks)

(Question No.6 is Compulsory; it should be a case study)

Answer ALL Questions

ALL Questions carry EQUAL Marks

Q.No.6to10

One question from each Unit

(Either or Type)

-----X-----

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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSP01	Course Title	Batch	2019-2020 Onwards
		BUSINESS ORGANISATION AND MANAGEMENT	Semester	I
Hrs / Week	4		Credits	4

Course Objectives:

1. To make the students familiar with basic forms of an organization.
2. To make the students familiar with basic concepts of Management.
3. To enable the students to learn the basic functions of management.
4. To make students learn the management of organizations.
5. To make students understand organizational performance and its importance.

Code No	Course	Semester No
19MSP01	BUSINESS ORGANISATION AND MANAGEMENT	I
Objective:	To enable the students to learn the concepts of business and principles of management, its functions, decision making process and problem-solving techniques.	
Unit No	Topics	Hours
I	Business Organization Nature, scope and objectives of Business – Forms of Business Organization – Single person company, Partnership firms, Joint stock Companies and Co-operative Societies – Public Enterprises – Characteristics, Advantages and disadvantages. (Case Study)	12
II	Management: Purpose and Importance, Managerial functions and principles – Role of Managers, Management as a science or an art - The Evolution of Management thought - Recent trends in Management. (Self-Study)	12


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III	Planning and Decision Making Nature and Purpose of Planning - Objectives - Strategies, Policies and Planning Premises – Management by Objectives -Decision Making – Types, process, techniques and problems.	12
IV	Organizing Organizing - importance, Structure, principles and process- Organization structure – Types - Formal and informal organization- Delegation of Authority- Line and Staff Authority- Decentralization Vs Centralization – Advantages and disadvantages. Departmentation – Importance and types. (Case Study)	12
V	Co-ordination and Controlling Co-ordination functions in Organization -Essential characteristics of co-ordination- group Decision Making. Controlling - System and Process of Controlling- Control techniques- - Information Technology in controlling. (Self-Study)	12

Text Book: Bhushan Y.K., “Business Organization and Management”, Sultan Chand & Sons, 19th Edition, 2013.

Reference Books

1. Heinz Mark V. Cannice & Koontz, “Management – A Global, Innovative, and Entrepreneurial Perspective”, Tata McGraw Hill, 14th Edition, 2013.
2. P.C.Tulsian, Vishal Pandey, “Business Organization and Management”, Pearson Publications, 2015.
3. Koontz & Weirich, “Essentials of Management”, Tata McGraw Hill, 2010.
4. Prasad L.M., “Principles and Practices of Management”, Sulthan Chand, 7th Edition, 2013.
5. Sampat Mukherjee,, “Organization & Management And Business Communication”, New Age international Publications.
6. Partho S. Sengupta, “Principles and Practices of Management”, Vikas Publishing House Pvt Ltd, 2014


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Course Outcome:


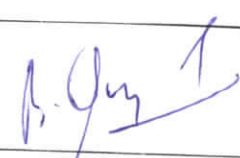
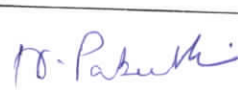
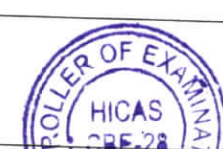
On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Analyze various forms of an organization.	K1, K2
CO2	To understand the evolution of management functions.	K1, K2
CO3	Plan appropriate Strategies for an organization and display their managerial skills.	K3
CO4	Develop an organizational structure for an organization.	K3
CO5	To analyses the organizational performance and its applications.	K3 and K4

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			S
CO2	S	S	M	M
CO3		S	S	M
CO4		S	S	M
CO5	S	S	S	S

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
			


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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSP02	Course Title	Batch	2019-2020 Onwards
		ORGANIZATIONAL BEHAVIOR	Semester	I
Hrs / Week	4		Credits	4

Course Objectives:

1. To enable the students to learn the basic elements of organizational behaviour and individual differences
2. To understand the components of individual behaviour and its influence on organization.
3. To understand the group level behaviour and its impact on managerial performance
4. To impart the knowledge on various leadership style and influence of power on individuals and group
5. To understand the organizational dynamics and stress management.

	Course	Semester No
	19MSP02	ORGANIZATIONAL BEHAVIOR
		I
Objective	To understand the basic concepts and theories underlying organizational behaviour	
Unit No	Topics	Hours
I	Introduction: Nature and scope – linkages with other disciplines - Approach to Organizational behavior - models of organizational behavior, Hawthorne Experiment – Individual differences. (Case Study)	✓ 12
II	Foundation of individual Behaviour: Personality- Meaning, formation, determinants, traits of personality, theories, personality attributes influencing OB. Attitude: - Formation, components of attitudes, relation between attitude and behaviour. Perception: -Process of perception, factors influencing perception. Learning: - Meaning, principles, theories and its implication. (Case Study)	✓ 12
III	Group Behaviour: Definition, types, formation of groups, dynamics, teambuilding , (Self Study) effective teams. Conflict: Meaning, nature, types, process of conflict, conflict resolution.	12


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IV	Motivation and leadership: Motivation-importance, process, Motivational Theories. Concept of leadership, styles, Theories, Contemporary Approach of leadership, Transformational leadership. Power and politics (Self-study): - Basis of power, effectiveness of power tactics.(Case Study)	12
V	Organizational Dynamics: Types, creating and sustaining culture, managing cultural diversity. Organizational Climate Organizational Development: Goals, process, planned change, resistance to change – Nature of OD, importance, Stress – Work Stressors –Management of stress – Balancing work and Life. (Self-Study)	12

Text Book: L.M.Prasad, Organizational Behaviour, Sultan Chand & Sons 5th edition, Reprint 2019.

Reference Books:

1. Stephen P Robbins, Timothy A ,Neharika Vohra "Organizational Behaviour", Prentice Hall of India, 15th Edition, 2013.
2. Aswathappa. K, "Organizational Behavior", Himalaya Publishing House, 12th Revised edition, 2015
3. Fred Luthans, "Organisational Behaviour", McGraw Hill Book Co., 12th edition, 2011.
4. Margie Perikhand Rajen Gupta "Organizational Behaviour". Tata McGraw Hill Education Pvt Ltd, 2010.

Course Outcome:

On the successful completion of the course, students will be able to


CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	To familiarize with the components of the behaviour within organisation	K1
CO2	To analyse the impact of individual behaviour on organization's performance	K2
CO3	To analyse the impact of group behaviour on organization's performance	K2

CO4	To discriminate leadership style based on situation and influences employee towards common goals and objectives	K2 and K3
CO5	A knowledge on the various organization's aspects towards managing work and life	K2

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			L
CO2	S		M	
CO3			M	L
CO4			S	L
CO5	S		M	

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
<i>M. Prabhu</i>	<i>A. Jay A</i>	<i>BMM</i>	


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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSP03	Course Title	Batch	2019-2020 Onwards
		MANAGERIAL ECONOMICS	Semester	I
Hrs / Week	4		Credits	4

Course Objectives:

1. To enable the students to learn the basics of managerial economics and the roles of managers in firms.
2. To emphasize on the production function and cost concepts.
3. To analyze the market structure and pricing decisions.
4. To understand the budgeting techniques and profit analysis.
5. To understand the concepts of national income and business cycle with economic indicators.


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Code No	Course	Semester No
19MSP03	MANAGERIAL ECONOMICS	I
Objective:	To enable the students to learn the application of the economic principles in business decisions.	
Unit No	Topics	Hours
I	Concepts of Managerial Economics. Managerial Economics - meaning, nature and scope - Managerial Economics and business decision making - Role of Managerial Economist (Self Study) - Demand Analysis - meaning, determinants, types and shift in demand - Elasticity of demand and types. Price elasticity and income elasticity. (Case Study)	12
II	Market Equilibrium and Cost Concepts Supply meaning, determinants and shift in supply. Market equilibrium – Excess supply and demand. Changes in market equilibrium. - Production decisions - production functions -Isoquants, Expansion path - Cobb-Douglas function. Cost concepts – determinants, short run and long run cost output relationship - Economies and diseconomies of scale. (Self Study)	12
III	Market Structure Market structure – characteristics. Perfect, monopoly, monopolistic and oligopoly – features and Price and output decisions - Differential pricing - Government intervention and pricing. (Self-Study)	12
IV	Profit Planning Profit - Meaning and nature - Profit policies - Profit planning and forecasting - Cost Volume profit analysis – Application of BEP in business decision making – problems. Investment analysis – Capital budget techniques – Payback period, NPV, IRR methods. (Case Study)	12

V	Economic Indicators National Income – Concepts and methods of measurement. Monetary policy – tools and its role in controlling money supply and inflation. Fiscal policy and economic progress. Business cycle. Inflation - types and causes –WPI and CPI. Balance of payments – Recent changes in economic indicators – uses and limitations. (Self-Study)	12
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Text Book: Metha P.L, "Managerial Economics", Sultan Chand & Son.,2016

References Books

1. Varshney.R.L., Maheswari.K.L., "Managerial Economics", Sulthan and Sons,2014
 - 2.Dwivedi.D.N., "Managerial Economics", Vikas Publishing House Pvt Ltd, 8th Edition, 2018.
 - 3.Geetika, Piyali Ghosh, Purba Roy Choudhury, "Managerial Economics", Tata McGraw Hill, October 2017.
 4. Ivan Png, Managerial Economics, Routledge; 5 editions, 2015.
 5. Ahuja.H.L., "Business Economics", S Chand & Company, reprint edition, 2016.
- Questions :20% of the questions shall be problems. 80% of the questions shall be theory based.
Problems in Unit IV Only.*

Course Outcomes:

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Analyze fundamentals in economic aspects of demand and supply	K1
CO2	Estimate and analyze firm-level production and cost concepts	K1 and K2
CO3	Develop pricing strategies for output decision making	K2 and K3
CO4	Analyze business situations in terms of the economic implications and plan	K1, K2 and K3
CO5	To analyze the national income and business cycle	K3

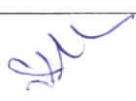
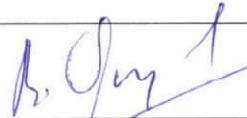
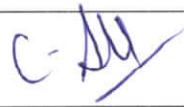


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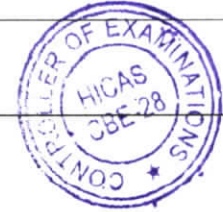
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Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2		S		
CO3		S	M	M
CO4		S	S	
CO5	S		S	L

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
			




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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSP04	Course Title	Batch	2019-2020 Onwards
		ACCOUNTING FOR MANAGERS	Semester	I
Hrs / Week	4		Credits	4

Course Objective

1. To introduce basic theory and concepts of Financial Accounting.
2. To understand the information, contain in the financial statement of the company and will be able to prepare the statement of accounts.
3. To understand the uses and limitation of Financial Statement Analysis.
4. To analyze the concept of Budgetary Control.
5. To apply the concept of Marginal Costing.



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Code No	Course	Semester No
19MSP04	ACCOUNTING FOR MANAGERS	I
Objective:	To analyze a company's financial statements and come to a reasoned conclusion about the financial situation of the company.	
Unit No	Topics	Hours
I	Book-Keeping and Accounting Meaning – Definition – Objectives of Financial Accounting – Branches of Accounting – Accounting Concepts and conventions – Journal – Ledger – Trial Balance – Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet – Depreciation- Straight line and Written down Value Methods. (Theory only)	12
II	Financial Statements Analysis of Financial Statements: Comparative, common size and trend analysis, Ratio Analysis , Profitability Ratios – Coverage Ratios – Turnover Ratios – Financial Ratios – Uses and limitations of Ratio Analysis. (Self-Study)	12
III	Funds Flow Statement – uses and limitations – Statement of changes in working capital – computation of funds from operations – fund flow statement (simple problems) Cash Flow Statement – uses and limitations – Cash from Operation- Cash Flow Statement (simple problems) Difference between funds flow and cash flow analysis. (Case Study)	12
IV	Costing - Concept of cost – Elements of Cost – Cost Accounting – Objectives – Cost Sheet (Problems) – classification of cost – Cost Unit and Cost Centre. Budgetary control: Budget, Budgeting, and Budgeting control – types of budgets - preparation of flexible and fixed budgets, cash budget (problems) – Zero base budgeting. (Self-Study)	12
V	Marginal Costing - Marginal costing – assumptions – Cost Volume Profit Analysis – Breakeven Analysis – Key Factor – Decisions involving Alternative Choices: Determination of sales mix and Make or Buy decisions. (Theory, Self-Study)	12

Text Book

Maheswari S.N, Maheswari Sharad K.Maheshwari, "A Text book of Accounting for Management", Vikas Publishing house (P) Ltd., 4rd Edition, 2018

References Books

1. Narayanaswamy R, "Financial Accounting: A Managerial Perspective", PHI, 6th Edition 2017.
2. Gupta R. L & Radhaswamy M, "Advanced Accountancy", Sultan & Chand Publications, 13th Edition 2018

3. Madegowda J, "Accounting for Manager", Himalaya Publishing House, 2017
4. Arora M.N, A Text Book of Cost and Management Accounting, Vikas Publishing house (P) Ltd.9th Edition, 2013
5. Reddy T.S, Hari Y, Prasad Reddy, Financial and Management Accounting, Margam Publications 4th Edition 2008

Questions: 80% of the questions shall be problems. 20% of the questions shall be theory based.

Course Outcome:

On the successful completion of the course, students will be able to

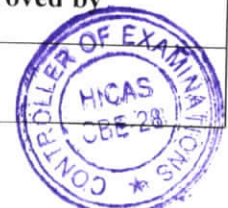
CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Recall financial statements according to the concepts and conventions together with generally accepted accounting principles.	K1
CO2	Understanding the management concepts and analysis of financial statements by using various tools.	K1
CO3	Clear understanding about the variables involved in Financial Statements.	K2
CO4	Prepare fixed and flexible, cash budget etc., and will be able to draw interpretation.	K2 and K3
CO5	Identify Cost Volume Profit relationship and solve CVP functions.	K3

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S		S	
CO3		S	M	L
CO4	S	S	M	S
CO5	S		M	L

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
<i>D. Paul</i>	<i>B. Jay</i>	<i>J. K.</i>	



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[Signature]
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MASTER OF BUSINESS ADMINISTRATION

Programme Code:	MBA	Programme Title: Master of Business Administration		
Course Code:	19MSP05	Course Title	Batch:	2019-2020 and Onwards
		QUANTITATIVE METHODS FOR MANAGEMENT	Semester:	I
Hrs/Week:	5		Credits:	4

Course Objective

1. This course mainly deals with the use of Mathematical and Statistical concepts in the resolution of managerial decision problems.
2. Acquire various skills about basic statistical concepts.

Course Outcomes (CO)

K1	CO1	To recall the fundamental theory and concepts of statistics.
K2	CO2	Understand the various tests to estimate the parameters of samples.
K3	CO3	Acquire various skills about analyzing data using statistical tools.
K4	CO4	Distinguish different types of distribution and their statistical properties. Apply sampling tests and to infer decisions on hypothesis.

Mapping of Outcomes

CO \ PO	PO1	PO2	PO3	PO4
CO1	S	S	S	S
CO2	S	S	S	M
CO3	S	S	M	S
CO4	S	S	S	S

S - Strong; M-Medium; L-Low.


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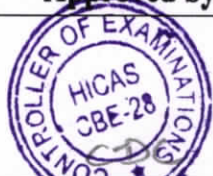
19MSP05	QUANTITATIVE METHODS FOR MANAGEMENT	I
Unit No.	Topics	Hours
I	Mathematical basis of managerial decisions : Functions – Application of functions – Maxima & Minima – Matrix Algebra – Arithmetic Operations – Properties, Solutions of equations by inverse method.	12
II	Probability: Introduction to Probability – Basic rules of probability, Notation, Venn diagrams, Probability Trees, Baye’s Theorem and it’s applications.	12
III	Data Analysis: Data Analysis – Uni- Variate – ungrouped and grouped measures of central Tendencies, measures of dispersion – CV percentages (problem related to business applications). Bi variate – correlation and regression – problems related to business applications.	12
IV	Index Numbers: Basic concept of index numbers – simple and weighted index numbers – concept of weights – types of index numbers – Business index number – CPT, WPI , Sensex, Nifty, Production index. Time series – variations in Time Series for business forecasting.	12
V	Hypothesis testing: Hypothesis testing of Proportion and Mean – single and two tailed tests – errors in Hypothesis testing – Measuring the power of Hypothesis test. Chi-Square Tests. Large samples : Analysis of Variance one way classification.	12

Text Book :

1. *M. Ragavachari , "Mathematics for Management "–Tata Mcgraw Hill for Unit I and Unit II.*
2. *Gupta.S.P., "Statistical Methods", Sulthan and Sons,2012 for Unit III to Unit V.*

Reference Book:

1. *Richard L Levin & David S Rubin " Statistics for Management" , Irwin McGraw-Hill*

Course Designed by	Verified by HOD	Checked by	Approved by
			

BOS meeting approved: 22.06.2019

Approved in 5th Academic Council meeting on: 29.06.2019

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Item No : XXVI

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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSP06	Course Title	Batch	2019-2020 Onwards
		CORPORATE COMMUNICATION	Semester	I
Hrs / Week	4		Credits	4

Course Objectives:

6. To enable the students to learn the basics of individual and an organizational communication.
7. To recognize the various non-verbal communication effectively.
8. To understand the importance of written business communication.
9. To understand the various interview techniques.
10. To manage different corporate presentation effectively.


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Code No	Course	Semester No
19MSP06	CORPORATE COMMUNICATION	I
Objective:	To understand the importance of communication in the business world	
Unit No	Topics	Hours
I	Introduction to Corporate communication: Meaning, Importance & objectives- Principles of Communication, forms of communication, Communication Process, Barriers of effective communication, Techniques of effective communications. (Case Study)	12
II	Nonverbal Communication: Body Language, Gestures, Postures, Facial Expressions, Dress codes. The Cross-Cultural Dimensions of Business Communication. Listening & Speaking, techniques of electing response, probing questions, Observation. Business and social etiquettes, Dining Table manners in Business parties.(Case Study)	12
III	Written Communication and reading skills: Guidelines for Written Business Communication: Introduction, General Principles of Writing, Principles of Business Writing. Reading Skills for Effective Business Communication: Introduction, what is reading? Types of reading, SQ3R Technique of Reading. (Self-Study)	12
IV	Interviews - Interview Techniques: Mastering the art of conducting and giving interviews, Placement interviews - discipline interviews - appraisal interviews – exit interviews. (Case Study)	12
V	Presentations - Corporate Speeches: Principles of Effective Speech & Presentations. Technical & Non-technical presentations. Speech of introduction - speech of thanks - occasional speech - theme speech. Use of audio-visual aids (Practical exercise)	12

Text Book:

Dr. C.S.G. Krishnamacharyulu & Dr. Lalitha Ramakrishnan (Author) "Business Communication", Himalaya Publishing House, Mumbai, 2011

Reference Books

1. Ludlow.R., & Panton. F., "The Essence of Effective Communications". Prentice Hall of India Pvt. Ltd, 2010.
2. Adair. J., "Effective Communication". Pan Mcmillan, 2005.
3. Thill. J.V., & Bovee .G. L., "Excellence in Business Communication", McGrawHill, New York, 2009.
4. Bowman. J.P., & Branchaw. P.P., "Business Communications: From Process to Product", Dryden Press, Chicago, 2010.
5. Paul Argenti . A., "Corporate Communication", National Library of Australia, 2012.


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Course Outcome:

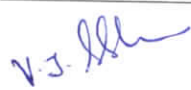
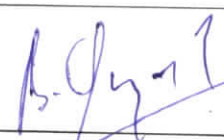

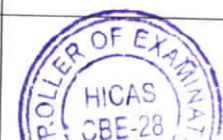
On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Students can familiarize with various types of communication.	K1, K2
CO2	Adopt the themselves to various cross-cultural dimensions of communication.	K2, K3
CO3	Develop the written communication skills effectively.	K2, K3
CO4	Mastering the art of conducting and giving interviews.	K2 and K3
CO5	To master the technical and non-technical presentation.	K3, K4

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			L
CO2	S			
CO3	S		S	
CO4	S	S	M	
CO5	S	L	S	M

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
			


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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSP07	Course Title	Batch	2019-2022
		COMPUTER APPLICATIONS IN MANAGEMENT	Semester	I
Hrs / Week	2		Credits	2

Course Objectives:

6. To enable the students to enrich the knowledge in MS-Word.
7. To emphasize the various presentations using MS-Powerpoint.
8. To have an understanding in using MS-Excel for basic calculations and analysis.
9. To expose the students to use advanced application in MS-Excel.
10. To provide the basic knowledge in using the Accounting packages in an organization.

Code No	Course	Semester No
19MSP07	PRACTICALS - COMPUTER APPLICATIONS IN MANAGEMENT	I
Objective:	To introduce the concepts of information technology and their application in management decision making.	
Unit No	Topics	Hours
I	WORD – Creating a new document with templates & Wizard – Creating own document – converting files to and from other document formats –Using keyboard short-cuts & mouse – Adding symbols & pictures to documents – header and footers – Finding and replacing text – Formatting text - Working within tables.	4 / 6


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II	POWERPOINT – Creating new presentations –Adding, editing, deleting, copying , hiding slides – Presentations – Applying new design – Adding graphics – Using headers and footers –Animations text – Special effects to create transition slides – Controlling the transition speed –Adding sounds to slides – Using action buttons	4
III	EXCEL BASICS – Working with worksheets – cells – Entering & transforming data – Inserting and deleting of cells, rows & columns – Working with multiple worksheets – Using formulas for quick Calculations, Working & entering a Formula.	4
IV	EXCEL APPLICATIONS - Formatting a worksheet – Creating and editing charts – elements of an Excel Chart – Selecting data to a chart – Types of chart – chart wizard – Formatting chart elements – Editing a chart–Printing charts. Formulas that lookup values: VLookup, HLook up, Pivot tables for data analysis.	4
V	TALLY –Working in Tally: Making Ledger Accounts, voucher entry, Preparation of Trial Balance, Cash Book, Bank Books, Ledger Accounts, Group summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts &Balance Sheet. + Invenb	4 + 4

Practical: Simple problems to be done in all the above mentioned topics

Reference Books

1. Micheacl Busby, Russell .A. Stultz, "OFFICE 2000 Complete" . BPB., 2009.
2. Dan Gookin, "Word 2016 for Dummies" Johnwiley & sons Inc, 2016.
3. John R. Levine "Windows XP: The complete reference", Osborne/Mc Graw –Hill, 2nd Edition, 2001.
4. Alan C. Elliott, Wayne A. Woodward, "Statistical Analysis Quick Reference Guidebook", SAGE publications, 2007.
5. Darren George, Paul Mallery, "IBM SPSS Statistics 21 Step by Step: A Simple Guide and Reference, 14th Edition, 2016, Pearson publication


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Course Outcomes:


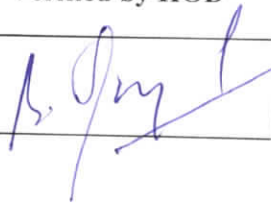

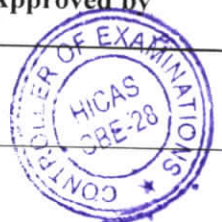
On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Gain appreciated knowledge in MS-Word	K1 and K2
CO2	Exposure in application of various tools in PowerPoint	K1, K2 and K3
CO3	Using MS-Excel for basic Application	K2 and K3
CO4	Application of the usage of advanced analysis using Ms-Excel	K2 and K3
CO5	Creating a company and analyzing the financial statements using Tally Software	K4

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			M
CO2	S		S	
CO3	S		S	M
CO4	S	S	S	S
CO5	S	S	S	M

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
			


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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSP08	Course Title	Batch	2019-2020 Onwards
		OPERATIONS MANAGEMENT	Semester	II
Hrs / Week	4		Credits	4

Course Objectives:

1. To make the students familiar with the historical development of Operations Management.
2. To enable the students to learn the basic concepts and principles of Operations Management
3. To make students learn the application of techniques in operations management.
4. To provide practical insight for operations management.
5. To make students understand the latest trends in operations management.


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Code No	Course	Semester No
19MSP08	OPERATIONS MANAGEMENT	II
Objective:	To enable the students to learn the applications of operations management concepts in a current business scenario.	
Unit No	Topics	Hours
I	Production System Operations Management – Meaning – Importance – Functions of OM – System view of OM – types of production systems - Operation strategy and competitiveness (Self study) – Product design. Case study.	10
II	Plant Location and Layout Plant location – importance and factors considered. Plant layout – types and its features. Process planning and selection. Assembly line balancing Problems. Case study	12
III	Production Planning Production planning and control – meaning – functions – aggregate planning – Simple Problems - Master production schedule (MPS) – Scheduling problems – Material requirement planning (MRP) Problems– BOM – Capacity requirement planning (CRP) – Techniques – An introduction to MRP II and ERP – Business Process Re-engineering - Total Productive Maintenance (TPM) (Self Study)	14
IV	Materials Management Materials management – functions – material planning and budgeting – Value Analysis- purchase functions and procedure - inventory control – types of inventory - inventory control systems – perpetual – periodic – Problems – safety stock – order point – service level – JIT – KANBAN.	14
V	Quality Assurance and Control Total Quality Management Concept - Quality assurance - Statistical Quality Control - Acceptance Sampling and Process Control – Control charts problems - O.C. Curve – Type I and Type II error – Quality movement – Quality circles – ISO Quality Certifications and types (Self study)– Six Sigma, Lean, Agile and Computer Integrated Manufacturing. Case study.	10

Text Book:

PannerselvamR, "Production and Operations Management", Prentice Hall of India.3rd edition,2012

Reference Books

- 1.Richard B.Chase, .Robert Jacobs f., & Nicholas J.Aquilano, "Production and Operations Management",Tata McGraw Hill.11th edition
2. Mahadevan,B,"Operations Management", Perason Education,2010
3. AswathappaK.Sridhara Bhat .K,"Production and Operations Management", Himalaya publications,2010
4. Lee J. Krajewski and Larry P. Ritzman, "Operations Management: Strategy and Analysis", Addison Wesley, 5th edition
5. Norman Gaither, Greg Frazier, "Operations Management",Cenage Learning

Course Outcome:

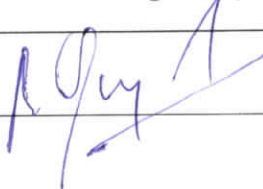
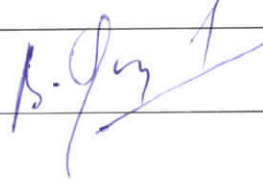


On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the operations functions of a manufacturing and service industry.	K1
CO2	Understand the basic concepts of Operations Management and plan for the same.	K1
CO3	Apply the techniques managerial decision making process of operations function	K2 and K3
CO4	To comprehend the decision making process for operational excellence.	K2
CO5	Evaluate the modern trends in Operations management process.	K4 and K5

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S	L	L	
CO2	S	M	M	
CO3	S	S	S	M
CO4	S	S	S	S
CO5	M		S	S

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
			


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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSP09	Course Title	Batch	2019-2020 Onwards
		MARKETING MANAGEMENT	Semester	II
Hrs / Week	4		Credits	4

Course objectives

1. To enable the students to understand the market and marketing concepts, functions and systems by emphasizing on strategies for Indian and global market.
2. To understand the dynamics of marketing in business.
3. To know about the Marketing Channel Systems.
4. To communicate unique marketing mixes and selling propositions for specific products
5. To understand latest trend in marketing.


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Code No	Course	Semester No
19MSP09	MARKETING MANAGEMENT	II
Objective:	To enable the students to understand the market and marketing concepts, functions and systems by emphasizing on strategies and global market.	
Unit No	Topics	Hours
I	Concept of Marketing Marketing Concepts and Tasks, - Marketing Environment-Analyzing macro environments of marketing – economic, demographic, socio-cultural, technological, political and legal - Marketing Information System, Strategic marketing planning and organization, marketing in global environment–prospects & challenges. (Self Study) (Case Study)	12
II	Marketing Mix Buyer Behavior, understanding industrial and individual buyer behavior, online buyer behavior. Market Segmentation and Targeting, Positioning and differentiation strategies, branding, packaging, labeling, Product life cycle strategies, New product development, Product Mix and Product line decisions. Pricing – Types of Pricing. (Case Study)	12
III	Marketing Channels Marketing channel system –levels, Functions and flows; Channel design, Channel management - Selection, Training, Motivation and evaluation of channel members; Channel dynamics - VMS, HMS, MMS. (Case Study)	12
IV	Marketing Communication Integrated marketing communication process and Mix; Advertising, Sales promotion and Public relation decisions. Direct marketing, Telemarketing ,Personal Selling.-Factors influencing promotion mix Decisions.(Case Study)	12
V	Current Trends in Marketing Identifying and analyzing competitors, Designing competitive strategies for leaders, challengers, followers and nichers: Customer Relationship Marketing - Customer database, Attracting and retaining customers. Latest trends in Marketing (Self Study): Digital Marketing, Internet Marketing, E-Mail Marketing, Social Media Marketing, Mobile Marketing. (Case Study)	12

Text Book: - Philip Kotler, "Marketing Management", Pearson Education/PHI 12th Edition, 2006.

Reference Books

1. Rajan Saxena, "Marketing Management", Tata McGraw Hill, 5th Edition, 2015
2. Ramasamy.VS.&Namakumari..S., "Marketing Management - Planning, Implementation and Control: Global Perspective Indian Context" - Macmillan India, 3rd Edition 2002.
3. Philip Kotler and Kevin Lane Kotler, "Marketing Management: A South Asian Perspective", Pearson Education, 11th Edition, 2007.
4. Perreault and McGarthy, "Basic Marketing", Tata McGraw Hill, 2002.
5. Ramphal and Gupta, "Case and Simulations in Marketing", - Goltatia, Delhi, . 2009


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Course Outcome:


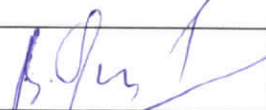


On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the marketing concepts and its evolution	K1 and K2
CO2	Analyze the market based on segmentation, targeting and positioning	K1, K2
CO3	Make decisions on promotion mix and distribution	K2, K3
CO4	Understand the importance of marketing communication and the methods available.	K1 and K2
CO5	To have basic knowledge in latest marketing trends.	K1 and K3

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			S
CO2	S	S	M	
CO3	S	S		M
CO4	S			S
CO5	S	L	M	

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
			


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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSP10	Course Title	Batch	2019-2020 Onwards
		FINANCIAL MANAGEMENT	Semester	II
Hrs / Week	4		Credits	4

Course objectives

1. To understand basic financial system
2. To understand capital budgeting and risk
3. To understand the cost of capital for various financial resources
4. To understand capital structure theory and policy
5. To understand working capital management


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Code No	Course	Semester No
19MSP10	FINANCIAL MANAGEMENT	II
Objective:	To elaborate the key decision areas in financial management, investments, working capital management and dividend decisions	
Unit No	Topics	Hours
I	Financial Management Introduction and objectives of financial management – profit maximization and wealth maximization. Changing role of finance managers. Sources of Financing -Time value of money – Future value and present value of single cash flow, annuity & perpetuity. Simple Problems. (Case Study)	12
II	Capital Budgeting: Investment decisions – Investment evaluation techniques – Net present value, Internal rate of return, Profitability index, Payback period, discounted payback period and accounting rate of return. Estimation of cash flow for new projects. – Simple Problems	12
III	Cost of Capital - Basic concepts. Cost of debenture capital, cost of preferential capital, cost of term loans, cost of equity capital - Dividend discounting and CAPM model- Cost of retained earnings. Determination of Weighted average cost of capital and Marginal cost of capital. – Simple Problems. (Case Study)	12
IV	Capital Structure - Capital structure and dividend decisions – Planning the capital structure. Leverages – Determination of operating leverage, financial leverage and total leverage. Dividend policy – Factors affecting dividend policy. Simple Problems in Capital structure & leverage	12
V	Working Capital Management - Working capital management – factors influencing working capital requirements. Current asset policy and current asset finance policy, Determination of working capital. Estimation of working capital requirements of a firm – Simple Problems.(Case Study)	12

Text Book

Sharma R.K, and Shashi K Gupta, "Financial Management, Theory and Practice", Kalyani Publications - 2016.

Reference Books

1. PrasannaChandra, "Financial Management, Theory and Practice", Ninth Edition, McGraw Hill Education, 2017.
2. Khan M. Y. & Jain P. K, " Basic Financial Management", Third Edition, McGraw Hill Education ,2017.
3. Rajiv Srivastava and Anil Misra, "Financial Management", Second edition, Oxford University Press, 2012.
4. Pandey: I.M., "Financial Management", Eleventh Edition, Vikas Publication, 2018.
5. Eugene F. Brigham and Michael C. Ehrhardt "Financial Management: Theory & Practice:" Cengage Publications; 14 Edition 2015



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Note : 50% of the questions shall be problems and 50% of the questions shall be theory based.


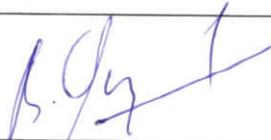


On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Describe the financial environment within which organizations must operate.	K1
CO2	Critically evaluate the financial objectives of various types of organizations and the respective requirements of stakeholders	K2
CO3	Explain alternative sources of finance and investment opportunities and their suitability in particular circumstances	K2
CO4	Assess the factors affecting investment decisions and opportunities presented to an organization	K2 and K3
CO5	Select and apply techniques in managing working capital	K3

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S		S	
CO2	S	M	S	
CO3		S	S	M
CO4	S			L
CO5			M	

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
			

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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSP11	Course Title	Batch	2019-2020 Onwards
		HUMAN RESOURCES MANAGEMENT	Semester	II
Hrs / Week	4		Credits	4

Course Objective:

1. The objective of the course is to teach the basic principles, functions and policies of human resource management.
2. To Provide a framework for manpower planning, recruitment and selection process.
3. To provide course knowledge in training & development and helps the students to map their career.
4. To make an understanding on the basic compensation plans and practices followed in Indian organizations.
5. To explore the various aspects of industrial relations like collective bargaining, trade union, workers participation in management.



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Code No	Course	Semester No
19MSP11	HUMAN RESOURCES MANAGEMENT	II
Objective:	To understand the human resources management concepts, functions and systems emphasizing in the organization.	
Unit No	Topics	Hours
I	Human Resource Management: Evolution-Personnel Management Vs. Human Resource Management - HRM Functions & Policies - Changing Environments of HRM - Strategic HRM – HRM and Competitive Advantage - Current trends in HRM. (Self Study)	12
II	Human Resource Planning: Objectives – Forecasting Techniques – Job Analysis and Design – Job Description and Job Specification – Job Evaluation- techniques. Recruitment and Selection – Sources – Advantages & Disadvantages. Employee Selection Process – Basic testing concepts & types, Selection techniques, Interviews - Conducting the effective interview. (Self Study)	12
III	Training & Development: Orienting the employees, Training process- Methods of Training-Management Development – Steps and types –On the Job and off the job development techniques. Performance Appraisal – Process & Methods, MBO approach - Appraisal interviews - Career planning and development - Managing promotions and transfers. (Case Study)	12
IV	Compensation: Basics of compensation – Factors determining pay rate - Wage and Salary Administration. Performance and Incentives – Money and motivation - Types - incentives for executives and employees – Compensation of Managerial and Professional jobs. Employee Benefits and Services: Fringe benefits - Insurance Benefits – Retirement Benefits – Statutory and Non - statutory benefits	12

V	Introduction to industrial relations: Discipline administration - Grievances handling - Trade Union- Collective bargaining -functions and importance of Collective bargaining, collective bargaining process -Workers Participation in Management (WPM) -importance, forms of WPM. (Case Study)	12
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Text Book

Gary Dessler–“Fundamentals Human Resource Management”, Pearson Education in India, 4th Edition, 2015.

Reference Books

1. Aswathappa.K, - “Human Resource & personnel Management”- Text and Cases, Tata McGraw-Hill Publishing Company Ltd, New Delhi, 7th Edition, 2013.
2. Dr F. C Sharma,- “Human Resource Management”, Sahitya Bawan (SPBD) Publications, 2016
3. Decenzo and Robbins,- “Human Resource Management”, Wiley, 8th Edition, 2007.
4. Memoria C.B., Gankar.S.V,- “Personnel Management & Industrial Relations”, Himalaya Publishers Co., New Delhi, 21st Revised Edition, 2009.
5. Nandhakumar B, “Industrial Relations, Labour Welfare and Labour Laws”, Vijay Nicole, Imprints Private Limited, Chennai, 1st Edition, 2015.

Course Outcome:

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	An understanding on the principles and functions of HRM and the latest trends.	K1
CO2	An understanding on the process of manpower planning	K2
CO3	To analyze the process of training & development and career planning	K3
CO4	Exposer to compensation practices in Indian organizations	K2 and K3
CO5	An understanding on the industrial relations issues and its impact on the organization	K3

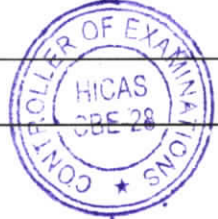

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Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			M
CO2	S	M		
CO3			L	M
CO4		M		S
CO5	S	S	L	

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
<i>K. Latha</i>	<i>A. Jayaram</i>	<i>C. All</i>	

A
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MASTER OF BUSINESS ADMINISTRATION

Programme Code:	MBA	Programme Title: Master of Business Administration		
Course Code:	19MSP12	Course Title	Batch:	2019-2020 and Onwards
		QUANTITATIVE TECHNIQUES	Semester:	II
Hrs/Week:	5		Credits:	4

Course Objective

1. The objective of the course is to acquaint the student with the applications of Operations Research techniques in business decision making.
2. To gain knowledge about optimal use of resources.

Course Outcomes (CO)

K1	CO1	Know the origin and development of Operations Research.
K2	CO2	Develop the skills of formulation of LPP and different techniques to solve it.
K3	CO3	Know the application of Transportation and Assignment problems. Understand and analyze networks using PERT and CPM.
K4	CO4	Solve problems in sequencing, inventory and queuing theory.

Mapping of Outcomes

CO \ PO	PO1	PO2	PO3	PO4
CO1	S	S	S	S
CO2	S	M	S	S
CO3	S	S	M	S
CO4	S	S	S	S

S - Strong; M-Medium; L-Low.


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19MSP12	QUANTITATIVE TECHNIQUES	II
Unit No.	Topics	Hours
I	Mathematical Models : Deterministic and Probabilistic - Simple Business examples - OR and Optimization models - Linear programming- Formulation - Graphical Solution – Dual of Linear programming problem – Economic interpretation. Chapter 1:Sections1.3-1.4,Chapter 2: Sections 2.1-2.4, Chapter 4: Sections 4.1-4.2	12
II	Transportation and Assignment Model : Transportation problem by North West corner, Least cost and Vogel's approximation method with MODI optimality test (only for Non-degeneracy) - assignment problem including travelling salesman model. Chapter 6:Sections6.1-6.6,6.9,Chapter 7: Sections 7.1-7.5	12
III	Network Analysis : Drawing of Arrow diagram – critical path method – calculation of critical path duration, total, free and independent floats, PERT problems-crashing-time cost optimization. Sequencing – Sequencing of 'n' jobs and '2' machines – 'n' jobs and '3' machines. Chapter 21:Sections 21.1-21.9,Chapter 22: Sections 22.1-22.3, Chapter 10: Sections 10.1-10.4	12
IV	Inventory Control : Inventory Theory, Deterministic models – purchase problem without and with shortages, with price breaks, production problem without shortages, probabilistic models and single period model. Chapter 18:Sections18.1-18.7,18.11	12
V	Queuing Theory : M/M/1/FIFO/OC Model; Markovian chain, Simulation – Types of Simulation - Monte Carlo Method. Chapter 17:Sections17.1-17.6,Chapter 20: Sections 20.1-20.3,20.6	12

Text Book

KantiSwarup, Gupta And Man Mohan, "Operations Research" Pearson Education

References book:

Hamdy A Taha, "Operations Research- An Introduction", Pearson Education.



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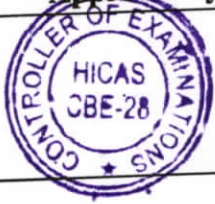
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BOS meeting approved: 22.06.2019

Approved in 5th Academic Council meeting on: 29.06.2019

Item No : XXVI

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Course Designed by	Verified by HOD	Checked by	Approved by
M. H. S. S.	S. Jeyaraj	S. Jeyaraj	


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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSP13	Course Title	Batch	2019-2020
		BUSINESS RESEARCH METHODS	Semester	II
Hrs / Week	4		Credits	4

Course Objectives:

1. To understand the scope and significance of research in business decisions.
2. To understand the components of research design, scaling techniques and measurement scales.
3. To study and understand the methods of data collection and sampling techniques along with data analysis.
4. To understand the parametric and nonparametric test, multivariate analysis for data analysis
5. To know the interpretation, report writing techniques and precautions for report writing



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Code No	Course	Semester No
19MSP13	BUSINESS RESEARCH METHODS	II
Objective:	To enable the students to gain knowledge about the basics of research and their application in business research areas.	
Unit No	Topics	Hours
I	Business Research - Meaning – scope, objectives and significance - Types of research - Research Process -Characteristics of good research - Scientific method - Problems in research – Identifying research problem – Applications in business research - Review of literature. (Case Study)	12
II	Research Design - Types - case study -features of good design - measurement - meaning - Validity and Reliability of instrument. Measurement and scaling Techniques - meaning - Types of scales: Basics – nominal, ordinal, interval and ratio scales. Attitude measurement scales – Likerts, Semantic differential, Thurstone, Multidimensional scaling.	12
III	Data Collection - Data collection - Types of data - sources - Tools for data collection methods of data collection – constructing questionnaire - Pilot study. Sampling design - meaning - concepts - steps in sampling - criteria for good sample design -Types of sample designs - Probability and non-probability samples. Data processing - coding - editing - and tabulation of data - Data analysis. (Case Study)	12
IV	Hypothesis - Meaning - sources – Types, formulation – errors in hypothesis. Test of significance- assumptions about parametric and non-parametric tests. Chisquare test - Parametric test - t test, f test and z test –Non-parametric test - u test, kruskalwallis, sign test. Multivariate analysis-factor, cluster, discriminate analysis (Theory only)	12
V	Report Writing :- Significance – Report writing:- Steps in report writing - Layout of report - Types of reports - Oral presentation - executive summary - mechanics of writing research report - Precautions for writing report, charts and diagrams – Appendix and Bibliography.(Case Study)	12

Text Book

Kothari C.R and Gaurav Garg, "Research Methodology (methods and techniques)", New Age International Publisher, 2019.

Reference Books

1. R .Panerselvam, Research Methodology SecondEdition, PHI learning Pvt Ltd, 2014
2. Donald R.Cooper and Pamela S.Schindler, "Business Research Methods", Tata McGraw-Hill, 2014.
3. Srivastava T N and Shailaja Rego, Business research Methodology, Tata Mcgraw Hill Education Pvt Ltd,2011


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4. S.L.Gupta and Hitesh Gupta, Business research Methods, Tata Mcgraw Hill Education Pvt Ltd,2012
- 5.S.Sreejesh, Sanjay Mohapatra and M R Anushree Business research Method : An Appllication Orientation ,Springers International Publishing Ltd,2014
- Note: 30% of the questions shall be problems and 70% of the questions shall be theory based. Problems in Unit IV only.

Course Outcome:


On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	The students understand the research methodology and its application in managerial decision making situations	K1 , K2
CO2	Identify the research problem and research design for their research work	K2, K1
CO3	Select the appropriate sampling frame work, data collection tools and data processing for their research topics	K2, K1
CO4	Analyse the data which was collected through primary or secondary sources for their Internship project research work.	K2 and K3
CO5	Do the interpretation, prepare different types of research report according to the need for their managerial decisions	K3

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			M
CO2	S		S	
CO3	S	S	M	L
CO4	S	S	M	
CO5	S	S	M	L

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
<i>N. Pakuthi</i>	<i>[Signature]</i>	<i>[Signature]</i>	

[Signature]
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Code No	Course	Semester No
19MSP14	INSTITUTIONAL TRAINING	II
Objective:	To enable the students to have practical exposure towards basics of business, nature of the organization and various activities of the business	
Guidelines		
<p>Each candidate should undertake an institutional training immediately after first semester examination by means of undergoing training for ten days in a reputed organization. During the ten days they are supposed to analyze the live problems/issues of the organization.</p> <p>After training period, they are asked to submit a report which consists of 30 to 40 pages for their second semester examination. The report should focus on the following.</p> <ol style="list-style-type: none"> 1. Introduction about the organization 2. Departments in the organization 3. Understanding the functioning of the departments (Finance, HR, Marketing, Operations) 4. Conclusion – Learning from the experience. 		

B. Jayaram *B. Jayaram*

B. Jayaram



Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSP15	Course Title	Batch	2019-2020 Onwards
		BUSINESS ENVIRONMENT AND ETHICS	Semester	III
Hrs / Week	4		Credits	4


Course Objectives:

1. To create an awareness of the business environment and its impacts on businesses.
2. To provide the basic knowledge on business ethics and the factors influencing ethics in an organization.
3. To acquire knowledge on the globalization of world economy and the theories behind it.
4. To understand the basic concepts of FDI and its impact on the markets.
5. To acquire the basic knowledge on the strategies for global trade.

Code No	Subject	Semester No
19MSP15	BUSINESS ENVIRONMENT AND ETHICS	III
Objective:	To know and understand the concepts of business environment and ethics and various factors influencing the business environment in the global context.	
Unit No	Topics	Hours
Unit I	Business Environment - The concept and significance- constituents of business environment - Business and society, Social responsibility of business, Business & ethics, Business and culture - Business and Government - Political system and its influence on business.	10
Unit II	Business Ethics: The Nature, Purpose of ethics, code of ethics, Managing Ethics, Ethics across cultures, factors influencing business ethics, ethical decision making, ethical values and stakeholders, ethics and profit in business, ethical leadership. Corporate governance- Structure of boards, reforms in boards, Ethical issues in corporate Governance.	10
Unit III	Globalization of World Economy – Development of the world trading System - WTO & Regional grouping of countries. Global Trade and Investment - International trade Theory - Mercantilism - Absolute Advantage - Comparative Advantage - Heckscher-Ohlin Theory - The New Trade Theory - National Competitive Advantage - Porter's Diamond.	12
Unit IV	Foreign Direct Investment: FDI in World Economy- Horizontal and Vertical FDI - Advantages to host and home countries. Global Monetary System, Foreign Exchange Market-Functions.	10

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Unit V	Strategy of International Business: Strategy and the Firm - Profiting from Global Expansion - Pressures for Cost Reductions and Local Responsiveness - Strategic Choice. Entry Modes - Selecting the Entry Mode, Strategic Alliances - Making Alliances Work, Exporting, Importing and Countertrade - The Promise and Pitfalls of Exporting - Export and Import Financing - Export Assistance - Counter trade.	10
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Text Book

Francis Cherunilam, "Business Environment, Text and Cases", Himalaya Publishing House, Twenty Fifth revised edition (2017)

Reference Books

1. Charles W. L. Hill, G. Tomas M. Hult, "International Business", McGraw Hill Education; Eleventh edition, 2018.
2. Francis Cherunilam, "International Business-Text and Cases", Prentice - Hall of India Pvt Ltd, New Delhi, 2011.
3. C.S.V Murthy, "Business Ethics and Corporate Governance" Himalaya Publishing House, 2011.
4. K. Praveen Parboteeah and John B. Cullen, "Business Ethics", Routledge; 2 editions, 2018.
5. Sherlekar.S.A., "Ethics in Management", Himalaya Publishing House-New Delhi (2014)
6. Aswathappa, "Essentials of Business Environment" Himalaya Publishing House, 2011.
7. Denis Collins, "Business Ethics: Best Practices for Designing and Managing Ethical Organizations", SAGE Publications, Inc; Second edition, 2018.

Course Outcome:

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the business environment and the factors affecting it.	K1
CO2	Understand the concepts of business ethics and demonstrate the knowledge in ethics to make ethical decisions in the organizations.	K1, K2
CO3	Understand globalization of world economy and the different trading system evolved, practiced.	K1
CO4	Understand the process of FDI and functions of foreign exchange market.	K1
CO5	Analyze the principle of international business and the strategies adopted by firms to expand globally.	K1, K2

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S	M		
CO3	S			M
CO4	S			S
CO5	S	M		S

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
Dr. K. Prabhakar	Dr. S. Sudhakar		

Approved in 6th Academic Council Meeting

Co-ordinator
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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSP16	Course Title	Batch	2019-2020 Onwards
		MANAGEMENT INFORMATION SYSTEM	Semester	III
Hrs / Week	4		Credits	4


Course Objectives:

1. To study the foundation of management information system and familiarize the students with the latest concepts in MIS.
2. To understand about various communication technology in MIS.
3. To know how various Information System helps in decisionmaking.
4. To Understand about EDI & Wireless Revolution.
5. To know about the Security Issues in IS.

Code No	Subject	Semester No
19MSP16	MANAGEMENT INFORMATION SYSTEM	III
Objective	To impart knowledge on various aspects of Management Information System	
Unit No	Topics	Hours
Unit I	Information Systems Introduction- System Concepts- Roles of Information systems - Components of Information Systems, Computer Hardware and Software - IS Activities - Types of IS.	10
Unit II	Functional Information System Production, Marketing, Manufacturing, Human Resource, Accounting and Financial. Business Networks and Telecommunications: Communication Technologies in Business, Videoconferencing, Wireless Payments; Bandwidth and Media; Networks and their Types; Protocols; Internet Networking Services; Future of Networking Technologies.	12
Unit III	Decision Support System DSS models and software: The decision-making process - Overview of AI. Expert Systems, Fuzzy Logic Systems, Neural Networks, Genetic Algorithm, Hybrid AI Systems, Intelligent Agents. Managing Knowledge in the Digital Firm: Knowledge Management System, Enterprise-wide Knowledge Management Systems.	10
Unit IV	Wireless Revolution: Introduction. Business Value; Wi-Max and EVDO (Evolution Data Optimized); M-Commerce; Applications in CRM, Supply Chain and Healthcare. EDI, Supply chain Management & Global Information technology Management, E-Commerce Activity.	10

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Unit V	Redesigning the Organization with Information Systems: BPR and Process Improvement; Systems Analysis, System Design; Alternative System Building Approaches; Management Opportunities Challenges and Solutions. Information Security - Risks to online operations - Computer Frauds, Measures against computer Frauds. Recent trends in Information Technology.	10
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Text Book

James A. O'Brien(Author),George M. Marakas (Author),Ramesh Behl (Author), "Management Information Systems", Tata McGraw Hill, Tenth Edition,2017.

Reference Books

1. Effy Oz, "Management Information Systems", Cenage, Sixth Edition,2013.
2. KennethCLAudonandJanePLaudon, "ManagementInformationSystem", 12thEdition, PHI, New Delhi, 2017.
3. Waman S Javadekar, "Management Information System Text and cases", Fourth Editions, Tata McGraw-Hill,2015
4. Srinivasan.R., "Strategic Management", III Edition, Prentice Hall of India, NewDelhi.2016.
5. Senthil.M., "Management Information System", Vikas Publishing House,2015

Course Outcome:

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the role of Management Information Systems in achieving business competitive advantage.	K1
CO2	Analyze and synthesize business information and systems to facilitate evaluation of strategic alternatives.	K1 and K2
CO3	Effectively communicate strategic alternatives to facilitate decision making.	K1 and K2
CO4	Manage wireless technology in an organization.	K1 and K2
CO5	Maintain security in Information Systems.	K1 and K2

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S	S	M	
CO3	S	S	M	
CO4	S	S	M	
CO5	S	S	M	

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
B. NANDHAKUMAR	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
<i>[Signature]</i>	<i>[Signature]</i>	D. S. K. Antke	<i>[Signature]</i>

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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPHRA	Course Title	Batch	2019-2020 Onwards
		TALENT MANAGEMENT	Semester	III
Hrs / Week	4		Credits	4

Course Objectives:

1. To enable students to understand the basics of talent management and the process related to it.
2. To enable students to understand the components of talent management system.
3. To enable students to understand the process of planning and acquisition in talent management.
4. To enable students to understand the process of engagement, retention and compensation in talent management.
5. To enable students to understand the role of IT and challenges in talent management system.

Code No	Subject	Semester No
19MSPHRA	TALENT MANAGEMENT	III
Objective	The course help to better understand talent management techniques and learn to use them in a profitable way.	
Unit No	Topics	Hours
Unit I	Introduction to Talent Management: Competencies and Talent Management— Talent Management – History, the Scope of Talent Management, Need of Talent Management, Key Processes of Talent Management, Source of Talent Management, Tools for Managing Talent— Benefits of Talent Management-Building blocks of talent management – Basics	10
Unit II	Talent Management System: Introduction, Talent Management System, Critical Success Factors to Create Talent Management System Factors of unique talent management approach, Key Elements of Talent Management System-Life Cycle of Talent Management	10
Unit III	Talent Planning & Acquisition: Talent Planning, Objectives of Talent Planning, Steps in Strategic Talent Planning, Succession Planning Program, Innovative talent planning, Current Industry Practices for Strategic Talent Planning, Ensuring Leadership., Talent Acquisition, Recruiting Process, Strategic Trends in Talent Acquisition, Talent acquisition management solutions.	10
Unit IV	Talent Engagement, Retention & Compensation: Introduction, Concept of Talent Engagement and Retention, the Race for Talent: Retaining and Engaging Workers. Compensation and reward strategies for Effective Talent Management: Introduction, Effective Talent Management, Principles of Compensation Plans, Defining the Elements of Total Rewards, Designing Integrated Rewards, Strategic Compensation plan for Talent Engagement, Finding the Path for Success,	10

Unit V	Role of Information Technology & Challenges in effective Talent Management Systems: Role of Information Technology in Talent Management Systems, Talent Management Information System, Creating Business Value through Information Technology, Contemporary Talent Management Issues, Challenges, Best Practices: Introduction, Organizational Issues, Talent Management Challenges, Best Practices of Talent Management, Talent Management in India.	10
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Text Book:

People and Talent Management - A Concise Approach, Panart Publication, Nirmal Kumar Betchoo, Republic of Mauritius, © February 2014, Reviewed with Corrections: June 2017.

Reference Books:

1. Best Practices in Talent Management: How the World's Leading Corporations Manage, Develop, and Retain Top Talent by Marshall Goldsmith, Louis Carter, The Best Practice Institute, John Wiley & Sons; First edition, 2010.
2. Effective Talent Management: Aligning Strategy, People and Performance, by Mark Wilcox 1st Edition, Routledge, 2016.
3. Talent Management in India: Challenges and Opportunities by Masood Hasan, Anil Kumar Singh, Somesh Dhamija, Atlantic, Edition (2019).

Course Outcome:

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Visualize the role of the HR professional as a talent management function.	K1
CO2	Explore the various approaches to implement best practices of talent management within an organization.	K1 and K2
CO3	Confidently design and plan the talent management system to acquire people.	K1 and K2
CO4	Have the skills in the process of engaging, retaining and compensating in talent management.	K1 and K2
CO5	Analyze the role of information technology (IT) on talent management to overcome the various issues faced in the organization.	K1 and K2

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S	S	M	
CO3	S	S	M	
CO4	S	S	M	
CO5	S	S	M	

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
P. Anuska Bhandari P. Jha	A. B. Chakraborty A. Jha	B. Jha	[Signature]

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Page 9 of 90
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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPHRB	Course Title	Batch	2019-2020 Onwards
		PERSONAL AND INTERPERSONAL EFFECTIVENESS	Semester	III
Hrs / Week	4		Credits	4


Course Objectives:

1. To understand self and personality development by integrating self-perception with exercises and experiential learning.
2. To understand the interpersonal relationship and its barriers and Nonverbal communication.
3. To understand the concept of assertiveness and its importance to enhance individual assertiveness.
4. To understand transactional analysis and its relevance to managerial effectiveness.
5. To understand the counseling process and training for counseling.

Code No	Subject	Semester No
19MSPHRB	PERSONAL AND INTERPERSONAL EFFECTIVENESS	III
Objective	To identify the strengths and weaknesses of an individual, and as a member of a group/ organization by understanding self and others.	
Unit No	Topics	Hours
Unit I	Understanding Self: Self-concept, Self-schema, Self-knowledge, Self-awareness, self-esteem, self-confidence, self-presentation. Personal effectiveness: Meaning, significance, Strategies. Emotional Intelligence.	10
Unit II	Interpersonal Relations: Relationship with others- Meaning of interpersonal relationship, Interpersonal needs, motivation and behaviour- FIRO-B and Johari Window. Interpersonal skills-Meaning, Types: Listening, verbal and nonverbal communication, Persuasion.	10
Unit III	Assertive Training: Nature, importance & relevance to organizational life – Assertion, passiveness, aggression. Behaviour cycle, Assertive Techniques, NLP, Enhancing Individual assertiveness. Dealing With difficult people.	10
Unit IV	Transactional Analysis: Introduction, Ego States, Types of Transactions, Exclusion contamination. Strokes, Life positions, Time Structures - Withdrawal, Rituals, Pastimes, activities, games - types, Stamps, Rackets and sweatshirts, scripts. Advantages and disadvantages of TA, Applications of TA.	12

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Unit V	Counseling: Approaches to Counseling, Counseling process- beginning, developing and terminating a counseling relationship and follow up. Counselor's attitude and skills of counseling, Interventions.	10
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Text Book

Venkatapathy R, Prasanna Jackson.T, "Managing Interpersonal Effectiveness", Adithya Publishers,2007.

Reference Books

1. Evan Berman and Dira Berman, People Skills at Work, CRC Press,2012
2. Thomas Harris, "I'm okay, you're okay", Arrow Publisher,2011.
3. Joseph A.DeVito, The Interpersonal Communication Book,2017
4. Conrad and Suzanne Potts, Assertiveness: How to be Strong in Every Situation, Capstone publisher,2013.
5. RobertL.GibsonandMarianneH.Mitchell,"IntroductiontoCounselingandGuidance", PHI, 2008

Course Outcome:

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Understand various dimensions of self and its importance with exercises.	K1 and K2
CO2	Make students conversed with interpersonalrelationships and can analyze the cultural differences in interpersonal communication.	K1 and K2
CO3	Understand the importance of assertiveness and apply it in organizational life	K1 and K2
CO4	Analyze various transactions in day to day life and apply in organizational decision making process	K1 and K2
CO5	Acquire the skills of counselling.	K1

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S	S	S	
CO2	S	S		
CO3	S	S	M	
CO4	S	S	M	
CO5	S			

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
<i>N. Pabudhi</i> Dr. N. PABUDHI	<i>Dr. B. D. Dhanekar</i> <i>B. Dhanekar</i>	<i>P. Anusupriya</i> <i>P. Anusupriya</i>	<i>[Signature]</i>

Approved in 6th Academic Council Meeting

Co-ordinator
Curriculum Development Cell
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Hindusthan College of Arts and Science,
Coimbatore-641 028.

Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	20MSPFIA	Course Title	Batch	2019-2020 Onwards
		FINANCIAL AND INSURANCE SERVICES	Semester	III
Hrs / Week	4		Credits	4

Course objectives


1. To enable students, learn the concept and operation of Merchant Bankers, SEBI, NBFC and Mutual funds in India.
2. To enable the students to understand the concepts of Leasing, hire purchase, Consumer Credit, Credit Cards, factoring and Forfeiting, Venture Capital, Crowd Funding, Agile Investors.
3. To understand and examine Mergers and Acquisitions, Credit Syndication Credit Rating - Asset securitization - Micro Finance
4. To enable students, understand the Indian Insurance Industry and its Regulations.
5. To enable the students to understand the products of Life Insurance, Health Insurance General Insurance

Code No	Subject	Semester No
19MSPFIA	FINANCIAL AND INSURANCE SERVICES	III
Objective	The course help to better understand talent management techniques and learn to use them in a profitable way.	
Unit No	Topics	Hours
Unit I	Merchant Banking and Mutual Funds – An Over view of Indian Financial System – Merchant Banking - Functions – Categories of merchant bankers-Merchant Banking in India – SEBI guidelines on Obligations & responsibilities of Merchant bankers- NBFCs Types of activities of NBFC's. Mutual funds –operation – Types – performance measure of a mutual fund- SEBI guidelines for Mutual Fund.	10
Unit II	Fund Based Financial Services Leasing and Hire Purchasing – Basics of Leasing-features– types- and Hire purchasing – Features- Difference between hire purchase and leasing. Consumer Credit – Credit Cards - factoring and Forfeiting – Venture Capital- Crowd Funding – Agile Investors	10
Unit III	Fee Based Financial Services Mergers and Acquisitions –Reasons – SEBI code on Take-overs-Business Failures and reorganizations – Credit Syndication – Credit Rating-Asset securitization – Micro Finance.	10
Unit IV	Indian Insurance Industry: Life and General insurance industry in India – Insurance Market & Regulation – IRDA Act- LIC Act – Current Schemes- Recent Trends in Insurance Industry.	10
Unit V	Life Insurance Health Insurance General Insurance. Insurance- Role – Nature – Principles – Classification -Life Insurance – Products and features, claiming procedure- provisions. Health insurance policy- health care reforms. General Insurance – General Insurance Products- Basics of Fire- Marine – Rural – Flood - Burglary- Group Insurance – reinsurance. Product Liability Insurance - Directors Liability- Key Man Insurance.	10

Text Book:

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Khan M.Y., "Financial Service", McGraw-Hill Company, 10th Edition, 2019

Reference Books

1. Natarajan.L, "MerchantBanking&FinancialServices", MaughanPublications, 1stEdition 2012
2. Bharati, V. Pathak, "Indian Financial System", Pearson Education Private Ltd.5th Edition, 2018
3. Thummuluri Siddaiah, "Financial Services", Pearson Publications. 1st Edition2011
4. ShashiKGupta, NishaAggarwal, "FinancialServices", KalyaniPublications. 1st Edition2014.
5. Gurusamy S, "Merchant Banking and Financial Services", McGraw-Hill Company, 2013

Course Outcome:


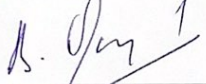
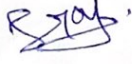

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Analyze the role of Merchant Bankers, SEBI, NBFC and Mutual funds and other financial markets in India	K1
CO2	Visualize the various fund based financial services	K1
CO3	Visualize the various fee based financial services	K1
CO4	Have the basic knowledge about the Indian Insurance Industry.	K1
CO5	Evaluate and Invest in LifeInsurance HealthInsurance General Insurance.	K1 and K2

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S	M		
CO3	S	M		
CO4	S	M		
CO5	S	M	M	

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
S. Sravanan 	Dr. A. Jadhavkar B. Jay 1 	Dr. K. PRABAK R. Jay 	

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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPFIB	Course Title	Batch	2019-2020 Onwards
		EQUITY RESEARCH AND PORTFOLIO MANAGEMENT	Semester	III
Hrs / Week	4		Credits	4

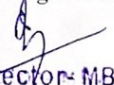
Course Objectives:

1. To enable the students to learn Investment Alternatives, Primary Market and Secondary Market and its Operations.
2. To make students understand the concepts of Time Value of Money, Portfolio Theories and models, Options and Futures Markets.
3. To make students understand Fundamental and Technical Analysis through financial statements, charts signals, trends and technical indicators
4. To familiarize the students relating to Valuation of Bonds and Stocks
5. To make students learn Portfolio Construction and Management through Selection of Asset Mix- Selection of Securities-Portfolio Revision-Formula Plans

Code No	Subject	Semester No
19MSPFIB	EQUITY RESEARCH AND PORTFOLIO MANAGEMENT	III
Objective:	To enable the students to have in depth knowledge about equity research and portfolio management.	
Unit No	Topics	Hours
Unit I	Investment Process and Alternatives: Investment Process- Investment Alternatives-Risk and Return-Bonds, Preference Shares, Equity Shares, Fixed Income Securities. Securities Market in India: Capital Market, Money Market, Debt Market, Futures and Option Market. SEBI- guidelines on Regulations of Primary Market and Secondary Market and its Operations. Stock Market Indices- NSE and BSE.	10
Unit II	Fundamental and Technical Analysis: Economic Analysis, Industry Analysis, Company Analysis- Financial Statements Analysis, Ratio Analysis, Du Pont Analysis. Technical Analysis: Dow Theory, Charts and Signals, Trends, Technical Indicators.	10
Unit III	Valuation of Bonds and Stocks: Valuation of Equity Shares- Various models; Valuation of Bonds. Efficient Market Hypothesis- Weak Form, Semi-Strong Form, Strong Form.	12
Unit IV	Estimating the Portfolio Return and Risk: Portfolio Theory- Estimating the portfolio return and portfolio risk, Efficient Frontier of Portfolios and Capital Asset Pricing Model –Basic Assumptions, Capital Market Line, Security Market Line- Arbitrage Pricing Theory (APT). Options: Types, Strategies. Option Pricing-Black-Scholes Model. Growth of Options and Futures Markets in India.	10

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Unit V	Portfolio Management: Investment Objectives and Constraints-risk tolerance of Investors- Selection of AssetMix- Selection of Securities-Portfolio Revision-Formula Plans- Evaluation of Portfolio Performance-Sharp's Model, Treynor's Index, Jenson's Index,	10
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Note: 30% of the questions shall be problems and 70% of the questions shall be theory based.

Text Book:

Punithvathi Panidian, "Security Analysis and Portfolio Management", Vikas Publishing House Pvt Ltd. 2nd edition

Reference Books

Fisher, Donald E, Ronald J Jordan., "Security Analysis and Portfolio Management", 6th edition, Prentice Hall Pvt.Ltd., 1995

Reilly, Frank.K and Keith C Browen., "Investment Analysis and Portfolio Management", Cengage Learning, 10th edition 2012

Boldie,Zvi, Alex Kane, Alan J Marcus, Pitabus Mohanty, 6th edition, Tata McGraw Hill, New Delhi , 8th edition 2009

Bhalla.V.k., -"Investment Management" – S.Chand 5th edition & 19th revised edition

Presanna Chandra Investment And Portfolio Management" Tata Mcgrawhill , fourth edition 2012

Course Outcome:

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the various alternatives available for investment.	K1
CO2	Learn to measure risk and return.	K1
CO3	Understand and perform the macroeconomic, industry, fundamental and technical analysis	K1 and K2
CO4	Learn to value the bonds and stocks	K1 and K2
CO5	Develop a portfolio of stocks and perform portfolio analysis	K1 and K2

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S			
CO3	S	S	M	
CO4	S	S	M	
CO5	S	S	M	

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
S. Sridharan	Dr. B. Shukla	Dr. K. Prabhakar	

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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPLMA	Course Title	Batch	2019-2020 Onwards
		LOGISTICS MANAGEMENT	Semester	III
Hrs / Week	4		Credits	4

Course Objectives:

1. To have the student understand the different aspects of logistics and create awareness about the scope of logistics in developing a career.
2. Understand the various methods of Storage of goods and delivery from the industry.
3. To understand the concept of containerization and the role of intermediaries in Transportation.
4. To have a basic knowledge in different modes of transportation.
5. To understand the global logistics issues and the role of Technology in logistics.

Code No	Subject	Semester No
19MSPLMA	LOGISTICS MANAGEMENT	III
Objective:	To enable the students, learn the concept of logistics and the players in the supply chain for organization success.	
Unit No	Topics	Hours
Unit I	Introduction to Logistics Management: Meaning-Objectives-Scope, Advantages-Logistics planning strategy- Logistics planning process. Logistics and of Customer Service: Objectives- Elements-Customer Service Audit- Customer Service Strategy- Customer Relationship Management (CRM). Fundamentals of Logistics Organization: - Importance- Evolution--Barriers-Improving organizational effectiveness.	10
Unit II	Inventory Management: Meaning - Functions-Types- Total Cost Inventory- Inventory Management-Inventory Control. Fundamentals of Warehousing: Meaning - Functions - Types - Warehousing Decisions-Warehouse Layout and Design. Material Handling System: Meaning- Functions - Material Handling Equipment's - Material Handling Methods- System Design.	10
Unit III	Logistical Packaging & Freight Management: Meaning-Functions-Types- Packaging Design-Packaging Unitization. Containerization: Meaning-Operations- Classification-Inland container depots (ICDs)- Functions and Benefits. -Container Corporation of India (CONCOR). Freight Management & Practices: Meaning-Principles- Freight Rates-Liner and Tramp Freight Structure. Logistics Information System (LIS) - Functions- Types- Elements-LIS solutions in the Organization.	10
Unit IV	Logistics Transport Management: Mode of Transportation: Meaning- Functions- Inter-modal Transportation- Types - Transportation Mode Selection. Indian Shipping: History- Various Ports in India and its infrastructure development - Reverse Logistics: Meaning- Reverse Logistics Activities and Strategic use of Reverse logistics- Advantages- Managing Reverse Logistics Flow and Feature Trends.	12

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Unit V	Logistics Outsourcing and Global issues: Concepts and Reasons - 3PL and 4PL- Differences- Risks in outsourcing- Integrated Logistics. Global Logistics: Global Business Environment- Global Operating Levels- Components- Global Logistical Decisions- Barriers to Global Logistics. Logistics in Modern Age: Modern Logistical Infrastructure- Modern Material Handling Equipment's- ICDs and CFSs Networks- Corridor Development.	10
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Text Book

Ganapathi & Nandi, Logistics Management, Oxford University Press, 2015.

Reference Books:

1. Ailawadi C Sathish & Rakesh Singh, Logistics Management, Prentice Hall, India, 2005.
2. Agarwal DK Textbook of Logistics & Supply Chain Management, Macmillan India Ltd, 2015.
3. The Management of Business Logistics, Coyle et al., Thomson Learning, 2002.
4. Bowersox Donald J, Logistical Management- The Integrated Supply Chain Process, Tata McGrawHill, 2017.

COURSE OUTCOME

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Be able to understand the concept of logistics and the organization needed for the supply chain process.	K1
CO2	Be able to plan the inventory, storage systems and the material handling systems for the supply chain.	K2
CO3	Be familiar with the various containers for moving goods and the importance of intermediaries in the logistics system	K2
CO4	Be familiar with the various transportation modes and planning the appropriate mode of transportation for the logistics system.	K2
CO5	Be able to understand the impact of technology on the logistics system and the global logistics system.	K3

Mapping with Program Outcomes

COS	PO 1	PO 2	PO 3	PO 4
CO1	S			
CO2	S		M	
CO3	S	S		M
CO4	S	S		M
CO5	S		S	S

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
<i>Dr. B. Indhakar</i> <i>B. Jay</i>	<i>Dr. B. Indhakar</i> <i>B. Jay</i>	<i>KCH</i> <i>Do. K. Artha</i>	<i>[Signature]</i>

Approved in 6th Academic Council Meeting

[Signature]
Director- MBA

PG & Research Department of Management Studies,
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Coimbatore-641 028.

[Signature]
Coordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Dr. Jayaram


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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPLMB	Course Title	Batch	2019-2020 Onwards
		EXPORT IMPORT TRADE AND DOCUMENTATION	Semester	III
Hrs / Week	4		Credits	4

Course Objectives:

1. Make the students realize the importance of international trade and understand the basics of Exports and Imports
2. Understand the export procedure and the processes to export.
3. Help the student to gain knowledge about the import procedure and the documents needed.
4. Make the student understand the documentation procedure followed for exports and imports.
5. Make the students aware on the institutional framework for export and import in India.

Code No	Subject	Semester No
19MSPLMB	EXPORT IMPORT TRADE AND DOCUMENTATION	III
Objective:	To impart knowledge on various aspects of Export and import trade documents	
Unit No	Topics	Hours
Unit I	Preliminaries for Exports and Imports: Meaning and Definition of Export – Classification – Registration Formalities – IEC – RCMC – Export Licensing – Selection of Export Product – Identification of Markets – Methods of Exporting – Pricing Quotations – Payment Terms – Letter of Credit. Major currencies, Exchange rates, relations and impact on export & import. Liberalization of Imports – Negative List for Imports – Categories of Importers – Special Schemes for Importers.	10
Unit II	Export Procedures General excise clearances; Role of clearing and forwarding agents; Shipment of export cargo; Export credit; Export credit guarantee and policies; Forward exchange cover; Finance for export on deferred payment terms; Duty drawbacks.	10
Unit III	Import Procedures Import licensing policy; Actual user licensing; Replenishment licensing; Import-export pass book; Capital goods licensing; Export houses and trading houses. Export Incentives: Overview of export incentives-EPCG, Duty drawbacks, duty exemption schemes, tax incentives; Procedures and documentation.	10
Unit IV	Export Import Documentation Preparing Documents for Exports -Document for declaration of goods under Foreign Exchange Regulations -Documents for transportation of goods -Documents for customs clearance of goods -Other Documents like commercial invoice, consular invoice, customs invoice, certified invoice, weight note, Marine Insurance Policies. Import Documents – Transport Documents – Bill to Entry – Certificate of Inspection – Certificate of Measurements – Freight Declaration.	12


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Unit V	Policy and Institutional Framework for Exports and Imports Foreign Trade Policy – Highlights – Special Focus Initiatives – DutyDrawback–DeemedExports–ASIDE–MAI&MDA–Star Export Houses – Town of Export Excellence – EPCG Scheme – Incentives for Exporters. Export Promotion Councils -CommodityBoards–FIEO– IIFT–EOUs–SEZs–FTZ–EPZ–ITPO – ECGC – EXIM Bank.	10
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Text Book

C. Rama Gopal, "Export Import Procedures- Documentation and Logistics", New Age International Publishers, 2019.

Reference Books:

1. Francis Chruniliam- "International Trade & Export Management"- Himalaya Publication House 2015.
2. Justin Paul & Rajiv Aserkar, "Export Import management", Oxford Publication,2013.
3. Donna L. Bade, Thomas E. "Export Import Management" Johnson Publisher: fifth edition, KindleEdition,2015
4. Kapoor. D.C.- "Export Management" Vikas Publishers Housing Private Ltd 1st edition2019
5. Khuran P.K, "Export Management", Himalaya Publication,2017
6. Usha Kiran Rai," Export Import & Logistics management", PHI publication,2012.
7. Government of India: Handbook of Procedures, Import and Export Promotion, NewDelhi.

Course Outcome:



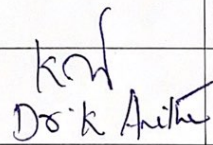
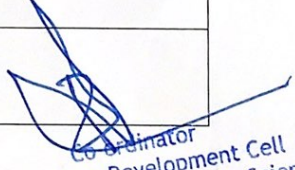
On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the basic concepts of exports and imports in international trade.	K1
CO2	Understand the various steps in export process.	K1
CO3	Get familiarized with the procedure of importing goods and services.	K1
CO4	Acquainted with the process of documentation in international business.	K1
CO5	Understand the EXIM policy framework in local, regional and global context and apply its provisions.	K1, K2

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			S
CO2	S			S
CO3	S			S
CO4	S	S		S
CO5	S			S

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
S. Sora Veran 	Dr. B. Shalakar H. Jeyan 	Kow Do. K. Anitha 	

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Director, M.A
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Hindusthan College of Arts and Science
Coimbatore-641 028.

Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPMEA	Course Title	Batch	2019-2020 Onwards
		MASS COMMUNICATION	Semester	III
Hrs / Week	4		Credits	4

Course Objectives:

1. To enable the students, understand the process of masscommunication.
2. To enable the students, understand the concept of print media and itsprocess.
3. To enable the students, understand the concept of broadcast and itsprocess.
4. To understand the influence of information technology on mass communication process and the latest trends in DigitalMarketing.
5. To make the students understand the Media Audience and the Media Development process.

Code No	Subject	Semester No
19MSPMEA	MASS COMMUNICATION	III
Objective	Mass communication aims at persuading people to bring a change in their beliefs, opinions, attitudes, and thinking on several issues	
Unit No	Topics	Hours
Unit I	Introduction to Communication Theory - communication as a social science - Need for communication- definition of communication – types - three stages of interpersonal communication- groupcommunication-masscommunication– interactive communication - barriers of communication - ITand society - Mass communication and culture.	10
Unit II	Print Media- Print Production Operations: Typography – DescriptionofTypes-Typeface-Typestyles—fontidentification – kerning- spacing techniques- measurement techniques. Comprehensive Layouts-principles of layout and design- elementsofdesign–methodsandtechniques-MagazineAnalysis	10
	Broadcast Media: Radio station – structure and functioning, Writing for Radio principles guidelines, Radio programme productionprocess– studiofacilities,tapes.Recording,Editing– methods and techniques. Television station – structure and functioning-Writing for TV genres- Planning and production of TV programmes: pre-production process – camera, filmformats,	12
Unit III	lenses, shots, lighting principles and techniques, types of sound, audio control, Post production process: sequence, structure, types of transition, film editing methods and techniques, graphics; TV genres	
Unit IV	Digital Marketing- Search Engine Optimization (SEO), Social Media Marketing, Facebook Marketing, Twitter Marketing, YouTube Marketing, Instagram Marketing, Google AdWords Pay-Per-Click (PPC), Email Marketing, Mobile Marketing, Affiliate, Blogs, Banners & Forums Marketing, Podcasting Marketing, Online Advertising, Online Marketing Mix.	10

Unit V	Media Audience and Media Development - psychology of audience - public opinion surveys - Mass media and politics - Audience measurement: the 'rating' game - Readership surveys- representation of women in mass media - need for audience studies - media and consumerism.- The popular culture in the Media-The Freedom of speech and its Impact on the Media	10
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Text Book

Keval J. Kumar, "Mass Communication in India", Jaico Publications, 2013

References Books:

1. Vilanilam. J. V, "Mass Communication in India – A Sociological Perspective", Sage Publications Pvt Ltd.,2005
2. ChaturvediB.K,&MittalS.K, "MassCommunicationPrinciplesandPractice", GlobalVision Publishing, 2016
3. HasanS., "MassCommunication:PrinciplesandConcepts,2E", CBSPublication;2ndedition 2019
4. Uma Narula, " Mass Communication: Theory and Practice", Har-Anand Publication,2019
5. Seema Hasan, "Mass Communication Principles and Practice"-CBS Publication-revised edition2018.

Course Outcome:

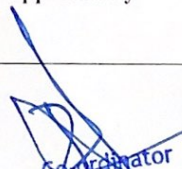
On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Have the basic knowledge in Mass Communication and its influence.	K1
CO2	Understand the basics of print Media and its evolution.	K1
CO3	Understand the basics of broadcast Media, its evolution and the process of developing.	K1 and K2
CO4	Visualize the impact of IT and the developments in Digital Marketing sphere.	K1
CO5	To prepare socially responsible media academicians, researchers and professionals.	K1

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S			
CO3	S	S	M	
CO4	S			
CO5	S			

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
Kewal Dr. K. Anitha	Dr. B. Jadhav S. Jay	Dr. R. SHOBANA Dr.	 Coordinator

Approved in 6th Academic Council Meeting

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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPMEB	Course Title	Batch	2019-2020 Onwards
		JOURNALISM	Semester	III
Hrs / Week	4		Credits	4

Course Objectives:

1. To enable the Student to understand the concept and kinds of Journalism.
2. To make the student to understand the role of press in India.
3. To provide the basic knowledge of Magazine Journal.
4. To enable the students to have the basic knowledge in Photo Journalism.
5. To develop the student's Skills in Digital Journalism.

Code No	Subject	Semester No
19MSPMEB	JOURNALISM	III
Objective:	To enable the students to learn the knowledge of Journalism and kinds for their successful career	
Unit No	Topics	Hours
Unit I	Journalism: Definitions, Nature, Scope, Functions. Principles of Journalism. Glossary of Print Media. Kinds of Journalism: Development Journalism, Community Journalism, Tabloid Journalism.	10
Unit II	Press in India: A brief Review of the Evolution of Indian Press-Freedom of Press- Its basic principles and Constraints – Responsibilities and Criticisms Review of newspaper and periodicals contents.	10
Unit III	Magazine Journal: Origin- Growth – Categories- functions and Trends - Types of magazines- general interest magazines - special audience magazines - literary magazines - Sunday magazines and journals.	10
Unit IV	Photo Journalism: Photography – Brief history of Photography – early photography techniques – Photography as a medium of communication – role and importance of Photography- Qualities, role and responsibilities of Photo Journalist.	12
Unit V	Digital Journalism: Online Publishing – tools and Techniques – Online content development and reporting for the web- editing online report - Social Networking websites.	10

Text Book

Indian Journalism in a New Era, by Oxford University Press (Author), Shakuntala Rao(Editor),2019.

Reference Books:

1. B N Ahuja: History of Indian Press – Growth of Newspapers in India, Surjeet Publications, Delhi,2009
2. D S Mehta: Mass Communication and Journalism in India, Allied Publishers Pvt Ltd., Mumbai, 2006
3. William L. Rivers: The Mass Media: Reporting Writing Editing, Harper & Row,1975

4. F. Fraser Bond: An Introduction to Journalism, The Macmillan Company, 1954
5. Nadig Krishnamurthy: Indian Journalism, Prasaranga, Mysore University, Mysore, 1966
6. Rangaswami Parthasarathy: Journalism in India, Sterling Publications Pvt. Ltd., 1997

Course Outcome:

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Visualize the nature and functions of Journalism and the different kinds of journalism evolved.	K1
CO2	Analyze the role of press in India.	K1
CO3	Understand the different types of magazine journals and its importance.	K1
CO4	Understand the medium of photo journalism and its importance.	K1
CO5	Understand the basics of digital journalism and latest trends in journalism.	K1

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S	M		
CO3	S	M		
CO4	S	M		
CO5	S	M		

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
K.R. Ananth	B. Jay	B. Jay	[Signature]

Co-ordinator
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Director-AMBA
PG & Research Department of Management Studies
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Coimbatore-641 028.

Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPPNA	Course Title	Batch	2019-2020 Onwards
		INNOVATION AND TECHNOLOGY MANAGEMENT	Semester	III
Hrs / Week	4		Credits	4

Course Objectives:

1. Elucidate the basic concepts and themes pertaining to the nature and dimensions of technology and its management.
2. Provide holistic understanding of technology as a system.
3. Elucidate the basic concepts and themes pertaining to the nature and scope of innovation.
4. Design support system of organization structure, policies and requirements for technology management.
5. Understanding the interdependency of innovation and technology in the organizational environment.

Code No	Subject	Semester No
19MSPPNA	INNOVATION AND TECHNOLOGY MANAGEMENT	III
Objective:	To enable the students, learn the concept of innovation and technology management for organization success.	
Unit No	Topics	Hours
Unit I	Concepts and themes: Technology: Driving force of global industrial competition, The Axes and Atlas of technology, Strategic management of Technology, Technology issues, design organization to meet innovation*	10
Unit II	Technology development: Productivity and incremental innovation: Technology absorption, technological innovation, Crucial issues in flexible technology, Strategic evaluation of technology investments, Core competencies in technology, commercialization*.	10
Unit III	Innovation in organizations: Innovation: Definition, types, Need, role of innovation, sources, innovation and change, Top level commitment, Long term perspective, various innovative products*.	12
Unit IV	Organizational support system: Structural imperatives of technology management: Building organizational culture, open lateral communications, the organization as a laboratory for learning*. Organization of innovation – Mechanistic and organic system of management, Flexibility.	10
Unit V	Managing Innovation and Technology: Analyzing the company: Industry and environment for IT readiness, IT enabled strategic innovation, Innovation and IT strategies alignment, Leading innovative teams, encouraging creativity in teams- Communicating about innovation - Overcoming obstacles to innovation* (*- Self Study Portion).	10

Text Book:

1. Dubey Sanjiva Shankar (2017), "Technology and Innovation Management", PHI Learning Pvt Ltd, New Delhi
2. Rastogi, P.N. (2009), "Management of Technology and Innovation- Competing through technological excellence" 3rd edition, Saga Publications India Pvt Ltd, New Delhi.

References

1. Arnold H Erner, M Mockel, P Schlaffer (2014), "Applied Technology and Innovation Management", Springer Verlag Berlin Heidelberg.
2. Frederick Betz (2011), "Managing Technological Innovation: Competitive Advantage from Change" 2nd edition, John Wiley and Sons, New Jersey.
3. Mark Dodgson, David Gann and Ammon Salter (2012), "The Management of Technological Innovation" revised edition, Oxford University Press, New York.
4. Robert M. Verburg, J. Roland Ort and Willemijn M. Dicke (2006), "Managing Technology and Innovation" 3rd edition, Routledge, USA.

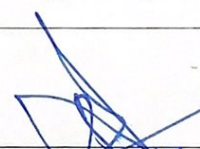
Course Outcome

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Update knowledge on technological changes and innovative business solutions for firm's sustainable development.	K1
CO2	Analyze the technology management challenges and provide solutions to manage technology in turbulent environment.	K1
CO3	Apply critical thinking and employ problem solving approach to mitigate the hindrances in innovation and technology management.	K2
CO4	Examine the role of innovation in organizational process and ensure innovation works as a core competency in technology management.	K2
CO5	Display the breadth of skills changing the landscape of organizational success with highly recognized innovative practices to manage technology adoption.	K2 and K3

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S			
CO3	S	S	M	
CO4		S	S	
CO5		S		M

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
<i>M. B. Shalkekar</i> <i>B. Jay I</i>	<i>M. B. Shalkekar</i> <i>B. Jay I</i>	<i>P. Anurag Prabhu</i> <i>P. M. M.</i>	

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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPPNB	Course Title	Batch	2019-2020 Onwards
		LEAN AND AGILE MANUFACTURING SYSTEMS	Semester	III
Hrs / Week	4		Credits	4

Course Objectives:

1. Introduce lean production principles and practices.
2. Develop systems that are fast, flexible, focused and friendly for their companies, customers and production associates.
3. Understand the process of lean implementation process and its challenges.
4. Introduce common agile methodologies and principles.
5. Understand the process of agile implementation process.

Code No	Subject	Semester No
19MSPPNB	LEAN AND AGILE MANUFACTURING SYSTEMS	III
Objective:	To enable the students, learn the concept of lean and agile manufacturing system for organization success.	
Unit No	Topics	Hours
Unit I	Lean Production: Introduction: Background, Lean Thinking, Importance of Philosophy, Strategy, Culture, Alignment, Focus and Systems View, Discussion of Toyota Production System. *	10
Unit II	Lean Production Preparation and Processes: Lean Production Preparation: System Assessment, Process and Value-Stream Mapping, sources of Waste. Lean Production Processes: Approaches and Techniques, Importance, Tools- Workplace Organization, 5S, Stability, Just-In-Time – One-piece flow – Pull, Cellular systems, Quick Change and Set-Up Reduction Methods, Total Productive Maintenance, Poka-Yoke– Mistake Proofing, Quality Improvement, Standards, Leveling, and Visual management.*	10
Unit III	Lean Implementation: Employee Involvement: Teams, Training, Supporting and Encouraging Involvement, People in the Change Process, Communication, Importance of Culture, Sustaining Improvement and Change, Auditing, Follow-Up Actions, Startup of Lean Processes and Examples of Applications. *	12
Unit IV	Agile Project Management: Agile: Overview, Values, Principles, Methodologies Scrum Methodology: Introduction, Roles and Responsibilities, Implementation of the Scrum Process, Managing Projects with the Scrum Methodology*.	10
Unit V	Agile Implementation: Agile Implementation: Estimation, Tracking, Communication, Best Practices, Critical Success Factors, Risks, Myths, Challenges, and Benefits.*	10

Text Books

1. PascalDennis(2007),“LeanProductionSimplified”,2ndedition,ProductivityPress,New York.
2. JamesWomackandDanielJones(2003),“LeanThinking”,FreePress,RevisedEdition,New York

References

1. Jeffrey Liker and David Meier (2006), “The Toyota Way Field book”, 1st edition, McGraw- Hill, NewDelhi.
2. DonTopping,TomLuysterandTomShuker(2002),“ValueStreamManagement”,12th edition, Productivity Press, New York.
3. JohnCarroll,DavidMorris(2012),“AgileProjectManagement”,2ndedition,InEasy Steps, Warwickshire.

Course Outcome:

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDG E LEVEL
CO1	Understand the key requirements and concepts of lean manufacturing.	K1
CO2	Apply the tools in lean manufacturing to analyses a manufacturing system and plan for its improvements.	K1
CO3	Appreciate the significance of lean culture to initiate a continuous improvement change program in amanufacturing organization.	K2
CO4	Gain global knowledge on agile systems and determine the methodologies of introducing agile and scrum system in an organization.	K2
CO5	Critically evaluate and implement agile processes and scrums for designated projects and review in an organization with an eye for improvement.	K2 and K3

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S	M		
CO3		S	M	
CO4	S	S		
CO5		S	M	

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
<i>D. B. Shethaker</i>	<i>D. B. Shethaker</i>	<i>S. Soraorem</i>	<i>[Signature]</i>
<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>

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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPSYA	Course Title	Batch	2019-2020 Onwards
		ELECTRONIC COMMERCE	Semester	III
Hrs / Week	4		Credits	4

Course Objectives:

1. To introduce the students to the world of e-commerce and its scope and challenges.
2. To know about the fundamental principles of e- Business and Cloud Computing.
3. To know about the underlying use of technologies on electronic payment.
4. To know the concept of EDI and ethical issues in e-commerce.
5. To understand about Web page creation and Mcommerce.

Code No	Subject	Semester No
19MSPSYA	ELECTRONIC COMMERCE	III
Objective:	To enable the students to learn the basic electronic commerce, its functions, decision making process and problem-solving techniques.	
Unit No	Topics	Hours
Unit I	Introduction to E Commerce Introduction- Definitions of e-commerce - Evolution of e-commerce- Factors fueling e-commerce-E-commerce consumer applications- E-commerce organization applications- e Commerce Models - Types of E-Commerce Business- B2C Models- differences between B2B and B2C.	10
Unit II	Internet environment for E commerce business E Commerce Security Information- Internet economy conceptual frame work- Provider and vendors for E Business – E Business enabling Technology. Understanding Cloud Computing: History of Cloud Computing, Cloud Architecture, Cloud Storage, Companies in the cloud Today, Cloud Services.	12
Unit III	Electronic Payment Systems: Overview of the Electronic payment Technology – Requirements for Internet Based payments - Electronic payment Medias - Electronic commerce and banking. Security Concepts- Types of security in E Commerce- Security Solutions.	10
Unit IV	Legal and Ethical Issues in Internet: Legal Issues – Paper documents Vs Electronic documents – Risks of electronic documents – Legal issues in Internet commerce. Authentication of Electronic documents-Laws for E Commerce for India- Commonly used Laws – EDI interchange agreement.	10

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Unit V	Challenges for E Commerce Introduction- E Commerce disadvantages for customers - E Commerce disadvantages for business – Challenges for E Commerce for Banks. Designing and building Ecommerce Web Site – Web Page Creation, Blog Creation. Introduction- Managing products – Database- Shopping cart applications – Shipping calculations. Mobile E Commerce: Introduction- Integration – Payment gateways- Tracking Order and benefits. Recent Trends in E Commerce.	10
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Text Book

Elias. M. Awad, " Electronic Commerce", Prentice - Hall of India Pvt Ltd, 2002.

Reference Books

1. Ravi Kalakota, Andrew B. Whinston, "Frontiers of Electronic Commerce", Addison-Wesley, 2002.
2. Ravi Kalakota, Andrew B. Whinston, "Electronic Commerce- A Manager's guide", Addison - Wesley, 2005.
3. Efraim Turban, Jae Lee, David King, H. Michael Chung, "Electronic Commerce – A Managerial Perspective", Addison - Wesley, 2001.
4. Elias M Award, "Electronic Commerce from Vision to Fulfillment", 3rd Edition, PHI, 2006
5. Judy Strauss, Adel El-Ansary, Raymond Frost, "E-Marketing", 8th Edition, Pearson Education, 2018

Course Outcome:

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the basic concepts and technologies used in the field of e-commerce.	K1
CO2	Have the knowledge of Cloud Computing in e-commerce.	K1
CO3	Understand the processes of development of Electronic payment system.	K1 and K2
CO4	Understand the ethical, social, and security issues of information systems.	K1 and K2
CO5	Gain all knowledge about Web page creation and M commerce.	K1 and K2

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S			
CO3	S	S		
CO4	S	S		
CO5	S	S		

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by

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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPSYB	Course Title	Batch	2019-2020 Onwards
		SYSTEMS ANALYSIS AND DESIGN	Semester	III
Hrs / Week	4		Credits	4

Course Objectives:

1. To instill in the students the basic knowledge and skills for system design and implementation.
2. The students will be able to improve (creative) problem solving abilities in system analysis.
3. The students will be able to learn the foundations of systems analysis, including methodologies, standards, and System Development LifeCycle.
4. The students will be able to successfully complete a systems analysis project with E-R Models.
5. The students will be able to understand the differences associated with a system implementation.

Code No	Subject	Semester No
19MSPSYB	SYSTEMS ANALYSIS AND DESIGN	III
Objective:	To enable the students to learn the basic concepts of information system, functions, and design of good system for managing the business	
Unit No	Topics	Hours
Unit I	System Concepts & Information System Environment: System concepts - definition, characteristics of a system, Elements of a system, Types of a System, introduction to System Analysis and Design - System Analysis, System Design, System Development Life Cycle.	10
Unit II	Systems Analysis and Design Life Cycle: Requirements determination – requirements specifications – feasibility analysis – final specifications – hardware and software study – system design – system implementation – system evaluation – system modification. Role of systems analyst – attributes of a systems analyst – tools used in system analysis.	10
Unit III	System Analysis: Problems who System Development Life Cycle approach, Net for a Structured approach, Information Gathering. A problem-solving approach - Data Flow Diagrams, Data modeling with logical entity relationship. Process modeling with logical dataflow diagram, Data dictionary, Decision Tree and Decision tables.	12
Unit IV	System Design: Introduction, The Process of Logical & Physical design - Modern Computer Databases - Different kinds of databases - E-R models - E-R diagrams - Normalization. Computer outputs and controls, computer inputs and controls, Code design, Computer based methods, procedures and	10
Unit V	System Implementation: System testing Conversion Combating resistance to change Post Implementation review Software maintenance Hardware/Software Selection Security disaster/ recovery and ethics in System development. Recent trends in System Analysis Design.	10

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Text Book

Elias M.Awad, "System Analysis and Design", Second edition, Tata McGraw Hill Publishing Company Ltd, 2010.

Reference Books

1. JerryL.Whitten,LonnieD.Bently&VictorM.Bar,"SystemAnalysisandDesign",7th edition,PHI, 2015
2. Kendall, "System Analysis and Design ",10th edition, Pearson,2019.
3. RobertJThierauf,"SystemAnalysisandDesign-ACaseStudyApproach",Addison-Wesley, 2007
4. HenryF.Korth,AbrahamSilberchatz&Sudharsan.,"DatabaseSystemConcepts",7thedition, PHI, 2013
5. Priya.A," System Analysis & Design", Margham Publications(2015)

Course Outcome:

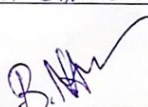
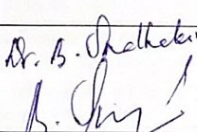
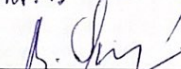
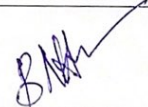
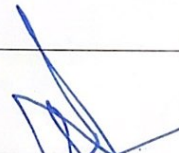
On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the terminology of systems analysis and design.	K1
CO2	Apply the problem-solving methods in systems development.	K1 and K2
CO3	Demonstrate and develop methodologies, standards, and System Development Life Cycle.	K1 and K2
CO4	Be aware of the systems analysis project with E-R Models and develop a project.	K1 and K2
CO5	Understand the system implementation.	K1 and K2

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S	S	M	
CO3	S	S	M	
CO4	S	S	M	
CO5	S	S	M	

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
B.NANDHAKUMAR		B. NANDHAKUMAR	
	 		

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Director MBA
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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPTTA	Course Title	Batch	2019-2020 Onwards
		TOURISM MANAGEMENT	Semester	III
Hrs / Week	4		Credits	4

Course Objectives:

1. To understand the concepts and typology of Tourism.
2. To learn and develop decision making skills in tourism management.
3. To know various Tourism organizations.
4. To acquaint students with tourism products.
5. To familiarize the students with the cultural heritage of Tamilnadu.

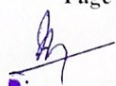
Code NO	Subject	Semester
19MSPTTA	TOURISM MANAGEMENT	III
Objective:	To understand the various elements of Tourism Management and to familiarize with the Tourism policies in the national and international context.	
Unit No	Topics	Hours
Unit I	Introduction: Tourism-Concepts, Definitions & Historical development of Tourism. Types of Tourist: Tourist, traveler, excursionist. Forms of tourism: Inbound, Domestic, International. Tourism System: Nature, Characteristics and components of tourism industry.	10
Unit II	Tourism Planning and Development: Planning for tourism destination, nature of tourism planning, Rating tourism planning towards tourism policy. The planning process, Goals of tourism designation, Political aspects of tourism development, Development of tourist potential.	10
Unit III	Tourism Organizations: Concept of Tourism policy, Role of Government National tourism Organizations: Organizations like NTO, ITDC, FHRAI, TAAI and their role. International tourism organizations: Role of the international organizations like UNWTO, IATA, PATA, ICAO etc. in the promotion and development in tourism worldwide.	12
Unit IV	Tourism Products: Meaning, characteristics, Types of tourism Products: Natural tourism products, Man Made tourism products, Symbiotic tourism products, Other tourism products, tourism product lifecycle.	10
Unit V	Tourism Resources in Tamilnadu: Monuments, Museums, Historical sites, Art and Architecture etc. Important tourist Centers. World Heritage sites, Folk art of Tamilnadu, Sculpturing. Tamilnadu Tourism Development Corporation.	10

Text Book

Sampad Kumar swain and Jitendra Mohan Mishra, Tourism Principles and practices, Oxford university Press, 2011

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References Books

1. Parikshat Singh Manhas, Sustainable and Responsible Tourism: Trends, Practices and cases, PHI Learning Pvt. LTD, 2012
2. Indian Tourism products, Dr. Robinet Jacob, Ms. Sindhu Joseph, Anoop Philip, Abhijeet Publications, 2008
3. John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill, Tourism: Principles and Practice, Sixth Edition Pearson's, 2017
4. Suddhendu Narayana Misra, Sapan Kumar Sadual, Basics of Tourism Management, Excel Books, 2009. Geetha Kannammal, An Introduction to Tourism in Tamilnadu, University of Madras, 2007.

Course Outcome:

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Visualize the concept tourism - both domestic and international.	K1
CO2	Plan and organize tourism to various destination	K1, K2
CO3	Have the knowledge on various tourism organization both national and international	K1
CO4	Understand the different tourism products	K1
CO5	Gain knowledge and appreciate the heritage of Tamilnadu	K1

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			M
CO2	S	S	L	
CO3	S			M
CO4	S			
CO5	S			

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
<i>N. Pakuthi</i> DR. N. PAKUTHI	<i>A. B. Subhakar</i> <i>B. J. S. P.</i>	<i>K. W.</i> <i>Dr. K. Anitha</i>	<i>[Signature]</i>

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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPTTB	Course Title	Batch	2019-2020 Onwards
		TOURISM MARKETING	Semester	III
Hrs / Week	4		Credits	4


Course Objectives:

1. To enable the students to understand the tourism market and marketing concepts, functions and systems by emphasizing on strategies for Indian and global market.
2. Students will acquire broad knowledge and understanding of consumer behavior in tourism and leisure.
3. To enable to students to understand the aspects of marketing mix elements in tourism marketing.
4. To make the students to understand the skills required for tourism marketing.
5. To make the students to understand the current trends and strategies in tourism industry.

Code NO	Subject	Semester
19MSPTTB	TOURISM MARKETING	III
Objective:	The course focused on tourism marketing and understands the importance of tourist orientation and ways to reach tourist through proper marketing strategies.	
Unit No	Topics	Hours
Unit I	Tourism Marketing – Nature and Process – Growth – Orientations tourism; Tourism Product – Characteristics; Features of Tourism Marketing; Challenges in Tourism Marketing;	10
Unit II	Tourism Markets – Understanding the market and the consumer; Types; Tourist Behavior – Risks Involved in Travel Purchase; Tourist Buying Process – Factors influencing Tourist Buying Behavior – Environmental Factors – Individual Factors; Market Segmentation – Targeting – Market Positioning.	10
Unit III	Marketing Mix: Tourism Product – Design – New Product Development – Destination Development – Product Life Cycle – Destination Life Cycle – Tourism Area Life Cycle; Pricing Tourism Products – Importance – Factors influencing – Methods of Price Fixation – Pricing Strategies; Tourism Distribution –	14
	Distribution Chain/Channels – Channel Design Decisions – Managing Channels; Tourism Promotion – Promotion Mix – Factors Affecting Promotion Mix – Components of Promotion Mix – Advertising – Public Relations – Sales Promotion – Personal Selling – Important Promotion Tools in Tourism. – Technology in Tourism.	
Unit IV	Marketing Skills: Developing Marketing Skills for Tourism - Self Motivation – Team Building – Personality Development - Creativity & Innovation – Innovative Products in Tourism.	8

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Unit V	Trends in Tourism Marketing – Marketing of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Events and other Tourism sub – sectors and products, Future of Tourism marketing- International Perspective and Contemporary Trends	10
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Text Book

Jha, S.M, “Tourism Marketing”, Himalaya Publishing House Pvt. Ltd.,2016.

Reference Books

1. Philip Kotler, “Marketing for Hospitality and Tourism”, Pearson, New Delhi, (PrenticeHall, India), 2017
2. Victor T.C Middleton Allan Fyall Mike Morgan, “Marketing in travel and tourism”,4 edition2009.
3. Manjula Chaudhary, Tourism Marketing, Oxford press, New Delhi,2010.
4. Dasgupta Devashish, “Tourism Marketing” Pearson Education of India,2011
5. Nilanjan Ray, Dilip Kumar Das, Raj Kumar, “Tourism Marketing: A StrategicApproach” AppleAcademic Press,Taylor and fraxcisgroup,2017
6. Stephen F. Witt and Luiz Moutinho (Eds.), Tourism Marketing and Management Handbook (Prentice Hall,India).

Course Outcome:

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the tourism marketing concepts and its evolution in current scenario	K1
CO2	Describe and explain tourist behavior through their new knowledge of leisure psychology	K1
CO3	Become familiar with the marketing mix and be able to formulate the best mix for a particular travel product	K1, K2
CO4	Understand and conceptualize the skills needed for the Tourism industry.	K1, K2
CO5	Enable the students to get along with the current trends in tourism marketing both local and international	K1

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S			
CO3	S	S		
CO4	S	S	M	
CO5	S			M

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
<i>Kan</i> <i>Dr. K. Anthee</i>	<i>Dr. B. Shalkekar</i> <i>H. Jay T</i>	<i>Dr. N. Parvatharaj</i> <i>N. Babu</i>	<i>[Signature]</i> Co-ordinator

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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPHC A	Course Title	Batch	2019-2020 Onwards
		HOSPITAL OPERATIONS MANAGEMENT	Semester	III
Hrs / Week	4		Credits	4

Course Objectives:

1. To make the students familiar with the basic services of Hospital Operations.
2. To enable the students to learn the laboratory services in Hospital.
3. To make students understand the concept of Quality in Hospital.
4. To create an awareness of the supporting services in hospitals.
5. To create an awareness about the facility management in hospitals.

Code No	Subject	Semester No
19MSPHCA	HOSPITAL OPERATIONS MANAGEMENT	III
Objective:	To enable the students to learn the basics of hospital operations.	
Unit No	Topics	Hours
Unit I	Meaning and scope of patient care services – significance of patient care – role of administration in -patient care – classification of Hospital. Front office services – outpatient services – inpatient services – Accident and Emergency services – Billing services.	10
Unit II	Labservices–RadiologyandImagingservices–Rehabilitation services – Blood bank services – Telemedicine Operation theatre – Intensive care units – Hospital acquired infections – Sterilization – Nursing services – WardManagement.	12
Unit III	Concept of quality – Quality control – Quality assurance – ISO 9000 standards – TQM – Accreditation – NABL – JCAHQ – Quality manual.	10
Unit IV	Nutrition and dietary services – pharmacy services – Medical records services. Laundry services – Housekeeping services – Energy conservation methods- Cost containment measures in a hospital. Transportation services – Mortuary services – Hospital security services.	10
Unit V	FacilitiesEngineering–MaintenanceofCivilAssets-Electrical supply and water supply – Medical gas pipeline – plumbing and sanitation – Air conditioning system – Hot water and steam supply – Communication system – Biomedical engineering department in modern hospital. Disaster management – Fire Hazards – Engineering Hazards – Radiology hazards.	10

Text Book:

Management process in Health care - S.Srinivasan

Reference Books:

1. Hospital Department Profiles - Gold BerryA.J
2. Hospital and facilities planning and Design -G.D.Kunders
3. Hand Book of Bio-Medical Engineering - JacobKline

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4. Clinical Engineering Principles and Practices - Webster J.G. and AlbertM.Cook
5. Maintenance Planning and Control - AntonyKelly
6. Hospital Engineering in Developing Country - Hans Pfeiff, Veera

Course Outcome:

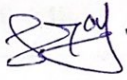
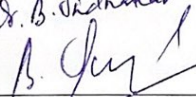
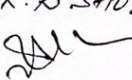

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the basic operations in the Hospital.	K1
CO2	Understand the various laboratory services in Hospital.	K1
CO3	Understand the concept of Quality in Hospital and the process of getting certification.	K1
CO4	To have practical insight into the various supporting services of hospitals.	K2
CO5	To understand the various facility management requirements inhospitals.	K2

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S		M	
CO2	S	S	M	
CO3	S		M	
CO4		S	M	
CO5		S	M	


S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
Dr. K. PRABHAKAR	Dr. B. Prabhakar	Dr. B. SHOBANA	
			

Co-ordinator
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Director- MBA
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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPHCB	Course Title	Batch	2019-2020 Onwards
		HOSPITAL ARCHITECTURE PLANNING & DESIGN	Semester	III
Hrs / Week	4		Credits	4


Course Objectives:

1. To make the students familiar with the basic concept of Planning a Hospital.
2. To enable the students to learn the concept of Project Management and the tools used in project management.
3. To make students understand the key processes in project formulation.
4. To understand the process of organizing human resources for the project.
5. To understand the process of work planning and execution of a project.

Code No	Subject	Semester No
19MSPHCB	HOSPITAL ARCHITECTURE PLANNING & DESIGN	III
Objective:	To enable the students to learn the basic concepts of information system, functions, and design of good system for managing the business	
Unit No	Topics	Hours
Unit I	Concept of hospitals – planning and design of hospital (building and physical layout) – Space required for separate function – different types of hospitals – problems and constraints in different type of hospitals – history of hospital development- Department and organization structure of different types of hospital. Vertical & Horizontal – Clinical & Non clinical – supportive & ancillary service Departments.	10
Unit II	Concept of project management – concept of project – categories of projects – projects life Cycle phases – project management concepts – tools and techniques for project management.	10
Unit III	Project formulation – stages – bottlenecks – feasibility report – financing arrangements – finalization of projects – implementation of schedule.	12
Unit IV	Organizing human resources and contracting – project manager – project manager's authority – The project manager – roles and responsibilities of project manager project organization – accountability in project execution – contracts and tendering, selection of contractors – team building.	10
Unit V	Organizing system and procedures – working of system – design of system – project work system design – work break down structure – project execution plan – project procedure manual project control system – planning scheduling and monitoring – monitoring contracts and project diary. Project implementation stages direction – communication in a project – coordination guidelines for effective implementation reporting in project management – project evaluation and its objectives types and methods.	10

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 Director - MBA
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Text Book

Building a Hospital – A Premier for Administrator - John Rea, J Jaffrey J Frommelt Malcolm D. Maccoun.

Reference Books

1. Planning & Management of Medical Care Hospital Services (Background Papers)
2. Conducted by Department of Medical Care and Hospital Administration NIH&FW, New Delhi.
3. Site Selection for Health Care Facilities - James Lifton, Owen B Hardy
4. Planning Health facilities for patient and visitors - Janet Reinstein Carpmqan Myro A Grant Deborah A. Simmons
5. Hospital waste management - John Blackman
6. How to evaluate equipment and service contract - Henry Alder
7. Hospital facilities planning and Design - G.D. Kuders

Course Outcome:

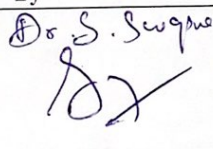
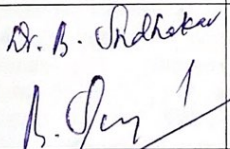


On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Design and Plan a hospital infrastructure.	K2
CO2	Understand the various processes in Project Management and formulation of projects.	K1
CO3	Use various tools and techniques to prepare a project report.	K2
CO4	To have practical insight in to the process of organizing a project.	K2 & K3
CO5	To plan and execute a project effectively.	K2 & K3

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S			
CO3	S	S	M	
CO4	S	S	M	
CO5	S	S	M	

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
	 B. Jay 1		 Co-ordinator

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Director- MBA
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Coimbatore-641 028.

Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPEDA	Course Title	Batch	2019-2020 Onwards
		ENTREPRENEURSHIP DEVELOPMENT	Semester	III
Hrs / Week	4		Credits	4

Course Objectives:

1. To understand the concept of entrepreneurship and its evolution.
2. Have the ability to discern distinct entrepreneurial traits
3. To enable the students to enrich the Knowledge on Entrepreneurial skills
4. To understand the different Institutional Support for Entrepreneurship development in India.
5. To have the basic knowledge on the various Government schemes for entrepreneurship.

Code No	Subject	Semester No
19MSPEDA	ENTREPRENEURSHIP DEVELOPMENT	III
Objective:	The objectives of ED are to develop and strengthen the entrepreneurial quality, to motivate them for achievement and to enable participants to be independent and capable.	
Unit No	Topics	Hours
Unit I	Entrepreneurship: Meaning of Entrepreneurship -importance- Role of entrepreneurship in economic development- Entrepreneurial Environment-Evolution of Entrepreneurship - - Entrepreneurship Culture - Stages in entrepreneurship- Managerial Vs entrepreneurial approach and emergence of entrepreneurship-entrepreneurship development programme in India.	10
Unit II	Entrepreneur: Meaning of Entrepreneur -importance - Qualities, nature types, traits, culture, Similarities and differences between entrepreneur and intrapreneur Evolution of Entrepreneurs- Entrepreneurial promotion. Entrepreneurial change - occupational mobility-factors in mobility - Role of consultancy.	10
Unit III	Entrepreneurial Skills: Emotional Intelligence-Entrepreneurial behaviour -entrepreneurial motivation- Resilience-Curiosity- Originality - Flexibility Time Management-achievement and management success, - entrepreneurial success in rural areas- innovation and entrepreneur-establishing entrepreneurs' system.	10
Unit IV	Institutional Support of Entrepreneurship development: Central Level Institutions Small-Scale Industries Board (SSI Board)- Khadi & Village Industries Commission (KVIC) - Small Industries Development Organization (SIDO) - National Small Industries Corporation Ltd. (NSIC) - National Science & Technology Entrepreneurship Development Board (NSTEDB) -National Productivity Council (NPC) -National Institute for Small Industry Extension and Training (NISJET) - National Institute for Entrepreneurship and Small Business Development (NIESBUD) - Indian Institute of Entrepreneurship (IIE) -Entrepreneurship Development Institute of India(EDI)	12

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Unit V	Government schemes for entrepreneur Multiplier Grants Scheme (MGS) for IT Research and Development-Modified Special Incentive Package Scheme (M- SIPS)-The Venture Capital Assistance Scheme-Credit Guarantee, Raw Material Assistance-Infrastructure Development Scheme- MSME Market Development Assistance-Credit Linked Capital Subsidy for Technology Upgradation-Atal Incubation Centres (AIC)-Bridge Loan Against MNRE Capital Subsidy.	10
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Text Book

N.P.Srinivasan & G.P.Gupta, " Entrepreneurial Development ", Sultan chand&Sons-2015

Reference Books

1. Vasanth Desai "Dynamics of Entrepreneurial Development and Management Himalaya Publishing House-2011.
2. P.Saravanelu "Entrepreneurship Development ",EskapeePublications.
3. Satish Taneja, Entrepreneur Development ", New VentureCreation-2014
4. RobertD.Hisrich,MichaelP.Peters,"EntrepreneurshipDevelopment,TataMcGrawHill edition-2018.
5. Anil Kumar"Entrepreneurial Development",newagepublishers-2003
6. <https://hackernoon.com/the-10-skills-every-entrepreneur-needs-to-develop-a268a0ce6584>
7. <https://docplayer.net/4396445-Syllabus-entrepreneurial-development.html>
8. <https://www.coursehero.com/file/pn9mm8/Central-Level-Institutions-a-Small-Scale-Industries-Board-SSI-Board-b-Khadi/>
9. <https://springhouse.in/government-schemes-every-entrepreneur/>

Course Outcome:

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Visualise the concept of entrepreneurship and the entrepreneurship development programme in India.	K1
CO2	Differentiate between an entrepreneur and an Intrapreneur and their roles.	K1 andK2
CO3	Understand the different traits of an entrepreneur and nurture to build them.	K2
CO4	To analyse Institutional Support of Entrepreneurshipdevelopment.	K2
CO5	Identify the Government schemes for the entrepreneur.	K3

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S	M		
CO3	S	S		
CO4	S	M		
CO5	S	M		

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
<i>K.C. Desai</i>	<i>B. Chakraborty</i>	<i>B.M.</i>	<i>[Signature]</i>

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Director- MBA
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Coimbatore-641 028.

Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPEDB	Course Title	Batch	2019-2020 Onwards
		INNOVATION MANAGEMENT	Semester	III
Hrs / Week	4		Credits	4


Course Objectives:

1. To make students understand the theoretical process of innovation and the associated management issues.
2. To enable students to apply analytical tools that can help structuring information for decision making about innovation.
3. To enable students to create new ideas using technologies to market successful products in a sustainable way.
4. To enable students to learn the process of effectiveness, evaluation and post implementation analysis of innovation.
5. To enable students to have the ability to apply the concepts in real world situations.

Code NO	Subject	Semester III
19MSPEDB	INNOVATION MANAGEMENT	
Objective:	The course aims to provide students with basic concepts and awareness in technological innovation and an understanding of the challenges and opportunities that small and large firms face in relation to this.	
Unit No	Topics	Hours
Unit I	EXPLORING INNOVATIONS: Concept of innovation, Historic retrospective, typology of innovations, Innovation process, Macroeconomic view of innovation -Approaches to innovations, Assumptions and barriers to innovations, Innovation sources, i.e. science and R&D, technology transfer, push and pull approaches. Processes used to explore innovations along the technology, market and strategy dimensions as the innovation moves from idea	12
Unit II	APPLICATION OF INNOVATION: Organizational aspects of innovation, Soft methods and techniques of innovation management, Creative approaches, Systemic and analytical methods and techniques of innovation management, Economic aspects of innovations - encompassing sources of innovation financing	10
Unit III	MARKETING INNOVATION PRODUCTS: Strategic considerations on innovations, Innovation platforms that incorporate new product development, Process innovations, Service innovation, Service design innovation, Multiple product options, Portfolios and Standards	10
Unit IV	EVALUATION OF INNOVATION: Effectiveness evaluation, Integration of risks, Factors influencing economic effectiveness, Post implementation analysis of innovation projects, Intellectual property of innovations, legal aspects of innovations	10
Unit V	INNOVATION IN REALITY: Mindset, lateral thinking, out of box approach, creativity, innovation for problem solving.	10

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Director- MBA
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Text book

CK Prahalad and MK Krishnan: The new age of innovation, McGraw Hill

Reference books:

1. Paul Trott, Innovation Management and New Product Development, Pearson, 4th Edition.
2. Khandwalla: Corporate Creativity, McGrawhill
3. Mauborgne, René, Blue Ocean Strategy, Boston, Harvard Business School Press, 2005.
4. Fraser, Heather, Design Works; Toronto: University of Toronto Press, 2012
5. Govindarajan, Vijay & Trimble, Chris, Reverse Innovation; Boston: Harvard Business School Press, 2012
6. Shlome Mittal, D.V.R. Seshadri, Innovation Management: Strategies, Concepts and tools for growth and profit, Sage Publications.
7. V.K. Narayanan, Managing Technology and Innovation for Competitive Advantage, Pearson Education, PaperBack.
8. William L. Miller & Langdon Morris, Fourth Generation R&D, Managing Knowledge, Technology and Innovation, Wiley India Edition.
9. V.K. Narayana, Gina Colarelli, Encyclopedia of Technology and Innovation Management, John Wiley & Sons Publication.

Course Outcome:


On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Systematically integrate knowledge and understanding of different aspects of innovation, and its role in business and society.	K1
CO2	Apply innovation-related theories in different settings in order to generate new approaches to innovation.	K1 and K2
CO3	Design and develop strategies for new product development.	K1 and K2
CO4	Identify, evaluate and suggests solutions to challenges in large and small organizations relating to innovative performance	K1 and K2
CO5	Make students apply the learning in real world situations.	K1, K2 and K3

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S	S	S	
CO3	S	S	S	
CO4	S	S	S	
CO5	S	S	S	

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
P. Anushe Prabha P. Anushe Prabha	Dr. B. Anshu A. Jay	Dr. R. SHOBANA JAL	

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Director
PGD Research Department
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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPMMA	Course Title	Batch	2019-2020 Onwards
		CUSTOMER RELATIONSHIP MANAGEMENT	Semester	III
Hrs / Week	4		Credits	4

Course Objectives:

1. To enable the student to understand the key terms, definitions, and concepts in CRM.
2. To enable the student to understand the customer and his behaviour as an individual and in a group.
3. To enable the students to understand the planning and implementation process of CRM.
4. To enable student to understand influence of information technology in CRM and its application in it.
5. To enable students to understand the emerging trends in electronic commerce and its impact in CRM process.

Code No	Subject	Semester No
19MSPMMA	CUSTOMER RELATIONSHIP MANAGEMENT	III
Objective:	Understand about customer relationship management concepts and frameworks, and how these are applied to form relationships with customers.	
Unit No	Topics	Hours
Unit I	Customer Relationship Management Introduction- Meaning and Definition of CRM-History-Importance of CRM-Concept and Growth of Relationship Marketing- Scope of Relationship Marketing-Benefits and difficulties of CRM.	10
Unit II	Understanding Customer: Customer information Database – Customer Profile Analysis - Customer perception, Expectations analysis – Customer behaviour in relationship perspectives; individual and group customer's - Customer life time value– Selection of Profitable customer segments.	12
Unit III	CRM Planning and Implementation Strategic CRM planning process – Implementation issues – CRM Tools- Analytical CRM– Operational CRM - Call centre management – Role of CRM Managers.	10
Unit IV	Technological Support in CRM: Introduction - technological Applications in CRM - types of Technological Applications in CRM - Customer Databases and Information Systems - Database Marketing Strategies - CRM Software Solutions for B2C and B2B Markets - Accounting Systems for Customer Acquisition and Retention Costs. Profitability through Technology	10
Unit V	e-CRM – Emerging Trend in CRM Introduction - Importance of e-CRM in Service Marketing - Challenges involved in formulating and implementing e-CRM strategies - e-CRM architecture and its components - Five engines of e-CRM - Evolution of e-customer and e-marketing - e-CRM for personalized service	10

Text Book

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Director- MBA
PG & Research Department of Management Studies,
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Niranjan Pani, Sarbeswar Mohapatra (2009), "Customer Relationship management perspective", Mahamaya publishing house, New Delhi (India)

Reference Books

1. Baran, Galka, Strunk (2008), "Customer Relationship Management", South-Western Cengage Learning India Private Limited, NewDelhi.
2. Gosney, Thomas(2003), "Customer Relationship Management Essentials", Prentice Hall of India Private Limited, New Delhi
3. Jagdish N Sheth, Atul Parvatiyar, Shainesh G (2001), "Customer Relationship management-emerging concepts tools and applications", Tata McGraw Hill Publishing Company Limited, NewDelhi.
4. Mukesh Chaturvedi, Abhinav Chaturvedi (2008), "Customer Relationship Management an Indian Perspective", Excel Books, NewDelhi.
5. Sugnathi R K (2003), "Customer Relationship Management", New Age International Publishers, pp 23, NewDelhi.
6. Francis Buttle (Author), Stan Maklan (Author), Customer Relationship Management: Concepts and Technologies, Routledge; 4 edition, 2019.

Course Outcome:

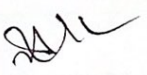
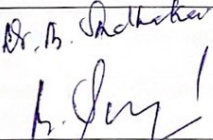
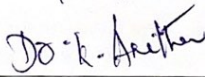

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the fundamentals of customer relationship management.	K1
CO2	Visualise the behaviour of the customer and plan the CRM activities.	K1 and K2
CO3	Develop a CRM process and implement the same.	K1 and K2
CO4	Visualise the impact of information technology in CRM process.	K1
CO5	Analyze e-CRM and its application in creating a e- business strategy.	K1, K2

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S	S	M	
CO3	S	S	S	
CO4	S	S	M	
CO5	S	S	S	


S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
Dr. B. SHOBANA 	Dr. B. Shobana 	Ken Do. K. Anitha 	

Co-ordinator
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Coimbatore-641 028.

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Director-NBA
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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPMMB	Course Title	Batch	2019-2020 Onwards
		INTEGRATED MARKETING COMMUNICATION	Semester	III
Hrs / Week	4		Credits	4

Course Objectives:

1. To enable the students to understand the key terms, definitions, and concepts in integrated marketing communications.
2. To enable the students to understand the communication process and to explore the use of various promotional tools like advertising, public relations, sales promotion, direct marketing, event marketing, and onlinemarketing.
3. To enable the students to conduct and evaluate marketing research and apply these findings to develop competitive and positioning strategies and to select the target audience(s) for the IMC campaign plan.
4. To enable students to understand integrated marketing communications help to build brand identity & brand relationship, and create brand equity through brand synergy.
5. To enable students to understand influence of information technology in integrated marketing communication and the latest trend evolving.

Course Code	Subject	Semester No
19MSPMMB	INTEGRATED MARKETING COMMUNICATION	III
Objective:	To enable the students to learn the various promotional mix tools and its evaluation	
Unit No	Topics	Hours
Unit I	Integrated Marketing Communications: Communications and IMC programs: Components, Value of IMC Plans. IMC: Overview, IMC Mix, New media and the Challenges, Product Cues, Price Cues, Place, Promotion, Publicity. Value in Marketing-Events – Communication and Branding	10
Unit II	Advertising Management Meaning, Objectives, Importance, Classification of advertisement, Economic and Social Effects of Advertising, Organization of Advertising Department, Advertising Agency Management, Campaign Planning, Advertising Budget, Advertising Copywriting for Print and Broadcast Media – Principles- case studies	12
Unit III	Advertising: Advertising Management: Overview, Advertising Planning and Research, Advertising Campaign Management: Communication and Advertising Objectives, Communications Budget, Media Selection –Types, Planning and Scheduling, Integration Strategies, Creativity and Message Strategies and Development, Measurement. Advertising agency: Role, Types*, Decisions	10
Unit IV	Promotional Tools: Consumer Promotions: Types, problems*, tactics Trade promotions: Types, Objectives, Concerns, Direct selling, Personal selling: Process, strategies Public relations: Regulations, sponsorship programs, Functions*, Types of stakeholders, Public relations events, Damage control, Social responsibility, Public relations tools, Regulating marketing communications.	10

Unit V	Digital Marketing Introduction - Concept of digital marketing - Traditional marketing Vs digital marketing- Social Media Marketing - Social media channels-Issues and challenges of digital and social media marketing The Internet as an Advertising Medium: Tracking Website visits, page views and click-stream analysis - Affiliate marketing - Blog marketing- Concept of banner marketing – case studies.	10
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Text Book

J,Craig Andrews, Terance Shimp, "Advertising Promotion and other aspects of Integrated Marketing Communication", Cengage Learning ,10th edition 2017

Reference Books

1. George E Beich, Micheal A Beich,Keyor Purani Advertising & Promotion , An Integrated Marketing Communication Perspective Tata McGraw Hill,7thEdition,2009
2. Sandra Moriarty, Nancy D Mitchell, Willliam D Wells, Advertising and IMC 10th Global Edition 2016
3. Tony Dakin. "Sales Promotion" McGraw HillInternational,2015
4. Julian Cummins, "Sales Promotion" Prentice Hall of India.,5th Edition2010
5. Krutishah, Alan D Souza," Advertising and Promotion an IMC "Perspective, TataMcGraw Hill,5th Edition 2012.
6. Kirti Dutta , Integrated Marketing Communications, Oxford University Press,2016.

Course Outcome:

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Acquire the basic knowledge in integrated marketing communication.	K1
CO2	Understand and analyze the various elements of communication process and their application as a promotion tool.	K1 and K2
CO3	Understand the process of planning & developing promotion strategies and promotion campaigns.	K1 and K2
CO4	Correlate the importance of communication process in building and promoting a brand.	K1 and K2
CO5	Visualize the impact of information technology and the latest trends in using it for communication process.	K1 and K2

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S	L		
CO2	S	S	M	
CO3	S	S	M	
CO4	S	S		
CO5	S	S	M	L

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
Dr. S. SHOBANA	Dr. B. Indukar	Dr. N. Parvatharaju	

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Director- MSA
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Coimbatore-641 028.

Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSP22	Course Title	Batch	2019-2020 Onwards
		STRATEGIC MANAGEMENT	Semester	IV
Hrs / Week	4		Credits	4

Course Objectives:

1. To understand the concept, importance and functions of strategic management process.
2. To enable the student to learn the concept of environmental and industry analysis for strategic decision making.
3. To enable student to learn the process of strategic formulation in detail with reference to Small, Medium, Large and MNC's.
4. To enable students to learn the process of strategic planning and evaluation in detail and to analyze the portfolio of business of an organization by adopting various approaches.
5. To enable student to learn the process of Strategy Implementation & Control in the organization and the models used in evaluation.

Code No	Subject	Semester No
19MSP22	STRATEGIC MANAGEMENT	IV
Objective	This Subject Introduces the Concepts, Tools, Principles of Strategy Formulation and Implementation to Gain Competitive Advantage and Sustainable Growth.	
Unit No	Topics	Hours
Unit I	Corporate Strategic Planning Strategic Management – Meaning- Development Stages - Benefits and Risks - Strategic Functional Objectives - Vision -Mission - Components - Hierarchical Levels of Planning - Strategic Planning Process – Strategic Indent	8
Unit II	Environment Analysis & Internal Analysis of Firm Environmental Scanning Techniques-ETOP, PEST, SWOT(TOWS)Matrix-Competitor Analysis –Porters Approach for Globalization - Assessing Internal Environment Through Functional Approach and Value Chain Analysis - Identifying Critical Success Factors-CoreCompetence-Stakeholders'Expectations–Scenario Planning - Industry Analysis.	12
Unit III	Strategy Formulation Generic Strategies – Differentiation- Overall Cost Leadership, Focus Grand Strategies – Stability – Growth- Retrenchment- Combination - Blue Ocean Strategy-Entrepreneurial Strategies- Strategic ManagementforSmallOrganizations, LargeOrganizationsandNon-Profit Organizations - Strategies of Leading Indian Companies.	12
Unit IV	Strategy - Planning and Evaluation Competitive Cost Dynamics - Experience Curve - BCG Approach - IA-BSMatrix-A.D.LittleLife-CycleApproachtoStrategicPlanning-BusinessPortfolioBalancing-AssessmentOfEconomicContribution Of Strategy - Strategic Funds Programming.	10

Unit V	Strategy Implementation & Control Various Approaches to Implementation of Strategy - Strategic Leadership - The Role of Leader in The Industry-4.0-Matching Organization Structure with Strategy-7S Model-Strategic Control- Types- Process-DuPont's Control Model and Balanced Score Card Methodology - Future of Strategic Management	10
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Text Book

Pearce & Robinson, "Strategic Management", All Indian Travelers N D., 14th Edition, 2014.

Reference Books

1. Srinivasan..R, "Strategic Management", Prentice Hall of India, New Delhi, 5th edition, 2014.
2. Michael. A.Hitt "Strategic Management :Concepts, Competitiveness and Globalization", Cengage Learning, 12th Edition, 2016.
3. David A.Aakar, "Strategic Market Management", Wiley India Pvt. Ltd, New Delhi, 11th Edition, 2017.
4. Fred R.David, "Strategic Management – A Competitive Advantage Approach -Concepts & Cases", Pearson Education, 16th Edition, 2017..
5. Thomas.L.Wheelen "Concepts in Strategic Management and Business Policy" Pearson Education, 14th Edition, 2018.

Course Outcome:

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Analyze the strategic decisions that organizations make and have an ability to engage in strategic planning	K1
CO2	analyze and assess the industry and environment factors influencing the strategic planning process.	K1 and K2
CO3	analyze the basic concepts, principles and practices associated with strategy formulation.	K1 and K2
CO4	Evaluate, plan and evaluate the organizational strategic decision in order to achieve the organizational goals	K1 and K2
CO5	Integrate and apply knowledge in formulation and implementation of strategy from a holistic and multi-functional perspective.	K1 and K2

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S	M	M	
CO2	S	S	S	
CO3	S	S	S	M
CO4	S	S	S	M
CO5	S	S	M	M

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
Dr. K. PRABAKAR	Dr. B. Shalakar	B. Shalakar	Coordinator

Approved in 6th Academic Council Meeting

Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Director
PG & Research Department of Management Studies
Hindusthan College of Arts and Science,
Coimbatore-641 028

Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPHRC	Course Title	Batch	2019-2020 Onwards
		ORGANIZATION DEVELOPMENT	Semester	IV
Hrs / Week	4		Credits	4

Course Objectives:

1. To make students understand the fundamental terminology relevant to the discipline of Organizational Development.
2. To make students understand the role of OD professionals and the components of OD.
3. To make students aware of the different types of interventions and their implementations.
4. To make students understand the impact of technology on OD.
5. To make students understand the future of OD and the latest trends in OD.

Code No	Subject	Semester No
19MSPHRC	ORGANIZATION DEVELOPMENT	IV
Objective	To prepare the students as organisational change facilitators using the knowledge and techniques of behavioural sciences. Case studies involving the learning from the course and to understand the applicability of OD interventions are required to be discussed.	
Unit No	Topics	Hours
Unit I	Organization Development: Introduction – Meaning and Definition, History of OD, Relevance of Organizational Development for Managers, Characteristics of OD, Assumptions of OD. Organizational Change, Strategies for Change, Theories of Planned Change (Lewin's change model, Action research model, the positive model), Action Research as a Process, Resistance to Change.	10
Unit II	Organizational Practitioner & Operational Components of O.D Role of OD Practitioner: OD Practitioner, Role of OD Professional in Organizations, Competencies Required for an OD Professional, Scope of the Role of an OD Professional- Client Consultant Relationship. Operational Components of O.D-Diagnostic, Action and Process-Maintenance components.	10
Unit III	Interventions Designing Interventions: OD Interventions, Characteristics of OD Interventions, Levels of Diagnosis in Organizations, Factors Affecting Success of Interventions. Human Resource Interventions: HRM Interventions, Goal Setting, Performance Appraisal, Reward Systems, Career Planning and Development, Managing Workforce Diversity, Employee Wellness. Structural Interventions: Socio-Technical Systems, Techno-Structural Interventions, Physical Settings and OD, Types of Techno-Structural Interventions. Strategic Interventions: Integrated Strategic Change, Trans-organization Development, Merger and Acquisition Integration, Culture Change, Self-Designing Organizations, Organization Learning and Knowledge Management, Confrontation Meetings.	12

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Unit IV	Technology & OD: Technology & OD: Basic Concept, Impact of Technology in Organizations, Benefits of Using Technology in OD, Guidelines for Integrating Technology in OD Interventions, Tools used in OD, Issues Related to Client Relationships, Power, Politics and Organizational Development, Importance of Evaluating Interventions, Types of Evaluation, Methods of Evaluating Interventions.	10
Unit V	Future of OD: Organizational Development and Globalization, Emerging Trends in OD - Expanding the use of OD, combining traditional "hard" business competencies and OD, creating whole system change, Using OD to facilitate partnerships and alliances, Enhancing constant learning, Trends within the Organization.	10

Text Book:

Brown, D. R. (2011). An experiential approach to organization development (8th ed.) Upper Saddle River, NJ: Pearson Prentice Hall. ISBN: 13:978-0-13-610689-0

Reference Books

1. Wendell L. French & Cecil H. Bell, Jr., "Organization Development", PHI, Sixth Edition, 2017.
2. French, Bell and Zawacki, "Organization Development Theory & Practice" Research Universal Book Stall 6th Edition, 2008.
3. Rosabeth Moss Kanter, "The change Master", Simson & Schaster, 1984
4. Dr. Lalitha Balakrishnan, Organizational Development, Margham Publications; 1 edition, 2012
5. Padmalita Routray, Kalyani Mohanty, "Human Resource Development and Organizational Effectiveness", Excel Books; First edition 2012.
6. Gagandeep, "Organizational Development", Sage Publication, 2013

Course Outcome:

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Demonstrate the philosophical, historical, theoretical, political and practical underpinnings of OD as a core area of practice within HRD.	K1
CO2	Gain an insight into the organizational development programmes and the components of OD.	K1
CO3	Increase awareness of different tools that are used to diagnose organizations as well as interventions used through hands-on experience.	K1 and K2
CO4	Demonstrate how to evaluate organizational development interventions and the use of technology.	K1 and K2
CO5	Enhance their skills in the latest trends in OD.	K1

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S			
CO3	S	S	S	
CO4	S	S	S	
CO5	S			M

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
<i>P. Anurag Prasad</i> <i>P. Anurag Prasad</i>	<i>Dr. B. Shubakar</i> <i>B. Shubakar</i>	<i>Dr. N. Prakash</i> <i>Dr. Prakash</i>	<i>[Signature]</i>

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Co-ordinator
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Hindusthan College of Arts & Science,
Coimbatore-641 028.

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Hindusthan College of Arts and Science,
Coimbatore-641 028.

Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPHRD	Course Title	Batch	2019-2020 Onwards
		INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS	Semester	IV
Hrs / Week	4		Credits	4

Course Objectives:

1. The students will have the knowledge of industrial relations and their impact on managing human resources.
2. To make the students gain a solid understanding of Trade union act and legal procedures regarding industrial disputes.
3. To equip students with fundamental legal issues pertaining to social welfare of the employees.
4. To give students insights into various laws regarding wages and wage administration.
5. To make them understand the nuances of factories act and other important labour laws

Code No	Subject	Semester No
19MSPHRD	INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS	IV
Objective	To impart basic knowledge of the Indian Industrial Relations System, its distinctive features and the labour legislations	
Unit No	Topics	Hours
Unit I	Industrial Relations Background of Industrial Relations – Definition, scope, objectives, factors affecting IR, participants of IR, importance of IR. Approaches to Industrial relations, system of IR in India. ILO and its influence on Legal enactments in India, National Commission on Labour. Changing dimension of Labour Market	10
Unit II	Trade Unions and Disputes The Trade Union Act, 1926. Industrial Conflicts- Industrial conflict – Meaning, causes and types of Industrial conflicts, prevention of Industrial conflicts, Industrial disputes act 1947, The contract labour (regulation and abolition Act 1970 (With latest Amendments), Case study.	12
Unit III	Social Welfare Legislations Employees' State Insurance (ESI) Act, 1948, Employees' compensation Act, 1923, Employees' Provident Fund and Miscellaneous Provisions Act 1952, Payment of Gratuity Act 1972. (With latest Amendments), Case study.	10
Unit IV	Law relating to Wages 1946, Payment of Bonus Act, 1965, Payment of Wages Act, 1936, Minimum Wages Act 1948, Industrial Employment (Standing orders) Act. (With latest Amendments), Case study.	10
Unit V	Other Legislations: Factories Act 1948, Maternity Benefit Act 1961, Child Labour (Prohibition & Regulation) Act, 1986, Sexual Harassment at Workplace (Prohibition, Prevention and Redressal) Act, 2013. (With latest Amendments)	10

Text Book

S C Srivastava, Industrial Relations and Labour laws, 7e, Vikas Publishing 2020

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PG & Research Director - MBA
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Reference Books

1. R C Sharma, "Industrial Relations and Labour Legislations", PHI,2016
2. PRNSinha,InduBalaSinha,SeemaPriyadharshiniShekar,IndustrialRelations,tradeunion and labour Legislation, Pearsons,2017
3. Nandhakumar. B "Industrial Relations Labour Welfare and Labour Laws", VijayNicole,2015
4. Tripathi. P.C "Personnel Management and Industrial Relations", Sultan Chand &sons,2013
5. Arun Monappa, Ranjeet Nambudhri and Patturaja Selvaraj, Industrial relations and Labour Laws,Second Edition, Tata McGrawHill,2012

Course Outcome:

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the industrial relation systems in India and as well as at International level	K1
CO2	Have adequate knowledge of acts relating to trade union and dispute management and apply it in corporate life	K1 and K2
CO3	Utilize provisions regarding social welfare measures in their workplace.	K1 and K2
CO4	Employ the law regarding the wages when faced with issues relating to it	K1 and K2
CO5	Getacquaintedwithfactoriesactandotherlawspertaining to women andchildren	K1

Mapping with Program Outcomes

COS	PO 1	PO2	PO3	PO4
CO1	S			M
CO2	S	S	M	
CO3	S	S	M	
CO4	S	S	M	
CO5	S			

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
<i>N. Parvathi</i> Dr. N. PARVATHI	<i>Dr. B. Shakti</i> <i>B. Shakti</i>	<i>B. Shakti</i>	<i>[Signature]</i>

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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPFIC	Course Title	Batch	2019-2021 Onwards
		INTERNATIONAL FINANCIAL MANAGEMENT	Semester	IV
Hrs / Week	4		Credits	4

Course Objectives:

1. The students will be able to understand International Financial Environment.
2. The students will be able to manage the foreign exchange risk.
3. The students will be able to understand the foreign investment and management of the funds.
4. The students will be able to become clear of Multinational Cash Management.
5. The students will be able to understand Eurocurrency markets, Eurocurrency Interest Rates, International Bonds Markets, External Commercial Borrowings.

Code No	Subject	Semester No
19MSPFIC	INTERNATIONAL FINANCIAL MANAGEMENT	IV
Objective:	To impart the students with in depth knowledge of international financial management	
Unit No	Topics	Hours
Unit I	International Financial Management Environment IFM environment: MNC and multinational financial management. Foreign exchange market- currency futures and options markets, determination of foreign exchange rates. Development of International Monetary System, Balance of Payments.	10
Unit II	Currency Forecasting and Forex Exposure Management Currency forecasting and foreign exchange risk management- determining parity conditions and currency forecasting. Measuring and managing accounting exposure, measuring economic exposure, managing economic exposure.	12
Unit III	International Investment Decisions Foreign Investment Analysis: Foreign direct investment, Capital budgeting for MNCs, international portfolio management, Foreign Exchange Management Act.	10
Unit IV	Multinational Cash management – Centralized perspective of cash flow analysis, Techniques to optimize cash flow – leading and lagging, netting, matching, Country risk analysis - Nature of Country Risk Assessment, Techniques to Assess Country Risk, Raters of Country Risk.	10
Unit V	Managing Foreign Operations – Eurocurrency markets - Eurocurrency Interest Rates, Domestic Issues Vs Euro Issues, International Bonds Markets, External Commercial Borrowings. Advantages of Euro Issues, Performance of Indian Euro Issues, GDRs and ADRs Interest rate and currency swaps - The Conceptual View of Swaps, Problems with parallel and Back-to-Back loans, Interest Rate Swaps -Rationale for Interest Rate Swaps, Currency swaps.	10

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Text Book:

Vyuptakesh Sharan, "International Financial Management", Prentice Hall of India., Sixth edition, 2010.

Reference Books

1. Alan C. Shapiro, "Multinational Financial Management", 8th edition, Wiley India, New Delhi, 2019.
2. Eun/Resnick, "International Financial Management", Tata McGraw Hill, New Delhi, 7th edition 2017.
3. Levi. D Maurice, "International Finance", McGraw Hill, New Delhi 6th edition 2015
4. Apte. P.G. "International Financial Management" – Tata McGraw Hill, 7th edition 2017.
5. Cheol. S. Eun & Bruce. G. Renich - International Financial Management – McGraw Hill, 7th edition, 2017.

Course Outcome:


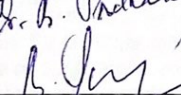

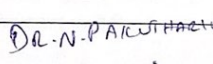
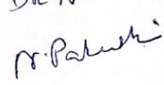
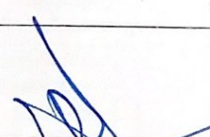
On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Analyze International Financial Management Environment	K1
CO2	Evaluate the Currency forecasting and Manage foreign exchange risk	K1 and K2
CO3	Analysis of Foreign Investment Decision.	K1 and K2
CO4	Learn Multinational Cash management.	K1 and K2
CO5	Perform Foreign Exchange Operations.	K1 and K2

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			S
CO2	S	M		S
CO3	S	M	M	S
CO4	S	M	M	S
CO5	S	M	M	S

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
S. Sora Venem 	Dr. B. Shalaker  B. Jay 	Dr. N. P. Akshay  N. Palushi 	

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPFID	Course Title	Batch	2019-2021 Onwards
		BANKING REGULATIONS AND SERVICES	Semester	IV
Hrs / Week	4		Credits	4

Course objectives

1. To enable students to understand Structural framework-Indian Banking System.
2. To enable students to understand Banking services provided by the banks.
3. To enable students to understand Regulatory framework related to Banking Regulations.
4. To enable students to gain knowledge regarding Marketing of banking services.
5. To enable students to understand the Role of IT in Banking Technology.

Code No	Course	Semester No
19MSPFID	BANKING REGULATIONS AND SERVICES	IV
Objective:	To familiarize the students with the types of loans available in the market, various services provided by banks, different types of banking, regulatory framework and the structure of banking system and various marketing strategies in banking.	
Unit No	Topics	Hrs
I	Structural framework-Indian Banking System: An Overview – Banking Structure – Different types of Banking – Investment Banking and Commercial Banking – Central Bank – Need and establishment – Organization and Administration of RBI – Functions of RBI – Banking Ombudsman – Basle Norms	10
II	Banking services-fund based business-Deposit Products – CASA and Term Deposits – Different. Type of Commercial Loans , Retail Loans and Wholesale Loans – Trade finance – Overdraft Facilities – Primary and Collateral Securities – Modes of creating charges on securities – Hypothecation, Pledge, Mortgage, Lien and Assignment-Non fund-based business – Bank guarantee and Letter of Credit.	10
III	Regulatory framework-Banking Regulations Act – RBI Act – Credit control measures and Monetary policy of RBI: CRR, SLR, REPO rates, Reverse REPO rates and Base Lending Rate – Bank Capital: Tier I & Tier II – Base I III and Capital Adequacy norms (CAR AND CRAR) – Liquidity Adjustment Facility (LAF) – IBA – Payment and Settlement System Act.	12
IV	Marketing of banking services -Marketing Strategies: Segmentation, Marketing Mix for Banking Services – Product and Services. Innovation – Cost effective pricing, one stop shop, Cross selling of products, value added services, Marketing Information System – Importance of Finance Planning – Identification of Investment needs for retail investors – Studying Investment Behavior - Household Vs Institutional Investors.	10
V	Role of IT-Banking Technology – Electronic Banking – Core Banking, Mobile Banking, Online Banking – Remittance Facilities and Clearing system: National Electronic Fund Transfer (NEFT), RTGS, ECS, SWIFT, MICR – ATMs, Credit / Debit / Smart Cards – Technology Initiatives of RBI/IDRBT –Electronic Benefit Transfers.	10

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Text Book

Dr.O.P .Gupta Banking Law and Practice in India , Sahitya Bhawan Publications,2019.

Reference Books

1. Iyengar Vijayaragavan -Introduction to Banking, Excel Books, India2009.
2. Muraleedharan. D, - Modern Banking theory and practice, PHI Pvt. Ltd, 2ndEdition,2014.
3. Sundharam K.P.M, -Modern Banking, Sultan Chand & Co, 1st Edition,2015.
4. Machiraju H.R - Modern Commercial Banking, Vikas Publishing House, 2ndEdition,2019.
5. Tanna M.L.- Tanna's Banking Law and Practice in India, Jain Book, 27thEdition.2017.
6. MacDonald S., Timothy W -Management of Banking., Cengage learning, 2014, revised Edition.
7. Dr.S.R.Myneni, Law of Banking and Negotiable Instruments, 4th Edition, Asia law House, Hydrabad, 2019.

Course Outcome:

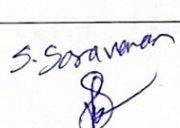
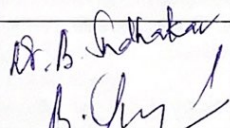
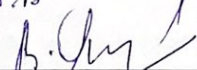
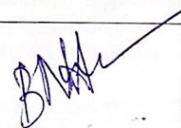
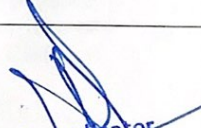
On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Analyze Structural framework-Indian Banking System.	K1
CO2	Evaluate the Banking services provided by the banks.	K1
CO3	Learn the Regulatory framework related to Banking Regulations	K1
CO4	Apply the Marketing of banking services	K1 and K2
CO5	Apply of Technology in Banking	K1 and K2

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S			
CO3	S	M		
CO4	S	S	M	
CO5	S	S	M	


S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
	 		

Co-ordinator
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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPLMC	Course Title	Batch	2019-2020 Onwards
		SUPPLY CHAIN MANAGEMENT	Semester	IV
Hrs / Week	4		Credits	4


Course Objectives:

1. To make the students familiar with the basic concept of Supply Chain Management and its strategy.
2. To enable the students to learn the functions & principles distribution and supply chain network.
3. To make students understand the key processes of production planning in SCM.
4. To understand the role of inventory in SCM.
5. To create an awareness about the impact of Information Technology in global SCM.

Code No	Subject	Semester No
19MSPLMC	SUPPLY CHAIN MANAGEMENT	IV
Objective	To impart knowledge on various aspects of Supply Chain Management	
Unit No	Topics	Hours
Unit I	Supply Chain Management - Introduction to Supply Chain Management: Objectives, Concepts, Importance, Process View of SCM. Supply Chain Strategy: Framework, Strategic Fit, Expanding Strategic Scope. Performance Measurement in Supply Chain: Dimensions, SCOR Model, Supply Chain Drivers and Metrics.	10
Unit II	Distribution in Supply Chain Network: Designing, Factors influencing, Network Design Option, Selecting Network Design. Network Design in Supply Chain: Role, Elements, Factors influencing, Process of Network Design. Network Integration: Enterprise Facility Network, Warehouse Requirements, Total Cost Integration, Formulating Logistical Strategy.	10
Unit III	Production Planning: - Importance, Procedures, Factors determining Production Planning - Production Scheduling: - Objectives, Importance, Types, Factors determining Production Scheduling. Customer-focused Marketing: Customer Service, Customer Satisfaction, Customer Success, Forecasting, Collaborative Planning, Forecasting and Replenishment (CPFR).	12
Unit IV	Inventory in SCM: Functionality and Definitions, Inventory Carrying Cost, Planning Inventory, Managing Uncertainty, Inventory Management Policies and Practices. Demand Forecasting: Meaning, Types, Levels, Components, Methods. Supply Chain Integration: Development, Framework, Dimensions, Types, Stages, Bullwhip Effect, Barriers to Supply Chain Integration.	10
Unit V	Global Supply Chain - Agile Supply Chain: Elements, Model, Importance, Problems. Outsourcing: Classifications. Control Measures in Outsourcing. IT in Supply Chain-Supply Chain & IT Framework, Innovative Technologies in Supply Chain - Global Environmental Factors. Global Supply Chain Strategy, Issues and Challenges. Recent Trends in Supply Chain Management.	10

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Text Book

Bowersox Donald J., David J Closs & M Bixby Cooper, "Supply Chain and Logistics Management", Tata McGraw Hill, 2016.

Reference Books

1. Sunil Chopra, Peter Meindl, "Supply Chain Management Strategy, Planning & Operation", Person Education, 3rd Edition, 2016.
2. SimchiLevi, Kaminsky, "Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies", Tata McGraw Hill, 2015.
3. Robert B Handfield & Ernest L. Nichols JR, "Introduction to Supply Chain Management", Prentice Hall of India, New Delhi.
4. Rahul, V Altekar, "Supply Chain Management, Concepts & Cases", PHI Learning, 2013.

Course Outcome:

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the concept of SCM and its strategic importance.	K1
CO2	Understand the various processes in SCM for improving distribution network in organizational performance.	K1
CO3	Design a production planning process in achieving competitive advantage.	K1 and K2
CO4	To have practical insight in to the various aspects of inventory in logistics function.	K1 and K2
CO5	To understand the application of IT in SCM process.	K1 and K2

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S			
CO3	S	S	M	
CO4	S	S	M	
CO5	S	S	M	

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
<i>Dr. B. Shethkar</i> <i>B. Jey</i>	<i>Dr. B. Shethkar</i> <i>B. Jey</i>	<i>Dr. N. Parvathalakshmi</i> <i>N. Parvathi</i>	<i>[Signature]</i>

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Approved in 6th Academic Council Meeting

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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPLMD	Course Title	Batch	2019-2020 Onwards
		INTERNATIONAL LOGISTICS & SHIPPING MANAGEMENT	Semester	IV
Hrs / Week	4		Credits	4

Course Objectives:

1. This course deals with the development of strategies for business logistics and supply chain management involving the transfer of goods and services across national boundaries.
2. Topics include the impact of economic globalization on supply chain strategies; the design of global logistics networks; managerial processes and systems for international production and distribution; and risk management for international logistics
3. Develop an understanding of the concept's attendant to international logistics
4. Develop an understanding of the challenges and opportunities faced international logistics management
5. Understand the international logistics infrastructure

Code No	Subject	Semester No
19MSPLMD	INTERNATIONAL LOGISTICS & SHIPPING MANAGEMENT	IV
Objective:	To impart knowledge on various aspects of International Logistics & Shipping Management	
Unit No	Topics	Hours
Unit I	International Logistics - Definition, International Trade, Historical development of international logistics, components of international logistics, economic importance of international logistics-Third party and fourth party logistics -Reverse Logistics.	10
Unit II	Commercial Documents - International commercial documents, invoices, export documents- import documents- transportation documents, International insurance- risk management- marine insurance policies-coverage under a marine cargo insurance policy- airfreight policy-Lloyd's principles-commercial credit insurance.	10
Unit III	Ocean Transportation - International ocean transportation – types of ships and International trade- world tonnage- constraints Flags, conferences, chartering, Baltic exchange, UN convention on liner code of conduct International air transportation – Advantages, disadvantages, types of aircrafts- international regulations –Air Cargo handling – Types of air cargo- Air Cargo Tariff Structure, IATA-Electronic Logistics – An overview.	12
Unit IV	Logistics Infrastructure - International logistics infrastructure Transportation infrastructure- ports, canals, waterways, airports, road, warehousing Communication infrastructure, role of intermediaries in shipping industry- Multimodal Transport	10

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	mix, utilities infrastructure- electricity, water, energy.	
Unit V	Indian Shipping- Ports in India, Export Promotion on capital goods, Govt. Policy, Port Infrastructure development, Major Indian shipping companies & Ocean freight structure, Shippers association, shipment of Govt. Controlled Cargo. Emerging trends in shipping.	10

Text Book:

Krishnaveni Muthaiah, "Logistics Management and World Sea Borne Trade", Himalaya Publishing House 2011

Reference Books

1. Pierre David, "International Logistics", 5th edition, Biztantra, New Delhi, 2017.
2. Paul Murphy, Donald Wood, "Contemporary Logistics", Prentice Hall, 12th Edition, 2017.
3. Justin Paul Rajiv A. Sekar, "International Logistics & Shipping Management" OXFORD- Higher Education, 2013.
4. Anurag Saxena, Kaushik Sircar, "Contemporary Logistics Text & Cases", Jaico Publication House.
5. Soundian. S- "Export Management"- Mjppublishers.Com

COURSE OUTCOME

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Identify and evaluate the elements of an international logistics system	K1
CO2	Understand the relationships between international logistics management, the international business environment	K1
CO3	Recognize the complexity of the elements in international logisticssystemandhowtheyarrelatedtoorganizational performance	K1
CO4	Learn the current issues for the design and evaluation of an international logistics system	K2
CO5	Analysis the elements of an international logistics system should be integrated and coordinated in the most cost- effective manner	K2

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S	M	M	
CO2	S		M	
CO3	S	M		
CO4	S	M		
CO5	S	M	M	M

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
<i>P. Anurag Babble</i> <i>P. M...</i>	<i>Dr. B. ...</i> <i>A. Jay</i>	<i>B...</i>	<i>[Signature]</i>

Co-ordinator

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Director- MBA
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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPMEC	Course Title	Batch	2019-2020 Onwards
		MEDIA MANAGEMENT AND PUBLIC RELATIONS	Semester	IV
Hrs / Week	4		Credits	4

Course Objectives:

1. To enable the student to enrich with the knowledge in Media Planning & Buying and Media metrics.
2. To enable students to understand the various concepts of Media Mix.
3. To enable students to plan and implement a media plan.
4. To make students understand the concept of Public Relation and its Scope.
5. To provide a practical insight to Media Management and PR Strategy & Planning

Code No	Subject	Semester No
19MSPMEC	MEDIA MANAGEMENT AND PUBLIC RELATIONS	IV
Objective:	To enable the students to understand the process of Public Relations, process and practice in promoting organizations.	
Unit No	Topics	Hours
Unit I	Overview of Media Planning & Buying, The changing Context, Current day realities, Buyer's role - Objectives of Media Buyer- Roles within a Media Agency - Media Agency Structure - Non- Agency options - Basic Media Metrics - Television Metrics - Benchmarking Metrics - Plan Metrics - Print Metrics - Understanding the Target Audience - Impact - Data Sources - Demographics & Psychographics.	10
Unit II	Media Mix - Why it is needed? & Its Types - Media Choices - Strategic Issues - TG Media Consumption - Competitive Activity- Quantitative Parameters - Qualitative Factors - Role suitability of the medium Factors that affect Scheduling - Scheduling Patterns - Scheduling for Impact - Ad Response functions - Adstock Modeling-Building a Strategic Media Plan	10
Unit III	Media Plan Implementation: Raising estimates - Booking activity - Release orders - Creative Material Dispatch - Monitoring the activity - Billing & Collections A career in Media Sales - Types of Sales positions - steps to Media Sales success - Future of Advertising.	10
Unit IV	Introduction to PR - Concept, Nature, Importance, Steps, Limitations, Public Relations As A Profession, Overview, Profession, Codes Of Professional Conduct, Functions Of Public Relations Department, Policy, Publicity, Product Publicity, Relations With The Government, Community Relations, Shareholders Relations, Promotion Programmes, Donations, Employee Publications, Guest Relations, Establishment Of Relations With The Public, The Need For Public Relations, Scope Of Public Relations, Professional Code-Public Relations.	12
Unit V	Media Management PR strategy and planning - identifying right PR strategy, Brain Storming sessions, Event organization, writing for PR. Ethics and Challenges of Public Relations, International Public Relations Association (IPRA) Code of Conduct-Media conglomeration.	10

Text book

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 Director- MBA
 PG & Research Department of Management Studies,
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Iqbal S. Sachdeva, "Public Relations Principles and Practices", Oxford University Press, 2012.

Reference Books

1. Reddi C. V Narasimha, "Effective Public Relations and Media Strategy", Publisher: Phi Learning(2009)
2. Event Management by Swarup K. Goyal - Adhyayan Publisher -2013.
3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House 2012
4. Sailesh Senguptha, "Management of Public Relations and Communications", Vikas Publishing House, 2005.
5. Iqbal Sachdeva, "Public Relations: Principles and Practices", Oxford Higher Education, 2012.

Course Outcome:

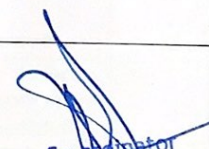
On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the basics of Media Planning and its Metrics.	K1
CO2	Visualize the components of Media Mix and its planning.	K1
CO3	Plan and implement a Media Plan.	K1 and K2
CO4	Understand the concept of PR and its importance to Media.	K1
CO5	Evaluate the Media Management, PR strategy and planning through the objectives.	K1 and K2

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S			
CO3	S	S	M	
CO4	S			
CO5	S	S	M	


S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
K2 Dr. K. Anitha	Dr. B. Indrakumar B. Jay	Dr. S. Swapna S.	

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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPMED	Course Title	Batch	2019-2020 Onwards
		MEDIA LAW AND ETHICS	Semester	IV
Hrs / Week	4		Credits	4

Course Objectives:

1. To enable the students, understand the Media Laws and the legal aspects of managing media.
2. To learn and understand various acts and its application related to media.
3. To know in detail about the various patent rights.
4. To understand the various acts related to Media Law and Women and media related acts.
5. To have the basics on ethics & law and the related regulations.

Code No	Subject	Semester No
19MSPMED	MEDIA LAW AND ETHICS	IV
Objective:	To enable the students to understand the Media Laws and significance of ethics in management of Media.	
Unit No	Topics	Hours
Unit I	Media Law - History of Media Law in India - Indian Constitution (Specific Provisions Related to Media) - fundamental rights - Directive principles of state policy - Freedom of media introduction – Defamation	10
Unit II	Acts - Provisions of Indian Penal Code & Criminal Procedure Code- Official Secrets Acts 1923 - The Contempt of Courts Act 1971 - Print Media: Acts - The Press and Registration of books Act – Registration of News Papers - Press council Act	10
Unit III	Patent Rights - Intellectual Property Rights - Patents Act - The copyright Act-Right to Information Act 2005-The Monopolies and Restrictive Trade Practices Act - Types of cybercrimes- Cyber Law-Information Technology Act 2000.	10
Unit IV	Media Law and Women - Media Law and Women - Indecent Representation of Women (Prohibition) Act –salient features of the act-media and children - The Children’s Act-broadcasting-The Prasar Bharati Act, features-The Cable Television Network Act - Film media - Cinematograph Act	12
Unit V	Ethics Vs Law - Ethics Vs Law - Ethics VS principles of journalism - Code of Ethics- broadcasting Ethics-Telecom Regulatory Authority of India Regulations (TRAI)-Net Neutrality-Case studies.	10

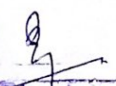
Text Book

Neelamalar.M, “Media Law & Ethics”, PHI learning PVT LTD, 2009.

Reference Books

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Director-MBA
 PG & Research Department of Management Studies,
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1. Paranjay GuhaThakurta., "Media Ethics", Oxford University Press,2011.
2. Jan R. Hakemulder, Fay A. C, de Jonge, Singh P.P, "Media Ethics and Law",Anmol Publishing, New Delhi 2008.
3. Roy.L.Moore,"Media Law and Ehics(A case book)", 5th edition,Rout Ledge,2017.
4. Cliffortg,Christians"MediaEthics-Casesandmorals" 1thedition,AllynBaconpublications, 2020.
5. HasanS."MassCommunication:PrinciplesandConcepts",CBSpublishers,NewDelhi,2019.

Course Outcome:

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Examine media law and ethics pertaining to media.	K1
CO2	Understand the media acts and principles to the professional settings.	K1
CO3	Analyse various laws relating to Patent Rights	K1
CO4	Comprehend various Media Law relating to women and broadcast media.	K1
CO5	Differentiate Ethics Vs Law and understand the various regulatory bodies in India.	K1

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S	M		
CO3	S			
CO4	S	M		
CO5	S	M		

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
<i>Dr. K. Anthee</i>	<i>B. B. Shidhakar</i> <i>B. Jay</i>	<i>Dr. N. Palwani</i> <i>N. Palwani</i>	<i>[Signature]</i>

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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPPNC	Course Title	Batch	2019-2020 Onwards
		TOTAL QUALITY MANAGEMENT	Semester	IV
Hrs / Week	4		Credits	4

Course Objectives:

1. To make the students familiar with the concept of Total Quality Management.
2. To enable the students to learn the principles and tools of Total Quality Management.
3. To make students learn the application of techniques in implementing TQM.
4. To understand the statistical approach for quality control.
5. To create an awareness about the ISO and QS certification process and its need for the industries.

Code No	Subject	Semester No
19 MSPPNC	TOTAL QUALITY MANAGEMENT	IV
Objective:	To introduce the concept of quality in production including total quality in business Management.	
Unit No	Topics	Hours
Unit I	Total Quality Management - Total quality management – concepts – quality management in retrospect – evaluation of quality approaches – Basic elements of TQM. Accelerating use of TQM – The continuous improvement process – International trend in continuous improvement process – Service quality Vs Product Quality. Total Quality: - Value & Differential advantage	11
Unit II	Pillars of Total Quality - Pillars of Total quality management – Strategic thinking and planning, the starting point for total quality – Total quality policy and deployment guidelines – Total quality approaches – leadership for TQM. Attitude & involvement of top management. Organizational implications	11
Unit III	Total Quality Models - Total quality models – Enablers for total quality – quality responsibilities – achieving total commitment to quality – Information & customer – Strategic information system – Strategic quality management	10
Unit IV	Quality and Training Process - Quality education and training quality process, Quality system – Quality measurement system including the tools of TQM – Quality cost – Quality planning – Quality information feedback – Internal customer conflict – customer retention and problems.	10
Unit V	TQM in Services - Strategic choice of markets and customers maintaining competitive advantage – Designing process and products for Quality – TQM and ISO 9000 – Auditing for TQM – TQM in services – TQM in education – The leverage of productivity and Quality – Pitfalls in operational sing Total Quality.	10

Text Book

Bharat Wakhl "Total quality" S Chand & Company; Revised edition, 2007.

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Reference Books

1. Mohanty.R.P and Lakhe R.R“TQM in Service Sector”, Tata McGraw Hill 1st edition 2001
2. Sundararaju, “Total Quality Management”, Macmillan India Limited, 2001.
3. Bill Creech, “Five Pillars of TQM”, 3rd edition, PHI, 2007
4. Joseph and Berk, “Total Quality Management”, Prentice Hall of India, New Delhi, 1994
5. Stephen George, “TQM Strategies and Techniques” 2nd Edition, TMH, 2007.
6. V. Vijayan, H. Ramakrishnan, “Total Quality Management”, S. Chand Publishing Co. July 2014.
7. Poornima M. Charantimath, “Total Quality Management”, Pearson Education; Third edition, April 2017.
8. Besterfield Dale H. (Author), Besterfield Carol, (Author), Besterfield (Author), & 3 More, “Total Quality Management (TQM) 5e by Pearson, October 2018.

Course Outcome:

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the concept of TQM and its importance in an organization	K1
CO2	Understand the tools of TQM and use it improving organizational performance.	K1
CO3	Apply quantitative techniques for managerial decision-making process for achieving total quality.	K2
CO4	To apply the SQC principles for operational excellence of the organization.	K2
CO5	Have practical insights into organisational issues relating to implementation of ISO.	K2 and K3

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S	M	M	
CO3		S	S	M
CO4		S	S	M
CO5			S	S

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
<i>Dr. B. Shethkar</i> <i>A. Jay</i>	<i>Dr. B. Shethkar</i> <i>A. Jay</i>	<i>B. Shethkar</i>	<i>[Signature]</i>

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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPPND	Course Title	Batch	2019-2020 Onwards
		LOGISTICS & SUPPLY CHAIN MANAGEMENT	Semester	IV
Hrs / Week	4		Credits	4

Course Objectives:

1. To understand the key concepts and theories of supply chain managementsystems.
2. To familiarise with the process of designing the distribution network for the supplychain.
3. To understand the key concepts and theories of the logistics managementsystem.
4. To understand the various intermediaries in logistics & supply chain and their role on its performance.
5. To get familiarized with the global supply chainissues.

Code No	Subject	Semester No
19MSPPND	LOGISTICS & SUPPLY CHAIN MANAGEMENT	IV
Objective:	To impart knowledge on various aspects of Logistics and Supply Chain Management	
Unit No	Topics	Hours
Unit I	Supply Chain Management - Introduction to Supply Chain Management: Objectives, Concepts, Importance, Process View of SCM. Supply Chain Strategy: Framework, Strategic Fit, Expanding Strategic Scope. Performance Measurement in Supply Chain: Dimensions, SCOR Model, Supply Chain Drivers and Metrics.	10
Unit II	Distribution in Supply Chain Network: Designing, Factors influencing, Network Design Option, Selecting Network Design. Network Design in Supply Chain: Role, Elements, Factors influencing, Process of Network Design. Network operations planning: Nature Relevant Cost, Modeling for Supply Chain, Distribution Network.	10
Unit III	Introduction to Logistics Management: Meaning-Objectives-Scope, Advantages-Logistics planning strategy- Logistics planning process. Fundamentals of Logistics Organization: - Importance-Evolution--Barriers-Improving organizational effectiveness. Logistics Demand Forecasting: - Purpose- components and techniques.	12
Unit IV	Logistics Management - Logistics management – Role of logistics in SCM – Integrated Logistics Management – Transportation Design and decision – Multi modalism – Third party logistics services and providers – Facilities management (Port/Airport/ICDs) Channels of distribution – Logistics and customer service.	10
Unit V	Global Supply Chain - Agile Supply Chain: Elements. Model, Importance, Problems. IT in Supply Chain - Supply Chain & IT Framework, Innovative Technologies in Supply Chain - Global Environmental Factors. Global Supply Chain Strategy, Issues and Challenges.	10


Text Book

Bowersox Donald J., David J Closs & M Bixby Cooper, "Supply Chain and Logistics Management", Tata McGraw Hill, 5th edition, 2019.

Reference Books

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 Director- MBA
 PG & Research Department of Management Studies,
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 Coimbatore-641 028.

1. Sunil Chopra, Peter Meindl, "Supply Chain Management Strategy, Planning & Operation", Person Education, 7th Edition, 2019.
2. Simchi Levi, Kaminsky, "Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies", Tata McGraw Hill, 4th edition, 2019.
3. Robert B Handfield & Ernest L. Nichols JR, "Introduction to Supply Chain Management", Prentice Hall of India, New Delhi, 2nd edition, 2014.
4. Rahul, V Altekar, "Supply Chain Management, Concepts & Cases", PHI Learning, 2013.

Course Outcome:

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the structure of supply chains and its importance in the competitive market.	K1
CO2	Will be able to design an effective supply chain network	K2
CO3	Understand the components of the Logistics system.	K1
CO4	Understand the role of various intermediaries in the logistics system	K1 and K2
CO5	An understanding on the importance of the global logistics system in today's context.	K2 and K3

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S	S	M	
CO3	S			
CO4	S	S	L	
CO5	S	S	M	M

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
<i>Dr. B. Altekar</i>	<i>Dr. B. Altekar</i>	<i>B. Altekar</i>	<i>[Signature]</i>
<i>A. Jay</i>	<i>A. Jay</i>		

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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPSYC	Course Title	Batch	2019-2020 Onwards
		ENTERPRISE RESOURCE PLANNING	Semester	IV
Hrs / Week	4		Credits	4

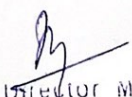
Course Objectives:

1. To enable students to understand the role of ERP in an organization, its various modules, implementation issues.
2. To enable students to provide a contemporary and forward-looking on the theory and practice of ERP solutions and modules.
3. To enable students to understand the process of ERP implementation and HR issues related to it.
4. To enable students to understand the post implementation issues of ERP.
5. To enable students to understand the latest trends in ERP solutions.

Code No	Subject	Semester No
19MSPSYC	ENTERPRISE RESOURCE PLANNING	IV
Objective	To prepare them to become knowledgeable ERP user professionals suitable to Industry and Information Technology Companies.	
Unit No	Topics	Hours
Unit I	INTRODUCTION - Overview of enterprise systems – Evolution - Risks and benefits - Fundamental technology - Issues to be consider in planning design and implementation of cross functional integrated ERP systems.	10
Unit II	ERP SOLUTIONS AND FUNCTIONAL MODULES - Overview of ERP software solutions- Small medium and large enterprise vendor solutions, BPR, Business Engineering and best Business practices - Business process Management. Overview of ERP modules- sales and Marketing, Accounting and Finance, Materials and Production management.	12
Unit III	ERP IMPLEMENTATION - Planning Evaluation and selection of ERP systems Implementation life cycle - ERP implementation, Methodology and Frame work Training – Data Migration. People Organization in implementation- Consultants, Vendors and Employees.	10
Unit IV	POST IMPLEMENTATION - Maintenance of ERP- Organizational and Industrial impact; Success and Failure factors of and ERP Implementation.	10
Unit V	EMERGING TRENDS ON ERP - Extended ERP systems and ERP add-on - CRM, SCM, Business analytics etc.- Future trends in ERP systems- web enabled, Wireless technologies so on.	10

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DIRECTOR MBA

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Text Book:

Alexis Leon, ERP demystified, second Edition Tata McGraw-Hill, 2017.

Reference Books:

1. Jagan Nathan Vaman, ERP in Practice, Tata McGraw-Hill,2016
2. Alexis Leon, Enterprise Resource Planning, second edition, Tata McGraw-Hill,2016.
3. Mahadeo Jaiswal and Ganesh Vanapalli, ERP Macmillan India,2012.
4. Vinod Kumar Grag and N.K. Venkitakrishnan, ERP- Concepts and Practice, Prentice Hall of India,2nd edition,2014.
5. Summer, ERP, Pearson Education,2010.

Course Outcome:

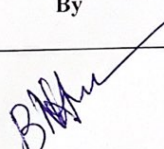
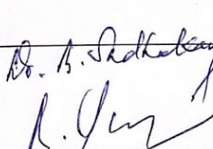
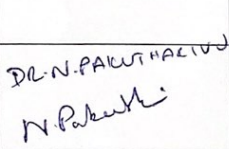

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Analyze ERP its role in integrating business functions	K1
CO2	Analyze the strategic options for ERP identification and adoption.	K1
CO3	Design the ERP implementation strategies.	K1 and K2
CO4	Create reengineered business processes for successful ERP implementation.	K1 and K2
CO5	Gain all knowledge about ERP Software and its new trends.	K1 and K2

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S			
CO3	S	S	M	
CO4	S	S	M	
CO5	S	S	M	


S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
	 Dr. N. Palanichandran	 Dr. N. Palanichandran N. Palanichandran	 Coordinator

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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPSYD	Course Title	Batch	2019-2020 Onwards
		BUSINESS ANALYTICS	Semester	IV
Hrs / Week	4		Credits	4

Course Objectives:

1. To introduce the students to the world of business intelligence and its role.
2. To make students know the fundamental principles of business analytics strategy and its functions.
3. To make students know about the underlying technologies used in data mining for business analytics.
4. To make students know the application of tools and services to the development of data warehousing in business analytics.
5. To make students to understand the various Business Intelligence Architectures.

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Code No	Subject	Semester No
19MSPSYD	BUSINESS ANALYTICS	IV
Unit No	Topics	Hours
Unit I	INTRODUCTION Business Intelligence: definition, concept and need for Business Intelligence, Case studies BI Basics: Data, information and knowledge, Role of Mathematical models.	10
Unit II	ANALYTICS STRATEGY Business Analytics at the strategic level: Strategy and BA, Link between strategy and Business Analytics, BA supporting strategy at functional level, dialogue between strategy and BA functions, information as strategic resource.	10
Unit III	DATA MINING Business Analytics at Analytical level: Statistical data mining, descriptive Statistical methods, lists, reports, automated reports, hypothesis driven methods, data mining with target variables, cluster analysis, Discriminate analysis, logistic regression, principal component analysis.	12
Unit IV	DATA WAREHOUSING Business Analytics at Data Warehouse Level, designing physical database, Deploying and supporting DW/BI system.	10
Unit V	BUSINESS INTELLIGENCE Business Intelligence Architectures: Cycle of Business Intelligence Analysis, Development of Business Intelligence System, spread sheets, concept of dashboard, CLAP, SQA, decision engineering. BI Tools: Concept of dashboard. BI Applications in different domains- CRM, HR, Production.	10

Text Book:

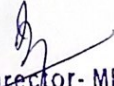
Turban, Sharda, Decision Support and Business Intelligence Systems, Delen, Pearson, 11th Edition, 2019.

Reference Books

1. Olivia Parr Rud, Business Intelligence Success Factors Tools for aligning your business in the global economy, John Wiley and Sons, 2012
2. Steve Williams and Nancy Williams, The Profit impact of Business Intelligence, MorganKauffman Publishers! Elsevier, 2016
3. Gert H.N. Laursen, Jesper Thorlund, Business Analytics for Managers: Taking Business Intelligence beyond reporting, Wiley and SAS Business Series, 2012.
4. S. Christian Albright, Wayne L. Winston, "Business Analytics: Data Analysis & Decision Making, Cengage Learning India Pvt. Ltd.; 6 edition, September 2019.

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Course Outcome:


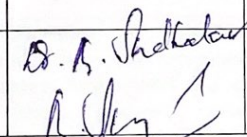
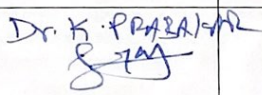

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Visualise the basic concepts of business intelligence.	K1
CO2	Have the knowledge of the business analytical strategy.	K1
CO3	Understand the technologies with emphasis on data mining.	K1 and K2
CO4	Have practical insight in to the various aspects of tools and services to the development of data warehousing.	K1 and K2
CO5	Gain all knowledge about various Business Intelligence Architectures and its new trends.	K1 and K2

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S			
CO3	S	S	M	
CO4	S	S	M	
CO5	S	S	M	

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
	 Dr. A. Shetkar	 Dr. K. PRAJAPATI	

Coordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPTTC	Course Title	Batch	2019-2020 Onwards
		EVENT MANAGEMENT	Semester	IV
Hrs / Week	4		Credits	4

Course Objectives:

1. To acquaint the students with the basics of event management.
2. To help the students understand the process of planning and administration of an event.
3. To know various accounting tools for managing events like conferences and exhibitions.
4. To learn the various concepts in determining location and event design.
5. To gain adequate knowledge on event logistics.

Code No.	Subject	Semester
19MSPTTC	EVENT MANAGEMENT	IV
Objective	To familiarize the students with the essentials of Event Management. To understand the potential of MICE and Event Tourism; and enable the students to take up project work in the above areas.	
Unit No	Topics	Hours
Unit I	Event Management: Role of events for promotion of tourism, Types of Events-Cultural, festivals, religious, business etc. Need of event management, key factors for best event management.	10
Unit II	Event Planning & Administration: Sponsorships, screening, budget and controls, fund-raising, negotiation and contracts; role of Government, Negotiation and contracts; Promotional Items, give-aways, Event planning, space management, use of web technology, Develop In-Office and On-Site Ethics and Business Etiquette Policies.	10
Unit III	Budgeting a Conference Exhibition: Use of Budget preparation, Estimating, fixed and variable costs, cash flow, ROI, Sponsorship and subsidies. Registration, Seating Arrangements, Documentation, interpreting press relation, Computer Graphics, Teleconferencing, Recording and Publishing Proceedings; Interpretation and language.	10
Unit IV	Location & Event Design Venue Essentials, Creative events concepts, table tops, other décor props, understanding clients, fundraising galas, Conferences and Conventions, Incentives and Other Special Events, Event Planning Ethics and Etiquette, Protocol, Site selection, requirements and constraints, new venues, ancillaries and amenities, final touches.	12
Unit V	Event Logistics Transportation; booth/space design, internal communications, public relations, networking, media handling, checklists, safety and precautions, Other considerations-entertainment, photo/video coverage, prizes and gifts, risk assessment, safety and security arrangements, Venue and supplier checklist	10

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Text Book:

Charles Bladen, James Kenell and Emma Abbson, events Management: An Introduction, Routledge- Taylor and Francis Group,2017

Reference Books

1. Meegan Jones, Sustainable Event management: a Practical Guide, Routledge- Taylor and FrancisGroup,2017.
2. Alex Genadinik, Event planning: Management and marketing for successful events, CreateSpace Independent Publishing Platform,2015
3. Laurence Carter, Event Planning, Second Edition, Authorhouse,2012
4. Laura Capell, Event management for Dummies, John Wiley & Sons,2013
5. Jeff Wrathel land Abby Gee, "Event Management Theory and Practice", McGraw Hill,2011.

Course Outcome:

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the concept and typology of events	K1
CO2	Understand the techniques and strategies required to plan successful events	K1
CO3	Acquire skills regarding preparation of budget, apply and evaluate the proposal.	K1 and K2
CO4	Select location and design an event	K1 and K2
CO5	Plan and execute the logistics for an event.	K1 and K2

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S			
CO3	S	S	S	
CO4	S	S	S	
CO5	S	S	S	

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
<i>Dr. N. Parvathi</i> <i>Dr. N. Parvathi</i>	<i>Dr. B. Dehakkar</i> <i>A. Jay</i>	<i>Dr. S. Suresh</i> <i>SS</i>	<i>[Signature]</i>

Coordinator
Curriculum Development Cell
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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPTTD	Course Title	Batch	2019-2020 Onwards
		TRAVEL AGENCY AND TOUR OPERATION	Semester	IV
Hrs / Week	4		Credits	4

Course Objectives:

1. To gain knowledge about the concept and significance of Travel Agency business.
2. To understand the guidelines in setting up a travel agency/tour operation business and its functions.
3. To enable the students to understand the components of Itinerary planning and its function
4. To understand the process of forming a Package Tour and the Cost involved in it.
5. To understand the roles and responsibilities of travel trade associations.

Code No.	Subject	Semester
19MSPTTD	TRAVEL AGENCY AND TOUR OPERATION	IV
Objective	The course aims at imparting basic knowledge about travel industry to students with the skills to deal with travel agencies and travel operations.	
Unit No	Topics	Hours
Unit I	Travel Trade-Historical Perspectives-Emergence of Thomas Cook and American Express Company - Types of Tour Operators - Wholesale and Retail Travel Agency business - Linkages and Integration with the Principal Service Providers - the Changing Scenario of Travel Trade.	10
Unit II	Travel Agency and Tour Operation Business - Functions of Travel Agency - Setting up a full-fledged Travel Agency - Sources of Income of a travel agency - Diversification of Business - Travel Insurance, Forex, Cargo & MICE - Documentation - IATA Accreditation - Recognition from Government.	10
Unit III	Itinerary Planning & Development - Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don't's of Itinerary Preparation - Tour Formulation and Designing Process - FITs & Group Tour Planning and Components - Special Interest Tours (SITs).	10
Unit IV	Tour Packaging & Costing - Importance of Tour Packaging - Classifications of Tour Packages - Components of Package Tours - Concept of costing - Types of costs - Components of tour cost - Preparation of cost sheet - Tour pricing - Calculation of tour price - Pricing strategies - Tour packages of Thomas Cook, SOTC, Cox & Kings and TCI.	12
Unit V	Role and Responsibility of Travel Trade Associations: Objectives - Roles and functions of UFTAA, PATA, ASTA, TAAI, IATO, ATA, ADTOI, IAAI, FIYTO, TAFI.	10

Text Book:

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1. Dr. Sanjeev Sharma, "Travel Agency & Tour Operations", Random Publications (2018)
2. Jagmohan Negi, "Travel Agency Operations: Concepts and Principles", Kanishka Publishing House, New Delhi, 2013.

Reference Books

1. Chand, M. (2007), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
2. Mohinder Chand Dhiman, Vinay Chauhan, "Handbook of Research on International Travel Agency and Tour Operation Management (Advances in Hospitality, Tourism, and the Services Industry)", Publisher: IGI Global; 1 edition (2019)
3. A. K. Bhatia, "Business of Travel Agency & Tour Operations Management", Sterling Publishers Pvt. Ltd; UK ed, 2012.
4. Roday, S, Biwal, A & Joshi, V. Tourism Operations and Management, Oxford University Press, New Delhi, (2009).
5. S.K. Singh, "Fundamentals of Travel Agency and Tour Operations: Concepts and Principles", Publisher: Lakshi Publishers (2014)

Course Outcome:

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the growth and prospects of travel agency and tour operator trade.	K1
CO2	Know the rules and regulations of the govt to set up travel agency and tour operation business.	K1
CO3	Be confident in planning the tour itinerary.	K1, K2
CO4	Application of domain knowledge in tour packaging and pricing of it.	K1, K2
CO5	Knowledge about the various trade associations involved in the tourism industry and their support in the development of the travel and tour operations across the globe.	K1

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S	M		
CO3	S	S	S	
CO4	S	S	S	
CO5	S	M		S

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
Dr. N. PAKUSHAKI	Dr. B. Antheekar A. Jay 1	[Signature]	[Signature] Co-ordinator

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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPHCC	Course Title	Batch	2019-2020 Onwards
		INTERNATIONAL HEALTH MANAGEMENT	Semester	IV
Hrs / Week	4		Credits	4

Course Objectives:

1. To make the students familiar with the International health scenario.
2. To make students understand the reforms in health care with an international perspective.
3. To understand the health care delivery system.
4. To create an awareness about IPR.
5. To create an awareness on the different Health Policies.

Code No	Subject	Semester No
19MSPHCC	INTERNATIONAL HEALTH MANAGEMENT	IV
Unit No	Topics	Hours
Unit I	HEALTHCARE – A GLOBAL PERSPECTIVE Healthcare challenges – a global perspective- Wide gap in healthcare delivery – Healthcare financing in developed and developing countries – Developing National health Accounts – application in developing countries. Health insurance and managed care: Concept - Risk pooling concept – concept of managed care – Components - Managed health care models - Study of socialized Medicine, Social insurance, Mandatory insurance and Voluntary Insurance.	10
Unit II	THE REFORMS OF HEALTHCARE SYSTEM - COMPARISON OF HEALTH INSURANCE AND NATIONAL AND INTERNATIONAL PERSPECTIVES. Evolutionary reforms in Healthcare - Structural reforms in healthcare – International convergence in healthcare systems – health sector reforms – lessons from different countries.	10
Unit III	SYSTEMS OF HEALTH CARE DELIVERY Basic components of health services – Transition from traditional insurance to managed care – Trends and Directions – Significance for health care practitioners and policy makers – Complying with regulations – Health care systems in other countries.	12
Unit IV	INTELLECTUAL PROPERTY RIGHTS TRIPS – IPR - The Patent Cooperation Treaty (PCT) – PCT system – PCT for product design – World Intellectual Property Organization (WIPO) and its role in new patent regime – International Registration of Trademarks.	10
Unit V	HEALTH POLICY Health policy – Definition – Different forms of Health policies - Regulatory tools – government as a subsidiary to the private sector – Reforms in the healthcare sector – Decentralized role of the States – Access to healthcare – providers – in rural areas, low income segments – Cost of Care - Quality of care.	10

Test Book

Oxford Textbook of Public Health, Volume Three.

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References

1. Delivering Healthcare in America- A systems Approach – Third Edition – Leiyu Shi and Douglas ASingh
2. Textbook of Preventive and Social Medicine (1997), 15th edition – J.E.Park
3. Health and Social Organization: Towards a health policy for the 21st century – Blane, David, Brunner, Eric – CalrendonPress.

Course Outcome:

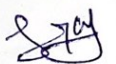
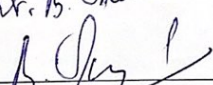

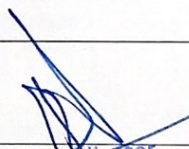
On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the International health care scenario.	K1
CO2	Have knowledge about the reforms in the health care sector with an international perspective.	K1
CO3	Understand a health care delivery system.	K1
CO4	Appreciate the importance of IPR and its relevance to the health care sector.	K1
CO5	Understand the International health care policies for the betterment of health care.	K1

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S		M	
CO2	S		M	M
CO3	S		M	M
CO4	S		M	
CO5	S		M	

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
Dr. K. PRABASAR	Dr. B. Adhakar		
			

Co-ordinator
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Coimbatore-641 028.

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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPHCD	Course Title	Batch	2019-2020 Onwards
		PUBLIC HEALTH SYSTEMS AND HEALTH INSURANCE	Semester	IV
Hrs / Week	4		Credits	4


Course Objectives:

1. To make the students understand the policies and theories for creating a better provision for healthcare.
2. To enable the students to understand the area of health sector reforms.
3. To create an awareness of Indian Health sector related policies.
4. To familiarize the students in the area of risk management and insurance.
5. To focus the students more specifically on health insurance products.

19MSPHCD	PUBLIC HEALTH SYSTEMS AND HEALTH INSURANCE	Semester No
Objective	To make students learn the concepts of Public Health system Health Insurance.	IV
Unit No	Topics	Hours
Unit I	ISSUES, THEORIES AND CONCEPTS IN POLICY FORMULATION Welfare economics and investments in human capital – Health Economics – Demand of health and health services - Demand, elasticity and health – Production, Health and Health care – Economic Evaluation of Health Care – Economics of Markets and market intervention – Role and Responsibility of Governments in the health sector.	10
Unit II	FINANCING, RESOURCE ALLOCATION AND HEALTH SECTOR REFORM Mobilizing finances and models of financing – Public Expenditure in Health Mobilization of Private Resources – Selection of a suitable option – Role of International Agencies- Health Sector reform – Health Systems around the world – Govt and the improvement of health behaviours – Implementation. Policy Objectives – Policy Environment and consequence of reform – National Health Policy – Drug Policy – Framework for newer health care policy settlements – Impact of structural changes, globalization and public economy, environment and health status – current health care status of India.	10
Unit III	PLAN IMPLEMENTATION AND CONTROL National health program – Tools – Regulation – Health services research – Measurement of health / medical needs and services. Utilization – Resources Allocation – cost benefit analysis – Eco based budgeting – System analysis and operation research in health care programs – Control mechanism.	12
Unit IV	RISK INSURANCE AND MANAGEMENT Introduction to risk and insurance – Risk Identification and Risk Evaluation – Risk Management Techniques – Risk Management and Insurance Industry – WTO – Insurance Law and Regulation – International Laws (Salient features of above topics) Principles of health insurance – Health insurance products - Group Insurance products – Product design, development and evaluation- Risk Assessment –	10

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	Underwriting and Premium Setting - Claims Management – Third Party Administration – Current Developments.	
Unit V	ACTUARIAL PRINCIPLES AND PREMIUM SETTING Actuarial Principles – Demography – Survival distributions and life tables – Interest and life contingencies – Loss distribution – Principles of Ratemaking - Data required for Ratemaking – Insurance Models – Application of Models – Current Developments. (Salient Features of above topics)	10

Text Book:

Health Planning for Effective Management – William A Reinks, Oxford University Press.

Reference Books:

1. Health Sector Reform in Developing Countries - Peter Berman, Harvard University Press, 1995
2. Business Planning for Health Care Management – Piggot, Carolyn Semple – UK University Press.
3. Insurance Law and Practice, Rajiv Jain and Rakhi Biswas, Vidhi Publishers, Delhi
4. Safety and Risk Management, Shailendra K Singh, Mittal Publishers.

Course Outcome:

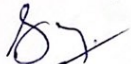
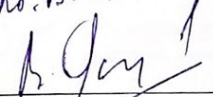

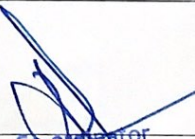
On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the process of the Public health system.	K1
CO2	Understand the reforms in the Health sector and its financial implications.	K1
CO3	Understand the planning and budgeting of the health sector.	K1
CO4	Have practical insight into risk management and insurance in general.	K2
CO5	Understand the Health Insurance system and the risk coverage.	K1

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S		M	
CO2	S		M	
CO3	S		M	
CO4		S	M	L
CO5	S		M	

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
Dr. S. Swapna 	D. B. Velkhan 	V. J. Surya or Subram 	

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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPEDC	Course Title	Batch	2019-2020 Onwards
		SOCIAL ENTREPRENEURSHIP	Semester	IV
Hrs / Week	4		Credits	4

Course Objectives:

1. To make students understand the concept of social entrepreneurship and the models associated with it.
2. To make students understand the different forms of social entrepreneurship and the different bodies associated with it.
3. To make students understand the various sources of funding to social entrepreneurship and the exit strategies for investors.
4. To make students understand the models and the tools in social marketing.
5. To make students understand the various issues related to business development based on social entrepreneurship in India and abroad.

Code No	Subject	Semester No
19MSPEDC	SOCIAL ENTREPRENEURSHIP	IV
Objective	Introduce students to both theory and practice of social entrepreneurship through highly experiential, interactive, and collaborative workshops.	
Unit No	Topics	Hours
Unit I	Social Entrepreneurship: Meaning, Business Entrepreneur Vs. Social Entrepreneur, The change Masters, Rethinking Social Initiatives by Business, Strategies of High Impact Social Organizations, Models of sustainable social changes. Seven practical models of social change: launch, lead, manage, and evaluate a social venture Charity, Market, Education, Policy, Grassroots, Movement, Funding	10
Unit II	Forms of Social Entrepreneurship: Profit setting: Social Enterprise, Thoughts on Business Plans. Philanthropy and Hybrid Ventures: Corporate Philanthropy, Leadership, Competitive Advantage, Citizen Sector. Nonprofits, Governments and Social Entrepreneurship: Nonprofit organization, Inductive Typology, New Landscape.	10
Unit III	Capital/ Funding/ Financing: Sources of Financing: New Nonprofit Ventures, Social Venture Partners, Replication of Social Venture Partners, Social Venture	10
	Alliance, Merging Machine and Money, crowd funding, Angel investors, Cooperatives, Co-working. Exit strategies of Investors	
Unit IV	Marketing in Social ventures: Social Marketing: Concepts, Theories and Models- Health Belief model (HBM), Theory of Reasoned Action (TRA), Social Cognitive Theory (SCT), Stages of Change or Transtheoretical Model, Social Ecological Model (SCM). Principles and Tools of Social marketing – Consumer Research, Segmentation, 4 Ps, Framing social venture- Testing, Social Marketing Plan, Paradigm change and the emergence of spiritual values, Bottom-of-pyramid markets.	12
Unit V	Other Important Issues Scaling, Legal Issues, Change: Completed Business Plan. Social Responsibility in Business Innovation and Leadership: Creativity and Skill building, Disruptive Vs. Radical Innovation, Diffusions of Innovation- five Adaptor Segments and Motives, Characteristics of Successful Social Entrepreneurs/ Social ventures - India and Abroad. Measuring and Managing Performance: SROI Methodologies. Measuring Social Value Creation.	10

Text Book:

1. Nicholls, Alex (2008), 'Social Entrepreneurship - New Models of Sustainable Social Change', Oxford University Press, New York.
2. Wei-Skillern, J., Austin, J., Leonard, H., & Stevenson, H. (2007). 'Entrepreneurship in the Social Sector (ESS)', Sage Publications, USA

References Book:

1. Bornstein, David (2007), 'How to Change the World: Social Entrepreneurs and the Power of New Ideas', 1st edition, Penguin Books, New York
2. Casson, M., Yeung, B. Basu, A. and Wadeson (2008), N, 'The Oxford Handbook of Entrepreneurship', 1st edition, Oxford University Press, New York.
3. Elkington, J. and Hartigan, P. (2008) 'The Power of Unreasonable People: How Social Entrepreneurs Create Markets That Change the World', Harvard Business Press.
4. Peter Drucker (2014), 'Innovation and Entrepreneurship', 1st edition, Routledge, New York.
5. Welch, Wilford (2008), 'Tactics of Hope: How Social Entrepreneurs are Changing Our World'. San Rafael, Earth Aware, California, USA.
6. Jennifer McCrae and Jeffrey Walker (2013), 'The Generosity Network', Deepak Chopra Books, 1st Edition, Penguin Random Company, USA.
7. Rupert Scofield (2011), 'The Social Entrepreneur's Handbook', McGraw-Hill
8. Kotler, Philip and Eduardo Roberto (1989) 'Social Marketing: Strategies for Changing Public Behavior'. New York: The Free Press
9. Paul N. Bloom & Gregory T. Gundlach (2000), 'Handbook of Marketing and Society', Newbury Park, CA: Sage Publications People and Talent Management - A Concis

Course Outcome:

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Differentiate social entrepreneurship from business Entrepreneurship and Identify areas of our economy/society where social entrepreneurs work.	K1
CO2	Visualise how social entrepreneurship can contribute to whole systems.	K1
CO3	Understand the financial issues for an entrepreneur in general and social entrepreneur in particular.	K1
CO4	Analyze the social marketing environment.	K1
CO5	Understand the nature of corporate social responsibility in creating social value in developing business in India and abroad.	K1

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S	M	M	
CO3	S	M	M	
CO4	S	M	M	
CO5	S			M

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
P. Anuska Prabhu P. Mithu	Dr. B. Shalakar B. Jay	B. Jay	[Signature]

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 Hindusthan College of Arts and Science,
 Coimbatore-641 028.

Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPEDD	Course Title	Batch	2019-2020 Onwards
		SMALL BUSINESS MANAGEMENT	Semester	IV
Hrs / Week	4		Credits	4

Course Objectives:

1. To enable the students to understand the Small Business Enterprises
2. To understand the Dynamics of Small Business
3. To know about the Institutional Support for Small Business Development.
4. To provide the practical insight into the Challenges and Problems faced By Small Business
5. To provide an insight to the Global Opportunities for Small Businesses.

Code No	Subject	Semester No
19MSPEDD	SMALL BUSINESS MANAGEMENT	IV
Objective	To enable the students to know the importance of small-scale business in a developing economy like India and motivate the students to start small scale business.	
Unit No	Topics	Hours
Unit I	Basics of Small Business Enterprise: Small Business – Definition – Features – Role of Small Business in Economic Development – Quality of Small Businessmen – Advantages and Disadvantages of Small Business – Reasons for Failures of Small Business – Characteristics of Successful Small Businessmen – Steps in Setting up a Small Business.	10
Unit II	Dynamics of Small Business: Concepts and Definitions of Small-Scale Industries (SSIs) – Role of SSIs – Government Policy and Development of SSIs – Growth and Performance – SSI Sector and Committee Report – Reservation of items for SSI – Problems of SSI – Sickness of SSI: Causes, Symptoms and Cures – Prospects of SSI in free Economy.	10
Unit III	Institutions Supporting of Small Business: State and Other Institutional Support for SSI – Directorate of Industries (DIs) - District Industries Centres (DICs) - State Financial Corporations (SFCs) - State Industrial Development/Investment Corporation (SIDCs/SIICs) - State Small Industrial Development Corporations (SSIDCs)	10
Unit IV	Challenges and Problems faced By Small Business: Poor capacity utilization- Incompetent management- Inadequate Finance- Raw material shortages- Lack of marketing support- Problem of working capital- Problems in Export- Lack of technology up-gradation-issues connected to GST-lack of orders-shunning by banks.	11
Unit V	Global Opportunities for Small Business : Small Enterprises in International Business – Export Documents and Procedures for Small Enterprises – E-commerce and Small Enterprises – Expanding Markets- The “Ease of Doing Business Index”- -Locating facilities Abroad-Global sourcing Strategy- Sourcing of fund to become an angel Investor- Business Incubators: Meaning, Definition, Services, Development and Types- Training Incubator Management- Online support programme- Virtual Business Incubation framework-Future of Indian business Incubation	11

Text book:

Meir Liraz, “Small Business Management: Essential Ingredients for Success” Liraz Publishing, Jerusalem, 2017

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 Hindusthan College of Arts and Science,
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Reference books

1. Poornima Charantimath P.M., "Entrepreneurship Development and Small Business Enterprises", Pearson Education, New Delhi, 2018.
2. Datt, Rudder and Sundharam K.P.M., Indian Economy, S.Chand, New Delhi, 2018
3. Khanka S.S. (2001): Entrepreneurial Development, S.Chand & Co., New Delhi, 2007
4. Vasanth Desai, Small Scale Industries and Entrepreneurship, Himalaya Publishing House, Mumbai, 2011.
5. Narasaiah M.L., Small Scale Entrepreneurship, Discovery Publishing House, New Delhi, 2010.
6. Micro, Small and Medium Enterprises in India (2017 Edition) Paperback – Taxmann Publications Pvt.Ltd-2017
7. <https://www.toppr.com/guides/business-studies/small-business/government-assistance-to-small-industries-and-small-business-units-and-the-future/>
8. <https://docplayer.net/835755-Chapter-18-global-opportunities-for-small-business.html>
9. <https://www.businessmanagementideas.com/startups/business-incubators/business-incubators-meaning-definition-services-development-and-types/18192>

Course Outcome:

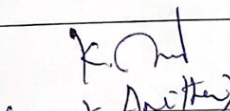
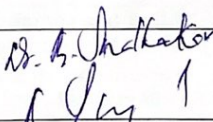


On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Visualize the importance and role of small businesses and its advantages and disadvantages.	K1
CO2	Identify the Dynamics of Small Business (i.e.) Concepts and Definitions of Small-Scale Industries (SSIs), Government Policy and Development of SSIs	K1
CO3	Understand the institutional support to the development of small businesses and be prepared for interacting with them.	K1
CO4	Face the challenges of the small businesses.	K1 and K2
CO5	Identifying the Global Opportunities for Small Business	K1 and K2

Mapping with Program Outcomes


COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S			
CO3	S	S		
CO4	S	S	M	
CO5	S	S	M	S

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
			

Coordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028

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Director- MBA
PG & Research Department of Management Studies,
Hindusthan College of Arts and Science,
Coimbatore-641 028.

Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPMMC	Course Title	Batch	2019-2020 Onwards
		BRAND MANAGEMENT	Semester	IV
Hrs / Week	4		Credits	4

Course Objectives:

1. To enable the students to understand the key terms, definitions, and concepts in Brand Management.
2. To enable the students to understand the key terms, concepts and strategies in Brand Positioning.
3. To enable the students to understand the key terms, definitions, and concepts in Brand building – brand image and identity.
4. To enable students to understand the concept of brand extension and its impact on the brand architecture process.
5. To enable students to understand the brand valuation and the brand building process.

Code No	Subject	Semester No
19MSPMMC	BRAND MANAGEMENT	IV
Objective:	To enable the students to learn the branding concepts and strategies for successful business administration.	
Unit No	Topics	Hours
Unit I	Brands & Branding concept Concept of a brand – Evolution, perspectives, anatomy, types of brand names, brand name associations, Brands Vs Products, Advantages of Brands to consumers & firms. Brand elements: Components & choosing brand elements, Branding challenges & opportunities.	10
Unit II	Brand Positioning Brand positioning – Basic concepts – alternatives – risks – Brands & consumers – Strategies for positioning the brand for competitive advantage – Points of parity – Points of difference, Building a strong brand – steps	10
Unit III	Brand Image & Brand Identity Brand Image-image dimensions, brand associations, Role of brand ambassadors & image, Brand identity – perspectives, levels, and prisms. Managing Brand image – stages – functional, symbolic & experiential brands. Brand building implications.	10
Unit IV	Brand Extension Leveraging Brands – Brand extensions, Brand adoption practices, extendibility, merits & demerits, Line extensions, line trap – Co-branding & Licensing Brands. Brand design and structures - Reinforcing and Revitalization of Brands – need, methods, Brand Architecture – product, line, range, umbrella & source endorsed brands.	12
Unit V	Brand Valuation and Building Brands Brand valuation – Methods of valuation, implications for buying & selling brands. Applications – Branding industrial products, services and Retailers – Building Brands online- Steps & Strategies- Social Media and the branded customer Experience.	10

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Text Book:

Kevin Lane Keller, Strategic Brand Management, Pearson, New Delhi, 5th Edition, 2019.

Reference Books:

1. Kapferer, "Strategic Brand Management", Kogan Page, New Delhi, 5th Edition, 2012.
2. Harsh Varma, "Brand Management", Excel Books, New Delhi, 3rd Edition, 2013.
3. Majumdar, "Product Management in India", PHI, 3rd Edition, 2007.
4. Sengupta, "Brand Positioning", Tata McGraw Hill, 2nd Edition, 2005.
5. Ramesh Kumar, "Managing Indian Brand", Vikas, 2005.

Course Outcome:

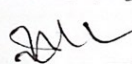
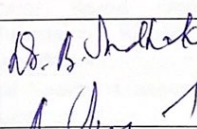
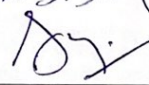

On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Understand the key principles and elements of branding.	K1
CO2	Practically develop a brand, including positioning and communications.	K1 and K2
CO3	Develop the process and methods of brand management, including how to establish brand image and identity.	K1 and K2
CO4	Analyze the effective branding strategies, brand extension programs and new product development.	K1 and K2
CO5	Formulate and justify brand valuation and develop building brands.	K1 and K2

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S	L		
CO2	S	S	M	
CO3	S	S	M	
CO4	S	S	M	
CO5	S	S	M	L

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
D. B. SHOBANA 	D. B. Shobana 	Dr. S. Swarna 	

Co-ordinator
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Director- MBA
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Program Code	MBA	Programme Title: Master of Business Administration		
Course Code	19MSPMMD	Course Title	Batch	2019-2020 Onwards
		RETAIL MANAGEMENT	Semester	IV
Hrs / Week	4		Credits	4

Course Objectives:

1. To enable the students to understand the key terms, definitions, and concepts in retail management.
2. To enable the students to understand the customer and his shopping behaviour and the challenges in retail management.
3. To enable the students to understand the various retail formats and the role of MNC in it.
4. To enable students to understand and analyse the retail store location decision & the operational and pricing issues in it.
5. To enable students to understand the concept of retail space management and the emerging trends in retailing.

Code No	Subject	Semester No
19MSPMMD	RETAIL MANAGEMENT	IV
Objective:	The objective of this course is to provide an understanding of different operations related to retail.	
Unit No	Topics	Hours
Unit I	Introduction to Retailing: Concept of retailing, Functions of retailing, Terms & Definition, Retail formats and types, Retailing Channels, Retail Industry in India, Importance of retailing, Changing trends in retailing.	10
Unit II	Understanding the Retail Consumer: Understanding of Retail shopper behavior – Shopper Profile Analysis – Shopping Decision Process - Factors influencing retail shopper behavior – Complaints Management - Retail sales force Management – Challenges in Retailing in India- Case studies.	10
Unit III	Retail Formats: Organized and unorganized formats – Different organized retail formats – Characteristics of each format – Emerging trends in retail formats – MNC's role in organized retail formats.	10
Unit IV	Retail Location Selection: Importance of Retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing a retail location, Measurement of success of location. Retail Operations and Retail Pricing: Store administration, Receipt Management, Customer service, Retail Pricing, Factors influencing retail prices.	12
Unit V	Retail Space Management and Marketing: Definition of Space Management, Store layout and Design, Visual Merchandising, Retail Communication Mix, POP Displays Emerging trends in retailing: Changing nature of retailing, Organized retailing, Modern retail formats, E-tailing, Challenges faced by the retail sector.	10

Text Book:


Pradhan, Swapna, Retailing Management: text & Cases, (5th Edition). McGraw Hill, New Delhi, 2017.

Reference Books

1. Berman, Barry, Retail Management: a strategic approach. International edition of 13th revised ed. Harlow: Pearson/Education, 2017.

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2. Fernie, John, Principles of retailing. Oxford, UK: Butterworth-Heinemann, 2nd edition, 2015.
3. Varley, Rosemary, Principles of Retail Management. Basingstoke: Palgrave Macmillan, 2014.
4. Hasty, Ron and James Reardon, Retail Management, The McGraw-Hill companies, Inc., International Edition.
5. Levy, Michael, Weitz, B.A. and Pandit, Ajay, Retailing Management, (6th Edition), McGraw Hill, New Delhi.
6. Sinha, P.K., and Uniyal, D.P, Managing Retailing. Oxford, New Delhi, 2018.

Course Outcome:


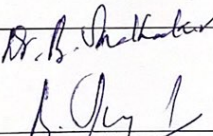

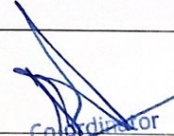
On the successful completion of the course, students will be able to

CO No.	COURSE OUTCOME STATEMENT	KNOWLEDGE LEVEL
CO1	Conceptualize the fundamentals of retail management.	K1
CO2	Visualize the consumer shopping behaviour and retail market segments in India.	K1
CO3	Differentiate the retail formats and analyze the role of MNC's in organized retailing.	K1 and K2
CO4	Develop retail location and plan the retail operation.	K1 and K2
CO5	Plan good retail store design and analyze the impact of electronic commerce in retailing.	K1 and K2

Mapping with Program Outcomes

COS	PO1	PO2	PO3	PO4
CO1	S			
CO2	S	M	L	
CO3	S	S	M	M
CO4	S	S	S	
CO5	S	S	S	


S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Checked By	Approved by
Dr. B. SHOBANA 	Dr. B. Shobana  A. Jay L		 Coordinator

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