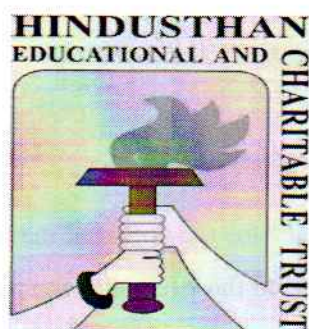


**LEARNING OUTCOMES–BASED
CURRICULUMFRAMEWORK (LOCF)**

in the

**POSTGRADUATE PROGRAMME IN MANAGEMENT
MBA**

**FOR THE STUDENTS ADMITTED FROM THE
ACADEMIC YEAR 2021 - 2022 AND ONWARDS**



HICAS

**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/www.hicas.ac.in

PREAMBLE

The MBA programme is to enable students acquire the knowledge, skills, and competencies required for successful practice of management and to motivate them to become the leader of tomorrow to help them develop a holistic personality for leading a fulfilled personal and professional lives. Keeping this in mind the Learning Outcome Based Curriculum Framework for Post Graduate education in Management is presented.

VISION

To provide world class education to the students to face global challenges and to inculcate the latest trends in technological advancement. To cater the needs of the environmental and ethical values in the mind of students to become good citizens and entrepreneurs.

MISSION

The Mission of the college is to pursue a philosophy of perceptual acquisition of knowledge. The important policy is to provide value-based education and to bring out the hidden potentials in students that equip them to approach life with optimism.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

Post Graduates of MBA program will be able

PEO1 - To build in the skills necessary for the potential managers in all the functional areas of management and to create an exposure to the latest management concepts.

PEO2 - To provide an integrated approach to problem solving and decision making.

PEO3 - To mould the personality of the young minds and inculcate good business practice.

PEO4 - To expose the students to the diverse knowledge in the business environment.

PEO5 - To promote the spirit of entrepreneurship among the participants.

PROGRAMME OUTCOME (PO)

The Students who completes the MBA Programme:

PO1 – Will have the basic knowledge in all functional areas of management.

PO2 - Will be able to make managerial decisions in the field of specialization chosen by understanding the business constraints.

PO3 - Will be able to understand the business environment and formulate ethical/suitable course of actions for the success of the organization.

PO4 – Will have the understanding on the importance of human relations and will be able to communicate effectively with the stakeholders for the success of the organization.

PO5 - Will be able to understand and comprehend the influence of current global trends on the business environment to build a successful career.

Abstract for Scheme of Examination

(For the students admitted during the academic year 2021 - 2022 and onwards)

Course	Papers	Credit	Total Credits	Marks	Total Marks
Core /DSC	12	4	48	100	1200
Electives/DSE	8	3	24	100	800
Generic Elective / GE	3	4	12	100	300
Practical SEC	3	2	6	100	300
Project SEC	1	4	4	200	200
Internship SEC	1	6	6	100	100
Extension Activity AEC	3	1 x1* 2 x2*	5*	Grade	Grade
Job Oriented Course / Value Added Course- AEC	4	1*	4*	50	200**
Online Courses / AEC	2	1*	2*	Grade	Grade
SDR - SEC	1	1*	1*	Grade	Grade
Total			100 + (12 Extra Credits)		2900 + (200**)

- * denotes Extra credits which are not added with total credits.
- ** denotes Extra marks which are not added with total marks.
- **VAC**-Value Added Course (Extra Credit Courses)
- * Grades – Completed or Not Completed

The Students can complete the online certificate programme from any of the institutions listed below or from an institution approved by the department.

- NPTEL
- SWAYAM
- Coursera
- NSE academy
- IIMBz
- Edx

The Students have the options of taking five subjects of the MBA programme through NPTEL / Swayam portal, for which credit transfer is permitted. The students should inform the department prior to the registration of the course and get due approval for the same. If all the subjects chosen by the student pertains to the fourth semester subject requirements, the student can be considered for a fast track programme, where the students can complete the subjects before the start of the fourth semester and do the internship programme alone during the fourth semester. Once the student submits the successful course completion credentials as required by the college for the online courses, then the credit transfer will be considered for qualifying the degree.

ELECTIVES-DSE'S

There are thirteen broad field of specializations that are offered to the students of MBA, viz Marketing, Human Resources, Finance, Logistics Management, Media Management, Operations, System, Tourism and Travel Management, Entrepreneurship, Health care Management, Data Analytics, Micro and Small Business Management and Agri Business Management in Third and Fourth semester. The students have to choose two specializations field out of thirteen specializations in Third semester and the same specializations in the Fourth semester. From each specialization a student can take four elective papers during the Third semester and Fourth semester. An elective will be offered only if ten students opt for an elective.

ELECTIVES LIST AND THE COURSES OFFERED

		Marketing
S. No	Subject Code	Course Name
1	21MSPMMA	Customer Relationship Management
2	21MSPMMB	Integrated Marketing Communication
3	21MSPMMC	Brand Management
4	21MSPMMD	Retail Management
5	21MSPMME	Services Marketing
6	21MSPMMF	Consumer Behaviour
7	21MSPMMG	International Marketing

		Finance
S. No	Subject Code	Course Name
1	21MSPFIA	Financial Technology Services And Insurance
2	21MSPFIB	Equity Research and Portfolio Management
3	21MSPFIC	International Financial Management
4	21MSPFID	Banking Regulations And Risk Management
5	21MSPFIE	Financial Derivatives
6	21MSPFIF	Behavioural Finance
7	21MSPFIG	Strategic cost Management

Health Care Management		
S. No	Subject Code	Course Name
1	21MSPHCA	Hospital Operations Management
2	21MSPHCB	Hospital Architecture Planning and Design
3	21MSPHCC	International Health Management
4	21MSPHCD	Public Health Systems and Health Insurance
5	21MSPHCE	Health Care Laws and Ethics
6	21MSPHCF	Hospital front office Management

Entrepreneurship		
S. No	Subject Code	Course Name
1	21MSPEDA	Entrepreneurship Development
2	21MSPEDB	Innovation Management
3	21MSPEDC	Social Entrepreneurship
4	21MSPEDD	Small Business Management
5	21MSPEDE	Science and Technology Entrepreneurship

Agri Business Management		
S. No	Subject Code	Course Name
1	21MSPABA	Fertilizer Technology and Management
2	21MSPABB	Management of Agro Chemical industry
3	21MSPABC	Management of Floriculture and Landscaping
4	21MSPABD	Farm Power and Machinery Management
5	21MSPABE	Feed Business Management
6	21MSPABF	Poultry and Hatchery Management
7	21MSPABG	Food Technology and Processing Management
8	21MSPABH	Fruit Production and Post Harvest Management


Syllabus Coordinator


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


Academic Council - Member Secretary

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


PRINCIPAL
 Hindusthan College of Arts and Science
 Hindusthan Gardens, Bahadur Nava India,
 Coimbatore - 641 028.

MBA- Scheme of Evaluation (Internal & External Components)

(For the students admitted during the academic year 2021-2022 and onwards)

1. Internal Marks

List of components for Internal Assessment

Components	Marks
Test	10
Model Exam	10
Internal Assessment components	20 #

S.No	Component
1	Multiple choice questions
2	Quiz
3	Video teach
4	UT - Unannounced test
5	Role play
6	Co-operative or Collaborative Learning
7	Mini Project/Assignment
8	Case study
9	Seminar

(Any four components from the above list with five markseach will be calculated .4x5=20 marks)

2. a) Components for Practical I.E.

b) Components for Practical E.E.

Components	Marks
Test -I	20
Test - II	20
Application*	10
Total	50

Components	Marks
Experiments	40
Record	5
Viva	5
Total	50

3. Institutional/ Industrial Training, Mini Project and Major Project Work

Internships/Industrial Training (I.E)		Major Project Work		
Component	Marks	Component	Marks	Total Marks
Work diary	25	I.E a)Attendance	20	50
Report	50	b)Review	30	
Viva-voce	25			
Total	100	E.E* a) Final report	120	150
		b)Viva-voce	30	
		Total		200

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

4. Value Added Courses and Aptitude/Placement courses:

Components	Marks
Two Test (each 1 hour) of 25 marks each QP is objective pattern (25x1=25)	50
Total	50

Guidelines:

- The passing minimum for these items should be 50%
- If the candidate fails to secure 50% passing minimum, he / she may have to reappear for the same in the Subsequent semesters
- Item No's:4 is to be treated as 100% Internals and evaluation through online.
- Item No.2: * - Application should be from the relevant practical subject other than the listed programmes.It must be enclosed in the practical record.

MBA PATTERN (2020-2021 Regulations)
QUESTION PAPER PATTERN FOR CIA EXAM

Reg.No:..... Q.P.CODE:

HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
MBA DEGREE CIA EXAMINATIONS -----20-----

(-----Semester)

BRANCH:

Subject Name:

Time: Two Hours

Maximum: 50 Marks

Section-A (3 x 4=12 Marks)

Answer ALL Questions

ALL questions carry EQUAL Marks

(Q.No: 1 to 3 Either Or type)

Section-B (2 x 12=24 Marks)

Answer any TWO Questions out of THREE Questions

ALL questions carry EQUAL Marks

(Q.No: 4 to 6)

Section-C (1 x 14=14 Marks)

(Compulsory; it should be a case study)

(Q.No: 7)

QUESTION PAPER PATTERN FOR MODEL / END SEMESTER EXAM

Reg.No:..... Q.P.CODE:

HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
MBA DEGREE MODEL EXAMINATIONS -----20-----

(-----Semester)

BRANCH:

Subject Name:

Time: Three Hours

Maximum: 60 Marks

SECTION – A (5x4=20 marks)

Answer ALL Questions

ALL Questions carry EQUAL Marks

(Q.No 1 to 5 Either Or type)

(One question from each Unit)

SECTION – B (3x10=30 Marks)

Answer any THREE Questions Out of FIVE Questions

ALL Questions carry EQUAL Marks

(Q.No 6 to 10)

(One question from each Unit)

SECTION – C (1x10=10Marks)

(Compulsory; it should be a case study)

(Q.No: 11)

Course Code	21MSP01	Course Title						Batch	2021-2022 and Onwards
		BUSINESS ORGANIZATION AND MANAGEMENT						Semester	I
Hrs / Week	4	L	4	T	-	P	-	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.

Course Outcome:

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

CO No.	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Identify and analyze the various forms of an organization.	K1,K2,K3 and K4
CO2	To understand and describe the evolution of management functions.	K1,K2 and K3
CO3	Visualize & analyze the process of planning and decision making for managerial effectiveness.	K1,K2, K3 and K4
CO4	Comprehend & Develop an organizational structure for an organization.	K1,K2, K3 and K4
CO5	To analyze the process of controlling for improving organizational performance.	K1,K2, K3 and K4

Code No	Course	Semester No
21MSP01	BUSINESS ORGANIZATION AND MANAGEMENT	I
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)	10
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)	10
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.	10
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)	10

Teaching Methods: PowerPoint Projection through LCD, Assignment, Discussion and Activity.

Text Book: Bhushan Y.K., "Business Organization and Management", Sultan Chand & Sons, 20th Edition, 2017.

Reference Books:

1. Heinz Mark V. Cannice & Koontz, "Management – A Global, Innovative, and Entrepreneurial Perspective", Tata McGraw Hill, 15th Edition, 2019.
2. P.C.Tulsian, Vishal Pandey, "Business Organization and Management", Pearson Publications, 2015.
3. Koontz & Weirich, "Essentials of Management", 8th edition, Tata McGraw Hill, 2010.
4. Prasad L.M., "Principles and Practices of Management", Sulthan Chand, 7th Edition, 2013.
5. Business Organization and Management by C R Basu, McGraw Hill Education, July 2019.

Web Resources:

1. https://www.google.co.in/books/edition/Business_Organisation_and_Management/Ldjh_97MzmIC?hl=en&gbpv=1&dq=Business+Organisation+and+Management&printsec=frontcover
2. https://www.google.co.in/books/edition/Essentials_of_Management_An_International/ZqDiDwAAQBAJ?hl=en&gbpv=1&dq=Essentials+of+management,+koontz&printsec=frontcover

Mapping with Program Outcomes

CO \ PO	PO1	PO2	PO3	PO4	PO5
CO1	S				
CO2	S				
CO3	S	S	M	S	
CO4	S	S	M	S	
CO5	S	S	M	M	M

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Co-ordinator
<i>Dr. B. Sachaka</i> <i>B. Jangl</i>	Dr.B.Sudhakar <i>B. Jangl</i>	<i>[Signature]</i>

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

Course Code	21MSP02	Course Title						Batch	2021-2022 and Onwards
		ORGANIZATIONAL BEHAVIOUR						Semester	I
Hrs / Week	4	L	4	T	-	P	-	Credits	4

Course Objectives:

1. To enable the students to learn the basic elements of organizational behavior and individual differences
2. To understand the components of individual behavior and its influence on organization.
3. To understand the group level behavior 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 Outcome:

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

CO No.	COURSE OUTCOME	KNOWLEDG E LEVEL
CO1	Identify and analyze the components of the behaviour within organization	K1,K2,K3 and K4
CO2	Review and examine the impact of individual behaviour on organization's performance	K1,K2,K3
CO3	Analyze and interpret the impact of group behaviour on organization's performance	K1,K2,K3 and K4
CO4	Identify and Correlate leadership style based on situation and influences employee towards common goals and objectives	K1,K2,K3
CO5	Discover and enumerate various organization's aspects towards managing work and life	K1,K2,K3 and K4

Code No	Course	Semester No
21MSP02	ORGANIZATIONAL BEHAVIOUR	I
Unit No	Topics	Hours
I	Introduction: Nature and scope – linkages with other disciplines - Approach to Organizational behavior - models of organizational behavior, Hawthorne Experiment.	8
II	Foundation of individual Behavior: 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 Behavior: Definition, types, formation of groups, dynamics, teambuilding, (Self-Study) effective teams. Conflict: Meaning, nature, types, process of conflict, conflict resolution.	12
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)	10
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 – Basic concepts in International OB (Self-Study)	10

Teaching Methods: PowerPoint Projection through LCD, Assignment, Discussion and Activity.

Text Book: L. M. Prasad, *Organizational Behavior*, Sultan Chand & Sons 5Th edition, Reprint 2019.

Reference Books:

1. Stephen P Robbins, Timothy A, Niharika Vohra “Organizational Behaviour”, Prentice Hall of India, 18th Edition, 2018.
2. Aswathappa. K, “Organizational Behaviour”, Himalaya Publishing Hous, 12th Revised edition, 2016
3. Fred Luthans, “Organizational Behaviour”, McGraw Hill Book Co., 12th edition, 2013.
4. Margie Perikhand Rajen Gupta “Organizational Behaviour”, Tata McGraw Hill Education Pvt Ltd, 2017.

Web resources:


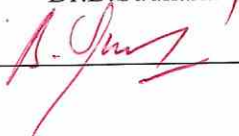
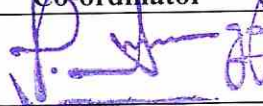
1. <https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf>

2. https://www.google.co.in/books/edition/Organisational_Behaviour/tb6IHoir9ccC?hl=en&gbpv=1&dq=organisational+behaviour&printsec=frontcover

Mapping with Program Outcomes

CO \ PO	PO1	PO2	PO3	PO4	PO5
CO1	S				
CO2	S	S	M	S	
CO3	S	S	M	S	
CO4	S	S	M	S	M
CO5	S	S	M	M	S

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Co-ordinator
V. J. Surya Subram 	Dr. B. Sudhakar 	

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

Course Code	21MSP03	Course Title						Batch	2021 -2022 and Onwards
		MANAGERIAL ECONOMICS						Semester	I
Hrs / Week	4	L	4	T	-	P	-	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.

Course Outcomes:

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

CO No.	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Visualize and Analyze the fundamentals in economic aspects of demand and supply.	K1, K2, K3 and K4
CO2	Estimate and analyze the firm-level production and cost concepts.	K1, K2, K3 and K4
CO3	Translate and Develop pricing strategies for output decision making.	K1, K2, K3 and K4
CO4	Identify and analyze business situations in terms of the economic implications and plan.	K1, K2, K3 and K4
CO5	Analyze and Solve issues in the national income and business cycle.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSP03	MANAGERIAL ECONOMICS	I
Unit No	Topics	Hours
I	Managerial Economics - meaning, nature and scope - Micro and Macro Economics - Role in business decision making - Functions 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)	10
II	Supply meaning, determinants and shift in supply. Market equilibrium – Excess supply and demand. Changes in market equilibrium. - Production decisions - production functions - Isoquants, Expansion path.	10
III	Cost concepts – determinants, short run and long run- cost output relationship - Economies and diseconomies of scale. (Self-Study) Market structure – characteristics. Perfect, monopoly, monopolistic and oligopoly – features and Price and output decisions - Differential pricing - Government intervention and pricing. (Self-Study)	12
IV	Macro Economics Aggregates and concepts – GNP and GDP – Aggregate consumption, Gross Domestic Savings, Gross Domestic Capital formation WPI, CPI and inflation; Concept and Determinants of National income.	10
V	Employment – Balance of payment, money supply and monetary supply. Fiscal policy; consumption function, Fiscal impact and investment, synthesis of monetary and Real factor; Business fluctuations and Trade Cycles. Economic decision making at twenty first century: The “old” economics of the “New economy” (Case Study)	10

Note: Distribution of marks: 20% of the questions shall be problems. 80% of the questions shall be theorybased. Problems in Unit IV Only.

Teaching Methods: PowerPoint Projection through LCD, Assignment, Discussion and Activity.

Text Book: Metha P.L, “Managerial Economics”, Sultan Chand & Son.,2016

Reference Books:

1. Varshney.R.L., Maheswari.K.L., “Managerial Economics”, Sulthan and Sons,2018
2. Dwivedi.D.N., “Managerial Economics”, Vikas Publishing House Pvt Ltd, 8th Edition, 2018.
3. Geetika, PiyaliGhoosh, 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



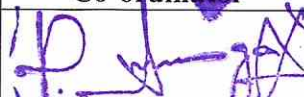
Web Resources:

1. <https://www.managementstudyguide.com/managerial-economist-role.htm>
2. <https://courses.lumenlearning.com/boundless-marketing/chapter/demand-analysis/>
3. <https://www.investopedia.com/articles/economics/11/intro-supply-demand.asp>
4. <https://courses.lumenlearning.com/boundless-economics/chapter/the-production-function/>
5. <https://www.toppr.com/guides/business-economics/theory-of-cost/cost-concepts/>
6. <https://www.toppr.com/guides/economics/national-income-accounting/some-basic-concepts-of-macroeconomics/>
7. <https://cleartax.in/s/balance-of-payment>
8. <https://marketbusinessnews.com/financial-glossary/new-economy-definition-meaning/>

Mapping with Program Outcomes

CO \ PO	PO1	PO2	PO3	PO4	PO5
CO1	S				
CO2	S	S	M		
CO3	S	S	S	M	
CO4	S	S	M	M	
CO5	S	S	M	M	S

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Co-ordinator
 Dr. B. SHOBANA	Dr. B. Sudhakar 	

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

Course Code	21MSP04	Course Title						Batch	2021-2022 and Onwards
		ACCOUNTING FOR MANAGERS						Semester	I
Hrs / Week	4	L	4	T	-	P	-	Credits	4

Course Objectives

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.

Course Outcome:

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

CO No.	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Understand and analyze the accounting concepts, principles and Conventions for their routine monetary transaction	K1, K2, K3, K4
CO2	Define preventive internal control measures by analysing the management concepts and financial statements using various tools.	K1, K2, K3, K4
CO3	Understand and analyze the variables involved in the Financial Statements.	K1, K2, K3, K4
CO4	Analyse and prepare fixed and flexible, cash budget and draw interpretations.	K1, K2, K3, K4
CO5	Identify and Highlight Cost Volume Profit relationship and solve CVP functions.	K1, K2, K3

Code No	Course	Semester No
21MSP04	ACCOUNTING FOR MANAGERS	I
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. (Case study)	12
II	Financial Statements Analysis and Interpretation of Financial Statements: Comparative, common size and trend analysis, Ratio Analysis , Profitability Ratios – Long term Solvency Ratios-Liquidity Ratios – Turnover Ratios – Uses and limitations of Ratio Analysis. (Case Study)	10
III	Funds Flow Statement – uses and limitations – Statement of changes in working capital – computation of funds from operations –fund flow statement(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)	10
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. (Case-Study)	10
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. (Case-Study)	10

Note: Distribution of marks: Problems- 80 %, Theory-20 %

Teaching Methods: PowerPoint Projection through LCD, Assignment, Discussion and Activity.

Text Book:

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

Reference 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


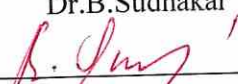
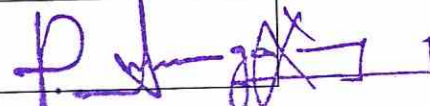
Web Resources:

1. https://www.google.co.in/books/edition/FINANCIAL_ACCOUNTING/tpJeBAAAQBAJ?hl=en&gbpv=1&dq=financial+and+management+accounting&printsec=frontcover
2. https://www.google.co.in/books/edition/Financial_Accounting_For_Management/ZlvbfwFNyi8C?hl=en&gbpv=1&dq=financial+and+management+accounting&printsec=frontcover

Mapping with Program Outcomes

CO \ PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	S	M	S
CO3	S	S	M	M	S
CO4	S	S	M	M	S
CO5	S	S	M	M	S

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Co-ordinator
	Dr. B. Sudhakar 	

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

Course Code	21MSP05	Course Title						Batch	2021-2022 and Onwards
		QUANTITATIVE METHODS FOR MANAGEMENT						Semester	I
Hrs / Week	4	L	4	T	-	P	-	Credits	4

Course Objectives

1. Understand the concept of functions and its application in model formulation and solving the same.
2. Demonstrate the ability to analyze data using statistical methods for supporting management decision making.
3. Learn about the application of probability techniques in the decision making.
4. To study the past behavior of data and to make forecasts for future.
5. Understand the concept of hypothesis and its application in statistical analysis.

Course Outcome:

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

CO No.	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Identify and apply the concept of functions, differentiation and integration in business.	K1, K2 and K3
CO2	Calculate and interpret the various measures of central tendency, dispersion, correlation and regression for business decisions.	K1, K2, K3 and K4
CO3	Recall the probability concepts for analyzing the random variables.	K1, K2, K3 and K4
CO4	Ability to analyze and apply the various methods of index number in comparing price or quantity with base value. Analyze the components of Time series.	K1, K2, K3 and K4
CO5	Demonstrate the structure of hypothesis testing and apply for statistical tests for business decisions.	K1, K2, K3 and K4

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Code No	Course	Semester No
21MSP05	QUANTITATIVE METHODS FOR MANAGEMENT	I
Unit No	Topics	Hours
I	Linear, Non-Linear functions – graphical representation of functions, Constants, Variables – notion of Mathematical models – concept of trade off – notion of constants. Basic Concept of differentiation – integration – Optimization concepts – use of differentiation for optimization of business problem- Optimization.	8
II	Data Analysis – Uni-Variate – ungrouped and grouped data measures of central Tendencies, measures of dispersion – C V percentages (problem related to business applications). Bivariate – correlation and regression – problems related to business applications.	12
III	Probability – definitions – addition and multiplication Rules (only statements) – simple business application problems – probability distribution – expected value concept – theoretical probability distributions – Binomial, Poison and Normal – Simple problems applied to business.	12
IV	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.	10
V	Hypothesis testing of Proportion and Mean – single and two tailed tests – errors in Hypothesis Testing – Measuring the power of Hypothesis test. Chi-Square Tests.	10

Note: Distribution of marks: Problems- 80 %, Theory-20 %

Teaching Methods: PowerPoint Projection through LCD, Assignment, Discussion and Activity. (Case studies, Seminars and group exercises may be used to supplement the class lectures)

Text Book:

1. RichardL Levin & Davids Rubin – Statistics for Management, Canada, Eighth Edition by Pearson Paperback, 2017.

Reference Books:

1. S. P. Gupta, Statistical Methods, Sultan Chand and Sons, 2014.
2. R.P. Hoods, Statistics for Business and Economics, Vikas Publishing, Fifth Edition, 2018.
3. Business Statistics by Levine, Pearson, 5th Edition, 2015
4. Amir D. Aczel, Complete Business Statistics, McGraw-Hill, 5th edition, 2013.

Web Resources:

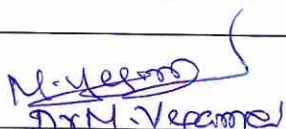


1. https://www.google.co.in/books/edition/Quantitative_Methods/A33k14xa_aYC?hl=en&gbpv=1&dq=quantitative+methods+for+management+&printsec=frontcover

2. https://www.google.co.in/books/edition/Quantitative_Methods_in_Management/o11NZFPMIC?hl=en&gbpv=1&dq=quantitative+methods+for+management&printsec=frontcover

Mapping with Program Outcomes

CO \ PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	S	M	S
CO3	S	S	S	M	S
CO4	S	S	S	M	S
CO5	S	S	S	M	S

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Co-ordinator
	Dr.B.Sudhakar 	

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

Course Code	21MSP06	Course Title						Batch	2021-2022 and Onwards
		LEGAL ASPECTS OF BUSINESS						Semester	I
Hrs / Week	4	L	4	T	-	P	-	Credits	4

Course Objective

1. The objective of this course is to familiarize the students with various laws.
2. To help students to refine their understanding of how law affects the different aspects of business.
3. To make students to recognize the impact of Indian legal environment on business.
4. To refine students in changing legal environment
5. To familiarize the students with industrial law.

Course Outcomes:

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

CO. No	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Analyze and summarise the fundamentals of legal environment	K1, K2, K3, K4
CO2	Outline, Analyze and Trace various contracts and laws	K1, K2, K3, K4
CO3	Understand and analyze the highlights of Negotiable Instruments	K1, K2, K3, K4
CO4	Analyze and Solve business situations in terms of legal laws	K1, K2, K3, K4
CO5	Summarise and understand the industrial laws	K1, K2, K3, K4

Code No	Course	Semester No
21MSP06	LEGAL ASPECTS OF BUSINESS	I
Unit No	Topics	Hours
Unit I	Mercantile Law Contracts: Nature and Classification of Contracts. The agreement of Offer and Acceptance. Consideration and capacity – Free consent – Contingent and Quasi contracts – Discharge of contracts – Breach of contract.	10
Unit II	Contract of Agency Essentials of Contract of Agency – Creation of Agency – kinds of Agents – Rights and duties of Principal and Agent- Duties of an Agent – Rights of an Agent – Duties and Rights of the Principal –Termination of Agency. Sales: Sales contract, Transfer of title and risk of Loss, Warranties in sales Contract. Performance of sales contract, conditional sales	12
Unit III	Negotiable Instruments Nature and requisites of Negotiable Instruments, Transfer of Negotiable Instruments and liability of parties, Enforcement's of secondary Liability, Holders in due course, special rules for cheques and banks Discharge of Negotiable instruments.	10
Unit IV	Company Law Major principles – types of companies, memorandum and Articles of association, Promotion and Formation of a Company – prospects. Powers, duties and liabilities of directors of a company – Corporate Governance.	10
Unit V	INDUSTRIAL LAW An overview of Factories Act, Payment of Wages Act, Payment of Bonus Act, Minimum Wages Act and Industrial Disputes Act. The Consumer Protection Act 1986: Object of the Consumer Protection Act – Rights of Consumers – Definitions of Important Terms. – Cyber law in India – Information Technology Act – 2000.	10

Teaching Methods: PowerPoint Projection through LCD, Assignment, Discussion and Activity.

Text Book:

Ravinder Kumar, "Legal Aspects of Business", Cengage Learning Pvt Ltd, 2016

Reference Books:

1. N.D.Kapoor "Elements of Mercantile Law" Sultan Chand & Sons (P) Ltd, 2018 R.S.N Pillai & Bagavathi "Legal Aspects of Business", S. Chand Company Ltd, 2011.
2. Kubendran "Legal Aspects of Business", Scitech Publications Pvt Ltd, (India), 2013.
3. M.C. Kuchhal, Vivek Kuchhal, Mercantile Law, Vikas Publication, 8th Edition, 2018
4. S S Gulshan, "Business Law including Company Law", Excel Books; 2018.

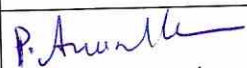
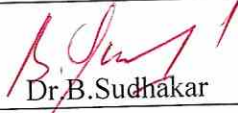
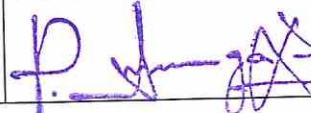
Web Resources:

1. <https://www.toppr.com/guides/business-laws/introduction-to-law/principle-sources-of-law-mercantile-law/>
2. <https://blog.ipleaders.in/essentials-to-the-contract-of-agency/>
3. <https://cleartax.in/s/negotiable-instruments>
4. <https://www.icsi.edu/media/webmodules/publications/FinalCLStudy.pdf>
5. <http://www.legalserviceindia.com/company%20law/com.htm>

Mapping with Program Outcomes

CO \ PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M		
CO2	S	S	M		
CO3	S	S	S	M	M
CO4	S	S	M	M	M
CO5	S	S	M	M	M

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Co-ordinator
 Dr. P. Anusha	 Dr. B. Sudhakar	

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

Course Code	21MSP07	Course Title						Batch	2021-2022 and Onwards
		Practical-Business Application Lab - I						Semester	I
Hrs / Week	3	L	-	T	-	P	3	Credits	2

Course Objectives:

1. To enable the students to enrich the basic knowledge in MS-Excel.
2. To enable the students to enrich the knowledge in formatting in MS-Excel.
3. To enable the students to enrich the knowledge in the applications of functions in MS-Excel.
4. To enable the students to enrich the knowledge in the tool bars in MS-Excel.
5. To enable the students to enrich the knowledge in file protection in MS-Excel.

Course Outcomes:

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

CO No.	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Apply and setup basics in MS-Excel	K1, K2, K3, K4 and K5
CO2	Exposure to the application of formatting in Excel	K1, K2, K3, K4 and K5
CO3	Highlight and examine the basic functions of MS-Excel	K1, K2, K3, K4 and K5
CO4	Prepare and show the usage of the tool bars in Ms-Excel	K1, K2, K3, K4 and K5
CO5	Application and protection of file in Excel	K1, K2, K3, K4 and K5

Code No	Course	Semester No
21MSP07	Practical-Business Application Lab - I	I
Unit No	Topics	Hours
Unit I	Excel Basics, Themes & Page setup, adding comments, protect sheet & workbook, Split & hide the window.	6
Unit II	Cell referencing, Cell formatting, Table formatting, Naming ranges.	3
Unit III	Excel functions and short cuts.	6
Unit IV	Excel tool bars - Insert, page layout.	6
Unit V	Page formatting, Protection, Freeze panel, Switching.	6
		5

Teaching Methods: PowerPoint Projection through LCD, Practical exercises in Laboratory.

Text Book:

1. Micheacl Busby, Russell. A.Stultz, "OFFICE 2000 Complete" , BPB.,2009.

Reference Books:

1. Dan Gookin, " Word 2016 for Dummies" John wiley & sons Inc, 2016.
2. John R.Levine "Windows XP: The complete reference", Osborne/Mc Graw Hill,2nd Edition,2001.

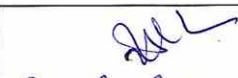
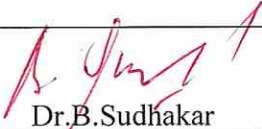
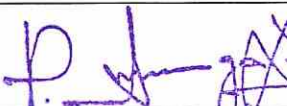
Web Resources:

1. <https://www.excel-easy.com/basics.html>
2. <http://spreadsheetpro.net/excel-format-cells/>
3. <https://blog.hubspot.com/marketing/excel-formulas-keyboard-shortcuts>
4. <https://www.wallstreetmojo.com/toolbar-on-excel/>
5. <https://business.tutsplus.com/tutorials/format-excel-spreadsheet--cms-30160>

Mapping with Program Outcomes

CO \ PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M		S
CO2	S	S	M		S
CO3	S	S	M	M	S
CO4	S	S	M	M	S
CO5	S	S	M	M	S

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Co-ordinator
 Dr. R. SUDHAKAR	 Dr. B. Sudhakar	

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

Course Code	21MSPV01	Course Title						Batch	2021-2022 and Onwards
		COMMUNICATION PRACTICE – I						Semester	I
Hrs / Week	2	L	2	T	-	P	-	Credits	1

Course Objectives:

1. Exposure to different forms of letter writing.
2. Experience on internal written communication.
3. Experience on External written communication.
4. To enable the students to learn the basics of individual and an organizational communication.
5. To understand the importance of written business communication.

Course Outcome:

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

CO No.	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Familiarize with various types of communication.	K1, K2, K3
CO2	Develop the written communication skills effectively and apply them.	K1, K2, K3 and K4
CO3	Adopt the themselves to various forms of letter writing and apply in business situations.	K1, K2, K3 and K4
CO4	Master the art of Writing internal letters and apply in business situations	K1, K2, K3 and K4
CO5	Master the art of Writing External letters and apply in business situations	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPV01	COMMUNICATION PRACTICE – I	I
Unit No	Topics	Hours
I	COMMUNICATION - Meaning and significance - Types of communication- Barriers & Principles of effective communication - Norms for Business letters - Letter for different kinds of situations. Report writing - formal & informal reports - writing research reports & technical reports.	9
II	WRITTEN COMMUNICATION-Need, Functions and kinds of Business Letters-Essentials of an Effective Business Letter-Layout of Letter-Enquiries and Replies-Offers and Quotations-Orders and Execution of orders-Credit and status enquires-Complaints and Adjustments-Collection Letters-circular Letter-Sales Letters.	9
III	CORRESPONDENCE-Insurance Correspondence – Import - Export correspondence-Agency Correspondence-Correspondence of a Company Secretary-Office Memorandums, Office Orders, Office circulars, Preparing Agenda, minutes.	8

Teaching Methods: PowerPoint Projection through LCD, Assignment, Discussion and Activities.

Text Book:

1. Essentials of Business Communication- Rajendra pal, Sultan Chand & Sons, January 2012.
2. J.S. KORIAHALLI, Sulthan Chand publication, 2012.

Reference Books:

1. Leena Sen, *Communication Skills*, 8th edition, PHI Learning Pvt Ltd., New Delhi. 2007
2. Raymond. V. Lesikar', *Basic Business Communication*, Tata McGraw Hill Education Pvt Ltd., 7th Edition 2008
3. Kitty. O. Locker and Stephen Kyo Kaczmarek, *Business communication Building Critical Skills*, 3rd edition, 2007.
4. Rajendra pal and Korlahali, *2007 Business Communication*, 7th edition, Nisha Publishers, New Delhi.
5. Krishna Mohan & Meera Bannerjee, *Communication Skills*, 5th edition, Viva Books. 2007


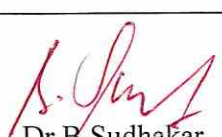
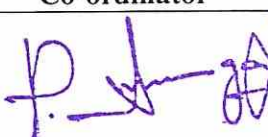
Web Resources:

1. https://www.academia.edu/34266490/Topic_1_Introduction_to_Written_Communication_Some_Basic_Principles
2. <https://www.yourarticlelibrary.com/management/communication/corporate-communication-meaning-importance-and-guidelines/70168>

Mapping with Program Outcomes

CO \ PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	S	M	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	S
CO5	S	S	M	S	S

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Co-ordinator
V. J. Surya Subam 	 Dr. B. Sudhakar	

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

Course Code	21MSPJ01	Course Title						Batch	2021-2022 and Onwards
		SOCIAL IMMERSION PROJECT						Semester	I
Hrs / Week	-	L	-	T	-	P	-	Credits	1

Course Objectives:

1. To make the students socially aware of NGOs
2. To identify the importance of solving societal issues
3. To be a part in CSR activities
4. To educate the people in need
5. To develop students, to be a socially responsible person

CO No.	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Understand and analyze the various forms of non-profit organizations.	K1, K2, K3 and K4
CO2	Apply the cleanliness habits among individuals	K1, K2 and K3
CO3	Understand and educate the methods of self – handling and career guidance.	K1, K2 and K3
CO4	Understand and analyze the importance of a better society.	K1, K2, K3 and K4
CO5	Apply the innovative techniques in social immersion projects	K1, K2 and K3

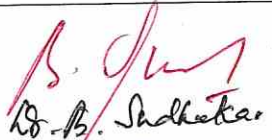
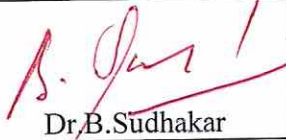
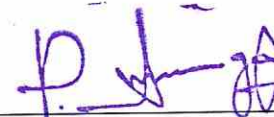
Code No	Course	Semester No
21MSPJ01	SOCIAL IMMERSION PROJECT	I
Unit No	Topics	Hours
I	<p>He/she should undergo a voluntary one-week program and get certificate and thereby do a presentation and submit a report.</p> <ul style="list-style-type: none"> • Join in a nonprofit organization and engage in their activities. • Organize an event to clean the environment. To teach school students in the areas of personality, finance, and career counseling. • Organize camps for the betterment of society in association with corporate. • Waste management awareness camp in association with Panchayats and corporation. • UPI – Unified Payment Interface awareness activities. • Any other related events for the betterment of the society. 	30

Students will attach with a social organization and do the above for 30 hours.

Mapping with Program Outcomes

CO \ PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M		
CO2	S	S	M		
CO3	S	S	M	M	S
CO4	S	S	M	M	S
CO5	S	S	M	M	S

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Co-ordinator
 Dr. B. Sudhakar	 Dr. B. Sudhakar	

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

Course Code	21MSP08	Course Title						Batch	2021-2022 and Onwards
		OPERATIONS MANAGEMENT						Semester	II
Hrs / Week	4	L	4	T	-	P	-	Credits	4

Course Objectives:

1. To make the students familiar with the operations function and its importance in the current business environment.
2. To enable the students to learn the basic concepts of plant location, Plant Layout and Process Planning.
3. To make students learn the application of production planning and control techniques in operations management.
4. To provide practical insight to Material management and inventory control in operations management.
5. To make students understand the importance of Quality in operations management.

Course Outcome:

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

CO No.	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Understand and analyze the operations functions and product design of a manufacturing and service industry, its importance and Competitiveness of Operations in the current environment.	K1, K2, K3 and K4
CO2	Understand and apply the concepts of Plant Location, Layout planning and Process Planning in Operations Management for operational efficiency.	K1, K2, K3 and K4
CO3	Comprehend and apply the techniques of production planning and control for enhancing the efficiency of the organization.	K1, K2, K3 and K4
CO4	Comprehend and analyze the techniques in managing inventory and controlling inventory for operational excellence.	K1, K2, K3 and K4
CO5	Understand and apply the various techniques of Quality Control in an organization	K1, K2, K3 and K4

Code No	Course	Semester No
21MSP08	OPERATIONS MANAGEMENT	II
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.	8
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)	12
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.	10
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

Note: Distribution of marks: Problems- 40%, Theory-60 %

Teaching Methods: PowerPoint Projection through LCD, Assignment, Discussion and Activity.

Text Book:

Pannervelam. R, "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 OperationsManagement", Tata McGraw Hill.11th edition, 2007.
2. Mahadevan,B, "Operations Management", Pearson Education,2015
3. William J. Stevenson, "Operations Management", McGraw Hill Education, 2015.
4. Norman Gaither, Greg Frazier, "Operations Management", Cengage Learning,2001.
5. S.N.Chary, " Production and Operations Management", McGraw Hill Edition, 2019.
6. Kanishka Bedi, "Production and Operations Management",3rd edition, Oxford UniversityPress, 2016.

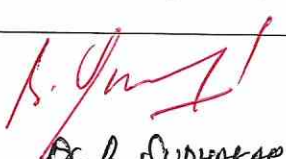
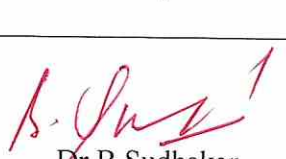
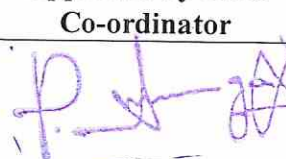
Web Resources:

- 1.https://www.google.co.in/books/edition/PRODUCTION_AND_OPERATIONS_MANAGEMENT/ecJWJZjuC-cC?hl=en&gbpv=1&dq=operations+management&printsec=frontcover
- 2.https://www.google.co.in/books/edition/Operations_Management/0nNzCgAAQBAJ?hl=en&gbpv=1&dq=operations+management+stevenson&printsec=frontcover
- 3.https://www.google.co.in/books/edition/Operations_Management/LYtmIR8UwjUC?hl=en&gbpv=1&dq=operations+management&printsec=frontcover

Mapping with Program Outcomes

CO \ PO	PO1	PO2	PO3	PO4	PO5
CO1	S				
CO2	S	M	M		
CO3	S	S	S	M	S
CO4	S	S	S	M	S
CO5	S	S	S	M	S

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Co-ordinator
 Dr. B. SUDHAKAR	 Dr.B.Sudhakar	

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

Course Code	21MSP09	Course Title						Batch	2021-2022 and Onwards
		MARKETING MANAGEMENT						Semester	II
Hrs / Week	4	L	4	T	-	P	-	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.

Course Outcome:

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

CO. No.	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Understand and analyze the marketing concepts and its evolution.	K1, K2, K3 and K4
CO2	Analyze the market based on segmentation, targeting and positioning	K1, K2, K3 and K4
CO3	Analyze and make decisions on promotion mix and distribution	K1, K2, K3 and K4
CO4	Understand and analyze the importance of marketing communication and the various methods available.	K1, K2, K3 and K4
CO5	Visualize and analyze the impact of latest marketing trends for organizational effectiveness.	K1, K2, K3 and K4

Code No	Subject	Semester No
21MSP09	MARKETING MANAGEMENT	II
Unit No	Topics	Hours
Unit I	Concept of Marketing Marketing Concepts and Tasks, - Marketing environment – economic, demographic, socio-cultural, technological, political and legal - Concept of Market Segmentation, Targeting, Market Positioning.	10
Unit II	Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle – strategic implications; New product development and consumer adoption process. Pricing Decisions: Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.	12
Unit III	Distribution Channels and Physical Distribution Decisions: Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling. Promotion Decisions: Communication Process; Promotion mix – advertising, personal selling, sales promotion, publicity and public relations; Determining advertising budget; Copy designing and testing; Media selection; Advertising effectiveness; Sales promotion – tools and techniques.	12
Unit IV	Marketing Research: Meaning and scope of marketing research; Marketing research process. Marketing Organization and Control: Organizing and controlling marketing operations	8
Unit V	Current Trends in Marketing Identifying and analyzing competitors, designing competitive strategies for leaders, challengers, followers and nichers - Latest trends in Marketing: Digital Marketing, Internet Marketing, E-Mail Marketing, Social Media Marketing, Mobile Marketing - Green Marketing.	10

Teaching Methods: PowerPoint Projection through LCD, Assignment, Discussion and Activity.

Text Book: Philip Kotler, "Marketing Management", Pearson Education/PHI 15th Edition, 2017.

Reference Books:

1. Rajan Saxena, "Marketing Management", Tata McGraw Hill, 6th Edition, 2019
2. Ramasamy. VS.& Namakumari. S., "Marketing Management – A Strategic Decision-Making Approach", McGraw Hill education, 5th Edition, 2017.
3. Philip Kotler and Kevin Lane Kotler, "Marketing Management: A South Asian Perspective", Pearson Education, 11th Edition, 2015
4. William Perreault, Jr and E. Jerome McCarthy, "Basic Marketing", Tata McGraw Hill, 2017.
5. Naresh Malhotra & Satyabhusan Dash "Marketing research," Pearson Education, India, 2015.
6. Ramphal and Gupta, "Case and Simulations in Marketing", - Gollatia, Delhi, 2010

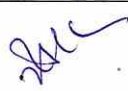
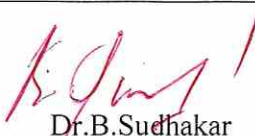
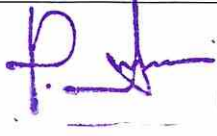
Web Resources:

1. https://www.google.co.in/books/edition/Marketing_Management/kxF_AgAAQBAJ?hl=en&gbpv=1&dq=Marketing+Management&printsec=frontcover
2. https://www.google.co.in/books/edition/Marketing_Management/BW_DQgAACAAJ?hl=en
3. https://www.google.co.in/books/edition/Marketing_Management/c9869T3ZxDsC?hl=en&gbpv=1&dq=%E2%80%9CMarketing+Management%E2%80%9D,+Tata+McGraw+Hill,+&printsec=frontcover
4. https://www.google.co.in/books/edition/MARKETING_MANAGEMENT/Wb5f1K8SPD8C?hl=en&gbpv=1&dq=Ramasamy.+VS.%26+Namakumari.+S.,+%E2%80%9CMarketing+Management&pg=PA306&printsec=frontcover
5. https://books.google.co.in/books/about/Basic_Marketing.html?id=v7Meiet3EXYC&redir_esc=y

Mapping with Program Outcomes

CO \ PO	PO1	PO2	PO3	PO4	PO5
CO1	S				
CO2	S	S	M		
CO3	S	S	M	M	S
CO4	S	S	M	M	S
CO5	S	S	M	S	S

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Co-ordinator
 Dr. R. Sarbana	 Dr. B. Sudhakar	

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

Course Code	21MSP10	Course Title						Batch	2021-2022 and Onwards
		FINANCIAL MANAGEMENT						Semester	II
Hrs / Week	4	L	4	T	-	P	-	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 Business Valuation.

Course Outcome:

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

CO No.	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Describe and organize the financial environment within which organizations must operate.	K1, K2, K3
CO2	Critically evaluate and justify the financial objectives of various types of organizations and the respective requirements of stakeholders.	K1, K2, K3, K4
CO3	Analyze the alternative sources of finance and investment opportunities and point out the suitability in particular circumstances.	K1, K2, K3, K4
CO4	Access and analyze the factors affecting investment decisions and opportunities presented to an organization.	K1, K2, K3, K4
CO5	Select and apply techniques in managing working capital.	K1, K2, K3, K4

Code No	Course	Semester No
21MSP10	FINANCIAL MANAGEMENT	II
Unit No	Topics	Hours
I	Financial Management Introduction –Approaches - objectives of financial management – profit maximization and wealth maximization-Financial Decision-Interrelationship. Changing role of finance managers. Sources of Financing -Time value of money –Future value and present value of single cash flow, annuity & Perpetuity - Doubling period (Problems.)	10
II	Capital Budgeting: need and significance – process – factors influencing capital budgeting- Investment decisions - Investment evaluation techniques – Payback period, Accounting rate of return, Discounted Cash flow methods - Net present value method –Present Value index method, Internal rate of return- Capital Rationing. Risk Analysis in Capital Budgeting – methods – (Problems)	10
III	Cost of Capital - Basic concepts. – Computation of specific source of capital Cost of debenture capital, cost of preferential capital, cost of retained earnings- cost of equity capital – CAPM model-. Determination of Weighted average cost of capital and Marginal cost of capital. – Leverages- Operating and Financial leverage.	10
IV	Capital Structure and Dividend decisions Capital structure. –determinants -Theories – NI – NOI- MM Approach -Point of indifference (Problems) Dividend policy – Factors affecting dividend policy – forms of dividend- Dividend Theories (Problems), Beyond cash dividends – buy-backs, spin-offs, divestures, and stock split.	12
V	Business Valuation: Conceptual Framework of Valuation; Approaches/Methods of Valuation; and other Approaches to Value Measurement Mergers & Acquisitions: - Objectives & Motivations of Mergers, Takeovers, Acquisitions & Demergers, Due Diligence Process & Value chain analysis, Recent Trends including Cross Border acquisitions, Strategic alliances and Joint Ventures as alternatives to acquisitions	10

Note: Distribution of marks: Problems-50%, Theory-50%

Teaching Methods: PowerPoint Projection through LCD, Assignment, Discussion and Activity.

Text Book:

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

Reference Books:

1. Prasanna Chandra, "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

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

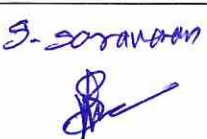
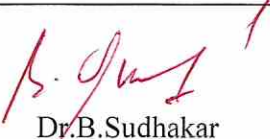
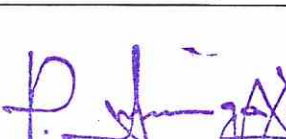
Web Resources

1. <https://www.classcentral.com/course/edx-financial-management-in-organizations-9109>
2. <https://www.investopedia.com/articles/financial-theory/11/corporate-project-valuation-methods.asp>
3. <https://corporatefinanceinstitute.com/resources/knowledge/finance/cost-of-capital/>
4. <https://etheses.bham.ac.uk/id/eprint/51/1/Manos01PhD.pdf>
5. <https://corporatefinanceinstitute.com/resources/knowledge/valuation/valuation-methods/>

Mapping with Program Outcomes

CO \ PO	PO1	PO2	PO3	PO4	PO5
CO1	S				
CO2	S	S	M		
CO3	S	S	M	M	S
CO4	S	S	M	M	S
CO5	S	S	M	S	S

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Co-ordinator
	 Dr.B.Sudhakar	

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

Course Code	21MSP11	Course Title						Batch	2021-2022 and Onwards
		HUMAN RESOURCE MANAGEMENT						Semester	II
Hrs / Week	4	L	4	T	-	P	-	Credits	4

Course Objectives:

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.

Course Outcome:

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

CO No.	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Understand and analyze the principles and functions of HRM and the latest trends.	K1, K2, K3 and K4
CO2	Understand and demonstrate the process of manpower Planning.	K1, K2, K3 and K4
CO3	Analyze the process of training & development and career planning	K1, K2, K3 and K4
CO4	Visualize and analyze the compensation practices in Indian organizations.	K1, K2, K3 and K4
CO5	Understand and analyze the industrial relations issues and its impact on the organization.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSP11	HUMAN RESOURCE MANAGEMENT	II
Unit No	Topics	Hours
Unit 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.	10
Unit 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.	10
Unit 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.	10
Unit 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 – Pricing Managerial and Professional Jobs. Employee Benefits and Services: Fringe benefits - Insurance Benefits – Retirement Benefits – Statutory and Non - statutory benefits.	12
Unit V	Collective bargaining: Collective bargaining -functions and importance of Collective bargaining, collective bargaining process -Trade Union- Discipline administration - Grievances handling - Managing dismissals and Separation, Workers Participation in Management (WPM) -importance, forms of WPM. IT applications in HRM.	10

Teaching Methods: PowerPoint Projection through LCD, Assignment, Discussion and Activity.

Text Book:

Gary Dessler, "Human Resource Management", Pearson Education in India, 15th Edition, 2017.

Reference Books:

1. Aswathappa.K, - "Human Resource & personnel Management"- Text and Cases, Tata McGraw-Hill Publishing Company Ltd, New Delhi, 8th Edition, 2017.
2. K. Sundar & j Srinivasan- "Essentials of Human Resource Management" Vijay Nicole, Imprints Private Limited, Chennai, 2017.
3. .Dr.F. C Sharma,- "Human Resource Management", Sahitya Bawan (SPBD) Publications, 2016
4. David A. Decenzo, - "Human Resource Management", Wiley; Eleventh edition (2015).
5. Memoria C.B, Gankar.S.V,- "Personnel Management & Industrial Relations", Himalaya Publishers Co., New Delhi, 2011.
6. Nandhakumar B, "Industrial Relations, Labour Welfare and Labour Laws", Vijay Nicole, Imprints Private Limited, Chennai, 1st Edition, 2015.


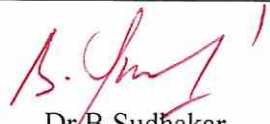

Web Resources:

1. <https://www.pdfdrive.com/human-resources-management-set-concepts-methodologies-tools-and-applications-human-resources-management-concepts-methodologies-tools-and-applications-d175>
2. https://www.google.co.in/books/edition/Essentials_of_Human_Resource_Management/sMpCbpMtaikC?hl=en&gbpv=1&dq=human+resource+management&printsec=frontcover
3. https://www.google.co.in/books/edition/Managing_Human_Resources/nx-71etJQYEC?hl=en&gbpv=1&dq=human+resource+management&printsec=frontcover

Mapping with Program Outcomes

CO \ PO	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M		S
CO2	S	M	M	M	S
CO3	S	S	M	M	S
CO4	S	S	M	M	S
CO5	S	S	M	M	S

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Co-ordinator
 Dr. P. Anushe Babhe	 Dr. B. Sudhakar	

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

Course Code	21MSP12	Course Title						Batch	2021-2022 and Onwards
		QUANTITATIVE TECHNIQUES						Semester	II
Hrs / Week	4	L	4	T	-	P	-	Credits	4

Course Objectives:

1. Formulate a real-world problem as a mathematical programming model and learn the feasible solution and optimum solution for the resource management.
2. Solve specialized linear programming problems like the transportation and assignment problems
3. Learn how to schedule and control project costs with PERT/CPM.
4. Learn the various inventory models in the resource planning and management.
5. Solve real world problems which cannot be solved strictly by mathematical approaches.

Course Outcome:

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

CO. No	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Ability to define and formulate a model for real life situation using linear programming.	K1, K2 & K3
CO2	Apply Transportation and Assignment algorithm to solve business problems.	K1, K2 & K3
CO3	Analyze the business situation using network theory and queuing theory and apply various mathematical applications in solving them.	K1, K2, K3 and K4
CO4	Understand and analyze the concept of inventory management and its application to business situations.	K1, K2, K3 and K4
CO5	Visualize and analyze the simulation modeling to solve real-world problems safely and efficiently.	K1, K2, K3 and K4

Code No	Subject	Semester No
21MSP12	QUANTITATIVE TECHNIQUES	II
Unit No	Topics	Hours
Unit 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.	10
Unit II	Transportation model – Initial Basic Feasible solutions – optimum solution for non – degeneracy model – Transshipment Model – Assignment Model.	10
Unit III	Network Model – networking – CPM – critical path – Time estimates – critical path – crashing, Resource levelling, Resources planning. Waiting Line Model – Structure of model – M/M/1 for infinite population.	10
Unit IV	Inventory Models – Deterministic – EOQ – EOQ with Price Breaks – Probabilistic Inventory Models - Probabilistic EOQ model.	12
Unit V	Simulation – types of simulation – Monte Carlo simulation – simulation problems. Decision Theory – Pay off tables – decision criteria – decision trees.	10

Note: Distribution of marks: Problems- 80 %, Theory-20 %

Teaching Methods: PowerPoint Projection through LCD, Assignment, Discussion and Activity.
(Case studies, Seminars and group exercises may be used to supplement the class lectures)

Text Book:

Hamdy A Taha- An Introduction to Operations Research, Pearson, 2019

Reference Books:

1. Kanti Swarup, Gupta and Man Mohan, Operations Research, Prentice Hall of India, 2012.
2. J.K. Sharma, Operations Research, Laxmi Publication, 2017.
3. R. Panneerselvam, Operations Research, Prentice Hall India Learning Private Limited, 2012

4. Ronald L. Rardin, Optimization in Operations Research, Pearson Education, 2018
5. U.K. Srivastava, G.V. Shenoy, S. C. Sharma, Quantitative Techniques for Managerial Decision, Second Edition, Prentice Hall of India, 2013

Web Resources:

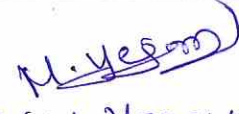

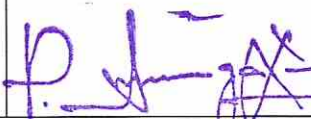
1. https://www.google.co.in/books/edition/Quantitative_Techniques_for_Management/yx9CYLqPjUC?hl=en&gbpv=1&dq=quantitative+techniques+in+management&printsec=frontcover

2. https://www.google.co.in/books/edition/Quantitative_Techniques_in_Management_3e/T-707YzDBSYC?hl=en&gbpv=1&dq=quantitative+techniques+in+management&printsec=frontcover

Mapping with Program Outcomes

CO \ PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	S
CO2	S	S	M	M	S
CO3	S	S	M	M	S
CO4	S	S	M	M	S
CO5	S	S	M	M	S

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Co-ordinator
 D.M. YEGAMMA	 Dr. B. Sudhakar	

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

Course Code	21MSP13	Course Title						Batch	2021-2022 and Onwards
		BUSINESS RESEARCH METHODS						Semester	II
Hrs / Week	4	L	4	T	-	P	-	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.

Course Outcome:

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

CO. No'	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Understand and analyze the business research process and its application in managerial decision-making situations.	K1, K2, K3 and K4
CO2	Understand and analyze the various scaling techniques applied in research.	K1, K2, K3 and K4
CO3	Visualize and demonstrate the skill of selecting the appropriate sampling frame work, data collection tools and data processing for the research.	K1, K2, K3 and K4
CO4	Demonstrate the skill of analyzing the data collected through primary or secondary sources for their research work.	K1, K2, K3 and K4
CO5	Interpret and prepare different types of research report according to the need for their managerial decisions.	K1, K2, K3 and K4

Code No	Subject	Semester No
21MSP13	BUSINESS RESEARCH METHODS	II
Unit No	Topics	Hours
Unit 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.	10
Unit II	Research Design - Types - case study -features of good design - measurement - meaning - Validity and Reliability of instrument. Scaling Techniques: meaning - Types of scales: Basics – nominal, ordinal, interval and ratio scales. Attitude measurement scales – Likert's, Semantic differential, Thurstone, Multidimensional scaling.	10
Unit III	Data Collection - Data collection - Types of data - sources - Tools for 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.	10
Unit IV	Hypothesis - Meaning - sources – Types, formulation – errors in hypothesis. Test of significance- assumptions about parametric and non-parametric tests. Chi-square test - Parametric test - t test, f test and z test –Non- parametric test - u test, Kruskal Wallis, Sign test (Problems may be asked in parametric and Non- parametric test). Multivariate analysis-factor, cluster, discriminate analysis (Theory only).	12
Unit 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.	10

Note: Distribution of marks: Problems-20%, Theory-80 %

Teaching Methods: PowerPoint Projection through LCD, Assignment, Discussion and Activity.

Text Book:

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

Reference Books:

1. R.Paneerselvam, Research Methodology Second Edition, 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
 4. S.L.Gupta and Hitesh Gupta, Business research Methods, Tata McGraw Hill Education PvtLtd,2012
 5. S.Sreejesh, Sanjay Mohapatra and M R Anushree Business research Method : An Application Orientation ,Springers International Publishing Ltd,2014
- Note: 30% of the questions shall be problems and 70% of the questions shall be theorybased. Problems in Unit IV only.*

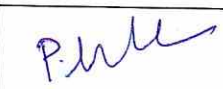
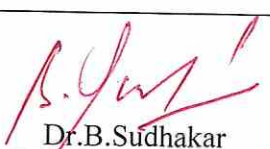
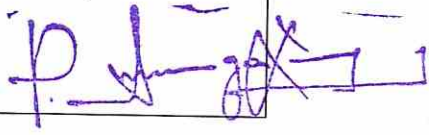
Web Resources:

1. http://www.sociology.kpi.ua/wp-content/uploads/2014/06/Ranjit_Kumar_Research_Methodology_A_Step-by-Step_G.pdf

Mapping with Program Outcomes

CO \ PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	S
CO2	S	S	S	M	S
CO3	S	S	S	M	S
CO4	S	S	S	M	S
CO5	S	S	S	M	S

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Co-ordinator
 Dr.P.Anurag Prasad	 Dr.B.Sudhakar	

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

Course Code	21MSP14	Course Title						Batch	2021-2022 and Onwards
		Practical-Business Application Lab – II						Semester	II
Hrs / Week	3	L	-	T	-	P	3	Credits	2

Course Objectives:

1. To enable the students to enrich the knowledge in sorting and filtering in MS-Excel.
2. To enable the students to enrich the knowledge in formatting the charts in MS-Excel.
3. To enable the students to enrich the knowledge in the applications of Lookup functions in MS-Excel.
4. To enable the students to enrich the knowledge in the usage of If statements in MS-Excel.
5. To enable the students to enrich the knowledge in usage of macros in MS-Excel.

Course Outcome:

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

CO No.	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Conceptualize the features and functions of sorting and filtering in Excel.	K1, K2, K3, K4 and K5
CO2	Understand the process of creating the data in charts and formatting the musing Excel.	K1, K2, K3, K4 and K5
CO3	Perform effective usage of If statements in Excel.	K1, K2, K3, K4 and K5
CO4	Understand the application of Pivot tables in Excel and its application in management decision making.	K1, K2, K3, K4 and K5
CO5	Understand the application of macros in Excel and its application in management decision making.	K1, K2, K3, K4 and K5

Code No	Course	Semester No
21MSP14	Practical-Business Application Lab - II	II
Unit No	Topics	Hours
I	Introduction Outline, Sort, Filter, and Subtotal- Group and Ungroup, Sort Data, Sort Multiple Levels, Filter Data, Advanced Filter, Conditional Sorting and Filtering, Sorting with Custom Lists, Subtotal.	6
II	Formatting Charts Introduction, Chart Styles, Chart Layouts, Add Labels, Axis Options, Chart Title, Legends, Data Labels. Lookups - Introduction, VLOOKUP, VLOOKUP Exact Match, HLOOKUP, HLOOKUP Exact Match.	6
III	Conditional Logic – Introduction, IF Statement, Nested IF, AND, OR, NOT, IFERROR, SUMIF, AVERAGEIF, COUNTIF & COUNTIFS, SUMIFS, AVERAGEIFS.	5

IV	PivotTables – Introduction, Creating PivotTables, Choosing Fields, PivotTable Layout, Filtering PivotTables, Modifying PivotTable Data, PivotCharts	3
V	Macros Introduction and Macro Security, recording a Macro, assign a Macro to a Button or Shape, run a Macro upon Opening a Workbook, How to Inspect and Modify a Macro.	6

Teaching Methods: PowerPoint Projection through LCD, Practical exercises in Laboratory.

Text Book:

1. Micheael Busby, Russell. A. Stultz, “OFFICE 2000 Complete”, BPB., 2009.

Reference Books:

1. Dan Gookin, “Word 2016 for Dummies” John wiley & sons Inc, 2016.
2. John R. Levine “Windows XP: The complete reference”, Osborne/Mc Graw Hill, 2nd Edition, 2001.


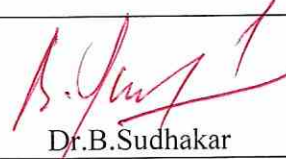

Web Resources:

1. <https://www.onlc.com/outline.asp?ccode=wex119>
2. <https://www.uis.edu/informationtechnologyservices/wp-content/uploads/sites/106/2013/04/Charts2010.pdf>
3. <https://support.microsoft.com/en-us/office/create-conditional-formulas-ca916c57-abd8-4b44-997c-c309b7307831>
4. <https://www.contextures.com/CreatePivotTable.html>
5. <https://powerspreadsheets.com/how-to-enable-macros-excel/>

Mapping with Program Outcomes

CO \ PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	S
CO2	S	S	S	M	S
CO3	S	S	S	M	S
CO4	S	S	S	M	S
CO5	S	S	S	M	S

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Co-ordinator
 Dr. R. SHOBANA	 Dr. B. Sudhakar	

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

Course Code	21MSPV02	Course Title					Batch	2021-2022 and Onwards	
		COMMUNICATION PRACTICE - II					Semester	II	
Hrs / Week	2	L	2	T	-	P	-	Credits	1

Course Objectives:

1. To enable the students to learn the basics of Non-verbal communication.
2. To recognize the various non-verbal communication effectively.
3. To understand the importance of pronunciation in corporate.
4. To understand the various communication techniques in listening.
5. To manage different corporate etiquettes.

Course Outcome:

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

CO No.	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Familiarize with various types of Non-verbal communication and apply them effectively.	K1,K2and K3
CO2	Adopt the various dimensions of communication.	K1,K2and K3
CO3	Develop the written communication skills effectively and apply them appropriately.	K1,K2and K3
CO4	Master the art of conducting and giving interviews for improving the efficiency.	K1,K2and K3
CO5	Master the technical and non-technical presentation for improving your personality.	K1,K2and K3

Code No	Course	Semester No
21MSPV02	COMMUNICATION PRACTICE – II	II
Unit No	Topics	Hours
I	Non-verbal communication -Meaning, Importance, Types, Examples- Personal appearance posture –types- body language- hand shake- visual & audio-visual aids for communication-Uses and Practice- face to face communication-techniques.	9
II	Spoken English – Principles of pronunciation – Fluency and correctness - Confidence and skills in using English – Asking questions – Listening skills.	9
III	Communication skills – Effective and ineffective communication - Free speech – Giving and receiving feedbacks Identifying communication styles – Getting along with others telephonic etiquette, Netiquettes.	8

Teaching Methods: PowerPoint Projection through LCD, Assignment, Discussion and Activities.

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", McGraw Hill, NewYork, 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.




Web Resources:

1. [https://www.sagepub.com/sites/default/files/upmbinaries/53604_Gamble_\(IC\)_Chapter_6.pdf](https://www.sagepub.com/sites/default/files/upmbinaries/53604_Gamble_(IC)_Chapter_6.pdf)
2. <https://2012books.lardbucket.org/pdfs/a-primer-on-communication-studies/s04-nonverbal-communication.pdf>
3. <https://www.helpguide.org/articles/relationships-communication/nonverbal-communication.htm>

Mapping with Program Outcomes

CO \ PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	S	S	M	S	S
CO3	S	S	M	S	S
CO4	S	S	M	S	S
CO5	S	S	M	S	S

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Co-ordinator
V.J. Surya Subam 	 Dr.B.Sudhakar	

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

Course Code	21MSPJ02	Course Title	Batch	2021-2022 and Onwards
		RURAL INNOVATION PROJECT	Semester	II
Hrs / Week	-		Credits	1

Course Objectives:

1. To know the present trend of Rural market
2. To find out the problems of Rural market
3. To create the awareness on the study of rural market
4. To empower the players in rural market
5. To provide innovative techniques to strengthen the rural market.

CO No.	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Understand the present trend of rural market.	K1 and K2
CO2	Understand the problems and solve issues in rural market.	K1, K2 and K3
CO3	Familiarizing the rural terrain.	K1 and K2
CO4	Supporting the rural population for their efforts.	K1 and K2
CO5	Providing solution through innovation to strengthen the rural markets.	K1, K2 and K3

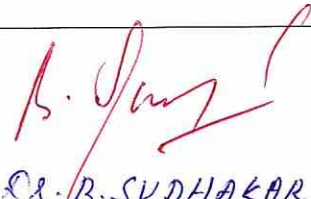
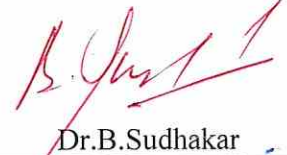
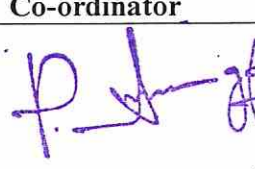
Code No	Course	Semester No
21MSPJ02	RURAL INNOVATION PROJECT	II
Unit No	Topics	Hours
I	<p>This will be for the duration of one week.</p> <ul style="list-style-type: none"> • Present Scenario of Rural Markets. • Study the Demographic characteristics of Rural People. • Strategies adopted to capture the rural market. • Create awareness among the rural people on Digital banking. • Create awareness among rural people on accessing microfinance. • Create awareness among rural people on the accessing Social Security Benefits. • Create awareness among rural people on the accessing government schemes. • Any other related rural innovative projects. 	30

Students will be interacting with the rural community and collect data within a period of 30 hours.

Mapping with Program Outcomes

CO \ PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	M	S
CO2	S	S	M	M	S
CO3	S	S	M	M	S
CO4	S	S	M	M	S
CO5	S	S	M	M	S

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Co-ordinator
 DR. B. SUDHAKAR	 Dr. B. Sudhakar	

Cell Science,

