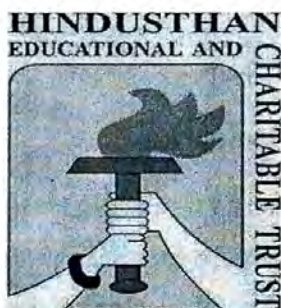


**LEARNING OUTCOMES–BASED  
CURRICULUMFRAMEWORK (LOCF)**

**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](http://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.

***PROGRAMME SPECIFIC OUTCOME (PSO)***

**The Students who completes the MBA Programme:**

**PSO1** - Will become an effective and successful manager with creativity and problem-solving skills.

**PSO2** - Will be able to have the necessary skills in making ethical decisions for the success of the organization.

**PSO3** - Will be able to foster team work for the success of the organization.

**PSO4** - Will be able to understand the multicultural environment and make responsible decisions in the interest of the stake holders of the company.

**PSO5** – Will be able to have the confidence in becoming an entrepreneur to contribute to the society.

**“SCHEME OF EXAMINATION ALONG WITH DISTRIBUTION OF MARKS AND CREDITS” CBCS & LOCF PATTERN POST GRADUATE PROGRAMME – MBA**

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

**HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS) COIMBATORE – 641028**  
**MASTER OF BUSINESS ADMINISTRATION- MBA**  
**SCHEME OF EXAMINATIONS – CBCS/LOCF PATTERN**  
**(For the students admitted from the Academic year 2021 - 2022 and onwards)**

CO DE NO.	COURSE	LECTURE HRS/ WEEK	EXAM. DURATION (HRS)	MAX. MARKS			CREDIT POINTS		
				IE	EE	TOTAL			
<b>First Semester</b>									
21MSP01	DSC	DSC-I-Business Organization and Management	4	3	40	60	100	4	
21MSP02	DSC	DSC-II-Organizational Behaviour	4	3	40	60	100	4	
21MSP03	GE	GE-I- Managerial Economics	4	3	40	60	100	4	
21MSP04	DSC	DSC-III-Accounting for Managers	4	3	40	60	100	4	
21MSP05	GE	GE- II- Allied-Quantitative Methods for Management (MAT)	4	3	40	60	100	4	
21MSP06	DSC	DSC-IV- Legal aspects of Business	4	3	40	60	100	4	
21MSP07	SEC	SEC-I- Practical-Business Application Lab - I	2	3	50	50	100	2	
21MSPV01	AEC	AEC-I-Value added course – 1	2	3	50		50**	1*	
21MSPJ01	AEC	AEC-II-Social Immersion Project					C / NC	2*	
	SEC	SDR – Student Development Record	Assessment will be done in the end of III semester						
					280	420	700	26	
<b>Second Semester</b>									
21MSP08	DSC	DSC-V-Operations Management	4	3	40	60	100	4	
21MSP09	DSC	DSC-VI-Marketing Management	4	3	40	60	100	4	
21MSP10	DSC	DSC-VII-Financial Management	4	3	40	60	100	4	
21MSP11	DSC	DSC-VIII-Human Resource Management	4	3	40	60	100	4	
21MSP12	GE	GE-III-Allied - Quantitative Techniques (MAT)	4	3	40	60	100	4	
21MSP13	DSC	DSC-IX-Business Research Methods	4	3	40	60	100	4	
21MSP14	SEC	SEC-II-Practical-Business Application Lab - II	2	3	50	50	100	2	
21MSPV02	AEC	AEC-III-Value added course – 2	2	3	50	-	50**	1*	
21MSPJ02	AEC	AEC_IV-Rural Innovation project					C / NC	2*	
					280	420	700	26	
<b>Third Semester</b>									
21MSP15	DSC	DSC- X- International Business	4	3	40	60	100	4	
21MSP16	DSC	DSC- XI-Introduction to Business Analytics	4	3	40	60	100	4	
21MSP17	DSE	DSE-I-Elective –I	4	3	40	60	100	3	
21MSP18	DSE	DSE-II-Elective –II	4	3	40	60	100	3	
21MSP19	DSE	DSE-III-Elective –III	4	3	40	60	100	3	
21MSP20	DSE	DSE-IV-Elective –IV	4	3	40	60	100	3	
21MSP21	SEC	SEC- III- Skill Based - Data Analysis and Business Modeling/SPSS Lab III	2	3	50	50	100	2	
21MSP22	SEC	SEC-IV- Project Work	-	-	50	150	200	4	
21MSPV03	AEC	AEC-V- Value added course – 3	2	3	50		50**	1*	
21MSPJ03	AEC	AEC- VI- Online Certificate Program					C / NC	1*	
21MSPJ04	SEC	SEC- V- SDR – Student Development Record	-	-	-	-	C / NC	1*	
					330	570	900	26	
<b>Fourth Semester</b>									
21MSP23	DSC	DSC- XII- Strategic Management & Corporate Governance	4	3	40	60	100	4	
21MSP24	DSE	DSE- V- Elective –V	4	3	40	60	100	3	
21MSP25	DSE	DSE- VI- Elective –VI	4	3	40	60	100	3	
21MSP26	DSE	DSE- VII- Elective –VII	4	3	40	60	100	3	
21MSP27	DSE	DSE - VIII- Elective –VIII	4	3	40	60	100	3	
21MSP28	SEC	SEC- VI- Internship – 30 Days			100		100	6	
21MSPV04	AEC	AEC - VII- Value added course – 4	2	3	50		50**	1*	
21MSPJ05	AEC	AEC- VIII- Online Certificate Program					C / NC	1*	
21MSPJ06	AEC	AEC- IX- International / National Certification					C / NC	1*	
					300	300	600	22	
							2900 + (200**)	100 + (12**)	

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

- \* 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 pertain 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*

<b>Marketing</b>		
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

<b>Finance</b>		
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

<b>Human Resource Management</b>		
<b>S. No</b>	<b>Subject Code</b>	<b>Course Name</b>
1	21MSPHRA	Talent Management
2	21MSPHRB	Personnel & Interpersonal Effectiveness
3	21MSPHRC	Organizational Development
4	21MSPHRD	Industrial Relations and Labour Legislations
5	21MSPHRE	International Human Resource Management
6	21MSPHRF	Strategic Human Resource Management
7	21MSPHRG	Manpower Planning, Recruitment and Selection
8	21MSPHRH	Team Dynamics at Work
9	21MSPHRI	HR Analytics

<b>Business Analytics</b>		
<b>S. No</b>	<b>Subject Code</b>	<b>Course Name</b>
1	21MSPBAA	Business Intelligence
2	21MSPBAB	Social & Web Analytics
3	21MSPBAC	Big Data Analytics
4	21MSPBAD	Data Mining for Business
5	21MSPBAE	Marketing Analytics

<b>Operation Management</b>		
<b>S. No</b>	<b>Subject Code</b>	<b>Course Name</b>
1	21MSPPNA	Innovation and Technology Management
2	21MSPPNB	Lean and Agile Manufacturing Systems
3	21MSPPNC	Total Quality Management
4	21MSPPND	Logistics & Supply Chain Management
5	21MSPPNE	Operations Strategy
6	21MSPPNF	Sales and Operations Planning
7	21MSPPNG	Sourcing Management
8	21MSPPNH	Quality Kit for Managers

<b>Logistics Management</b>		
<b>S. No</b>	<b>Subject Code</b>	<b>Course Name</b>
1	21MSPLMA	Logistics Management
2	21MSPLMB	Export Import Trade and Documentation
3	21MSPLMC	Supply Chain Management
4	21MSPLMD	International Logistics & Shipping Management
5	21MSPLME	Supply Chain Analytics

<b>Media Management</b>		
<b>S. No</b>	<b>Subject Code</b>	<b>Course Name</b>
1	21MSPMEA	Mass Communication
2	21MSPMEB	Journalism
3	21MSPMEC	Media Management and Public Relations
4	21MSPMED	Media Law and Ethics
5	21MSPMEE	Media Production Planning and Management

<b>Micro &amp; Small Business Management</b>		
<b>S. No</b>	<b>Subject Code</b>	<b>Course Name</b>
1	21MSPMSA	Design and Change in Organization
2	21MSPMSB	Planning, Structuring, and Financing Small Business
3	21MSPMSC	Business Plan Preparation for Small Business
4	21MSPMSD	Marketing for Small Business
5	21MSPMSE	Finance and Accounting for Small Business

<b>Systems</b>		
<b>S. No</b>	<b>Subject Code</b>	<b>Course Name</b>
1	21MSPSYA	Electronic Commerce.
2	21MSPSYB	System Analysis and Design
3	21MSPSYC	Enterprise Resource Planning
4	21MSPSYD	Business Analytics
5	21MSPSYE	Software Project Management

<b>Tourism &amp; Travel Management</b>		
<b>S. No</b>	<b>Subject Code</b>	<b>Course Name</b>
1	21MSPTTA	Tourism Management
2	21MSPTTB	Tourism Marketing
3	21MSPTTC	Event Management
4	21MSPTTD	Travel Agency and Tour Operation
5	21MSPTTE	Hospitality Management



<b>Health Care Management</b>		
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
7	21MSPHCG	Healthcare Analytics


<b>Entrepreneurship</b>		
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

<b>Agri Business Management</b>		
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

  
Principal  
Hindusthan College of Arts and Science,  
Hindusthan Gardens, Behind Nova India,  
Coimbatore - 641 028.

Co-ordinator  
Curriculum Development Cell  
Hindusthan College of Arts & Science,  
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	Components
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
10	Management Games

(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
<b>Total</b>	<b>50</b>

Components	Marks
Experiments	40
Record	5
Viva	5
<b>Total</b>	<b>50</b>

### 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			
<b>Total</b>	<b>100</b>	E.E* a) Final report	120	150
		b)Viva-voce	30	
		<b>Total</b>		<b>200</b>

\*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	50
QP is objective pattern (25x1=25)	
<b>Total</b>	<b>50</b>

#### 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	<b>BUSINESS ORGANIZATION AND MANAGEMENT</b>	<b>I</b>
Unit No	Topics	Hours
<b>I</b>	<b>Business Organization</b> 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
<b>II</b>	<b>Management:</b> 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
<b>III</b>	<b>Planning and Decision Making</b> Nature and Purpose of Planning - Objectives - Strategies, Policies and Planning Premises – Management by Objectives - Decision Making – Types, process, techniques and problems.	10
<b>IV</b>	<b>Organizing</b> 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
<b>V</b>	<b>Co-ordination and Controlling</b> 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, 20<sup>th</sup> Edition, 2017.

**Reference Books:**

1. Heinz Mark V. Cannice & Koontz, "Management – A Global, Innovative, and Entrepreneurial Perspective", Tata McGraw Hill, 15<sup>th</sup> Edition, 2019.
2. P.C.Tulsian, Vishal Pandey, "Business Organization and Management", Pearson Publications, 2015.
3. Koontz & Weirich, "Essentials of Management", 8<sup>th</sup> edition, Tata McGraw Hill, 2010.
4. Prasad L.M., "Principles and Practices of Management", Sulthan Chand, 7<sup>th</sup> 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](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](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	<b>Introduction:</b> Nature and scope – linkages with other disciplines - Approach to Organizational behavior - models of organizational behavior, Hawthorne Experiment.	8
II	<b>Foundation of individual Behavior:</b> 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	<b>Group Behavior:</b> Definition, types, formation of groups, dynamics, teambuilding, (Self-Study) effective teams. Conflict: Meaning, nature, types, process of conflict, conflict resolution.	12
IV	<b>Motivation and leadership:</b> Motivation-importance, process, Motivational Theories. Concept of leadership, styles, Theories, Contemporary Approach of leadership, Transformational leadership. <b>Power and politics</b> (Self-study): - Basis of power, effectiveness of power tactics.(Case Study)	10
V	<b>Organizational Dynamics:</b> 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 5<sup>Th</sup> edition, Reprint 2019.

**Reference Books:**

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




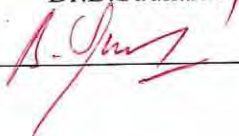
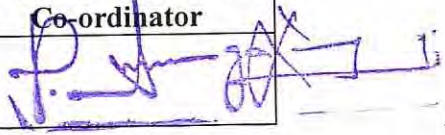
**Web resources:**

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](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

*Handwritten signature/initials in blue ink.*

Code No	Course	Semester No
21MSP03	<b>MANAGERIAL ECONOMICS</b>	<b>I</b>
Unit No	Topics	Hours
<b>I</b>	Managerial Economics - meaning, nature and scope - Micro and Macro Economics - Role in business decision making - <b>Functions of Managerial Economist</b> (Self Study) - Demand Analysis - meaning, determinants, types and shift in demand - Elasticity of demand and types. Price elasticity and income elasticity. (Case Study)	10
<b>II</b>	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
<b>III</b>	Cost concepts – determinants, short run and long run- cost output relationship - <b>Economies and diseconomies of scale.</b> (Self-Study) Market structure – characteristics. Perfect, monopoly, monopolistic and oligopoly – features and Price and output decisions - Differential pricing - <b>Government intervention and pricing.</b> (Self-Study)	12
<b>IV</b>	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
<b>V</b>	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, 8<sup>th</sup> 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


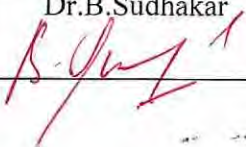
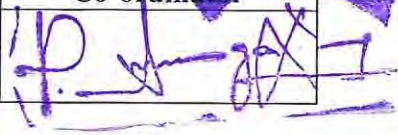
**Web Resources:**

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.

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

### 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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
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	<b>Book-Keeping and Accounting</b> 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	<b>Financial Statements</b> Analysis and Interpretation of Financial Statements: Comparative, common size and trend analysis, <b>Ratio Analysis</b> , Profitability Ratios – Long term Solvency Ratios-Liquidity Ratios – Turnover Ratios – <b>Uses and limitations of Ratio Analysis.</b> (Case Study)	10
III	<b>Funds Flow Statement</b> – uses and limitations – Statement of changes in working capital – computation of funds from operations –fund flow statement(problems) <b>Cash Flow Statement</b> – uses and limitations – Cash from Operation-Cash Flow Statement (simple problems) Difference between funds flow and cash flow analysis. (Case Study)	10
IV	<b>Costing</b> - Concept of cost – Elements of Cost – Cost Accounting – Objectives – Cost Sheet (Problems) – classification of cost – Cost Unit and Cost Centre. <b>Budgetary control:</b> Budget, Budgeting, and Budgeting control – types of budgets - preparation of flexible and fixed budgets, cash budget (problems)– <b>Zero base budgeting.</b> (Case-Study)	10
V	<b>Marginal Costing-</b> Marginal costing – assumptions – Cost Volume Profit Analysis – Breakeven Analysis – Key Factor – Decisions involving Alternative Choices: <b>Determination of sales mix and Make or Buy decisions.</b> (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

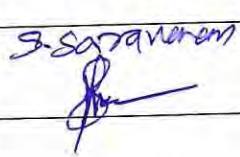
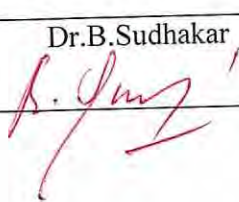
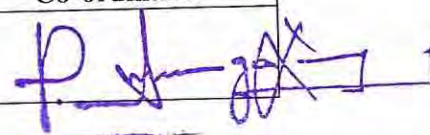
### Web Resources:

1. [https://www.google.co.in/books/edition/FINANCIAL\\_ACCOUNTING/tpJeBAAAQBAJ?hl=en&gbpv=1&dq=financial+and+management+accounting&printsec=frontcover](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](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

Handwritten notes in blue ink at the bottom left of the page, including the text "CO1, CO2, CO3, CO4, CO5" and other illegible scribbles.



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:**

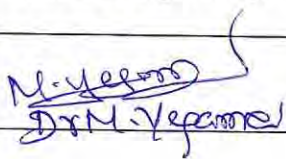
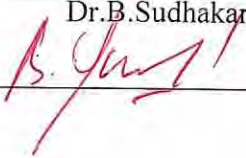

1. [https://www.google.co.in/books/edition/Quantitative\\_Methods/A33k14xa\\_aYC?hl=en&gbpv=1&dq=quantitative+methods+for+management+&printsec=frontcover](https://www.google.co.in/books/edition/Quantitative_Methods/A33k14xa_aYC?hl=en&gbpv=1&dq=quantitative+methods+for+management+&printsec=frontcover)

2. [https://www.google.co.in/books/edition/Quantitative\\_Methods\\_in\\_Management/o11NZFPMIC?hl=en&gbpv=1&dq=quantitative+methods+for+management&printsec=frontcover](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.

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

#### 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

<b>CO. No</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
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	<b>Mercantile Law</b> 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	<b>Contract of Agency</b> 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	<b>Negotiable Instruments</b> 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	<b>Company Law</b> 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	<b>INDUSTRIAL LAW</b> 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.

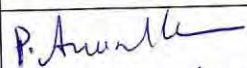

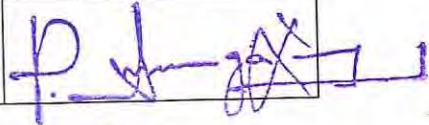
### Web Resources:

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. Anushopale	 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.

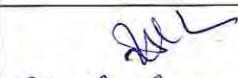
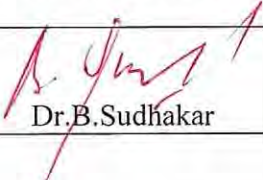
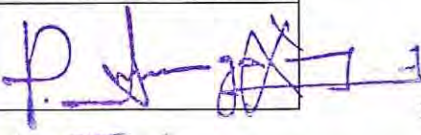
**Web Resources:**

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. S. MADHANA	 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	<b>COMMUNICATION</b> - 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	<b>WRITTEN COMMUNICATION</b> -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	<b>CORRESPONDENCE</b> -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, 8<sup>th</sup> edition, PHI Learning Pvt Ltd., NewDelhi. 2007*
2. Raymond. V. Lesikar', *Basic Business Communication, Tata McGraw HillEducation Pvt Ltd., 7<sup>th</sup> Edition 2008*
3. Kitty. O. Locker and Stephen Kyo Kaczmarek, *Business communicationBuilding Critical Skills, 3<sup>rd</sup> edition, 2007.*
4. Rajendra pal and Korlahali, *2007 Business Communication, 7<sup>th</sup> edition, NishaPublishers, New Delhi.*
5. Krishna Mohan& Meera Bannerjee, *Communication Skills, 5<sup>th</sup> edition, VivaBooks. 2007*


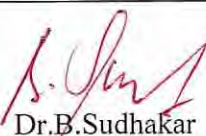

**Web Resources:**

1. [https://www.academia.edu/34266490/Topic\\_1\\_Introduction\\_to\\_Written\\_Communication\\_Some\\_Basic\\_Principles](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

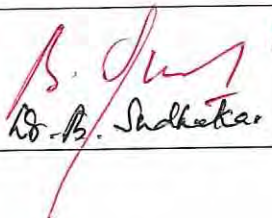
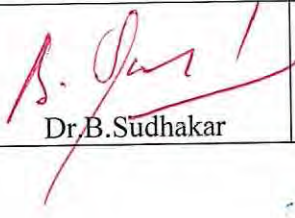

Code No	Course	Semester No
21MSPJ01	SOCIAL IMMERSION PROJECT	I
Unit No	Topics	Hours
I	<p>He/she should undergo a voluntary one-week program and get certificate and thereby do a presentation and submit a report.</p> <ul style="list-style-type: none"> <li>• Join in a nonprofit organization and engage in their activities.</li> <li>• Organize an event to clean the environment. To teach school students in the areas of personality, finance, and career counseling.</li> <li>• Organize camps for the betterment of society in association with corporate.</li> <li>• Waste management awareness camp in association with Panchayats and corporation.</li> <li>• UPI – Unified Payment Interface awareness activities.</li> <li>• Any other related events for the betterment of the society.</li> </ul>	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	<b>Production System</b> Operations Management – Meaning – Importance – Functions of OM – System view of OM – types of production systems - <b>Operation strategy and competitiveness</b> (Self-study) – Product design. Case study.	8
II	<b>Plant Location and Layout</b> Plant location – importance and factors considered. Plant layout – types and its features. Process planning and selection. Assembly line balancing Problems. Case study.	12
III	<b>Production Planning</b> 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 – <b>Business Process Re-engineering - Total Productive Maintenance (TPM)</b> (Self Study)	12
IV	<b>Materials Management</b> 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	<b>Quality Assurance and Control</b> 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 – <b>ISO Quality Certifications and types</b> (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. 3<sup>rd</sup> edition, 2012*

**Reference Books:**

1. Richard B.Chase, .Robert Jacobs f., & Nicholas J.Aquilano, "Production and OperationsManagement", Tata McGraw Hill.11<sup>th</sup> 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",3<sup>rd</sup> edition, Oxford UniversityPress, 2016.

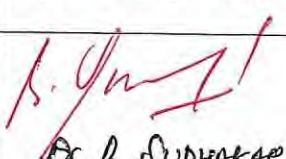
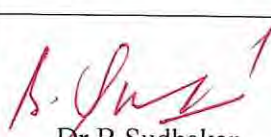
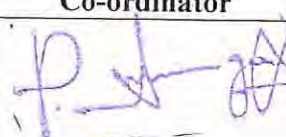
**Web Resources:**

- 1.[https://www.google.co.in/books/edition/PRODUCTION\\_AND\\_OPERATIONS\\_MANAGEMENT/ecJWJZjuC-cC?hl=en&gbpv=1&dq=operations+management&printsec=frontcover](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](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](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.

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

**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**

<b>CO. No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
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	<b>Concept of Marketing</b> Marketing Concepts and Tasks, - Marketing environment – economic, demographic, socio-cultural, technological, political and legal - Concept of Market Segmentation, Targeting, Market Positioning.	10
Unit II	<b>Product Decisions:</b> 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. <b>Pricing Decisions:</b> Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.	12
Unit III	<b>Distribution Channels and Physical Distribution Decisions:</b> Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling. <b>Promotion Decisions:</b> 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	<b>Marketing Research:</b> Meaning and scope of marketing research; Marketing research process. <b>Marketing Organization and Control:</b> Organizing and controlling marketing operations	8
Unit V	<b>Current Trends in Marketing</b> 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, 6<sup>th</sup> Edition, 2019
2. Ramasamy. VS.& Namakumari. S., "Marketing Management – A Strategic Decision-Making Approach", McGraw Hill education, 5<sup>th</sup> Edition, 2017.
3. Philip Kotler and Kevin Lane Kotler, "Marketing Management: A South Asian Perspective", Pearson Education, 11<sup>th</sup> 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", - Goltatia, Delhi. ,2010

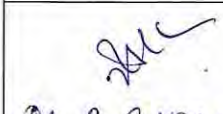
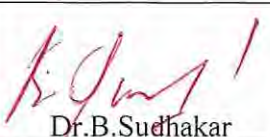

### Web Resources:

1. [https://www.google.co.in/books/edition/Marketing\\_Management/kxF\\_AgAAQBAJ?hl=en&gbpv=1&dq=Marketing+Management&printsec=frontcover](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](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](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](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](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. SHOBANA	 Dr. B. Sudhakar	

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

<b>Course Code</b>	<b>21MSP10</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>FINANCIAL MANAGEMENT</b>						<b>Semester</b>	<b>II</b>
<b>Hrs / Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>4</b>

**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**

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
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	<b>Financial Management</b> 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	<b>Capital Budgeting:</b> 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	<b>Cost of Capital</b> - 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	<b>Capital Structure and Dividend decisions</b> Capital structure. –determinants -Theories – NI – NOI- MM Approach -Point of indifference (Problems) <b>Dividend policy</b> – Factors affecting dividend policy – forms of dividend- Dividend Theories (Problems), Beyond cash dividends – buy-backs, spin-offs, divestures, and stock split.	12
V	<b>Business Valuation:</b> Conceptual Framework of Valuation; Approaches/Methods of Valuation; and other Approaches to Value Measurement <b>Mergers &amp; Acquisitions:</b> - 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.*

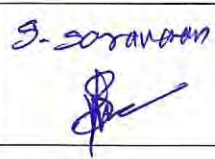
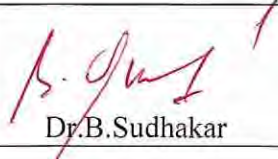
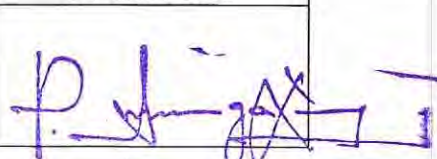
**Web Resources**

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	<b>Human Resource Management:</b> 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	<b>Human Resource Planning:</b> 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	<b>Training &amp; Development:</b> 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	<b>Compensation:</b> 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	<b>Collective bargaining:</b> 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, 15<sup>th</sup> Edition, 2017.

**Reference Books:**

1. Aswathappa.K, - "Human Resource & personnel Management"- Text and Cases, Tata McGraw-Hill Publishing Company Ltd, New Delhi, 8<sup>th</sup> 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, 1<sup>st</sup> Edition, 2015.


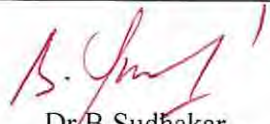
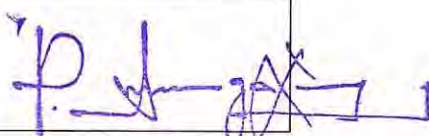
**Web Resources:**

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](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](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:**

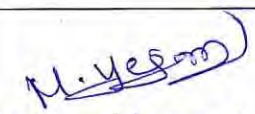
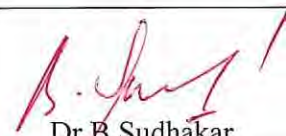
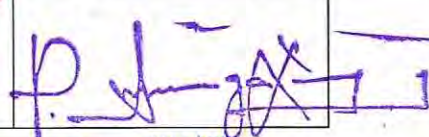
1. [https://www.google.co.in/books/edition/Quantitative\\_Techniques\\_for\\_Management/yx9CYLqP/UC?hl=en&gbpv=1&dq=quantitative+techniques+in+management&printsec=frontcover](https://www.google.co.in/books/edition/Quantitative_Techniques_for_Management/yx9CYLqP/UC?hl=en&gbpv=1&dq=quantitative+techniques+in+management&printsec=frontcover)

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](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
 Dr. M. YEGAMMAI	 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	<b>Business Research</b> - 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	<b>Research Design</b> - 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	<b>Data Collection</b> - 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	<b>Hypothesis</b> - 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	<b>Report Writing:</b> - 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.*

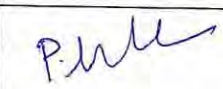
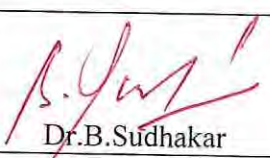
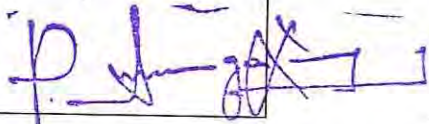
**Web Resources:**

1. [http://www.sociology.kpi.ua/wp-content/uploads/2014/06/Ranjit\\_Kumar\\_Research\\_Methodology\\_A\\_Step-by-Step\\_G.pdf](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.Anushe Poahle	 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:**

I.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.

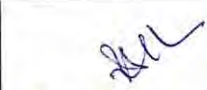
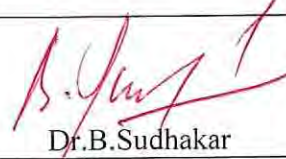
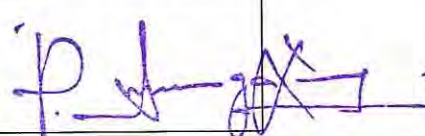
**Web Resources:**

1. <https://www.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.

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

**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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
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

<b>Code No</b>	<b>Course</b>	<b>Semester No</b>
<b>21MSPV02</b>	<b>COMMUNICATION PRACTICE – II</b>	<b>II</b>
<b>Unit No</b>	<b>Topics</b>	<b>Hours</b>
<b>I</b>	<b>Non-verbal communication</b> -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
<b>II</b>	<b>Spoken English</b> – Principles of pronunciation – Fluency and correctness - Confidence and skills in using English – Asking questions – Listening skills.	9
<b>III</b>	<b>Communication skills</b> – 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.



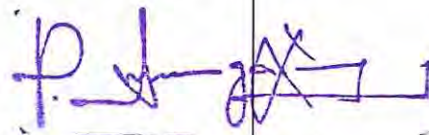
**Web Resources:**

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 Subram 	 Dr.B.Sudhakar	

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

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

**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.

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
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

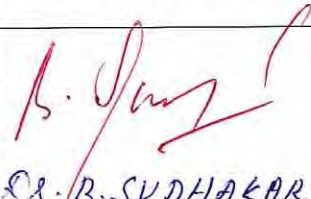
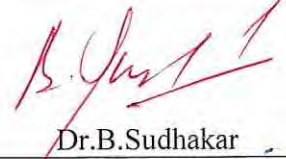
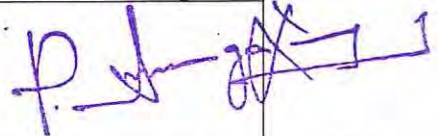
<b>Code No</b>	<b>Course</b>	<b>Semester No</b>
21MSPJ02	<b>RURAL INNOVATION PROJECT</b>	<b>II</b>
<b>Unit No</b>	<b>Topics</b>	<b>Hours</b>
<b>I</b>	This will be for the duration of one week. <ul style="list-style-type: none"> <li>• Present Scenario of Rural Markets.</li> <li>• Study the Demographic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

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,



Course Code:	21MSP15	Course Title						Batch:	2021-2022 and Onwards
		INTERNATIONAL BUSINESS						Semester:	III
Hrs/Week:	4	L	4	T	-	P	-	Credits:	4

### Course Objectives:

1. The course would enable the students to understand the business compulsions and complexities of multi-cultural, multi-location, multi-national organizations.
2. Students would gain an understanding of the theories in international business.
3. They would gain a broad knowledge and understanding of the structure, systems and functioning of international business.
4. They would gain knowledge on the Global Monetary system and FDI.
5. They would be able to draw a framework for evolving suitable international business strategies.

### Course Outcome:

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

CO No.	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Understand and summarize the international business environment	K1, K2, K3
CO2	Examine and analyze the cultures and social structure of different countries.	K1, K2, K3 and K4
CO3	Identify and evaluate the international business structures and theories	K1, K2, K3
CO4	Comprehend the advantages of FDI and interpret the Global Monetary system.	K1, K2, K3
CO5	Understand and analyze the different international business strategies.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSP15	INTERNATIONAL BUSINESS	III
Unit No	Topics	Hours
I	<b>Introduction and Overview:</b> Introduction- The Globalization of the World Economy – The Changing Nature of International Business- Differences in International Business.	10
II	<b>Country Factors National Differences in Political Economy:</b> Introduction-Political Systems- Economic Systems-Legal Systems-The determinants of Economic Development - States in Transition. Differences in Culture: Introduction - Social Structure -Religion - Language - Education - Culture and the Workplace-Cultural Change - Cross - Cultural Literacy -Culture and competitive Advantage.	10
III	<b>The Global Trade and Investment Environment International Trade Theory:</b> Introduction - An Overview of Trade Theory - Mercantilism - Absolute Advantage - Comparative Advantage - Heckscher - Ohlin Theory-The New Trade Theory - National Competitive Advantage - Porter's Diamond. The Revised Case for Free Trade - Development of the World - Trading System - WTO & development of World trade - Regional grouping of countries and its impact.	12
IV	<b>Foreign Direct Investment:</b> Introduction-Foreign Direct Investment in the World Economy-Horizontal Foreign Direct Investment-Vertical Foreign Direct Investment. Benefits and advantages to host and home countries. The Global Monetary System the Foreign Exchange Market: Introduction-The Functions of the Foreign Exchange Market.	10
V	<b>The Strategy and Structure of International Business the Strategy of International Business:</b> Introduction - Strategy and the Firm -Profiting from Global Expansion - Pressures for cost Reductions and Local Responsiveness - Strategic Choice. Mode of Entry and Strategic Alliances: Introduction- Entry Modes- Selecting and Entry Mode - Strategic Alliances-Making Alliances Work. Exporting, Importing and Counter trade: Introduction-The Promise and Pitfalls of Exporting-Improving Export Performance - Export and Import Financing-Export Assistance-Countertrade.	10

#### TEACHING METHODS

Lecturing with interaction, PowerPoint Projection through LCD, field study, Assignment, Group Discussion and Activity based learning.

**Text Books:**

1. Charles Hill,G.Tomas M.Hult,“International Business: Competing in the Global Market place”12thEdition,McGraw-HillEducation,2018.
2. The Indian Economy: A Macroeconomic Perspective Paperback – Illustrated, 14 January 2015
3. McGraw Hill eBook Online Global Business Today, 12<sup>th</sup> Edition By Charles Hill, 2021.

**Reference Books:**

1. FrancisCherunilam, "InternationalTrade&ExportManagement" HimalayaPublishingHouse PvtLtd,2019
2. PhilipR.Cateora, "InternationalMarketing", McGraw-HillEducation, 18thedition, 2019.
3. FrancisCherunilam, "InternationalBusiness", Prentice-HallofIndiaPvtLtd, NewDelhi, 2010.
4. CharlesW.L.,Hill, "InternationalBusiness-CompetinginGlobalMarketplace", Irwin-McGrawHill, 2017.

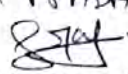
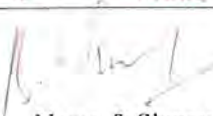
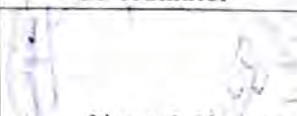
**Web Resources:**

1. <https://www.weforum.org/agenda/2019/01/how-globalization-4-0-fits-into-the-history-of-globalization/>
2. <https://www.weforum.org/agenda/2016/01/what-s-the-deal-with-global-trade-and-investment/>
3. <https://corporatefinanceinstitute.com/resources/knowledge/economics/foreign-direct-investment-fdi/>
4. <https://www.business-to-you.com/international-business-strategy/>

Mapping with Program Outcomes

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

S-Strong M-Medium L-Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
Dr. K PRASAD 		
Name & Signature of the Staff	Name & Signature	Name & Signature



<b>Course Code:</b>	<b>21MSP16</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>INTRODUCTION TO BUSINESS ANALYTICS</b>						<b>Semester</b>	<b>III</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>4</b>

**Course Objectives:**

1. Provide fundamental understanding of various Business Analytics concepts and components
2. Introduce basic technologies in BA.
3. To understand the basic of data mining
4. To understand the visualization from the data
5. Discuss various challenges faced by organisation

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Explain the role of BA in an organisation	Upto K5
CO2	Analyze the need to implement the business analytics process in organization	Upto K5
CO3	To create a data mining from the data	Upto K5
CO4	To create a visualization from the data	Upto K5
CO5	Develop a simple BA strategy for a business domains	Upto K5



Code No	Course	Semester No
21MSP16	INTRODUCTION TO BUSINESS ANALYTICS	III
Unit No	Topics	Hours
I	Overview of Business Analytics - Introduction to Analytics, The Paradigm Shift-, Objectives of Data From Data to Insight, From Business Intelligence to Business Analytics, Strategy and Business Analytics, Levels of "Intelligence", Opportunities and avenues in Business Analytics, Business Analytics Cycle, Objective, Data, Analytic Tools and Methods, Requirements for Integrating Business Analytics, Digital Transformation - Evolution of ERP.	12
II	What is data, classification of Data, Organization/sources of data, Data Analysis Process , Importance of data quality, Dealing with missing or incomplete data. Data Analysis Limitations. Big Data & Data Science, Data Mining, Data warehousing artificial intelligence, Emergence of Machine learning & neural network, Data Mining to Data Analytics,	10
III	Data Analysis Methods - Descriptive analysis, Diagnostic analysis - Predictive Analytics, Prescriptive analysis, Cluster analysis, decision tree analysis, simulation, Network Analytics, Text Analytics. Visualization tools.	10
IV	Social Analytics - Customer Satisfaction, Mining Online Buzz Functional Analytics -Inventory Management, Marketing Optimization, Predictive Maintenance.	10
V	Functional Analytics- Human Resources Management, healthcare Management, Supply chain analytics, Business processes analytics.	10

### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, field study, Assignment, Discussion and Activity.

### Text Books:

1. Hardoon R., David and Shmulei G., 2013. Getting Started with Business Analytics: Insightful Decision-Making, Boca Raton Florida, Chapman and Hall/CRC

**Reference Books:**

1. Business Analytics Dinabandhu Bag 2016 1138916129
2. Health analytics : gaining the insights to transform health care Burke, Jason Wiley 2013 Wiley and SAS business series.

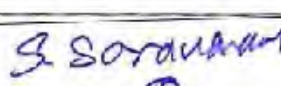
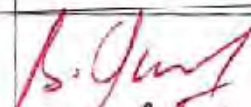
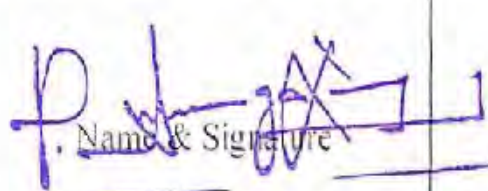
**Web Resources:**

- a. <https://www.mbacentral.org/introduction-to-business-analytics/>
- b. <https://www.jigsawacademy.com/blogs/business-analytics/business-analytics/>
- c. <https://www.mygreatlearning.com/academy/learn-for-free/courses/introduction-to-business-analytics>

**Mapping with Program Outcomes**

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

S-Strong M-Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Coordinator
 Name & Signature	 Name & Signature	 Name & Signature

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

Course Code:	21MSP21	Course Title						Batch:	2021-2022 and Onwards
		Skill Based - Data Analysis and Business Modeling/SPSS Lab III						Semester:	III
Hrs/Week:	3	L	-	T	-	P	3	Credits:	2

#### Course Objectives:

1. To make students understand the basics of SPSS and its application.
2. To familiarize students in creating a variable, adding value labels and scaling data.
3. To familiarize the students with the process of creating the statistics summary.
4. To familiarize the students with Data analysis and interpretation with SPSS.
5. To familiarize the students with the process of comparing data and creation of tables.

#### Course Outcome:

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

CO No.	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Conceptualize and demonstrate the features and functions of SPSS	K1, K2, K3 , K4 and K5
CO2	Understand and perform the process of creating the data sheet for SPSS	K1, K2, K3 , K4 and K5
CO3	Perform data checking and create simple tables and charts	K1, K2, K3 , K4 and K5
CO4	Analyze the data relationship using central tendency and standard deviation	K1, K2, K3 , K4 and K5
CO5	Test hypothesis and interpret individual Variables	K1, K2, K3 , K4 and K5

#### TEACHING METHODS :Laboratory Study

Code No	Course	Semester No
20MSP21	Skill Based - Data Analysis and Business Modeling/SPSS Lab III	III
Unit No	Topics	Hours
I	<b>Introduction</b> Introduction to SPSS - Data analysis with SPSS - SPSS: general description, functions, menus, commands - SPSS file management.	7
II	<b>Entering and Editing Data</b> Characteristics of Variables - Adding Value Labels – Scaling of Variables- Adding Data.	7
III	<b>Producing summary statistics and Graph</b> Frequencies – Percentages – Averages - Measures of spread <b>Charts - Bar Charts - Histograms - Pie Charts</b>	8
IV	<b>Data Analysis</b> Summaries of central tendency (e.g. mean, median and mode) Summaries of spread and shape (e.g. standard deviation, skewness) The 'normal distribution' and its importance.	8

V	<b>Comparing Data</b> Producing cross tabulation tables and testing for significant relationships with chi square.	6
---	---	---

**Text Book:**

1. Stephen A. Sweet, and Karen Grace-Martin Data Analysis with SPSS: A First Course in Applied Statistics, (4th Edition, Pearson, 2012)

**Reference Books:**

1. Julie Pallant, SPSS Survival Manual: A Step by Step Guide to Data Analysis using SPSS for Windows, (4th edition, Open University Press, 2010)
2. Keith McCormick and Jesus Salcedo with Jon Peck, and Andrew Wheeler, (Foreword by) Jason Verlen, SPSS Statistics for Data Analysis and Visualization,(Wiley, 2017)
3. Kirkpatrick, Lee A., 1958-. A Simple Guide to IBM SPSS Statistics for Versions 20.0 & 21.0. Australia ; Belmont, CA :Wadsworth, 2013.

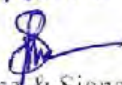
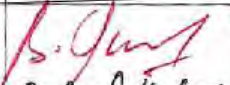
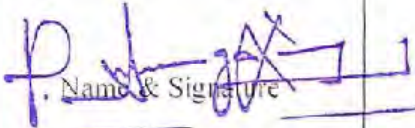
**Web Resources:**

1. <http://www.datastep.com/SPSSTraining.html>
2. <https://www.ibm.com/in-en/analytics/spss-statistics-software>
3. <https://study.sagepub.com/macinnes>
4. <https://online.stat.psu.edu/statprogram/tutorials/statistical-software/spss>
5. <https://www.lib.sfu.ca/find/research-tools/spss-resources>

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Coordinator
<i>S. Soranjan</i>  Name & Signature	<i>P. J. J.</i>  <i>D. B. Shalakar</i> Name & Signature	 Name & Signature

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

Course Code:	21MSP23	Course Title						Batch:	2021-2022 and Onwards
		STRATEGIC MANAGEMENT & CORPORATE GOVERNANCE						Semester:	IV
Hrs/Week:	4	L	4	T	-	P	-	Credits:	4

**Course Objectives:**

1. To understand the concept, importance and functions of strategic management process.
2. To enable the students 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 corporate governance in Organisation.

**Course Outcome:**

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

CO No.	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	To analyze the strategic planning process in an organization.	K1, K2, K3 and K4
CO2	To Analyze the industry and environment factors influencing the strategic planning process.	K1, K2, K3 and K4
CO3	To Analyze and develop the basic concepts, principles and practices associated with strategy formulation.	K1, K2, K3 and K4
CO4	To Evaluate, plan the organizational strategic decision in order to achieve the organizational goals	K1, K2, K3 and K4
CO5	To Analyze the corporate governance in the organization process.	K1, K2 and K3

Code No	Course	Semester No
21MSP23	<b>STRATEGIC MANAGEMENT &amp; CORPORATE GOVERNANCE</b>	<b>IV</b>
Unit No	Topics	Hours
I	<b>Corporate Strategic Planning</b> Strategic Management – Meaning- Development Stages -Benefits and Risks-Strategic Functional Objectives-Vision-Mission - Components-Hierarchical Levels of Planning-Strategic Planning Process–Strategic Indent.	8
II	<b>Environment Analysis&amp; Internal Analysis of Firm</b> 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 -Core Competence-Stakeholders' Expectations–Scenario Planning-Industry Analysis.	12
III	<b>Strategy Formulation</b> Generic Strategies–Differentiation-Overall Cost Leadership, Focus Grand Strategies–Stability–Growth-Retrenchment-Combination - Blue Ocean Strategy- Entrepreneurial Strategies-Strategic Management for Small Organizations, Large Organizations and Non-Profit Organizations-Strategies of Leading Indian Companies.	12
IV	<b>Strategy-Planning, Implementation &amp; Control</b> Competitive cost Dynamics-Experience Curve- BCG Approach -IA-BS Matrix-Assessment Of Economic Contribution Of Strategy-Strategic Funds Programming- Various Approaches to Implementation of Strategy- The Role of Leader in The Industry4.0 -7SModel-StrategicControl– Types-Process–DuPont's Control Model and Balanced Score Card Methodology-Future of Strategic Management.	10
V	<b>Corporate Governance</b> Defining Corporate Governance, Exploring Corporate Governance and the Relationships between Internal and External Stakeholders, The organization's Responsibility and Accountability to Its shareholders, The Organization's Accountability to Its Board of Directors, Role and Responsibilities of the Board, Integrity and Ethical Behavior: Disclosure and Transparency. Development and critical appraisal of corporate governance in India.	10

### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, field study, Assignment, Discussion and Activity.

### Text Books:

1. Pearce & Robinson, "", All Indian Travelers N D., 14<sup>th</sup> Edition, 2014.
2. Global Aspects of Reputation and Strategic Management: 18 (Research in Global Strategic Management) Hardcover – Import, 16 July 2019. by David Deephouse (Editor), Naomi Gardberg (Editor), William Newbury (Editor)
3. Oxford handbook of Governance -2013, Donald S Siegel & Mike Wright, Pearce & Robinson, 1<sup>st</sup> Edition, 2013.

### Reference Books:

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


### Web Resources:

2. <https://hbr.org/1975/01/strategic-planning-in-diversified-companies>
3. <https://www.cascade.app/blog/internal-analysis>
4. <https://www.energy.gov/eere/analysis/strategic-evaluation-planning>
5. <https://businessjargons.com/strategy-implementation.html>
6. <https://strategicmanagementinsight.com/tools/mckinsey-7s-model-framework.html>

### Mapping with Program Outcomes

CO \ PO	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M		S
CO2	S	S	S		S
CO3	S	S	S	M	M
CO4	S	S	S	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
 Name & Signature of the Staff	 Name & Signature	 Name & Signature

dina  
vel ent  
e of B  
re- 028.

<b>Course Code:</b>	<b>21MSPV03</b>	<b>Course Title</b>					<b>Batch:</b>	<b>2021-2022 and Onwards</b>	
		<b>MANAGEMENT PRACTICE - I</b>					<b>Semester:</b>	<b>III</b>	
<b>Hrs/Week:</b>	<b>2</b>	<b>L</b>	<b>2</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>1</b>

**Course Objectives:**

1. To understand the various Stress Management techniques.
2. To understand corporate Challenges.
3. To recognize the various Time Management skills effectively.
4. To enable the students to learn the basics Attitude required in corporate environment.
5. To manage different self-analysis practices effectively.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDG E LEVEL</b>
CO1	Visualize and analyze how to handle stress in real time	K1,K2,K3 and K4
CO2	Identify & Familiarize with challenges in corporate.	K1,K2,K3
CO3	Analyze and list Master how to handle Time effectively.	K1,K2,K3
CO4	Survey and examine various cross-cultural dimensions of corporate.	K1,K2,K3
CO5	Develop and identify the self-analysis skills effectively.	K1,K2,K3 and K4

<b>Code No</b>	<b>Course</b>	<b>Semester No</b>
<b>21MSPV03</b>	<b>MANAGEMENT PRACTICE - I</b>	<b>III</b>
<b>Unit No</b>	<b>Topics</b>	<b>Hours</b>
<b>I</b>	Stress-General Awareness-Stress Management-Types-causes-self- help-Techniques.	<b>8</b>
<b>II</b>	Time management-objective and importance, challenges-practicetechniques.	<b>8</b>
<b>III</b>	Positive Mental Attitude – Being an optimistic-Building ahealthy attitude - Staying positive – Proactive behavior – Decision making - Self-analysis- Career planning.	<b>8</b>

**TEACHING METHODS**

Lecturing, PowerPoint Projection through LCD, field study, Assignment, Discussionand Activity.



### Text Books:

1. Essentials of business communication- Rajendrapal
2. J.S.Koriahalli, Sulthan Chandpublication,2012.

### Reference Books:

1. LeenaSen,2007CommunicationSkills,8<sup>th</sup>edition,PHILearningPvtLtd.,NewDelhi.
2. Rajendra pal and Korlahali, 2007 Business Communication,7<sup>th</sup>edition, Nisha Publishers, New Delhi.

### Web Resources:

1. <https://www.uakron.edu/armyrotc/MS1/14.pdf>
2. <https://uii.edu/wp-content/uploads/Time-Management-Worksheet.pdf>
3. [https://www.dvUSD.org/cms/lib/AZ01901092/Centricity/Domain/4951/LE200\\_CH03L02\\_p120\\_133.pdf](https://www.dvUSD.org/cms/lib/AZ01901092/Centricity/Domain/4951/LE200_CH03L02_p120_133.pdf)

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
 Name & Signature of the Staff	 Name & Signature	 Name & Signature

Co-ordinator  
in De  
olleg  
bator  
15  
02

Course Code:	21MSPV04	Course Title						Batch:	2021-2022 and Onwards
		MANAGEMENT PRACTICE - II						Semester:	IV
Hrs/Week:	2	L	2	T	-	P	-	Credits:	1

#### Course Objectives:

1. To understand the nuances in attending an interview.
2. To get the confidence in participating in group discussion.
3. To acquire the needed managerial skills.
4. To enable students to get the confidence in presentation skills.
5. To effectively communicate with the stakeholders.

#### Course Outcome:

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

CO No.	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Visualize and list out the art of Attending and giving interviews.	K1, K2, K3 and K4
CO2	Organize and Acquire the skills needed for a group discussion.	K1,K2,K3
CO3	Familiarize and examine with various types of managerial skills.	K1,K2,K3
CO4	Comprehend and outline themselves to develop various dimensions of communication skills.	K1,K2,K3
CO5	Identify and Develop communication skills effectively.	K1,K2,K3

Code No	Course	Semester No
21MSPV04	MANAGEMENT PRACTICE - II	IV
Unit No	Topics	Hours
I	Interview and Group discussion – Resume – Interview tips and techniques.	8
II	Managerial skills – Innovative planning – Conducting professional meetings and conferences–Customer retention and satisfaction –Goal setting and problem solving.	8
III	Presentation skills – Project proposal – Promoters Manual – Basic Grammar Exercises-phonics of words-word puzzles-do and don'ts in communication-Real Time Examples.	8

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, field study, Assignment, Discussion and Activity.

**Text Books:**

1. Essentials of business communication- Rajendrapal
2. J.S.Koriahalli, Sulthan Chandpublication,2012.

**Reference Books:**

1. LeenaSen.2007CommunicationSkills,8<sup>th</sup>edition,PHILearningPvtLtd.,NewDelhi.
2. Rajendra pal and Korlahali, 2007 Business Communication,7<sup>th</sup>edition, Nisha Publishers, New Delhi.

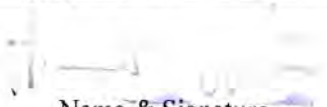
**Web Resources:**

1. [https://hci.cs.siue.edu/NSF/Files/TeachingPD/How\\_CI\\_InterviewTechniques.pdf](https://hci.cs.siue.edu/NSF/Files/TeachingPD/How_CI_InterviewTechniques.pdf)
2. <https://www.cabarrus.k12.nc.us/cms/lib/NC01910456/Centricity/Domain/3619/Ty pes%20of%20Managerial%20Skills.pdf>
3. <https://www.skillsyouneed.com/presentation-skills.html>

**Mapping with Program Outcomes**

CO \ PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S			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	Approved by CDC Co-ordinator
Mrs. V.J. Srinaga Srinani Name & Signature of the Staff	K.S.B. SUBHAKAR Name & Signature	 Name & Signature



<b>Course Code:</b>	<b>21MSPMMA</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>CUSTOMER RELATIONSHIP MANAGEMENT</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**Course Objectives:**

1. To enable the students to understand the key terms, definitions, and concepts in CRM.
2. To enable the students to understand the customer and his behaviour as an individual and in a group.
3. To enable the a students to understand the planning and implementation process of CRM.
4. To enable students 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.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Understand and analyze the fundamentals of customer relationship management.	K1, K2, K3 and K4
CO2	Visualize and Analyze the behavior of the customer and plan the CRM activities.	K1, K2, K3 and K4
CO3	Develop a CRM process and implement the same.	K1, K2and K3
CO4	Indicate and Evaluate the impact of information technology in CRM process.	K1, K2, K3 and K4
CO5	Understand e-CRM and its application in creating a e-business strategy.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPMMA	<b>CUSTOMER RELATIONSHIP MANAGEMENT</b>	III / IV
Unit No	Topics	Hours
I	<b>Customer Relationship Management</b> 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
II	<b>Understanding Customer:</b> 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.	10
III	<b>CRM Planning and Implementation</b> Strategic CRM planning process – Implementation issues – CRM Tools- Analytical CRM— Operational CRM - Call centre management – Role of CRM Managers.	10
IV	<b>Technological Support in CRM:</b> 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
V	<b>e-CRM – Emerging Trend in CRM</b> 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	12

#### **TEACHING METHODS**

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

#### **TextBook**

1. 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, New Delhi.
2. Gosney, Thomas (2003), "Customer Relationship Management Essentials", PrenticeHall 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, New Delhi.
4. Mukesh Chaturvedi, Abhinav Chaturvedi (2008), "Customer Relationship Management an Indian Perspective", Excel Books, New Delhi.
5. Sugnathi R K (2003), "Customer Relationship Management", New Age International Publishers, pp 23, New Delhi.
6. Francis Buttle (Author), Stan Maklan (Author), Customer Relationship Management: Concepts and Technologies, Routledge; 4 edition, 2019.

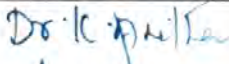

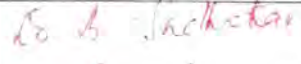
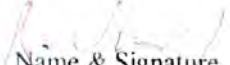
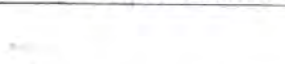
**Web Resources:**

1. <https://www.creatio.com/page/what-is-crm>
2. <https://www.zoho.com/crm/what-is-crm.html>
3. <https://www.sagesoftware.co.in/blogs/how-crm-is-solving-the-most-annoying-thing-about-technical-support-4/>
4. <https://www.tenfold.com/crm/role-crm-customer-support-services/>
5. <https://www.businessmanagementideas.com/crm/customer-relationship-management/customer-relationship-management-crm-introduction-what-is-objectives-notes-examples/18371>
6. <https://searchcustomerexperience.techtarget.com/definition/CRM-customer-relationship-management>
7. <https://www.businessmanagementideas.com/crm/e-crm/e-crm-meaning-evolution-and-benefits/3688>
8. <https://essaycopier.com/software-development/e-crm-sales-service.html>

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
  Name & Signature of the Staff	  Name & Signature	 Name & Signature

Date: \_\_\_\_\_  
 Through: \_\_\_\_\_  
 Comd. \_\_\_\_\_

<b>Course Code:</b>	<b>21MSPMMB</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>INTEGRATED MARKETING COMMUNICATION</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**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 online marketing.
3. To acquire knowledge on advertisements and its strategies.
4. To understand the promotional tools and its effectiveness.
5. To enable students to understand influence of information technology in integrated marketing communication and the latest trends evolving.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Acquire and Trace the basic knowledge in integrated marketing communication.	K1, K2 and K3
CO2	Understand and analyze the various elements of communication process and their application as a promotion tool.	K1, K2, K3 and K4
CO3	Visualize and Develop the process of creating an advertisement and its strategies.	K1, K2 and K3
CO4	Identify and Correlate the importance of promotion tools in communicating to customers.	K1, K2 and K3
CO5	Visualize the impact of information technology and analyze the latest trends in using it for communication process.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPMMB	INTEGRATED MARKETING COMMUNICATION	III / IV
Unit No	Topics	Hours
I	<b>Integrated Marketing Communications:</b> 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
II	<b>Advertising Management</b> 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	11
III	<b>Advertising:</b> 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	11
IV	<b>Promotional Tools:</b> 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
V	<b>Digital Marketing</b> Introduction - Concept of digital marketing -Traditional marketing Vs digital marketing- <b>Social Media Marketing</b> - 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

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

#### Text Book:

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



**Reference Books:**

1. George E Beich, Micheal A Beich, Keyor Purani Advertising & Promotion , An Integrated Marketing Communication Perspective Tata McGraw Hill, 7<sup>TH</sup> Edition, 2009
2. Sandra Moriarty, Nancy D Mitchell, William D Wells. Advertising and IMC 10<sup>th</sup> Global Edition 2016
3. Tony Dakin. "Sales Promotion" McGraw Hill International, 2015
4. Julian Cummins, "Sales Promotion" Prentice Hall of India., 5<sup>th</sup> Edition 2010
5. Krutishah. Alan D Souza." Advertising and Promotion an IMC "Perspective, Tata McGraw Hill, 5<sup>th</sup> Edition 2012.
6. Kirti Dutta , Integrated Marketing Communications, Oxford University Press, 2016.

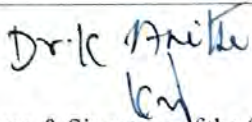
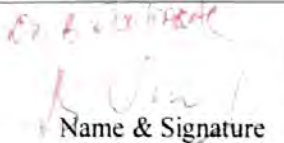
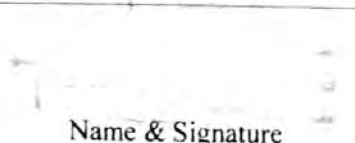
**Web Resources:**

1. <https://bizopia.com/branding-communications-brand-marketing/>
2. <https://www.waxmarketing.com/marketing-communications-services/imc-strategy-and-implementation/>
3. <https://courses.lumenlearning.com/boundless-marketing/chapter/introduction-to-integrated-marketing-communications/>
4. <https://online.purdue.edu/blog/communication/what-is-integrated-marketing-communication-imc>
5. <https://courses.lumenlearning.com/suny-marketing-spring2016/chapter/reading-using-imc-in-the-sales-process/>
6. [https://www.consumerpsychologist.com/intro\\_Promotion.html](https://www.consumerpsychologist.com/intro_Promotion.html)
7. [https://saylordotorg.github.io/text\\_principles-of-marketing-v2.0/s14-02-the-promotion-communication-mi.html](https://saylordotorg.github.io/text_principles-of-marketing-v2.0/s14-02-the-promotion-communication-mi.html)

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
 Name & Signature of the Staff	 Name & Signature	 Name & Signature



<b>Course Code:</b>	<b>21MSPMMC</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>BRAND MANAGEMENT</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**Course Objectives:**

1. To enable the students to understand the concepts in Brand Management.
2. To enable the students to understand the strategies in Brand Positioning.
3. To enable the students to understand the 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.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Understand and analyze the key principles and elements of branding.	K1,K2, K3 and K4
CO2	Practically Examine and develop a brand, including positioning and communications.	K1,K2, K3 and K4
CO3	Develop the process and methods of brand management, including how to establish brand image and identity.	K1,K2 and K3
CO4	Analyze the effective branding strategies, brand extension programs and visualize new product development.	K1, K2, K3 and K4
CO5	Formulate and justify brand valuation and develop building brands.	K1,K2, K3 and K4

Code No	Course	Semester No
21MSPMMC	BRAND MANAGEMENT	III / IV
Unit No	Topics	Hours
Unit I	<b>Brands &amp; Branding concept</b> Concept of a brand – Evolution, perspectives, anatomy, types of brand names, brand name associations, Brands Vs Products, Advantages of Brands to consumers & firms. Brand elements: Components & choosing brand elements, Branding challenges & opportunities.	10
Unit II	<b>Brand Positioning</b> 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	<b>Brand Image &amp; Brand Identity</b> 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.	11
Unit IV	<b>Brand Extension</b> 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.	11
Unit V	<b>Brand Valuation and Building Brands</b> 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

**TEACHING METHODS :**Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

**Text Book:**

1. Kevin Lane Keller, Strategic Brand Management, Pearson, New Delhi, 5<sup>th</sup> 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, 3<sup>rd</sup> Edition, 2013.
3. Majumdar, "Product Management in India", PHI, 3rd Edition, 2007.
4. Sengupta, "Brand Positioning", Tata McGraw Hill, 2<sup>nd</sup> Edition, 2005.
5. Ramesh Kumar, "Managing Indian Brand", Vikas, 2005.


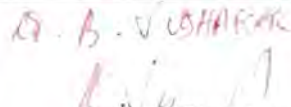

**Web Resources:**

1. <https://www.canto.com/blog/brand-management/>
2. <https://www.managementstudyguide.com/brand-management.htm>
3. <http://www.brandanew.co/10-branding-elements-and-what-they-mean/>
4. <https://www.thebrandingjournal.com/2016/11/brand-positioning-definition/>
5. <https://www.feedough.com/brand-extension/>
6. <https://brandfinance.com/insights/brand-valuation-what-it-means-and-why-it-matters>

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
 Name & Signature of the Staff	 Name & Signature	 Name & Signature



<b>Course Code:</b>	<b>21MSPMMD</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>RETAIL MANAGEMENT</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**Course Objectives:**

1. To enable the students to understand the 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 analyze 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.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Conceptualize and analyze the fundamentals of retail management.	K1, K2, K3 and K4
CO2	Visualize the process of consumer shopping behavior and analyze retail market segments in India.	K1, K2, K3 and K4
CO3	Differentiate the retail formats and analyze the role of MNC's in organized retailing.	K1, K2, K3 and K4
CO4	Develop retail location and plan the retail operation.	K1, K2 and K3
CO5	Familiarize in retail formats and develop new Strategies.	K1, K2 and K3

Code No	Course	Semester No.
21MSPMMD	RETAIL MANAGEMENT	III / IV
Unit No	Topics	Hours
Unit I	<b>Introduction to Retailing:</b> 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	<b>Understanding the Retail Consumer:</b> 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	<b>Retail Formats:</b> 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	<b>Retail Location Selection:</b> 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. <b>Retail Operations and Retail Pricing:</b> Store administration, Receipt Management, Customer service, Retail Pricing, Factors influencing retail prices.	11
Unit V	<b>Retail Space Management and Marketing:</b> Definition of Space Management, Store layout and Design, Visual Merchandising, Retail Communication Mix, POP Displays <b>Emerging trends in retailing:</b> Changing nature of retailing, Organized retailing, Modern retail formats, E-tailing, Challenges faced by the retail sector.	11

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

#### Text Book:

Kevin Lane Keller, Strategic Brand Management, Pearson, New Delhi, 5<sup>th</sup> 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, 3<sup>rd</sup> Edition, 2013.
3. Majumdar, "Product Management in India", PHI, 3rd Edition, 2007.
4. Sengupta, "Brand Positioning", Tata McGraw Hill, 2<sup>nd</sup> Edition, 2005.
5. Ramesh Kumar, "Managing Indian Brand", Vikas, 2005.

**Web Resources:**

1. <https://www.managementstudyguide.com/retail-management.htm>
2. <https://www.mckinsey.com/industries/retail/our-insights/how-retailers-can-keep-up-with-consumers>
3. <https://www.thi.de/en/thi-business-school/areas-of-expertise/retail-consumers>
4. <https://www.thebalancesmb.com/choosing-a-retail-store-location-2890245>
5. <https://www.marketing91.com/retail-store-location/>
6. <https://courses.lumenlearning.com/wmopen-retailmanagement/chapter/introduction-to-selecting-a-store-location/>
7. <http://www.imit.ac.in/note/18MBA401Arm.pdf>

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
<i>Dr. K. Anitha</i> Name & Signature of the Staff	<i>Dr. B. Subhakar</i> Name & Signature	<i>[Signature]</i> Name & Signature

for  
De  
lege  
gatore

nt  
E  
B

<b>Course Code:</b>	<b>21MSPMME</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>SERVICES MARKETING</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**Course Objectives:**

1. To make students understand the basics of services marketing and management.
2. To make students design the measurability for Service goods.
3. To make students sensitize to the services operations, service quality, and other elements of services which customers and service providers experience.
4. To develop marketing mix elements for the purpose of improving market structure.
5. To create an exposure to the service strategies of different service sectors.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDG E LEVEL</b>
CO1	Visualize and Interpret the characteristics of service products and tangible goods.	K1, K2, K3 and K4
CO2	Design service quality measurement systems to build customer loyalty and evaluate the effectiveness and efficiency of customer service offerings.	K1, K2, K3 and K4
CO3	Comprehend and analyze the unique challenges of services marketing, including the elements of product, price, place, promotion, processes, physical evidence, and people.	K1, K2, K3 and K4
CO4	Apply the 7 P's of the services marketing mix to develop a positioning strategy for any service Organization.	K1, K2, K3 and K4
CO5	Familiarize and analyze the strategies of various service sectors	K1, K2, K3 and K4



Code No	Course	Semester No
21MSPMME	Services Marketing	III / IV
Unit No	Topics	Hours
I	<b>Foundations for Services Marketing</b> Introduction to Services Definition – Product Vs services – Special characteristics – Classification of services – Reasons for the growth of services - Role of Technology in services marketing	10
II	<b>Services quality</b> – Definition of quality – Developing service quality – Quality standards – Bench marking – PZB model of SERVQUAL: Quality Gaps – Gaps closing strategies.	10
III	<b>Services Marketing Mix Elements:</b> 7s Ps - Service products – Service life cycle strategies – New service development – Service differentiation strategies Service distribution difficulties and strategies – Pricing of services	10
IV	<b>Promoting the services</b> :Promotional mix – Media choice and selection – People and services – The role of employees in services marketing – Process strategies: Service Blue Print – Physical evidence strategies.	12
V	<b>Services Marketing:</b> 7 Ps: Banks – Insurance – Transport – Telecommunication – Hospitals – Hotels – Tourism Industry – Consultancy – Legal services – BPO & KPOP - Advertising agencies – IT Enabled services – Personal services Applying technology to service settings, e-services	10

### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

### Text Book:

1. Valarie, A. Zeithaml, Mary Jo Bitner, Dwayne, D. Gremler, Ajay Pandit (2013). Services Marketing, 6/e; New Delhi: Tata McGraw-Hill

### Reference Books:

1. Christopher Lovelock, Jochen Wirtz (2013). Services Marketing, 7/e; New Delhi: Pearson Education
2. Pearson Education
3. Harsh, V. Verma (2012). Services Marketing: Text and Cases, 2/e; New Delhi: Pearson Education
4. Pearson Education
5. Jha, S.M "Services Marketing " Himalaya Publishing Company", New Delhi, 2010
6. Lovelock C. H. & Wirtz, J.). "Service Marketing: People, Technology, Strategy" Pearson Education, 5<sup>th</sup> ed., 2004
7. Gousalves "Services Marketing", Prentice Hall, New Delhi, 2011.
8. Sinha P.K & Sahoo S.C., " Services Marketing" Himalayas, Mumbai, 2010.
9. Ravi Shankar, " Services Marketing", Excel publications, 2000.

**Web Resources:**

1. [http://www.crectirupati.com/sites/default/files/lecture\\_notes/SERVICE%20MARKETING.pdf](http://www.crectirupati.com/sites/default/files/lecture_notes/SERVICE%20MARKETING.pdf)
2. [https://gurukpo.com/Content/BBA/Service\\_Marketing.pdf](https://gurukpo.com/Content/BBA/Service_Marketing.pdf)
3. <http://www.roarwap.com/category/service-marketing/>
4. <https://www.icmrindia.org/short%20case%20studies/Short%20Case%20Studies.asp?cat=Services%20Marketing>
5. <https://www.doccity.com/en/service-marketing-service-marketing-case-study-1-notes-business-management/52556/>
6. <https://www.economicsdiscussion.net/marketing-2/what-is-service-marketing/31875>
7. <https://tech-talk.org/2014/09/26/7-ps-of-services-marketing-mi/#:~:text=Services%20marketing%20mix%20is%20predominantly,People%2C%20Process%20and%20Physical%20evidence.>
8. <https://www.managementstudyguide.com/seven-p-of-services-marketing.htm>

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
<p>Dr. P. Anitha Name &amp; Signature of the Staff</p>	<p>Dr. B. SUDHAKAR Name &amp; Signature</p>	<p>Name &amp; Signature</p>



<b>Course Code:</b>	<b>21MSPMMF</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>CONSUMER BEHAVIOUR</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**Course Objectives:**

1. To understand consumer behaviour in an informed and systematic way.
2. To gain knowledge on the influence of personal, socio-cultural, and environmental dimensions towards consumer decisions making.
3. To understand the models of consumer buying behavior.
4. To enable students in designing and evaluating post purchase behaviour of the consumers
5. To upgrade the students towards consumerism and digitalization

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDG E LEVEL</b>
CO1	Demonstrate and organize how knowledge of consumer behavior can be applied in marketing.	K1, K2 and K3
CO2	Visualize the Consumer behavior decision process and infer factors affecting – External factors / Internal factors	K1, K2 and K3
CO3	Relate and analyze the internal dynamics such as personality, perception, learning motivation and attitude to the choice's consumers make in buying.	K1, K2, K3 and K4
CO4	Examine and Use appropriate Models of consumer buying behavior	K1, K2, K3 and K4
CO5	Organize and analyze how consumerism and digital Marketing improves sales.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPMMF	CONSUMER BEHAVIOUR	III / IV
Unit No	Topics	Hours
I	<b>Introduction to Consumer behaviour</b> Defining Consumer Behaviour - Scope and Application of Consumer Behavior – The Interdisciplinary Nature of Consumer behavior - diversity of consumer behavior, Characteristics of Indian Consumers.	10
II	<b>Influences for Consumer behaviour</b> Psychological Influences and Learning on Consumer Decision Making Motivation – Personality – Perception – Attitudes – Learning. Sociological Influences on Consumer Decision Making The Family and Social Class – Culture and Subculture – Cross-Cultural Behaviour – Reference Groups and Word-of-Mouth	12
III	<b>Consumers' Decision-Making</b> Levels of Consumer Decision-Making - Basic Model of Consumer Behaviour - Kotler's Model of Buyer Behaviour - Brand Equity and Consumer Decision-Making Process	10
IV	<b>Post purchase behavior</b> Consumer satisfaction concept & Models – Expectancy Disconfirmation, Desires Congruency Model, Equity Theory, Attribution Theory, Cognitive dissonance, Consumer delight, consumer complaint behaviour.	10
V	<b>Consumerism</b> Evolution of consumer society. Definition of consumerism, buyers & sellers rights, effects of consumerism. Digital Revolution and consumer behaviour	10

### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, field study, Assignment, Discussion and Activity.

#### Text Book:

Schiffman, G.L. and Wisenblit, J. and Rameshkumar, S. (2015). Consumer Behaviour, 11/e; New Delhi: Pearson Education

#### Reference Books:

- Hawkins, I. Del, Mothersbaugh L. David, Mookerjee Amit (2015). Consumer Behaviour: Building Marketing Strategy, 12/e; New Delhi: Tata McGraw-Hill
- Majumdar, Ramanuj (2010). Consumer Behaviour: Insights from Indian Market; New Delhi: Phi Learning Private Limited
- Assael, H., Consumer Behaviour and Marketing Action, South Western Publishing Company, Ohio.
- Block and Roering, Essentials of Consumer Behaviours, Dryden Press. Chicago.
- Engel, James F., Roser D. Blackwell, and Paul W. Miniard, Consumer Behaviour, Dryden Press, Chicago.
- Hawkins, Dal I., Roger J. Best and Kenneth A. Coney, Consumer Behaviour Implication for Marketing Strategy, McGraw Hill.
- Hoyer, Wayne D. and Debovar J. Macinnis, Consumer Behaviour, Cengage Learning.

**Web Resources:**

1. [https://www.tutorialspoint.com/consumer\\_behavior/online\\_customer\\_behavior.htm](https://www.tutorialspoint.com/consumer_behavior/online_customer_behavior.htm)
2. <https://study.sagepub.com/sethnaandblythe4e>
3. <http://www.census.gov/acs/www/>
4. <http://www.acrwebsite.org/>
5. [http://www.sciencedaily.com/news/mind\\_brain/consumer\\_behavior/](http://www.sciencedaily.com/news/mind_brain/consumer_behavior/)
6. <http://www.nielsen.com/us/en/insights.html>

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
<i>Dr IC Anitha</i> Name & Signature of the Staff	<i>[Signature]</i> Name & Signature	<i>[Signature]</i> Name & Signature

Co-c  
m E  
olle  
bato  
nen  
ts E  
028

<b>Course Code:</b>	<b>21MSPMMG</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>INTERNATIONAL MARKETING</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**Course Objectives:**

1. To acquire the basic knowledge on the concept of International marketing and its dimensions.
2. To understand the process of International marketing research.
3. To Distinguish the advantages and disadvantages of local products and services possess in international marketing in both emerging markets and mature markets.
4. To understand the international distribution strategies.
5. To negotiate with marketing partners from different countries and the implications for the marketing strategies (4Ps).

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDG E LEVEL</b>
CO1	Understand and Develop the nuances related to international marketing.	K1, K2and K3
CO2	Develops skills in researching and analyzing trends in global markets and in modern marketing practice	K1, K2, K3 and K4
CO3	Understand and Assess an organization's ability to enter and compete in international markets	K1, K2and K3
CO4	Identify potential business opportunities in international markets and formulate suitable strategies.	K1, K2, K3 and K4
CO5	Visualize and Prepare a comprehensive international marketing plan	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPMMG	INTERNATONAL MARKETING	III / IV
Unit No	Topics	Hours
I	<b>Introduction to International Marketing</b> Introduction, Scope of International Marketing, International Marketing vs. Domestic Marketing, Principles of International Marketing, Customer value and the value equation, Competitive or differential advantage, Management Orientations, MNCs and TNCs, Benefits of international marketing	11
II	<b>International Marketing Research</b> Introduction, Concept of Marketing Research, Need for Marketing Research, Approach to Marketing Research, Scope of International Marketing Research, International Marketing Research Process, market surveys, marketing information system	11
III	<b>International product management</b> International product positioning, Product saturation Levels in global Market, International product life cycle, Geographic Expansion-Strategic Alternatives. New products in Intentional Marketing, Product and culture, brands in International Market.	10
IV	<b>International Marketing Channels</b> Channels -Distribution Structures, Distribution Patterns, Factors effecting Choice of Channels, the Challenges in Managing An international Distribution Strategy Selecting Foreign Country Market intermediary	10
V	<b>International Pricing and Promotion</b> Pricing and Promotion for international Markets: Environmental influences on Pricing Decisions, Grey Market goods, Transfer pricing, Global Pricing - Policy Alternatives. Global Advertising and branding, selecting an advertising agency	10

### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

### Text Book:

1. Philip R. Cateora, Mary C. Gilly, and John L. Graham, International Marketing, McGraw Hill Education; Sixteenth edition (1 November 2017)

### Reference Books:

1. Sak Onkvisit, John J. Shaw, International Marketing Analysis and Strategy, 3/e, Prentice-Hall of India Pvt. Ltd.,
2. Subhash C. Jain, International Marketing, 6/e, South-Western
3. Keegan: Global marketing Management 7/e Pearson Education, Delhi
4. Isobel Doole and Robin Lowe, International Marketing Strategy, 2/e, Thomson Learning, 2003.

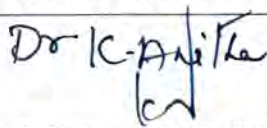
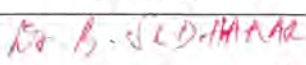
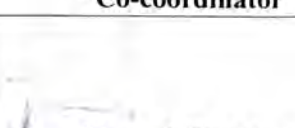
### Web Resources:

1. <https://verbaccino.com/10-recommended-resources-for-international-marketers/>
2. <https://www.openvalley-web.com/international-content-marketing/>
3. <https://www.lib.sfu.ca/help/research-assistance/subject/business/international-market>
4. <https://sloanreview.mit.edu/article/the-internet-and-international-marketing/>
5. <https://ibt.onl/services/online-marketing>
6. <https://www.smartinsights.com/online-brand-strategy/international-marketing/>

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
 Name & Signature of the Staff	 Name & Signature	 Name & Signature





<b>Course Code:</b>	<b>21MSPFIA</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>FINANCIAL TECHNOLOGY SERVICES AND INSURANCE</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

#### Course objectives

1. To enable students, the concept and operation of Fintech.
2. To enable the students to know the concepts of internet based financial services
3. To know the basic of Technology Innovations for Financial Inclusion
4. To explore Indian Insurance Industry and its Regulations.
5. To enable the students to explore the products of Life Insurance, Health Insurance General Insurance

#### Course Outcome:

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Understand and analyze the role of Fintech in India.	K1, K2, K3 and K4
CO2	Understand and analyze the various internet based financial services	K1, K2, K3 and K4
CO3	Develop & Analyze the use of Technology in financial inclusion.	K1, K2, K3 and K4
CO4	Visualize and analyze the basics of Indian Insurance Industry.	K1, K2, K3 and K4
CO5	Evaluate the various general and life insurance policy.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPFIA	FINANCIAL TECHNOLOGY SERVICES AND INSURANCE	III/ IV
Unit No	Topics	Hours
Unit I	FinTech Transformation, FinTech Evolution-Banks, Infrastructure & start-ups, payment gateways bill payment services, money transfer services, Bigdata and analytics in lending, Cryptocurrency -definition, features, types, Blockchain fundamentals definitions, features, types, versions, structure & mechanism, Cryptography, Smart Contracts, NFT- Non-fungible token.	10
Unit II	Non Banking Financial company (NBFCs), Fund Based Financial Services Leasing and Hire Purchasing, Consumer Credit–Credit Cards- factoring and Forfeiting – Venture Capital- Crowd Funding – Angle Investors.	10
Unit III	Technology Innovations for Financial Inclusion-Robo-Advisors -Wealth Management, Portfolio Management, Banks -Payment Systems Smart Wallets, Lending and Credit analysis, Payment Banks, UPI, RuPay, Visa vs Rupay, Fast tag, Peer Financing, Artificial Intelligence, Machine Learning. Aadhaar Enabled Payment System(AEPS)e-KYC, Behavioural Biometrics – A New Era of Security, FinTech Innovation for Wearables.	11
Unit IV	Indian Insurance Industry: Life and General insurance industry in India–Insurance Market & Regulation –IRDA Act-LIC Act –Life Insurance– Products and features, claiming procedure-provisions. Recent Trends in Insurance Industry.	10
Unit V	Health Insurance General Insurance. Insurance-Role–Nature–Principles–Classification- Health insurance policy-healthcare reforms. General Insurance–General Insurance Products- Basics of Fire-Marine–Rural–Flood-Burglary-Group Insurance–property insurance, business insurance, motor insurance reinsurance. Product Liability Insurance-Directors Liability-Key Man Insurance.	11

### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

### Text Book:

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

### Reference Books:

1. Gordon, E., and Natarajan, K., Financial Markets and Services, Himalaya Publishing House, 2003
2. FinTech Future The Digital DNA of Finance Sanjay Phadke · 2020
3. Fintech and the Remaking of Financial Institutions John Hill · 2018
4. Bharati, V. Pathak, "Indian Financial System", Pearson Education Private Ltd. 5th Edition, 2018
5. Thummuluri Siddaiah, "Financial Services", Pearson Publications. 1st Edition 2011
6. Shashi K Gupta, Nisha Aggarwal, "Financial Services", Kalyani Publications. 1st Edition 2014.
7. Gurusamy S, "Merchant Banking and Financial Services", McGraw-Hill Company, 2013.

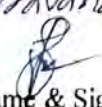

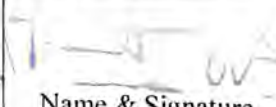
### Web Resources

1. <https://www.coursera.org/learn/fintech-transformation-financial-services>
2. <https://ideas.repec.org/p/wop/pennin/00-35.html>
3. <https://finca.org/our-work/microfinance/innovations-and-technology/>
4. <https://www.ibef.org/industry/insurance-sector-india.aspx>
5. <https://www.insurancetech.com/>

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Coordinator
<i>S. Saravanan</i>  Name & Signature	<i>S. Saravanan</i>  Name & Signature	 Name & Signature

Co-ordinator  
M. D. ...  
College ...  
Vijayavathi-641 0.

<b>Course Code:</b>	<b>21MSPFIB</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>EQUITY RESEARCH AND PORTFOLIO MANAGEMENT</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**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 new issue market
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 basic of mutual fund & Portfolio Management

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Visualize and apply the various alternatives available for investment.	K1, K2, and K3
CO2	Analyze and highlight the risk and return in stock investment.	K1, K2, K3 and K4
CO3	Comprehend and distinguish the fundamental and technical analysis.	K1, K2, K3 and K4
CO4	Understand and Analyze the value of bonds and stock returns.	K1, K2, K3 and K4
CO5	Organize and Evaluate a portfolio of stocks and performance analysis.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPFIB	EQUITY RESEARCH AND PORTFOLIO MANAGEMENT	III/IV
Unit No	Topics	Hours
Unit I	Understanding investment, investment process, investment alternatives, security markets- NSE & BSE, commodity market- MCX NCX, debt market, money market, Forex market. Hedge Fund - Hedge fund strategies.	10
Unit II	New Issues Market – Methods of Issuing— Parties involved in the new issue market, SEBI Rules in Listing – pricing of new issue, Listing of rights issue, Listing conditions in secondary market– Delisting,– Types of Settlement-Surveillance system in BSE & NSE.	10
Unit III	Fundamental Analysis: EIC framework – concept and linkage to stock market, Economic Analysis -Industry Analysis – Models available for Analysis (Industry Life Cycle; 5 forces model) - Company Analysis: Financial Statements Analysis, Ratio Analysis, National Financial Regulatory Authority.	10
Unit IV	Technical trading rules and indicators, Dow theory, support & resistance, Charting Methods – Charting Patterns Technical Indicators- SMA, EMA, ROC, RSI, MACD, Oscillators. Event Study. Derivatives – Futures, Options - Basics - Payoff Charts - Basics of options pricing and option Greeks, Basic differences in Commodity, Equity and Index Futures	12
Unit V	Mutual funds -- Types – performance measure of a mutual fund, Factors affecting the NAV SEBI guidelines for Mutual Fund. Portfolio Management: bond portfolio, Investment Objectives and Constraints- risk tolerance of Investors - portfolio analysis, Selection of Asset Mix- Selection of Securities- Portfolio Revision-Formula Plans, index models, Evaluation of Portfolio Performance.	10

### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

### Text Book:

Punithvathi Panidian, "Security Analysis and Portfolio Management", Vikas PublishingHouse Pvt Ltd.2<sup>nd</sup> edition

### Reference Books:

1. Reilly and Brown, 'Investment Analysis and Portfolio Management', Cengage, New Delhi
2. Bodie, Kane, Marcus and Mohanty, 'Investments', Tata McGraw Hill, New Delhi
3. Fisher DE and Jordon RJ, 'Security Analysis and Portfolio Management', PHI, New Delhi
4. Hirt and Block, 'Fundamentals of Investment Management', Tata McGraw Hill, New Delhi
5. A. Avdhani 'Security Analysis and Portfolio Management' Himalaya Publication

### Web Resources:

1. <https://online.hbs.edu/blog/post/types-of-alternative-investments>
2. <https://www.investopedia.com/terms/n/newissue.asp>
3. <https://www.investopedia.com/ask/answers/difference-between-fundamental-and-technical-analysis/>
4. <https://www.graduatetutor.com/corporate-finance-tutoring/yields-bond-valuation-pricing/>
5. <https://www.investopedia.com/terms/m/mutualfund.asp>

### Mapping with Program Outcomes

POS / COS	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	L	S
CO2	S	S	M	L	M
CO3	S	S	M	L	S
CO4	S	S	M	L	M
CO5	S	S	M	L	S

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Coordinator
<i>S. Saravanan</i> Name & Signature	<i>R. B. Srinivasan</i> Name & Signature	 Name & Signature

Curric  
Module

<b>Course Code:</b>	<b>21MSPFIC</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2020-2021 and Onwards</b>
		<b>INTERNATIONAL FINANCIAL MANAGEMENT</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**Course Objectives:**

1. To impart the students with in depth knowledge of international financial management
2. To develop an understanding and appreciation of the critical financial issues facing managers of international firms
3. To develop a practical framework for the analysis of exchange rates and foreign exchange exposures
4. To develop understanding of current issues international finance
5. The students will be able to understand Eurocurrency markets, Eurocurrency Interest Rates, International Bonds Markets, External Commercial Borrowings.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Understand and organize the International Financial Management Environment	K1, K2 and K3
CO2	Calculate and Evaluate the Currency forecasting and Manage foreign exchange risk.	K1, K2, K3 and K4
CO3	Comprehend and highlight the Foreign Investment Decision.	K1, K2 and K3
CO4	Learn, analyze and summarize Multinational Cash management.	K1, K2, K3 and K4
CO5	Understand and outline Foreign Exchange Operations.	K1, K2 and K3

Code No	Course	Semester No
21MSPFIC	INTERNATIONAL FINANCIAL MANAGEMENT	III / IV
Unit No	Topics	Hours
Unit I	Introduction to International Financial management: MNC, Types, Operations, Domestic vs. international finance, International financial market integration, currency crisis, and global recession and risk spill over. Balance of Payments - Structure - Contents of Current, Capital, and Reserve Accounts - Linkages and Impact on Exchange Rates, Capital Markets, & Economy - Understanding BOP structure of a country for Investment and Raising Finance.	10
Unit II	Foreign Exchange Markets and Exchange Rate: Nature, Functions, Transactions, Participants, Forex Markets in India, Forex dealing, Foreign exchange regimes, Foreign exchange rate determination, factors affecting foreign exchange and Foreign Exchange Rate, Exchange Rate Forecasting- Purchasing Power Parity, Covered and Uncovered Interest Rate Parity, International Fisher's Effect - Forward Rate Parity	10
Unit III	Foreign Exchange Exposure: Risk, Measurement and Management, Global Firms Foreign exchange exposure - Transaction, economic and translation exposures, potential currency exposure, Country risk analysis, Techniques to Assess Country Risk. Foreign Exchange Spot and Derivative Market: Spot and Forward Contracts- Cash and Spot Forex Trading, Forward Contracts- Long and Short Forward contract, Foreign Exchange Futures, Contract- Contract specification trading at Stock Exchange of India, Option Contracts American and European Currency Options, call and Put option, Option and risk management, money market hedges.	12
Unit IV	International Capital Markets - Sources of International Finance - Debt and Equity Markets, International Equity Diversification, Short-term Vs Long-term Finance, ADRs & GDRs; benefits and Costs of ADR & GDR holdings for investors; benefits and Costs of ADR & GDR issuance for corporations, External Commercial Borrowing and International refinancing, issues and challenges before multinational subsidiaries.	10
Unit V	International Capital Structure - Parent Vs Subsidiary Norms, Global Capital Structure - Factors affecting the choice of markets and structure. International Cost of Capital - Calculation - Cost of Foreign Debt, Cost of Foreign Equity, International Capital Budgeting - Key Issues - Unique Cash flows - Adjusted Present Value Approach. Foreign Direct Investment - Motives - Determinants - International Portfolio, International Working Capital Management, International Cash Management - Decentralised Vs Centralised Cash Management - Bilateral Vs Multilateral Netting - Central Cash Pool.	10



## TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

### Text Book:

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

### Reference Books:

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



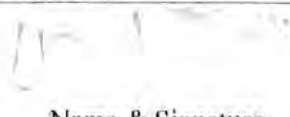
### Web Resources:

1. <https://efinancemanagement.com/international-financial-management>
2. <https://www.investopedia.com/terms/f/foreign-exchange.asp>
3. <https://efinancemanagement.com/international-financial-management/types-of-foreign-exchange-currency-exposure>
4. [https://saylordotorg.github.io/text\\_international-business/s11-02-understanding-international-ca.html](https://saylordotorg.github.io/text_international-business/s11-02-understanding-international-ca.html)
5. <https://smallbusiness.chron.com/capital-structure-multinational-corporation-81741.html>

## Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Coordinator
<i>S. Saravanan</i>  Name & Signature	 Name & Signature	 Name & Signature

11/11/20  
11/11/20  
11/11/20  
11/11/20

<b>Course Code:</b>	<b>21MSPFID</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards Onwards</b>
		<b>BANKING REGULATIONS AND RISK MANAGEMENT</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**Course objectives**

1. To enable students for knowing the basic of Indian Banking System.
2. To make students to explore Banking services and product.
3. To enable students to know Regulatory framework related to Banking
4. To enable students to gain knowledge regarding Risk Management.
5. To enable students to understand the Role of IT in Banking Technology.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Visualize and examine the Indian Banking System.	K1, K2 and K3
CO2	Comprehend and sketch the product & services provided by the banks.	K1, K2 and K3
CO3	Examine and Understand the regulatory framework of the banking system.	K1, K2 and K3
CO4	Understand and Apply Risk Management Techniques in Banking Services	K1, K2 and K3
CO5	Comprehend and outline the application of Technology in Banking.	K1, K2 and K3

Code No	Course	Semester No
21MSPFID	<b>BANKING REGULATIONS AND RISK MANAGEMENT</b>	<b>III / IV</b>
Unit No	Topics	Hours
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 Loans, 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. National Electronic Fund Transfer (NEFT), RTGS Marketing of banking Services-Marketing Strategies: Segmentation, Marketing Mix for Banking Services, Concept of e-Galleries, Use of analytics in marketing Digital Banking Products	11
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 –Liquidity Adjustment Facility (LAF) – IBA – Payment and Settlement System Act. RBI Role in Banking Technology, Financial Inclusion, Vehicles for Financial Inclusion, Digital Banking Products for Financial Inclusion	11
IV	Risks definition (market, credit, liquidity, operational), Identification of different forms of risk -currency, interest rate, equity, commodity, Introduction to Banking Risk, Financial Risk faced by bankers, Liquidity Risk and Interest Risk, Risk Measurement, Organisational structure for Risk Management in Banks, Risk management process, Liquidity risk and Operational risk, Needs and Sources of Liquidity risks, Gap Analysis, Scenario Analysis	10
V	Operational Risk and types, Operational Risk Management, Interest Rate Risk, Liquidity Preference Theory and Market Segmentation Theory, Techniques of management of Interest Risk Rate, Credit Risk, Types of Credit risk, measuring credit risk in Banking transactions, Historical frequencies, Credit risk management in banks, Non-performing Assets Management, Managing NPA, Assets Classification (IRAC), Recovery management, Effects of NPAs on Banking Profitability, Provision for NPAs in Banks, SARFAESI act 2002.	10

#### **TEACHING METHODS**

Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

### Text Books:

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

### Reference Books:

1. Iyengar Vijayaragavan -Introduction to Banking, Excel Books, India 2009.
2. Muraleedharan, D, - Modern Banking theory and practice, PHI Pvt. Ltd, 2nd Edition,2014.
3. Sundharam K.P.M, -Modern Banking, Sultan Chand & Co, 1st Edition, 2015.
4. Machiraju H.R - Modern Commercial Banking, Vikas Publishing House, 2<sup>nd</sup> Edition,2019.
5. Tanna M.L.- Tanna's Banking Law and Practice in India, Jain Book, 27th Edition.2017.
6. MacDonald S., Timothy W -Management of Banking., Cengage learning, 2014.
7. Dr.S.R.Myneni, Law of Banking and Negotiable Instruments, 4th Edition, Asia law House, Hyderabad, 2019.
8. James W, Commercial Banking – The Management of Risk, 3 Edition, Wiley India edition
9. Hull John C., Risk Management and Financial Institutions, Pearson.
10. . Dun Bradstreet, Financial Risk Management. Tata McGraw Hill.

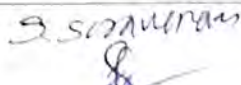
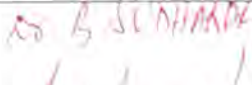
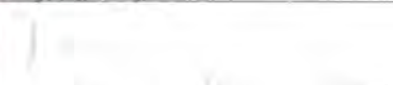
### Web Resources:

1. <https://www.lopol.org/article/banking-system-in-india>
2. <https://www.paisabazaar.com/business-loan/how-to-fund-your-start-up-business/>
3. <https://rbidocs.rbi.org.in/rdocs/Publications/PDFs/BANK115122014.pdf>
4. <https://www.nap.edu/read/11183/chapter/6>
5. <https://efinancemanagement.com/investment-decisions/operational-risk>

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Coordinator
 Name & Signature	 Name & Signature	 Name & Signature

Curriculum  
Hindustan  
Group

Course Code:	21MSPFIE	Course Title						Batch:	2021-2022 and Onwards
		FINANCIAL DERIVATIVES						Semester:	III / IV
Hrs/Week:	4	L	4	T	-	P	-	Credits:	3

### Course Objectives

1. To know the basics of commodity market in India
2. To know the features and regulations of financial derivatives
3. To enable the mechanism of future contract, forward contract
4. To explore the hedging techniques in foreign exchange transactions
5. To assess the Options dealing in financial transactions

### Course Outcome:

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

CO No.	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Visualize, narrate and summarize the framework of commodity market.	K1, K2 and K3
CO2	Describe and Evaluate the financial Derivatives in stock Market.	K1, K2 and K3
CO3	Analyze and simplify the option strategy for financial derivatives.	K1, K2, K3 and K4
CO4	Evaluate and summarize the pricing of derivatives in stock market.	K1, K2, K3 and K4
CO5	Categorize, outline and summarize the types of derivatives contract in stock market.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPFIE	FINANCIAL DERIVATIVES	III / IV
Unit No	Topics	Hrs
I	<b>GROWTH OF COMMODITY MARKETS IN INDIA</b> Commodity Markets in India – overview- MCX and NCDX- functions Developments in commodity market in India.	9
II	<b>GROWTH OF FINANCIAL DERIVATIVES</b> Introduction to Derivatives, Role of Financial Markets Introduction to Risk Management, Buying and Short-Selling Financial Assets , trading at NSE and BSE-Regulations of Financial derivatives.	10
III	<b>TYPES DERIVATIVE CONTRACT</b> Financial Forwards and Futures, Forward Contracts on Stock, Futures Contracts, Uses of Index Futures, Currency Contracts, Commodity Forwards and Futures, Equilibrium Pricing of Commodity Forwards, Pricing Commodity Forwards by Arbitrage- Gold, Energy Markets. Swaps, Interest Rate Swaps, Swap Rate, Currency Swaps.	11
IV	<b>OPTION STRATEGY</b> Parity and Option Relationships - Put-Call Parity, Parity and Exchange Options, Binomial Option Pricing, Constructing a Binomial Tree, Black-Scholes Formula, Option Greeks, Purchased Call Option, Implied Volatility, Valuing Perpetual Options, Delta-Hedging, Asian Options, Compound Options, gap option, exchange option, barrier option, Hedging using options	11
V	<b>PRICING OF DERIVATIVES</b> Monte carlo valuation, simulating correlated stock prices, sharpe ratio, Risk Neutral valuation, Martingale pricing, measure of volatility, pricing volatility, Value at risk, Credit risk, credit default swaps, Merton default model	11

### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

### Text Book:

Derivatives Markets, 3rd Edition Robert L. McDonald, Northwestern University

### Reference Books:

1. Introduction to Futures and Options Markets John C. Hull S.L. Gupta, Financial derivatives, PHI, 2020,
2. Patwari D.C and Anshul Bhargava, Options and Futures., Jaico Books. 2018
3. Baghri and vora, Options and Futures, Tata McGraw Hill, 2020 Strong, Derivatives, Thomson publishing, 2020

**Web Resources:**

1. <https://www.samco.in/knowledge-center/articles/all-about-commodity-trading-market-in-india/>
2. <https://valuationmasterclass.com/introduction-to-derivatives-market/>
3. <https://corporatefinanceinstitute.com/resources/knowledge/finance/futures-forwards/>
4. <https://www.cmegroup.com/education/courses/introduction-to-options/put-call-parity.html>
5. <https://www.investopedia.com/terms/m/montecarlosimulation.asp>

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Coordinator
<i>S. Srinivasan</i> Name & Signature	<i>Dr. B. Srinivasan</i> Name & Signature	<i>[Signature]</i> Name & Signature

rdi  
evl  
ge  
ore-c 28.

<b>Course Code:</b>	<b>21MSPFIF</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>BEHAVIOURAL FINANCE</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**Course Objectives**

1. To understand the basics of commodity market in India
2. To understand the features and regulations of financial derivatives
3. To understand the mechanism future contract, forward contract
4. To understand the hedging techniques in foreign exchange transactions
5. To understand the Options dealing in financial transactions

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Visualize and enumerate the basic of behavioral finance	K1, K2 and K3
CO2	Understand and distinguish the investor bias in the investment decision.	K1, K2 and K3
CO3	Comprehend and summarize the behavioral influences involving individuals investment decisions.	K1, K2, K3 and K4
CO4	Outline and Analyse the behavior in stock market.	K1, K2, K3 and K4
CO5	Visualize and point out the behavior in value investing.	K1, K2, K3 and K4



Code No	Course	Semester No
21MSPFIF	BEHAVIOURAL FINANCE	III / IV
Unit No	Topics	Hours
I	<b>Introduction to Behavioral Finance</b> Introduction to behavioral economics and finance- Overview of behavioral finance, Overconfidence and individual investors, Overconfidence and professional investors, History of Rational Thought: Disposition effect, Risk perceptions, Prospect theory, Decision frames, Behavioral portfolio management	10
II	<b>Heuristics and Biases</b> Heuristics and Biases approach – familiarity and related heuristics- representativeness and related biases- availability, anchoring, Framing effects, irrationality and adaptation. Self deception- forms, causes- confirmation, cognitive dissonance, self-attribution, hindsight and other bias. Emotion– substance, theories and evolutionary perspective on emotions- emotion types, style, biases – Emotional intelligence- conformity – social influence – varied human wants.	10
III	<b>Foundations of Behavioral finance</b> Prospect Theory and Mental Accounting - Error in Bernoulli's Theory - Prospect Theory- expected utility theory and prospect theory, Efficient Markets Hypothesis- Challenging the classical assumptions of finance, Financial market anomalies- Fundamental anomalies, Technical anomalies seasonal anomalies.	10
IV	<b>Investor Behaviour and Market outcomes</b> Investor Behaviour –influence on emotions, mental accounting – behavioural portfolio theory, Behavioural lifecycle theory – psychographic models – institutional investor behavior vs Individual investor behavior. Market sentiment: definition, measures and predictability of stock returns, Social influences: Mood, sport sentiment, behavioural asset pricing model.	11
V	<b>Value Investing</b> Central Tenets of Value Investing- Evidence and Prospects of Value Investing, Neural processes during financial decision making- Strategies of Some Well-Known Value Investors - Timing of good and bad corporate news announcement, Market timing - rational managers with irrational investors approach	11

#### TEACHING METHODS:

Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

#### Text Book:

Prasanna Chandra , Behavioural finance,  
Limited.2016

McGraw Hill Education (India) Private

### Reference Books:

1. Behavioral Finance: Psychology, Decision-Making and Markets, L. F. Ackert and R. Deaves, South-Western College Publication
2. Investor Behavior: The Psychology of Financial Planning and Investing, H K Baker and V Ricciardi, Wiley, 2018.
3. Personal Finance (11th ed.), Jack Kapoor, Les Dlabay and R. J. Hughes, McGraw Hill.
4. Behavioural Finance, Peter DybdahlHede, Ventus Publishing ApS , 2012.
5. Behavioral Finance, William Forbes, Wiley, 2009.
6. Advances in Behavioural Finance: Volume II Richard M. Thaler 2005

### Web Resources:

1. <https://www.investopedia.com/behavioral-economics-4689799>
2. <https://thedecisionlab.com/biases/heuristics/>
3. <https://www.investopedia.com/terms/m/mentalaccounting.asp>
4. <https://www.toptal.com/finance/financial-analysts/investor-psychology-behavioral-biases>
5. <https://groww.in/p/value-investing/>

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Coordinator
<i>S. Srinivasan</i>  Name & Signature	<i>S. SUDHAKAR</i>  Name & Signature	 Name & Signature

Com  
Hindustan  
Edu

<b>Course Code:</b>	<b>21MSPFIG</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>STRATEGIC COST MANAGEMENT</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**Course objectives**

1. To impart the students with knowledge of Cost management
2. To develop an understanding of the Cost management facing managers
3. To develop a practical framework for the analysis of Cost for each sector
4. To develop understanding of changes in Cost management
5. To know about budgeting concepts

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Understand and Analyze the role of cost Management.	K1, K2, K3 and K4
CO2	Visualize and point out the basic process of Cost calculation.	K1, K2, K3 and K4
CO3	Evaluate and bring out the various Cost centers of different sector.	K1, K2, K3 and K4
CO4	Understand and prepare basic of material Costing.	K1, K2, K3 and K4
CO5	Evaluate and select the budgeting process and Cost audit.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPFIG	STRATEGIC COST MANAGEMENT	III/ IV
Unit No	Topics	Hours
Unit I	Introduction: Definition of costing, cost Accounting and Management Accounting. Objectives & Importance of Cost Accounting to Business Concern, Installing a Cost Accounting System, Essentials of a good Cost Accounting System. Cost concepts, terms and classification of Costs: Types of Costs, classification of Costs, Cost sheet, total Costs and unit Costs. Activity based Cost Management - Target Costing, Life cycle Costing, Quality Costing, JIT (including Backflush Costing and Throughput Costing)	10
Unit II	Employee Cost- Introduction, Recording labour Cost: Attendance and payroll procedures (Time-keeping, Time-Booking, Payroll procedure, Payment of wages, Overview of statutory requirements), Idle time (causes and treatment in Cost Accounting), Overtime (its effect and treatment in Cost Accounting), Labour turnover-Causes and methods of calculating labour turnover; Cost of labour turnover. System of Wage Payment and Incentives; System of Incentive Schemes for Indirect Workers; Component of wages Cost for Costing purpose; Absorption of wages; Efficiency rating procedures	10
Unit III	Job Costing (Job Cost cards and databases, Collecting direct Costs of each job, Attributing overhead Costs to jobs, Applications of job Costing). Batch Costing Contract Costing - Progress payments, Retention money, Escalation clause, Contract accounts, Accounting for material, Accounting for plant used in a contract, Contract Profit and Balance sheet entries. Service Costing and Output Costing- Introduction; Motor Transport Costing, Hotel Costing (Staff Canteen Costing, Hospital Costing, Boiler House Costing – brief idea only). Single or Output Costing.	11
Unit IV	Marginal Costing, Absorption Costing vs. Marginal Costing, Break-even analysis, Margin of safety, Application of Marginal Costing for decision making (simple problems only), (a) Relevant Cost (b) Product Sales Pricing and Mix (c) Limiting Factors (d) Multiple Scarce Resource Problems (e) Shut Down point (f) Decisions about Alternatives such as Make or Buy, Accept an order, Cost indifference point, and Selection of Products (g) Incremental revenue and differential Cost approach.	11
Unit V	Budget Concept, Manual, Fixed and Flexible Budgets, Preparation and Monitoring of Various Types of Budgets, Budgetary Control System: Advantages, Limitations and Installation, Zero Base Budgeting, Programme and Performance Budgeting; Nature and Scope of Cost Audit, Cost Accounting Records and Cost Audit under Companies Act, Purpose, Scope and Advantages of Cost Audit, Implementing Authorities of Cost Audit, Cost Audit Techniques and Programmes, Cost Audit Report	10

## TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

### Text Book:

Ravi M Kishore, Cost and management Accounting, Taxmann

### Reference Books:

1. B.Banerjee, Cost Accounting, PHI
2. Jawahar Lal & Seema Srivastava, Cost Accounting, TMH
3. Colin Drury, Management & Cost Accounting, Chapman & Hall
4. K.S.Thakur, Cost Accounting, Excel Books
5. Satish Inamdar, Cost & Management Accounting, Everest Publishing House
6. Atkinson, Management Accounting, Pearson
7. Bhattacharyya, Ashish K., Cost Accounting for Business Managers, Elsevier

### Web Resources:

1. <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-Cost-accounting/evolution-history-of-Cost-accounting/>
2. <https://smallbusiness.chron.com/employee-Cost-11917.html>
3. <https://www.accountingtools.com/articles/2017/5/14/job-Costing>
4. <https://businessjargons.com/marginal-Costing.html>
5. <https://www.wallstreetmojo.com/fixed-budget-vs-flexible-budget/>

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Coordinator
 Name & Signature	 Name & Signature	 Name & Signature

<b>Course Code</b>	<b>21MSPHRA</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>TALENT MANAGEMENT</b>						<b>Semester</b>	<b>III/IV</b>
<b>Hrs / Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**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 HR analytics in Current Scenario

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Visualize and develop the role of the HR professional as a talent management function.	K1, K2, and K3
CO2	Understanding for analysis of the impacts of Talent management in the organization	K1, K2, K3
CO3	Competency to develop leadership qualities among subordinate	K1, K2, K3 and K4
CO4	Competency to implement Talent Management practices	K1, K2, K3 and K4
CO5	Understand and apply HR analytics to enhance business value	K1, K2, K3

Code No	Course	Semester No
21MSPHRA	TALENT MANAGEMENT	III/IV
Unit No	Topics	Hours
Unit I	<b>Introduction to Talent Management:</b> 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	<b>Talent Management System:</b> 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	<b>Talent Planning &amp; Acquisition:</b> 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	<b>Talent Engagement, Retention &amp; Compensation:</b> 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	<b>HR Analytics:</b> What is HR Analytics -- Importance of HR Analytics. -- Translating HR metrics results into actionable business decisions for upper management (Using Excel Application exercises, HR dashboards)-- HR information systems and data sources-- HR Metrics and HR Analytics-- Intuition versus analytical thinking-- HRMS/HRIS and data sources-- Analytics frameworks like LAMP-- HCM:21(r) Model.	12

### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

### 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).

**Web Resources:**

1. <https://www.pdfdrive.com/the-talent-management-handbook-d33563313.html>.
2. <https://www.pdfdrive.com/talent-handbook-a-guide-for-competency-based-talent-management-e165131443.html>

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
<i>Dr. P. Anusha Pooja</i> <i>P. M</i> Name & Signature of the Staff	<i>S. B. SUDHAKAR</i> <i>[Signature]</i> Name & Signature	<i>[Signature]</i> Name & Signature





<b>Course Code</b>	<b>21MSPHRB</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>PERSONNEL AND INTERPERSONAL EFFECTIVENESS</b>						<b>Semester</b>	<b>III / IV</b>
<b>Hrs / Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**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.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Understand and analyze various dimensions of self and its importance with exercises.	K1, K2 and K3
CO2	Learn the interpersonal relationships and analyze the cultural differences in interpersonal communication.	K1, K2 and K3
CO3	Understand the importance of assertiveness and apply it in organizational life	K1, K2 and K3
CO4	Analyze various transactions in day to day life and apply in organizational decision-making process	K1, K2, K3 and K4
CO5	Competency to understand the counseling.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPHRB	PERSONNEL AND INTERPERSONAL EFFECTIVENESS	III / IV
Unit No	Topics	Hours
Unit I	<b>Understanding Self:</b> Self- concept, - Schema, -knowledge, -awareness, -esteem, - confidence, -presentation. Personal effectiveness: Meaning, significance, Strategies. Emotional Intelligence.	10
Unit II	<b>Interpersonal Relations:</b> 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	<b>Assertive Training:</b> Nature, importance & relevance to organizational life – Assertion, passiveness, aggression. Behaviour cycle, Assertive Techniques, NLP, Enhancing Individual assertiveness. Dealing With difficult people.	10
Unit IV	<b>Transactional Analysis:</b> 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
Unit V	<b>Counseling:</b> Approaches to Counseling, Counseling process: beginning, developing and terminating a counseling relationship and follow up. Counselor's attitude and skills of counseling, In	10

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

#### 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. Robert L.Gibson and Marianne H.Mitchell , "Introduction to Counseling and Guidance", PHI, 2008

### Web Resources:

1. <https://pdfroom.com/books/mastering-personal-and-interpersonal-skills-mastering-personal-and-interpersonal-skills/bLvgBlp5Dwm>
2. [https://www.google.co.in/books/edition/Interpersonal\\_Skills\\_at\\_Work/j2x1wbxR2aIC?hl=en&gbpv=1&dq=personal+and+interpersonal+effectiveness&printsec=frontcover](https://www.google.co.in/books/edition/Interpersonal_Skills_at_Work/j2x1wbxR2aIC?hl=en&gbpv=1&dq=personal+and+interpersonal+effectiveness&printsec=frontcover)

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
<i>Dr. P. Anushe Prable</i> <i>P.M.</i> Name & Signature of the Staff	<i>Dr. B. SUDHAKAR</i> <i>[Signature]</i> Name & Signature	<i>[Signature]</i> Name & Signature

Co-ordinator  
Department of  
Arts  
Evimbat, 410

<b>Course Code</b>	<b>21MSPHRC</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>ORGANIZATIONAL DEVELOPMENT</b>						<b>Semester</b>	<b>III / IV</b>
<b>Hrs / Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**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.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Visualize and analyze the philosophical, historical, theoretical, political and practical underpinnings of OD as a core area of practice within HRD.	K1, K2, K3 and K4
CO2	Gain an insight into the organizational development programmes and develop the components of OD.	K1, K2, K3 and K4
CO3	Ability to explain increase awareness of different tools that are used to diagnose organizations as well as interventions used through hands-on experience.	K1, K2, K3 and K4
CO4	Comprehend how to evaluate organizational development interventions and the use of technology.	K1, K2, K3 and K4
CO5	Enhance their skills in the latest trends in OD.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPHRC	ORGANIZATIONAL DEVELOPMENT	III / IV
Unit No	Topics	Hours
Unit I	<b>Organization Development:</b> 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	<b>Organizational Practitioner &amp; Operational Components of O.D:</b> 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	<b>Interventions:</b> 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
Unit IV	<b>Technology &amp; OD:</b> 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	<b>Future of OD:</b> 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

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

### Text Book:

Brown, D. R. (2011). An experiential approach to organization development (8th ed.) UpperSaddle 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 6<sup>th</sup> Edition,2008.
3. Rosabeth Moss Kanter, "The change Master", Simson& Schaster,1984
4. Dr.Lalitha Balakrishnan, Organizational Development, Margham Publications; 1 edition, 2012
5. PadmalitaRoutray, Kalyani Mohanty, "Human Resource Development and Organizational Effectiveness", Excel Books; First edition 2012.
6. Gagandeep, "Organizational Development", Sage Publication, 2013

### Web Resources:

1. <http://www.mcs.gov.kh/wp-content/uploads/2017/07/Organization-Development-and-Change.pdf>

2. [https://www.google.co.in/books/edition/Organization\\_Development/jhrvCAAQBAJ?hl=en&gbpv=1&dq=organisational+development&printsec=frontcover](https://www.google.co.in/books/edition/Organization_Development/jhrvCAAQBAJ?hl=en&gbpv=1&dq=organisational+development&printsec=frontcover)

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
<i>Dr. P. Anusha Pooja</i> <i>P.M.</i> Name & Signature of the Staff	<i>Dr. B. S. UDDHARANI</i> <i>A. V.</i> Name & Signature	<i>[Signature]</i> Name & Signature

<b>Course Code</b>	<b>21MSPHRD</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS</b>						<b>Semester</b>	<b>III / IV</b>
<b>Hrs / Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**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

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Understand and develop the industrial relation systems in India and as well as at International level	K1, K2, K3 and K4
CO2	Understand acts relating to trade union and analyze dispute management and apply it in corporate life	K1, K2, K3 and K4
CO3	Competency to interpreted and implement provisions regarding social welfare measures in their workplace.	K1, K2, K3 and K4
CO4	Competency to use the law regarding the wages when faced with issues relating to it	K1, K2, K3 and K4
CO5	Competency to understand the factories act and other laws pertaining to women and children	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPHRD	<b>INDUSTRIAL RELATIONS AND LABOUR LEGISLATIONS</b>	III / IV
Unit No	Topics	Hours
Unit I	<b>Industrial Relations</b> 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 dimensions of Labour Market	10
Unit II	<b>Trade Unions and Disputes</b> 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	<b>Social Welfare Legislations</b> 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	<b>Law relating to Wages</b> 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	<b>Other Legislations:</b> 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

#### **TEACHING METHODS**

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

#### **Text Book**

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

#### **Reference Books**

1. R C Sharma, “Industrial Relations and Labour Legislations”, PHI ,2016
2. P R N Sinha, InduBala Sinha, Seema Priyadarshini Shekar, Industrial Relations, trade union and labour Legislation, Pearsons, 2017
3. Nandhakumar. B “Industrial Relations Labour Welfare and Labour Laws”, Vijay Nicole,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 McGraw Hill,2012



### Web Resources:

1. <http://14.139.206.50:8080/jspui/bitstream/1/3317/1/INDUSTRIAL%20RELATIONS.pdf>

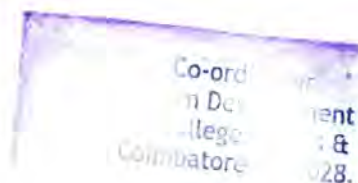
2. [https://www.google.com/books/edition/INDUSTRIAL\\_RELATIONS\\_AND\\_LABOUR\\_LEGISLATION/ns2ADAAAQBAJ?hl=en&gbpv=1&dq=INDUSTRIAL+RELATIONS+AND+LABOUR+LEGISLATIONS&printsec=frontcover](https://www.google.com/books/edition/INDUSTRIAL_RELATIONS_AND_LABOUR_LEGISLATION/ns2ADAAAQBAJ?hl=en&gbpv=1&dq=INDUSTRIAL+RELATIONS+AND+LABOUR+LEGISLATIONS&printsec=frontcover)

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
<i>Dr. P. Anusheela</i> <i>P. M.</i> Name & Signature of the Staff	<i>Dr. B. SUDHAKAR</i> <i>[Signature]</i> Name & Signature	<i>[Signature]</i> Name & Signature



<b>Course Code</b>	<b>21MSPHRE</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>INTERNATIONAL HUMAN RESOURCE MANAGEMENT</b>						<b>Semester</b>	<b>III / IV</b>
<b>Hrs/Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**Course Objectives:**

1. To enable students to understand the basics and growth of IHRM
2. To become familiar with strategies of International Business
3. To get an understanding on staffing process in international context
4. To know the compensation practices in MNCs
5. To Know the current trends in IHRM

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Visualize and develop the concept of International HRM	K1, K2, K3 and K4
CO2	Understand and Analyze the strategic issues in International business	K1, K2, K3 and K4
CO3	Able to evaluate the staffing strategies in international context	K1, K2, K3 and K4
CO4	Understand and analyze skills in managing compensation practices at the global level	K1, K2, K3 and K4
CO5	Knowledge and outline on the current trends of IHRM	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPHRE	<b>INTERNATIONAL HUMAN RESOURCE MANAGEMENT</b>	III / IV
Unit No	Topics	Hours
I	<b>INTRODUCTION:</b> IHRM Definition, The drivers of internationalization of business. The different setting of International Human Resource Management. Development of IHRM. Difference between IHRM and Domestic HRM. Models of IHRM International Organisation – Approaches to the Study of Comparative Employment Policy: Convergence Policy, the Cultural Approach and the Institutions Perspective International HRM Models: Poole's Adaptation of the Harvard Model, The Brewster and Bournois Model of International HRM	10
II	<b>STRATEGIES IN INTERNATIONAL BUSINESS:</b> The logic of global integration, differentiation, Mastering expatriation, beyond the traditional expatriate model, the limits of global integration. International Business: Cross-border Mergers and Acquisitions – International Equity Joint Ventures – The roots of responsiveness, understanding diversity, responding to diversity, the challenges of localization. Managing alliances and joint ventures - IHRM and International Alliances, IHRM and International Joint Ventures.	10
III	<b>STAFFING IN INTERNATIONAL CONTEXT</b> International Workforce planning and staffing: International labour market International Recruitment function; head-hunters, cross-national advertising, e-recruitment; International staffing choice, different approaches to multinational staffing decisions, Types of international assignments, Selection criteria and techniques, use of selection tests, interviews for international selection, international staffing issues, Successful expatriation, role of an expatriate, female expatriation, repatriation, re-entry and career issues.	12
IV	<b>MANAGING AND COMPENSATION</b> Managing International Employees: International Training and Development – International Compensation IHRM in the Host-Country: Standardization and Localisation of HRM Practices – Managing Human Resources in 'Offshoring Countries'. Establishment of labour standards by International Institutions, The global legal and regulatory context of MNE, The International framework of Ethics and Labour standards.	10
V	<b>CURRENT SCENARIO OF INTERNATIONAL HRM</b> International Workforce and International HRIS: Working with multicultural and ethnic groups, Health and safety and International Assignees, Crisis Management, Global HR Shared Services, Managing HR in virtual organization, HRIS: Meaning, Role of IT in HR, Designing of HRIS, Applications of HRIS in Employee Management, Limitation of HRIS. Socio political systems in UK, U.S, Japan and India.	10

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

### **Text Book:**

K. Aswathappa, Sadhna Dash, International Human Resource Management, Tata McGrawHill, 2017.

### **Reference Books:**

1. Dowling, P.J., Festing, M. and Engle, A.D., International Human Resource Management, 5th Edition, Cengage Learning, 2012.
2. Edwards, T. and Rees, C., International Human Resource Management, Pearson, 2007.
3. Gupta, S.C., International Human Resource Management, Macmillan Publishers India, 2010.
4. Harzing, A. and Pinnington, A. H., International Human Resource Management, 3rd Edition, Sage South Asia, 2011.
5. Tayeb, M., International Human Resource Management, Oxford University Press, 2005.

### **Web Resources:**

1 [https://ddceutkal.ac.in/Syllabus/IHRM\\_BOOK.pdf](https://ddceutkal.ac.in/Syllabus/IHRM_BOOK.pdf)

2 [https://www.google.com/books/edition/International\\_Human\\_Resource\\_Management/88iMRiKXazAC?hl=en&gbpv=1&dq=international+human+resource+management&printsec=frontcover](https://www.google.com/books/edition/International_Human_Resource_Management/88iMRiKXazAC?hl=en&gbpv=1&dq=international+human+resource+management&printsec=frontcover)

### Mapping with Program Outcomes

<b>PO \ CO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	M		S	S
<b>CO2</b>	S	S	S	S	M
<b>CO3</b>	S	S	M	S	S
<b>CO4</b>	M	S	S	S	
<b>CO5</b>	S	S	S	S	S

S- Strong M-Medium L-Low

<b>Course Designed by</b>	<b>Verified by HOD</b>	<b>Approved by CDC Co-coordinator</b>
<i>Dr. P. Anu Lakshmi</i> <i>P.M.</i> Name & Signature of the Staff	<i>K. B. Venkatarao</i> <i>[Signature]</i> Name & Signature	  Name & Signature

<b>Course Code</b>	<b>21MSPHRF</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>STRATEGIC HUMAN RESOURCE MANAGEMENT</b>						<b>Semester</b>	<b>III/IV</b>
<b>Hrs/Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**Course Objectives:**

1. To develop the perspective of strategic human resource management
2. To understand the processes of strategic human resource management
3. To get an understanding on E-HRM
4. To know about organizational and corporate context of SHRM
5. To Know the HR strategies for future corporations.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDG ELEVEL</b>
CO1	Understand and analyze perspective of strategic human resource management	K1, K2, K3 and K4
CO2	Competency to interpreted and implement the processes of strategic human resource management	K1, K2, K3 and K4
CO3	Understand and apply strategic human resource formulations in corporate world	K1, K2, K3 and K4
CO4	Visualize and develop the organizational and corporate context of SHRM	K1, K2, K3 and K4
CO5	Understand and develop about the future strategic HR	K1, K2, K3 and K4

Code	Course	Semester No
21MSPHRF	STRATEGIC HUMAN RESOURCE MANAGEMENT	III/IV
Unit No	Topics	Hours
I	<b>Introduction to SHRM:</b> Definition, Need, Importance, and Steps. Human Resource Environment: Workforce Diversity, Demographic Changes, Temporary and Contract Labor, Global Environment, International Labor Standards, Changed Role of HR in Organizations.	10
I	<b>Strategic Human Resource Processes:</b> Work force Utilization and Employment Practices; Efficient Utilization of Human Resources; Dealing with employee shortages; selection of employees; Dealing with employee surpluses and special implementation challenges. Reward and development systems; Strategically Oriented Performance Management Systems; oriented compensation systems and employee development, Competencies of HR Professional in a SHRM Scenario.	12
III	<b>E-HRM:</b> e- Employee profile- e- selection and recruitment - Virtual learning and Orientation - e - training and development - e- Performance management and Compensation design - Development and Implementation of HRIS - Designing HR portals - Issues in employee privacy - Employee surveys online.	10
IV	<b>Business and SHRM:</b> Business Strategy and Organizational Capability, Global Environment of HR; Change & Diversity, Aligning HR with Corporate Strategy, Universalistic, Contingency and Configurationally Approaches, Strategic HR Planning Acquisition and Development.	10
V	<b>HR Strategy for Corporations of Tomorrow:</b> Organizational HR in the future: (i) The corporations of tomorrow, (ii) Information age, (iii) Virtual corporation, (iv) Diversity, and (v) Social responsibility- virtual teams flexitime and telecommuting HR outsourcing contingent and temporary worker	10

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

#### Text Book:

Jeffrey A. Mello, Strategic Human Resource Management, Cengage Learning, Southwestern, 2019.

### Reference Books:

1. Salaman, Graeme: *Human Resource Strategies*, Sage Publications, New Delhi
2. Rajib Lochan Dhar (2008) : *Strategic Human resource Management Excel Books New Delhi*
3. Rosemary Harrison, *Employee Development – University Press, India Ltd, New Delhi, 2007.*
- 4.-Tony Edwards and Chris Rees, *International Human Resource Management , Pearson, 2007.*
5. Chris Brewstes, Paul Sparrow, Guy Vernon, *International Human Resource Management, University Press 1st Edition 20.*

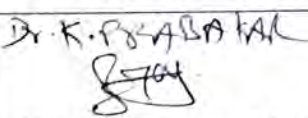
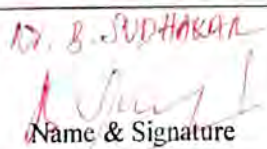
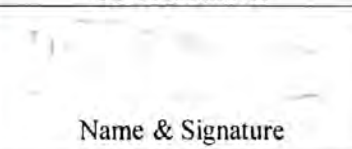
### Web Resources:

1. [https://www.hcipress.org/uploads/4/2/1/1/42111735/free\\_strategic\\_human\\_resource\\_management\\_e-text.pdf](https://www.hcipress.org/uploads/4/2/1/1/42111735/free_strategic_human_resource_management_e-text.pdf)
2. [https://www.google.co.in/books/edition/Strategic\\_Human\\_Resource\\_Management/ghFQDwAAQBAJ?hl=en&gbpv=1&dq=strategic+human+resource+management&printsec=frontcover](https://www.google.co.in/books/edition/Strategic_Human_Resource_Management/ghFQDwAAQBAJ?hl=en&gbpv=1&dq=strategic+human+resource+management&printsec=frontcover)

### Mapping with Program Outcomes

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

S- Strong M-Medium L-Low

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
 Name & Signature of the Staff	 Name & Signature	 Name & Signature

Co-ord  
n De  
lles  
hators - 41 07

Course Code	21MSPHRG	Course Title						Batch	2021-2022and Onwards
		MANPOWER PLANNING, RECRUITMENT AND SELECTION						Semester	III/IV
Hrs/Week	4	L	4	T	-	P	-	Credits	3

**Course Objectives:**

1. To gain understanding on the basics of Manpower Planning, Selection and Recruitment
2. To develop necessary skill set for application of various forecasting techniques
3. To know the nuances of manpower planning and basics of HR accounting
4. To understand the process of recruitment
5. To know the various strategies adopted in selection process.

**Course Outcome:**

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

CO No.	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Understand and develop the Effectively plan and also manage human resources	K1, K2, K3 and K4
CO2	Understand and Apply forecasting techniques to acquire human resources	K1, K2, K3 and K4
CO3	Visualize and develop skills for HR planning and HR audit	K1, K2, K3 and K4
CO4	Learn and Examine current issues, process and practices in recruitment	K1, K2, K3 and K4
CO5	Competency to understand and develop the best practices in selection process	K1, K2, K3 and K4



Code	Course	Semester No
<b>21MSPHRG</b>	<b>MANPOWER PLANNING, RECRUITMENT AND SELECTION</b>	<b>III/IV</b>
Unit No	Topics	Hours
<b>I</b>	<b>MANPOWER PLANNING AND RESOURCING:</b> Factors Affecting Manpower Planning, Need for Manpower Planning, Five Steps in Manpower Planning, Importance of Manpower Planning, Obstacles in Manpower Planning, Advantages of Manpower Planning, Successful Manpower Planning, Consolidated Demand Forecast Development, Effective Decision Making, Gaining Senior Management Support, Meeting the Organization's Goals and Objective.	10
<b>II</b>	<b>MANPOWER FORECASTING:</b> Introduction, Forecasting, Necessity for forecasting, Steps in forecasting, Demand and supply forecasting, Demand Forecasting techniques, Forecasting accuracy, Benefits of forecasting. <b>ROLE OF HUMAN RESOURCE IN MANPOWER PLANNING:</b> Introduction, Inputs provided by HR for manpower planning, Key human resource elements	10
<b>III</b>	<b>DEVELOPING A MANPOWER PLAN:</b> Introduction, Developing a Manpower Plan, Qualitative Side of Manpower Planning, Behavioral Event Interviewing, Standard Interviews, Competency Mapping (Skill Inventory), Problems in Manpower Planning, Sample Manpower Plan. <b>HUMAN RESOURCE ACCOUNTING:</b> Introduction, Definition of Human Resource Accounting, Need, Significance, Objectives for HRA, Advantages of HRA, Methods of HRA.	12
<b>IV</b>	<b>RECRUITMENT:</b> Introduction, Sources of candidates, Recruitment, Outsourcing, Attracting candidates, E-Recruitment, Person specifications, Factors affecting Recruitment- Recruitment strategy- components required for resourcing strategy, Labor Turnover, Action Planning - Internal sources and its benefits - external sources and its benefits -Recruitment -legal and ethical considerations.	10
<b>V</b>	<b>SELECTION STRATEGY:</b> Preliminary screening of Applicants –Interview strategy and process, developing effective interviews - Simulation test, types- Assessment centre- Psychological testing - Employment testing, assessment of knowledge and skills - personality assessment- integrity test – validity and reliability tests- reference checks-pre-employment testing – making a job offer.	10

### **TEACHING METHODS**

*Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.*

**Text Books:**

1. Picardi, Recruitment and Selection, Sage Publication Inc.,2020
2. Dipak Kumar Bhattacharyya, Human Resource planning, Anurag Jain for Excel boos, Second edition,2006.

**Reference Books:**

1. Peter Drucker, Management, Harper Row, 2006.
2. Randy L. Desimone, Jon M. Werner – David M. Mathis, Human Resource Development, Cengage Learning, Edition 6, 2012
3. Robert Edenborough, Assessment Methods In Recruitment, Selection ,&Performance, Kogan Page Limited,201
4. William j. Rothwell, h. C. Kazanas, Planning and Managing human resources- strategic planning for human resources management, Human Resource Development Press, Inc.,2003

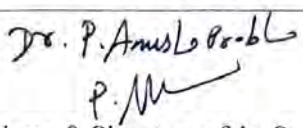

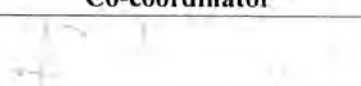
**Web Resources:**

1. <https://www.welingkaronline.org/AutoPTLibrary/LibraryNotices/Manpower%20Planning.pdf>
2. <http://thuvienso.bvu.edu.vn/bitstream/TVDHBRVT/15793/1/Recruitment-and-Selection.pdf>

Mapping with Program Outcomes

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

S- Strong M-Medium L-Low

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
 Name & Signature of the Staff	 Name & Signature	 Name & Signature

<b>Course Code</b>	<b>21MSPHIRII</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards III / IV</b>
		<b>TEAM DYNAMICS AT WORK</b>						<b>Semester</b>	
<b>Hrs/Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**Course Objectives:**

1. To get an overview on the concept of team
2. To understand the dynamics of group in an organization
3. To gain knowledge on creation of a team in work environment
4. To get conceptual clarity on team building
5. To understand the contemporary issues in managing team

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Understand and analysis the basics of team concept	K1, K2, K3 and K4
CO2	Understanding for analysis the implications of group dynamics	K1, K2, K3 and K4
CO3	Competency to develop strategies to build effective team	K1, K2, K3 and K4
CO4	Able to develop and Apply skills for team management	K1, K2, K3 and K4
CO5	Understand and analyze the contemporary issues in team building	K1, K2, K3 and K4

Code	Course	Semester No
21MSPHRH	TEAM DYNAMICS AT WORK	III / IV
Unit No	Topics	Hours
I	<b>TEAM INTRODUCTION</b> Teams in the modern workplace, why teams have become so popular, difference between group and team, types of teams – problem-solving teams, self-managed work teams, cross-functional teams, virtual teams. Managerial Implications.	10
II	<b>GROUP DYNAMICS</b> Meaning of a Group and Group Dynamics. Theories of group formation: Classic theory of George Homans, Theodore Newcomb's Balance theory, Exchange theory. Five stage group development model, Punctuated Equilibrium model of development of temporary groups with deadlines. Managerial Implications.	10
III	<b>CREATING EFFECTIVE TEAMS</b> Team Effectiveness, The Team Effectiveness Model – context, composition, work design, process. Ingredients of effective teams – supportive environment, skills and role clarity, super ordinate goals, team rewards. Potential team problems – changing composition, social loafing. Guidelines for developing effective self-managed teams. Turning individuals into team players, shaping team players – selection, training, rewards. Managerial Implications	11
IV	<b>TEAM BUILDING</b> Meaning of team building, need of team building, the process, specific building issues, team leadership, skills useful in team building – process consultation, T- group sensitivity training, communication skills, Negotiation skills, conflict resolution in teams, competitive vs collaborative behavior, developing collaboration facilitating behaviours, feedback. Managerial Implications	11
V	<b>CONTEMPORARY ISSUES IN MANAGING TEAMS</b> Teams and quality management, teams and workforce diversity. Cultural/global issues. Characteristics of mature teams - individual territories versus team spaces. Managerial Implications	10

#### **TEACHING METHODS**

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

#### **Text Book:**

1. Daniel Levi. Group Dynamics for Teams, SAGE Publications, 5<sup>th</sup> Edition 2020

### Reference Books:

1. Fred Luthans, Organizational Behaviour Tata Mcgraw Hill 11<sup>th</sup> Edition 2008.
2. John W Newstron, Keith Davis, Organizational Behaviour Tata Mcgraw Hill, New Delhi 11<sup>th</sup> Edition 2010
3. Thomas G Cummings, Christopher G Lowe, Robin, Marriott, and Sue Enterprise: entrepreneurship and innovation: concepts, contexts and commercialization First Edition 2006
4. Donelson R Forsyth, Group Dynamics, Wadsworth Publishing Co Inc 7<sup>th</sup> Edition, 2018

### Web Resources:

1. <https://www.yumpu.com/en/document/view/63707696/pdf-team-work-and-group-dynamics-free>.
2. [https://www.google.co.in/books/edition/Group\\_Dynamics\\_for\\_Teams/iylDCwAAQBAJ?hl=en&gbpv=1&dq=TEAM+DYNAMICS+AT+WORK&printsec=frontcover](https://www.google.co.in/books/edition/Group_Dynamics_for_Teams/iylDCwAAQBAJ?hl=en&gbpv=1&dq=TEAM+DYNAMICS+AT+WORK&printsec=frontcover)

### Mapping with Program Outcomes

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

S- Strong M-Medium L-Low

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
 Name & Signature of the Staff	 Name & Signature	 Name & Signature

Co-ordinator  
Curriculum Developm  
Mann College of Art  
Colombatore-641 (

<b>Course Code</b>	<b>21MSPHRI</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>HR ANALYTICS</b>						<b>Semester</b>	<b>III / IV</b>
<b>Hrs/Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**Course Objectives:**

1. Familiarize conceptual and practical issues related to the collection, sharing, and structuring of Human resource data
2. Understand Data standards used in HR Domain
3. Design Integrated HR Data Models for Data Analytics
4. Understand and Remember the Ethics of Managing HR data
5. Learn and interpret current barriers in HR DATA and how data analytics can provide potential solutions to improve quality, lower cost, and advance outcome

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Understand the Process and Data Functionalities of HR Data	UPTO K5
CO2	Understand the various Data Sources, data models and Components of HR Data Analytics	UPTO K5
CO3	Understand and design Integrated Data Model for HR analytics	UPTO K5
CO4	Understanding data sequencing and virtual HR assistance	UPTO K5
CO5	Data integration with special reference to HR.	UPTO K5

Code	Course	Semester No
21MSPHRI	HR ANALYTICS	III / IV
Unit No	Topics	Hours
I	HR Analytics in Perspective: Role of Analytics, Defining HR Analytics, HR Analytics: The Third Wave for HR value creation, HR Measurement journey in tune with HR maturity journey Understanding the organizational system (Lean) , Locating the HR challenge in the system , Valuing HR Analytics in the organizational system	12
II	HRA Frameworks: Current approaches to measuring HR and reporting value from HR contributions, Strategic HR Metrics versus Benchmarking, HR Scorecards & Workforce Scorecards and how they are different from HR Analytics, HR Maturity Framework: From level 1 to level 5, HR Analytics Frameworks: (a) LAMP framework; (b) HCM:21 Framework and (c) Talentship Framework, 5 overarching components of an effective Analytics framework.	10
III	Basics of HR Analytics: Basics of HR Analytics, what is Analytics, Evolution, Analytical capabilities, Analytic value chain, Analytical Model, Typical application of HR analytics.  Predictive Analytics: Steps involved in predictive analytics: Determine key performance indicator, analyse and report data, interpreting the results and predicting the future. Metrics and Regression analysis and Causation.	10
IV	Insight into Data Driven HRA: Typical data sources, Typical questions faced (survey), Typical data issues, Connecting HR Analytics to business benefit (case studies), Techniques for establishing questions, Building support and interest, Obtaining data, Cleaning data (exercise), Supplementing data.	10
V	HR Metrics – Defining metrics, Demographics, data sources and requirements, Types of data, tying data sets together, Difficulties in obtaining data, ethics of measurement and evaluation. Human capital analytics continuum. HR Scorecard Assessing HR Program, engagement and Turnover, Finding money in Analytics, Linking HR Data to operational performance, HR Data and stock performance. Creating HR Scorecard, develop an HR measurement system, guidelines for implementing a HR Scorecard.	10

#### **TEACHING METHODS**

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

#### **TextBooks:**

Dr.Anand Kulkarni, Ajith Abraham , Big Data Analytics in Healthcare , Springer publications , October 2019.

### Reference Books:

- 1.Christopher Bishop, "Pattern Recognition and Machine Learning" Springer, 2006
- 2.Kevin P. Murphy, "Machine Learning: A Probabilistic Perspective", MIT Press, 2012
- 3.EthemAlpaydin, "Introduction to Machine Learning 3(Adaptive Computation and Machine Learning Series)", Third Edition, MIT Press, 2014
- 4.Tom M Mitchell, "Machine Learning", First Edition, McGraw Hill Education, 2013.

### Web Resources:

<https://imarticus.org/data-science>

<https://www.udemy.com/data-analysis>

### Mapping with Program Outcomes

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

S- Strong M-Medium L-Low

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
<i>Dr. P. Anurag Prasad</i> <i>P. M.</i> Name & Signature of the Staff	<i>Dr. B. SUDAKA</i> <i>P. Anurag Prasad</i> Name & Signature	  Name & Signature





<b>Course Code:</b>	<b>21MSPBAA</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>BUSINESS INTELLIGENCE</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**Course objectives:**

1. To expose to the fundamentals of business intelligence.
2. To know the basic of data warehousing.
3. To know the basic of Business process management.
4. To Learning how to gather and analyse large sets of data to gain useful business understanding.
5. To know the basic of business value proposition from data.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Visualize and point out the basic of Business intelligences.	K1, K2, K3 and K4
CO2	Comprehend and outline the basic of data warehousing.	K1, K2 and K3
CO3	Understand and Bring out the basic of business process management.	K1, K2, K3 and K4
CO4	Understand and Analyze the data gathered and the business decision.	K1, K2, K3 and K4
CO5	Comprehend and Trace the data for business value proposition.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPBAA	BUSINESS INTELLIGENCE	III/ IV
Unit No	Topics	Hours
Unit I	Introduction to BI: Components and architecture, previewing the future of BI. BI Systems: Functional Area of BI Tools, Query Tools and Reporting, Source systems, Business Data, OLTP data model (E-R Model), Data Warehouse, Data Mart, Typical Data Warehouse architecture, OLAP data model (Dimensional).	10
Unit II	Project Planning: Collecting User Requirements, Requirements-Gathering Techniques; Prioritizing & Validating BI Requirements, Changing Requirements. Resource Planning: Project Resources; Project Tasks, Risk Management and Mitigation, Cost-justifying BI solutions and measuring success.	10
Unit III	Data Management: Reports & ad hoc queries; Analyse OLAP data. Data Visualization: Data Grouping & Sorting, Filtering Reports, Adding Calculations to Reports, Conditional formatting, Adding Summary Lines to Reports. Charting Techniques: List, crosstabs, Statistics, Chart, map.	10
Unit IV	Design principles for charts and graphs: Common tools for creating data visualizations (Excel, PowerPoint, and Google Visualization API) ,The process creating visualizations and selecting the appropriate visual display, Designing effective digital presentations, Telling stories with data Drilling the data: Drill-up, drill-down, drill-through capabilities.	10
Unit V	Visualization as exploration: Categorical data, time series data, multiple variables, geospatial data, Dashboard design, Web-based visualizations, Interactive visualizations and motion Creating Dash Boards: Dashboards & Scorecards development, Metadata Models.	12

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment and Discussion.

#### Text Book:

Scheps S, 2007, Business Intelligence for Dummies, Indianapolis, Wiley Publications

### Reference Books:

1. Yau N., 2011, Visualize This: The Flowing Data Guide to Design, Visualization and Statistics, Indianapolis, Wiley Publications Turban, E., Sharda, R., Delen, D. and King, D., Business Intelligence- A Managerial Approach, Pearson Education, New Delhi, 2012
2. Sonar, R.M., Next generation Business Intelligence – A Knowledge Based Approach, VIKAS Publications, New Delhi, 2011.
3. Successful Business Intelligence, Second Edition Howson Cindi
4. Business Intelligence And Analytics Systems For Decision Support by Efraim Turban and Ramesh Sharda, PEARSON INDIA
5. Business Intelligence Roadmap: The Complete Project Lifecycle For Decision-Support Applications Larissa T. Moss & Shaku Atre




### Web Resources:

1. <https://www.coursera.org/learn/business-intelligence-tools>
2. <https://www.coursera.org/specializations/data-warehousing>
3. <https://www.coursera.org/lecture/business-intelligence-tools/business-performance-management-video-lecture-t1105>
4. [https://www.linguamatics.com/what-text-mining-text-analytics-and-natural-language-processing#:~:text=Text%20mining%20\(also%20referred%20to,machine%20learning%20\(ML\)%20algorithms.](https://www.linguamatics.com/what-text-mining-text-analytics-and-natural-language-processing#:~:text=Text%20mining%20(also%20referred%20to,machine%20learning%20(ML)%20algorithms.)
5. <https://www.wgu.edu/blog/data-mining-business-analytics2005.html#:~:text=Simply%20put%2C%20data%20mining%20is,help%20the%20business%20make%20decisions.>

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Coordinator
 Name & Signature	 Name & Signature	 Name & Signature

VI Col  
Sci  
18.

<b>Course Code:</b>	<b>21MSPBAB</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>SOCIAL &amp; WEB ANALYTICS</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**Course objectives:**

1. To Know the components of the social network.
2. To model and visualize the social network.
3. To mine the users in the social network.
4. To know the evolution of the web analytics.
5. To explore the interest of the user data

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Visualize and analyze the basics of social network.	K1, K2, K3 and K4
CO2	Comprehend and outline the model in social network.	K1, K2 and K3
CO3	Understand and analyze the users data in social network.	K1, K2, K3 and K4
CO4	Visualize and apply the basics of web analytics.	K1, K2 and K3
CO5	Comprehend and select the interest of users data.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPBAB	SOCIAL & WEB ANALYTICS	III/ IV
Unit No	Topics	Hours
Unit I	Search Engine Marketing: Overview of SEO Methods-Internal Architecture-Adding Key words-Title Tag-Key word Tag-How to select SEO companies-Pay Per Click-Paid Placement vs Unpaid links –Using PPC for three types of search –Benefits of PPC in the purchase phase-Key words-Negative Key words.	10
Unit II	Ad Groups- best position for ads-Creating Ad groups-Google Ads- Placement Targeting-Strategy for landing pages for high conversion – geo targeting- Conversion tracking- Errors in conversion tracking-Automated Bid Management-Google Biding tools.	10
Unit III	SEO Tools: Keyword Density Analyzer Tools, Google Tools, Yahoo / Bing Tools, Rich Snippet Text Tools, Comparison Tools, Link Popularity Tools, Search Engines Tools, Site Tools, Miscellaneous Tools. SEO Reporting: Google analysis, Tracking and Reporting, Reports Submission, Securing Ranks, Dashboards, Bounce Rate, Site Speed, Site Search, Conversions, Real Time Reporting, Intelligence Reporting, Customized Reporting.	11
Unit IV	Social Media Optimization- Managing the cyber social Campaign – Joining the Conversation – Lurking and Listening – Engagement with Audience – Staying Engaged – Engagement on the Social Web – Social Objects – Social graph – Social Applications – leveraging Search Engine Optimization (SEO) for Social Media – Optimizing Social Media for Search Engines.	10
Unit V	Sentiment Analysis- Cleaning Data Sets, Duplicate Detection, Tagging Text, Indexing and Search, Evaluating Algorithms Segment data for insight, Analyse data by channel, Analyse data by audience, Analyse data with Custom Reports, Introduction to remarketing, Better targeting with Dynamic Remarketing.	11

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

#### Text Books:

1. Data Driven Decision Making in Digital World, Kamki Jumkin, Notion Press, 1st Edition 2017
2. Web analytics a hour a day, Avinash Koushik, sybex, edition 2007

### Reference Books:

1. Ian Dodson (2016) . The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, New Jersey, John Wiley & Sons.
2. Charu C. Aggarwal, "Social Network Data Analytics", Springer; 2011.
3. Borko Furht, "Handbook of Social Network Technologies and Applications", 1st edition, Springer, 2010
4. Guandong Xu, Yanchun Zhang and Lin Li, "Web Mining and Social Networking – Techniques and applications". 1st edition, Springer, 2011.
5. Giles, Mark Smith, John Yen, "Advances in Social Network Mining and Analysis", Springer, 2010.
6. Ajith Abraham, Aboul Ella Hassanien, Václav Snáel, "Computational Social Network Analysis: Trends, Tools and Research Advances", Springer, 2009.
7. Toby Segaran, "Programming Collective Intelligence", O'Reilly, 2012.
8. Sule Gündüz-Ogüdücü, A. Şima Etaner-Uyar, "Social Networks: Analysis and Case Studies", Springer, 2014.


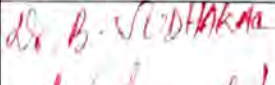
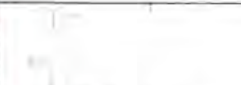
### Web Resources:

1. <https://www.smashingmagazine.com/2020/10/developing-semantic-web/>
2. <http://vis.stanford.edu/jheer/projects/vizster/>
3. <https://www.kaushik.net/avinash/data-mining-and-predictive-analytics-on-web-data-works-nyet/>
4. <https://monkeylearn.com/blog/opinion-mining/>
5. <https://sites.google.com/a/umn.edu/social-network-analysis/tools>

### **Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Coordinator
 Name & Signature	 Name & Signature	 Name & Signature

<b>Course Code:</b>	<b>21MSPBAC</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards Onwards</b>
		<b>BIG DATA ANALYTICS</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**Course objectives:**

1. To know the basic of business decisions with Big Data analytics
2. To explore the fundamental concepts of big data analytics.
3. To learn intelligent techniques used in big data analysis.
4. To know the various search methods and visualization techniques.
5. To learn to use various techniques for mining data stream

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Visualize and examine the basic of big data in business decisions.	K1, K2 and K3
CO2	Comprehend and outline the fundamentals of big data analytics.	K1, K2 and K3
CO3	Comprehend and select the application of techniques in big data analytics.	K1, K2, K3 and and K4
CO4	Visualize and summarize the various visualization techniques.	K1, K2, K3 and and K4
CO5	Understand and Apply different techniques in data mining.	K1, K2 and K3

Code No	Course	Semester No
21MSPBAC	BIG DATA ANALYTICS	III/ IV
Unit No	Topics	Hours
Unit I	Big Data Concepts: What Is Big Data, Volume, Velocity, and Variety- Why Its Important, Risks Of Big Data, Need Of Big Data, Structure Of Big Data- Exploring Big Data, Filtering Big Data, The Need For Standards- Big Data and Analytics, Adoption Architecture, Benefits & Barriers, Trends for Big Data Analytics.	10
Unit II	Technology foundations for big data -Big data technology components Virtualisation, Cloud and big data Big data management – Operational databases, Map Reduce fundamentals, The Hadoop foundation and Ecosystem.	10
Unit III	Approaches to Big Data reporting and analysis: Big Data Access Technologies for Reporting and Analysis, Business Intelligence and Hadoop Architecture.	10
Unit IV	Hadoop Fundamentals: Direct Batch Reporting on Hadoop, Live Exploration of Big Data and Indirect Batch Analysis on Hadoop.	12
Unit V	Analytics for Big Data at Rest & in Motion: Data Stream overview- Streams Processing Language Basics -Streams Processing Language Development.	10

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment and Discussion

#### Text Book:

1. Hurwitz J, Nugent A, Halper F & Kaufman M, 2013, Big Data For Dummies, Baltimore, John Wiley & Sons

#### Reference Books:

1. Michael Berthold, David J. Hand, "Intelligent Data Analysis", Springer, 2007.
2. Anand Rajaraman and Jeffrey David Ullman, "Mining of Massive Datasets", CUP, 2012.
3. Bill Franks, "Taming the Big Data Tidal Wave: Finding Opportunities in Huge Data Streams with Advanced Analytics", John Wiley & sons, 2012.
4. Glenn J. Myatt, "Making Sense of Data", John Wiley & Sons, 2007.
5. Pete Warden, "Big Data Glossary", O'Reilly, 2011.
6. Jiawei Han, Micheline Kamber "Data Mining Concepts and Techniques", 2nd Edition, Elsevier, Reprinted 2008.



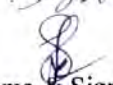

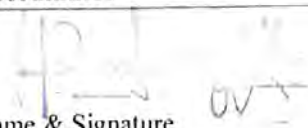
**Web Resources:**

1. <https://www.guru99.com/what-is-big-data.html>
2. <https://www.upsolver.com/blog/streaming-data-architecture-key-components>
3. <https://databricks.com/glossary/hadoop>
4. <https://www.simplilearn.com/tutorials/hadoop-tutorial/hive-vs-pig>
5. [https://www.sas.com/en\\_in/insights/analytics/predictive-analytics.html](https://www.sas.com/en_in/insights/analytics/predictive-analytics.html)

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Coordinator
<i>S. S. Srinivasan</i>  Name & Signature	<i>Dr. A. Srinivasan</i>  Name & Signature	 Name & Signature

nt (

SS

T.

<b>Course Code:</b>	<b>21MSPBAD</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>DATA MINING FOR BUSINESS</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**Course objectives:**

1. To know the fundamental concepts of Data Mining Techniques
2. To know the fundamental concepts Data warehousing
3. To explore the basic of Data mining techniques
4. To know the methodologies of Data Mining
5. To implement various the Data Mining Techniques

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Visualize and outline the basic data mining concepts.	K1, K2 and K3
CO2	Comprehend and examine the Data Warehousing concepts.	K1, K2 and K3
CO3	Understand & Apply the different algorithms in data mining.	K1, K2 and K3
CO4	Understand and Analyze the methodology of Data Mining.	K1, K2, K3 and K4
CO5	Understand and Analyze and design data mining applications.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPBAD	DATA MINING FOR BUSINESS	III/ IV
Unit No	Topics	Hours
Unit I	Introduction to Data Mining: Introduction-- Scope of Data Mining-- What is Data Mining-- How does Data Mining Works-- Predictive Modeling-- Data Mining and Data Warehousing-- Architecture for Data Mining; Profitable Applications-- Data Mining Tools	10
Unit II	Data Warehousing and Online Analytical Processing (OLAP): data warehouse modelling–data cube and OLAP, data warehouse design and usage, Data Cube Technology: data cube computation preliminary concepts, data cube computation methods. processing advanced kinds of queries by exploring cube technology, multidimensional data analysis in cube space. Mining Frequent Patterns, Associations, and Correlations: basic concepts, frequent item set mining methods, mining various kinds of association rules, from association mining to correlation analysis, constraint-based association mining	12
Unit III	Classification: Basic Concepts, Link analysis, predictive modelling, database segmentation, Decision Tree Induction, Bayes Classification Methods, Rule-Based Classification, classification by back propagation, support vector machines, associative classification, lazy learners, other classification methods. Cluster Analysis: basic concepts of cluster analysis, partitioning methods, hierarchical methods, density-based methods, evaluation of clustering.	10
Unit IV	Outlier Detection: outliers and outlier analysis, outlier detection methods, statistical approaches, proximity based approaches, clustering-based approaches, classification-based approaches. Data Mining Trends and Research Frontiers: mining complex data types, other methodologies of data mining, data mining and society, data mining trends	10
Unit V	Applications of Data mining: Introduction-- Business Applications Using Data Mining- Risk management and targeted marketing-- Customer profiles and feature construction-- Medical applications (diabetic screening)- Scientific Applications using Data Mining-- Other Applications.	10

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

#### Text Book:

1. Jiawei Han, Micheline Kamber, Jian Pei, Data Mining – Concepts and Techniques (3e)

### Reference Books:

1. Arun K Pujari, Data Mining Techniques
2. Pawel Cichosz, Data Mining Algorithms: Explained Using R
3. Nong Ye, Data Mining – Theories, Algorithms, and Examples
4. Pang-Ning Tan, M Steinbach, V Kumar, Introduction to Data Mining
5. S. Sumathi, S.N. Sivanandam, Introduction to Data Mining and its Applications

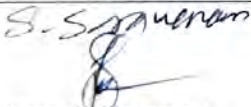

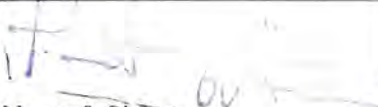
### Web Resources:

1. <https://www.coursera.org/learn/duke-behavioral-finance>
2. <https://nptel.ac.in/courses/110/105/110105144/>
3. <https://olap.com/>
4. <https://machinelearningmastery.com/how-to-identify-outliers-in-your-data/>
5. <https://www.upgrad.com/blog/12-most-useful-data-mining-applications-of-2020/>

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Coordinator
 Name & Signature	 Name & Signature	 Name & Signature

Curriculum  
Industry  
Cell

<b>Course Code:</b>	<b>21MSPBAE</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>MARKETING ANALYTICS</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**Course Objectives:**

1. To find out basics of marketing analytics
2. To know various tools for marketing analytics
3. To realize the various techniques in marketing research
4. To know the basic consumer decision making and analytics.
5. To know the customer life time value

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Visualize and apply the marketing analytics.	K1, K2 and K3
CO2	Understand and Apply the marketing analytics.	K1, K2 and K3
CO3	Comprehend and list the marketing research process.	K1, K2, K3 and K4
CO4	Evaluate and point out the consumer decision making.	K1, K2 and K3
CO5	Understand and Analyze the customer life time value.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPBAE	MARKETING ANALYTICS	III/IV
Unit No	Topics	Hours
I	Introduction to marketing metrics, linking marketing to financial consequences, Share of heart, Share of mind and Share of market, Role and importance of marketing metrics in strategic marketing decisions.	10
II	Margins & Profits and Customer Profitability, Selling Price, variable cost, average variable cost, market spending, Breakeven point and Target volume, customer, retention, customer life time value, prospect life time value, acquisition versus retention spending.	10
III	Trail, repeat, penetration, volume, CAGR, fair share draw, cannibalization rate, brand equity metrics, conjoint utilities: segmentation, customer preference and volume projection.	11
IV	AI approach for Sales Analytics: Clustering, Classification Tree, Neural Network, Consumer Perception Mapping-Push v/s Pull strategies –Assortment and demand - Bundling of Products and Services –Prediction study design – New product analytics.	11
V	Marketing Campaign Management: Types of Campaigns, Campaign Design, Business Rules, Applications of Predictive Models, Next Best Action, Design of Experiment, Test & amp; Control Framework, A/B Testing, Campaign List Generation, Campaign Quality Check, Campaign Rollout, Campaign Tracking.	10

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment and Discussion.

#### Text Book :

1. Marketing Analytics Data Driven Techniques with Micro soft Excel - Wayne Winston- John Wiley & Sons, Inc

#### Reference Books:

1. Philip Kotler & Ned Roberto , December 2006, Marketing Metrics: 103 Key Metrics Every Marketer Needs, John Wiley & Sons Inc
2. Wayne L Winston , Marketing Analytics, Wiley publishers, 1<sup>st</sup> Edition, NewDelhi
3. SandhyaKuruganti, HindolBasu, Business Analytics: Applications to Consumer Marketing- McGraw Hill India.

**Web Resources:**

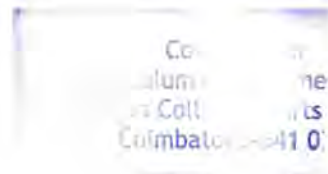
1. <https://www.coursera.org/lecture/applying-data-analytics-business-in-marketing>
2. <https://www.wordstream.com/marketing-analytics>
3. <https://sites.google.com/site/fundamentalstatistics/unit-1-the-basics>
4. <https://blog.alexa.com/perceptual-mapping/>
5. <https://www.zaius.com/customer-lifetime-value-cltv/>

**Mapping with Program Outcomes**

CO \ PO	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M		S
CO2	S	M	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	Approved by CDC Co-coordinator
<i>S. S. Srinivasan</i> Name & Signature of the Staff	<i>K. B. SUDHAKAR</i> Name & Signature	<i>[Signature]</i> Name & Signature



<b>Course Code</b>	<b>21MSPPNA</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>INNOVATION AND TECHNOLOGY MANAGEMENT</b>						<b>Semester</b>	<b>III/ IV</b>
<b>Hrs / Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**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 development.
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.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Analyse the technological changes and innovative business solutions for firm's sustainable development.	K1,K2,K3 and K4
CO2	Analyze the technology development process, challenges and provide solutions to manage technology in turbulent environment.	K1,K2,K3 and K4
CO3	Apply critical thinking and employ problem solving approach to mitigate the hindrances in innovation and technology management.	K1,K2,K3 and K4
CO4	Evaluate the role of innovation in organizational process and ensure innovation works as a core competency in technology management.	K1,K2,K3 and K4
CO5	Display the breadth of skills changing the landscape of organizational success with highly recognized innovative practices to manage technology adoption.	K1,K2,K3 and K4



Code No	Course	Semester No
21MSPPNA	INNOVATION AND TECHNOLOGY MANAGEMENT	III / IV
Unit No	Topics	Hours
Unit I	<b>Concepts and themes:</b> Technology: Driving force of global industrial competition, The Axes ant Atlas of technology, Strategic management of Technology, Technology issues, design organization to meet innovation*	10
Unit II	<b>Technology development:</b> 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	<b>Innovation in organizations:</b> Innovation: Definition, types, Need, role of innovation, sources, innovation and change, Top level commitment, Long term perspective, various innovative products*.	10
Unit IV	<b>Organizational support system:</b> 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	<b>Managing Innovation and Technology:</b> 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).	12

### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

### Text Books:

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.

### Reference Books:

1. Arnold H Erner, M Mockel, P Schlaffer (2014), "Applied Technology and Innovation Management" , Springer Verlag Berlin Heideberg.
2. Frederick Betz (2011), "Managing Technological Innovation: Competitive Advantage from Change" 2nd edition, John Willey 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.RolandOrtt and WillemijnM.Dicke (2006), "Managing Technology and Innovation" 3rd edition, Routledge, USA.

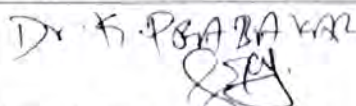
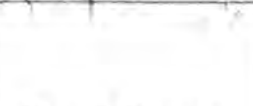
### Web-Resources:

- 1 [https://www.google.co.in/books/edition/Innovation\\_Management\\_and\\_Growth\\_in\\_Emer/LgIEAAQBAJ?hl=en&gbpv=1&dq=technology+and+innovation+management+books+link&printsec=frontcover](https://www.google.co.in/books/edition/Innovation_Management_and_Growth_in_Emer/LgIEAAQBAJ?hl=en&gbpv=1&dq=technology+and+innovation+management+books+link&printsec=frontcover)
- 2 [https://www.google.co.in/books/edition/Management\\_of\\_Technology\\_and\\_Innovation/XYhlDwAAQBAJ?hl=en&gbpv=1&dq=technology+and+innovation+management+books+link&printsec=frontcover](https://www.google.co.in/books/edition/Management_of_Technology_and_Innovation/XYhlDwAAQBAJ?hl=en&gbpv=1&dq=technology+and+innovation+management+books+link&printsec=frontcover)
- 3 [https://www.google.co.in/books/edition/The\\_Management\\_of\\_Innovation\\_and\\_Technology/Sau8OJ8F3cC?hl=en&gbpv=1&dq=technology+and+innovation+management+books+link&printsec=frontcover](https://www.google.co.in/books/edition/The_Management_of_Innovation_and_Technology/Sau8OJ8F3cC?hl=en&gbpv=1&dq=technology+and+innovation+management+books+link&printsec=frontcover)

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
 Name & Signature of the Staff	 Name & Signature	 Name & Signature

<b>Course Code</b>	<b>21MSPPNB</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>LEAN AND AGILE MANUFACTURING SYSTEMS</b>						<b>Semester</b>	<b>III / IV</b>
<b>Hrs / Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**Course Objectives:**

1. Introduce lean production principles and practices.
2. Discuss the tools in implementing lean in an organization.
3. Understand the importance of employee involvement and change needed for lean implementation.
4. Introduce common agile methodologies and principles.
5. Understand the process of agile implementation process.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Understand and analyse the key requirements and concepts of lean manufacturing.	K1, K2, K3 and K4
CO2	Apply the tools in lean manufacturing to analyses a manufacturing system and plan for its improvements.	K1, K2, K3 and K4
CO3	Appreciate the significance of employee involvement and lean culture to initiate a continuous improvement change program in a manufacturing organization.	K1, K2, K3 and K4
CO4	Gain global knowledge on agile systems and determine the methodologies of introducing agile and scrum system in an organization.	K1, K2, K3 and K4
CO5	Critically evaluate and implement agile processes and scrums for designated projects and review in an organization with an eye for improvement.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPPNB	LEAN AND AGILE MANUFACTURING SYSTEMS	III / IV
Unit No	Topics	Hours
Unit I	<b>Lean Production:</b> Introduction: Background, Lean Thinking, Importance of Philosophy, Strategy, Culture, Alignment, Focus and Systems View, Discussion of Toyota Production System.	8
Unit II	<b>Lean Production Preparation and Processes:</b> 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.	12
Unit III	<b>Lean Implementation:</b> 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	<b>Agile Project Management:</b> 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	<b>Agile Implementation:</b> Agile Implementation: Estimation, Tracking, Communication, Best Practices, Critical Success Factors, Risks, Myths, Challenges, and Benefits.	10

#### TEACHING METHODS

Lecturing, Power Point Projection through LCD, Assignment, Discussion and Activity.

### Text Books:

1. Pascal Dennis (2007), "Lean Production Simplified". 2nd edition, Productivity Press, New York.
2. James Womack and Daniel Jones (2003), "Lean Thinking", Free Press, Revised Edition, New York

### Reference Books:

1. Jeffrey Liker and David Meier (2006), "The Toyota Way Field book", 1st edition, McGraw-Hill, New Delhi.
2. Don Topping, Tom Luyster and Tom Shuker (2002), "Value Stream Management", 12th edition, Productivity Press, New York.
3. John Carroll, David Morris (2012), "Agile Project Management", 2nd edition, In Easy Steps, Warwickshire.


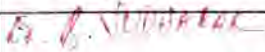

### Web-Resources:

1. [https://www.google.co.in/books/edition/LEAN\\_AND\\_AGILE\\_MANUFACTURING/ECC3D6dtvOcC?hl=en&gbpv=1&dq=LEAN+AND+AGILE+MANUFACTURING+SYSTEMS&printsec=frontcover](https://www.google.co.in/books/edition/LEAN_AND_AGILE_MANUFACTURING/ECC3D6dtvOcC?hl=en&gbpv=1&dq=LEAN+AND+AGILE+MANUFACTURING+SYSTEMS&printsec=frontcover)
2. [https://www.google.co.in/books/edition/Lean\\_and\\_Agile\\_Manufacturing\\_Systems/llAeuAAACAAJ?hl=en](https://www.google.co.in/books/edition/Lean_and_Agile_Manufacturing_Systems/llAeuAAACAAJ?hl=en)
3. [https://www.google.co.in/books/edition/Agile\\_Manufacturing\\_The\\_21st\\_Century\\_Com/5gbDeVqJPB8C?hl=en&gbpv=1&dq=LEAN+AND+AGILE+MANUFACTURING+SYSTEMS&printsec=frontcover](https://www.google.co.in/books/edition/Agile_Manufacturing_The_21st_Century_Com/5gbDeVqJPB8C?hl=en&gbpv=1&dq=LEAN+AND+AGILE+MANUFACTURING+SYSTEMS&printsec=frontcover)

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Dr. D. SATHISHKUMAR  Name & Signature of the Staff	  Name & Signature	   Name & Signature

Director  
Development  
Arts  
-641 07

<b>Course Code</b>	<b>21MSPPNC</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>TOTAL QUALITY MANAGEMENT</b>						<b>Semester</b>	<b>III / IV</b>
<b>Hrs / Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**Course Objectives:**

1. To make the students familiar with the concept of Total Quality Management.
2. To enable the students to learn the pillars and policy of Total Quality Management.
3. To make students learn the application of various models in implementing TQM.
4. To understand the statistical approach for quality control.
5. To create awareness about the issues related to implementation of total quality.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Understand and analyse the concept of TQM and its importance in an organization	K1, K2, K3
CO2	Understand the pillars of TQM and analyze the Quality Policy guidelines and approached for implementing TQM.	K1, K2, K3 and K4
CO3	Analyse the various quality Models applied in implementing TQM.	K1, K2, K3 and K4
CO4	To apply the SQC principles for operational excellence of the organization.	K1, K2, K3 and K4
CO5	Have practical insights into issues relating to implementation of Total Quality in an organization.	K1, K2 and K3

Code No	Course	Semester No
21MSPPNC	TOTAL QUALITY MANAGEMENT	III / IV
Unit No	Topics	Hours
Unit I	<b>Total Quality Management</b> - Total quality management – concepts – quality management in retrospect – evaluation of quality approaches – Basic elements of TQM. Accelerating use of TQM – The continuous improvement process – International trend in continuous improvement process – Service quality Vs Product Quality. Total Quality: - Value & Differential advantage	10
Unit II	<b>Pillars of Total Quality</b> - 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	12
Unit III	<b>Total Quality Models</b> - 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	<b>Quality and Training Process</b> - Quality education and training quality process, Quality system – Quality measurement system including the tools of TQM – Quality cost – Quality planning – Quality information feedback – Internal customer conflict – customer retention and problems.	10
Unit V	<b>TQM in Services</b> - Strategic choice of markets and customers maintaining competitive advantage – Designing process and products for Quality – TQM and ISO 9000 – Auditing for TQM – TQM in services –TQM in education – The leverage of productivity and Quality – Pitfalls in operational sing Total Quality.	10

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

#### Text Book:

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

**Reference Books:**

1. Mohanty.R.P and Lakhe R.R“TQM in Service Sector”, Tata McGraw Hill 1<sup>st</sup> 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), Bester field Carol, (Author), Bester field (Author), & 3 More, “Total Quality Management (TQM) 5e by Pearson, October 2018.

**Web-Resources:**

1. [https://www.google.co.in/books/edition/Total\\_Quality\\_Management/PIIkDAAAQBAJ?hl=en&gbpv=1&dq=TOTAL+QUALITY+MANAGEMENT&printsec=frontcover](https://www.google.co.in/books/edition/Total_Quality_Management/PIIkDAAAQBAJ?hl=en&gbpv=1&dq=TOTAL+QUALITY+MANAGEMENT&printsec=frontcover)
2. [https://www.google.co.in/books/edition/Total\\_Quality\\_Management\\_TQM/A\\_L3DwAAQBAJ?hl=en&gbpv=1&dq=TOTAL+QUALITY+MANAGEMENT&printsec=frontcover](https://www.google.co.in/books/edition/Total_Quality_Management_TQM/A_L3DwAAQBAJ?hl=en&gbpv=1&dq=TOTAL+QUALITY+MANAGEMENT&printsec=frontcover)
3. [https://www.google.co.in/books/edition/Implementation\\_of\\_Total\\_Quality\\_Management/2WWOAQAAQBAJ?hl=en&gbpv=1&dq=TOTAL+QUALITY+MANAGEMENT&printsec=frontcover](https://www.google.co.in/books/edition/Implementation_of_Total_Quality_Management/2WWOAQAAQBAJ?hl=en&gbpv=1&dq=TOTAL+QUALITY+MANAGEMENT&printsec=frontcover)

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Dr. B. SUDHAKAR  Name & Signature of the Staff	  Name & Signature	 Name & Signature



<b>Course Code</b>	<b>21MSPPND</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>LOGISTICS AND SUPPLY CHAIN MANAGEMENT</b>						<b>Semester</b>	<b>III / IV</b>
<b>Hrs / Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**Course Objectives:**

1. To understand the key concepts and theories of supply chain management systems.
2. To familiarize with the process of designing the distribution network for the supply chain.
3. To understand the key concepts and theories of the logistics management system.
4. To understand the various intermediaries in logistics & supply chain and their role on its performance.
5. To familiarize with the global supply chain issues.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Visualize the importance of supply chains and the various strategies and models applied in the competitive market.	K1, K2, K3 and K4
CO2	Students will be able to analyse and design an effective supply chain network	K1, K2, K3 and K4
CO3	Comprehend and analyse the components of the Logistics system.	K1, K2, K3 and K4
CO4	Analyse the role of various intermediaries in the logistics system	K1, K2, K3 and K4
CO5	Analyse the importance of the global logistics system in today's context.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPPND	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	III / IV
Unit No	Topics	Hours
Unit I	<b>Supply Chain Management</b> - 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	<b>Distribution in Supply Chain Network:</b> 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.	12
Unit III	<b>Introduction to Logistics Management:</b> 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.	10
Unit IV	<b>Logistics Management</b> - Logistics management – Role of logistics in SCM – Integrated Logistics Management – Transportation Design and decision – Multi modalism – Third party logistics services and providers – Facilities management (Port/Airport/ICDs) Channels of distribution – Logistics and customer service.	10
Unit V	<b>Global Supply Chain</b> - Agile Supply Chain: Elements, Model, Importance, Problems. IT in Supply Chain - Supply Chain & IT Frame work, Innovative Technologies in Supply Chain - Global Environmental Factors. Global Supply Chain Strategy, Issues and Challenges.	10

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

#### Text Book:

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

### Reference Books:

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

### Web-Resources:

1. [https://www.google.co.in/books/edition/Global\\_Logistics\\_and\\_Supply\\_Chain\\_Manage/32UHEAAQBAJ?hl=en&gbpv=1&dq=LOGISTICS+%26+SUPPLY+CHAIN+MANAGEMENT&printsec=frontcover](https://www.google.co.in/books/edition/Global_Logistics_and_Supply_Chain_Manage/32UHEAAQBAJ?hl=en&gbpv=1&dq=LOGISTICS+%26+SUPPLY+CHAIN+MANAGEMENT&printsec=frontcover)
2. [https://www.google.co.in/books/edition/Logistics\\_Supply\\_Chain\\_Management/NIfQCwAAQBAJ?hl=en&gbpv=1&dq=LOGISTICS+%26+SUPPLY+CHAIN+MANAGEMENT&printsec=frontcover](https://www.google.co.in/books/edition/Logistics_Supply_Chain_Management/NIfQCwAAQBAJ?hl=en&gbpv=1&dq=LOGISTICS+%26+SUPPLY+CHAIN+MANAGEMENT&printsec=frontcover)
3. [https://www.google.co.in/books/edition/Operations\\_Logistics\\_and\\_Supply\\_Chain\\_Management/BxrDwAAQBAJ?hl=en&gbpv=1&dq=LOGISTICS+%26+SUPPLY+CHAIN+MANAGEMENT&printsec=frontcover](https://www.google.co.in/books/edition/Operations_Logistics_and_Supply_Chain_Management/BxrDwAAQBAJ?hl=en&gbpv=1&dq=LOGISTICS+%26+SUPPLY+CHAIN+MANAGEMENT&printsec=frontcover)

### **Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
<i>Ka. B. SUDHARAK</i> Name & Signature of the Staff	<i>Ka. B. SUDHARAK</i> Name & Signature	Name & Signature

Co-ordinator  
Institution Developer  
College of  
Coimbatore-6

Course Code	21MSPPNE	Course Title						Batch	2021-2022 and Onwards
		OPERATIONS STRATEGY						Semester	III / IV
Hrs / Week	4	L	4	T	-	P	-	Credits	3

**Course Objectives:**

1. To make students understand the concept of strategy formulation and the importance of operations strategy in business.
2. To make students understand the importance of resource audit and competitiveness in strategy formulation for operations in business.
3. Develop an understanding of the love competency in planning the operation strategy.
4. Develop an understanding on the development of operation strategy for different types of organization.
5. To make student understand the different methods of evaluating the strategy for operational excellence.

**Course Outcome:**

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

CO No.	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Visualize the concept of strategy formulation and analyze the importance of operations strategy in business.	Up to K4
CO2	Analyze the importance of resource audit and Competitiveness in strategy formulation for operations in business.	Up to K4
CO3	Have an appreciable knowledge on love competency in analyzing and planning the operation strategy.	Up to K4
CO4	Develop operation strategy for different types of organization.	Up to K4
CO5	Demonstrate the skill of evaluating and developing different strategy for operational excellence.	Up to K4

Code No	Course	Semester No
21MSPPNE	OPERATIONS STRATEGY	III / IV
Unit No	Topics	Hours
Unit I	<b>STRATEGY AND OPERATIONS MANAGEMENT:</b> Strategy Management - Vision, Mission & Objectives - Strategic management process - Corporate Level, Business Level and Functional strategies - OM. - importance & functions - Objectives of OM. - Operations Management as functional level strategy - Focus of the operations strategy - Factors considered in operations strategy formation.	10
Unit II	<b>RESOURCES AUDIT AND COMPETITIVENESS:</b> Operation Strategy and Resources Requirement - Location of the plant, machineries, capital & working capital requirement - Raw material - and supplier base for competitiveness - Technology in product and process for competency - technology management and strategy formulation dimensions of competitiveness - Reserve audit and competitiveness.	12
Unit III	<b>OPERATIONS STRATEGY AND LOVE COMPETENCY:</b> Dimensions of love competency - Development and sustainability - Role of operations strategy in love competency - Leveraging love competency as competitive advantage - Developing operations strategy for competitive advantage - Operations strategy in multi plant, multi location production.	10
Unit IV	<b>APPLICATION OF OPERATIONS STRATEGY:</b> Operations strategy in service organizations - Operations strategy and non-profit organization - Horizontal & Vertical integration - Operations strategy for related and unrelated diversification - Operation strategy in small and medium scale enterprises - Operation strategy in virtual organizations.	10
Unit V	<b>STRATEGY EVALUATION &amp; IMPLEMENTATION:</b> Strategy evaluation - Different models & tools - Strategy evaluation at different application level - Implementation of operations strategy - obstacles in implementation - Capital involved & ROI - Assessment of returns based on payback, NPV, & IRR models - Recent case studies.	10

### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

### Text Book:

J. William. J. Stevenson, Tata MacGraw Hill. 8th editon 2005,

**Reference Books:**

1. POM Martin K. Starr; biztantr, New Delhi, 3rd edition 2008.
2. POM Ajay K. Garg Tata McGraw Hill New Delhi, 2nd edition 2010
3. Crafting and exectiry strategy; Arthur. A. Thompson; A.J. Strickland. - Tata MacGraw Hill New Delhi, 14th edition 2006.
4. STM Mason A. Carpenter; Prashant salvan Peavson, Chennai, Second edition 2012.
5. Nigel Slack & Michael Lewis, "Operations Strategy, 6 August 2002, Pearson Publications, ISBN-10 : 0130313866, ISBN-13 : 978-0130313867.
6. Steve Brown, John Bessant&Fu Jia, "Strategic Operations Management,4th edition, ISBN 9781138566132, Published July 18, 2018 by Routledge.

**Web-Resources:**

- 1 [https://www.google.co.in/books/edition/Global\\_Operations\\_Strategy/GVFBAAAAQBAJ?hl=en&gbpv=1&dq=OPERATION+STRATEGY&printsec=frontcover](https://www.google.co.in/books/edition/Global_Operations_Strategy/GVFBAAAAQBAJ?hl=en&gbpv=1&dq=OPERATION+STRATEGY&printsec=frontcover)
- 2.[https://www.google.co.in/books/edition/Operations\\_Strategy/eqE5DwAAQBAJ?hl=en&gbpv=1&dq=OPERATION+STRATEGY&printsec=frontcover](https://www.google.co.in/books/edition/Operations_Strategy/eqE5DwAAQBAJ?hl=en&gbpv=1&dq=OPERATION+STRATEGY&printsec=frontcover)
- 3.[https://www.google.co.in/books/edition/Strategic\\_Operations\\_Management/w3wITeFEFrgC?hl=en&gbpv=1&dq=OPERATION+STRATEGY&printsec=frontcover](https://www.google.co.in/books/edition/Strategic_Operations_Management/w3wITeFEFrgC?hl=en&gbpv=1&dq=OPERATION+STRATEGY&printsec=frontcover)

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
<i>Dr. B. SUDHAKAR</i> Name & Signature of the Staff	<i>Dr. B. SUDHAKAR</i> Name & Signature	 Name & Signature

Course Code	21MSPPNF	Course Title						Batch	2021-2022 and Onwards
		SALES AND OPERATIONS PLANNING						Semester	III / IV
Hrs / Week	4	L	4	T	-	P	-	Credits	3

**Course Objectives:**

1. To understand the importance of integration sales and operations management.
2. To learn the methods and techniques to balance the demand and supply.
3. To study the detailed production planning techniques to balance the sales.
4. To understand to integrate the outsourced model to manage the sales.
5. To understand the sales and operational planning across different industries.

**Course Outcome:**

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

CO No.	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Visualize and analyse the importance of integrating sales and operations management.	K1, K2, K3 and K4
CO2	Application of different methods and techniques to balance the demand and supply.	K1, K2, K3 and K4
CO3	Apply various techniques in scheduling the production operations for increasing the efficiency of the organization.	K1, K2, K3 and K4
CO4	Comprehend and analyse the importance of the integrated outsourced model to manage the sales for increasing the efficiency of the organization.	K1, K2, K3 and K4
CO5	Appreciable knowledge on the designing of sales and operational planning across different industries.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPPNF	SALES AND OPERATIONS PLANNING	III / IV
Unit No	Topics	Hours
Unit I	<b>INTRODUCTION:</b> Sales management - objectives and importance – objectives of operation management – importance of integrating sales and operations – exchange of information between sales and operations – training people across sales and operation function – understanding of dependency of each other – modules and software packages of integration	10
Unit II	<b>DEMAND AND PRODUCTION PLANNING:</b> Demand forecasting – sales forecasting – types and methods – matching demand and supply – aggregate planning strategies – problems in vary workforce, vary inventory level, vary working time and sub contract – production planning and control – functions.	10
Unit III	<b>DETAILED OPERATIONS PLANNING:</b> Master production schedule (MPS) – balancing sales and MPS during off season and peak season – organization service level and sales management – service level and operational planning – scheduling problems – sequencing N jobs with two machines and three machines.	12
Unit IV	<b>SALES AND OPERATION PLANNING IN OUTSOURCED MODEL:</b> Operation/production activities – Decision to make or buy (Outsource) – factors considered – Problems in make or buy – Advantages and disadvantages in outsourcing – problem in sourcing – integrating sales and outsourced infrastructure – operation planning with outsourced infrastructure – managing sales with internal infrastructure and outsourced model – issues	10
Unit V	<b>SALES AND OPERATIONS PLANNING IN DIFFERENT CONTEXT:</b> Management of sales and operation planning in service organization, FMCG manufacturing firms and consumer durable manufacturing firms – Sales and operation planning in heavy equipment's manufacturing industry and automobile industry – Sales and operations planning in make to order and make to sales context – Recent case studies.	10

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

#### Text Book:

1. Operations Management, M. William. J. Stevenson, Tata MacGraw Hill. 8th editon 2005.



**Reference Books:**

1. Operations Management , Norman Gaither, Greg Frazier, Cengage, New Delhi, 13<sup>th</sup> edition, 2012
2. Production and Operations Management, S.N.Chary, Tata McGraw Hill, New Delhi, 13<sup>th</sup> edition, 2004.
3. Production and Operations management, Everett E, Adam Jr, Ronold J Ebert, New Delhi, 6<sup>th</sup> edition, 2007
4. Marketing Management, Philip Kotler, Pearson New Delhi, 13<sup>th</sup> edition, 2003
5. John Dougherty & Christopher Gray, "Sales and Operations Planning: Best Practices - Lessons Learned from Worldwide Companies Paperback,2 May 2006, Trafford Publishing, ISBN-10 : 1412082102, ISBN-13 : 978-1412082105
6. Donald H Sheldon, "Getting Value from Sales and Operations Planning: The Capstone of ERP Excellence Paperback – October 12, 2020, Publisher-BookBaby , ISBN-10 : 109832143X, ISBN-13 : 978-1098321437.

**Web-Resources:**

- 1 [https://www.google.co.in/books/edition/Enterprise\\_Sales\\_and\\_Operations\\_Planning/zmou7Kf4eNcC?hl=en&gbpv=1&dq=SALES+AND+OPERATIONS+PLANNING&printsec=frontcover](https://www.google.co.in/books/edition/Enterprise_Sales_and_Operations_Planning/zmou7Kf4eNcC?hl=en&gbpv=1&dq=SALES+AND+OPERATIONS+PLANNING&printsec=frontcover)
- 2 [https://www.google.co.in/books/edition/Sales\\_and\\_Operations\\_Planning/6Z\\_bLehjQywC?hl=en&gbpv=1&dq=SALES+AND+OPERATIONS+PLANNING&printsec=frontcover](https://www.google.co.in/books/edition/Sales_and_Operations_Planning/6Z_bLehjQywC?hl=en&gbpv=1&dq=SALES+AND+OPERATIONS+PLANNING&printsec=frontcover)
- 3 [https://www.google.co.in/books/edition/World\\_Class\\_Sales\\_Operations\\_Planning/KNHfCgAAQBAJ?hl=en&gbpv=1&dq=SALES+AND+OPERATIONS+PLANNING&printsec=frontcover](https://www.google.co.in/books/edition/World_Class_Sales_Operations_Planning/KNHfCgAAQBAJ?hl=en&gbpv=1&dq=SALES+AND+OPERATIONS+PLANNING&printsec=frontcover)

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
<i>Dr. B. Sudhakar</i>	<i>Dr. B. Sudhakar</i>	
Name & Signature of the Staff	Name & Signature	Name & Signature

Department of  
Arts &  
641 02

<b>Course Code</b>	<b>21MSPPNG</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>SOURCING MANAGEMENT</b>						<b>Semester</b>	<b>III / IV</b>
<b>Hrs / Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**Course Objectives:**

1. To understand the need and importance of sourcing.
2. To familiarize with the process of vendor management in sourcing.
3. To understand the key concepts of inventory management and models of inventory applied in organization.
4. To understand the process of sourcing for different industries.
5. To understand the process of sourcing for different types of institution.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Visualize and analyze the need and importance of sourcing.	K1, K2, K3 and K4
CO2	Application of vendor development in sourcing for operational efficiency.	K1, K2, K3 and K4
CO3	Visualize the key concepts of inventory management and the application of various models of inventory during sourcing.	K1, K2, K3 and K4
CO4	Comprehend and design the process of sourcing for different industries.	K1, K2, K3 and K4
CO5	Visualize and design the process of sourcing for different types of institution.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPPNG	<b>SOURCING MANAGEMENT</b>	III / IV
Unit No	Topics	Hours
Unit I	<b>Sourcing: Need and Importance:</b> Sourcing-meaning, nature, importance, objectives, sourcing-policy, procedure, steps-methods of sourcing. Integrating sourcing with OM functions. Sourcing for competency development-sourcing from multiple location and for multiple plant production technology management for sourcing.	10
Unit II	<b>Strategic Sourcing :</b> Supply Management and Commodity Strategy Development - Supplier Evaluation and Selection - Supplier Quality Management - Supplier Management and Development: Creating a World-Class Supply Base - Worldwide Sourcing - Strategic Sourcing Process.	10
Unit III	<b>Sourcing-vendor management:</b> Purchasing-needs identification-supplier identification vendor rating and selection – steps-vendor development, vendor as business partners-vendor management for operational excellence-purchase order to payment and record maintenance-technology management among vendor-cost control.	12
Unit IV	<b>Inventory management:</b> Role of inventory - Inventory drivers - EOQ, EBQ & POQ model and Discount model - simple problems - Inventory management with shortages - service level and inventory management -safety stock and ROL - Inventory management in procurement and transportation - packing and material handling in sourcing.	10
Unit V	<b>Sourcing across industries:</b> Sourcing of semi-finished goods, finished goods, purchase items – sourcing in FMCG, and consumer durables – sourcing for service and manufacturing industry – sourcing of Agricultural commodities, sourcing and e-marketing. <b>Sourcing for Institutions:</b> Sourcing for service Institutions, non-profit organization, educational institutions – sourcing for government. Institutions/Depts. – sourcing for MNCs International and national entities.	10

### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

### Text Book:

1. Introduction to Operation and Supply chain Management, Cecil Bozarth, Pearson New Delhi 5<sup>th</sup> edition, 2012.

### Reference Books:

1. Purchasing – An integrated supply chain approach, Monezka Trent Handfield, Cengage learning New Delhi 2<sup>nd</sup> edition, 2008.
2. Logistics and SCM, Martin Christopher, Pearson New Delhi 2<sup>nd</sup> edition 2011.
3. OM., Krajewski. Ritzman, Malhotra PHI Learner, New Delhi, 8<sup>th</sup> edition 2008.
4. OM. Norman Gaither, Greg Frazier, Cengage learning New Delhi 13<sup>th</sup> edition, 2017.

### Web-Resources:

1. [https://www.google.co.in/books/edition/Sourcing\\_and\\_Supply\\_Chain\\_Management/T8bWYgEACAAJ?hl=en](https://www.google.co.in/books/edition/Sourcing_and_Supply_Chain_Management/T8bWYgEACAAJ?hl=en)
2. [https://books.google.com/books?id=nkyiDQAAQBAJ&printsec=frontcover&dq=SOURCING+MANAGEMENT&hl=en&newbks=1&newbks\\_redir=1&sa=X&ved=2ahUKEwiAvue04onxAhValLcAHZD7AGYQ6AEwAXoECAYQAg](https://books.google.com/books?id=nkyiDQAAQBAJ&printsec=frontcover&dq=SOURCING+MANAGEMENT&hl=en&newbks=1&newbks_redir=1&sa=X&ved=2ahUKEwiAvue04onxAhValLcAHZD7AGYQ6AEwAXoECAYQAg)
3. [https://www.google.com/books/edition/Strategic\\_Global\\_Sourcing\\_Best\\_Practices/JnNuQ4eJzoEC?hl=en&gbpv=1&dq=SOURCING+MANAGEMENT&printsec=frontcover](https://www.google.com/books/edition/Strategic_Global_Sourcing_Best_Practices/JnNuQ4eJzoEC?hl=en&gbpv=1&dq=SOURCING+MANAGEMENT&printsec=frontcover)

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
<i>Dr. B. Sudhakar</i> <i>[Signature]</i>	<i>Dr. B. Sudhakar</i> <i>[Signature]</i>	<i>[Signature]</i>
Name & Signature of the Staff	Name & Signature	Name & Signature

Copyright  
Material

<b>Course Code</b>	<b>21MSPPNH</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>QUALITY KIT FOR MANAGERS</b>						<b>Semester</b>	<b>III/ IV</b>
<b>Hrs / Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**Course Objectives:**

1. To impart the basic concepts in Quality Management.
2. To make students understand the role of employees in achieving Quality in organization.
3. To make students understand the importance of suppliers in achieving Quality in organization.
4. To impart the basics of quality management systems.
5. To make students understand the concept of Quality Function deployment.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Visualize and analyze the basic concepts in Quality Management.	Up to K4
CO2	Comprehend the role of employees in achieving Quality in organization.	Up to K4
CO3	Analyze the importance of suppliers in achieving Quality in organization.	Up to K4
CO4	Appreciable knowledge in the basics of quality management systems.	Up to K4
CO5	Visualize and analyze the concept of Quality Function deployment.	Up to K4

Code No	Course	Semester No
21MSPPNH	QUALITY KIT FOR MANAGERS	III / IV
Unit No	Topics	Hours
Unit I	<b>Quality – Concepts and growth:</b> Quality:-Definition – Gurus of TQM and their concepts, Historical review of quality management – Quality control, Quality assurance – SQC – Control charts sampling - Single sampling, Double sampling and multistage sampling - OC Curve and Sampling plan.	10
Unit II	<b>Employee Involvement and process improvement:</b> Quality circle – Role employee in quality improvement - motivation, achieving motivated work force employee empowerment – Teams and Team building for Quality Management: Quality process Juvan Trilogy, process improvement strategies - PDSA Cycle Kaizen – 6T.	12
Unit III	<b>Supplier partnership and performance measurement:</b> Supplier partnering – Supplier selection, Certification and rating – Relationship Development: Performance measure concepts – Cost of quality – Limitation of quality cost Malcolm Baldrige National Quality Award Rajiv Gandhi National Award – Balance score card – bench marking.	10
Unit IV	<b>Quality management system:</b> ISO – standards, Registration requirements, implementation, documentation acting and certification. ISO/4000 concepts, Evaluation standards, requirements, policy, implementation and corrective action. Integrating ISO 14000 with ISO 9000 relationship to health and safety.	10
Unit V	<b>Quality Function Deployment:</b> QFD Team, Benefits – voice of the customers – House of quality – Quality by Design, Design for Six sigma.	10

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

#### Text Book

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

### Reference Books:

1. Mohanty.R.P and Lakhe R.R“TQM in Service Sector”, Tata McGraw Hill 1<sup>st</sup> edition 2001
2. Sundararaju, “Total Quality Management”, Macmillan India Limited,2001.3.
3. Joseph and Berk, “Total Quality Management”, Prentice Hall of India, New Delhi,1994
4. Stephen George, “TQM Strategies and Techniques” 2nd Edition, TMH, 2007.
5. V. Vijayan. H. Ramakrishnan, “Total Quality Management”, S. Chand Publishing Co. July 2014.
6. Poornima M. Charantimath, “Total Quality Management”, Pearson Education; Third edition, April 2017.
7. John S. Oakland, "Total Quality Management and Operational Excellence: Text with Cases", ISBN 9781138673410, Published July 9, 2020 by Routledge
8. Erick Jones,"Quality Management for Organizations Using Lean Six Sigma Techniques", ISBN 9781138075122, Published April 16, 2017 by CRC Press.

### Web-Resources:

1. [https://www.google.co.in/books/edition/DSMC\\_Program\\_Managers\\_Tool\\_Kit/vfa21PB7WRkC?hl=en&gbpv=1&dq=QUALITY+KIT+FOR+MANAGERS&pg=PA83&printsec=frontcover](https://www.google.co.in/books/edition/DSMC_Program_Managers_Tool_Kit/vfa21PB7WRkC?hl=en&gbpv=1&dq=QUALITY+KIT+FOR+MANAGERS&pg=PA83&printsec=frontcover)
2. [https://www.google.co.in/books/edition/Laboratory\\_Quality\\_Management\\_System/GWkOyWAAAJ?hl=en](https://www.google.co.in/books/edition/Laboratory_Quality_Management_System/GWkOyWAAAJ?hl=en)

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
<i>Dr. B. SUDHAKAR</i> Name & Signature of the Staff	<i>Dr. B. SUDHAKAR</i> Name & Signature	 Name & Signature

ator  
velopri  
of Ai  
ure-641

<b>Course Code</b>	<b>21MSPLMA</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>LOGISTICS MANAGEMENT</b>						<b>Semester</b>	<b>III / IV</b>
<b>Hrs / Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**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.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Be able to understand and analyse the importance of logistics and the organization needed for the supply chain process.	K1, K2, K3 and K4
CO2	Be able to plan and design the inventory, storage systems and the material handling systems for the supply chain.	K1, K2, K3 and K4
CO3	Analyse the different types of containers for moving goods and the importance of intermediaries in the logistics system	K1, K2, K3 and K4
CO4	Analyse the various transportation modes and plan the appropriate mode of transportation for the logistics system.	K1, K2, K3 and K4
CO5	Be able to understand and analyse the impact of technology on the logistics system and the global logistics system.	K1, K2, K3 and K4



Code No	Course	Semester No
21MSPLMA	LOGISTICS MANAGEMENT	III / IV
Unit No	Topics	Hours
Unit I	<b>Introduction to Logistics Management:</b> 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	<b>Inventory Management:</b> 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	<b>Logistical Packaging &amp; Freight Management:</b> 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.	12
Unit IV	<b>Logistics Transport Management:</b> Mode of Transportation: Meaning- Functions- Inter-model 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.	10
Unit V	<b>Logistics Outsourcing and Global issues:</b> 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

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

**Text Book:**

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

**Reference Books:**

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

**Web-Resources:**

- 1. [https://www.google.co.in/books/edition/Logistics\\_Management/VD0WrgEACAAJ?hl=en](https://www.google.co.in/books/edition/Logistics_Management/VD0WrgEACAAJ?hl=en)
- 2. [https://www.google.co.in/books/edition/Logistics\\_Management/Uswe24Cn3wC?hl=en&gbpv=1&dq=LOGISTICS+MANAGEMENT&printsec=frontcover](https://www.google.co.in/books/edition/Logistics_Management/Uswe24Cn3wC?hl=en&gbpv=1&dq=LOGISTICS+MANAGEMENT&printsec=frontcover)
- 3. [https://www.google.co.in/books/edition/Global\\_Logistics\\_Management/bW1YBQAAQBAJ?hl=en&gbpv=1&dq=LOGISTICS+MANAGEMENT&printsec=frontcover](https://www.google.co.in/books/edition/Global_Logistics_Management/bW1YBQAAQBAJ?hl=en&gbpv=1&dq=LOGISTICS+MANAGEMENT&printsec=frontcover)

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
<i>Dr. B. SUDHAKAR</i> Name & Signature of the Staff	<i>Dr. B. SUDHAKAR</i> Name & Signature	 Name & Signature



<b>Course Code</b>	<b>21MSPLMB</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>EXPORT IMPORT TRADE AND DOCUMENTATION</b>						<b>Semester</b>	<b>III / IV</b>
<b>Hrs / Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**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. Helps the students 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.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Understand and analyse the basic concepts of exports and imports in international trade.	K1, K2, K3 and K4
CO2	Demonstrate and master the various steps in export process.	K1, K2, K3 and K4
CO3	Demonstrate and familiarize with the procedure of importing goods and services.	K1, K2, K3 and K4
CO4	Analyse the process of documentation in international business.	K1, K2, K3 and K4
CO5	Analyse the EXIM policy and institutional framework in local, regional and global context and apply its provisions.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPLMB	EXPORT IMPORT TRADE AND DOCUMENTATION	III / IV
Unit No	Topics	Hours
Unit I	<b>Preliminaries for Exports and Imports:</b> 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.	11
Unit II	<b>Export Procedures</b> 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.	9
Unit III	<b>Import Procedures</b> 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	<b>Export Import Documentation</b> 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
Unit V	<b>Policy and Institutional Framework for Exports and Imports</b> Foreign Trade Policy – Highlights – Special Focus Initiatives – Duty Drawback – Deemed Exports – ASIDE – MAI & MDA – Star Export Houses – Town of Export Excellence – EPCG Scheme – Incentives for Exporters. Export Promotion Councils - Commodity Boards – FIEO – IIFT – EOUs – SEZs –FTZ – EPZ – ITPO – ECGC – EXIM Bank.	10

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

### Text Book:

1. 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, Kindle Edition, 2015
  4. Kapoor. D.C.- "Export Management" Vikas Publishers Housing Private Ltd 1<sup>st</sup> edition 2019
  5. Khuran P.K, "Export Management", Himalaya Publication, 2017
  6. Usha Kiran Rai, "Export Import & Logistics management", PHI publication, 2012.
- Government of India: Handbook of Procedures, Import and Export Promotion, New Delhi.

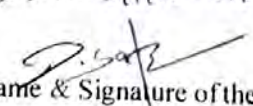
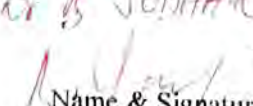
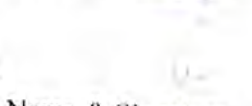
### Web-Resources:

1. [https://www.google.com/books/edition/Export\\_Import\\_Procedures\\_and\\_Documentati/RkvHAwAAQBAJ?hl=en&gbpv=1&dq=EXPORT+IMPORT+TRADE+AND+DOCUMENTATION&printsec=frontcover](https://www.google.com/books/edition/Export_Import_Procedures_and_Documentati/RkvHAwAAQBAJ?hl=en&gbpv=1&dq=EXPORT+IMPORT+TRADE+AND+DOCUMENTATION&printsec=frontcover)
2. [https://www.google.co.in/books/edition/Export\\_Import\\_Procedures\\_Documentation\\_A/UCT71JORUPoC?hl=en&gbpv=1&dq=EXPORT+IMPORT+TRADE+AND+DOCUMENTATION&printsec=frontcover](https://www.google.co.in/books/edition/Export_Import_Procedures_Documentation_A/UCT71JORUPoC?hl=en&gbpv=1&dq=EXPORT+IMPORT+TRADE+AND+DOCUMENTATION&printsec=frontcover)
3. [https://www.google.co.in/books/edition/Export\\_and\\_Import\\_Documentation\\_and\\_Proc/NeicDwAAQBAJ?hl=en&gbpv=1&dq=EXPORT+IMPORT+TRADE+AND+DOCUMENTATION&printsec=frontcover](https://www.google.co.in/books/edition/Export_and_Import_Documentation_and_Proc/NeicDwAAQBAJ?hl=en&gbpv=1&dq=EXPORT+IMPORT+TRADE+AND+DOCUMENTATION&printsec=frontcover)

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
<p>Dr. D. SATISH KUMAR</p>  <p>Name &amp; Signature of the Staff</p>	<p>Dr. B. SUNDHARA</p>  <p>Name &amp; Signature</p>	 <p>Name &amp; Signature</p>

Coordinator  
Develop  
of A  
-64

<b>Course Code</b>	<b>21MSPLMC</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>SUPPLY CHAIN MANAGEMENT</b>						<b>Semester</b>	<b>III / IV</b>
<b>Hrs / Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**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.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Understand and analyse the concept of SCM and its strategic importance in achieving excellence.	K1, K2, K3 and K4
CO2	Application of various processes in SCM for improving distribution network in organizational performance.	K1, K2, K3 and K4
CO3	Designing a production planning process in achieving competitive advantage.	K1, K2, K3 and K4
CO4	Acquire practical insight in to the various aspects of inventory in logistics function.	K1, K2, K3 and K4
CO5	Visualize and analyse the application of IT in SCM process.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPLMC	SUPPLY CHAIN MANAGEMENT	III / IV
Unit No	Topics	Hours
Unit I	<b>Supply Chain Management</b> - 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	<b>Distribution in Supply Chain Network:</b> 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.	12
Unit III	<b>Production Planning:</b> - 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).	10
Unit IV	<b>Inventory in SCM:</b> 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	<b>Global Supply Chain</b> - 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

### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

### Text Book:

1. 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, 3<sup>rd</sup> Edition, 2016.
2. Simchi Levi, 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.

### Web-Resources:

1. [https://www.google.co.in/books/edition/Guide\\_to\\_Supply\\_Chain\\_Management/Q4teDwAAQBAJ?hl=en&gbpv=1&dq=supply+chain+management&printsec=frontcover](https://www.google.co.in/books/edition/Guide_to_Supply_Chain_Management/Q4teDwAAQBAJ?hl=en&gbpv=1&dq=supply+chain+management&printsec=frontcover)
2. [https://www.google.com/search?q=supply+chain+management&biw=1366&bih=625&tbm=bks&ei=h0zAYKvgA43F4-EPmLidwAQ&oq=supply+chain+management&gs\\_l=psy-ab..3..0/10.233104.236374.0.237364.23.13.0.10.10.0.229.1177.8j2j1.11.0....0...1c.1.64.psy-ab..2.21.1228...0.fU6aGjEKFJM](https://www.google.com/search?q=supply+chain+management&biw=1366&bih=625&tbm=bks&ei=h0zAYKvgA43F4-EPmLidwAQ&oq=supply+chain+management&gs_l=psy-ab..3..0/10.233104.236374.0.237364.23.13.0.10.10.0.229.1177.8j2j1.11.0....0...1c.1.64.psy-ab..2.21.1228...0.fU6aGjEKFJM)
3. [https://www.google.co.in/books/edition/Supply\\_Chain\\_Management\\_For\\_Competitive/74UiBAAAQBAJ?hl=en&gbpv=1&dq=supply+chain+management&printsec=frontcover](https://www.google.co.in/books/edition/Supply_Chain_Management_For_Competitive/74UiBAAAQBAJ?hl=en&gbpv=1&dq=supply+chain+management&printsec=frontcover)

### Mapping with Program Outcomes

PO \ CO	PO1	PO2	PO3	PO4	PO5
CO1	S	M			S
CO2	S	S			M
CO3	S	S	M		M
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-coordinator
<i>Dr. B. SUDHAKAR</i> Name & Signature of the Staff	<i>Dr. B. SUDHAKAR</i> Name & Signature	 Name & Signature



Department of  
Management & Science



Course Code	21MSPLMD	Course Title						Batch	2021-2022 and Onwards
		INTERNATIONAL LOGISTICS & SHIPPING MANAGEMENT						Semester	III / IV
Hrs / Week	4	L	4	T	-	P	-	Credits	3

**Course Objectives:**

1. To enable the students to understand the basics of International Logistics.
2. To understand the requirements of various commercial documents for export and import.
3. To understand the basics of ocean transportation in international logistics.
4. Understand the international logistics infrastructure.
5. Develop an understanding of the basics of Indian shipping.

**Course Outcome:**

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

CO No.	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Visualize and analyse the elements of the international logistics system	K1, K2, K3 and K4
CO2	Demonstrate and master the various commercial documents used in export and import business.	K1, K2, K3 and K4
CO3	Analyse the various elements in ocean transportation and plan for transportation efficiency.	K1, K2, K3 and K4
CO4	Design and evaluation of an international logistics system in the current business environment.	K1, K2, K3 and K4
CO5	Analyse the Indian Shipping System.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPLMD	<b>INTERNATIONAL LOGISTICS &amp; SHIPPING MANAGEMENT</b>	III / IV
Unit No	Topics	Hours
<b>Unit I</b>	<b>International Logistics</b> - 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
<b>Unit II</b>	<b>Commercial Documents</b> - 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
<b>Unit III</b>	<b>Ocean Transportation</b> - 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
<b>Unit IV</b>	<b>Logistics Infrastructure</b> - International logistics infrastructure Transportation infrastructure- ports, canals, waterways, airports, road, warehousing Communication infrastructure, role of intermediaries in shipping industry- Multimodal Transport mix, utilities infrastructure- electricity, water, energy.	10
<b>Unit V</b>	<b>Indian Shipping-</b> 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

### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

### Text Book:

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

### Reference Books:

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

### Web-resources:

- 1.[https://www.google.co.in/books/edition/Global\\_Supply\\_Chain\\_Management\\_and\\_Inter/bG19AgAAQBAJ?hl=en&gbpv=1&dq=INTERNATIONAL+LOGISTICS+%26+SHIPPING+MANAGEMENT&printsec=frontcover](https://www.google.co.in/books/edition/Global_Supply_Chain_Management_and_Inter/bG19AgAAQBAJ?hl=en&gbpv=1&dq=INTERNATIONAL+LOGISTICS+%26+SHIPPING+MANAGEMENT&printsec=frontcover)
- 2.[https://www.google.co.in/books/edition/Shipping\\_and\\_Logistics\\_Management/Sp\\_9ZJPoQ9MC?hl=en&gbpv=1&dq=INTERNATIONAL+LOGISTICS+%26+SHIPPING+MANAGEMENT&printsec=frontcover](https://www.google.co.in/books/edition/Shipping_and_Logistics_Management/Sp_9ZJPoQ9MC?hl=en&gbpv=1&dq=INTERNATIONAL+LOGISTICS+%26+SHIPPING+MANAGEMENT&printsec=frontcover)
- 3.[https://www.google.co.in/books/edition/Global\\_Logistics\\_Management/bW1YBQAAQBAJ?hl=en&gbpv=1&dq=INTERNATIONAL+LOGISTICS+%26+SHIPPING+MANAGEMENT&printsec=frontcover](https://www.google.co.in/books/edition/Global_Logistics_Management/bW1YBQAAQBAJ?hl=en&gbpv=1&dq=INTERNATIONAL+LOGISTICS+%26+SHIPPING+MANAGEMENT&printsec=frontcover)

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
<i>D. D. SATHISH KUMAR</i> <i>[Signature]</i> Name & Signature of the Staff	<i>Dr. B. SATHISH KUMAR</i> <i>[Signature]</i> Name & Signature	  Name & Signature

<b>Course Code</b>	<b>21MSPLME</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>SUPPLY CHAIN ANALYTICS</b>						<b>Semester</b>	<b>III/IV</b>
<b>Hrs / Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**Course Objectives:**

1. Understand the basics of Supply Chain Analytics.
2. To have a detailed overview of various analytical techniques in SCM.
3. To study the application of analytics in sourcing and procurement.
4. To study the application of analytics in distribution.
5. To study the application of analytics in reverse logistics and e-commerce..

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Visualize and analyse the huge opportunity that exists in supply chain analytics.	K1, K2, K3 and K4
CO2	Apply the various analytic techniques for supply chain decisions.	K1, K2, and K3
CO3	Application of analytics in sourcing and procurement for increasing the efficiency of the supply chain.	K1, K2, K3 and K4
CO4	Application of analytics in an effective manner to increase the customer satisfaction and reduce distribution Cost.	K1, K2, K3 and K4
CO5	Developing supply chain strategies for effective reverse logistics to increase the customer satisfaction.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPLME	SUPPLY CHAIN ANALYTICS	III/IV
Unit No	Topics	Hours
Unit I	Context of today's supply chains (SC) analytics - Understanding and defining the supply chain analytics (SCA) - Importance of supply chain analytics - Key issues in supply chain analytics - Elements in supply chain analytics. Relevant Case Studies should be discussed in class	10
Unit II	Analytics techniques in SCM: Descriptive, Predictive and Prescriptive. Analytics in demand planning: Capturing demand data from different sources, Demand prediction models. Price optimization. Problem-driven to Data-driven supply chains. Relevant Case Studies should be discussed in class.	10
Unit III	Analytics in sourcing and procurement: In-house or outsource, Logistics and transportation (Inbound), Supply chain contracts. Analytics in sales and operations planning: Differentiated service level to different products and customers, Location of plants, Product line mix at plants, Production planning and scheduling. Relevant Case Studies should be discussed in class.	12
Unit IV	Analytics in distribution: Location of distribution centre, Transportation and distribution planning (Outbound), Inventory policies/order fulfillment at locations, Vehicle routing for deliveries. Relevant Case Studies should be discussed in class.	10
Unit V	Analytics in reverse logistics in traditional and e-commerce firms: Location of return centres, Reverse distribution plan, Vehicle routing for returns collection, Analytics in supply chain carbon footprint. Relevant Case Studies should be discussed in class.	10

### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

### Text Book:

J. Blokdyk, G. (2018). Supply Chain Big Data Analytics, 2ndEdn.

**Reference Books:**

1. Chan, H.K, Subramanian, N., and Abdulrahman, M.D.A. (2017). Supply Chain Management in the Big Data Era. IGI Global.
2. Raman, A & Fisher, M., How Analytics Are Transforming the Supply Chain and Improving Performance, HBS Press, 2010.
3. Feigin, G. (2012). Supply Chain Planning and Analytics. Business Expert Press, LLC, New York.
4. Plenert, G.J. (2014). Supply Chain Optimization through Segmentation and Analytics. Boca Raton: CRC Press.
5. Awad and Ghaziri, Knowledge Management, Prentice Hall of India

**Web-Resources:**

1. [https://www.google.co.in/books/edition/Supply\\_Chain\\_Analytics\\_and\\_Modelling/VVA1EAAAQBAJ?hl=en&gbpv=1&dq=supply+chain+analytics&printsec=frontcover](https://www.google.co.in/books/edition/Supply_Chain_Analytics_and_Modelling/VVA1EAAAQBAJ?hl=en&gbpv=1&dq=supply+chain+analytics&printsec=frontcover)
2. [https://www.google.co.in/books/edition/Supply\\_Chain\\_Analytics/aRXJswEACAAJ?hl=en](https://www.google.co.in/books/edition/Supply_Chain_Analytics/aRXJswEACAAJ?hl=en)
3. [https://www.google.co.in/books/edition/Big\\_Data\\_Driven\\_Supply\\_Chain\\_Management/-b2LAWAAQBAJ?hl=en&gbpv=1&dq=supply+chain+analytics&printsec=frontcover](https://www.google.co.in/books/edition/Big_Data_Driven_Supply_Chain_Management/-b2LAWAAQBAJ?hl=en&gbpv=1&dq=supply+chain+analytics&printsec=frontcover)

**Mapping with Program Outcomes**

PO CO	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-coordinator
<i>Dr. B. S. DHAKAN</i> Name & Signature of the Staff	<i>Dr. B. Sachdev</i> Name & Signature	Name & Signature

Curriculum  
Industrial

<b>Course Code:</b>	<b>21MSPMEA</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>MASS COMMUNICATION</b>						<b>Semester</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**Course Objectives:**

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

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Understand and analyze the influence of Communication theory.	K1,K2,K3 & K4
CO2	Understand and Analyze the basics of print Media and its evolution.	K1,K2, K3 & K4
CO3	Understand and analyze the basics of broadcast Media and its evolution.	K1,K2,K3 & K4
CO4	Understand and demonstrate the impact of IT and the developments in Digital Marketing sphere.	K1,K2,K3, & K4
CO5	Understand and Analyze the impact of media audience and media development in Mass Communication.	K1,K2,K3, & K4

Code No	Course	Semester No
21MSPMEA	MASS COMMUNICATION	III / IV
Unit No	Topics	Hours
Unit I	<b>Introduction to Communication Theory</b> - communication as a social science - Need for communication- definition of communication – types - three stages of interpersonal communication - group communication - mass communication – interactive communication - barriers of communication - IT and society - Mass communication and culture.	10
Unit II	<b>Print Media-</b> Print Production Operations: Typography – Description of Types- Type face- Type styles— font identification – kerning- spacing techniques- measurement techniques. Comprehensive Layouts-principles of layout and design- elements of design – methods and techniques-Magazine Analysis	10
Unit III	<b>Broadcast Media:</b> Radio station – structure and functioning, Writing for Radio principles guidelines, Radio programme production process – studio facilities, tapes. Recording, Editing – methods and techniques. <b>Television station</b> –structure and functioning-Writing for TV genres- Planning and production of TV programmes: pre-production process – camera, film formats, 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	12
Unit IV	<b>Digital Marketing-</b> 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	<b>Media Audience and Media Development</b> - 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

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

#### Text Book:

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



**Reference Books:**

1. Vilanilam.J.V, "Mass Communication in India – A Sociological Perspective", Sage Publications Pvt Ltd., 2005
2. Chaturvedi B.K, &Mittal S.K, "Mass Communication Principles and Practice", Global Vision Publishing, 2016
3. Hasan S., "Mass Communication: Principles and Concepts, 2E", CBS Publication; 2nd edition 2019
4. Uma Narula, "Mass Communication: Theory and Practice", Har-Anand Publication, 2019
5. Seema Hasan, "Mass Communication Principles and Practice"-CBS Publication-revised edition 2018

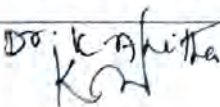
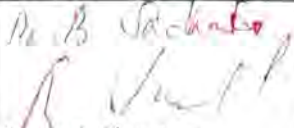
**Web Resources:**

1. <https://2012books.lardbucket.org/books/a-primer-on-communication-studies/s01-introduction-to-communication-.html>
2. <https://www.bing.com/search?q=print+media&form=ANNTH1&refig=e8f7a59db63d4df1a006adebb757944e>
3. <https://www.bing.com/search?q=broadcast+media&form=ANNTH1&refig=f6b50062689449a385f28bf9a10a8133>
4. <https://www.bing.com/search?q=digital+marketing&form=ANNTH1&refig=0b2c86e76b904c8cb1c4d15219d818be>
5. <https://www.bing.com/search?q=Media+Audience+and+Media+Development+&form=ANNTH1&refig=cb47d85d4fc421283a43d084f42a309>

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Coordinator
 Name & Signature	 Name & Signature	 Name & Signature

<b>Course Code:</b>	<b>21MSPMEB</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>JOURNALISM</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**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.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Understand and analyze the different kinds of journalism.	K1,K2,K3 & K4
CO2	Understand and analyze the evolution of press in India.	K1,K2,K3 & K4
CO3	Understand and Evaluate the different types of magazine journals and its importance.	K1,K2,K3 & K4
CO4	Identify and analyze the medium of photo journalism and its importance.	K1,K2,K3 & K4
CO5	Comprehend and analyze the impact of digital journalism and the latest trends.	K1,K2,K3 & K4

Code No	Course	Semester No
21MSPMEB	JOURNALISM	III / IV
Unit No	Topics	Hours
Unit I	<b>Journalism:</b> Definitions, Nature, Scope, Functions. Principles of Journalism. Glossary of Print Media. Kinds of Journalism: Development Journalism, Community Journalism, Tabloid Journalism.	10
Unit II	<b>Press in India:</b> 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	<b>Magazine Journal:</b> Origin- Growth – Categories- functions and Trends - Types of magazines- general interest magazines - special audience magazines - literary magazines - Sunday magazines and journals.	10
Unit IV	<b>Photo Journalism:</b> 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	<b>Digital Journalism:</b> Online Publishing – tools and Techniques – Online content development and reporting for the web- editing online report - Social Networking websites.	10

### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

### Text Book:

1. 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, 2011 th edition (1 January 2015)
2. D S Mehta: Mass Communication and Journalism in India, Allied Publishers Pvt Ltd., Mumbai, 2014
3. William L. Rivers: The Mass Media: Reporting Writing Editing, Harper & Row, 1975
4. F. Fraser Bond: An Introduction to Journalism, The Macmillan Company, 1966
5. Nadig Krishnamurthy: Indian Journalism, Prasaranga, Mysore University, Mysore, 1966
6. Rangaswami Parthasarathy: Journalism in India, Sterling Publications Pvt. Ltd., 2009




**Web Resources:**

1. <https://en.wikipedia.org/wiki/Journalism#:~:text=Journalism%20is%20the%20production%20and,supported%20with%20proof%20or%20evidence.>
2. [http://rni.nic.in/all\\_page\\_press\\_india.aspx](http://rni.nic.in/all_page_press_india.aspx)
3. <https://seneca.libanswers.com/faq/195532>
4. <https://en.wikipedia.org/wiki/Photojournalism>
5. [https://en.wikipedia.org/wiki/Digital\\_journalism#:~:text=Digital%20journalism%2C%20also%20known%20as,publishing%20via%20print%20or%20broadcast.](https://en.wikipedia.org/wiki/Digital_journalism#:~:text=Digital%20journalism%2C%20also%20known%20as,publishing%20via%20print%20or%20broadcast.)

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Coordinator
 Name & Signature	 Name & Signature	 Name & Signature

Curriculum  
Hindusthan  
Coordinator

<b>Course Code:</b>	<b>21MSPMEC</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>MEDIA MANAGEMENT AND PUBLIC RELATIONS</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**Course Objectives:**

1. To enable the students 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

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Develop and Understand the nature and functions of Journalism. Analyze different kinds of journalism evolved.	K1,K2,K3 and K4
CO2	Understand, analyze and apply the role of press in India.	K1,K2,K3 and K4
CO3	Understand and Evaluate the different types of magazine journals and its importance.	K1,K2,K3 and K4
CO4	Identify and analyze the medium of photo journalism and its importance.	K1,K2,K3,K4
CO5	Comprehend and Point out the digital journalism and latest trends in journalism.	K1,K2, K3 and K4

Code No	Course	Semester No
21MSPMEC	<b>MEDIA MANAGEMENT AND PUBLIC RELATIONS</b>	III / IV
Unit No	Topics	Hours
Unit I	Overview of Media Planning and 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 and Psychographics.	10
Unit II	Media Mix –Why it is needed? and 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 and 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

#### **TEACHING METHODS**

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

#### **Text book:**

1. 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 and Public Relations by Savita Mohan - Enkay Publishing House 2013
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.


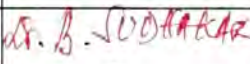
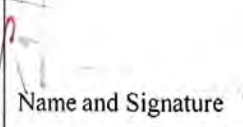
**Web Resources:**

1. <https://obicreative.com/media-buying-and-planning/>
2. <https://smallbusiness.chron.com/media-mix-78802.html>
3. <https://smallbusiness.chron.com/media-mix-78802.html>
4. <https://www.economicdiscussion.net/marketing-management/what-is-public-relations/31834>
5. <https://smallbiztrends.com/2020/03/public-relations-strategies-tips-examples.html>

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Coordinator
 Name and Signature	 Name and Signature	 Name and Signature



<b>Course Code:</b>	<b>21MSPMED</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>MEDIA LAW AND ETHICS</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**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 and law and the related regulations.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Visualize and analyze the media law and ethics in India.	K1,K2,K3 and K4
CO2	Understand and analyze the media acts and principles to the professional settings.	K1,K2,K3 and K4
CO3	Understand and Analyze the various laws relating to Patent Rights	K1,K2,K3 and K4
CO4	Visualize and interpret the various media law relating to women and broadcast media.	K1,K2,K3 and K4
CO5	Differentiate Ethics Vs Law and understand the various regulatory bodies in India.	K1,K2, and K3



Code No	Course	Semester No
21MSPMED	MEDIA LAW AND ETHICS	III / IV
Unit No	Topics	Hours
Unit I	<b>Media Law</b> - 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	<b>Acts</b> - Provisions of Indian Penal Code and 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	<b>Patent Rights</b> - Intellectual Property Rights - Patents Act - The copy right 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	<b>Media Law and Women</b> - 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	<b>Ethics Vs Law</b> - 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

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

#### Text Book:

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

#### Reference Books:

1. ParanjyGuhaThakurta., “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)”, 5<sup>th</sup>edition, Rout Ledge, 2017.
4. Cliffortg, Christians “Media Ethics- Cases and morals” 11<sup>th</sup> edition, Allyn Bacon publications, 2020.
5. Hasan S. “Mass Communication: Principles and Concepts”, CBS publishers, New Delhi, 2019.

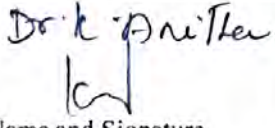
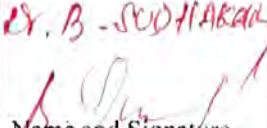

**Web Resources:**

1. <http://www.legalserviceindia.com/articles/media.htm>
2. <http://www.legalserviceindia.com/articles/media.html#:~:text=The%20various%20Acts%2C%20whi,compulsory%20for%20all%20printing%20presses.>
3. <https://www.ipwatchdog.com/2016/02/20/what-is-a-patent-where-do-patent-rights-come-from/id=66345/>
4. <http://www.legalserviceindia.com/article/I210-Law,-Women-And-Advertisements.html#:~:text=The%20Act%20punishes%20the%20indecent,injure%20the%20public%20morality%20or>
5. <https://coredifferences.com/difference-between-law-and-ethics/>

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Coordinator
 Name and Signature	 Name and Signature	 Name and Signature

<b>Course Code:</b>	21MSPMEE	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>MEDIA PRODUCTION PLANNING AND MANAGEMENT</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**Course Objectives:**

1. To enable the students, understand the Media Planning and Management
2. To enable the students, understand the concepts of Reach and Frequency
3. To enable the students, understand the concepts of Media Pricing
4. To develop the student's Skills in Advertising research
5. To make the students understand the concept of budget allocation for a media plan and fundamentals

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Understand and analyze the nature and functions of Media Production Planning and Management	K1,K2,K3 and K4
CO2	Understand and analyze the impact of Reach and frequency in Media Planning.	K1,K2,K3 and K4
CO3	Visualize and evaluate the different pricing options in Media Pricing.	K1,K2,K3 and K4
CO4	Comprehend and analyze the process of Advertising research for effective media planning.	K1,K2,K3 and K4
CO5	Understand and analyze the process of budget allocation for an effective media plan.	K1,K2,K3 and K4

Code No	Course	Semester No
21MSPMEE	<b>MEDIA PRODUCTION PLANNING AND MANAGEMENT</b>	<b>III / IV</b>
Unit No	Topics	Hours
<b>Unit I</b>	Media Planning: Introduction, Meaning, Definitions, Factors Affecting, Importance, -Terms and concepts , Rating – HUT, PUT, PUR , Share – Rating/HUT/Share , Post Analysis, Gross Rating Points/ Target Rating Points , Impressions -Understanding the evolution and forms of mass media	10
<b>Unit II</b>	Reach and Frequency: Optimal Vs. Ideal Reach , Media Frequency Mapping , GRP Calculation , Effective Reach-Media Mix and Media Strategies: Media Mix-Index, Media Strategies-Media Buying: Objective, Negotiations, Value Addition, Analysis	10
<b>Unit III</b>	Pricing Media Properties for Sponsorships and Programming: Syndicate and Spot Buys , Sponsorships and Associate Sponsorships, Media Pricing for Television , Media Pricing for Radio , Media Pricing for Print Media, Pricing for Unconventional Media.	10
<b>Unit IV</b>	Advertising Message Research-Types: Product Appeal Research- Copy testing Research -Advertising Media Research - Advertising Effectiveness research. Advertising Research Application: Evaluating Advertising Effectiveness-Measuring Systems-Concept testing-Copy testing-Concurrent testing. Advertising Research:Purpose of development -Idea generation -Audience definition and Profiling -Concept testing-Field works and other Methods	11
<b>Unit V</b>	Media Budgets, Spends and Plan Analysis: Allocating media budgets across various mediums based on TG analysis, readership, listenership and viewership data, Analysing data from NRS,IRS,TAM and other media monitoring agencies to evaluate above data, Finalising media spends depending upon ground realities for each target market, pre-launch and post launch phases, etc, Analysing the media plan effectiveness post advertising campaign to incorporate changes, if any, based on market feedback	11

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

#### Text books:

1. Kleppners Advertising Procedure by W. Ronald Lane , Karen Whitehill King , J. Thomas Russell -Sixteenth edition -pearson education -2008
2. Media Planning: A Practical Guide by Jim Surmanek-McGraw-Hill Education; 3rd edition (February 1, 1996)

**Reference Books:**

1. Media planning workbook by William Goodrich and Jack Scissors -McGraw-Hill; 5th edition (February 9, 2001)
2. Advanced media planning by John R Rossitier, Peter J Danaher -Springer; Softcover reprint of the original 1st edition. 1998 edition (5 September 2012)
3. Advertising Media planning by Jack Scissors and Roger Baron-McGraw Hill Education; 7th edition (1 July 2017)
4. "Advertising Media Planning", Sissors and Bumba, 4th Edition. o NRS 2008 / IRS 2008 (CD)
5. Essentials of media planning by Arnold M. Barban, Steven M. Cristol, Frank J Kopec-Ntc Pub Group; Reprint edition (January 11, 1993)
6. The media hand book a complete guide to advertising media selection by Helen E Katz- Routledge; 5th edition (13 November 2013)

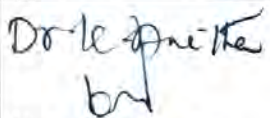
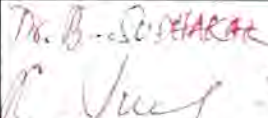
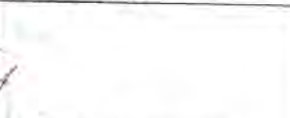
**Web Resources:**

1. <https://www.economicdiscussion.net/marketing-2/media-planning/media-planning/32457>
2. <https://www.thinkwithgoogle.com/marketing-strategies/video/thinking-beyond-reach-and-frequency/>  
*Pricing Media Properties for Sponsorships and Programming*
3. [https://en.wikipedia.org/wiki/Advertising\\_research](https://en.wikipedia.org/wiki/Advertising_research)
4. <https://www.bionic-ads.com/2018/03/how-to-plan-a-media-budget/>

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Coordinator
 Name and Signature	 Name and Signature	 Name and Signature



<b>Course Code:</b>	<b>21MSPMSA</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>DESIGN AND CHANGE IN ORGANISATION</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**Course Objectives:**

1. Helps in understanding organizational design concepts.
2. Understanding the organization structures and its effectiveness.
3. To study the need of organizational change and its types.
4. Identifying the ways for implementing the change.
5. To understand manage the change in the organizations.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
<b>CO1</b>	Understand and analyze the concept of organizational design.	K1,K2, K3 and K4
<b>CO2</b>	Comprehend and point out the Learn Organization design structures and its effectiveness.	K1,K2, K3 and K4
<b>CO3</b>	Understand and analyze the impact of organization change.	K1,K2, K3 and K4
<b>CO4</b>	Narrate and Summarize the steps in implementing change	K1,K2andK3
<b>CO5</b>	Analyze and Comprehend the process of managing change in organization.	K1,K2, K3 and K4

Code No	Course	Semester No
21MSPMSA	<b>DESIGN AND CHANGE IN ORGANISATION</b>	III / IV
Unit No	Topics	Hours
I	<b>INTRODUCTION TO ORGANIZATION DESIGN</b> Definition of Organization – Basics of organization Forms of Business Organization –Evolution of organizations – The path from mechanistic to contingency organizations Determinants of Organizational and Parameters of Organizational Design – Organization and Environment, strategy and technology – types of organizational structure – Organizational decision making and strategy and formulation.	11
II	<b>ORGANIZATION DESIGN AND EFFECTIVENESS</b> Organization design and culture – Culture and the learning in organization – Ethical values in organizations, Leadership, culture and ethics – The role of strategic direction on organization design. – Organization purpose. A framework for selecting strategy and design/structure. – Assessing organizational effectiveness, Contingency effectiveness approach, resource based approach, and internal process approach – An integrated effectiveness model..	10
III	<b>ORGANIZATIONAL CHANGE</b> Organizational Change: Concept and Significance; Managing Change – Concept of Analyzing the Environment; Perspectives on Change – Contingency; Resource Dependence; Population Ecology – Implications of Change. Types of Change: Continuous or Incremental Change – Discontinuous or Radical Change – Individual Behaviour Changes and Organizational Performance Changes.	10
IV	<b>IMPLEMENTING CHANGE</b> Steps-Assembling a Change; Management in Establishing a New Direction for the Organization – Setting up of Change teams, Absorbing Changes into Organization – HR and Technological change: Introduction special features of new technology – Organizational implications of technological change; Emerging profile HR – Employee Empowerment, Emotional Intelligence and employee productivity; Managing work stress.	11
V	<b>MANAGING CHANGE IN ORGANIZATION</b> Organizational Development (OD) – Concept and Evolution; Values and Ethics in OD – OD Interventions: Diagnostic Activities – Team Building; Sensitivity Training; Third Party and Inter Group Interventions; Educational and Structural Interventions; Indian Experiences of OD in Public and Private Enterprises.	10

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, field study, Assignment, Discussion and Activity.

#### Text Book:

1. Nilakant, V. and Ramnaryan, S., Managing Organizational Change, Response Books, New Delhi .

### Reference Books:

1. Hurst , David K., Crisis and Renewal : Meeting the Challenge of Organizational Change, Harvard University Press, Mass
2. Kavitha Singh Organizational change and Development, Excel Books New Delhi,2010  
Hammer. Michael and Champy, James, Reengineering the Corporation: A Manifesto for Business Revolution, Harper Business, New York .
3. ORGANIZATION THEORY AND DESIGN, 11 th ed., R. L. Daft, South Western, Cengage Learning, 2013.
4. Organizational design : a step-by-step approach .Burton Richard M., Obel Børge., Håkansson Dorthe Døjbak. 3. edition. : 2015 : xviii, 304 sider :

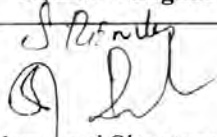
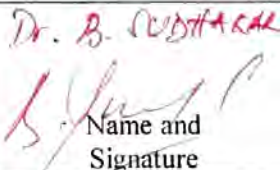
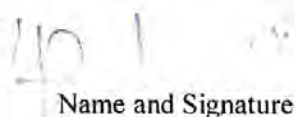
### Web Resources:

1. <https://www.rec.ac.in/upload/on-unit-4converted.pdf>
2. <https://open.lib.umn.edu/organizationalbehavior/chapter/14-3-organizational-change/>
3. <https://www.businessmanagementideas.com/notes/management-notes/organisational-change/organisational-change-meaning-causes-and-its-process/9178>
4. <https://whatfix.com/blog/types-of-organizational-change/>

### **Mapping with Program Outcomes**

CO \ PO	PO1	PO2	PO3	PO4	PO5
CO1	S	S			M
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	Approved by CDC Co-ordinator
 Name and Signature of the Staff	 Name and Signature	 Name and Signature

Curricula



<b>Course Code:</b>	<b>21MSPMSB</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>PLANNING, STRUCTURING AND FINANCING SMALL BUSINESS</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**Course Objectives:**

1. To enable the students to know the importance of small scale business and its role in economic development.
2. To understand the dynamics of Small scale business.
3. To Know the supporting factors of small business
4. To facilitate the managing technique of small business.
5. To describe the new trends in small business.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
<b>CO1</b>	Interpret and Justify the students understanding the importance of small scale business in a developing economy like India.	K1, K2 and K3
<b>CO2</b>	Understand and analyze the dynamics of Small scale business.	K1, K2, K3 and K4
<b>CO3</b>	Comprehend and analyze the supporting factors of small business.	K1, K2, K3 and K4
<b>CO4</b>	Understand and apply the various techniques in managing small business.	K1, K2 and K3
<b>CO5</b>	Narrate and Summarize the new trends in small business	K1, K2 and K3

Code No	Course	Semester No
21MSPMSB	<b>PLANNING, STRUCTURING AND FINANCING SMALL BUSINESS</b>	<b>III / IV</b>
Unit No	Topics	Hours
I	<b>BASICS OF SMALL BUSINESS</b> Basics of Small Business Enterprise: – Definition – Features – Role of Small Business in Economic Development –Registration procedure for Small business – Quality of Small Businessmen – Advantages and Disadvantages of Small Business – Reasons for Failures of Small Business – Characteristics of Successful Small Businessmen – Different Stages of Small business – Steps in Setting up a Small Business – Crisis Management in Business – Relationships between Small and Large Units – Small Sector in India – A note on Family Business.	11
II	<b>DYNAMICS OF SMALL BUSINESS</b> 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
III	<b>SUPPORT AND PROGRESSION OF SMALL BUSINESS</b> Institutions Supporting Small Business - Central, State and Other Institutional Support for SSI – Technological Up gradation - Institutional facility for SSI – Incentives and Subsidies for SSI.	10
IV	<b>MANAGING SMALL BUSINESS</b> Management of Small Business Production Management – Financial Management – Marketing Management – Strategic Management – Personal Management – and Office Management in Small Business Enterprises.	11
V	<b>TRENDS IN SMALL BUSINESS</b> Global Opportunities for Small Business Small Enterprises in International Business – Export Documents and Procedures for Small Enterprises – E-commerce and Small Enterprises – Exposure and Observation Visit: Poultry, Sericulture, Courier, Cell Phone Sales and Service, Dairy, Mushroom Cultivation, Ornamental Pottery, Dying Unit, Power loom and Handloom, Blood Bank, Rice Mill and Food and Fruit Processing Unit – Role of Women SHGs in Micro Enterprises.	10

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, field study, Assignment, Discussion and Activity.

### Text Book:

1. Cormon J and Lussier R.N., Small Business Management: A Planning Approach, IRWIN, London, 2011

### Reference Books:

1. Barrow C. The Essence of Small Business, Prentice Hall of India, New Delhi, 2011.
2. Bedapatai Mohanty, Economics of Small Scale Industries, Ashish, New Delhi, 2010
3. Charantimath P.M., Entrepreneurship Development and Small Business Enterprises, Pearson Education, New Delhi, 2006.
4. Datt, Ruddar and Sundharam K.P.M., Indian Economy, S.Chand, New Delhi, 2006.
5. Desai S.S.M., Industrial Economy of India, Himalaya Publishers, New Delhi, 1968.

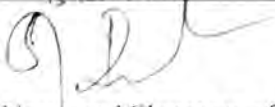
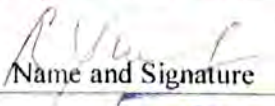
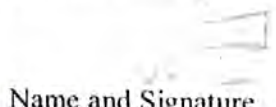
### Web Resources:

1. <https://openpress.usask.ca/entrepreneurshipandinnovationtoolkit/chapter/chapter-5-business-planning/>
2. <https://openstax.org/books/entrepreneurship/pages/11-4-the-business-plan>
3. <http://public-files.prbb.org/intervals/docs/16760815-Business-Planning.pdf>
4. [http://www.untagsmd.ac.id/files/Perpustakaan\\_Digital\\_1/BUSINESS%20PLAN%20The%20Business%20Plan.pdf](http://www.untagsmd.ac.id/files/Perpustakaan_Digital_1/BUSINESS%20PLAN%20The%20Business%20Plan.pdf)

### Mapping with Program Outcomes

PO \ CO	PO1	PO2	PO3	PO4	PO5
CO1	S	S			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 <i>S. Prasad</i>	Verified by HOD <i>Dr. B. SOMMA RAO</i>	Approved by CDC Co-ordinator
 Name and Signature of the Staff	 Name and Signature	 Name and Signature



<b>Course Code:</b>	<b>21MSPMSC</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>BUSINESS PLAN PREPARATION FOR SMALL BUSINESS</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**Course Objectives:**

1. To study about the business plan and entrepreneurial opportunities available in business
2. To identify the marketing and sales aspects of business
3. To Know about the financial nuances for business
4. To know about the feasibility and legal and regulatory framework in business
5. To understand the importance of negotiation and implementation issues in business.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Understand and analyze the various business entry strategies and examine the effects on their business concepts.	K1, K2, K3 and K4
CO2	Understand and Prepare a clear marketing plan for business	K1, K2, K3 and K4
CO3	Visualize and analyze the real implications of financial resources	K1, K2, K3 and K4
CO4	Identify and point out the markets, analyze potential competition, and build customer profiles	K1, K2, K3 and K4
CO5	Visualize and Justify the Inheriting skills needed for presenting a business.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPMSC	<b>BUSINESS PLAN PREPARATION FOR SMALL BUSINESS</b>	III / IV
Unit No	Topics	Hours
I	Introduction to business plans and overview of Business Plans, why plan, Identification of Entrepreneurial Opportunities, Refining and Presenting your venture Ideas. Developing and Screening Business Ideas.	11
II	Marketing and Sales and Business models, Market Analysis - Marketing Plan (industry profile and competition). Operations Plan and Product (or Service) Development Plan.	10
III	Financing Sources, Financial Projections, Prepare budgets and financial statements - Bootstrapping the early stages, Funding from the 3 F's, Angels, Private placements, Customer financing, Consulting, Venture capital, Bank financing.	10
IV	Self- help group business process ,Rules and regulation ,types, Feasibility Analysis, Industry Analysis, Legal and regulatory framework, Management Team and Company Structure, Founder's Journey.	11
V	Negotiation Skills, Organizational and people Issues, Pitfalls and Plan Execution	10

### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, field study, Assignment, Discussion and Activity.

### Text Books:

1. Upper Saddle River, NJ: Pearson Prentice Hall and accompanying resource materials. ISBN-10: 0133506975
2. Lawrence and Moyes, 2006, Writing a Successful Business Plan

### Reference Books:

1. Rhonda Abrams Successful Business Plan: Secrets and Strategies Planning Shop; 7th edition (May 1, 2019)
2. Linda Pinson - Anatomy of a Business Plan: The Step-by-Step Guide to Building a Business and Securing Your Company's Future (Small Business Strategies Series) Out Of Your Mind . . . And Into The Mark; Eighth Edition, Eighth edition (November 1, 2013)
3. Tim Berry, Hurdle: The Book on Business Planning, Palo Alto Software, Inc; 6th edition (July 1, 2016)

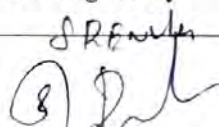
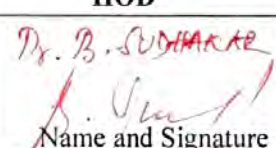
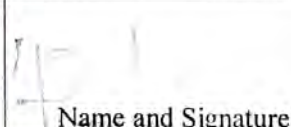
**Web Resources:**

- 1 <https://www.inc.com/jeff-haden/how-to-write-perfect-business-plan-a-comprehensive-guide.html>
- 2 <https://www.infoentrepreneurs.org/en/guides/prepare-a-business-plan-for-growth/>
- 3 <https://www.smallbusiness.wa.gov.au/business-advice/starting-your-business/business-planning>
- 4 <https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
 Name and Signature of the Staff	 Name and Signature	 Name and Signature

Department of Management Cell  
Industry Education, Skills & Science  
Coimbatore-641 028.

<b>Course Code:</b>	<b>21MSPMSD</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>MARKETING FOR SMALL BUSINESS</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**Course Objectives:**

1. Learn how to implement basic marketing principles for a small business
2. Learn networking and marketing strategies for a small business firm.
3. To understand the building blocks for a small business.
4. To enable the marketing strategies for online business marketing of small business.
5. Understand the importance of E-CRM for small business.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Visualize and Justify the basic marketing principles for a small business	K1, K2 and K3
CO2	Analyze the networking and marketing strategies for the success of small business	K1, K2, K3 and K4
CO3	Understand and analyze the skills for promoting the products of small business	K1, K2, K3 and K4
CO4	Understand and analyze the importance of social media marketing for small business success.	K1, K2, K3 and K4
CO5	Identifying and justify the benefits of E-CRM in developing the small business to national level.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPMSD	MARKETING FOR SMALL BUSINESS	III / IV
Unit No	Topics	Hours
I	<b>Introduction:</b> Basic marketing principles for a small business - networking and marketing strategies in your community - Overcoming Procrastination – Small business marketing challenges.	11
II	<b>Developing marketing approach:</b> create a marketing plan for your company- Customer Insights by Analyzing Marketing Research – discover your ideal customer - Exploring the marketing funnel - focus on customer journey	10
III	<b>Building blocks for small business:</b> Value of Brand - Budgeting For Your Company’s Marketing – Advertising options to Small business - marketing options available with Radio, Television–paid ads - measuring results in small business marketing Performance Changes.	10
IV	<b>Digital Marketing:</b> Social Networks- What’s app business-marketing strategies for online business -creating content marketing plan innovation pattern - putting marketing plan into action.	11
V	<b>Small business ahead:</b> E-CRM and ECRM for Small Business –E-Presales – E-Sales –E-Post Sales-Return Policies-Expanding Your Business Into National Markets.	10

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, field study, Assignment, Discussion and Activity.

#### Text Book:

1. U.S. Chamber of Commerce- Small Business Marketing Strategies All-in-One For Dummies, May 2016

#### Reference Books:

1. Jan Chaston- Small Business Marketing- September 3, 2013, Red Globe Press.
2. Dee Blick The Ultimate Small Business Marketing Book Kindle Edition- Filament Publishing Ltd; 1st edition (23 June 2011).
3. Stuart Atkins- Small Business Marketing: A Guide for Survival Growth and Success- December 21, 2009 - Book Surge Publishing.



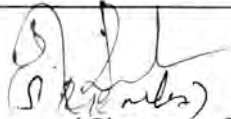
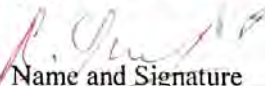

**Web Resources:**

1. <https://www.thebalancesmb.com/marketing-in-business-2948349>
2. <https://www.thebalancesmb.com/small-business-marketing-ideas-2951688>
3. <https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2018/01/23/small-business-marketing-101/?sh=74084eaa45ff>
4. <https://smallbusiness.chron.com/smb-marketing-61844.html>

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
 Name and Signature of the Staff	Dr. B. SUDHAKAR  Name and Signature	 Name and Signature



<b>Course Code:</b>	<b>21MSPMSE</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>FINANCE AND ACCOUNTING FOR SMALL BUSINESS</b>						<b>Semester</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**Course Objectives:**

1. To enable the students to understand the finance and accounting concepts of small Business
2. To understand the concepts and techniques of Capital Budgeting, Working Capital Management of small business
3. To throw light on the significance of cost of Capital for deciding the Capital Structure of small business
4. To understand the taxation concept under business process.
5. To understand the impact of GST on small business.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Enabling the students to understand and apply the finance and accounting concepts of small Business	K1, K2 and K3
CO2	Visualize and analyze the concepts and techniques of Capital Budgeting, Working Capital Management of small business	K1, K2, K3 and K4
CO3	Comprehend the significance of cost of Capital for deciding the Capital Structure of small business	K1, K2 and K3
CO4	Visualize and analyze the techniques of making decisions related to taxation of small business	K1, K2, K3 and K4
CO5	Interpret and Justify the concept of GST its impact on small business.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPMSE	<b>FINANCE AND ACCOUNTING FOR SMALL BUSINESS</b>	III/ IV
Unit No	Topics	Hours
I	<b>BASICS OF FINANCE AND ACCOUNTING</b> Financial Environment of Small Business- Corporate Financial Objectives and Functions – Sources of Funds, Understanding Financial Statements- Accounting Mechanics, Process and System - Significant Accounting Policies, Accounting Standards - Certain Special Features of Small Business Accounting- Concept of risk and return – Form and Contents of Financial Statements and Interfaces with Companies Act - emerging role of financial management in India.	11
II	<b>Costing in SMALL BUSINESS</b> What is Cost- Classification Cost- Treatment of Overheads - Unit Costing - Joint Product, By Products and Contract Costing - Process Costing - Maintenance of Cost Records, Cost Finance Reconciliation - Absorption Costing, Marginal Costing, Cost Volume Profit Analysis and Decision Making - Relevant Cost and Differential Cost - Budgetary Controls - Standard Costing - Inventory Management and Cost Audit.	10
III	<b>Financing OF SMALL BUSINESS</b> Working Capital Management -Working Capital Planning - Monitoring and Control of Working Capital - Managing the Components of Working Capital - Determinants, issues and estimation of working capital - Accounts Receivables Management and factoring - Trade credit, Bank finance. Long-Term Source of Finance	10
IV	<b>Taxation</b> Income Tax- Profit and Gains of Business or Profession- Deduction Under Chapter VIA- Central Sales Tax Act, 1956- Purchase of Goods Taken Place in the Course of Inter-State Trade- Outside a State or in the Course of Import or Export - Inter-State Sales Tax - Goods of Special Importance in Inter-State Trade or Commerce- Central Excises Act, 1944- Powers and Duties of Officers and Landholders- Transport by Sea- Presumption as to Documents- Service Tax-Law and Practice- Punishments / Penalties Relating to Service Tax.	11
V	<b>Introduction to GST</b> Introduction to GST - Erstwhile Indirect Taxes - Amendment to Constitution - Administration of the Act - Scope of GST Meaning of Supply - Types of Supply - Time and Place of Supply - Valuation Rules - Job work Registration - Various modes of Registration - Exemption from Registration - Compulsory Registration-Voluntary Registration - Revocation and Cancellation Books and Records - Types of Documents - Procedures - Mode of Maintenance of Books and Records - Format of Documents EWAY BILL - Procedures - Registration - Validity -Penalty - Cancellation – Exemptions Input Tax Credit - Eligibility - Blocked Credit - Reversal – Reverse Charge Mechanism.	10

### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, field study, Assignment, Discussion and

Activity.

**Text Book:**

I.H.C. Mehrotra and V.P. Agarwal, Goods and Services Tax, Sahitya Bhawan Publications,2020.

**Reference Books:**

1.Ashish K. Bhattacharya,Financial Accounting for Business Managers, 5<sup>th</sup> Edition, Prentice-Hall of India Pvt. Ltd.,2006

2.T.S.ReddyandY.HariprasadReddy,Financial Accounting and Management Accounting,4<sup>th</sup> Edition, Margham Publications,2008

3.R. Narayanaswamy, Financial Accounting- A Managerial Perspective, 5<sup>th</sup> Edition, Prentice-Hall of India Pvt. Ltd.,2002

4.Y.Khan andP.K.Jain Financial management, Text, Problems and cases TataMcGrawHill,6<sup>th</sup>edition,2011.

5.M.Pandey Financial Management, VikasPublishing House Pvt.Ltd., 10<sup>th</sup>edition,2012 JamesC.Vanhorne- Fundamentals of Financial Management–PHILearning, 11<sup>th</sup>Edition,2012.

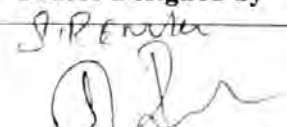
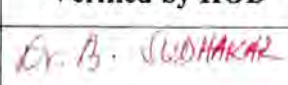
**Web Resources:**


1. <https://www.freshbooks.com/hub/accounting/why-is-accounting-important>
2. <https://www.thebalancesmb.com/accounting-and-your-business-392932>
3. <https://quickbooks.intuit.com/r/bookkeeping/small-business-accounting-checklist-10-things/>
4. <https://www.businessnewsdaily.com/5954-smb-finance-management-tips.html>
5. <https://www.business.org/finance/accounting/small-business-bookkeeping-basics/>

**Mapping with Program Outcomes**

PO \ CO	PO1	PO2	PO3	PO4	PO5
CO1	S	S			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	Approved by CDC Co-ordinator
 Name and Signature of the Staff	 Name and Signature	 Name and Signature

  
Co-ordinator  
Date: \_\_\_\_\_

<b>Course Code</b>	<b>21MSPSYA</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>ELECTRONIC COMMERCE</b>						<b>Semester</b>	<b>III / IV</b>
<b>Hrs / Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**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 Mobile e-commerce.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Understand the basic concepts and analyze the technologies used in the field of e-commerce.	K1,K2,K3 and K4
CO2	Applying and Describing the knowledge of Cloud Computing in e-commerce.	K1,K2 and K3
CO3	Understand and applying the processes of development of Electronic payment system.	K1,K2,K3
CO4	Understand and analyze the ethical, social, and security issues of information systems.	K1,K2,K3 and K4
CO5	Examine and simplify all knowledge about Web page creation and Mobile e-commerce.	K1,K2,K3 and K4

Code No	Course	Semester No
21MSPSYA	ELECTRONIC COMMERCE	III/IV
Unit No	Topics	Hours
Unit I	<b>Introduction to E Commerce</b> 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	<b>Internet environment for E commerce business</b> 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.	10
Unit III	<b>Electronic Payment Systems:</b> 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	<b>Legal and Ethical Issues in Internet:</b> 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
Unit V	<b>Challenges for E Commerce</b> 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.	12

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

#### Text Book:

1. Elias. M. Awad, " Electronic Commerce", Prentice - Hall of India Pvt Ltd. Third edition 2006.

### 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

### Web Resources:

1. <https://www.freebookcentre.net/business-books-download/E-Commerce-Notes.html>
2. [http://archive.mu.ac.in/myweb\\_test/MCA%20study%20material/M.C.A%20\(Sem%20-%20IV\)%20Paper%20-%20Software%20Project%20Management.pdf](http://archive.mu.ac.in/myweb_test/MCA%20study%20material/M.C.A%20(Sem%20-%20IV)%20Paper%20-%20Software%20Project%20Management.pdf)

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed By	Verified by HOD	Approved by CDC Co-ordinator
<i>Mrs. V.J. Sreya Subram</i> Name and Signature of the Staff	<i>P. B. SUDHAKAR</i> Name and Signature	<i>[Signature]</i> Name and Signature



<b>Course Code</b>	<b>21MSPSYB</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards III / IV</b>
		<b>SYSTEM ANALYSIS AND DESIGN</b>						<b>Semester</b>	
<b>Hrs / Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**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 Life Cycle.
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 issues associated with a system implementation.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Visualize and analyze the terminology of systems analysis and design.	K1, K2, K3 and K4
CO2	Comprehend the problem-solving process and analyze the different methods in systems development.	K1, K2, K3 and K4
CO3	Demonstrate and develop methodologies, standards and point out System Development Life Cycle.	K1, K2, K3 and K4
CO4	Be aware of the systems analysis project with E-R Models and apply to develop a project.	K1, K2 and K3
CO5	Comprehend and Examine the process of system implementation.	K1, K2 and K3



Code No	Course	Semester No
21MSPSYB	SYSTEM ANALYSIS AND DESIGN	III/IV
Unit No	Topics	Hours
Unit I	<b>System Concepts and Information System Environment:</b> 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	<b>Systems Analysis and Design Life Cycle:</b> 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.	11
Unit III	<b>System Analysis:</b> 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.	11
Unit IV	<b>System Design:</b> Introduction, The Process of Logical and Physical design - Modern Computer Databases - Different kinds of databases - E-R models - E-R diagrams - Normalization. Computer outputs and controls, computer inputs and controls, Code design, Computer based methods, procedures and controls.	10
Unit V	<b>System Implementation:</b> 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

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

#### Text Book:

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

**Reference Books:**

1. Jerry L. Whitten, Lonnie D. Bentley and Victor M. Bar, "System Analysis and Design", 7<sup>th</sup> edition, PHI, 2015
2. Kendall, "System Analysis and Design", 10<sup>th</sup> edition, Pearson, 2019.
3. Robert J Thierauf, "System Analysis and Design - A Case Study Approach", Addison – Wesley, 2007
4. Henry F. Korth, Abraham Silberchatz and Sudharsan., "Data base System Concepts", 7<sup>th</sup> edition, PHI, 2013
5. Priya.A., "System Analysis and Design", Margham Publications (2015)

**Web Resources:**

1 [https://www.saigontech.edu.vn/faculty/huynq/SAD/Systems\\_Analysis\\_Design\\_UML\\_5th%20ed.pdf](https://www.saigontech.edu.vn/faculty/huynq/SAD/Systems_Analysis_Design_UML_5th%20ed.pdf)

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
Mrs. V. J. Suresh Subram Name and Signature of the Staff	Dr. B. Sudhakar Name and Signature	 Name and Signature

Examination  
HOD/Coordinator  
Date: \_\_\_\_\_  
Signature: \_\_\_\_\_

<b>Course Code</b>	<b>21MSPSYC</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>ENTERPRISE RESOURCE PLANNING</b>						<b>Semester</b>	<b>III / IV</b>
<b>Hrs / Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**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.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Understand and analyzing the role of ERP in integrating business functions	K1, K2, K3 and K4
CO2	Comprehend and analyze the strategic options for ERP identification and adoption.	K1, K2, K3 and K4
CO3	Understand and Design the ERP implementation strategies.	K1, K2, K3 and K4
CO4	Highlight and Create reengineered business processes for successful ERP implementation.	K1, K2, K3 and K4
CO5	Understand and analyze the ERP Softwares and list its new trends.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPSYC	ENTERPRISE RESOURCE PLANNING	III/IV
Unit No	Topics	Hours
Unit I	<b>INTRODUCTION</b> - 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	<b>ERP SOLUTIONS AND FUNCTIONAL MODULES</b> - 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.	15
Unit III	<b>ERP IMPLEMENTATION</b> - 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.	12
Unit IV	<b>POST IMPLEMENTATION</b> - Maintenance of ERP- Organizational and Industrial impact; Success and Failure factors of and ERP Implementation.	6
Unit V	<b>EMERGING TRENDS ON ERP</b> - Extended ERP systems and ERP add-on -CRM, SCM, Business analytics etc.- Future trends in ERP systems-web enabled, Wireless technologies so on.	9

#### **TEACHING METHODS**

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

#### **Text Book:**

1. 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.


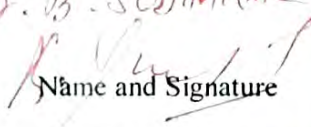

**Web Resources:**

- 1 <https://www.studynama.com/community/threads/enterprise-resource-planning-erp-pdf-notes-ebook-download-for-mba.372/>
- 2 <https://lecturenotes.in/subject/526>

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
Mrs. V. J. Sneha Subam 	Dr. B. SETHAKA 	
Name and Signature of the Staff	Name and Signature	Name and Signature



<b>Course Code</b>	<b>21MSPSYD</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>BUSINESS ANALYTICS</b>						<b>Semester</b>	<b>III / IV</b>
<b>Hrs / Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**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.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Visualize and analyze the basic concepts of business intelligence.	K1, K2, K3 and K4
CO2	Analyze and Examine the knowledge of the business analytical strategy.	K1, K2, K3 and K4
CO3	Understand and analyze the technologies with emphasis on data mining.	K1, K2, K3 and K4
CO4	Applying practical insight in to the various aspects of tools and point out services to the development of data warehousing.	K1, K2, K3 and K4
CO5	Summarize and Identify the various Business Intelligence Architectures and its new trends.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPSYD	BUSINESS ANALYTICS	III/IV
Unit No	Topics	Hours
Unit I	<b>INTRODUCTION</b> Business Intelligence: definition, concept and need for Business Intelligence, Case studies BI Basics: Data, information and knowledge, Role of Mathematical models.	9
Unit II	<b>ANALYTICS STRATEGY</b> 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	<b>DATA MINING</b> 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	<b>DATA WAREHOUSING</b> Business Analytics at Data Warehouse Level, designing physical database, Deploying and supporting DW/BI system.	9
Unit V	<b>BUSINESS INTELLIGENCE</b> 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.	12

### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

### Text Book:

1. Turban, Sharda, Decision Support and Business Intelligence Systems, Delen, Pearson, 11<sup>th</sup> 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 and Decision Making, Cengage Learning India Pvt. Ltd.; 6 edition, September 2019.

**Web Resource:**

1. <https://ptgmedia.pearsoncmg.com/images/9780133552188/samplepages/0133552187.pdf>

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
<p>Mrs. V. J. Srinivas Subram</p> <p>Name and Signature of the Staff</p>	<p>D. B. SUDHAKAR</p> <p>Name and Signature</p>	<p>Name and Signature</p>

Department of  
Computer Science,  
VIT-AP  
028.



<b>Course Code</b>	<b>21MSPSYE</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>SOFTWARE PROJECT MANAGEMENT</b>						<b>Semester</b>	<b>III / IV</b>
<b>Hrs / Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**Course Objectives:**

1. To introduce the students to the world of software project and its importance.
2. To make students know the fundamental of project schedule and activities.
3. To make students know about the underlying technologies Resource allocation.
4. To make students know the application of software configuration management.
5. To make students to understand the various software maintenance.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Visualize and analyze the basic concepts of project management	K1,K2,K3 and K4
CO2	Understand and Analyze the activities of a project.	K1,K2,K3 and K4
CO3	Understand and Examine the technologies with emphasis on Resource allocation.	K1,K2,K3 and K4
CO4	Understand and analyze the various aspects of Configuration Management.	K1,K2,K3 and K4
CO5	Analyze the various software maintenance issues and its new trends.	K1,K2,K3 and K4

Code No	Course	Semester No
21MSPSYE	SOFTWARE PROJECT MANAGEMENT	III/IV
Unit No	Topics	Hours
Unit I	<b>Software Projects</b> - Introduction to Software Projects : Introduction- software projects - software projects versus other types of projects - Projects Management - requirements specification - An overview of project planning - Project evaluation: Strategic and technical assessment - Risk evaluation -Project Analysis and Technical planning - Software Estimation.	9
Unit II	<b>Project Schedules and Activities</b> - Activity planning : Objectives- Project schedules and activities-Different planning models -Sequencing and Scheduling projects - Network planning model - shortening project duration - Identifying critical activities - Risk Management Nature of risk-Management risk-Evaluation	10
Unit III	<b>Resource Allocation</b> - Resource Allocation : Nature of resources-Resource requirements-Creating Critical path and counting the cost- Monitoring and control: Responsibility-assessing progress-setting check points-taking snap shots-collecting data - visualizing progress - cost monitoring – Priority monitoring - Managing people and organizing teams.	12
Unit IV	<b>Software Configuration Management</b> - Software Configuration Management : Basic Functions - Responsibilities - Standards -Configuration management - Prototyping - Models of Prototyping - Planning for small projects: Introduction - Some problem with student projects - Content of project plan.	9
Unit V	<b>Software Maintenance</b> - Software maintenance and configuration Management : Maintenance characteristics - Management tasks - Maintenance side effects - Maintenance issues – Configuration Management - Source code metrics - Case study - PRINCE project management.	12

### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

### Text Book:

1. Mike Cotterell, Bob Hughes, "Software Project Management", Inclination Thomas Computer press, 2004.

**Reference Book:**

1. Darrel Ince, Sharp H, and Woodman.M, "Introduction to Software Project Management and Quality Assurance", Tata McGraw Hill, 2001.
2. Andrew Stellman "Applied Software Project Management" , 1st Edition O Reilly Publishing, 20013
3. Hughes , "Software Project Management (SIE)" McGraw Hill Education; 5 edition 2011
4. Walker Royce "Software Project Management: A Unified Framework " Pearson Education; 1 edition 2002
5. Sanjay Mohapatra, "Software Project Management" Cengage Learning; 1 edition 2011

**Web Resources:**

1. [https://ebooks.lpude.in/management/mba/term\\_4/DCAP304\\_DCAP515\\_SOFTWARE\\_PROJECT\\_MANAGEMENT.pdf](https://ebooks.lpude.in/management/mba/term_4/DCAP304_DCAP515_SOFTWARE_PROJECT_MANAGEMENT.pdf)

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
Mrs. V. J. Surya Subam Name and Signature of the Staff	Dr. B. SUSTARDA Name and Signature	Name and Signature

<b>Course Code:</b>	<b>21MSPTTA</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>TOURISM MANAGEMENT</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**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.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Understand and analyze the concept of tourism - both domestic and international.	K1,K2,K3 and K4
CO2	Conceptualize and summarize the process of organizing tourism to various destination	K1,K2,K3 and K4
CO3	Trace and classify various tourism organization both national and international	K1,K2,K3
CO4	Comprehend and analyze the different tourism products	K1,K2,K3 and K4
CO5	Discover and examine tourism resources and appreciate the heritage of Tamilnadu	K1,K2,K3

Code NO	COURSE	Semester No
21MSPTTA	TOURISM MANAGEMENT	III / IV
Unit No	Topics	Hours
I	<b>Introduction:</b> Tourism-Concepts, Definitions and 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
II	<b>Tourism Planning and Development:</b> 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
III	<b>Tourism Organizations:</b> Concept of Tourism policy, Role of Government National tourism Organizations: Organizations like NTO, ITDC, FHIRAI, 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
IV	<b>Tourism Products:</b> Meaning, characteristics, Types of tourism Products: Natural tourism products, Man Made tourism products, Symbiotic tourism products, Other tourism products, tourism product lifecycle.	10
V	<b>Tourism Resources in Tamilnadu:</b> Monuments, Museums, Historical sites, Art and Architecture etc. Important tourist Centers. World Heritage sites, Folk art of Tamilnadu, Sculpturing. Tamilnadu Tourism Development Corporation.	10

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

#### Text Books:

1. Sampad Kumar swain and Jitendra Mohan Mishra, Tourism Principles and practices, Oxford university Press, 2011
2. Basics of Tourism Management by Suddhendu Narayan Misra and Sapan Kumar Sadual, 30 September 2008.

### Reference Books:

1. Parikshatsingh 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, Sephen Wan hill, Tourism: Principles and Practice, Sixth Edition Pearson's, 2017
4. Suddhendu Narayana Misra, Sapan Kumar Sadual, Basics of Tourism Management, Excel Books,2009S. Geetha Kannammal, An Introduction to Tourism in Tamilnadu, University of Madras,2007.

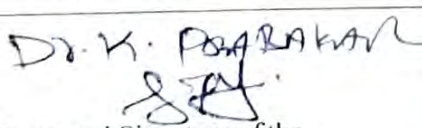
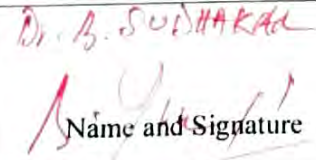
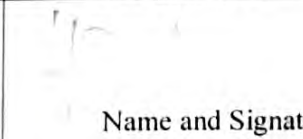
### Web Resources:

1. <https://www.britannica.com/topic/tourism>
2. <https://www.scimagojr.com/journalsearch.php?q=19900191973andtip=sid>
3. <https://tourismnotes.com/travel/travel-tourism-organisations/>
4. <https://www.google.com/search?q=tourism+productsanddq=Tourism+Productsanddq=chrome.0.017j0i10j0l2.732j0j4andsourceid=chromeandie=UTF-8>

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
 Name and Signature of the Staff	 Name and Signature	 Name and Signature



<b>Course Code:</b>	<b>21MSPTTB</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>TOURISM MARKETING</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

#### 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.

#### Course Outcome:

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Identify and enumerate the tourism marketing concepts and its evolution in current scenario	K1,K2,K3
CO2	Describe and categorize tourist behavior through the knowledge of leisure psychology.	K1,K2,K3
CO3	Demonstrate and examine marketing mix to formulate the best mix for a particular travel product	K1,K2,K3
CO4	Understand and analyze the skills needed for the Tourism industry.	K1,K2,K3 and K4
CO5	Analyze and develop the current trends in tourism marketing both local and international	K1,K2,K3 and K4

Code NO	Course	Semester No
21MSPTTB	TOURISM MARKETING	III / IV
Unit No	Topics	Hours
I	<b>Tourism Marketing</b> – Nature and Process – Growth – Orientations tourism; Tourism Product –Characteristics; Features of Tourism Marketing; Challenges in Tourism Marketing;	10
II	<b>Tourism Markets</b> – 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
III	<b>Marketing Mix:</b> 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 – 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.	14
IV	<b>Marketing Skills:</b> Developing Marketing Skills for Tourism - Self Motivation – Team Building – Personality Development - Creativity and Innovation– Innovative Products in Tourism.	8
V	<b>Trends in Tourism Marketing</b> – 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

### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

### Text Books:

1. Jha, S.M, "Tourism Marketing", Himalaya Publishing House Pvt. Ltd., 2016.
2. Tourism Marketing, 1e Paperback – 1 January 2010, by Dasgupta.



### Reference Books:

1. Philip Kotler, "Marketing for Hospitality and Tourism", Pearson, New Delhi, (Prentice Hall, India), 2017
2. Victor T.C Middleton Allan Fyall Mike Morgan, "Marketing in travel and tourism", 4 edition 2009.
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 Strategic Approach" Apple Academic Press, Taylor and Francis group, 2017
6. Stephen F. Witt and Luiz Moutinho (Eds.), Tourism Marketing and Management Handbook (Prentice Hall, India).

### Web Resources:

1. <https://www.marketing91.com/what-is-tourism-marketing/>
2. <https://www.google.com/search?q=Tourism+Marketsanddq=Tourism+Marketsanddq=chrome..69i57.721j0j4andsourceid=chromeandie=UTF-8>
3. <https://www.wordstream.com/blog/ws/2015/04/07/marketing-skills>
4. <https://breaktheicemedia.com/20-tourism-marketing-trends-for-2020/>

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
<i>Dr. K. Parvathakrishnan</i> Name and Signature of the Staff	<i>Dr. B. Sudhakara</i> Name and Signature	 Name and Signature

Course Code:	21MSP11C	Course Title				Batch:	2021-2022
		EVENT MANAGEMENT				Semester:	and Onwards III / IV
Res Week:	4	L	4	T	P	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

**Course Outcome:**

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

CO No.	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Visualize and examine the concept and typology of events	K1, K2, K3
CO2	Understand and analyze the techniques and strategies required to plan successful events	K1, K2, K3 and K4
CO3	Identify and Establish the skills required for preparation of budget, evaluation of conference and exhibition proposal.	K1, K2, K3, K4 and K5
CO4	Examine and analyze the process of event design and choosing location for the event	K1, K2, K3 and K4
CO5	Understand and analyze the concept of event logistics Plan and risk assessment in tourism industry.	K1, K2, K3 and K4

Code No.	Course	Semester
21MSPTTC	EVENT MANAGEMENT	III / IV
Unit No	Topics	Hours
I	<b>Event Management:</b> 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
II	<b>Event Planning and Administration:</b> Sponsorships, screening, budget and controls, fund-raising, negotiation and contracts; role of Government, Negotiation and contracts; Promotional Items, give-a ways, Event planning, space management, use of web technology, Develop In-Office and On-Site Ethics and Business Etiquette Policies.	10
III	<b>Budgeting a Conference Exhibition:</b> 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
IV	<b>Location and Event Design</b> 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
V	<b>Event Logistics</b> 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

### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

#### Text Books:

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

2 Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge Paperback – February 6, 2013, by Judy Allen

**Reference Books:**

1. Meegan Jones, *Sustainable Event management: a Practical Guide*, Routledge- Taylor and Francis Group, 2017.
2. Alex Genadink, *Event planning: Management and marketing for successful events*, CreateSpace Independent Publishing Platform, 2015
3. Laurence Carter, *Event Planning, Second Edition*, Author house, 2012
4. Laura Capell, *Event management for Dummies*, JohnWileyand Sons, 2013
5. Jeff Wrathel and Abby Gee, "Event Management Theory and Practice", McGraw Hill, 2011.

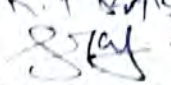
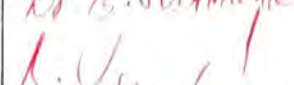

**Web Resources:**

- 1 <https://www.google.com/search?q=Need+of+event+management%2C+key+factors+for+best+event+managementandq=Need+of+event+management%2C+key+factors+for+best+event+managementandaq=chrome..69157.598j0j4andsourceid=chromeandie=UTF-8>
- 2 <https://institute-of-event-management.com/what-is-event-planning>
- 3 <https://www.eventmobi.com/blog/event-budget-basics/>

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
<p>Dr. K. P. KARAKAL</p>  <p>Name and Signature of the Staff</p>	<p>Dr. B. S. S. KARAKAL</p>  <p>Name and Signature</p>	 <p>Name and Signature</p>



<b>Course Code:</b>	<b>21MSPTTD</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>TRAVEL AGENCY AND TOUR OPERATION</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**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

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Identify and enumerate the growth and prospects of travel agency and tour operator trade.	K1,K2,K3
CO2	Examine and discuss the rules and regulations of the government to set up travel agency and tour operation business.	K1,K2,K3
CO3	Identify and analyze the tour itinerary planning and development process.	K1,K2,K3 and K4
CO4	Enumerate and Classify the components of tour packaging and its pricing.	K1,K2,K3 and K4
CO5	Understand and analyze the role of various trade associations in the development of the travel and tour operations across the globe.	K1,K2,K3 and K4

Code No	Course	Semester No
21MSPTTD	TRAVEL AGENCY AND TOUR OPERATION	III / IV
Unit No	Topics	Hours
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
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 and MICE - Documentation - IATA Accreditation - Recognition from Government.	10
III	Itinerary Planning and Development - Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Dont's of Itinerary Preparation - Tour Formulation and Designing Process - FITs and Group Tour Planning and Components - Special Interest Tours (SITs).	10
IV	Tour Packaging and 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 and Kings and TCI.	12
V	Role and Responsibility of Travel Trade Associations: Objectives - Roles and functions of UFTAA, PATA, ASTA, TAAI, IATO, ATAIOI, ADTOI, IAAI, FIYTO, TAFI.	10

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, field study, Assignment, Discussion and Activity.

#### Text Books:

1. Dr. Sanjeev Sharma, "Travel Agency and Tour Operations", Random Publications (2018)
2. Jagmohan Negi, "Travel Agency Operations: Concepts and Principles", Kanishka Publishing House, New Delhi, 2013.
3. The Principles of Travel Agency and Tour Operation Management, by Dr. Apsara Saleth Mary, Mar 24, 2021

**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 and Tour Operations Management". Sterling Publishers Pvt. Ltd; UK ed. 2012.
4. Roday. S, Biwal. A and 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)

**Web Resources:**

1. <https://tourism.gov.in/travel-trade>
2. <https://etraveltradeapproval.nic.in/User/Default.aspx>
3. [http://chseacademic.nic.in/web\\_material/Curriculum/Vocational/2018/Tourism.XII/Travel%20Agency%20and%20Tour%20Operations%20Business%20XII.pdf](http://chseacademic.nic.in/web_material/Curriculum/Vocational/2018/Tourism.XII/Travel%20Agency%20and%20Tour%20Operations%20Business%20XII.pdf)
4. <https://www.uou.ac.in/sites/default/files/slm/BTTM-202.pdf>

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
<i>Dr. K. Prabhakar</i> Name and Signature of the Staff	<i>Dr. B. Prabhakar</i> Name and Signature	 Name and Signature



<b>Course Code:</b>	<b>21MSPTTE</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>HOSPITALITY MANAGEMENT</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**Course Objectives:**

1. To give an introduction to the students on the hospitality industry
2. To familiarize the students with the operations of the front office of the hospitality industry.
3. To familiarize the students with the operations of the house keeping department of the hospitality industry.
4. To familiarize the students on the food and beverage department of the hospitality industry.
5. To familiarize the students on the different evaluation methods of the hotel industry.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Classify and Enumerate the basics of Hospitality industry.	K1,K2,K3
CO2	Understand and analyze the skills required for the operations in front office of the hospitality industry.	K1,K2,K3 and K4
CO3	Comprehend and discuss the functions of housekeeping.	K1,K2,K3
CO4	Examine and summarize the food and beverage production industry.	K1,K2,K3
CO5	Understand and analyze the different methods of evaluating the performance of the hotel.	K1,K2,K3 and K4



Code No	Course	Semester No
21MSPTTE	HOSPITALITY MANAGEMENT	III / IV
Unit No	Topics	Hours
I	<b>Introduction to Hospitality Industry:</b> Distinctive Characteristics: Inflexibility-Intangibility;-Types of Hotels; Classification of Hotels, Chain Operations, Alternative Accommodation; E- Hospitality; Ethical and Regulatory Aspects in a Hotel.	10
II	<b>Front Office Duties and Responsibilities:</b> Reservation and Registration- Meal Plans-Room Assignments- Check-in- Departure- Handling Guest Mail- Message Handling- Guest Paging Methods of Payment; Guest Services; Type of Hotel Guests- Types of Meal Plans- Wake-up call.	10
III	<b>Housekeeping:</b> Hierarchy, Duties and Responsibilities of Housekeeping Staff; Important Functions of Housekeeping Management; Types of Accommodation; Activities in Accommodation Management: Room Service- Room supplies- Types of Room- Types of Bedding and Other Related Types of Service; Liaison with Other Departments	10
IV	<b>Food and Beverage:</b> Hierarchy, Duties and Responsibilities of Staff; Food Production Organization: Kitchen- Buffets- Beverages Operation and Functions; Outlets of F and B; Types of Restaurant Menu; Catering Services: Food Service for the Airlines- Banquette- Corporate- MICE- Retail Food Market- Business/ Industrial Food Service- Healthcare Food Service- Club Food Services; Trends in Lodging and Food Services.	12
V	<b>Evaluating Hotel Performance:</b> Methods of Measuring Hotel Performance: Occupancy Ratio- Average Daily Rate: Average Room Rate Per Guest- Rev PAR- Market Share Index- Evaluation of Hotel by Guest; Yield Management: Elements of Yield Management, Measuring Yield in the Hotel Industry, Benefits of Yield Management, Challenges or Problems in Yield Management.	10

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, field study, Assignment, Discussion and Activity.

#### Text Books:

1. Lynn Van Der Wagen, Lauren White (2018) Hospitality Management 4th Edition Cengage AU Publications
2. John R Walker (2008) Introduction to Hospitality Management Pearson Publications
3. Hospitality Marketing Management, 6th Edition, by David C. Bojanic and Robert D. Reid, Aug 8, 2016.

### Reference Books:

1. Negi, J. (1984). Hotels for Tourism Development: Economic Planning and Financial Management. New Delhi: S. Chand
2. Wood, R.C. (2013). Key Concepts of Hospitality Management. London: SAGE Publications, London.
3. Negi, J. (2014). Professional Hotel Management. New Delhi: S. Chand.
4. Raghubalan, G., and Smritee, R. (2015). Hotel Housekeeping Operations and Management. New Delhi: Oxford University Press.
5. Tewari, J.R. (2016). Hotel Front Office Operations and Management. New Delhi: Oxford Publication.

### Web Resources:

1. <https://www.slideshare.net/SunilKumar148/all-fb-1-yr-basics>
2. [https://www.tutorialspoint.com/front\\_office\\_management/front\\_office\\_management\\_quick\\_guide.htm](https://www.tutorialspoint.com/front_office_management/front_office_management_quick_guide.htm)
3. <https://www.fb101.com/>
4. <https://qloapps.com/7-essential-key-performance-metrics-hotel/>

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
Dr. K. RAJASAR Name and Signature of the Staff	Dr. B. SUBHAKAR Name and Signature	Name and Signature



<b>Course Code:</b>	<b>21MSPHCA</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>HOSPITAL OPERATIONS MANAGEMENT</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**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.

**Course Outcomes:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Understand and analyze the basic operations in the Hospital.	K1, K2, K3 and K4
CO2	Enumerate and examine the various laboratory services in Hospital.	K1, K2, K3 and K4
CO3	Understand and analyze the concept of Quality in Hospital and the process of getting certification.	K1, K2, K3 and K4
CO4	Examine the practical insight into the various supporting services of hospitals.	K1, K2, K3 and K4
CO5	Categorize and analyze the various facility management requirements in hospitals.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPHCA	<b>HOSPITAL OPERATIONS MANAGEMENT</b>	III /IV
Unit No	Topics	Hours
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
II	Lab services – Radiology and Imaging services – Rehabilitation services – Blood bank services – Telemedicine Operation theatre – Intensive care units – Hospital acquired infections – Sterilization – Nursing services – Ward Management.	10
III	Concept of quality – Quality control – Quality assurance – ISO 9000 standards – TQM – Accreditation – NABL – JCAHQ – Quality manual.	10
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.	12
V	Facilities Engineering – Maintenance of Civil Assets- Electrical supply and water supply – Medical gas pipeline – plumbing and sanitation – Air conditioning system – Hot water and steam supply – Communication system – Biomedical engineering department in modern hospital. Disaster management – Fire Hazards – Engineering Hazards – Radiology hazards.	10

### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

### Text Books:

1. Management process in Health care - S.Srinivasan
2. Fundamentals of International Business, Fourth Edition, By Pearson Paperback – 31 January 2019.

### Reference Books:

1. Hospital Department Profiles - Gold Berry A.J
2. Hospital and facilities planning and Design - G.D.Kunders
3. Hand Book of Bio-Medical Engineering - Jacob Kline
4. Clinical Engineering Principles and Practices - Webster J.G. and Albert M.Cook
5. Maintenance Planning and Control - Antony Kelly
6. Hospital Engineering in Developing Country - Hans Pfeiff. Veera

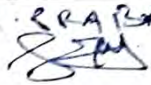
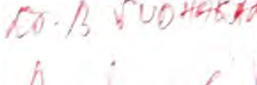
### Web Resources:

1. <https://www.ncbi.nlm.nih.gov/books/NBK2660/>
2. <https://stanfordhealthcare.org/medical-clinics/imaging-clinic/types-modalities.html>
3. <https://www.yourarticlelibrary.com/business/quality-control/quality-control-concept-significance-and-techniques-business/69537>
4. <https://www.ncbi.nlm.nih.gov/books/NBK225306/>

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
<i>Dr. K. SRABAKA</i> 	<i>CO. B. SUDHAKA</i> 	
Name and Signature of the Staff	Name and Signature	Name and Signature

Hr

<b>Course Code:</b>	<b>21MSPHCB</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>HOSPITAL ARCHITECTURE PLANNING AND DESIGN</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**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.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Understand and analyze the hospital infrastructure for its efficiency.	K1, K2, K3 and K4
CO2	Understand and analyze the various processes in Project Management and formulation of projects.	K1, K2, K3 and K4
CO3	Analyze the various tools and techniques to prepare a project report.	K1, K2, K3 and K4
CO4	Summarize and analyze the process of organizing a project.	K1, K2, K3 and K4
CO5	Identify and execute a project effectively.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPHCB	<b>HOSPITAL ARCHITECTURE PLANNING AND DESIGN</b>	<b>III /IV</b>
Unit No	Topics	Hours
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 and Horizontal – Clinical and Non clinical – supportive and ancillary service Departments.	10
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
III	Project formulation – stages – bottlenecks – feasibility report – financing arrangements –finalization of projects – implementation of schedule.	10
IV	Organizing human resources and contracting – project manager – project manager’s authority – The project manager– roles and responsibilities of projectmanager project organization – accountability in project execution – contracts and tendering, selection of contractors – team building.	10
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.	12

#### **TEACHING METHODS**

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

#### **Text Book:**

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

**Reference Books:**

1. Planning and Management of Medical Care Hospital Services (Background Papers)
2. Conducted by Department of Medical Care and Hospital Administration NI HandFW, 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

**Web Resources:**

1. <http://mchp-appserv.cpe.umanitoba.ca/viewConcept.php?printer=YandconceptID=1309>
2. <https://opentextbc.ca/projectmanagement/chapter/chapter-3-the-project-life-cycle-phases-project-management/>
3. <https://www.wrike.com/blog/what-is-a-bottleneck-project-management/>
4. <https://bizfluent.com/info-8403547-organizational-systems.html>

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
<i>Dr. K. Prasad</i> <i>[Signature]</i> Name and Signature of the Staff	<i>Dr. B. Sudhakar</i> <i>[Signature]</i> Name and Signature	  Name and Signature

Curriculum  
Hindustan



<b>Course Code:</b>	<b>21MSPHCC</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>INTERNATIONAL HEALTH MANAGEMENT</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**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.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Visualize and analyze the International health care scenario.	K1, K2, K3 and K4
CO2	Comprehend and analyze the reforms in the health care sector with an international perspective.	K1, K2, K3 and K4
CO3	Understand and analyze the health care delivery system.	K1, K2, K3 and K4
CO4	Analyze the importance of IPR and its relevance to the health care sector.	K1, K2, K3 and K4
CO5	Comprehend and analyze the International health care policies for the betterment of health care.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPHCC	INTERNATIONAL HEALTH MANAGEMENT	III/IV
Unit No	Topics	Hours
I	<p><b>HEALTHCARE – A GLOBAL PERSPECTIVE</b>  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.</p>	12
II	<p><b>THE REFORMS OF HEALTHCARE SYSTEM - COMPARISON OF HEALTH INSURANCE AND NATIONAL AND INTERNATIONAL PERSPECTIVES.</b>  Evolutionary reforms in Healthcare - Structural reforms in healthcare – International convergence in healthcare systems – health sector reforms – lessons from different countries.</p>	10
III	<p><b>SYSTEMS OF HEALTH CARE DELIVERY</b>  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.</p>	10
IV	<p><b>INTELLECTUAL PROPERTY RIGHTS</b>  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.</p>	10
V	<p><b>HEALTH POLICY</b>  Health policy – Definition – Different forms of Health policies - Regulatory tools – government as a subsidiary to the private sector – Reforms in the healthcare sector – Decentralized role of the States – Access to healthcare – providers – in rural areas, low income segments – cost of Care - Quality of care.</p>	10

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

#### Test Books:

1. *Oxford Textbook of Public Health, Volume Three.*
2. *Hospital Management: Text and Cases, 1e Paperback – 1 January 2013 by Ramani.*

**Reference Books:**

- 1 *Delivering Healthcare in America- A systems Approach – Third Edition – Leiyu Shi and Douglas A Singh*
- 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 – Calrendon Press,*

4.

**Web Resources:**


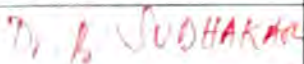
1 [https://www.google.co.in/books/edition/International\\_Best\\_Practices\\_in\\_Health\\_C/kb3VBgAAQBAJ?hl=enandgbpv=1anddq=international+health+managementandprintsec=frontcover](https://www.google.co.in/books/edition/International_Best_Practices_in_Health_C/kb3VBgAAQBAJ?hl=enandgbpv=1anddq=international+health+managementandprintsec=frontcover)

2 [https://www.google.co.in/books/edition/Global\\_Education\\_of\\_Health\\_Management/1uScDwAAQBAJ?hl=enandgbpv=1anddq=international+health+managementandpg=PA7andprintsec=frontcover](https://www.google.co.in/books/edition/Global_Education_of_Health_Management/1uScDwAAQBAJ?hl=enandgbpv=1anddq=international+health+managementandpg=PA7andprintsec=frontcover)

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
<i>Dr K. PRABAKAR</i> 	<i>Dr. B. SUDHAKAR</i> 	
Name and Signature of the Staff	Name and Signature	Name and Signature

<b>Course Code:</b>	<b>21MSPHCD</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>PUBLIC HEALTH SYSTEMS AND HEALTH INSURANCE</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

#### Course Objectives:

1. To make the students understand the policies and theories for creating a better provision for health care.
2. To enable the students to understand the area of health sector reforms.
3. To enable student understand the process of planning, implementing and controlling the health care programmes.
4. To familiarize the students in the area of risk management and insurance.
5. To focus the students more specifically on actuarial principles in health insurance products.

#### Course Outcome:

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Visualize and analyze the process of the Public health system.	K1, K2, K3 and K4
CO2	Comprehend and analyze the reforms in the Health sector and its financial implications.	K1, K2, K3 and K4
CO3	Comprehend analyze the process of planning and budgeting of the health care programmes.	K1, K2, K3 and K4
CO4	Have practical insight into risk management and insurance in general.	K1, K2, K3 and K4
CO5	Understand and analyze the actuarial principles in Health Insurance system and risk coverage.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPHCD	<b>PUBLIC HEALTH SYSTEMS AND HEALTH INSURANCE</b>	III/IV
Unit No	Topics	Hours
I	<b>ISSUES, THEORIES AND CONCEPTS IN POLICY FORMULATION</b> 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
II	<b>FINANCING, RESOURCE ALLOCATION AND HEALTH SECTOR REFORM</b> 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
III	<b>PLAN IMPLEMENTATION AND CONTROL</b> 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.	10
IV	<b>RISK INSURANCE AND MANAGEMNT</b> Introduction to risk and insurance – Risk Identification and Risk Evaluation – Risk Management Techniques – Risk Management and Insurance Industry – WTO – Insurance Law and Regulation – International Laws (Salient features of above topics) Principles of health insurance – Health insurance products - Group Insurance products – Product design, development and evaluation- Risk Assessment – Underwriting and Premium Setting - Claims Management – Third Party Administration – Current Developments.	12
V	<b>ACTUARIAL PRINCIPLES AND PREMIUM SETTING</b> 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

## TEACHING METHODS

Lecturing, PowerPoint Projection through I.CD, Assignment, Discussion and Activity.

### Text Books:

1. *Health Planning for Effective Management – William A Reinks, Oxford University Press.*
2. *Economics of Public and Private Healthcare and Health Insurance in India Hardcover – 15 January 2020, by Brijesh C. Purohit.*

### 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.*




### Web Resources:

1. <https://www.arcjournals.org/pdfs/ijps/v4-i1/2.pdf>
2. [https://scholar.google.co.in/scholar?q=FINANCING,+RESOURCE+ALLOCATION+AND+HEALTH+SECTOR+REFORM&hl=en&and\\_sdt=0&and\\_vis=1&doi=scholar](https://scholar.google.co.in/scholar?q=FINANCING,+RESOURCE+ALLOCATION+AND+HEALTH+SECTOR+REFORM&hl=en&and_sdt=0&and_vis=1&doi=scholar)
3. [https://scholar.google.co.in/scholar?hl=en&and\\_sdt=0,5&and\\_vis=1&q=RISK+ASSURANCE+AND+MANAGEMENT](https://scholar.google.co.in/scholar?hl=en&and_sdt=0,5&and_vis=1&q=RISK+ASSURANCE+AND+MANAGEMENT)
4. <https://onlinelibrary.wiley.com/doi/abs/10.1002/9780470061602.eqf21003>

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
 Name and Signature of the Staff	 Name and Signature	 Name and Signature

<b>Course Code:</b>	<b>21MSPHCE</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>HEALTHCARE LAWS AND ETHICS</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**Course Objectives:**

1. To make the students familiar with the code of medical ethics.
2. To enable the students understand the health care laws and ethics issues.
3. To make students understand the concept of organizational and procedural laws.
4. To make an awareness towards students regarding medico legal cases.
5. To know the legal framework for hospitals.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Comprehend and analyze the ethical issues in health care	K1, K2, K3 and K4
CO2	Visualize and analyze the laws and regulations with regard to the use and disclosure of health information	K1, K2, K3 and K4
CO3	Comprehend and analyze the organizational and procedural laws in healthcare industry	K1, K2, K3 and K4
CO4	Have practical knowledge of medical jurisprudence.	K1, K2, K3 and K4
CO5	Comprehend and analyze the various legal frame work for hospitals and the laws relating to consumer protection act.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPHCE	HEALTH CARE LAWS AND ETHICS	III/IV
Unit No	Topics	Hours
I	<b>CODE OF MEDICAL ETHICS</b> Principle of medical ethics-confidentiality-informed consent-decisions on life-sustaining therapy-Communication, barriers to it and information sharing. Medical Ethics/ Doctor Patient Relationship-List of Offences and Professional Misconduct of Doctors, as per Medical Council of India.	10
II	<b>ADVANCED ETHICAL DECISIONS and MAJOR LAWS</b> Advance decisions to refuse treatment- Doctor and Criminal Abortion- Ethical issues in stroke management- Ethical issues in dementia-Quality of life in health care decisions. Prenatal Diagnostic Techniques, Regulations and Prevention of Misuse Act 1994 (PNDT Act) -Transplantation of human organs Act 1994-The Medical Termination of Pregnancy Act- Labour Laws Applicable to a Hospital.	10
III	<b>ORGANIZATIONAL and PROCEDURAL LAWS</b> Nursing Home-Registration Act-Birth-Death Registration Act-Regulation of genetic counseling center-Regulation of prenatal diagnostic technique- Determination of Sex prohibited-Dying Declaration - Definition - Precautions - Procedure of Recording - Special Circumstances -Importance (Section 32 and 157 of Indian Evidence Act)-Death Certificate-Precautions while issuing death certificate - Contents of Death Certificate- Importance of Death Certificate.	12
IV	<b>MEDICAL JURISPRUDENCE</b> Introduction and Legal Procedure - Medico legal aspects of death injuries - General aspects - Medical ethics - Consumer Protection Act- The lawful use of restraints- Quality of life in healthcare decisions- Ethical issues in health and social care.	10
V	<b>LEGAL FRAMEWORK FOR HOSPITALS</b> Introduction to Legal framework-Patient's rights and provider's responsibility- Medical Malpractice- Management of Medical Malpractice - Medico Legal Aspects - Impotence - Sterility - Sterilization and Artificial Insemination - Medico Legal aspects of Psychiatric and mental Health - Toxicology - Laws Relating to Toxicology. - Organ Transplantation Act-Tamil Nadu Clinics Act.	10

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.



### Text Books:

- 1 Reflections on Medical Law and Ethics in India, B Sandeepa Bhat 1st Edition, 2017 ISBN 9788171772988
- 2 Marc Stauch Text, Cases and Materials on Medical Law and Ethics (2018) Published by Routledge
- 3 Health Care Law and Ethics Hardcover - Import, 1 March 2003, by Mark A. Hall, Mary Anne Bobinski, David Orentlicher

### Reference Books:

- 1 Parikh's Textbook of Medical Jurisprudence and Toxicology By Dr. C. K. Parikh - CBS Publications.
- 2 Medical Negligence and Compensation - By Jagdish Singh Bharat Law, Jaipur Medical Negligence and Legal Remedies - By Anoop K. Kaushal Universal
- 3 R. A. Hope, Tony Hope, Julian Navulescu, Judith Hendrick 'Medical Ethics and Law: The Core Curriculum', Elsevier Health Sciences (2008)
- 4 Gurucharan S Sati 'Medical ethics and Elderly, 3rd edition', Radcliffe Publishing Ltd (2009)


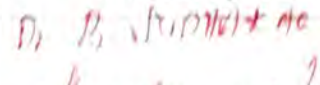

### Web Resources:

- 1 <https://www.ama-assn.org/delivering-care/ethics/code-medical-ethics-overview>
- 2 <https://link.springer.com/article/10.1023/A:1006190931905>
- 3 [https://en.wikipedia.org/wiki/Medical\\_jurisprudence](https://en.wikipedia.org/wiki/Medical_jurisprudence)
- 4 <https://www.floridatechonline.com/blog/healthcare-management/current-ethical-issues-in-healthcare/>
- 5 [https://www.who.int/goe/publications/legal\\_framework\\_web.pdf](https://www.who.int/goe/publications/legal_framework_web.pdf)

### **Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

<b>Course Designed by</b> 	<b>Verified by HOD</b> 	<b>Approved by CDC Co-ordinator</b> 
Name and Signature of the Staff	Name and Signature	Name and Signature

Course Code:	21MSPHCF	Course Title						Batch	2021-2022 and Onwards
		HOSPITAL FRONT OFFICE MANAGEMENT						Semester	III / IV
Hrs/Week	4	L	4	T	-	P	-	Credits:	3

#### Course Objectives:

1. To Introduce Routine Admission / Discharge Procedures / Discharge Summary, Telephone etiquettes and manners.
2. To brief Effective handling of different Categories of Patients-Paid / Non-Paid, Emergency, VIPs.
3. To elucidate on Importance of Communication in Healthcare.
4. To describe on Team Building / Team Dynamics, Attitude building, Anger, Conflict, Crisis and Stress Management.
5. To make students aware of the duties of the reception desk in an hospital.

#### Course Outcome:

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

CO No.	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Visualize and analyze the fundamentals of front office management in hospital environment.	K1, K2, K3 and K4
CO2	Understand and analyze the basic outpatient services and inpatient services patient satisfaction.	K1, K2, K3 and K4
CO3	Visualize and analyze the handling of communication with traumatized patient and their attenders.	K1, K2, K3 and K4
CO4	Analyze the Importance of Documentation, Automation and IT in the Front Office.	K1, K2, K3 and K4
CO5	Visualize and analyze the basics of reception duties and handling minor equipment's.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPHCF	HOSPITAL FRONT OFFICE MANAGEMENT	III/IV
Unit No	Topics	Hours
I	<b>Introduction to hospital Industry:</b> Routine admission / Discharge Procedures /Discharge Summary, Telephone etiquettes and manners. Front desk grooming and other essentials - body language, speech modulation which includes articulation, variation control of pitch and total quality. Dressing sense and basic Grooming tips for the Front Office.	10
II	Outpatient services- inpatient services - Accident and Emergency Services. Relevance and importance of Customer / Patient Service Excellence in Healthcare. Effectively handling different Categories of Patients - Paid / Non-Paid, Emergency, VIPs etc. Challenges in Catering to Insurance and other Corporate patients- Handling Customers and patient attenders - Ensuring patient satisfaction-Contribution of the Front Office.	12
III	<b>Importance of Communication in Healthcare:</b> Communication is Less talking and more Listening-Learn why? Communicating with traumatized patients and their attenders - Effective Communication for Front Office involved in Billing and Accounts Communicating and empathizing with attenders of a deceased patient Inter departmental Communication-Issues and challenges.	10
IV	Team Building /Team Dynamics. Attitude building. Anger, Conflict, Crisis and Stress Management. Multi-tasking. NABH and other quality standards applicable to the Front Office Importance of Documentation, Automation and IT in the Front Office. Medical terminology applicable to Front Effectively Handling Waiting time in the OPDs.	10
V	Reception Duties - Collecting Patient Information-Information management in case sheets - Billing and Coding-Making Appointments- Minor Office Equipment Usage-Emergency handling.	10

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

**Text Books:**

1. Hotel front office management James A. Bardi, Ed.D., CHA John Wiley and Sons, Inc.
2. Hotel Front Office Management, 5Th Edn Paperback – 1 January 2011  
by James A. Bardi.

**Reference Books:**

1. Mosby's Front Office Skills for the Medical Assistant DeA.Eggers,AnneM.Conway
2. Patient Care services and Hospitals -Dr.S.Porkodi
3. From Front Office to Front Line: Essential Issues for Health Care, Forwarded by  
Ross.Wilson, MD
4. Hospital Management - Dr.Mohammed Akbar Ali Khan.

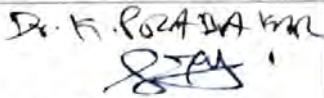
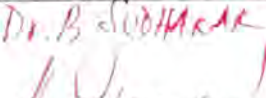

**Web Resources:**

1. <https://www.ibef.org/industry/healthcare-india.aspx>
2. <https://www.sgu.edu/blog/medical/inpatient-versus-outpatient/>
3. <https://www.fingerprintforsuccess.com/blog/team-dynamics>
4. <https://electronichealthreporter.com/the-benefits-of-automation-in-hospital-management/>
5. [https://www.google.com/search?q=MinorOfficeEquipmentUsage-Emergencyhandling.andei=mFm3YOaJGP\\_Ez7sP8\\_eJ8AEandoq=MinorOfficeEquipmentUsage-Emergencyhandling.andgs\\_lcp=Cgdnd3Mtd2l6EANQuOAKWLjgCmDe5gpoAHACeACAAeYBiAGVA5IBBTauMS4xmAEAoAECOAEBqgEHZ3dzLXdpes.ABAQandsclient=gws-wizandved=0ahUKEwjmtfaW2\\_jwAhV\\_4nMBHfN7Ah4Q4dUDCA4anduact=5](https://www.google.com/search?q=MinorOfficeEquipmentUsage-Emergencyhandling.andei=mFm3YOaJGP_Ez7sP8_eJ8AEandoq=MinorOfficeEquipmentUsage-Emergencyhandling.andgs_lcp=Cgdnd3Mtd2l6EANQuOAKWLjgCmDe5gpoAHACeACAAeYBiAGVA5IBBTauMS4xmAEAoAECOAEBqgEHZ3dzLXdpes.ABAQandsclient=gws-wizandved=0ahUKEwjmtfaW2_jwAhV_4nMBHfN7Ah4Q4dUDCA4anduact=5)

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
 Name and Signature of the Staff	 Name and Signature	 Name and Signature

Co-ordinator  
Development Cell  
B Science

<b>Course Code:</b>	<b>21MSPHCG</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>HEALTHCARE ANALYTICS</b>						<b>Semester</b>	<b>III / IV</b>
<b>Hrs/Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**Course Objectives:**

1. Familiarize conceptual and practical issues related to the collection, sharing, and structuring of healthcare data.
2. Understand Data standards used in Health Care Domain
3. Design Integrated Health Care Data Models for Data Analytics
4. Understand and Remember the Ethics of Managing Healthcare data
5. Learn and interpret current barriers in healthcare management and how data analytics can provide potential solutions to improve quality, lower cost, and advance outcome

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Understand the Process and Data Functionalities of Health Care Data	UPTO K5
CO2	Understand the various Data Sources, data models and Components of Data Analytics	UPTO K5
CO3	Understand and design Integrated Data Model for analytics	UPTO K5
CO4	Understanding data sequencing and virtual healthcare assistance	UPTO K5
CO5	Data integration with special reference to Health care.	UPTO K5

Code No	Course	Semester No
21MSPHCG	HEALTHCARE ANALYTICS	III/IV
Unit No	Topics	Hours
I	Introduction :Health Care Data---Steps in data analytics process – big picture of healthcare data– Types of healthcare data -Sources of healthcare data -Healthcare market – Data Quality – Data Ethics – Healthcare demand drivers and suppliers.	10
II	Data Models : Relational Models – Hierarchical Models — Data warehousing Models – understanding data models – Normalized Data and Deformed – Health Care data verification and validation. Diagnosis Standards —Drug Standards– Laboratory Standards__ healthcare data challenges.	12
III	Data Analytics: Data Cleaning and Pre-Processing – Data Clustering –Treatment pattern mining -Healthcare business lifecycle-Approaches of healthcare data mining Uses of healthcare data mining - Prediction Machine Learning –Heat Maps – Density Plots - Dashboard – Creation – Presentation.	10
IV	Microarray Data – Sequence Data – Research Survey Analysis – Text Mining – Tele Health – Virtual HealthCare Assistance- Insurance in Healthcare – claims approval.	10
V	Health Care Use case Outbreak – Epidemics - Personalized Medical Care – Pharmaceuticals and Patient Data Integration – Challenges and Gap healthcare analytics – Health Care Data Integration – Analysis of healthcare in Developing Countries.	10

#### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, Assignment, Discussion and Activity.

**Text Books:**

1. Dr.Anand Kulkarni, Ajith Abraham , Big Data Analytics in Healthcare , Springer publications , October 2019.

**Reference Books:**

1. Christopher Bishop, "Pattern Recognition and Machine Learning" Springer, 2006
2. Kevin P. Murphy, "Machine Learning: A Probabilistic Perspective", MIT Press, 2012
3. Ethem Alpaydin, "Introduction to Machine Learning 3(Adaptive Computation and Machine Learning Series)", Third Edition, MIT Press, 2014
4. Tom M Mitchell, "Machine Learning", First Edition, McGraw Hill Education, 2013.

**Web Resources:**

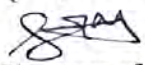

<https://imarticus.org/data-science>

<https://www.udemy.com/data-analysis>

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
DR. K. PARAKKAL 	A. B. VEDHAK 	
Name and Signature of the Staff	Name and Signature	Name and Signature

Curric  
Hindusthan  
Gov

<b>Course Code</b>	<b>21MSPEDA</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards III/IV</b>
		<b>ENTREPRENEURSHIP DEVELOPMENT</b>						<b>Semester</b>	
<b>Hrs / Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**Course Objectives:**

1. To make students understand the concept of Entrepreneurship.
2. To understand the qualities and evolution of an Entrepreneur.
3. To understand the skills needed for an entrepreneur.
4. To learn the process of Institutional Support for Entrepreneurship development
5. To understand the support extended by the government.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Visualize and analyze the different aspects of Entrepreneurship, and its role in Business and society.	K1, K2, K3 and K4
CO2	Analyze the Qualities and evolution of Entrepreneur.	K1, K2, K3 and K4
CO3	Visualize and analyze the skills needed for an entrepreneur.	K1, K2, K3 and K4
CO4	Identify, evaluate the Institutional Support for Entrepreneurship development	K1, K2, K3 and K4
CO5	Analyze the government schemes available for the entrepreneurs	K1, K2, K3 and K4



Code No	Course	Semester No
21MSPEDA	ENTREPRENEURSHIP DEVELOPMENT	III/IV
Unit No	Topics	Hours
Unit I	Entrepreneurship: Meaning of Entrepreneurship -importance- Role of entrepreneurship in economic development- Entrepreneurial Environment-Evolution of Entrepreneurship - Managerial Vs entrepreneurial approach and emergence of entrepreneurship-entrepreneurship development programme in India.	11
Unit II	Entrepreneur: Meaning of Entrepreneur -importance - Qualities, nature types, traits, Similarities and differences between entrepreneur and intrapreneur Evolution of Entrepreneurs- Entrepreneurial promotion. Entrepreneurship Culture - Stages in entrepreneurship.	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	Assistance to an entrepreneur - New Ventures - Industrial Park (Meaning, features, & examples) Financial assistance by different agencies - MSME Act Small Scale Industries National Small Industries Corporation (NSIC) - Government Stores Purchase scheme (e-tender process) Quality Standards with special reference to ISO - Financial assistance to MSME - Modernization assistance to small scale unit - The Small Industries Development Bank of India(SIDBI) - The State Small Industries Development Corporation(SSIDC).	11
Unit V	International Entrepreneurship Opportunities: The nature of international entrepreneurship - Importance of international business to the firm - International versus domestic entrepreneurship - Stages of economic development - Entrepreneurship entry into international business - exporting - Direct foreign investment - barriers to international trade.)	10

### **TEACHING METHODS**

Lecturing, PowerPoint Projection through LCD, field study, Assignment, Discussion and Activity

**Text Book:**

- 1.N.P.Srinivasan & G.P.Gupta," Entrepreneurial Development ", Sultan chand&Sons-2015
- 2.S.S. Khanka ,Entrepreneurial Development S.Chand & Company Ltd. New Delhi
3. Peter F. Drucker , Innovation and Entrepreneurship

**Reference Books:**

- 1.David holt Entrepreneurship , New Venture Creation , Prentice Hall India -2011.
- 2.P.Saravanavelu "Entrepreneurship Development ",Eskapee Publications.
- 3.Satish Taneja, Entrepreneur Development ", New Venture Creation-2014
- 4.Robert D.Hisrich, Michael P.Peters, "Entrepreneurship Development, Tata McGraw Hill edition-2018.
- 5.Anil Kumar "Entrepreneurial Development ",newagepublishers-2003

**Web Resources:**

1. <https://hackernoon.com/the-10-skills-every-entrepreneur-needs-to-develop-a268a0ce6584>
2. <https://docplayer.net/4396445-Syllabus-entrepreneurial-development.html>
3. <https://www.coursehero.com/file/pn9mm8/Central-Level-Institutions-a-Small-Scale-Industries-Board-SSI-Board-b-Khadi/>
4. <https://springhouse.in/government-schemes-every-entrepreneur/>

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
(S.P.E.M.B.) [Signature] Name and Signature of the Staff	Dr. B. SUDHAKAR [Signature] Name and Signature	[Signature] Name and Signature

Curriculum  
Hindusthan College  
Coimbatore-641 025

<b>Course Code</b>	<b>21MSPEDB</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>INNOVATION MANAGEMENT</b>						<b>Semester:</b>	<b>III/IV</b>
<b>Hrs / Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**Course Objectives:**

1. To make students understand the basics 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.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Visualize and analyze the different aspects of innovation, and its role in business and society.	K1, K2, K3 and K4
CO2	Apply innovation-related theories in different settings in order to generate new approaches to innovation.	K1, K2, K3 and K4
CO3	Design and develop strategies for new product development.	K1, K2, K3 and K4
CO4	Identify, evaluate and suggest solutions to challenges in large and small organizations relating to innovative performance	K1, K2, K3 and K4
CO5	Apply the learning in real world situations to develop new products.	K1, K2, K3 and K4

Code NO	Course	Semester III/IV
21MSPEDB	INNOVATION MANAGEMENT	
Unit No	Topics	Hours
Unit I	<b>EXPLORING INNOVATIONS:</b> 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 RandD, technology transfer, push and pull approaches. Processes used to explore innovations along the technology, market and strategy dimensions as the innovation moves from idea.	10
Unit II	<b>APPLICATION OF INNOVATION:</b> 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.	11
Unit III	<b>MARKETING INNOVATION PRODUCTS:</b> 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	<b>EVALUATION OF INNOVATION:</b> 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	<b>INNOVATION IN REALITY:</b> Mindset, lateral thinking, out of box approach, creativity, innovation for problem solving.	11

### **TEACHING METHODS**

Lecturing, PowerPoint Projection through LCD, field study, Assignment, Discussion and Activity.

### **Text book**

1. 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. Fraser, Healthier, Design Works; Toronto: University of Toronto Press, 2012

4. Govindarajan, Vijay and Trimble, Chris, Reverse Innovation; Boston: Harvard Business School Press, 2012
5. Shlome Mittal, D.V.R. Seshadri, Innovation Management: Strategies, Concepts and tools for growth and profit, Sage Publications.
6. V.K. Narayanan, Managing Technology and Innovation for Competitive Advantage, Pearson Education, PaperBack.
7. William L. Miller and Langdon Morris, Fourth Generation R&D, Managing Knowledge, Technology and Innovation, Wiley India Edition.
8. V.K. Narayana, Gina Colarelli, Encyclopedia of Technology and Innovation Management, John Wiley and Sons Publication.

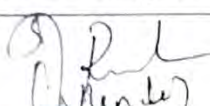
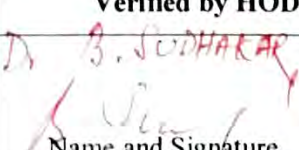
**Web Resources:**

1. <https://innovationmanagement.se/2008/01/07/how-do-you-define-innovation-and-make-it-practical-and-saleable-to-senior-management/>
2. <https://www.viima.com/blog/types-of-innovation>
3. [http://www.ncpacademy.eu/wp-content/uploads/2016/03/20150520-Presentation\\_Webinar\\_Innovation\\_NCP\\_Academy.pdf](http://www.ncpacademy.eu/wp-content/uploads/2016/03/20150520-Presentation_Webinar_Innovation_NCP_Academy.pdf)
4. <https://onlinemba.vlerick.com/resources/innovation-entrepreneurship>
5. <https://www.managebt.org/book/demand/innovations-and-concepts/>

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
 Name and Signature of the Staff	 Name and Signature	 Name and Signature



<b>Course Code</b>	<b>21MSPEDC</b>	<b>Course Title</b>					<b>Batch</b>	<b>2021-2022 and Onwards III / IV</b>	
		<b>SOCIAL ENTREPRENEURSHIP</b>					<b>Semester</b>		
<b>Hrs / Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**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.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Differentiate social entrepreneurship from business Entrepreneurship and analyze areas of our economy /society where social entrepreneurs work.	K1, K2, K3 and K4
CO2	Visualize and analyze how social entrepreneurship can contribute to whole systems.	K1, K2, K3 and K4
CO3	Analyze the financial issues for an entrepreneur in general and social entrepreneur in particular.	K1, K2, K3 and K4
CO4	Analyze the social marketing environment.	K1, K2, K3 and K4
CO5	Comprehend and analyze the nature of corporate social responsibility in creating social value in developing business in India and abroad.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPEDC	SOCIAL ENTREPRENEURSHIP	III/IV
Unit No	Topics	Hours
I	<b>Social Entrepreneurship:</b> 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
II	<b>Forms of Social Entrepreneurship:</b> 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.	11
III	<b>Capital/ Funding/ Financing:</b> Sources of Financing: New Nonprofit Ventures, Social Venture Partners, Replication of Social Venture Partners, Social Venture Alliance, Merging Machine and Money, crowd funding, Angel Investors, Cooperatives, Co-working. Exit strategies of Investors.	10
IV	<b>Marketing in Social ventures:</b> Social Marketing: Concepts, Theories and Models- Health Belief model (HBM), Theory of Reasoned Action (TRA), Social Cognitive Theory (SCT), Stages of Change or Trans theoretical 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.	11
V	<b>Other Important Issues:</b> 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

### **TEACHING METHODS**

Lecturing, PowerPoint Projection through LCD, field study, Assignment, Discussion and Activity.

**Text Books:**

- 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., and Stevenson, H. (2007). 'Entrepreneurship in the Social Sector (ESS)', Sage Publications, USA

**Reference Books:**

- 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

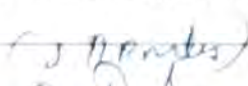

**Web Resources:**

- 1 <https://www.managementstudyguide.com/social-entrepreneurship.htm>
- 2 [https://ssir.org/articles/entry/social\\_entrepreneurship\\_the\\_case\\_for\\_definition](https://ssir.org/articles/entry/social_entrepreneurship_the_case_for_definition)
- 3 <https://centers.fuqua.duke.edu/case/about/what-is-social-entrepreneurship/>
- 4 <https://blog.hubspot.com/sales/social-entrepreneurship>

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
		
Name and Signature of the Staff	Name and Signature	Name and Signature

*Curriculum  
Institution  
and Date*



<b>Course Code:</b>	<b>21MSPEDD</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>SMALL BUSINESS MANAGEMENT</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

### Course Objectives:

1. To enable the students to know the importance of small-scale business in a developing economy.
2. To familiarize the dynamics of small business.
3. To give exposure to the institutional support for small business.
4. To enable the students understand the challenges faced by small business.
5. To expose the students to global opportunities for small business.

### Course Outcome:

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

CO No.	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Visualize and analyze the importance and role of small business.	K1, K2, K3 and K4
CO2	Comprehend and analyze the Dynamics of Small Business	K1, K2, K3 and K4
CO3	Understand and analyze the institutional support to the development of smallbusiness and be prepared for interacting with them	K1, K2, K3 and K4
CO4	Visualize and analyze the challenges and problems faced by small business.	K1, K2, K3 and K4
CO5	Analyze the Global Opportunities for Small Business	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPEDD	SMALL BUSINESS MANAGEMENT	III / IV
Unit No	Topics	Hours
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	11
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
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
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
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.	10

### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, field study, Assignment, Discussion and Activity.

### Text Book:

1. Text book: Meir Liraz, “Small Business Management: Essential Ingredients for Success” LirazPublishing, Jerusalem, 2017

**Reference Books,**

1. Chellies, A.W. 2013 Management: A real world approach 2nd ed. Mc Graw Hill, Maidenhead
2. Waddock, G.S. 2010 Creating innovative products and services: The fourth innovation method. Crown Publishing Limited, Farham.
3. Starbuck, S. and Driesner, J. 2010 Small business Ingredients for Success. Harvard Business Manager, Hamburg.

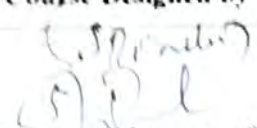
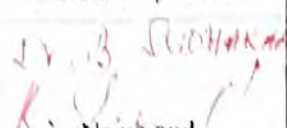
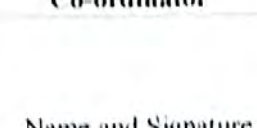
**Web Resources,**

1. <http://www.motivax.edu/jocjaggsimx/courses/training/management/small-business-management>
2. <http://business.com.sg/157504/definition-small-business-management-entrepreneurship.html>
3. <http://www.youngsmallbusiness.com/small-business-management/>
4. <http://www.bppw.com/guides/business-studies/small-business/meaning-and-nature-of-small-business>

**Mapping with Program Outcomes**

PO \ CO	PO1	PO2	PO3	PO4	PO5
CO1	S	S			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	Approved by CDC Co-ordinator
 Name and Signature of the Staff	 Name and Signature	 Name and Signature



<b>Course Code</b>	<b>21MSPEDE</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>SCIENCE AND TECHNOLOGY ENTREPRENEURSHIP</b>						<b>Semester</b>	<b>III/IV</b>
<b>Hrs / Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**Course Objectives:**

1. To know the basics of Entrepreneurship in the field of science and Technology
2. To facilitate the role of Entrepreneurship in science and Technology
3. To understand the stages of technology management.
4. To understand the relationship between technology and economic development.
5. To provide an insight to the future of Technology Entrepreneurship.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Visualize and analyze the importance and role of science and Technology Entrepreneurship.	K1, K2, K3 and K4
CO2	Comprehend and analyze the role of entrepreneurship in Science and Technology.	K1, K2, K3 and K4
CO3	Visualize and analyze the stages in the evolution of technology management.	K1, K2, K3 and K4
CO4	Analyze the relationship between Technology Economic development.	K1, K2, K3 and K4
CO5	Comprehend and analyze the Future Opportunities for science and Technology Entrepreneurship	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPEDE	<b>SCIENCE AND TECHNOLOGY ENTREPRENEURSHIP</b>	III/IV
Unit No	Topics	Hours
I	<b>ENTREPRENEURSHIP</b> Entrepreneurship need and importance eco system and entrepreneurship - entrepreneur and employment generation - assistance to Entrepreneurship by government, academic institutions and private organization - Ethics and entrepreneurship.	10
II	<b>ENTREPRENEURSHIP AND ITS ECONOMIC DEVELOPMENT</b> Entrepreneurship growth- Contribution of entrepreneurship in Indian economic development Growth and contribution of entrepreneurship across developed countries. Assistance to entrepreneurs among developed nations Contribution of educational system to entrepreneurship.	11
III	<b>TECHNOLOGY MANAGEMENT</b> Evolution of technology management stages- Contribution of technology management to economic growth-technology management product and prospects - Invention, innovation and productivity improvement- technology and love competency - Technology forecasting.	10
IV	<b>TECHNOLOGY AND ENTREPRENEURSHIP</b> Technological growth and economic development- Growth of technology and its impact on employment and entrepreneurship opportunities-Technology entrepreneurship- opportunities and challenges - Technology entrepreneurship in median Context and developed nations.	10
V	<b>FUTURE and TECHNOLOGY ENTREPRENEURSHIP</b> Establishment of Government initiatives to TE Involvement of academic institution in TE support of society in TE- technology Commercialization Technology transfer - Technology partnering - Requisites of national technology policy- Product innovation, development of IPR. Proto type -Meaning- Process for proto type - role of IPR in technology - Need of Corpus funds for the growth technology entrepreneurship - Future trends in technology entrepreneurship	11

#### **TEACHING METHODS**

Lecturing, PowerPoint Projection through LCD, field study, Assignment, Discussion and Activity

#### **Text Book:**

I. S.S. Khanka. Entrepreneurial Development, S. Chand and Company Limited. New Delhi, Revised Edition 2015

### Reference Books:

1. Peter F. Drucker, Innovation and Entrepreneurship Adobe Acrobat E-Book Reader Edition v 1 November 2002.
2. Rajeev Roy, Entrepreneurship, Oxford University Press, 2008
3. Lowe, Robin, Marriott, and Sue Enterprise entrepreneurship and innovation: concepts, contexts and commercialization First Edition 2006
4. Robert Szakonyi, 2006, Handbook of Technology Management - Viva Books Private Limited
5. White and Bruton, Management of technology and Innovation, Cengage Learning, 2010
6. Norman Gaither and Greg Frazier, Operations Management, 9 Edition, Cengage publications, 2002 (Reprint 2013)
7. Frederick Betz, Managing technological innovation, Wiley Publications, 2011
8. V K Narayanan, encyclopedia of technology and innovation management, Wiley Publications, 2010
9. Robert and Roland, Managing Technology and Innovation, Routledge, 2010


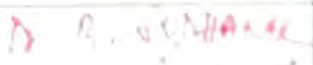
### Web Resources:

1. <https://www.igi-global.com/dictionary/technology-entrepreneurship-in-the-concept-of-development-of-the-innovative-system-of-a-technical-university/40213>
2. <https://www.bartleby.com/essay/The-Meaning-of-Technology-Entrepreneurship-PKVM44JDM6S>
3. <https://link.springer.com/article/10.1007/s10961-020-09786-6>
4. <https://ieeexplore.ieee.org/document/6118191>

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
 Name and Signature of the Staff	 Name and Signature	 Name and Signature

<b>Course Code:</b>	21MSPABA	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>FERTILIZER TECHNOLOGY AND MANAGEMENT</b>						<b>Semester</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**Course Objectives:**

1. To understand the process of fertilizer development.
2. To analyze the principles and methods of fertilizer production including raw material requirements and intermediaries.
3. To identify all aspects of fertilizer management such as quality control, logistics and application methods.
4. To enable the students understand the concept of testing, marketing and distribution of fertilizer products.
5. To enable students understand the pricing policies in fertilizer management and the environmental issues related to fertilizer management.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Identify and analyze the different manure and fertilizers used in different crops according to soil condition	K1, K2, K3 and K4
CO2	Comprehend and analyze the basic principles and methods in fertilizer production.	K1, K2, K3 and K4
CO3	Acquire and Develop knowledge in fertilizer management.	K1, K2 and K3
CO4	Understand and analyze the phases in fertilizer testing and marketing.	K1, K2, K3 and K4
CO5	Comprehend and analyze the essentiality of fertilizer use in environment.	K1, K2 and K3

<b>Code No</b>	<b>Course</b>	<b>Semester No</b>
21MSPABA	FERTILIZER TECHNOLOGY AND MANAGEMENT	III / IV
<b>Unit No</b>	<b>Topics</b>	<b>Hours</b>
<b>I</b>	Fertilizer development – concept, scope, need, resource availability; import and export avenues for fertilizer; types of fertilizers, grading and chemical constituents, role of fertilizers in agricultural production, production and consumption of fertilizer in India.	<b>11</b>
<b>II</b>	Raw material needed and principles of manufacturing of nitrogenous, phosphatic and potassic fertilizers, secondary nutrient sources and micro-nutrient formulations.	<b>10</b>
<b>III</b>	Production efficiency and capacity utilization; quality control and legal aspects of fertilizer control order.	<b>10</b>
<b>IV</b>	Testing facilities; constraints in fertilizer use and emerging scenario of fertilizer use; assessment of demand and supply of different fertilizers, fertilizer distribution, fertilizer storage.	<b>11</b>
<b>V</b>	Field trials and demonstration, fertilizer pricing policy; scope of bio-fertilizer; environmental pollution due to fertilizer use.	<b>10</b>

## TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, field study, Assignment, Discussion and Activity.

### Text Books:

1. Brahma Mishra - Fertilizer Technology and Management- Published by I.K. International Publishing House, 2012.
2. S G Borkar - "Microbes as Bio-fertilizers and their Production Technology (Woodhead Publishing India in Agriculture)"

### Reference Books:

1. P. Saravana Pandian, "Nutrient Management and Fertilizer Technology", Agrobios Publications.
2. Brady NC and Weil RR. 2002. The Nature and Properties of Soils. 13th Ed. Pearson Edu.
3. Fertilizer Control Order (different years). Fertilizer Association of India, New Delhi.
4. Fertilizer Statistics (different years). Fertilizer Association of India, New Delhi
5. Indian Journal of Fertilizers (different years). Fertilizer Association of India, New Delhi.

### Web Resources:

1. <https://www.wileyindia.com/fertilizer-technology-and-management.html><https://www.ikbooks.com/books/book/life-sciences/agriculture/fertilizer-technology-management/9789380026350/>
2. [https://link.springer.com/10.1007/978-1-4419-0851-3\\_193](https://link.springer.com/10.1007/978-1-4419-0851-3_193)
3. [https://www.fertilizer.org/Public/About\\_Fertilizers/Fertilizer\\_Topics/Innovation.aspx](https://www.fertilizer.org/Public/About_Fertilizers/Fertilizer_Topics/Innovation.aspx)

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
<p><i>Dr. P. Anand Babu</i> <i>P.M.</i> Name and Signature of the Staff</p>	<p><i>M. B. SUDHAKAR</i> Name and Signature</p>	<p>Name and Signature</p>

Curriculum  
Hindusthan L  
Patnabatu



Course Code:	21MSPABB	Course Title						Batch	2021-2022 and Onwards
		MANAGEMENT OF AGRO CHEMICAL INDUSTRY						Semester	III / IV
Hrs/Week:	4	L	4	T	-	P	-	Credits	3

**Course Objectives:**

1. To understand the basics of agro-chemical industries.
2. To understand the basics of Insecticides used in agriculture.
3. To understand the basics of fungicides used in agriculture.
4. To understand the process in development of agro-chemicals.
5. To understand the organizational set up for plant protection.

**Course Outcome:**

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

CO No.	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Gain and Develop appreciable knowledge about the agro-chemical industries.	K1, K2 and K3
CO2	Understand and Analyze the use of Insecticides in agriculture.	K1, K2, K3 and K4
CO3	Visualize and Analyze the use of fungicides in agriculture.	K1, K2, K3 and K4
CO4	State and Infer the process in development of agro-chemicals.	K1, K2, K3 and K4
CO5	Summarize and Implement organizational set up for plant protection.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPABB	MANAGEMENT OF AGRO CHEMICAL INDUSTRY	III / IV
Unit No	Topics	Hours
I	Agro-chemicals: Definition and classification; Basic knowledge of agrochemicals; role and status of agro-chemical industry in India; Pesticides – Classification and Introduction, knowledge of different pesticides.	11
II	Insecticides – Definition and classification based on (a) Mode of Entry (b) Mode of Action and (c) Chemical Structure with example; Insecticidal formulation; preliminary knowledge of mode of action of insecticides; knowledge of plant protection equipments.	10
III	Fungicides – Classification and preliminary knowledge of commonly used fungicides; Biomagnifications of pesticides and pesticide pollution.	10
IV	Introductory knowledge about development of agro-chemicals; Insecticidal poisoning, symptoms and treatment; Main features of Insecticide Act.	11
V	Directorate of Plant Protection, Quarantine and Storage – A brief account of its organizational set up and functions; IPM Concept – Bio-pesticides – Plant products.	10

## TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, field study, Assignment, Discussion and Activity.

### Text Books:

1. Board Eiri, Agro Chemical Industries, Publisher: Engineers India Research Institute, ISBN: 9788186732465, 9788186732465
2. TV Sathe - Agrochemicals and Pest Management Paperback – 1- January 2011-Daya Publishing House.

### Reference Books:

1. Dhaliwal GS, Singh R and Chhillar BS. 2006. Essentials of Agricultural Entomology. Kalyani.
2. T. V. Sathe , Agrochemicals and Pest Management, Daya Publishing House, ISBN-10 : 8170353092, ISBN-13 : 978-8170353096
3. Knowles, Alan - Chemistry and Technology of Agrochemical Formulations- Springer Netherlands Publishers.
4. Hayes WT and Laws ET. Hand Book of Pesticides. Academic Press.
5. Matsumura F., Toxicology of Insecticides. 2nd Ed. Plenum Publ.
6. Rajeev K and Mukherjee RC. . Role of Plant Quarantine in IPM. Aditya Books.

### Web Resources:

1. <http://www.oas.org/dsd/QuimiPOS/COS/Documents/Caribe/caribbean%20strategy%20dfid.pdf>
2. <https://www.careratings.com/uploads/newsfiles/Agrochemicals.pdf>
3. <https://www.slideshare.net/chandanraupusa/unit-1management-of-agro-chemical>
4. <https://www.ers.usda.gov/topics/farm-practices-management/fertilizers-pesticides/>

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
<i>Dr P Anand Rao</i> Name and Signature of the Staff	<i>A. SUDHAKAR</i> Name and Signature	Name and Signature

Curriculum  
than Coll...  
110-643 021

<b>Course Code:</b>	<b>21MSPABC</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>MANAGEMENT OF FLORICULTURE AND LANDSCAPING</b>						<b>Semester:</b>	
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**Course Objectives:**

1. To understand the importance and significance of floriculture in India.
2. To know historical facts of gardening and the importance of gardening in various eras.
3. To get knowledge on New Concepts of Landscape Gardening.
4. To understand the various styles of gardens present in our country.
5. To understand harvesting of flowers and learn the post-harvest management of different commercial crops.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Gain and Translate appreciable knowledge on floriculture industry.	K1, K2 and K3
CO2	Identify and Develop effective ideas related to gardening.	K1, K2, K3 and K4
CO3	Gain and demonstrate appreciable knowledge on Landscape gardening.	K1, K2 and K3
CO4	Interpret and Justify different styles of gardening.	K1, K2, K3 and K4
CO5	Trace and Manage Post Harvesting of commercial crops.	K1, K2, K3 and K4

<b>Code No</b>	<b>Course</b>	<b>Semester No</b>
<b>21MSPABC</b>	<b>MANAGEMENT OF FLORICULTURE AND LANDSCAPING</b>	<b>III / IV</b>
<b>Unit No</b>	<b>Topics</b>	<b>Hours</b>
<b>I</b>	Introduction, importance and scope of floriculture industry; Recent advances in floriculture industry.	<b>10</b>
<b>II</b>	Evolution of new cultivars; and production technology of ornamental plants; special techniques for forcing of flowers for export.	<b>10</b>
<b>III</b>	Drying and dehydration of flowers; response of flowers to environmental conditions; importance and scope of landscape gardening.	<b>11</b>
<b>IV</b>	Style of gardening, Anesthetic and Socio-aesthetic planning of old and newly developed towns and cities; commercial cultivation of flower crops (rose, jasmine gladiolus, tuberose, marigold, aster, carnation, gerbera, cilium chrysanthemum; use of plant regulators in flower production.	<b>11</b>
<b>V</b>	Extraction, purification and storage of essential oils and perfumes; post harvest changes in cut flowers, storage and packing of cut flowers; determining optimum time of harvesting of flowers for export and home use.	<b>10</b>

## TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, field study, Assignment, Discussion and Activity.

### Text Books:

1. Singh, Alka- A Colour Handbook: Landscape Gardening-Imprint- NIPA, ISBN: 97893883305889
2. Chadha KL and Choudhary B. *Ornamental Horticulture in India*. ICAR.

### Reference Books:

1. Alagarsamy Nithya Devi-ISBN-13: 978-3-8484-9698-3 Floriculture, Landscaping and Turf Management.
2. Desh Raj -Objective Floriculture and Landscaping Paperback – 1- Kalyani Publishers (1 January 2015)- ISBN-13 : 978-9327234893
3. Grinda EW. Every Day Gardening in India. D.B. Tarporevala Sons.
4. Randhawa GS and Mukhopadhyay A. Floriculture in India. Allied Publ.
5. Randhawa MS. Beautifying India. Raj Kamal Publication.

### Web Resources:

1. [https://www.researchgate.net/profile/Suresh\\_Malhotra2/publication/312385112\\_Advances\\_in\\_Floriculture\\_and\\_Landscape\\_Gardening\\_links/587cfad008ae4445c06b52b9/Advances-in-Floriculture-and-Landscape-Gardening.pdf%2523page=243](https://www.researchgate.net/profile/Suresh_Malhotra2/publication/312385112_Advances_in_Floriculture_and_Landscape_Gardening_links/587cfad008ae4445c06b52b9/Advances-in-Floriculture-and-Landscape-Gardening.pdf%2523page=243)
2. <https://www.nqr.gov.in/sites/default/files/Curriculum%20-%20Floriculture%20%26%20Landscaping.pdf>
3. [http://cbseacademic.nic.in/web\\_material/Curriculum/Vocational/2018/HORTICULTURE%20XI%20\(816\)/Floriculture%20-I%20XI.pdf](http://cbseacademic.nic.in/web_material/Curriculum/Vocational/2018/HORTICULTURE%20XI%20(816)/Floriculture%20-I%20XI.pdf)
4. [https://www.academia.edu/30234775/IMPACT\\_OF\\_FLORICULTURE\\_AND\\_LANDSCAPING\\_ON\\_SUSTAINABLE\\_ENVIRONMENTAL\\_MANAGEMENT](https://www.academia.edu/30234775/IMPACT_OF_FLORICULTURE_AND_LANDSCAPING_ON_SUSTAINABLE_ENVIRONMENTAL_MANAGEMENT)

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
<i>Dr. P. Anurag Pooja</i> <i>P. M.</i> Name and Signature of the Staff	<i>K. A. VISHAKA</i> Name and Signature	Name and Signature

Hindustan  
College

Course Code	21MSPABD	Course Title						Batch	2021-2022 and Onwards
		FARM POWER AND MACHINERY MANAGEMENT						Semester	III / IV
Hrs/Week	4	L	4	T	-	P	-	Credits	3

**Course Objectives:**

1. To equip the students with sufficient knowledge about farm power and farm mechanization.
2. To provide the students with the basic knowledge on the tractor and power tillage industry.
3. To learn about the management of farm machinery.
4. To impart knowledge on cost management in the farm power and machinery management.
5. To familiarize with the production and marketing of Agricultural Equipments.

**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 various sources of farm power and farm mechanization.	K1, K2, K3 and K4
CO2	Gain and demonstrate appreciable knowledge on the tractor and power tillage industry.	K1, K2 and K3
CO3	Gain and highlight appreciable knowledge on the management of farm machinery.	K1, K2 and K3
CO4	Understand and analyze the cost management practices in the farm power and machinery management.	K1, K2, K3 and K4
CO5	Gain and implement Practical knowledge on specialized agricultural equipments.	K1, K2, K3 and K4

Code No	Course	Semester No
21MSPABD	FARM POWER AND MACHINERY MANAGEMENT	III and IV
Unit No	Topics	Hours
I	Various sources of farm power, their availability and utilization; Importance and present status, level and the scope of farm mechanization.	10
II	Tractor and power tillage industry – model, make, capacity, production, present status and future prospects; concept of zero tillage.	10
III	Farm machinery selection for different size of farm size and for different agro climatic conditions; scheduling of farm operations for higher efficiencies, indices of machine performance.	12
IV	Cost analysis of operations using different implements, economic performance of machines, optimization of tractor implements system and transport of farm produce.	10
V	Agricultural equipments industry – their production, marketing and constraints; establishment of agricultural engineering enterprises (agro service centers, etc.).	10

## TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, field study, Assignment, Discussion and Activity.

### Text Books:

1. Donnell Hunt- Farm Power And Machinery Management Paperback-Medtech; 10th edition (12 November 2013)
2. D N and S Mukesh Sharma - Farm Power And Machinery Management Vol. – 1- JainBrothers; 2013th edition ,January 2013.

### Reference Books:

1. David Wilson -Farm Power and Machinery Management- Waveland Press, 01-Oct-2015.
2. Sharma D N-Farm Power and Machinery Management (Principles and Practice )-Publisher: Jain Brothers,ISBN: 9788183601887, 818360188X
3. Er.Sanjay Kumar - Farm Power and Machinery- Publisher: Kalyani PublishersEdition: 2018. ISBN: 9789327287257, 9327287258

### Web Resources:

1. <https://agrimoon.com/wp-content/uploads/Farm-Power-and-Machinery-Management.pdf>
2. [http://saiaexam.nta.ac.in/cgi-bin/content/view.php?data=farm\\_power\\_and\\_machinery\\_management\\_downloadandfiletype=pdf&id=29bbdde7cebd4c550019baa2328ff11b](http://saiaexam.nta.ac.in/cgi-bin/content/view.php?data=farm_power_and_machinery_management_downloadandfiletype=pdf&id=29bbdde7cebd4c550019baa2328ff11b)
3. <http://www.thejainbrothers.com/product/farm-power-machinery-management/>
4. <https://agriculturistmusa.com/sources-of-farm-power/>

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
<i>D. P. Anand Prabhu</i> <i>P. M.</i> Name and Signature of the Staff	<i>D. B. SUDHAKAR</i> <i>P. M.</i> Name and Signature	  Name and Signature

Current  
Hindustan  
Committee

<b>Course Code</b>	<b>21MSPABE</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>FEED BUSINESS MANAGEMENT</b>						<b>Semester</b>	<b>III / IV</b>
<b>Hrs/Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits</b>	<b>3</b>

**Course Objectives:**

1. To learn about feed industry in India and world.
2. To know about the Nutrients requirements of livestock and poultry.
3. To understand the processing of feeds.
4. To enable students to learn about the mineral mixture and its importance.
5. To understand the various Distribution channels relating to sale of food stuff.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Understand and analyze the feed industry worldwide.	K1, K2, K3 and K4
CO2	Demonstrate and point out a basic understanding of livestock nutrition.	K1, K2 and K3
CO3	Comprehend and translate the basic knowledge on processing of feeds.	K1, K2 and K3
CO4	Visualize and Justify the importance of mineral mixture.	K1, K2 and K3
CO5	Understand and analyze the food stuff in livestock management and its marketing implications.	K1, K2, K3 and K4

<b>Code No</b>	<b>Course</b>	<b>Semester No</b>
<b>21MSPABE</b>	<b>FEED BUSINESS MANAGEMENT</b>	<b>III / IV</b>
<b>Unit No</b>	<b>Topics</b>	<b>Hours</b>
<b>I</b>	Present status of feed resources; gap between demand and availability of nutrients; status of feed industry in India and world, constraints in the development of Indian feed industry.	<b>11</b>
<b>II</b>	Nutrients requirements of livestock and poultry; feed stuff and their origin; scientific storage of feeds and feed ingredients; protection of protein and fat.	<b>11</b>
<b>III</b>	Processing of feeds, layout and design of feed plants, feed plant management; feed preparation for fish and pet animals, specialty feeds.	<b>10</b>
<b>IV</b>	Importance and preparation of mineral mixture; feed additives and supplements, feed mixing, principles of mixing and compounding of feeds; improving the feeding value of poor quality roughages.	<b>10</b>
<b>V</b>	Distribution channels, regulations relating to manufacture and sale of feed stuffs.	<b>10</b>

**TEACHING METHODS-**

Lecturing, PowerPoint Projection through LCD, field study, Assignment, Discussion and Activity.

**Text Book:**

1. Stephen Goddard - Feed Management in Intensive Aquaculture- 23 August 2014, Springer; Softcover reprint of the original 1st ed. 1996 edition (23 August 2014)

**Reference Books:**

1. Robert Blair - A Practical Guide to the Feeding of Organic Farm Animals: Pigs, Poultry, Cattle, Sheep and Goats
2. Handbook of Poultry Science and Technology: Volume 2.
3. Board Eiri - Hand Book of Poultry Farming and Feed Formulations- Publisher: Engineers India Research Institute- ISBN: 9788186732830, 9788186732830.

**Web Resources:**

1. [https://blog.feedspot.com/business\\_rss\\_feeds/](https://blog.feedspot.com/business_rss_feeds/)
2. <https://www.featuredcustomers.com/software/product-feed-management>
3. <https://www.productsup.com/blog/evaluate-feed-management-software/>
4. <https://www.wakeupdata.com/en-us/product-feed-management>

**Mapping with Program Outcomes**

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
<i>Dr. P. Anuradha</i> <i>P. N.</i> Name and Signature of the Staff	<i>Dr. B. SUDHAKAR</i> <i>[Signature]</i> Name and Signature	<i>[Signature]</i> Name and Signature

Co-ordinator  
Curriculum Development Cell  
Industhan College  
Bangalore-561 028.



<b>Course Code:</b>	<b>21MSPABF</b>	<b>Course Title</b>						<b>Batch:</b>	<b>2021-2022 and Onwards</b>
		<b>POULTRY AND HATCHERY MANAGEMENT</b>						<b>Semester:</b>	<b>III / IV</b>
<b>Hrs/Week:</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credits:</b>	<b>3</b>

**Course Objectives:**

1. To understand the role of management in poultry industry.
2. To provide the basics in establishing a poultry and hatchery unit.
3. To provide the basics on the process of incubation and hatching in poultry.
4. To provide the basics on franchise hatcheries and management of them.
5. To provide the basics of HR and marketing skills needed in poultry and hatcheries.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Gain and Organize appreciable knowledge on the management of poultry industry.	K1, K2 and K3
CO2	Narrate and Analyze the basics in establishing a poultry and hatchery unit.	K1, K2, K3 and K4
CO3	Comprehend and Develop the process of incubation and hatching in poultry.	K1, K2, K3 and K4
CO4	Visualize and Select the basics on franchise hatcheries and management of them.	K1, K2 and K3
CO5	Comprehend and Develop the HR and marketing skills needed in poultry and hatcheries.	K1, K2, K3 and K4

<b>Code No</b>	<b>Course</b>	<b>Semester No</b>
<b>21MSPABF</b>	<b>POULTRY AND HATCHERY MANAGEMENT</b>	<b>III / IV</b>
<b>Unit No</b>	<b>Topics</b>	<b>Hours</b>
<b>I</b>	Poultry and hatchery industry; role of management in poultry industry.	<b>9</b>
<b>II</b>	Planning and establishing a poultry and hatchery unit- location, size and construction; farm and hatchery equipments and physical facilities; organizing and managing a poultry farm and hatchery.	<b>12</b>
<b>III</b>	Incubation and hatching; production of quality chicks and eggs; factors affecting hatchability; bio-security and hatchery sanitation; handling of hatching eggs; maintaining chick quality-chick grading, sexing, packing, dispatch , transportation and chick delivery.	<b>11</b>
<b>IV</b>	Franchise hatcheries; custom hatching; brooding; growing and laying management; crisis management; industrial breeding, feeding, housing and disease management; waste management; Record management; cost accounting and budgetary control.	<b>10</b>
<b>V</b>	Risks and insurance; personal management- labour relations including wages and salaries, job evaluation and employee appraisal; marketing management-direct sale and sale through franchisees/ agents, advertisement, sale and after sale services, other innovative sales strategies.	<b>10</b>

## TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, field study, Assignment, Discussion and Activity.

### Text Book:

1. D. Kumar (Author), A. Roy (Author), Anjoo Yumnam (Author) - Poultry Production and Hatchery Management-Satish Serial Publishing House -January 2019-ISBN-13 : 978-9388020312

### Reference Books:

1. M.T. Bandy, S. Adil -Poultry Production and Hatchery Management ,2019
2. Jadhav, N V Practical Manual for Commercial Poultry Production and Hatchery Management,Daya Publishing House,2014.
3. Dr. M. Murugan-Textbook on Commercial Poultry Production and Hatchery, Publisher: Indian Council of Agricultural Research Management, Edition: 1, 2019.

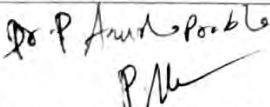
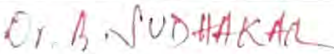
### Web Resources:

1. <http://lms.tamuv.ac.in/mod/resource/index.php?id=44>
2. <http://www.fao.org/3/i3531e/i3531e.pdf>
3. <http://dahd.nic.in/sites/default/files/Excerpts%20of%20Poultry%20Farmn%20Manual-ilovepdf-compressed.pdf>
4. [http://www.agritech.tnau.ac.in/expert\\_system/poultry/Poultry%20Farm%20Equipments.html](http://www.agritech.tnau.ac.in/expert_system/poultry/Poultry%20Farm%20Equipments.html)

### Mapping with Program Outcomes

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

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
 Name and Signature of the Staff	 Name and Signature	 Name and Signature

Co-ordinator

Cell

<b>Course Code</b>	<b>21MSPABG</b>	<b>Course Title</b>						<b>Batch</b>	<b>2021-2022 and Onwards</b>
		<b>FOOD TECHNOLOGY AND PROCESSING MANAGEMENT</b>						<b>Semester</b>	<b>III / IV</b>
<b>Hrs/Week</b>	<b>4</b>	<b>L</b>	<b>4</b>	<b>T</b>	<b>-</b>	<b>P</b>	<b>-</b>	<b>Credit</b>	<b>3</b>

**Course Objectives:**

1. To enable students to understand the status of food industry in India.
2. To enable students to understand the basics on food processing and food preservation.
3. To enable students to understand the process of analyzing the cost and management of quality in a food organisation.
4. To enable students understand the formulation of projects in various food industries.
5. To learn on the performance parameters for food processing.

**Course Outcome:**

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

<b>CO No.</b>	<b>COURSE OUTCOME</b>	<b>KNOWLEDGE LEVEL</b>
CO1	Gain and sketch the development of food industry in India.	K1, K2 and K3
CO2	Visualize and Survey the basics on food processing and food preservation.	K1, K2 and K3
CO3	Identify and Analyze the cost and management of quality in a food Organisation.	K1, K2, K3 and K4
CO4	Examine and Analyze the formulation of projects in various food industries.	K1, K2, K3 and K4
CO5	Visualize and analyze the various performance parameters for food processing.	K1, K2, K3 and K4

<b>Code No</b>	<b>Course</b>	<b>Semester No</b>
<b>21MSPABG</b>	<b>FOOD TECHNOLOGY AND PROCESSING MANAGEMENT</b>	<b>III / IV</b>
<b>Unit No</b>	<b>Topics</b>	<b>Hours</b>
<b>I</b>	Present status of food industry in India; Organization in food industry; Introduction to operations of food industry; Deteriorative factors and hazards during processing, storage, handling and distribution.	<b>11</b>
<b>II</b>	Basic principles of food processing and food preservation by manipulation of parameters and factors and application of energy, radiations, chemicals and biotechnological agents; Packaging of foods.	<b>10</b>
<b>III</b>	Analysis of costs in food organization; Risk management; Laws and regulations related to food industry and food production and marketing; Quality management – quality standards, PFA, ISO, etc.	<b>9</b>
<b>IV</b>	Case studies on project formulation in various types of food industries – milk and dairy products, cereal milling, oil-seed and pulse milling, sugarcane milling, honey production, baking, confectionery, oil and fat processing, fruits and vegetable storage and handling, processing of fruits and vegetables, egg, poultry, fish and meat handling and processing, etc.	<b>12</b>

V	Performance Parameters for Food Processing – hygiene, energy efficiency, minimization of waste, labour- Overview of the types of food processing industries	10
---	---	----

### TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, field study, Assignment, Discussion and Activity.

### Text Book:

1. Lisa Jordan - Food Industry: Food Processing and Management-Publisher : Callisto Reference: Illustrated edition-March 2015.

### Reference Books:

1. P J Fellows- Food Processing Technology: Principles and Practice-Woodhead Publishing-4th Edition-October 2016.
2. Acharya SS and Aggarwal NL. Agricultural Marketing in India. Oxford and IBH- 2004.
3. Y. H. Hui, E. Özgül Evranuz-Handbook of Vegetable Preservation and Processing – 2016.

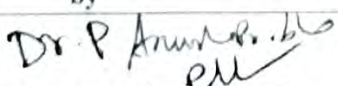
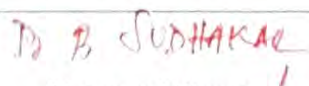
### Web Reference:

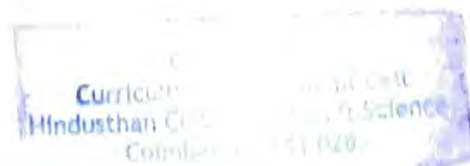
1. <https://www.longdom.org/food-processing-technology.html>
2. <https://www.myfoodresearch.com/>
3. <https://ift.onlinelibrary.wiley.com/journal/13652621>
4. <https://www.ift.org/news-and-publications/food-technology-magazine>

### 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		S
CO4	S	S	M		S
CO5	S	S	M		S

S- Strong M- Medium L- Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
 Name and Signature of the Staff	 Name and Signature	 Name and Signature



Course Code	21MSPABH	Course Title						Batch	2021-2022 and Onwards
		FRUIT PRODUCTION AND POST HARVEST MANAGEMENT						Semester	III / IV
Hrs/Week	4	L	4	T	-	P	-	Credits	3

**Course Objectives:**

1. To enable students to understand the horticulture industries in India and the world.
2. To impart students with the basic knowledge on management of horticulture crops.
3. To make students familiar with different aspects of post- harvest horticulture.
4. To understand functional foods and development of fruit based drinks.
5. To identify problems in marketing and to learn about quality standards for trade.

**Course Outcome:**

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

CO No.	COURSE OUTCOME	KNOWLEDGE LEVEL
CO1	Gain and Infer appreciable knowledge on the horticulture industries.	K1, K2 and K3
CO2	State and Analyze the various types of horticulture crops.	K1, K2, K3 and K4
CO3	Acquire knowledge on post-harvest management tools and implement techniques in horticulture industry.	K1, K2 and K3
CO4	Able to identify and analyze different functional fruits and the development of drinks from them.	K1, K2, K3 and K4
CO5	Gain knowledge on marketing and Develop quality standards for trade.	K1, K2 and K3

Code No	Course	Semester No
21MSPABH	FRUIT PRODUCTION AND POST HARVEST MANAGEMENT	III / IV
Unit No	Topics	Hours
I	World production and horticulture in India; present status of fruit industry in India and emerging scenario.	9
II	Management of horticultural crops – establishing an orchard, basic cultural practices, regulation of flowering, fruiting and thinning, protection against insect pest, weeds: pre and post-harvest management for quality and shelf life.	12
III	Post-harvest management in horticulture- procurement management, important factors for marketing, standardization and quality control, packaging.	10
IV	Post-harvest management in horticulture- development of fruit-based carbonated drinks, development of dehydrated products from some important fruits, storage of pulp in pouches, essential oils from fruit waste, dehydrated fruits. Market structure and export potential of fruits.	12
V	Problems in marketing of fruits, and government policy; quality standards for domestic and international trade.	9

## TEACHING METHODS

Lecturing, PowerPoint Projection through LCD, field study, Assignment, Discussion and Activity.

## Text Book:

1. N S Rathore - Post-Harvest Management and Processing of Fruits and Vegetables Paperback-January 2012- Publisher : The Energy And Resources Institute.

## Reference Books:

1. Srivastava - Fruit and Vegetable Preservation Principles and Practices Revised and Enlarged -Publisher : CBS; 3rd edition- 2019.
2. Harcharan Dass , Ak Yadav -Advances In Organic Production Of Fruit Crops -Publisher : Westville- January 2017.

## Web Resources:

- 1 <http://www.fao.org/3/au186e/au186e.pdf>
- 2 <https://www.tandfonline.com/doi/full/10.1080/23311932.2017.1312052>
- 3 <https://www.wnc.edu/files/departments/ce/sci/postharvesthandling.pdf>
- 4 [https://onlinecourses.swayam2.ac.in/cec20\\_ag02/preview](https://onlinecourses.swayam2.ac.in/cec20_ag02/preview)

## Mapping with Program Outcomes

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

S- Strong M- Medium L-Low

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
<i>Dr. P. Anurag</i> <i>P. Anurag</i>	<i>M. S. SUDHAKAR</i>	
Name and Signature of the Staff	Name and Signature	Name and Signature