



M.I.E.T. ENGINEERING COLLEGE (Autonomous)

Curriculum & Syllabus (Regulations 2024)



Master of Business Administration



M.I.E.T. ENGINEERING COLLEGE

(AUTONOMOUS)

(Approved by AICTE, New Delhi and Affiliated to Anna University, Chennai)

Accredited by NBA (CIVIL, CSE, ECE, EEE & MECH)

Accredited with 'A+' grade by NAAC

(An ISO 9001:2015 Certified Institution)

(Recognized by UGC under section 2(f) & 12(B) of UGC Act, 1956)

TRICHY - PUDUKKOTTAI MAIN ROAD, TRICHY - 620 007



DEPARTMENT OF MANAGEMENT STUDIES



CURRICULUM AND SYLLABUS

MASTER OF BUSINESS ADMINISTRATION (Regulations 2024)

Vision

To be a centre for transformation and motivation for the students to learn the modern business skills to serve our society.

Mission

- ❖ Be a center of excellence in management education and recent technologies in accordance with industrial trends.
- ❖ Develop industry ready and effective managers by imparting insightful knowledge and necessary skills.
- ❖ Promote self-employment through entrepreneurship.

Program Outcomes (POs)

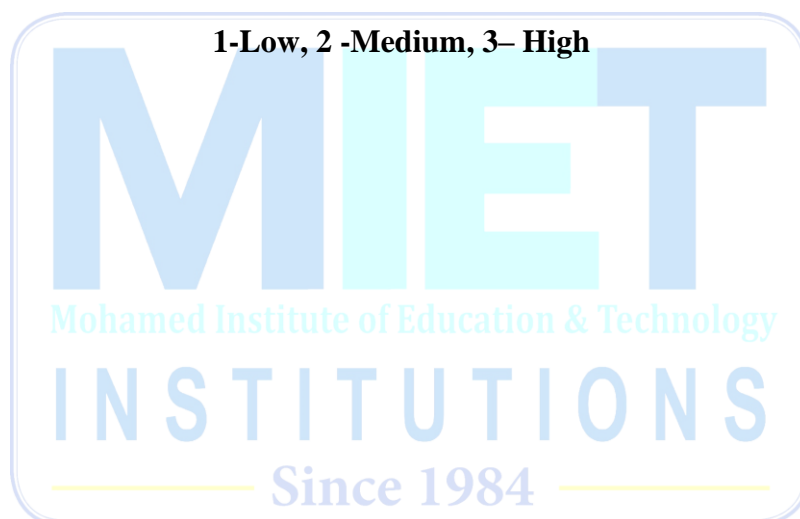
1. Apply knowledge of management theories and practices to solve business problems.
2. Foster analytical and critical thinking abilities for data - based decision making.
3. Ability to develop Value based Leadership ability.
4. Ability to understand, analyze and communicate Global, Economic, Legal and Ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Program Educational Objectives (PEOs)

1. Understand and apply management concepts and techniques to resolve the business issues.
2. Encourage analytical and critical thinking skills for decision-making based on existing scientific and statistical data.
3. Capacity to cultivate a value-based leadership.
4. Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.
5. Ability to take the initiative and mentoring others to attain corporate goals to promote entrepreneurship.

PO-PEO Mapping

Program Educational Objectives	Program Outcomes				
	PO1	PO2	PO3	PO4	PO5
PEO1	3	3	3	3	3
PEO2	2	3	3	3	2
PEO3	3	3	3	2	3
PEO4	2	2	2	3	2
PEO5	2	3	3	2	3



**CHOICE BASED CREDIT SYSTEM
I TO IV SEMESTERS CURRICULUM AND SYLLABUS
SEMESTER I**

S. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS PER WEEK	CREDITS
				L	T	P		
THEORY								
1.	24BA1101	Statistics Tool for Management	PCC	4	0	0	4	4
2.	24BA1102	Essentials of Organizational Behavior	PCC	4	0	0	4	4
3.	24BA1103	Economics for Managers	PCC	4	0	0	4	4
4.	24BA1104	Accounting Business Decision	PCC	4	0	0	4	4
5.	24BA1105	Business Law	PCC	4	0	0	4	4
6.	24BA1106	Information Management	PCC	4	0	0	4	4
7.	-	Non-Functional Elective	NEC	3	0	0	3	3
PRACTICAL								
8.	24BA1201	Indian Ethos	EEC	0	0	4	4	2
9.	24BA1202	Career Skill Development	EEC	0	0	4	4	2
							TOTAL	31

SEMESTER II

S. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS PER WEEK	CREDITS
				L	T	P		
THEORY								
1.	24BA2101	Operations Research in Management	PCC	4	0	0	4	4
2.	24BA2102	Financial Management	PCC	4	0	0	4	4
3.	24BA2103	Human Resource Management	PCC	4	0	0	4	4
4.	24BA2104	Operations Management	PCC	4	0	0	4	4
5.	24BA2105	Research Design	PCC	4	0	0	4	4
6.	24BA2106	Business Analytics	PCC	4	0	0	4	4
7.	24BA2107	Modern Marketing	PCC	4	0	0	4	4
PRACTICAL								
8.	24BA2201	Business Ethics	EEC	0	0	4	4	2
9.	24BA2202	Data analysis and Business Modeling	PCC	0	0	4	4	2
							TOTAL	32

SEMESTER III

S. NO.	COURSE CODE	COURSE TITLE	CATE GORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS PER WEEK	CREDITS
				L	T	P		
THEORY								
1.	24BA3101	Strategic Management	PCC	4	0	0	4	4
2.	24BA3102	International Business	PCC	4	0	0	4	4
3.	-	Professional Elective I	PEC	3	0	0	3	3
4.	-	Professional Elective II	PEC	3	0	0	3	3
5.	-	Professional Elective III	PEC	3	0	0	3	3
6.	-	Professional Elective IV	PEC	3	0	0	3	3
7.	-	Professional Elective V	PEC	3	0	0	3	3
8.	-	Professional Elective VI	PEC	3	0	0	3	3
PRACTICAL								
9.	24BA3201	Creativity and Innovation Laboratory	EEC	0	0	4	4	2
10.	24BA3202	Summer Internship	EEC	0	0	4	4	2
							TOTAL	30

SEMESTER IV

S. NO.	COURSE CODE	COURSE TITLE	CATE GORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS PER WEEK	CREDITS
				L	T	P		
PRACTICAL								
1.	24BA4501	Project Work	EEC	0	0	24	24	12
							TOTAL	12

TOTAL CREDITS TO BE EARNED FOR THE AWARD OF THE DEGREE = 105

Note: The syllabus of III & IV semester courses will be updated after its approval.

PROFESSIONAL CORE COURSES (PCC)

S. NO.	COURSE CODE	COURSE TITLE	CATE GORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS PER WEEK	CREDITS
				L	T	P		
THEORY								
1.	24BA1101	Statistics Tool for Management	PCC	4	0	0	4	4
2.	24BA1102	Essentials of Organizational Behavior	PCC	4	0	0	4	4
3.	24BA1103	Economics for Managers	PCC	4	0	0	4	4
4.	24BA1104	Accounting Business Decision	PCC	4	0	0	4	4
5.	24BA1105	Business Law	PCC	4	0	0	4	4
6.	24BA1106	Information Management	PCC	4	0	0	4	4
7.	24BA2101	Operations Research in Management	PCC	4	0	0	4	4
8.	24BA2102	Financial Management	PCC	4	0	0	4	4
9.	24BA2103	Human Resource Management	PCC	4	0	0	4	4
10.	24BA2104	Operations Management	PCC	4	0	0	4	4
11.	24BA2105	Research Design	PCC	4	0	0	4	4
12.	24BA2106	Business Analytics	PCC	4	0	0	4	4
13.	24BA2107	Modern Marketing	PCC	4	0	0	4	4
14.	24BA3101	Strategic Management	PCC	4	0	0	4	4
15.	24BA3102	International Business	PCC	4	0	0	4	4
PRACTICAL								
1.	24BA2202	Data analysis and Business Modeling	PCC	0	0	4	4	2

EMPLOYABILITY ENHANCEMENT COURSES (EEC)

S. NO.	COURSE CODE	COURSE TITLE	CATE GORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS PER WEEK	CREDITS
				L	T	P		
1.	24BA1201	Indian Ethos	EEC	0	0	4	4	2
2.	24BA1202	Career Skill Development	EEC	0	0	4	4	2
3.	24BA2201	Business ethics	EEC	0	0	4	4	2
4.	24BA3201	Creativity and Innovation Laboratory	EEC	0	0	4	4	2
5.	24BA3202	Summer Internship	EEC	0	0	4	4	2
6.	24BA4501	Project Work	EEC	0	0	24	24	12

PROFESSIONAL ELECTIVES COURSES (PEC)

1. Students can take three elective subjects from **two functional** specializations
Or
2. Students can take six elective subjects from any **one sectoral** specialization

S. NO.	COURSE CODE	COURSE TITLE	CATE GORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS PER WEEK	CREDITS
				L	T	P		
NON - FUNCTIONAL ELECTIVE COURSES (NEC)								
1.	24BA1401	Entrepreneurship Development	NEC	3	0	0	3	3
2.	24BA1402	Event Management	NEC	3	0	0	3	3
FUNCTIONAL SPECIALISATIONS								
Financial Management								
1.	24BA3301	Security Analysis and Portfolio Management	PEC	3	0	0	3	3
2.	24BA3302	Financial Markets	PEC	3	0	0	3	3
3.	24BA3303	Banking and Financial Services	PEC	3	0	0	3	3
4.	24BA3304	Financial Derivatives	PEC	3	0	0	3	3
5.	24BA3305	Financial Modeling	PEC	3	0	0	3	3
6.	24BA3306	International Finance	PEC	3	0	0	3	3
7.	24BA3307	Behavioral Finance	PEC	3	0	0	3	3

Marketing Management								
1.	24BA3308	Retail Marketing	PEC	3	0	0	3	3
2.	24BA3309	Consumer Behavior	PEC	3	0	0	3	3
3.	24BA3310	Integrated Marketing Communication	PEC	3	0	0	3	3
4.	24BA3311	Services Marketing	PEC	3	0	0	3	3
5.	24BA3312	Sales and Distribution Management	PEC	3	0	0	3	3
6.	24BA3313	Product and Brand Management	PEC	3	0	0	3	3
7.	24BA3314	Digital Marketing	PEC	3	0	0	3	3
Human Resource Management								
1.	24BA3315	Strategic Human Resource Management	PEC	3	0	0	3	3
2.	24BA3316	Industrial Relations and Labour Legislations	PEC	3	0	0	3	3
3.	24BA3317	Organizational, Design, Change and Development	PEC	3	0	0	3	3
4.	24BA3318	Negotiation and Conflict Management	PEC	3	0	0	3	3
5.	24BA3319	Reward and Compensation Management	PEC	3	0	0	3	3
6.	24BA3320	International Human Resource Management	PEC	3	0	0	3	3
Operations Management								
1.	24BA3321	Supply Chain Management	PEC	3	0	0	3	3
2.	24BA3322	Quality Management	PEC	3	0	0	3	3
3.	24BA3323	Materials Management	PEC	3	0	0	3	3
4.	24BA3324	Services Operations Management	PEC	3	0	0	3	3
5.	24BA3325	Supply Chain Analytics	PEC	3	0	0	3	3
6.	24BA3326	Project Management	PEC	3	0	0	3	3
Business Analytics								
1.	24BA3327	Data Mining for Business Intelligence	PEC	3	0	0	3	3
2.	24BA3328	Deep Learning and Artificial Intelligence	PEC	3	0	0	3	3
3.	24BA3329	Social Media and Web Analytics	PEC	3	0	0	3	3
4.	24BA3330	E-Business Management	PEC	3	0	0	3	3
5.	24BA3331	Enterprise Resource Planning	PEC	3	0	0	3	3

SECTORAL SPECIALIZATIONS

S. NO.	COURSE CODE	COURSE TITLE	CATE GORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS PER WEEK	CREDITS
				L	T	P		
Logistics and Supply Chain Management								
1.	24BA3332	Supply Chain Concepts and Planning	PEC	3	3	0	0	3
2.	24BA3333	Sourcing and Supply Management	PEC	3	3	0	0	3
3.	24BA3334	Supply Chain Inventory Management	PEC	3	3	0	0	3
4.	24BA3335	Supply Chain Information System	PEC	3	3	0	0	3
5.	24BA3336	Ware house Management	PEC	3	3	0	0	3
6.	24BA3337	Transportation and Distribution Management	PEC	3	3	0	0	3
7.	24BA3338	Reverse and Contract Logistics	PEC	3	3	0	0	3
8.	24BA3339	Air Cargo Management	PEC	3	3	0	0	3
9.	24BA3340	Containerization and Allied Business	PEC	3	3	0	0	3
10.	24BA3341	Exim Management	PEC	3	3	0	0	3
11.	24BA3342	Fundamentals of Shipping	PEC	3	3	0	0	3
12.	24BA3343	Port and Terminal Management	PEC	3	3	0	0	3
Infrastructure and Real Estate Management								
1.	24BA3344	Infrastructure Planning Scheduling and Control	PEC	3	3	0	0	3
2.	24BA3345	Contracts and Arbitration	PEC	3	3	0	0	3
3.	24BA3346	Project Management for Infrastructure	PEC	3	3	0	0	3
4.	24BA3347	Management of Human Resources, Safety and Quality	PEC	3	3	0	0	3
5.	24BA3348	Disaster Mitigation and Management	PEC	3	3	0	0	3
6.	24BA3349	Economics and Financial Management in Construction	PEC	3	3	0	0	3
7.	24BA3350	Urban Environmental Management	PEC	3	3	0	0	3
8.	24BA3351	Smart Materials, Techniques and Equipments for Infrastructure	PEC	3	3	0	0	3

9.	24BA3352	Strategic Airport Infrastructure Management	PEC	3	3	0	0	3
10.	24BA3353	Real Estate Marketing and Management	PEC	3	3	0	0	3
11.	24BA3354	Infrastructure and Real Estate Entrepreneurship	PEC	3	3	0	0	3
12.	24BA3355	Valuation of Real Estate and Infrastructure Assets	PEC	3	3	0	0	3
Tourism Management								
1.	24BA3356	Tourism Principles and Practices	PEC	3	3	0	0	3
2.	24BA3357	Travel Management	PEC	3	3	0	0	3
3.	24BA3358	International Tourism	PEC	3	3	0	0	3
4.	24BA3359	Tourism Geography	PEC	3	3	0	0	3
5.	24BA3360	Culture and Heritage	PEC	3	3	0	0	3
6.	24BA3361	Tourism Products in India	PEC	3	3	0	0	3
7.	24BA3362	Accommodation and House Keeping Management	PEC	3	3	0	0	3
8.	24BA3363	Travel Media and Public Relations	PEC	3	3	0	0	3
9.	24BA3364	Destination Planning and Management	PEC	3	3	0	0	3
10.	24BA3365	Tour Operations	PEC	3	3	0	0	3
11.	24BA3366	Leisure and Recreation Management	PEC	3	3	0	0	3
12.	24BA3367	Medical Tourism	PEC	3	3	0	0	3

COURSE OBJECTIVES

- To introduce the concepts of basic statistical techniques.
- To acquaint the knowledge of hypothesis testing, using tools such as Z test, F test, ANOVA, chi-square tests and non-parametric tests.
- To introduce the concepts solving regression & correlation problems.

UNIT I INTRODUCTION**12**

Measures of central tendency – Mean – Median – Mode – Measures of Dispersion– Range – Quartile Deviation – Mean Deviation – Standard Deviation and Co-efficient of Variation – Skewness – Bowley’s Co-efficient – Kelley’s Co-efficient.

UNIT II SAMPLING DISTRIBUTION AND ESTIMATION**12**

Introduction to sampling distributions – Sampling distribution of mean and proportion – Sampling techniques – Estimation: Point and Interval estimates for population parameters of large sample and small samples.

UNIT III TESTING OF HYPOTHESIS – PARAMETRIC TESTS**12**

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

UNIT IV NON-PARAMETRIC TESTS**12**

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

UNIT V CORRELATION AND REGRESSION**12**

Correlation – Coefficient of Determination – Rank Correlation – Regression – Estimation of Regression line – Standard Error of estimate.

TOTAL: 60 PERIODS**COURSE OUTCOMES**

On successful completion of this course, the student will be able to

CO1:Facilitate objective solutions in business problems.

CO2:Understand and solve business problems.

CO3:Apply statistical techniques to data sets, and correctly interpret the results.

CO4:Develop skill-set that is demand in both the research and business.

CO5:Apply the statistical techniques in a work setting.

TEXT BOOKS

1. Richard I. Levin, David S. Rubin, Masood H. Siddiqui, Sanjay Rastogi, Statistics for Management, Pearson Education, 8th Edition, 2017.
2. G C Beri, "Business Statistics", Tata Mc Graw Hill Publishing Company Ltd., 3rd Edition, 2017.
3. Gupta S.P., "Statistical Method", Sultan Chand & Sons, New Delhi, 46th Edition, 2019.

REFERENCE BOOKS

1. Prem. S. Mann, Introductory Statistics, Wiley Publications, 9th Edition, 2015.
2. T N Srivastava and Shailaja Rego, Statistics for Management, Tata McGraw Hill, 3rd Edition 2017.
3. David R. Anderson, Dennis J. Sweeney, Thomas A. Williams, Jeffrey D. Camm, James J. Cochran, Statistics for business and economics, 13th Edition, Thomson (South – Western) Asia, Singapore, 2016.
4. N. D. Vohra, Business Statistics, Tata McGraw Hill, 2017.
5. Johnson, R.A., Miller, I and Freund J., "Miller and Freund's Probability and Statistics for Engineers", Pearson Education, Asia, 8th Edition, 2015.

Mapping of COs and POs

COs	POs				
	PO1	PO2	PO3	PO4	PO5
CO1	3	3	1	2	2
CO2	3	3	2	2	2
CO3	2	3	2	2	2
CO4	3	3	3	2	3
CO5	3	3	3	2	2
AVG	2.80	3.00	2.20	2.00	2.20

1 - Low, 2 - Medium, 3 - High, '-' No correlation

24BA1102

ESSENTIALS OF ORGANIZATIONAL BEHAVIOR

L T P C

4 0 0 4

COURSE OBJECTIVES

- To familiarize the basic concepts of management and to understand the organization functions.
- To get the knowledge about the Organizational and individual behavior at work place.
- To analyze the various management approaches.

UNIT I NATURE AND THEORIES OF MANAGEMENT 12

Management Concept - Management Approaches - Management Theories - Managerial Functions and Roles- Recent Trends in Management.

UNIT II MANAGEMENT FUNCTIONS 12

Planning– Organizing – Staffing – Decision Making–Controlling - Organizational Structure and Design - Impact of Technology on organizational design - Mechanistic (vs) Adoption structures.

UNIT III ORGANIZATIONAL BEHAVIOUR 12

Concept of Organizational Behaviour- Intra Behaviour, Inter Behaviour, Group Behaviour- Attitudes and Beliefs- Emotions- Perception and Learning- Motivation and Job Performance.

UNIT IV GROUP DYNAMICS 12

Groups and Teams - Group Dynamics - Power and Politics - Organizational Climates and Culture - Stress Management.

UNIT V COMPARATIVE MANAGEMENT 12

Comparative Management Theories, Styles and Approaches - Japanese Management Practices-Best Management Practices and Diversity in Global - Cross Cultural Organizational Behaviour.

TOTAL: 60 PERIODS

COURSE OUTCOMES

On successful completion of this course, the student will be able to

- CO1:Understand the conceptual knowledge of fundamental principles in management.
- CO2:Analyze the management functions of organization.
- CO3:Identify the organizational and group behavior.
- CO4:Develop and manage the group behavior in organization.
- CO5:Understand the comparative approaches of management.

TEXT BOOKS

1. S S Khanka Organizational Behaviour,S.Chand & Co Publications, 2020.
2. Nahar Amandeep, Rao PCK, Nigah Rajesh Kumar, Sultan Chand & Sons Publications,2021.
3. Dr. Neeru Vasishth, Organisational Behaviour, Taxmann Publications Pvt Ltd, 2012 Edition.

REFERENCE BOOKS

1. Koontz – Essentials of Management – MC Graw Hill 11e, 2020.
2. Stephen P. Robbins, Timothy A. Judge, Essentials of Organisational Behaviour, Pearson(2019)
3. Robbins,S.P. (2002) Organisational Behaviour: Concepts, Controversies, Applications,Prentice Hall.
4. Stephen P. Robbins, Timothy A. Judge, Organisational Behavior-Person 18e, 2022.
5. Don Hellriegel, Susan E. Jackson and John W, Jr Slocum, Management: A competency-Based Approach, Thompson South Western,11th edition, 2008.

Mapping of COs and POs

COs	POs				
	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	2	3	2	2	3
CO3	2	2	3	2	3
CO4	3	2	3	3	3
CO5	3	3	3	3	3
AVG	2.60	2.60	2.80	2.60	3.00

1 - Low, 2 - Medium, 3 - High, '-' No correlation

24BA1103

ECONOMICS FOR MANAGERS

L T P C

4 0 0 4

COURSE OBJECTIVES

- To give an exposure to managerial economics at enterprise level.
- To learn the mechanism of demand and supply and its elasticity.
- To understand the costing and pricing with respect to market structures.

UNIT I INTRODUCTION

12

Nature and scope of managerial economics- Role of Managerial Economics in decision making - Firm and its objectives- Theories of firm- The themes of economics – scarcity and efficiency – three fundamental economic problems – Productive efficiency Vs economic efficiency – economic growth & stability – Micro economics, Macroeconomics and Migration economics.

UNIT II CONSUMER AND PRODUCER BEHAVIOUR

12

Demand and Supply – Determinants – Market equilibrium – elasticity of demand and supply – consumer behaviour – consumer equilibrium – Approaches to consumer behaviour – Factors of Production – Short-run and long-run - Production Function – Returns to scale - Cost concept– Classification of costs–Analysis of cost –cost function – Relation between Production and cost function- Break even analysis.

UNIT III PRODUCT AND FACTOR MARKET **12**

Product market – perfect and imperfect market – different market structures – determination of factor price - Firm’s equilibrium and supply – Market efficiency – Economic costs of imperfect competition – Branding- Game theory– factor market –Interaction of product and factor market.

UNIT IV PERFORMANCE OF AN ECONOMY **12**

Macro-economic aggregates – circular flow of macro-economic activity – National income and its determination – Aggregate demand and supply – Macroeconomic equilibrium – Components of aggregate demand– multiplier effect – Demand side management.

UNIT V AGGREGATE SUPPLY AND THE ROLE OF MONEY **12**

Inflation, Deflation and Unemployment- Recent and its factors – Okun’s law – Phillips curve - Money market-market equilibrium –monetary policy- Fiscal Policy- Business cycle.

TOTAL: 60 PERIODS

COURSE OUTCOMES

On successful completion of this course, the student will be able to

CO1:Gain the knowledge about the concepts of economic.

CO2:Identify the customer and consumer behavior.

CO3:Evaluate the product market.

CO4:Understand the basics of macroeconomics.

CO5:Analyze the monetary policy and fiscal policy.

TEXT BOOKS

1. P.Saravanavel, G.Kavitha, “Economics Analyses for Business”, Himalaya Publishing House, 1st Edition, 2017.
2. Managerial Economics Third Edition, Maheshwari, Yogesh L.
3. Managerial Economics ,Maheshwari K. L., Varshney R.L, Sultan Chand & Sons,2014.

REFERENCE BOOKS

1. Paul G Keat, Philip K.Y. Young, “Managerial Economics”. Pearson Education, 5th Edition,2006.
2. Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri and Anindya Sen, Economics,19th Edition, Tata McGraw Hill, New Delhi, 2011
3. Mehta P.L, “Managerial Economics, Analysis, Problems and Cases”, 13th Edition, NewDelhi, Sultan Chand & Sons. 2016.
4. H. L. Ahuja. “Managerial Economics: Analysis of Managerial Decision Making”. S. Chandand Company Ltd. 2014
5. M. Baye. “Managerial Economics and Business Strategy”. Tata McGraw-Hill Publishing,2015.

Mapping of COs and POs

COs	POs				
	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	2	2
CO3	2	2	2	3	2
CO4	2	3	3	2	2
CO5	2	2	3	3	2
AVG	2.40	2.60	2.80	2.60	2.20

1 - Low, 2 - Medium, 3 - High, '-' No correlation

24BA1104

ACCOUNTING BUSINESS DECISION

L T P C

4 0 0 4

COURSE OBJECTIVES

- Acquire the basic concept of financial accounting.
- To analyze the financial statements.
- Understand the concept of Cost accounts and Marginal Cost.

UNIT I FINANCIAL ACCOUNTING

12

Introduction to Financial, Cost and Management Accounting – Generally accepted accounting principles– Double Entry System – Preparation of Journal, Ledger and Trial Balance-Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet - Reading the financial statements-Accounting standards and accounting disclosure practices in India - Digital Accounting.

UNIT II ANALYSIS OF FINANCIAL STATEMENTS

12

Accounting ratio - Classification of ratios: Profitability, Liquidity, Financial and Turnover ratio –Comparative statements - common size statements. Cash flow (as per Accounting Standard 3)and Funds flow statement analysis – SWOT Analysis in Financial statements.

UNIT III COST ACCOUNTING

12

Cost Accounting: Meaning – Objectives – Classification of cost – Cost sheet preparation – Costing methods: Job cost sheet – Job order costing – Process costing – (excluding Interdepartmental Transfers and equivalent production) – Joint and By Product Costing– ActivityBased Costing, Target Costing.

UNIT IV MARGINAL COSTING

12

Marginal Costing and profit planning – Cost, Volume, Profit Analysis – Break Even Analysis – Decision making problems -Make or Buy decisions -Determination of sales mix - Exploring newmarkets - Add or drop products -Expand or contract.

UNIT V BUDGETING AND VARIANCE ANALYSIS

12

Budgetary Control – Sales, Production, fixed and flexible budget –overheads - Standard costing and Variance Analysis.

TOTAL: 60 PERIODS

COURSE OUTCOMES

On successful completion of this course, the student will be able to

- CO1: Understand the basic concepts related to accounts.
- CO2: Analyze the financial statement of the organization.
- CO3: Apply the concept of cost accounting to prepare financial statement.
- CO4: Evaluate the marginal cost of the product.
- CO5: Prepare a budget for production.

TEXT BOOKS

1. R. Narayanaswamy, Financial Accounting, PHI, sixth edition, 2017.
2. T.S.Reddy & A. Murthy, Financial Accounting, Margham Publications, 2014
3. S.P.Jain and P.K.Narang, Financial Accounting, Kalyan Publisher, 2017

REFERENCES

1. M.Y.Khan & P.K.Jain, Management Accounting, Tata McGraw Hill, 8th edition, 2018.
2. Jan Williams, Susan Haka, Mark S Bettner, Joseph V Carcello, Financial and Managerial Accounting - The basis for business Decisions, 18th edition, Tata McGraw Hill Publishers, 2017
3. Charles T. Horngren, Gary L.Sundem, David Burgstahler, Jeff Schatzberg, Introduction to Management Accounting, PHI Learning, 2014, 16th edition.
4. Marshal B Romney, Paul J Steinbart, Accounting Information System, Pearson, 16th Edition, 2020
5. Jerry.J. Weygandt, Paul D kimmel, Donald. E.Kieso, Financial Accounting, Wiley, 2020

Mapping of COs and POs

COs	POs				
	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	1	1
CO2	2	3	2	1	2
CO3	3	2	3	2	1
CO4	2	3	3	3	2
CO5	3	2	2	2	3
AVG	2.60	2.40	2.20	1.80	1.80

1 - Low, 2 - Medium, 3 - High, '-' No correlation

COURSE OBJECTIVES

- To familiarize the essential understanding of the legal environment in which consumers and businesses operate.
- To develop critical thinking and problem - solving techniques through legal procedures.
- To understand the awareness of various business laws, applications to practical commercial situations.

UNIT I COMMERCIAL LAW**12**

Agreement-Contract Law- Contract of Agency- Sales of Goods Act1930- Negotiable Law and Instrument Law- International Business Law- Securities Law.

UNIT II COMPANY LAW AND COMPETITION ACT**12**

Enforcement Law- Company Act 1956 and 2013- Competition Act 2002- Merger and Acquisition- Corporate Governance- Ethical Law- Social Responsibilities Act.

UNIT III INDUSTRIAL LAW**12**

An Overview of Factories Act - Payment of Wages Act - Payment of Bonus Act - Industrial Disputes Act- Environmental Law.

UNIT IV LAW OF TAXATION**12**

Corporate Tax, Laws relating to GST: Levy and collection of CGST & IGST, Basic concept of time and value of supply, Input tax credit, Computation of GST Liability, Registration, Tax Invoice, Credit & Debit Notes, Electronic Way bill, Returns, Payment of taxes including ReverseCharge.

UNIT V DIGITAL LAW**12**

Consumer Protection Act- E Commerce- Cyber crimes, Cyber law and Digital Law 2023- IT Act 2000 and 2002- Intellectual Property Act- Copyrights, Trademarks, Patent Act, Rights Information Act 2005-Legal Technology and Innovation.

TOTAL: 60 PERIODS**COURSE OUTCOMES**

On successful completion of this course, the student will be able to

- CO1:Understand the basic concepts of commercial law
- CO2:Make use of the Company and competition act.
- CO3:Apply the various act in Industry.
- CO4:Apply corporate tax & GST for products and services.
- CO5:Apply consumer protection act, cyber laws and IPR in business.

TEXT BOOKS

1. Business Law, Kapoor N.D. Sultan Chand & Sons, 2021.
2. Business Law, P. C. Tulsian, Bharat Tulsian, 4th edition, McGraw Hill Education
3. Business Law For Management, K.R. Bulchandani, Solicitor, Advocate Supreme Court, Himalaya Publishing House, 2017.

REFERENCE BOOKS

1. Daniel Albuquerque, Legal Aspects of Business, Oxford, 2nd edition. 2017
2. Maathias C. Kettenman, The Law of Global Digitality,
3. N. D. Kapoor, Elements of Mercantile Law, Sultan Chand and Company, India, 2017.
4. P. K. Goel, Business Law for Managers, Biztantatara Publishers, India, 2017.
5. Akhileshwar Pathak, Legal Aspects of Business, Tata McGraw Hill, 6th Edition 2018.

Mapping of COs and POs

COs	POs				
	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	2
CO2	3	2	2	2	3
CO3	2	3	3	2	2
CO4	2	2	2	3	2
CO5	2	2	2	3	2
AVG	2.40	2.40	2.20	2.60	2.20

1 - Low, 2 - Medium, 3 - High, '-' No correlation

24BA1106

INFORMATION MANAGEMENT

**L T P C
4 0 0 4**

COURSE OBJECTIVES

- To understand the importance of information in business.
- To know about the recent information systems and technologies.
- To know about the different methodologies of Information Management.

UNIT I INTRODUCTION

12

Data, Information, Information System, evolution, types based on functions and hierarchy, Enterprise and functional information systems.

UNIT II SYSTEM ANALYSIS AND DESIGN

12

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

UNIT III DATABASE MANAGEMENT SYSTEMS **12**

DBMS – types and evolution, Classical Approach: RDBMS, OODBMS, RODBMS, Contemporary Approach: Cloud-based databases, NoSQL databases, In-memory databases, Distributed databases, Graph databases, Data warehousing, Data Mart, Data mining.

UNIT IV INTEGRATED SYSTEMS, SECURITY AND CONTROL **12**

Knowledge based decision support systems, Integrating social media and mobile technologies in Information system, Security, IS Vulnerability, Disaster Management, Computer Crimes, Securing the Web.

UNIT V NEW IT INITIATIVES **12**

Introduction to Deep learning, Big data, Pervasive Computing, Cloud computing, Advancements in AI, IoT, Block chain, Crypto currency, Quantum computing.

TOTAL: 60 PERIODS

COURSE OUTCOMES

On successful completion of this course, the student will be able to

- CO1: Understand the concept of Information management.
- CO2: Design the information system using different methodologies.
- CO3: Manage the collected data effectively.
- CO4: Create the control system securely.
- CO5: Apply the latest technologies in information management.

TEXT BOOKS

1. Management Information Systems by Chatterjee, Indrajit, PHI learning.
2. Management Information Systems, Dr. Mohammad Salameh Al-Mahairah, Dr. K. Sureshkumar, Dr. Deepak Chahal, Book Rivers, 2022
3. Artificial Intelligence-A Modern Approach, Mr. Dillip Narayan Sahum, Dr. Adilandeswari Devarajan, Book Rivers, 2022.

REFERENCE BOOKS

1. Robert Schultheis and Mary Sumner, Management Information Systems – The Manager's View, Tata McGraw Hill, 2008.
2. Kenneth C. Laudon and Jane P Laudon, Management Information Systems – Managing the Digital Firm, 15th edition, 2018.
3. Panneerselvam. R, Database Management Systems, 3rd Edition, PHI Learning, 2018.
4. Information Storage and Management, by Pankaj Sharma.
5. Information Technology Project Management, Jack T Marchewka

Mapping of COs and POs

COs	POs				
	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	2	2
CO2	2	3	2	3	2
CO3	3	3	2	3	3
CO4	2	2	1	2	2
CO5	3	3	2	2	3
AVG	2.60	2.80	2.00	2.40	2.40

1 - Low, 2 - Medium, 3 - High, '-' No correlation

24BA1201

INDIAN ETHOS

L T P C

0 0 4 2

COURSE OBJECTIVES

- To enable the learners in understanding of the basic concepts of Indian Ethos.
- To familiarize about ethical behaviour and value systems at work.
- To develop the ethos in leadership skill.

SEMINAR

- The following is the list of topics suggested for preparation and presentation by students twice during the semester.
 - This will be evaluated by the faculty member(s) handling the course and the final marks are consolidated at the end of the semester. No end semester examination is required for this course.
- 1) Indian Ethos and Personality Development
 - 2) Work ethos and ethics for Professional Managers
 - 3) Indian Values, Value Systems and Wisdom for modern managers
 - 4) Ethos in leadership development
 - 5) Indian system of learning – Gurukul system of learning, Law of humility, Law of growth, Law of responsibility

TOTAL: 60 PERIODS

COURSE OUTCOMES

On successful completion of this course, the student will be able to

CO1: Apply the basic concepts of Indian ethos and value systems at work.

CO2: Understand to handle issues of business ethics and offer solutions in ethical perspectives

CO3: Understand the skillful and professional efficient in value based systems and culture

CO4: Analyze the business ethics towards well being of the society.

CO5: Adapt the social and business responsibilities.

Mapping of COs and POs

COs	POs				
	PO1	PO2	PO3	PO4	PO5
CO1	2	2	3	2	2
CO2	3	3	2	3	2
CO3	2	2	2	3	2
CO4	2	2	3	3	2
CO5	2	2	3	2	3
AVG	2.20	2.20	2.60	2.60	2.20

1 - Low, 2 - Medium, 3 - High, '-' No correlation

24BA1202

CAREER SKILL DEVELOPMENT

L T P C

0 0 4 2

COURSE OBJECTIVES

- To help the students to acquire some of the necessary skills to handle day-to-day managerial responsibilities.
- To enable students to make speeches, enriching group activities and processes and giving effective presentations.
- To encourage writing letters, minutes, reports and advertising, and maintaining one's poise in private and in public.

INTRODUCTION

Role Play Exercises Based on Workplace Contexts, - talking about competition- discussing progress toward goals-talking about experiences- talking about events in life- discussing past events-Writing: writing emails (formal & semi-formal).

BUSINESS COMMUNICATION WRITING MODELS AND TOOLS

Business letters, Resume/CV, job application letters, memos, agenda and minutes, reports. Creative Writing, Poster Making, Framing Advertisements, Slogans, Captions, Preparing Press Release and Press Notes.

EFFECTIVE PRESENTATIONS

Self Introduction- Principles of Effective Presentations, use of audiovisual media-short essays and reports-formal/semi formal letters.

INTERVIEW SKILL

Group Discussion- Mastering the art of giving interviews in - placement interviews, appraisal interviews, Exit interviews, writing instructions-writing a short article.

REPORT WRITING

Objectives of Report, Types of report, Developing an outline, Logical Sequencing, Graphs, Charts, Executive Summary, Report Writing-job application (Cover letter + Curriculum vitae)

Note: The emphasis of the entire subject should be on practical aspects.

Practical: Module 1

This module introduces both written and spoken communication skills to students to build their confidence in delivering clear and logical messages to their audience. They will develop written communication skills through crafting business messages such as business letters, emails, and meeting minutes. In addition, students will work through presentations and meetings to refine their spoken communication skills, discussion techniques and people skills.

Practical - Module 2

This module builds on the foundation of Business Communication 1 and creates opportunities for students to strengthen their oral and written communication. Students will be required to enhance their presentation skills through impromptu speeches. Students will also learn how to prepare a formal business report. Students will be taught to write application letters and resumes. Additionally, students will learn job interview techniques through role-plays and simulations.

Practical - Module 3

This practical module aims to help students be persuasive in the business world. Students will learn listening and data gathering skills to better understand their target audience's needs and requirements and persuasive skills to convince the audience to accept a new policy/suggestion/product through role-playing a boardroom presentation. Students will also be taught business networking skills including conversation techniques, dining etiquette and personal branding through role-plays and simulations.

TOTAL: 60 PERIODS

COURSE OUTCOMES

On successful completion of this course, the student will be able to

- CO1: Develop good managerial communication skills.
- CO2: Excel in different forms of written communication required in a business context.
- CO3: Develop good presentation skills.
- CO4: Understanding of interview skills.
- CO5: Propose an effective Business report.

Mapping of COs and POs

COs	POs				
	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	2	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	2	3	3	1	2
CO5	2	3	3	3	3
AVG	2.60	3.00	3.00	2.40	2.80

1 - Low, 2 - Medium, 3 - High, '-' No correlation

COURSE OBJECTIVES

- To equip and develop the learners entrepreneurial skills and qualities essential to undertake business and Startup of small business.
- To impart the learners entrepreneurial competencies needed for managing business efficiently and effectively.
- To equip the learners to know about schemes and support from government for startup a new business.

UNIT I ENTREPRENEURIAL COMPETENCE 9

Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful Entrepreneurs – Knowledge and Skills of an Entrepreneur.

UNIT II ENTREPRENEURIAL ENVIRONMENT 9

Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organizational Services - Central and State Government Industrial Policies- Financial Supports.

UNIT III BUSINESS PLAN PREPARATION 9

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

UNIT IV LAUNCHING AND STARTUP OF SMALL BUSINESS 9

Finance and Human Resource Mobilization - Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, Start-ups – Incentives and Schemes for Startups, EDI- Central and State level Schemes and Support. Development of Women Entrepreneur- Gen Z.

UNIT V MANAGEMENT OF SMALL BUSINESS 9

Monitoring and Evaluation of Business - Business Sickness - Prevention and Rehabilitation of Business Units - Effective Management of small Business - Case Studies.

TOTAL: 45 PERIODS

COURSE OUTCOMES

On successful completion of this course, the student will be able to

- CO1: Gained the entrepreneurial competence to run the business efficiently.
- CO2: Understand the entrepreneurial environment in business.
- CO3: Create the business plan effectively .
- CO4: Analyze the financial sources and their schemes and opportunities available.
- CO5: Develop and monitoring the business effectively towards growth.

TEXT BOOKS

1. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi,2016.
2. Dr. Vasant Desai, “Small Scale Industries and Entrepreneurship”, HPH, 2006.
3. Rajeev Roy, Entrepreneurship, Oxford University Press, 2nd Edition, 2011.

REFERENCE BOOKS

1. Katz, Jerome, “Entrepreneurial Small Business”, 7th Edition, McGraw Hill (2021).
2. R.D.Hisrich, Entrepreneurship, Tata McGraw Hill, New Delhi, 2018.
3. Donald F Kuratko, T.V Rao. Entrepreneurship: A South Asian perspective. Cengage Learning, 2012.
4. Arya Kumar. Entrepreneurship, Pearson, 2012.
5. The Lean Startup, by Eric Ries.

Mapping of COs and POs

COs	POs				
	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	2	3	3	3	3
CO5	3	3	3	3	3
AVG	2.80	3.00	3.00	3.00	3.00

1 - Low, 2 - Medium, 3 - High, '-' No correlation

24BA1402

EVENT MANAGEMENT

L T P C

3 0 0 3

COURSE OBJECTIVES

- Understand the basic concepts of the event management.
- Insight knowledge on the various events and how these events can be organized successfully.
- To evaluate the event operations.

UNIT I EVENT CONTEXT

9

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

UNIT II EVENT PLANNING & LEGAL ISSUES

9

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

UNIT III EVENT MARKETING

9

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

UNIT IV EVENT OPERATION

9

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

UNIT V SAFETY & EVENT EVALUATION

9

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

TOTAL: 45 PERIODS

COURSE OUTCOMES

On successful completion of this course, the student will be able to

- CO1: Learning about structure and code of ethics of events.
- CO2: Exploring and getting to know about event planning and regulations.
- CO3: Understand about event marketing, planning and strategies.
- CO4: Enhance professional skills in event management.
- CO5: Analyze the safety measure of event management.

TEXT BOOKS

1. Judy, Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management, 2014.
2. Shannon Kilkenny, The complete guide to successful event planning.
3. Julia Rutherford Silvers, Professional Event Coordination, The Wiley Event Management Series.

REFERENCE BOOKS

1. Lynn Van Der Wagen, Event Management for Tourism, Cultural Business & Sporting Events, 4th Edition, Pearson Publications, 2014.
2. Lynn Van Der Wagen, & Brenda R. Carlos, Successful Event Management.
3. Judy Allen, Event Planning 2nd Edition, Wiley & Sons, Canada, 2014.
4. G.A.J. Bowdin, Events Management, Elsevier Butterworth
5. John Beech, Sebastian Kaiser & Robert Kaspar, The Business of Events Management, Pearson Publication, 2014.

Mapping of COs and POs

COs	POs				
	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	3
CO2	2	3	3	2	2
CO3	3	3	3	3	3
CO4	3	3	3	2	2
CO5	2	2	3	3	2
AVG	2.60	2.80	3.00	2.60	2.40

1 - Low, 2 - Medium, 3 - High, '-' No correlation

24BA2101

OPERATIONS RESEARCH IN MANAGEMENT

L T P C

4 0 0 4

COURSE OBJECTIVES

- To apply quantitative techniques in modeling and solving business related problems.
- To enable the students to understand the various concepts and techniques used in operations Management.
- To enable the students to learn the various quantitative techniques used in Management and decision making and to understand how they are applied in various real time Management Problems.

UNIT I INTRODUCTION TO LINEAR PROGRAMMING

12

Relevance of quantitative techniques in management decision making – Linear Programming – formulation of LPP – Solution by graphical and simplex methods (Primal – Penalty, Two Phase) –Special cases– Sensitivity Analysis.

UNIT II LINEAR PROGRAMMING EXTENSIONS

12

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

Assignment Models (Minimizing and Maximizing Problems) – Balanced and Unbalanced Problems– Solution by Hungarian and Branch and Bound Algorithms – Travelling Salesman problem –Crew Assignment Models.

UNIT III CPM – PERT

12

Network analysis – Drawing of arrow diagram – Critical Path Method – Calculation of critical path duration– Total – free and independent floats– PERT problems.

UNIT IV DECISION AND GAME THEORIES

12

Decision making under risk – Decision trees – Decision making under uncertainty – Game Theory –Two-person Zero sum game –saddle point – Dominance Rule – Convex Linear Combination (Averages) – methods of matrices– graphical and LP solutions.

UNIT V QUEUING THEORY AND SIMULATION

12

Queuing Theory – Single and multi – channel models – infinite number of customers and infinite calling source – Monte Carlo simulation – Use of random numbers – application of simulation techniques.

TOTAL: 60 PERIODS

COURSE OUTCOMES

On successful completion of this course, the student will be able to

CO1: Apply the linear programming in product mix decisions.

CO2: Make use of transportation problems in logistics management.

CO3: Utilize the CPM – PERT problems in cost management.

CO4: Apply Game theory and heuristics of decision making in management.

CO5: Utilize the Queuing and simulation in real time scenario optimization.

TEXT BOOKS

1. Hamdy A. Taha, Introduction to Operations Research, Prentice Hall India, 10th Edition, Third Indian Reprint 2019.
2. Kanti Swarup, Gupta & Man Mohan, “Operations Research”, Introduction to Management Science, 2017.
3. N. D Vohra, Quantitative Techniques in Management, Tata McGraw Hill, 6th Edition, 2021.

REFERENCE BOOKS

1. J.K. Sharma, "Operations Research - Theory and Applications", Laxmi Publications, 2016.
2. N V S Raju, “Operations Research Theory and Practice”, CRC Press (Taylor and Francis Group) 2019.
3. K. Nagarajan “Operations Research”, New Age International, 3rd Edition, 2016.
4. Frederick S. Hillier and Gerald J. Lieberman, Bodhibrata Nag, Preetam Basu "Introduction to Operations Research", McGraw Hill, 10th Edition, 2017.
5. B. Mahadevan, “Operations Management -Theory and Practice”, 3rd Edition, Pearson Education 2018.

Mapping of COs and POs

COs	POs				
	PO1	PO2	PO3	PO4	PO5
CO1	2	3	3	2	2
CO2	3	3	2	3	2
CO3	2	2	1	2	2
CO4	3	3	3	2	2
CO5	1	2	1	2	2
AVG	2.20	2.60	2.00	2.20	2.00

1 - Low, 2 - Medium, 3 - High, '-' No correlation

COURSE OBJECTIVES

- Understand the operational nuances of a Finance Manager.
- Comprehend the technique of making decisions related to finance functions.
- To get Knowledge of Investing money in various sectors.

UNIT I FOUNDATIONS OF FINANCE**12**

Introduction to finance- Financial Management – Nature, scope and functions of Finance, Cost of Capital and Structure, objectives of Financial management, Major financial decisions – Time value of money-features and valuation of shares and bonds –Concept of risk and return– single asset and of a portfolio-Digital Asset.

UNIT II INVESTMENT DECISIONS**12**

Capital Budgeting: Principles and techniques - Nature of capital budgeting- Identifying relevant cash flows - Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index – Weighted Average Cost of Capital (WACC) - Concept and measurement of cost of capital - Specific cost and overall cost of capital.

UNIT III FINANCING AND DIVIDEND DECISION**12**

Leverages - Operating and Financial leverage – measurement of leverages – degree of Operating & Financial leverage – Combined leverage, EBIT – EPS Analysis- Indifference point. Capital structure –Theories – Net Income Approach, Net Operating Income Approach, MM Approach – Determinants of Capital structure. Dividend decision- Issues in dividend decisions, Importance, Relevance & Irrelevance theories- Walter’s – Model, Gordon’s model and MM model. – Factors determining dividend policy – Types of dividend policies – forms of dividend.

UNIT IV WORKING CAPITAL MANAGEMENT**12**

Principles of working capital: Concepts, Needs, Determinants, issues and estimation of working capital - Receivables Management - Inventory management – Cash management - Working capital finance: Commercial paper, Company deposit, Trade credit, Bank finance.

UNIT V LONG TERM SOURCES OF FINANCE**12**

Indian capital market- New issues market- Secondary market - Long term finance: Shares, debentures and term loans, lease, hire purchase, venture capital financing, Private Equity.

TOTAL: 60 PERIODS**COURSE OUTCOMES**

- On successful completion of this course, the student will be able to
- CO1:Understand the concepts behind the foundation of finance.
 - CO2:Make sound investment and financing decisions.

CO3:Decide financing and investing money in different sectors.

CO4:Estimate the capital investment.

CO5:Assess the long- and short-term finance in Indian capital market.

TEXT BOOKS

1. Prasanna Chandra, Financial Management, 9th edition, Tata McGraw Hill, 2017.
2. Srivatsava, Mishra, Financial Management, Oxford University Press, 2012.
3. Aswath Damodaran, Corporate Finance Theory and Practice, John Wiley & Sons, 2011.

REFERENCE BOOKS

1. I.M. Pandey Financial Management, Vikas Publishing House Pvt.Ltd.,11th edition, 2018
2. M.Y. Khan and P.K. Jain Financial management, Text, Problems and cases Tata McGrawHill, 8th edition, 2017.
3. James. C. Vanhorne–Fundamentals of Financial Management– PHI Learning,13th Edition,2014.
4. Brigham, Ehrhardt, Financial Management Theory and Practice, 14th edition, CengageLearning 2015.
5. Crypto assets: The innovative investor’s guide to bitcoin and beyond, Tata McGraw-Hill Edition,2017.

Mapping of COs and POs

COs	POs				
	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	1	1
CO2	2	3	2	1	1
CO3	2	2	3	2	1
CO4	2	3	3	3	2
CO5	1	3	3	2	2
AVG	2.00	2.60	2.40	1.80	1.40

1 - Low, 2 - Medium, 3 - High, ‘-’ No correlation

24BA2103

HUMAN RESOURCE MANAGEMENT

L T PC

4 0 0 4

COURSE OBJECTIVES

- To provide knowledge about the concepts and theories of human resource management.
- To analyze and control the management issues.
- To develop the organizational performance using functions of human resource management.

UNIT I PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT 12

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

UNIT II HUMAN RESOURCE PLANNING AND RECRUITMENT 12

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

UNIT III TRAINING AND DEVELOPMENT 12

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

UNIT IV EMPLOYEE ENGAGEMENT AND BENEFITS 12

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

UNIT V PERFORMANCE EVALUATION AND CONTROL 12

Method of performance evaluation – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change. The control process – Importance – Methods of PERT analysis 360 & 720 degree – Requirement of effective control systems grievances – Causes – Implications – Redressal methods.

TOTAL: 60 PERIODS

COURSE OUTCOMES

On successful completion of this course, the student will be able to

- CO1:Understand the key concepts and theories of human resource management.
- CO2:Understand human resource planning and recruitment.
- CO3:Develop the human resource by different types of training.
- CO4:Analyze the concepts involved in employee engagement.
- CO5:Evaluate and control the performance of an employee.

TEXT BOOKS

1. Uday Kumar Haldar, Juthika Sarkar. Human Resource Management. Oxford. 2012
2. Human Resource Management P. Subba Rao.
3. Essentials of Human Resource Management T.N. Chhabra.

REFERENCE BOOKS

1. IIBF, Human Resource Management, Macmillan,2023.
2. Gary Dessler and Biju Varkkey, Human Resource Management, 14th Edition, Pearson Education Limited, 2015.

3. David A. Decenzo, Stephen. P. Robbins, and Susan L. Verhulst, Human Resource Management, Wiley, International Student Edition, 11th Edition, 2014.
4. Bernadin, Human Resource Management, Tata MC Graw Hill ,8th edition 2012.
5. Wayne Cascio, Managing Human Resource, McGraw Hill, 2015.

Mapping of COs and POs

COs	POs				
	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	2	3
CO2	3	3	3	2	2
CO3	2	2	3	2	2
CO4	2	3	2	1	2
CO5	3	3	2	2	2
AVG	2.60	2.80	2.60	1.80	2.20

1 - Low, 2 - Medium, 3 - High, '-' No correlation

24BA2104

OPERATION MANAGEMENT

L T P C

4 0 0 4

COURSE OBJECTIVES

- To provide a broad introduction to the field of operations management
- To explain the concepts, strategies, tools and techniques for managing the transformation process that can lead to competitive advantage.
- To get knowledge of design the process of operations.

UNIT I INTRODUCTION TO OPERATION MANAGEMENT

12

Operation Management – Nature, Importance, historical development, transformation, process difference between service and goods system perspective, functions, challenges, current priorities recent trends. Operation strategy – Strategic fit, framework. Productivity; Supply Chain Management.

UNIT II OPERATION AND THE VALUE CHAIN

12

Capacity Planning - Long range, Types, Developing capacity alternatives, tools for capacity planning. Facility Location - Theories, step in selection, Location Models. Sourcing and procurement – Strategic sourcing and procurement process, managing vendors.

UNIT III DESIGNING OPERATION

12

Product Design – Criteria, Approaches, Product development process – Stage- gate approach – tools for efficient development. Process – design, strategy, types. Facility Layout – Principles – Types, Planning tools, Strategies and techniques.

UNIT IV PLANNING AND CONTROL OF OPERATION

12

Demand Forecasting – Need, Types, Objectives and Steps – Overview of Qualitative and Quantitative methods. Operations planning – Resource planning – Inventory Planning and

Control. Operations Scheduling – Project Management – Scheduling techniques – PERT – CPM.

UNIT V QUALITY MANAGEMENT

12

Definition of quality, The Quality revolution, quality gurus; TQM Philosophies; Quality Control; Quality Management tools, certification and awards. Lean Management – Philosophy, elements of JIT manufacturing, continuous improvement. Six sigma

TOTAL: 60 PERIODS

COURSE OUTCOMES

On successful completion of this course, the student will be able to

CO1: Understand the current trends in operation management

CO2: Analyze the value chain models for effective operation

CO3: Design the process chart for different operation

CO4: Plan and the control the operation for effective management

CO5: Evaluate the total quality management and Project management

TEXT BOOKS

1. Mahadevan Operations Management: Theory and Practise. Pearson Education India; 2015.
2. V.S Bagad Total Quality Management Technical Publication first edition 2011.
3. Panneerselvam. R. Production and Operation Management. 3rd Edition., PHI Learning, 2012.

REFERENCE BOOKS

1. Nigel Slack, Alistair Brandon Jones, Nicola Burgess (2019), Operation Management, 10th Edition, Pearson Publication.
2. Cecil C. Bozarth, Robert B. Handfield, Introduction to Operation and supply Chain Management, Pearson, 4th edition, 2016
3. Richard B. Chase, Ravi Shankar, F. Robert Jacobs, Operation and Supply Chain Management, McGraw Hill Education (India) Pvt, 14th Edition. 2014
4. Dr. B. Meghalaya, Dr. M.P Vanitha Rani, et.al, Himalaya Publishing house, 2018 First Edition, 2018
5. Chase. R.B., F.B. Jacob, and N.J. Aquilano. Operations Management for a Competitive Advantage, Eleventh Edition. New York: Irwin McGraw-Hill, 2006.

Mapping of COs and POs

COs	POs				
	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	3	2
CO2	2	3	3	2	2
CO3	2	2	2	3	3
CO4	3	3	3	2	3
CO5	2	2	3	2	2
AVG	2.40	2.60	2.80	2.40	2.40

1 - Low, 2 - Medium, 3 - High, '-' No correlation

24BA2105

RESEARCH DESIGN

L T P C

4 0 0 4

COURSE OBJECTIVES

- To understand the importance of Business research methods.
- To familiarize with the data collection techniques
- To evaluate various measurement techniques for preparing business research report.

UNIT I INTRODUCTION

12

Business Research – Definition and Significance – the research process – Types of Research – Exploratory and causal Research – Theoretical and empirical Research – Cross –Sectional and time – series Research – Research questions / Problems – Research objectives – Research hypotheses – characteristics – Research in an evolutionary perspective – the role of theory in research.

UNIT II RESEARCH DESIGN AND MEASUREMENT

12

Research design – Definition – types of research design – exploratory and causal research design– Descriptive and experimental design – different types of experimental design – Validity of findings – internal and external validity – Variables in Research – Measurement and scaling – Different scales – Construction of instrument – Validity and Reliability of instrument.

UNIT III DATA COLLECTION

12

Types of data – Primary Vs Secondary data – Methods of primary data collection – Survey Vs Observation – Experiments – Construction of questionnaire and instrument – Types of Validity –Sampling plan – Sample size – determinants optimal sample size – sampling techniques – Sampling methods- Sampling Errors- Errors in Research.

UNIT IV DATA PREPARATION AND ANALYSIS

12

Data Preparation – editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses – Applications of Bivariate and Multivariate statistical techniques, Factor analysis, Discriminant analysis, Cluster analysis, Multiple regression and Correlation, Multidimensional scaling – Conjoint Analysis – Application of statistical software for data analysis.

UNIT V REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH 12

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

TOTAL: 60 PERIODS

COURSE OUTCOMES

On successful completion of this course, the student will be able to

- CO1:Understand the concept of business research methods
- CO2:Use the various research design technique to improve the business
- CO3:Apply various techniques for data collection and process of data
- CO4:Analyze the process of data preparation by using statistical techniques
- CO5:Prepare research report for business

TEXT BOOKS

1. Panneerselvam. R, Research Methodology, 2nd Edition, PHI Learning, 2014.
2. Uma Sekaran and Roger Bougie, Research Methods for Business, 5th Edition, Wiley India, New Delhi, 2012.
3. Research Methodology: Methods and Techniques" by C.R. Kothari

REFERENCE BOOKS

1. Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research methods, 11th Edition, Tata Mc Graw Hill, New Delhi, 2012.
2. Alan Bryman and Emma Bell, Business Research methods, 3rd Edition, Oxford University Press, New Delhi, 2011.
3. William G Zikmund, Barry J Babin, Jon C. Carr, Atanu Adhikari, Mitch Griffin, Business Research methods, A South Asian Perspective, 8th Edition, Cengage Learning, New Delhi, 2012.
4. Cooper, D.R., Schindler, P.S. and Sun, J. Business Research Methods (Vol. 9). New York:McGraw-Hill Irwin, 2006.
5. Research Design: Qualitative, Quantitative and Mixed Method Approaches. In its 4th Edition, published in the year 2014, John W. Crewel.

Mapping of COs and POs

COs	POs				
	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	2	3
CO2	3	3	3	2	3
CO3	2	3	2	3	2
CO4	1	2	3	3	2
CO5	2	2	2	2	2
AVG	2.20	2.60	2.60	2.40	2.40

1 - Low, 2 - Medium, 3 - High, '-' No correlation

COURSE OBJECTIVES

- Understand the business analytics in decision making.
- Apply and solve problems using analytical tools.
- To learn the business practices and influence of Business analytics in organizational growth.

UNIT I INTRODUCTION TO BUSINESS ANALYTICS (BA) 12

Business Analytics-Data Discovery-Data Visualization-Relationship with Organizational Decision Making, BA for Competitive Advantage- Construction Analysis-Basics of R Programming.

UNIT II MANAGING RESOURCES FOR BUSINESS ANALYTICS 12

Organizational Structures aligning BA-Data Governance-Cloud Management-Resource Sharing- Meta Data management-Big data Driven.

UNIT III DESCRIPTIVE ANALYTICS 12

Introduction to Descriptive analytics- Descriptive Statistics-Text Analysis -Geo Spatial Analysis- Survival Analysis- Network Analysis of Descriptive analytics.

UNIT V PRESCRIPTIVE ANALYTICS 12

Introduction to Prescriptive analytics- Prescriptive Modeling- Non Linear Optimization- Optimization of decision-making- Improve Business Performance - Competitive edge.

UNIT IV PREDICTIVE ANALYTICS 12

Introduction to Predictive analytics-Logic and Data Driven Models-Predictive Analysis Modeling and procedure- Time Series Analysis - Analysis of Predictive analytics

TOTAL: 60 PERIODS**COURSE OUTCOMES**

On successful completion of this course, the student will be able to

- CO1:Plan for the organizational decision making process.
- CO2:Allocate human resource by using business analytics.
- CO3:Apply the tools of descriptive analytics for problem solving.
- CO4:Apply prescriptive analytics for the development of organization.
- CO5:Estimate the future demand through predictive analytics.

TEXT BOOKS

1. Business Analytics: The Science of Data-Driven Decision Making, 2ed ·U. Dinesh Kumar ,2021.
2. Mathirajan, M.,2019 Business Analytics: The Science of Data-Driven Decision Making, U. Dinesh Kumar, Wiley (2017).
3. Business Analytics : An Application Focus, Rao, Purba Halady,2013.

REFERENCE BOOKS

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

Mapping of COs and POs

COs	POs				
	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	2	3
CO2	2	3	3	3	3
CO3	3	3	3	2	3
CO4	3	3	3	2	2
CO5	3	2	2	3	3
AVG	2.80	2.80	2.80	2.40	2.80

1 - Low, 2 - Medium, 3 - High, '-' No correlation

24BA2107

MORDERN MANAGEMENT

L T P C

4 0 0 4

COURSE OBJECTIVES

- To understand the concepts of marketing in theory and practice.
- To develop an understanding of the underlying the marketing strategies.
- To explore the strategies for new product development.

UNIT I INTRODUCTION

12

Marketing – Core concepts– Evolution – Planning Process – Marketing Environment: Internal and External – Value chain – Core Competencies – PESTEL – SWOT Analysis – Marketing interface with other functional areas –Marketing in global environment – International Marketing – Rural Marketing – Prospects and Challenges.

UNIT II MARKETING STRATEGY

12

Marketing strategy formulations – Key Drivers - Strategies for Industrial Marketing – Consumer Marketing – Services marketing – Competition Analysis – Analysis of consumer and industrial markets – Influence of Economic and Behavioral Factors – Strategic Marketing Mix components.

UNIT III MARKETING MIX DECISIONS

12

Marketing Mix: 7P's of marketing- Product planning and development – Product life cycle – New product Development– Pricing - Retailing, Wholesaling- Market Segmentation – Targeting and Positioning – Advertising and Sales Promotions - Brand Positioning and Differentiation – Channel Management – Managing Integrated Marketing Channels – Logistics.

UNIT IV BUYER BEHAVIOUR

12

Understanding Industrial and Consumer Buyer Behavior – Influencing factors and models– Online buyer behaviour – Building and measuring customer satisfaction – Customer relationships management – Customer acquisition, Retaining, Defection – Creating Long Term Loyalty Relationships.

UNIT V MARKETING RESEARCH & TRENDS IN MARKETING

12

Marketing Information System (MIS) – Marketing Research Process – Concepts and applications: Product – Advertising – Promotion – Consumer Behaviour – Retail research – Customer driven organizations - Cause related marketing – Ethics in marketing – AI impacts in marketing - social media and digital marketing.

TOTAL: 60 PERIODS

COURSE OUTCOMES

On successful completion of this course, the student will be able to

- CO1:Distinguish functional areas of marketing management.
- CO2:Apply the marketing strategies for promotion.
- CO3:Access the role of decision making in marketing mix.
- CO4:Analyze the customer behaviour.
- CO5:Access the dynamic marketing trends.

TEXT BOOKS

1. Ramasamy, V.S, Namakumari, S, Marketing Management: Global Perspective Indian Context, Macmillan Education, New Delhi, 6th edition, 2018.
2. KS Chandrasekar, “Marketing management-Text and Cases”, Tata McGraw Hill Education, 2012.
3. Marketing Management Paperback ,2018, V. S. Ramaswamy, S. Namakumari.

REFERENCE BOOKS

1. Paul Baines, Chris Fill, Kelly Page, Marketing, Asian edition, Oxford University Press,5th edition, 2019.
2. Lamb, Hair, Sharma, Mc Daniel– Marketing – An Innovative approach to learning and teaching A south Asian perspective, Cengage Learning, 2012.
3. Philip T. Kotler and Kevin Lane Keller, Marketing Management, Prentice Hall India, 15th Edition, 2017.
4. Digital Marketing Strategy: An Integrated Approach to Online Marketing, Simon Kings north,2016.
5. Digital Marketing Analytics: In Theory And In Practice, Kevin Hartman,2020.

Mapping of COs and POs

COs	POs				
	PO1	PO2	PO3	PO4	PO5
CO1	3	3	3	2	2
CO2	3	3	2	3	3
CO3	3	3	3	2	3
CO4	2	3	3	3	2
CO5	3	2	3	2	3
AVG	2.8	2.8	2.8	2.4	2.6

1 - Low, 2 - Medium, 3 - High, '-' No correlation

24BA2201

BUSINESS ETHICS

L T P C

0 0 4 2

COURSE OBJECTIVES

- To enable the learners to have exposure on business ethics and ethical business perspectives.
- To apply the basic concept of Indian ethos at work.
- Understand the corporate social responsibilities of business.

SEMINAR

- The following is the list of topics suggested for preparation and presentation by studentstwic during the semester.
- This will be evaluated by the faculty member(s) handling the course and the final marksare consolidated at the end of the semester. No end semester examination is required forthis course.
 - 1) Individual Culture and Ethics
 - 2) Ethical codes of conduct and value Systems
 - 3) Loyalty and Ethical Behaviour, Ethical decision making
 - 4) Ethical business issues and solutions
 - 5) Corporate Social Responsibilities of Business

TOTAL: 60 PERIODS

COURSE OUTCOMES

On successful completion of this course, the student will be able to

- CO1:Understand to handle issues of business ethics and offer solutions in ethical perspectives
- CO2:Apply the basic concepts of Indian ethos and value systems at work.
- CO3:Ability to handle issues of business ethics and offer solutions in ethical perspectives.
- CO4:Understand the skillful and professional efficient in value based systems and culture.
- CO5:Analyze the business ethics towards well being of the society

Mapping of COs and POs

COs	POs				
	PO1	PO2	PO3	PO4	PO5
CO1	3	3	2	3	2
CO2	2	2	3	2	2
CO3	2	2	2	3	2
CO4	2	2	3	2	3
CO5	2	2	3	3	2
AVG	2.20	2.20	2.60	2.60	2.20

1 - Low, 2 - Medium, 3 - High, '-' No correlation

24BA2202

DATA ANALYSIS AND BUSINESS MODELING

L T P C

0 0 4 2

COURSE OBJECTIVES

- Demonstrate and understanding of basic concepts in Statistics and preparing the data for Data Analysis.
- Identify suitable statistical tool for describing data.
- To have hands-on experience on data analysis for business modeling.

LIST OF EXERCISE

Exp. No.	Details of Experiments	Duration
1	Descriptive Statistics	4
2	Parametric Tests	4
3	Non- Parametric Tests	4
4	Correlation & Regression	4
5	Forecasting Trends	4
6	Linear Programming	4
7	Portfolio Selection	4
8	Risk Analysis & Sensitivity Analysis	4
9	Revenue Management	4
10	Ratio Analysis	4
11	Transportation & Assignment	4
12	Networking Models	4
13	Queuing Theory	4
14	Inventory Models	4
15	Economic Order Quantity	4

TOTAL: 60 PERIODS

COURSE OUTCOMES

On successful completion of this course, the student will be able to

CO1:Analyze the descriptive statistics.

CO2:Evaluate parametric and non-parametric model.

CO3:Simulate risk and sensitivity analysis.

CO4:Analyze transportation and Assignment problems.

CO5:Evaluate the inventory models.

TEXT BOOKS

1. Business Statistics: Using Excel, SPSS, and R, Munmun Ghosh, 2024.
2. A Hand Book on SPSS for Research Work, Anil Kumar Mishra, 2023.
3. Statistical Methods for Practice and Research: A Guide to Data Analysis Using SPSS, Ajai S. Gaur, Sanjaya S. Gaur, SAGE Publications India Pvt Ltd, 2009.

REFERENCE BOOKS

1. David R. Anderson, et al, "An Introduction to Management Sciences: Quantitative approaches to Decision Making", (13th edition) South-Western College Pub, 2011.
2. William J. Stevenson, Ceyhun Ozgur, "Introduction to Management Science with Spreadsheet", Tata McGraw Hill, 2009.
3. Hansa Lysander Manohar, "Data Analysis and Business Modelling using Microsoft Excel" PHI, 2017.
4. David M. Levine et al, "Statistics for Managers using MS Excel" (6th Edition) Pearson, 2010.
5. Walker Schmidt, IBM SPSS : Comprehensive Beginners Guide to learn Statistics Using IBM SPSS from A-Z, (2019) Independently Published.

Mapping of COs and POs

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	PO1	PO2	PO3	PO4	PO5
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CO3	3	2	2	3	2
CO4	2	3	2	3	2
CO5	2	3	3	2	3
AVG	2.2	2.8	2.4	2.8	2.2

1 - Low, 2 - Medium, 3 - High, '-' No correlation

