

# **B.B.A**

## **Course Structure and Syllabus**

(For the candidates admitted from the academic year 2021-2022 onwards)

# **CHOICE BASED CREDIT SYSTEM (CBCS)**



**THANTHAI HANS ROEVER COLLEGE (AUTONOMOUS)**

**(Approved by NAAC, Affiliated to Bharathidasan University)**

**ELAMBALUR, PERAMBALUR – 621 220**



## **Vision**

To blossom as an institution of excellence, enabling, empowering and enlightening the youth and shaping them as fully developed human beings with the capacity to unfold their full mental potentiality resulting in the attainment of the wisdom to live constructively and meaningfully.

## **Mission**

- To provide congenial and stress-free environment and opportunities for the enhancement of knowledge and decreases and acquisition skills through the best exposure and training possible.
- To offer multifaceted and need-based academic programs and to promote extension activities
- To adopt technology-enabled new method, approaches and techniques so that the teaching-learning process becomes learner-centered and learner-friendly.
- To maximize the participation of all the stakeholders in the development of the institution and the region.
- To sensitize the youth towards inclusive growth socio-economic change, sustainable development, gender equality, eco-friendliness etc.
- To enable the youth to experience the effects of globalization and facilitate them to grow as responsible citizens and leaders.
- To inspire them, through value-based education, to embrace the entire humanity while firmly rooted in the Indian ethos.
- To provide regular placement training and placement opportunities.
- To kindle the spirit of creativity and enhance research activities and enable them to attain international standard.

## **Undergraduate Programme Outcomes**

Upon completion of the programme, the undergraduate will be able to

1. Acquire knowledge, understand concepts and apply new ideas which enable them to be employable or self-employed
2. Demonstrate motivation in advancing to higher learning programmes
3. Engage in socially responsible behaviour and have value-added education
4. Have exposure to technical proficiency, analytical capability, soft skills and life skills development
5. Develop broad understanding in the basic concepts of Languages/ Commerce/ Management Studies/ Physical Sciences/ Computing Sciences/ Biological Sciences/ Life Sciences

## **Programme Specific Outcomes - (Programme BBA)**

Upon completion of the programme the student will be able to

1. Determine the functional areas of management such as production, purchasing, marketing, sales, advertising, finance, human resource system.
2. Construct, analyze and evaluate different forms of argument and present them in a logical and coherent manner
3. Impart knowledge, skill and build competition for needed business environment
4. Acquire academic excellence with an aptitude for higher studies, research and to meet competitive exams
5. Grow and enable leadership and entrepreneurial skill to motivate towards startups.

**Thanthai Hans Roever College (Autonomous), Elambalur, Perambalur - 621 220**  
**Bachelor of Business Administration (BBA)- Course Structure under CBCS**  
**(For the candidates admitted from the academic year 2021-2022 onwards)**

Semester	Part	Course Code	Title of the Course	Ins. Hours/ Weeks	Credits	Exam Hours	CIA (Max)	ESE (Max)	Total (Max)
1	I	20UT1	Tamil-I (Ikkala Ilakiyam, Kavithai, Sirukathai, Urainadai, Ilakkiya Varalaru)	6	3	3	25	75	100
1	II	20UE1	English-I (Communicative)	6	3	3	25	75	100
1	III	20UMS1CC1	Principles and Practices of Management	5	5	3	25	75	100
1	III	20UMS1CC2	Financial Accounting	5	5	3	25	75	100
1	III	20UMS1AC1	Managerial Economics	4	3	3	25	75	100
1	III	20UMS1PE1	Professional English for Commerce & Management-I	2	2	3	25	75	100
1	IV	20UVE	Value Education	2	2	3	25	75	100
<b>Total</b>				<b>30</b>	<b>23</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>700</b>
2	I	20UT2	Tamil-II (Idaikkala Ilakiyam, Pudhinam, Ilakkiya Varalaru)	6	3	3	25	75	100
2	II	20UE2	English-II ( Communicative)	6	3	3	25	75	100
2	III	20UMS2CC3	Marketing Management	5	5	3	25	75	100
2	III	20UMS2CC4	Mathematics & Statistics for Managers	5	4	3	25	75	100
2	III	20UMS2AC2	Business Environment	4	3	3	25	75	100
2	III	20UMS2PE2	Professional English for Commerce & Management-II	2	2	3	25	75	100
2	IV	20UES	Environmental Studies	2	2	3	25	75	100
<b>Total</b>				<b>30</b>	<b>22</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>700</b>
3	I	20UT3	Tamil-III ( Kappiya Ilakkiyam, Nadagam, Ilakkiya Varalaru)	6	3	3	25	75	100
3	II	20UE3	English-III	6	3	3	25	75	100
3	III	20UMS3CC5	Managerial Communication	6	5	3	25	75	100
3 3	III III	20UMS3CC6	Computer Application in Business Theory	4	3	2	15	45	60
		20UMS3CC6P	Computer Application in Business Practical	2	1	2	10	30	40

3	III	20UMS3AC3	Business Law	4	3	3	25	75	100
3	IV	-	-	2	2	3	25	75	100
<b>Total</b>				<b>30</b>	<b>20</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>600</b>
4	I	20UT4	Tamil-IV (Pazhanthamil Ilakkiyam, Ilakkiya Varalaru, Podhukkatturai)	6	3	3	25	75	100
4	II	20UE4	English-IV	6	3	3	25	75	100
4	III	20UMS4CC7	Organizational Behaviour	5	5	3	25	75	100
4	III	20UMS4CC8	Operations Research	5	5	3	25	75	100
4	III	20UMS4AC4	Production Management	4	3	3	25	75	100
4	IV			2	2	3	25	75	100
4	IV	20UMS4SBE1	Insurance Management	2	2	3	25	75	100
<b>Total</b>				<b>30</b>	<b>23</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>700</b>
5	III	20UMS5CC9	Cost Accounting	5	5	3	25	75	100
5	III	20UMS5CC10	Financial Management	5	5	3	25	75	100
5	III	20UMS5CC11	Company Law and Secretarial Practice	5	5	3	25	75	100
5	III	20UMS5CC12	Research Methods in Management	5	5	3	25	75	100
5	III	20UMS5MBE1	Services Marketing	4	3	3	25	75	100
5	IV	20UMS5SBE2	Quantitative Aptitude and Logical Reasoning	2	2	3	25	75	100
5	IV	20UMS5SBE3	Banking Theory and Practices	2	2	3	25	75	100
5	IV	20USSD	Soft Skill Development	2	2	3	25	75	100
<b>Total</b>				<b>30</b>	<b>29</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>800</b>
6	III	20UMS6CC13	Human Resource Management	6	5	3	25	75	100
6	III	20UMS6CC14	Management Accounting	6	5	3	25	75	100
6	III	20UMS6CC15	Entrepreneurial Development	6	5	3	25	75	100
6	III	20UMS6MBE2	Management Concepts in Thirukkural	5	3	3	25	75	100
6	III	20UMS6MBE3	Global Business Management	6	3	3	25	75	100
6	V		Extension Activities	-	1	-	-	-	-
6	V	20UGS	Gender Studies	1	1	3	25	75	100
<b>Total</b>				<b>30</b>	<b>23</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>600</b>
<b>Grand Total</b>				<b>180</b>	<b>140</b>				<b>4100</b>

**Paper Details:**

Tamil Paper-Part I	- 4
English Paper-Part II	- 4
Core Course Paper	- 15
Core Course Practical	- 1
Allied Course Paper	- 4
Non-Major Elective	- 2
Skill Based Elective	- 3
Major Based Elective	- 3
Environmental Studies	- 1
Value Education	- 1
Professional English	- 2
Soft Skill Development	- 1
Gender Studies	- 1
Extension Activities	- 1 (Credit Only)

- for those who studied Tamil up to 10th +2 (Regular Stream)
- Syllabus for other Languages should be on par with Tamil at degree level
- those who studied Tamil up to 10th +2 but opt for other languages in degree level under Part I should study special Tamil in Part IV
- Extension Activities shall be outside instruction hours

Non Major Elective I & II – for those who studied Tamil under Part- I

i) Basic Tamil I & II for other language students

ii) Special Tamil I & II for those who studied Tamil up to 10th or +2 but opt for other languages in degree programme

**Note:**

	Internal Marks	External Marks
1. Theory	25	75
2. Separate passing minimum is prescribed for Internal and External marks		
3. Field Project – offered in II Semester		
4. Internship – offered in IV Semester		
5..Student Project – offered in VI Semester		

**THEORY**

The passing minimum for CIA shall be 40% out of 25 marks [i.e. 10 marks]

The passing minimum for Semester Examinations shall be 40% out of 75 marks [i.e. 30 marks]

**Allied Papers offered to Other Department**

20UMS3AC3:1	- Financial Accounting
20UMS3AP1	- Accounting Package Lab
20UMS4AC4:1	- Principles Of Management
20UMS4AP2	- Inventory Management Lab

**NME Papers offered to Other Department**

20UMS3NME1 - Event Management

20UMS4NME2 - Advertising and Sales Promotion

**Question Paper Pattern**

Section A – MCQ (20 x 1 = 20 Marks)

Section B – either or questions (5 x 5 = 25 Marks)

Section C - Answer any three out of five questions (3 x 10 = 30 marks)

## SEMESTER – I

Course Code: 20UMS1CC1  
Instruction Hours: 5  
Credits: 5

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### CORE COURSE – I – PRINCIPLES AND PRACTICES OF MANAGEMENT

#### Course Outcomes:

After completing the course, the student will be able to

1. Describe the evolution of management thought.
2. Integrate the planning with decision making process of a given organization.
3. Relate the function of organizing with staffing in consideration of their effort on individual actions.
4. Identify the range of leadership theories, Directing and controlling tools available in the management.
5. Illustrate the vision and mission statement and quality policy.

#### UNIT I

Management – Concept – Evolution - Nature – Management as a Science, an Art and Profession – Process – Levels of management – F.W. Taylor’s Scientific Management – Fayol’s Theory of Management – Modern Management - Recent trends in management

#### UNIT II

Planning – Process – Types of Plans – Objectives - Policies, Procedures- Rules, Strategies- Programmes and Budgets - Decision making - Process of decision making – Types of decision – Problems involved in decision making.

#### UNIT III

Organizing – Concept – Organisation as a process – Elements of Organization process – Types of organization – Delegation – Departmentation – Centralization – Decentralisation.

#### UNIT IV

Staffing – Concept – Functions – Process – Selection – Recruitment – Training- Direction – Concept – Elements of Directing – Principles of Direction – Process of Directing - Motivation- Theories of Motivation.

#### UNIT V

Co-ordination – Controlling – Concept – Need and importance – Process – Characteristics of an ideal control system – Budgetary Control.

#### Practicum

Study the management principles, vision and mission statement and quality policy of a selected organization (Each one company)

**Text Book(s):**

1. Prasad L.M. Principles and Practice of Management, New Delhi, Sultan Chand & Sons.
2. Tripathy P.C, Reddy P.N. Principles of Management, New Delhi, Mc-Graw Hill Publishing company Ltd.

**Reference Book(s):**

1. Harold Koontz, Heinz weihrich, ramachandraAryasri, Principles of Management, New Delhi, Mc-Graw Hill Publishing company Ltd.,
2. Govindharajan. M. Natarajan S. Principles of Management, New Delhi, PHI Learning Private Limited.
3. Rao V.S.P., Narayana P.S. Principles and Practice of Management, Delhi, Konark Publishers Private Ltd.

## Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
I	20UMS1CC1	Principles and Practices of Management					5	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓		✓	✓	✓	✓		✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓		✓	
CO4	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO5	✓		✓	✓	✓		✓	✓	✓	✓	
Number of Matches(✓) = 44 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
51	0	0	0	51	0	0	0	100	Global

**Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global**

## SEMESTER – I

Course Code: 20UMS1CC2  
Instruction Hours: 5  
Credits: 5

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### CORE COURSE – II – FINANCIAL ACCOUNTING

#### Course Outcomes:

After completing the course the student will be able to

1. Define bookkeeping and accounting.
2. Explain the general purposes and functions of accounting.
3. Describe the main elements of financial accounting information – assets, liabilities, revenue and expenses.
4. Calculate depreciation.
5. Understand Accounts of non trading organizations.

#### UNIT I

Definition of Account – Nature of Accounting – Accounting Concepts and Postulates –Types of Accounts - Double Entry Vs. Single entry

#### UNIT II

Journal- Ledger-Trial Balance – Subsidiary Books: Purchase Book, Sales Book, Purchase Return Book, Sales Return Book, Single Column Cash Book.

#### UNIT III

Bank Reconciliation Statement (BRS) - Compare the deposits- adjust the bank statements- adjust the cash account- compare the balances - Final Accounts of Sole Trader – Trading, Profit and Loss Account and Balance Sheet with simple adjustments.

#### UNIT IV

Methods of Depreciation –Straight Line Method- Written Down Value Method - Annuity Method.

#### UNIT V

Capital and Revenue – Accounts of Non-trading organizations - Income and Expenditure Account – Receipts and Payments Account.

#### Practicum

Students are required to have a basic level of proficiency in financial calculations using spreadsheets.

Problem: 60%; Theory: 40%.

**Text Book(s):**

1. Maheshwari S.N. & Maheshwari S.K. “Financial Accounting”, New Delhi, Vikas Publishing House Private Limited.
2. Gupta R.L. & Gupta V.K. “Financial Accounting” New Delhi, Sultan Chand & Sons, Educational Publishers.

**Reference Book(s):**

1. Reddy T.S. & Murthy A. “Financial Accounting”, Chennai, Margham Publishers.
2. Goyal V.K. “Financial Accounting”, New Delhi, Excel Books.
3. Narayanaswamy R. “Financial Accounting”, New Delhi, Prentice Hall of India Private Limited.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
I	20UMS1CC2	Financial Accounting					5	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓		✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓	✓	✓		✓		✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓				✓	✓	
CO5	✓	✓		✓	✓		✓	✓	✓	✓	
Number of Matches(✓) = 42 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
24	0	0	0	24	0	0	0	100	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – I

Course Code: 20UMS1AC1  
Instruction Hours: 4  
Credits: 3

Exam Hours: 3  
Internal Marks: 25  
External Marks:75

### ALLIED COURSE – I – **MANAGERIAL ECONOMICS**

#### Course Outcomes:

After completing the course the student will be able to

1. Understand the roles of Demand in economics.
2. Understand the concept of utility.
3. Analyze the factors of production.
4. Evaluate pricing policy in different market structure.
5. Describe national economic system.

#### UNIT I

Economics- Definition- Meaning -Concepts and Principles of economics – Nature and Characteristics –Scope – Demand -Types of Demand- Determinants of Demand -Demand function -Elasticity of Demand -Demand forecasting Techniques.

#### UNIT II

Concept of Utility – Law of Diminishing Marginal Utility – Concept of Consumer Surplus – Elasticity of Demand - Types.

#### UNIT III

Factors of Production –Law of returns –Law of variable proportions –Law of returns to scale – Economies of Large Scale Production.

#### UNIT IV

Market Structures – Price and Output determination under perfect competition- monopoly-monopolistic competition and oligopoly.

#### UNIT V

National Economic System- Interest – Concept and Theories of Interest – Profit – Concepts and Theories of Profit- National Income –Concepts- Measurement and Difficulties in measurement– Inequalities of Income –Causes –Merits and demerits - Expansionary policy, contractionary policy.

#### Practicum

Case study business practices and economy of a different country

**Text Book(s):**

1. Sankaran S “Business Economics”, Chennai, Margham Publishers.
2. Ravilocharan R “Fundamentals of Business Economics”, Delhi, Vrinda Publication (P) Ltd.

**Reference Book(s):**

1. YogeshMaheshwari“Managerial Economics”, New Delhi, Prentice Hall of India Private Limited.
2. Mankar V.G “Business Economics”, Delhi, Mcmillan India Limited.
3. Ahuja H.L “Managerial Economics”, New Delhi, S.Chand& Company Limited.

## Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
I	20UMS1AC1	Managerial Economics					4	3			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓			✓	✓	✓	✓	✓	✓	
CO2	✓	✓			✓	✓	✓	✓		✓	
CO3	✓		✓	✓	✓	✓		✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓		✓	✓	✓		✓	✓	✓	✓	
Number of Matches(✓) = 41 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
38	2	5	22	18	5.263	13.16	57.89	47.37	National

**Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global**

## SEMESTER – I

Course Code: 20UMS1PE1  
Instruction Hours: 2  
Credits: 2

Exam Hours: 3  
Internal Marks: 25  
External Marks:75

### PROFESSIONAL ENGLISH FOR COMMERCE & MANAGEMENT –I

#### Course Outcomes:

1. Recognise their own ability to improve their own competence in using the language
2. Use language for speaking with confidence in an intelligible and acceptable manner
3. Understand the importance of reading for life
4. Read independently unfamiliar texts with comprehension
5. Understand the importance of writing in academic life
6. Write simple sentences without committing error of spelling or grammar

#### UNIT 1: COMMUNICATION

**Listening:** Listening to audio text and answering questions - Listening to Instructions

**Speaking:** Pair work and small group work.

**Reading:** Comprehension passages –Differentiate between facts and opinion

**Writing:** Developing a story with pictures.

**Vocabulary:** Register specific - Incorporated into the LSRW tasks

#### UNIT 2: DESCRIPTION

**Listening:** Listening to process description - Drawing a flow chart.

**Speaking:** Role play (formal context)

**Reading:** Skimming/Scanning-

Reading passages on products - equipment and gadgets.

**Writing:** Process Description –Compare and Contrast Paragraph-Sentence Definition and Extended definition- Free Writing.

**Vocabulary:** Register specific -Incorporated into the LSRW tasks.

#### UNIT 3: NEGOTIATION STRATEGIES

**Listening:** Listening to interviews of specialists - Inventors in fields(Subject specific)

**Speaking:** Brainstorming - (Mind mapping) - Small group discussions (Subject- Specific)

**Reading:** Longer Reading text.

**Writing:** Essay writing (250 words)

**Vocabulary:** Register specific - Incorporated into the LSRW tasks

## UNIT 4: PRESENTATION SKILLS

**Listening:** Listening to lectures.

**Speaking:** Short talks.

**Reading:** Reading Comprehension passages

**Writing:** Writing Recommendations -  
Interpreting Visuals inputs

**Vocabulary:** Register specific - Incorporated into the LSRW tasks

## UNIT 5: CRITICAL THINKING SKILLS

**Listening:** Listening comprehension- Listening for information.

**Speaking:** Making presentations - (with PPT- practice).

**Reading:** Comprehension passages –Note making -  
Comprehension - Motivational article on Professional Competence  
- Professional Ethics and Life Skills)

**Writing:** Problem and Solution essay– Creative writing –Summary writing

**Vocabulary:** Register specific - Incorporated into the LSRW tasks

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course	Hours	Credits						
I	20UMS1PE1	Professional English for Commerce and Management-I	2	2						
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓	✓	✓	✓		✓	✓	✓	✓
CO2	✓	✓	✓	✓	✓	✓		✓	✓	✓
CO3	✓	✓	✓	✓	✓		✓	✓	✓	✓
CO4	✓	✓	✓	✓	✓		✓	✓	✓	✓
CO5	✓	✓	✓	✓	✓		✓	✓	✓	✓
Number of Matches(✓) = 45 Relationship: Very High										

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
51	15	8	19	9	29.41	15.69	37.25	17.65	National

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – II

Course Code: 20UMS2CC3  
Instruction Hours: 5  
Credits: 5

Exam Hours: 3  
Internal Marks: 25  
External Marks:75

### CORE COURSE – III – **MARKETING MANAGEMENT**

#### Course Outcomes:

After completing the course, the student will be able to

1. Communicate marketing information persuasively and accurately in oral, written, graphic and interactive media formats.
2. Conduct market research to provide information needed to make marketing decisions.
3. Fix the price under various methods.
4. Maintain marketing channel effectively.
5. Plan, prepare and deliver a sales presentation or pitch that addresses the needs of the client.

#### UNIT I

Marketing Management – Meaning of Market, Classification –Marketing Approaches – Marketing Functions – Recent trends in Marketing: Digital Marketing, Bottom of the Pyramid, Green Marketing- Marketing Information System.

#### UNIT II

Market Environment – Market Segmentation – Marketing Research – Steps in Marketing Research – Marketing of Services – Buyer Behaviour – Determinants of Buyer Behaviour.

#### UNIT III

Marketing Mix (11P's) - Product Planning – Product Mix – Product Life Cycle –New product development – Price – Objectives – Factors influencing Pricing – Methods of Pricing.

#### UNIT IV

Marketing channels -Need and importance – Classification – Types of Intermediaries – Wholesalers – Functions – Retailers – Functions – Physical distribution – Elements of physical distribution (logistics)

#### UNIT V

Promotion mix – Personal selling – Process – Advertising – Objectives – Types – Sales promotion – Objectives – Sales promotion methods- publicity and public relations.

#### Practicum

Create a promotion strategy for own product along with promotion mix and pricing.

**Text Book(s):**

1. Philip Kotler “Marketing Management”, New Delhi, Pearson Publications.
2. C.B. Gupta “N. Rajan Nair “Marketing Management”, New Delhi, Sultan chand.

**Reference Book(s):**

1. RamaswamyV.S. & NamakumariS “Marketing Management”, New Delhi, Macmillan Publications.
2. PillaiR.S.N. & Bagavathi, “Marketing Management”, New Delhi, Sultan chand Publications.
3. Cravens Hills Woodruff, “Marketing Management” Richard D Irwin Inc.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
II	20UMS2CC3	Marketing Management					5	5			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 47 Relationship: Very High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
49	9	11	4	25	18.37	22.45	8.163	51.02	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – II

Course Code: 20UMS2CC4  
Instruction Hours: 5  
Credits: 4

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### CORE COURSE – IV – MATHEMATICS AND STATISTICS FOR MANAGERS

#### Course Outcomes:

After completing the course, the student will be able to

1. Provide a derivation for mathematical problem.
2. Know where and how to use mathematical procedures.
3. Provide a consider and clear description of a statistical problem.
4. Provide a discussion of the results and of the statistical analysis.
5. Find out relationship between the variables.

#### UNIT I

Differentiation – Derivation of standard Function, Addition, Difference and product Rule-  
Maxima and Minima – Application of Derivatives in Business.

#### UNIT II

Matrices and Determinants – Definition – Basic concepts – Addition, Subtraction and  
Multiplication of Matrices – Elementary Operations- Transpose of a Matrix, Inverse, and  
Solving equations by matrix method – Determinants and Solution of Simultaneous Linear  
Equations.

#### UNIT III

Basic Statistics; Definition of Statistics – Scope and Objectives – Collection of Primary and  
Secondary data – Graphic Representation – Measures of Central Tendency: Mean Median,  
Mode, Geometric Mean and Harmonic Mean for Discrete and Continuous data series.

#### UNIT IV

Measures of Dispersion: Range- Quartile Deviation- Mean Deviation- Standard Deviation and  
Co-efficient of variation for Discrete and Continuous data series

#### UNIT V

Correlation & Regression: Definition of Correlation and its types – Problems in Karl Pearson's  
Coefficient of Correlation and Spearman's Rank Correlation- Definition of Regression –  
Estimation of Regression lines – Distinguish between Correlation & Regression.

#### Practicum

Apply the statistical analysis for a real business data.

**Problem: 80%: Theory: 20%.**

**Text Book(s):**

1. Saroj Kumar , Pravesh Kumar Singh “ Mathematics and Statistics For Managers” , Thakur Publishers, Chennai, 2012.

Unit I	Chapter -1	Sections: 1.1 to 1.4
Unit II	Chapter- 2	Sections: 2.1 to 2.3
Unit III	Chapter- 3 &4	Sections: 3.1 , 3.2 & 4.1 to 4.3
Unit IV	Chapter-4	Sections: 4.4 to 4.9
Unit V	Chapter- 5	Sections: 5.1 to 5.3

**Reference Book(s):**

1. Sancheti D.C & Kapoor V.K “Business Mathematics”, New Delhi, Sultan Chand & Sons.
2. Gupta S.C & Kapoor V.K “Fundamentals of Mathematical Statistics”, New Delhi, Sultan Chand & Sons.
3. Aggarwal D.R “Business Mathematics and Statistics”, New Delhi, Vrinda Publications (P) Ltd.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
II	20UMS2CC4	Mathematics & Statistics for Managers					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓		✓	✓		✓	✓	✓		
CO2	✓	✓		✓	✓		✓	✓	✓		
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓	✓		✓	✓	✓	✓	✓	✓	✓	
CO5	✓			✓	✓		✓	✓	✓		
Number of Matches(✓) = 39 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
25	3	3	3	25	12	12	12	100	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – II

Course Code: 20UMS2AC2  
Instruction Hours: 4  
Credits: 3

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### ALLIED COURSE – II – BUSINESS ENVIRONMENT

#### Course Outcomes:

After completing the course the student will be able to

1. Familiarize with the nature of business environment and its components.
2. Demonstrate and develop conceptual framework of economic environment.
3. Explain the concept of the various constituents of political environment and their impact on businesses.
4. Integrate the concept and opening economies of developing countries like India through multilateral route (WTO).
5. Realize the importance of culture and impact of culture on business.

#### UNIT – I

Business - Scope - Characteristics - Goals - Criticisms - Business Environment - Objectives and types - Environment forecasting.

#### UNIT – II

Economic Environment- Concept – Factors-Basic Economic System – Economic Planning- Privatization – Nature and objectives.

#### UNIT – III

Political Environment- Political Institutions-Legislature, Executives and Judiciary -Government in Business-Regulatory, Intervention and Participatory roles .

#### UNIT – IV

Financial Environment - Financial System -RBI - Commercial banks– International Economic Institutions - World Bank – IMF– WTO.

#### UNIT – V

Social and Cultural Environment-Impact of Culture on Business - People's Attitude to Business and Work-Business and Society - Social responsibility of Business – CSR.

#### Practicum:

Let them understand the environmental factors affecting the business by discussion with entrepreneurs.

**Text Book(s):**

1. K. Aswathappa- Essentials of Business Environment-Himalaya Publishing House.
2. Francis Cherunilam - Business Environment - Text and Cases, Himalaya Publishing House.

**Reference Book(s):**

1. George Steiner & JohnF.Steiner- Business, Government and Society-Tata McGraw Hill
2. Adikari - Economic Environment in Business- Himalaya Publishing House
3. Francis Cherunilam - Business Environment
4. IshwarC.Dhingara.-Indian Economy-Sultan Chand &Company
5. RuddanDatt and K.P.M. Sundharam -Indian Economy
6. Sundaram& Black - The International Business Environment - Prentice Hall, New Delhi.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
II	20UMS2AC2	Business Environment					4	3			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓	✓		✓	✓	✓	✓	
CO2	✓		✓	✓	✓		✓	✓	✓	✓	
CO3	✓		✓	✓	✓		✓	✓	✓	✓	
CO4	✓	✓	✓		✓	✓	✓	✓	✓	✓	
CO5	✓		✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 42 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
34	2	6	19	11	5.882	17.65	55.88	32.35	National

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – II

Course Code: 20UMS2PE2  
Instruction Hours: 2  
Credits: 2

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### PROFESSIONAL ENGLISH FOR COMMERCE & MANAGEMENT –II

#### Course Outcomes:

After completing the course, the student will be able to

1. Attend interviews with boldness and confidence.
2. Adapt easily into the workplace context, having become communicatively competent.
3. Apply to the Research & Development organisations/ sections in companies and offices with winning proposals.
4. Do their profession with initiative and creative.
5. Acquire ICT skill and leadership qualities.

#### UNIT – I – Communicative Competence

Listening – Listening to two talks - lectures by specialists on selected subject specific topics - (TED Talks) and answering comprehension exercises (inferential questions)

Speaking: Small group discussions (the discussions could be based on the listening and reading passages- open ended questions)

Reading: Two subject based reading texts followed by comprehension activities -exercises

Writing: Summary writing based on the reading passages.

Grammar and vocabulary exercises - tasks to be designed based on the discourse patterns of the listening and reading texts in the book. This is applicable for all the units.

#### UNIT – II – Persuasive Communication

Listening: listening to a product launch- sensitizing learners to the nuances of persuasive communication

Speaking: debates – Just-A Minute Activities

Reading: reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions

Writing: dialogue writing- writing an argumentative - persuasive essay.

#### UNIT – III – Digital Competence

Listening to interviews (subject related)

Speaking: Interviews with subject specialists (using video conferencing skills)

Creating Vlogs (How to become a vlogger and use vlogging to nurture interests – subject related)

Reading: Selected sample of Web Page (subject area)

Writing: Creating Web Pages

Reading Comprehension: Essay on Digital Competence for Academic and Professional Life.

The essay will address all aspects of digital competence in relation to MS Office and how they can be utilized in relation to work in the subject area

### UNIT – IV – Creativity and Imagination

Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other MOOC videos on Indian academic sites – E.g. <https://www.youtube.com/watch?v=tpvicScuDy0>)

Speaking: Making oral presentations through short films – subject based

Reading: Essay on Creativity and Imagination (subject based)

Writing – Basic Script Writing for short films (subject based)

– Creating blogs - flyers and brochures (subject based)

– Poster making – writing slogans - captions (subject based)

### UNIT – V – Workplace Communication & Basics of Academic Writing

Speaking: Short academic presentation using PowerPoint

Reading & Writing: Product Profiles – Circulars - Minutes of

Meeting - Writing an introduction - paraphrasing

Punctuation (period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis)

Capitalization (use of upper case)

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
II	20UMS2PE2	Professional English for Commerce & Management II					2	2			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 47 Relationship: Very High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
43	27	4	3	9	62.79	9.302	6.977	20.93	Local

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – III

Course Code: 20UMS3CC5  
Instruction Hours: 6  
Credits: 5

Exam Hours: 3  
Internal Marks: 25  
External Marks:75

### CORE COURSE – V – **MANAGERIAL COMMUNICATION**

#### **Course Outcomes:**

After completing the course the student will be able to

1. Understand the scope of communication and learn its importance and implication strategies.
2. Use different forms of written communication techniques to make effective internal and external business correspondence.
3. Imbibe the mechanics of writing and construct effective paragraphs which befit in a longer composition.
4. Maintain the relationship with bank through correspondence.
5. Produce different types of reports with appropriate format, organization and language.

#### **UNIT I**

Communication – Meaning and Objectives – Communication Cycle – Principles – Types– Media – Barriers to Communication.

#### **UNIT II**

Business Letters - Kinds –Layout and Parts – Enquiry and Reply – Offers and Quotations – Orders – Execution and Cancellation –Complaint letters – Claims and Adjustments – Commercial Terms and Abbreviations.

#### **UNIT III**

Collection Letters – Sales Promotion Letters – Layout - Circular Letters.

#### **UNIT IV**

Bank Correspondence – Import and Export Correspondence – Agency Correspondence - Application Letters.

#### **UNIT V**

Report Writing – Structure of Report – Kinds (Press, Market and Business Reports) –Traditional forms of Communication- Telex, Telephone, Fax, Pager, Telegrams, Postal, Intercom, hone - Modern Forms of Communication- E-mail, Facebook, WhatsApp, Twitter. IMO, SKYPE, YOUTUBE, LINKEDIN, INSTAGRAM.

#### **Practicum**

Collect photocopies of some communication tools used in business (Letters, orders, circulars, complaints)and present it in the classroom.

**Text Book(s):**

1. Rejendra Pal & Korlahalli J.S “Essentials of Business Communication”, New Delhi, Sultan Chand & Sons, Educational Publishers.
2. Bhatia R.C “Business Communication”, New Delhi, Ane Books Private Limited.

**Reference Book(s):**

1. Meenakshi Raman & Prakash Singh “Business Communication”, New Delhi, Oxford University Press.
2. Jain N.C. & Saakshi “Essentials of Business Communication”, New Delhi, AITBS Publishers & Distributors.
3. Dona J. Young “Foundations of Business Communication”, New Delhi, Tata McGraw Hill Publishing Company Limited.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20UMS3CC5	Managerial Communication					6	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓		
CO4	✓		✓	✓	✓			✓	✓	✓	
CO5	✓	✓	✓	✓	✓		✓	✓	✓	✓	
Number of Matches(✓) = 43      Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
32	11	3	13	15	34.38	9.375	40.63	46.88	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – III

Course Code: 20UMS3CC6/20UMS3CC6P

Instruction Hours: 6 (4+2) Hrs.

Credits: 4 (3 + 1)

Exam Hours: 3

Internal Marks: 40

External Marks:60

### CORE COURSE –VI – COMPUTER APPLICATIONS IN BUSINESS

#### Course Outcomes:

After completing the course, the student will be able to

1. Understand the evolution of computer.
2. Describe the fundamentals of information technology concepts – hardware and software.
3. Know the basics about operating systems and computer language.
4. Create business documents with word processing software, spread sheet and multimedia presentations with software using templates.
5. Maintain accounting books and preparing balance sheet.

#### UNIT I

Introduction to Computer- Computer Characteristics- Evolution of computer and Generations of Computer- Types of Computer, Input Devices, Output Devices.

#### UNIT II

Personal Computers- PC and its main components, hardware configuration- Computer Memory – Concept- Internal and External Memory-Internal Memory- Types-RAM, SRAM, DRAM, ROM, PROM, EPROM, EEPROM External Memory- Floppy Disk, Hard Disk, CD, DVD, ZIP drive.

#### UNIT III

Software – System and Application Software, Operating system- Functions and types- Computer Languages- Lower level language and higher level language- compiler and interpreter- Characteristics of Good Language- Introduction to Windows- Basic commands in Windows.

#### UNIT IV

Word Processing- Introduction to MS Office components, Introduction and working with MS Word, MS-Excel- Presentation with Power-Point: Power-point basics, creating presentation, working with graphics, show time, sound effects and animation effects.

#### UNIT V

Introduction to Accounting Packages- Presentation of vouchers- invoice- Maintenance of inventory records- Maintenance of accounting books and final accounts.

#### Text Book(s):

1. Parameswaran R. “Computer Application in Business” New Delhi, S.Chand Publishers.
2. Sanders D.H, “Computer in Business” – New Delhi, Tata McGraw Hill.

#### Reference Book(s):

1. Sinha, P.K., “Fundamentals of Computer” , U.K. Progressive Business Publications.
2. Rajaraman, V. “Fundamentals of Computer” New Delhi, Prentice Hall of India Private Limited.
3. Ed.Jones& Derek, “Microsoft office for windows 95” New Delhi, Sultan publications.

## Computer Application in Business Accounting Exercises for Practical

MS -Word

1. Creating Business Letters
2. Creating an application for the job with Bio-data.
3. Creating circular letter with Mail Merge options.
4. Creating a table by using the split and merge options.

MS – Excel

1. Creating a work sheet Mark sheet, Pay slip, PF Contribution list etc.
2. Creating charts
3. Creating a list for the enclosures
4. Filtering the date using Auto filter custom filters using comparison operations

### Accounting Package

1. Preparing vouchers for entries for the given transactions.
2. Preparing final accounts from the Trial Balance given with any five adjustments.

### Practical exam question paper pattern & Mark allotment

Max.Marks:30 Time for practical Exam – 2 Hrs.

There will be two questions carrying 10 marks each. Both are to be answered.

1. (a) One problem in MS word (or)  
(b) One problem in MS Excel
2. (a) One problem in Accounting Package (or)  
(b) One problem in Accounting Package

Maximum marks for any 2 questions from the above 2x10=20

Practical Note Book 10

Total 30

### Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course	Hours	Credits						
III	20UMS3CC6/ 20UMS3CC6P	Computer Applications in Business Theory/ Practical	6	5						
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓	✓	✓	✓		✓	✓	✓	✓
CO2	✓	✓	✓	✓	✓		✓	✓	✓	✓
CO3	✓	✓	✓	✓	✓			✓	✓	✓
CO4	✓		✓	✓	✓		✓	✓	✓	✓
CO5	✓		✓	✓	✓	✓	✓	✓	✓	✓
Number of Matches(✓) = 43 Relationship: High										

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
31	0	0	0	31	0	0	0	100	Global

**Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global**

## SEMESTER – III

Course Code: 20UMS3AC3  
Instruction Hours: 4  
Credits: 3

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### ALLIED COURSE – III – BUSINESS LAW

#### Course Outcomes:

After completing the course, the student will be able to

1. Identify the fundamental legal principles behind contractual agreements.
2. Examine how businesses can be held liable in tort for the actions of their employees.
3. Create the agency and their power.
4. Know the rights of seller and buyer.
5. Know the fundamental legal principle to run the partnership firm.

#### UNIT – I

Contract Act – Definition- Classification – Legal effects, performance, formation  
Essentials of a Contract – Difference between contract and agreement - Offer and Acceptance –  
Consideration – Contractual Capacity – Free Consent – Legality of Object.

#### UNIT – II

Performance of Contract – Levels of contract - Modes of Discharge of Contract – Remedies for Breach of  
Contract.

#### UNIT – III

Law of Agency – Mode of creation - Agency by Ratification – Sub-Agent and Substituted Agent-  
Termination of Agency.

#### UNIT – IV

Sale of Goods Act – Definition – Conditions and Warranties – Transfer of Property –Performance of  
Contract of Sale – Rights of an Unpaid Seller.

#### UNIT – V

Partnership – Definition – Essentials – Rights- duties and Liabilities of partners -Types of partnership  
- Dissolution of partnership.

#### Practicum

Collect copies of contract from any one company and analyze it.

#### Text Book(s):

1. N.D.Kapoor “Business Law”, New Delhi, Sultan Chand pvt.ltd.
2. S.Sumathi & P.Saravanel, “Business Law”, New Delhi, Eswar Press.

**Reference Book(s):**

1. Nirmal Singh. P “Business Law”, New Delhi, Deep Publishers pvt. Ltd.
2. Chandra Bose D “Business Law”, New Delhi, PHI Learning pvt. Ltd.
3. R.S.N Pillai& Bagavathi, “Business Law”, New Delhi Sultan Chand pvt. ltd.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20UMS3AC3	Business Law					4	3			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓		✓		✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓		✓	✓	✓	
Number of Matches (✓) = 45 Relationship: Very High											

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
33	0	0	33	0	0	0	0	0	National

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – III

Course Code: 20UMS3NME1  
Instruction Hours: 2  
Credits: 2

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### NON - MAJOR ELECTIVE I – EVENT MANAGEMENT

#### Course Outcomes:

After completing the course the student will be able to

1. Define an event concept and set objectives bases on this.
2. Explain all the components and various roles involved in planning, organizing, running and evaluating an event.
3. Assess all post-event activities.
4. Apply the theory and skills necessary to professionally plan, and organize a outdoor event.
5. Understand the importance of strategic planning for an event or festival, including monitoring and evaluating the impacts on the wider community.

#### UNIT– I

Designing Corporate Events that meet customer’s needs – key elements of event management-5 C’s of event management - Fundamentals of Corporate Hospitality– Managing customer expectations – Types of Corporate events.

#### UNIT – II

In-house vs. Event Management Companies – Corporate Event Packages – Staff events – Customer events -Team building – Nature of Teams – Types of Teams.

#### UNIT – III

Charity Events and Award Ceremonies – Setting fund raising targets and objectives – Working with volunteers and committees – Generating goodwill and media exposure – Commissioning celebrities.

#### UNIT – IV

Outdoor Events - Concerts – Logistics – Risk Management – Types of outdoor events – Risk management – Planning and logistics, Marketing and sponsorship.

#### UNIT – V

Celebrity events- Concerts – Launches – Fashion shows – National festivals and high-profile charity events – Liaising with agents – Contract negotiations – Client briefings – Celebrity wish lists and expectations – Paparazzi and entourages.

#### Practicum:

Organize an event and submit a report.

**Text Book(s):**

1. Lynn Van Derwagen “Event Management” New Delhi, Pearson Publications.
2. Sharma D. “Event Planning and Management” New Delhi, Deep & Deep Publishers Pvt. Ltd.

**Reference Book(s):**

1. Harichandan C.B. “Event Management”, New Delhi. Global Vision Publishing House.
2. Cherylrimball, “Event Planning Business” New Delhi, Entrepreneur press.
3. Sita Ram Singh “Event Management” New Delhi, APH Publications Corporation.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20UMS3NME1	Event Management					2	2			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓		✓	✓	✓	✓		✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓		✓	
CO4	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO5	✓		✓	✓	✓		✓	✓	✓	✓	
Number of Matches(✓) = 44 Relationship: High											

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
35	5	15	11	9	14.29	42.86	31.43	25.71	Regional

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – IV

Course Code: 20UMS4CC7  
Instruction Hours: 5  
Credits: 5

Exam Hours: 3  
Internal Marks: 25  
External Marks:75

### CORE COURSE – VII – ORGANISATIONAL BEHAVIOUR

#### Course Outcomes:

After completing the course the student will be able to

1. Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.
2. Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.
3. Know how the power of leadership should be utilized to get success.
4. Analyze the complexities associated with management of the group behavior in the organization.
5. Analyze the sources of conflict and to provide solutions to solve the conflict.

#### UNIT I

**Introduction to Organizational Behaviour:** Concept of Organizational Behaviour (OB) – Importance of Organizational Behaviour- Key Elements- Approaches- Challenges and Opportunities for OB- Role of Managers in OB - Theories of organization .

#### UNIT II

**Individual behaviour:** Personality – concept, determinants and theories – Perception – concept, process –Motivation- Theories of Motivation- Maslow’s need of Hierarchy Theory- McGregor’s X Theory & Y Theory -Herzberg Two Factor Theory- Adams equity theory.

#### UNIT III

**Leadership:** Definition and Meaning- Theories of Leadership- Contemporary Business Leaders- Power & Authority- Types of Power- Sources of Power- Job Satisfaction.

#### UNIT IV

**Group:** Meaning and Importance of Groups- Reasons for Group Formation- Types of Groups-Stages of Group Development – Attitudes and Values.

#### UNIT V

**Organisational Conflict:** Definition and Meaning- Types of Conflict, Sources of Conflict, Conflict Resolution – Stress Management – Concept – Sources – Effects of stress – Management of Stress.

#### Practicum

Team building exercise.

**Text Book(s):**

1. Aswathappa, “Organizational Behaviour” Mumbai, Himalaya Publications.
2. Singh.B.P. Chabra .T.N.“Organizational Behaviour” New Delhi, Dhanpat Rai Company Pvt. Ltd.

**Reference Book(s):**

1. Arunkumar Meenakshi, “Organizational Behaviour”New Delhi, VikasPublishing House.
2. Prasad.L.M. “Organizational Behaviour” NewDelhi, Sultan chand& sons.
3. Stephen. P. Robbins , “Essentials of Organizational Behaviours”, New Delhi, Prentice Hall.

## Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20UMS4CC7	Organizational Behaviour					5	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓		✓	✓	✓	
CO3	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓		✓	✓	✓		✓	✓	✓	✓	
Number of Matches(✓) =46 Relationship: Very High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
36	4	2	6	30	11.11	5.556	16.67	83.33	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – IV

Course Code: 20UMS4CC8  
Instruction Hours: 5  
Credits: 5

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### CORE COURSE – VIII – OPERATIONS RESEARCH

#### Course Outcomes:

After completing the course, the student will be able to

1. Make decisions by using operation research.
2. Find out least cost by using transportation method.
3. Solve the problem in maintaining the inventory.
4. Understand variety of problems such as Assignment and travelling salesman etc.
5. Differentiate individual Vs. Group replacement.

#### UNIT I

**Operations Research:** Concepts – Models – Scope – Phases – Limitations – Operations Research and Decision Making – Linear Programming Problem- Formulation of L.P.P. - Graphical Method.

#### UNIT II

**Transportation Problem:** North West Corner Rule - Least Cost Method - Vogel's Approximation Method.

#### UNIT III

**Inventory Control:** Categories of Inventory – reasons for carrying inventory – costs and terms associated with inventory – Deterministic and Probabilistic Inventory Problem.

#### UNIT IV

**Assignment Problem:** Solving assignment Problem – Hungarian Method – Maximization case in assignment Problems - Travelling Salesman Model.

#### UNIT V

**Replacement Theory:** Replacement of equipment that deteriorates gradually – Replacement of Equipment that fails suddenly – Individual Vs. Group replacement.

#### Practicum

Create a suitable strategy to replace the faulty equipment in your company.

**Problem: 80%; Theory: 20%.**

**Text Book(s):**

1. Prof. V. Sundaresan, K.S. Ganapathy Subramaniyan “ Resource Management Techniques”, A.R. Publications
2. Premkumar Gupta & D.S. Hira” Operations Research” NewDelhi, Sultan chand.

Unit I	Chapter -1&2	Sections: 1.1, 1.8 &1.9, 2.1 to 2.3 &2.5 [1]
Unit II	Chapter- 7	Sections: 7.1 [1]
Unit III	Chapter- 8	Sections: 8.1 to 8.7 & 8.9 [1]
Unit IV	Chapter -14	Sections: 14.1 to 14.6 [1]
Unit V	Chapter- 11	Sections: 11.1 to 11.3 [2]

**Reference Book(s):**

1. Srinivasan. G. “Operations Research” New Delhi, PHI Learning Pvt., Ltd.
2. Ramamurthy. P. “Operations Research” New Delhi, New Age International Pvt. Ltd.
3. Sharma S.D. “Operations Research”, New Delhi.KedarNath Ram Nath Pvt., Ltd.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits				
IV	20UMS4CC8	Operations Research					5	5				
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
CO2	✓			✓	✓	✓	✓	✓	✓	✓		
CO3	✓	✓		✓	✓	✓	✓	✓	✓	✓		
CO4	✓			✓	✓	✓	✓	✓	✓	✓		
CO5	✓	✓		✓	✓	✓	✓		✓			
Number of Matches(✓) = 42 Relationship: High												

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
23	0	0	0	23	0	0	0	100	Global

**Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global**

## SEMESTER – IV

Course Code: 20UMS4AC4  
Instruction Hours: 4  
Credits: 3

Exam Hours: 3  
Internal Marks: 25  
External Marks:75

### ALLIED COURSE –IV – **PRODUCTION MANAGEMENT**

#### Course Outcomes:

After completing the course, the student will be able to

1. Understand how to select the plant location.
2. Principles of effective maintenance of plant.
3. Importance of PPC to make a product success.
4. Provide various types of inspection to maintain quality.
5. Identify and resolved store keeping problems.

#### UNIT I

Production Management– Scope and Significance –Production System – Functions and Types – Factors influencing Plant Location – Plant Layout and its kinds.

#### UNIT II

Work Study – Time Study – Motion Study – Work Measurement– Principles and factors Maintenance of Plant – Types.

#### UNIT III

Production Planning and Control – Definition – Objectives and Importance – Elements of Production Planning – Routing and Scheduling.

#### UNIT IV

Quality Control and Inspection – Objectives and Significance – Inspection – SQC – AGMARK, ISI and ISO – Certification Marks.

#### UNIT V

Material Management –Objectives–Purchasing –Procedure – Store Keeping – Functions – Centralized and Decentralized.

#### Practicum

Application modules in which students will have to simulate organize, design, produce and manage productions on campus.

**Text Book(s):**

1. Saravanavel P & Sumathi S “Production and Materials Management”, Chennai, Margham Publications.
2. Paneerselvam “Production and Operations Management”, New Delhi, PHI Learning Pvt Ltd

**Reference Book(s):**

1. Elwood S. Buffa & Rakesh K. Sarin “Modern Production / Operations Management”, New Delhi, John Wiley & Sons.
2. B. S. Goel “Production Operation Management”, New Delhi, Pragati Prakashan Publishers.
3. Ebert J Ronald & Adams E Everett, Production & Operations Management, New Delhi, PHI Learning Pvt Ltd.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20UMS4AC4	Production Management					4	3			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓			✓	✓	✓	✓	✓		✓	
CO2	✓			✓	✓	✓		✓		✓	
CO3	✓		✓	✓	✓	✓		✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓		✓	✓	✓	
CO5	✓			✓	✓	✓		✓	✓	✓	
Number of Matches(✓) = 37 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
30	1	1	4	25	3.333	3.333	13.33	83.33	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – IV

Course Code: 20UMS4NME2  
Instruction Hours: 2  
Credits: 2

Exam Hours: 3  
Internal Marks: 25  
External Marks:75

### NON - MAJOR ELECTIVE – II - ADVERTISING AND SALES PROMOTION

#### Course Outcomes:

After completing the course, the student will be able to

- ↔> Develop creative strategies for advertising.
- ↑> Develop strategic plan for sales promotion.
- ↔> Analyze the pros and cons of various media.
- > Prepare a effective advertising copy for product and services.
- ↑> Asses strategic uses of sales promotion.

#### UNIT– I

Advertising: Definition - Importance and Functions of Advertising - Role of advertising.

#### UNIT – II

Advertising media- Types of Media - Print Media (Newspaper & Magazines, Pamphlets, Posters & Brochures) - Electronic Media(Radio, Television , Audio Visual Cassettes) - Other Media (Direct Mail,Outdoor Media), Characteristics, merits & Demerits of media - types of media and media choice

#### UNIT – III

Advertising message: Preparing an effective advertising Copy- Elements of a Print Copy: Headlines illustration, body copy, slogan, logo, seal, role of colour - Elements of Broadcast copy - objectives and tools of consumer promotions.

#### UNIT – IV

Forms of sales promotions- Consumer oriented sales promotion; trade oriented sales promotion & Sales force-oriented sales promotion.

#### UNIT – V

Major tools of sales promotion- samples point of purchase, displays & demonstrations, exhibitions & fashion shows, sales contests & games of chance and skill, lotteries gifts offers, premium and free goods, price packs, rebates patronage rewards.

#### Practicum:

Create an advertisement for both existing and new products.

**Text Book(s):**

1. Rajeev. V. Batra. “Advertising Management” New Delhi, Prentice Hall of India Pvt. Ltd.
2. Mahendra Mohan “Advertising Management” New Delhi, Tata McGraw – Hill Publishing.

**Reference Book(s):**

1. Chunawall. S. A. “Advertising & Sales & Promotion Management”, Mumbai, Himalaya Publications.
2. Thomas C. O’Guinn. Chris T. Allen, “Advertising Management” New Delhi, Cengage Learning India Pvt.,Ltd.,
3. Amandeep Kaur & Gulveenkaru “Advertising & Sales Management” New Delhi, Kalyani Publications.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20UMS4NME2	Advertising and Sales Promotion					2	2			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓		✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓		✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓		✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 47 Relationship: Very High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
22	5	11	8	10	22.73	50	36.36	45.45	Regional

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – IV

Course Code: 20UMS4SBE1  
Instruction Hours: 2  
Credits: 2

Exam Hours: 3  
Internal Marks: 25  
External Marks:75

### SKILL BASED ELECTIVE – 1 – INSURANCE MANAGEMENT

#### Course Outcomes:

After completing the course, the student will be able to

1. Compare and contrast the role of insurance differs between gambling and bonding.
2. Appraise the extent to which insurance contracts are standardized and the ways in which this standardization is accomplished.
3. Differentiate Double insurance and Reinsurance.
4. Evaluate the benefits of various types of insurance.
5. Understand and apply the principles of ECGC.

#### UNIT I

Introduction –Origin of insurance- definition of insurance, insurer, insured – Role of Insurance – Importance use to an industry, business and society.

#### UNIT II

Insurance Contracts-nature of a contract of insurance- fundamentals of Insurance- Essential of General Contract as applied to Insurance mentioned under section 10 of the Indian Contract Act.

#### UNIT III

Functions of Insurance –Double Insurance – Re insurance.

#### UNIT IV

Evolution of Insurance – Marine, Fire, Life and Miscellaneous insurance ,Types of insurance and organization.

#### UNIT V

Lloyd's Insurance and State Insurance – LIC- KGID- ESI- Deposit Insurance Corporation orExport Credit Guarantee Corporation (only outline and objectives of all the above).

Field study to know the types of insurance products and procedure to get insured.

**Text Book(s):**

1. Boclla.B.S.Garg. M.C. Singh.K.P. “Insurance Management”, New Delhi, Deep & Deep Publication Pvt., Ltd.
2. Tyagi, C.L. MadhuTyagi“Insurance Management”, New Delhi. Atlantic Publishers Pvt., Ltd.

**Reference Book(s):**

1. Tripathy. N.P. “Insurance Management”, New Delhi, PHI Learning Pvt.
2. Mishra.M.N. & Mishra S.B. “Insurance Principles&Practice,New Delhi, Sultan chand.
3. Murthy A. “Principles & Practice of Insurance”, New Delhi,Margham Publication.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20UMS4SBE1	Insurance Management					2	2			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓			✓	✓		✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓			✓	✓	✓		✓	✓	✓	
CO4	✓			✓	✓	✓	✓	✓	✓	✓	
CO5	✓			✓	✓	✓		✓	✓	✓	
Number of Matches(✓) = 39 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
20	0	1	13	6	0	5	65	30	National

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – V

Course Code: 20UMS5CC9  
Instruction Hours: 5  
Credits: 5

Exam Hours: 3  
Internal Marks: 25  
External Marks:75

### CORE COURSE – IX – COST ACCOUNTING

#### Course Outcomes:

After completing the course, the student will be able to

1. Demonstrate how materials, labor and overhead costs are added to a product at each stage of the production cycle.
2. Understand the level of stock to be maintained.
3. Utilize the labour time properly.
4. Assign costs in a job cost system.
5. Describe how cost accounting is used for decision making and performance evaluation.

#### UNIT – I

Meaning and Scope of Cost Accounting – Concept and Classification of Cost – Elements and Methods of Cost –Relationship of Cost Accounting and Financial Accounting – Preparation of Cost Sheet.

#### UNIT – II

Materials – EOQ - Levels of Stock – Receipts and Issues of materials – ABC Analysis - Stores Ledger – FIFO, LIFO, Simple Average and Weighted Average.

#### UNIT – III

Labour – Time-Keeping and Time – Collect Booking – Methods of Remuneration and Incentive Schemes – Overtime and Idle time – Labour Turnover – Causes, Types and Measurement.

#### UNIT – IV

Overheads – Collection, Classification, Allocation, Apportionment and Absorption – Recovery Rates – Over and Under Absorption -Machine Hour Rate – Job Costing – Contract Costing.

#### UNIT – V

Operating Costing – Process Costing- Normal Loss, Abnormal Loss and Abnormal Gains(excluding Equivalent Production and Inter process).

**(Marks: Theory 40% and Problems 60%)**

#### Practicum

Collect a cost sheet from any one of the companies and make analysis of it.

**Text Book(s):**

1. S.P. Jain and K.L. Narang, “Cost Accounting Principles and Practice”, Chennai, Kalyani Publishers.

**Reference Book(s):**

1. R.S.N. Pillai and V. Baghavathi, “Cost Accounting”, New Delhi, S.Chand& Company Ltd.
2. S.N. Maheshwari, “Cost Accounting”, New Delhi, Sultan Chand & Sons.
3. N.K. Prasad, “Principles and Practice of Cost Accounting”, Kolkata, Book Syndicate Pvt. Ltd.
4. Bhabotosh Banerjee, “Cost Accounting”, Kolkata, The World Press Private Ltd.

## Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	20UMS5CC9	Cost Accounting					5	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓		✓	✓	✓		✓	✓	✓	
CO2	✓			✓	✓	✓			✓	✓	
CO3	✓		✓	✓	✓	✓		✓	✓	✓	
CO4	✓			✓	✓	✓		✓		✓	
CO5	✓			✓	✓	✓	✓	✓		✓	
Number of Matches(✓) = 35 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
29	0	0	0	29	0	0	0	100	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – V

Course Code: 20UMS5CC10  
Instruction Hours: 5  
Credits: 5

Exam Hours: 3  
Internal Marks: 25  
External Marks:75

### CORE COURSE – X – FINANCIAL MANAGEMENT

#### Course Outcomes:

After completing the course, the student will be able to

- ↔ Demonstrate how the concepts of financial management and investment, financing and dividend policy decisions could integrate while identification and resolution of problems.
- ↑ Analyze the complexities associated with management of cost of funds in the capital Structure.
- ↔ Demonstrate the applicability of the concept of capital budgeting to understand the managerialDecisions.
- Minimize the cost of capital to maximize the profit.
- ↑ Apply the Leverage and EBIT EPS Analysis associate with Financial Data in the corporate.

#### UNIT I

Financial Management- Meaning and Scope of Finance Functions – Goals- Profit Maximization andWealth Maximization – Organization of Finance Function.

#### UNIT II

Capital Structure Planning – Meaning and Scope – Approaches – Arbitrage Process – Traditional Approach – Indifference Point.

#### UNIT III

Capital Budgeting – Concept and Importance – Capital Budgeting Appraisal Methods- Pay Back Method – Discounted Cash Flow Method- NPV Method, Excess Present Value Index and IRR Method - Return on Investment Method.

#### UNIT IV

Cost of Capital – Concept, Importance – Classification- Cost of Debt – Cost of Equity – Cost of Retained Earnings – Weighted Average Cost of Capital.

#### UNIT V

Leverages – Meaning and Significance – Types- Operating, Financial and Combined Leverages – Dividend Theories and Dividend Policies – Forms of Dividend.

**(Marks: Theory 20%; Problems 80%)**

#### Practicum

Students are asked to analyze the budget recently submitted in Parliament.

**Text Book(s):**

1. Maheshwari S.N “Elements of Financial Management”, New Delhi, Sultan Chand & Sons.
2. Khan M.Y & Jain P.K “Theory and Problems in Financial Management”, New Delhi, Tata McGraw Hill Publishing Company Limited.

**Reference Book(s):**

1. Pandey I.M “Financial Management”, New Delhi, Tata McGraw Hill Publishing Company Limited.
2. Prasanna Chandra “Fundamentals of Financial Management”, New Delhi, Tata McGraw Hill Publishing Company Limited.
3. R. P. Rustaqi “Financial Management, Tenth Edition, New Delhi, Taxmann Publications (P) Ltd.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	20UMS5CC10	Financial Management					5	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓		✓	✓	✓	
CO2	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 46 Relationship: Very High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
31	0	0	7	25	0	0	22.58	80.65	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – V

Course Code: 20UMS5CC11  
Instruction Hours: 5  
Credits: 5

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### CORE COURSE – XI – COMPANY LAW AND SECRETARIAL PRACTICE

#### Course Outcomes:

After completing the course, the student will be able to

- ↔ Understanding the various types of Companies and the issues associated with Companies.
- ↕ Understanding the roles and responsibilities of various persons involved and related documents.
- ↔ Understanding the Intricacies pertaining to managing investors and different types of instruments in a company.
- Understanding the importance and procedural requisites of a company meeting
- ↑ Know position of Secretary and his rights, duties and liabilities.

#### UNIT – I

Company – Definitions – Features – kinds - Private Ltd - Company Vs. Public Company.- Companies Act 1956

#### UNIT – II

Formation of companies - Promotion Stage – Commencement Stage – Memorandum of Association - Clauses - Articles of Association-contents – Prospectus - Contents. - Winding Up-Members.

#### UNIT – III

Shares-kinds-Equity Shares-Preference shares-Premium and Discount-Allotment- Minimum Subscription-Forfeiture of shares-Debentures-Types- Dividend – Meaning –Types.

#### UNIT – IV

Secretary-Definition-Types-company secretary-Legal Position-Qualification- Appointment-Rights, Duties and Liabilities-Termination.

#### UNIT – V

Meetings – Types – Statutory, Annual General Meeting – Duties - Notice -Agenda- Quorum, Resolution – Types.

#### Practicum:

Prepare agenda and meeting resolution for your own dreaming company.

**Text Book(s):**

1. N.D. Kapoor, "Company Law and Secretarial Practice" New Delhi, S.Chand & Sons.
2. A. K. Majumdar & G. K. Kapoor. "Company Law & Practice" Taxmann Publications Limited.

**Reference Book(s):**

1. Tandon, "Company Law and Secretarial Practice", New Delhi, S.Chand& Sons.
2. P.K. Ghosh, "Company Law and Secretarial Practice", New Delhi, S.Chand& Sons.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	20UMS5CC11	Company Law and Secretarial Practice					5	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓			✓	✓	✓	
CO2	✓	✓	✓	✓	✓			✓	✓	✓	
CO3	✓			✓	✓	✓	✓	✓	✓	✓	
CO4	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓		✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 43 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
49	0	2	47	0	0	4.082	95.92	0	National

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – V

Course Code: 20UMS5CC12  
Instruction Hours: 5  
Credits: 5

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### CORE COURSE – XII – RESEARCH METHODS IN MANAGEMENT

#### Course Outcomes:

After completing the course, the student will be able to

- ↔ Understand on various kinds of research, objectives of doing research, research process.
- ↓ Find out the good research problem.
- ↔ Have basic awareness of data analysis-and hypothesis testing procedures.
- Write the meaningful interpretation to the data sets.
- ↑ Present various types of research report in written format.

#### UNIT – I

Research – Concept - Business research – Definition – Features – Types: Basic and applied, exploratory, descriptive and causal – Phases of business research.

#### UNIT – II

Process and formulation of Research problem – Sources – Identification – Selection – Criteria of a good research problem – Research Design – Meaning – Essential stages in the preparation of Research Design – Evaluation of the Research Design – A Model Design.

#### UNIT- III

Hypothesis – Characteristics of good Hypothesis– Types – Sampling – Nature – Simple, Probability, Complex Probability and Non-probability.

#### UNIT – IV

Sources and Collection of data – Primary and Secondary sources – Methods of data Collection – Merits and demerits – Presentation – Coding, data entry and tabulation – Analysis Interpretation of data.

#### UNIT – V

Research Report – Concept – Types - Steps in Organization of Research Report – Significance of Report Writing – Drafting of reports – Contents of a report.

#### Practicum

Prepare a research proposal and apply any one statistical test for the collected data.

**Problem: 20%; Theory: 80%**

**Text Book(s):**

1. Kothari C.R “Research Methodology: Methods and Techniques”, New Delhi Vishwa Prakashan Publishers.
2. Saravanavel P “Research Methodology”, Allahabad, Kitabmahal pvt ltd.

**Reference Book(s):**

1. P. Philominathan “Research Methodology Practice”, Thanjavur, Thakur Publishers.
2. Gopal M. A “An Introduction to Research Procedure in Social Sciences” Bombay, Asia Publishing House.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	20UMS5CC12	Research Methods in Management					5	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓		✓	✓		✓	✓	✓	✓	
CO2	✓			✓	✓	✓		✓	✓	✓	
CO3	✓		✓	✓	✓		✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO5	✓		✓	✓	✓		✓	✓	✓	✓	
Number of Matches(✓) = 40 Relationship: High											

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
37	0	11	0	26	0	29.73	0	70.27	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – V

Course Code: 20UMS5MBE1  
Instruction Hours: 4  
Credits: 3

Exam Hours: 3  
Internal Marks: 25  
External Marks:75

### MAJOR BASED ELECTIVE – I – SERVICES MARKETING

#### Course Outcomes:

After completing the course the student will be able to

- ↔ Examine the nature of services and distinguish between products and services
- ↑ Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service.
- ↔ Finding out the strategies for managing capacity to match demand
- Make the pricing decisions.
- ↑ Awareness of channels and Promotion mix.

#### UNIT – I

Services marketing – Introduction - Growth of service sector – Types – Characteristics – Constraints in services marketing – Difference between goods & services.

#### UNIT – II

Marketing Management process for services – organizing marketing planning– Analysing opportunities – target market – Developing the services marketing Mix – 7 pieces of services marketing

#### UNIT – III

Strategies for managing capacity to match demand - Strategies for managing demand to match capacity - Services Marketing Mix elements.

#### UNIT – IV

Service product – analysis of the service offer – service planning – factors affecting pricing decisions – special issues of service pricing - Pricing Strategies

#### UNIT – V

Promotion Mix for services – Place in service – Identifying & Evaluating major channel alternating – physical factors – physical environment - Customer perception of services

#### Practicum

Develop the services marketing mix of your own product.

**Text Book(s):**

- ↔ Christian Gronroos, “Service Management and Marketing”, United States, John Wiley & Sons Ltd.  
 ↑ Philip Kotler- “Marketing of non-profit organization”, United States, Prentice Hall.

**Reference Book(s):**

1. Kruse, “Service Marketing”, United states, John Wiley & Sons Ltd.
2. Tom Powers, “Marketing Hospitality”, United States. John Wiley & Sons Inc.
3. Valarie A. Zeithaml, et. al, “Service Marketing”, Chennai, Tata McGraw-Hill.

## Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	20UMS5MBE1	Services Marketing					4	3			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓			✓	✓	✓		✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓			✓	✓	✓	✓	✓	✓	✓	
CO4	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓		✓	✓	✓	✓		✓	✓	✓	
Number of Matches(✓) = 44 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
27	3	2	9	23	11.11	7.407	33.33	85.19	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – V

Course Code: 20UMS5SBE2  
Instruction Hours: 2  
Credits: 2

Exam Hours: 3  
Internal Marks: 25  
External Marks:75

### SKILL BASED ELECTIVE – II – QUANTITATIVE APTITUDE AND LOGICAL REASONING

#### Course Outcomes:

After completing the course, the student will be able to

- ↔ Analyze and evaluate quantitative arguments that utilize mathematical, statistical, and quantitative information.
- ↑ Analyze and make sense of the data given.
- ↔ Reason, model, and draw conclusions or make decisions with mathematical, statistical, and quantitative information.
- Differentiate stocks and shares.
- ↑ Solve quantitative ability, logical reasoning and verbal ability.

#### UNIT I

Profit – loss – Partnership.

#### UNIT II

Time and Work – Time and Distances.

#### UNIT III

Simple and compound interest.

#### UNIT IV

Clocks – Stocks and Shares – True discount and Bankers discount.

#### UNIT V

Arithmetic Reasoning – Inserting the missing Character.

#### Practicum

Sample interview questions for practicum applicants.

**Text Book(s):**

1. R.S Aggarwal “Quantitative Aptitude”, New Delhi, S.Chand & Company Ltd, Re print 2013.
2. R.S Aggarwal “A Modern Approach to verbal and Nonverbal Reasoning” S.Chand & Company Ltd Reprint 2007.

Unit I	Page no: 251 – 293 & 311-325[1]
Unit II	Page no: 341 – 370 & 384 - 404[1]
Unit III	Page no: 441-486[1]
Unit IV	Page no: 597 – 604, 605-612, 632-636 & 637-641[1]
Unit V	Page no: 459 – 494[2]

## Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits				
V	20UMS5SBE2	Quantitative Aptitude and Logical Reasoning					2	2				
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	✓	✓	✓	✓	✓			✓	✓	✓		
CO2	✓			✓	✓		✓	✓	✓	✓		
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
CO4	✓			✓	✓	✓	✓	✓	✓	✓		
CO5	✓	✓	✓	✓	✓		✓	✓	✓	✓		
Number of Matches(✓) = 42 Relationship: High												

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
11	0	0	9	2	0	0	81.82	18.18	National

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – V

Course Code: 20UMS5SBE3  
Instruction Hours: 2  
Credits: 2

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### SKILL BASED ELECTIVE – III – BANKING THEORY AND PRACTICES

#### Course Outcomes:

After completing the course, the student will be able to

- ↔ Explain the scope, types and functions of banking.
- ↕ Maintain cordial relationship between banker and customer.
- ↔ Understand the importance of knowing the customer.
- ↔ Use the negotiable instrument.
- ↕ Understand the modern banking services.

#### UNIT I

Introduction to Banking – Meaning, Origin, Scope – Types of Banks- Role and functions of Banks – Banking Structure – Role and Functions of RBI.

#### UNIT II

Definition of the terms Banker and Customer – differential relationship between Banker and Customer – General and Special relationship.

#### UNIT III

Opening of accounts for various types of customers – Know your Customer (KYC) guidelines.

#### UNIT IV

Cheques - Definition of a Cheque – Characteristics of Cheques – Marking – Honor and Dishonor Of Cheques. Crossing of Cheques – significance – Endorsement – Types.

#### UNIT V

Recent trends in Banking services – Modern services of Banks – ATM, Credit Card, Debit Card, Green Card

#### Practicum

Collection of some negotiable instruments and demonstrate its usage.

**Text Book(s):**

1. Shekhar K.C. & Lekshmy Shekhar "Banking Theory & Practices", New Delhi, Vikas Publishing House Pvt Ltd.
2. Benton E. Gup & James W. Kolari "Commercial Banking", New Delhi, Tata McGraw Hill Publishing Company Limited.

**Reference Book(s):**

1. N.K. Sinha "Banking & Finance", New Delhi, BSC Publishing Co. Pvt.Ltd.
2. Clifford Gomez. J.M. Holden "Banking & Finance- Theory, Law & Practice", New Delhi, PHI Learning Pvt Ltd.
3. "The Law & Practice of Banking", Universal Law Publishing, New Delhi, Lexis Nexis Publishers Pvt Ltd.

## Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	20UMS5SBE3	Banking Theory and Practices					2	2			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓				✓			✓	✓	✓	
CO2	✓		✓	✓	✓	✓			✓	✓	
CO3	✓	✓	✓	✓	✓			✓	✓	✓	
CO4	✓			✓	✓		✓	✓	✓	✓	
CO5	✓			✓	✓			✓	✓	✓	
Number of Matches(✓) = 34 Relationship: Moderate											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
23	2	0	23	0	8.696	0	100	0	National

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – VI

Course Code: 20UMS6CC13  
Instruction Hours: 6  
Credits: 5

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### CORE COURSE –XIII – HUMAN RESOURCE MANAGEMENT

#### Objectives:

- ◆ To understand the management of human Resources with reference to various aspects of personnel management.
- ◆ To classify the staff training methods and career planning.
- ◆ To have a clear understanding about the monetary benefits.
- ◆ To explain about the Performance evaluation and Grievance handling steps.

#### Course Outcomes:

After completing the course the student will be able to

1. Research and analyze information needs and apply current and emerging information technologies to support the human resources function.
2. Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.
3. Analyse the training needs of an organization.
4. Research and support the development and communication of the organization's total compensation plan.
5. Conduct research, produce reports, and recommend changes in human resources practices.

#### UNIT I

Meaning and Definition of HR– Characteristics, Scope, Objectives – Principles of HRM– Functions of Personnel Department – Managerial and Operative Functions.

#### UNIT II

Basics and needs of HR Planning – Factors affecting HR Planning – Steps in HR Planning – Recruitment, Selection and Placement of Personnel – Interviews and Tests – Job Analysis, Job Description, Job Specification, Job Evaluation.

#### UNIT III

Training – Objectives – Methods – Executive development methods – Promotion – Transfer – Career planning.

#### UNIT IV

Wages – Different methods of wage payments – Time rate – Piece rate – Incentive schemes – Fringe benefits.

#### UNIT V

Performance evaluation – Methods – Discipline and Disciplinary procedure – Grievances and Grievance Handling.

### Practicum

Conduct mock recruitment and selection process for your dream organization.

### Text Book(s):

1. Khanka.S.S “Human Resource management”, New Delhi, Sultan Chand Pvt.ltd.
2. Tripathi.P.C “Human Resource Management”, New Delhi, Sultan Chand Pvt.ltd.

### Reference Book(s):

1. Aswathappa.K. “Human Resource Management” New Delhi, Tata McGraw-Hill.
2. Gupta.C.B. “Human Resource Management”, New Delhi, Sultan Chand Pvt.ltd.
3. Subba Roa.P. Human Resource Management”, Bombay, Himalaya publications.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
VI	20UMS6CC13	Human Resource Management					6	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓		✓		✓	✓		✓		✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 46 Relationship: Very High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
28	7	5	1	28	25	17.86	3.571	100	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – VI

Course Code: 20UMS6CC14  
Instruction Hours: 6  
Credits: 5

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### CORE COURSE – XIV – MANAGEMENT ACCOUNTING

#### Course Outcomes:

After completing the course, the student will be able to

- ↔ Apply the financial perspective of accounting for costs.
- ↑ Identify problems associated with relying on financial accounting information for internal decision making.
- ↔ Organize cost information according to the decision making needs of an organization.
- Enables the management of a business concern to conduct its business activities in the efficient manner.
- ↑ Evaluate the importance of effective working capital management and its role in meeting the firm's strategic objectives and its impact in value creation.

#### UNIT – I

Management Accounting – Definition – Objectives – Merits and Limitations – Financial Statement Analysis – Comparative Statements – Common Size Statements – Ratio Analysis

#### UNIT – II

Fund Flow Statement – Cash Flow Analysis – Uses and Construction – Distinction.

#### UNIT – III

Marginal Costing – Objectives and Limitations – Cost Volume Profit (CVP) Analysis – Break Even Analysis – Merits and Demerits – Margin of Safety.

#### UNIT – IV

Budget and Budgetary Control – Characteristics and Limitations – Preparation of Sales, Production, Raw material Cost- Cash, Master Budgets and Flexible Budgets.

#### UNIT – V

Working Capital – Types – Factors Determining Working Capital – Estimate of Working Capital Requirements – Standard Costing – Material and Labour Variance only.

**(Marks: Theory 40%; Problems 60%)**

#### Practicum

Prepare a Master Budget for your own dreaming company.

**Text Book(s):**

1. S.N. Maheswari, "Management Accounting", New Delhi, Sultan Chand & Sons.
2. R.S.N. Pillai & Bhagavathi, "Management Accounting" New Delhi, Sultan Chand & Sons

**Reference Book(s):**

1. Manmohan & S.N. Goyal, "Principles of Management Accounting" New Delhi, Sultan Chand & Sons.
2. N.Vinayakam, I.B. Sinha, "Management Accounting – Tools and Techniques" New Delhi, Himalaya Publishing House.
3. S.K.R.Paul, "Management Accounting", Calcutta, New Central Book Agency.

## Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
VI	20UMS6CC14	Management Accounting					6	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓		✓	✓	✓		✓	✓	✓	
CO2	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓			✓	✓		✓	✓	✓	✓	
CO4	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓		✓	✓	✓	✓	✓	✓		✓	
Number of Matches(✓) = 41 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
28	1	7	1	27	3.571	25	3.571	96.43	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – VI

Course Code: 20UMS6CC15  
Instruction Hours: 6  
Credits: 5

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### CORE COURSE – XIII – **ENTREPRENEURIAL DEVELOPMENT**

#### Course Outcomes:

After completing the course, the student will be able to

- ↔ Understand the traits of an entrepreneur.
- ↑ Know how to overcome the barriers of entrepreneurship development.
- ↔ Basic awareness about EDP institutions in India.
- Understand the conceptual clarity of project identification, formulation and appraisal methods.
- ↑ Know the availability of various incentive schemes.

#### UNIT – I

Entrepreneurship – Evolution of Entrepreneurship – Traits of an Entrepreneur – Functions – Types of Entrepreneurs – Role of Entrepreneurship in Economic Development – Distinction between Entrepreneur, Intrapreneur and Entrepreneurship.

#### UNIT – II

Entrepreneurial Environment – Factors affecting Entrepreneurial Growth – Entrepreneurial Motivation – Need for Achievement Motivation – Barriers to Entrepreneurship Development.

#### UNIT – III

Entrepreneurship Development Programme (EDP) – Need for EDP – Objectives, Phases of EDP – Course Content and Curriculum of EDP – Problems of women entrepreneurs – EDP Institutions in India, their functions and financial support for entrepreneurs – DIC-TIIC- SISI- SIPCOT and SIDBI.

#### UNIT – IV

Project Management – Concept of Project and Classification – Sources of a Business Idea – Project Identification – Project Formulation – Project Appraisal Methods – Preparation of Project Reports.

#### UNIT – V

Incentives and Subsidies – Incentives to Small Scale Industries (SSI) – Problems of Small Scale Industries – Merits and Demerits of Family Business – Benefits to Industrial Units located in Backward Areas – Industrial Estates.

#### Practicum

Create an EDP for one of the leading companies in India.

**Text Book(s):**

1. Gupta & Srinivasan C.B “Entrepreneurial Development”, New Delhi, Sultan Chand & Sons.
2. Peter Drucker “Innovation & Entrepreneurship”, New York, Harper Collins Publishers.

**Reference Book(s):**

1. Supriya Singh, Akshara Singh “Entrepreneurial Development”, Lucknow, Thakur Publishers.
2. Robert D Hisrich, Michael P. Peters, Dean A. Shepherd “Entrepreneurship”, New Delhi, Tata McGraw Hill Publishing Company Limited.
3. S. Nagendra & V.S. Manjunath “Entrepreneurship & Management”, New Delhi, Pearson Education India.

## Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
VI	20UMS6CC15	Entrepreneurial Development					6	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓		✓		✓	
CO2	✓		✓	✓	✓	✓		✓	✓	✓	
CO3	✓			✓	✓	✓		✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓			✓	✓	✓		✓	✓	✓	
Number of Matches(✓) = 40 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
36	18	1	16	7	50	2.778	44.44	19.44	Local

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – VI

Course Code: 20UMS6MBE2  
Instruction Hours: 5  
Credits: 3

Exam Hours: 3  
Internal Marks: 25  
External Marks:75

### MAJOR BASED ELECTIVE – II – MANAGEMENT CONCEPTS IN THIRUKKURAL

#### Course Outcomes:

After completing the course, the student will be able to

- ↔ Follow the ethics in business.
- ↑ Decisions in effective manner.
- ↔ Fix the goal and prepare a plan to achieve the goal.
- Realize the social responsibility of business.
- ↑ Find out the right person for right job at the right time.

#### UNIT – I

Business Ethics in verse 113 Thirukkural - Time management concept on Thirukkural- Adapting to changing Environment in verse 474,426 and verse 140, Thirukkural- Learning the intricacies of different tasks in verse 462 and 677.

#### UNIT – II

Concept of Thirukkural on business - Communication Principles in Decision making process – verse 948, 472, 467,663- Thirukkural,Leadership in verse 436,770 and 994.

#### UNIT – III

Goal setting in verse 596- planning verse 468- capital investment Decision Verse 471, 461 and 478.

#### UNIT – IV

Social Responsibility of Business Verse 211- Stress Management in Verse 627,351,331,369,380,377)

#### UNIT – V

Personnel selection in verse 515- Personnel Welfare in verse 520- staffing in verse 517

#### Practicum

Finding out the management concepts hidden in Thirukkural except in the above syllabus.

**Text Book(s):**

1. Management Thoughts in Thirukkural by K. Nagarajan – ANMOL Publications PVT Ltd 4374/4B Ansari Road, New Delhi 110 002.
2. Thirukkural Pearls of Inspiration by M. Rajaram IAS, RUPA and Co, New Delhi 110 002.

**Reference Book(s):**

1. Management MANTRAS from Thirukkural – SM Veerappan and T. Srinivasan – Vikash Publishing House Pvt Ltd, Jangpura, New Delhi 110 014

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
VI	20UMS6MBE2	Management Concepts in Thirukkural					5	3			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓	✓			✓	✓	✓	
CO2	✓		✓	✓	✓	✓	✓	✓		✓	
CO3	✓	✓	✓	✓	✓			✓	✓	✓	
CO4	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO5	✓		✓	✓	✓	✓	✓	✓		✓	
Number of Matches(✓) = 40 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
15	0	0	0	15	0	0	0	100	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – VI

Course Code: 20UMS6MBE3  
Instruction Hours: 6  
Credits: 3

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### MAJOR BASED ELECTIVE – III – GLOBAL BUSINESS MANAGEMENT

#### Course Outcomes:

After completing the course the student will be able to

- ↔ Analyze the framework of international business in various environment.
- ↑ Analyze the performance of Indian export.
- ↔ Know the functions of WTO.
- Understand how MNC's are functioning in India.
- ↑ Analyze the Impact of LPG in India.

#### UNIT– I

International Business: An overview – Types of International Business–Domestic and International Business – Economic and Political Environment - Cultural Environment - Recent World Trade and Foreign Investment Trends.

#### UNIT – II

Indian Export Performance – Problems in export trade – Export promotion in India – Export promotion incentives – EPZ & FTZ – 100% EOU – Export Houses – Star Export Houses – Trading Houses – Star Trading Houses – Super Star Trading Houses.

#### UNIT – III

GATT – Uruguay Round Negotiation - WTO – GATS – TRIMS - TRIPS – Agreement - Dispute settlement under WTO – Tariff Barriers.

#### UNIT – IV

MNC – Meaning – Dominance of MNCs – MNCs and International Trade – Models – MNCs in India.

#### UNIT – V

Globalization of Business – Recent Trends – Implication and Impact – Policy Options – Liberalization and Integration with the Global Economy – Impact of Privatization in India.

#### Practicum:

Write an essay about impact of privatization from your own observation.

**Text Book(s):**

1. Francis Cherunilam: 'International Business' (EEE), PHI – New Delhi – 2004
2. Rakesh Mohan Joshi- International Business, Oxford University Press, Chennai.

**Reference Book(s):**

1. Donald A Ball and others, "International Business" India Edition, TATA Mcgraw Hill.
2. S. Shajahan, "International Business", Macmillan India Ltd., Chennai.
3. Justin Paul, "International Business", PHI Learning Pvt.Ltd. New Delhi.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
VI	20UMS6MBE3	Global Business Management					6	3			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓			✓	✓	✓	✓	✓	✓	
CO2	✓		✓	✓	✓	✓	✓	✓		✓	
CO3	✓	✓			✓	✓	✓	✓	✓	✓	
CO4	✓	✓			✓	✓	✓	✓		✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 41 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
38	0	0	14	24	0	0	36.84	63.16	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

2020

# M.B.A

## Course Structure and Syllabus

(For the candidates admitted from the academic year 2020-2021 onwards)

# CHOICE BASED CREDIT SYSTEM (CBCS)



**THANTHAI HANS ROEVER COLLEGE(AUTONOMOUS)**

**(Approved by NAAC, Affiliated to Bharathidasan University)**

**ELAMBALUR, PERAMBALUR – 621 220**



## **Vision**

To blossom as an institution of excellence, enabling, empowering and enlightening the youth and shaping them as fully developed human beings with the capacity to unfold their full mental potentiality resulting in the attainment of the wisdom to live constructively and meaningfully.

## **Mission**

- ◆ To provide congenial and stress-free environment and opportunities for the enhancement of knowledge and decreases and acquisition skills through the best exposure and training possible.
- ◆ To offer multifaceted and need-based academic programs and to promote extension activities
- ◆ To adopt technology-enabled new method, approaches and techniques so that the teaching-learning process becomes learner-centered and learner-friendly.
- ◆ To maximize the participation of all the stakeholders in the development of the institution and the region.
- ◆ To sensitize the youth towards inclusive growth socio-economic change, sustainable development, gender equality, eco-friendliness etc.
- ◆ To enable the youth to experience the effects of globalization and facilitate them to grow as responsible citizens and leaders.
- ◆ To inspire them, through value-based education, to embrace the entire humanity while firmly rooted in the Indian ethos.
- ◆ To provide regular placement training and placement opportunities.
- ◆ To kindle the spirit of creativity and enhance research activities and enable them to attain international standard.

## **Postgraduate Programme Outcomes**

Upon completion of the programme, the postgraduate will be able to

1. Gain advanced knowledge resulting in entrepreneurship; innovation and newer opportunities for being employable in public and private sectors, research and development organizations
2. Apply enhanced new techniques and adopt new technologies needed in the respective disciplines
3. Appreciate the diversity of behaviour in professional practice and act in accordance with the core values of chosen profession
4. Demonstrate the knowledge, values and skills to be critical consumer of research practice and possess investigative skills to evaluate the practice
5. Engage in lifelong learning process, have the ability to communicate the findings of Languages/ Commerce/ Management Studies/ Social Work/ Computing Sciences/Physical Sciences/Biological Sciences/Life Sciences with the current knowledge

## MBA: Programme Specific Outcomes

Upon completion of the programme the student will be able to

1. Exhibit competence in the use of technology and information systems in modern organizational operations/business.
2. Acquire analytical ability to face the competitive world and recognize organizational realities and challenges
3. Gain proficiency in the specific area of specialization in MBA and help them to show their competency in understanding of marketing, finance, operations and how to make workforce in the industry with the requisite skills of HRM.
4. Gain global perspectives and handle future challenges of business.
5. Grow and enable leadership and entrepreneurship qualities aligned with national priorities.

**Thanthai Hans Roever College (Autonomous), Elambalur, Perambalur - 621 220**

**M.B.A - Course Structure Under CBCS**

(For the candidates admitted from the academic year 2020-2021 onwards)

Semester	Course Code	Title of the Course	Ins. Hours/ Weeks	Credits	Exam Hours	CIA (Max)	ESE (Max)	Total (Max)
1	20PMS1CC1	Management Concepts	5	5	3	25	75	100
1	20PMS1CC2	Managerial Communication	5	5	3	25	75	100
1	20PMS1CC3	Mathematics & Statistics	5	5	3	25	75	100
1	20PMS1CC4	Managerial Economics	5	5	3	25	75	100
1	20PMS1CC5	Organizational Behaviour	5	5	3	25	75	100
1	20PMS1CC6	Accounting for Managers	5	5	3	25	75	100
<b>Total</b>			<b>30</b>	<b>30</b>	-	-	-	<b>600</b>
2	20PMS2CC7	Operations Research	5	5	3	25	75	100
2	20PMS2CC8	Production Management	5	5	3	25	75	100
2	20PMS2CC9	Marketing Management	5	5	3	25	75	100
2	20PMS2CC10	Financial Management	5	5	3	25	75	100
2	20PMS2CC11	Human Resource Management	5	5	3	25	75	100
2	20PMS2CC12	Research Methods in Management	5	5	3	25	75	100
<b>Total</b>			<b>30</b>	<b>30</b>	-	-	-	<b>600</b>
3	20PMS3CC13	Strategic Management	5	5	3	25	75	100
3	20PMS3CC14	Legal aspects of Business	4	4	3	25	75	100
3	20PMS3CC15	Knowledge Management	4	4	3	25	75	100
3	Elective Course - I	Course A-I / B-I / C-I / D-I / E-I	5	4	3	25	75	100
3	Elective Course - II	Course A-II / B-II / C-II / D-II / E-II	5	4	3	25	75	100
3	Elective Course - III	Course A-III / B-III / C-III / D-III / E-III	5	4	3	25	75	100
3	20PMS3MS	Managerial Skills	2	2	3	25	75	100
<b>Total</b>			<b>30</b>	<b>27</b>	-	-	-	<b>700</b>
4	20PMS1CC16	International Business Environment	5	5	3	25	75	100
4	20PMS1CC17	Entrepreneurial Development	5	5	3	25	75	100
4	20PMS1CC18	Total Quality Management	5	5	3	25	75	100
4	Elective Course - IV	Course A-IV / B-IV / C-IV / D-IV / E-IV	5	4	3	25	75	100
4	Elective Course - V	Course A-V / B-V / C-V / D-V / E-V	5	4	3	25	75	100
4	Elective Course - VI	Course A-VI / B-VI / C-VI / D-VI / E-VI	5	4	3	25	75	100

			<b>Total</b>	<b>30</b>	<b>27</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>600</b>
4	20PMS4PW	<b>Project Work</b> (Dissertation 80+ Viva Voce 20) Actual project during the vacation of III semester and viva exam before the IV semester exam.			6	-	-	-	100
			<b>Total</b>		<b>6</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>100</b>
			<b>Grand Total</b>	<b>120</b>	<b>120</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>2600</b>

**Specialization are offered in the following areas**

- Marketing
- Finance
- Human resource
- Systems
- Operations

<b>Electives: Choose any one Group</b>		
<b>Semester</b>	<b>Course Code</b>	<b>Subject Title</b>
<b>A: Marketing</b>		
III	20PMS3EM1	Consumer Behaviour
	20PMS3EM2	Business to Business Marketing
	20PMS3EM3	Sales and Distribution Management
IV	20PMS4EM4	Advertising and Sales Promotion
	20PMS4EM5	Marketing of Services
	20PMS4EM6	Retail Management
<b>B: Finance</b>		
III	20PMS3EF1	Strategic Financial Management
	20PMS3EF2	Financial Services
	20PMS3EF3	Security Analysis and Portfolio Management
IV	20PMS4EF4	Project Management
	20PMS4EF5	Global Financial Management
	20PMS4EF6	Merchant Banking
<b>C: Human Resource Management</b>		
III	20PMS3EH1	Organizational Development
	20PMS3EH2	Compensation Management
	20PMS3EH3	Change Management
IV	20PMS4EH4	Public Relations Management
	20PMS4EH5	Managing Interpersonal Effectiveness
	20PMS4EH6	Group Dynamics
<b>D: Systems</b>		
III	20PMS3ES1	E-Business
	20PMS3ES2	Internet Technologies
	20PMS3ES3	Management Information Systems

IV	20PMS4ES4	Software Project Management
	20PMS4ES5	Relational Database Management System
	20PMS4ES6	Object Oriented Programming & C++
<b>E:Operations</b>		
III	20PMS3EO1	Supply Chain Management
	20PMS3EO2	Advanced Operations Research
	20PMS3EO3	Management Control Systems
IV	20PMS4EO4	Material Management
	20PMS4EO5	Lean Manufacturing
	20PMS4EO6	World Class Manufacturing

**Note:**

Project : 100 Marks  
Dissertation : 80 Marks  
Viva Voce : 20 Marks

Core Papers 18  
Elective Papers 6  
Managerial Skills Paper: 1  
Project 1

1. Theory Internal : 25 marks External : 75 marks
2. Separate passing minimum is prescribed for Internal and External
  - a) The passing minimum for CIA shall be 40% out of 25 marks (i.e. 10 marks)
  - b) The passing minimum for University Examinations shall be 40% out of 75 marks (i.e. 30 marks)
  - c) The passing minimum not less than 50% in the aggregate.
3. Internship – offered in II Semester
4. Student Project – offered in IV Semester

**Question Paper Pattern**

Section A – MCQ (20 x 1 = 20 Marks)

Section B – either or questions (5 x 5 = 25 Marks)

Section C - Answer any three out of five questions (3 x 10 = 30 marks)

## SEMESTER – I

Course Code: 20PMS1CC1

Instruction Hours: 5

Credits: 5

Exam Hours: 3

Internal Marks: 25

External Marks: 75

### CORE COURSE I – MANAGEMENT CONCEPTS

#### Course Outcomes:

After completion of the course the students will be able to

1. Describe the forms of organisation and evolution of management thought.
2. Integrate the planning, forecasting with decision making process of a given organization.
3. Relate the function of organizing in consideration of their effort on individual actions.
4. Become Familiarize with selection procedure.
5. Identify the controlling tools available for management.

#### UNIT I

Management – Definition – Nature – Scope and functions – Role of managers – Evolution of management thought – Organization and the environmental factors – Relevance of management to different type of organisation like, Insurance, Hospitals, Universities, Hotels, Social Service Organisation.

#### UNIT II

Nature and purpose of planning – Planning process – Types of plans – Objectives – Management by Objectives (MBO) – Strategies- Types of strategies – Policies – Decision Making – Types-process- Rational decision making process – Decision making under different conditions.

#### UNIT III

Nature and purpose of organizing – Organization structure – Formal and informal groups/ organization – Line and staff authority – Departmentation – Span of control – Centralization and decentralization – Delegation of authority.

#### UNIT IV

Staffing and Directing- General principles, importance and techniques – Training – Performance appraisal.

#### UNIT V

Controlling- Objectives and process of control – Devices of control – Integrated control – Coordination in Management- Leadership, coordinating and controlling - Business Process Reengineering – Total quality management – Bench marking.

#### Text Book(s):

1. Principles of Management – P.C. Tripathi and PN Reddy – Tata Mcgraw Hill – [www.tatamcgrawhill.com](http://www.tatamcgrawhill.com)
2. Management Principles and Applications, India edition, Ricky W. Griffin. Cengage Learning – [www.cengage.in](http://www.cengage.in)
3. Management – Principles Processes and Practices – Anil Bhat – Aryakumar – Oxford

University Press – www.oup.com

4. Management concept, Theory and Practice S.N Chand – Atlantic publishers – www.atlanticbooks.com
5. Management text and cases – A. Satyaraju and A. Parthasarathy PHI learning private ltd. – www.phindia.com

**Reference Book(s):**

1. Introduction to Management science with spread sheets – William J. Stevenson India Edition – Tata mcgraw hill.
2. Management concepts and strategies J.S. Chandan, Vikas publishing House Pvt ltd. www.vikaspublishing.com
3. Modern management concepts and skills – Samuel C. Certo & S. Treviscerio, PHI learning private ltd., - India edition.
4. Principles of Management, India Edition – Charles WL Hill and Steve Mc Shane by Tata Mcgraw Hill

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
I	20PMS1CC1	Management Concepts					5	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓				✓	✓	✓	✓	✓	✓	
CO4	✓	✓	✓		✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓		✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 45 Relationship: Very High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
37	0	4	2	36	0	10.81	5.405	97.3	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – I

Course Code: 20PMS1CC2  
Instruction Hours: 5  
Credits: 5

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### CORE COURSE II – MANAGERIAL COMMUNICATION

#### Course Outcomes:

After completion of the course the students will be able to

1. Analyze situations using a variety of communication theories and models to determine how to make improvements in the situations.
2. Determine the most effective match of messages to the unique circumstances in particular situations.
3. Evaluate personal communication, verbal and non-verbal, formal and informal, to identify specific areas for improvement.
4. Design organizational communication that effectively uses presentations, reports, and Dyadic communication.
5. Conduct effective meetings.

#### UNIT I

Communication – Meaning and Significance for Management – Process – Types of Communication – Media – Barriers to Communication – Principles of Effective Communication – Traditional methods of communication – Recent advancements in Communication.

#### UNIT II

Correspondence – Norms for Business Letters – Letter for different kinds of situations – Personalized stand letters- enquiries- customers' complaints- collection letters – Sales promotion letters.

#### UNIT III

Non-verbal communication – Personal Appearance Posture – Body Language – Use of Charts, Diagrams & Tables – Visual & Audio Visual Aids for communication – Dyadic communication - Face to Face Communication – Telephonic Conversation- Listening- Meaning, Importance- Types of listening- Tips for effective listening- Barriers for listening

#### UNIT IV

Report Writing – Structure of Reports – Long & Short Reports – Formal & Informal Reports – Writing Research Reports- Technical Reports – Business report- Elements of business- Characteristics of good report - Norms for including Exhibits & Appendices.

#### UNIT V

Conducting Meetings- Procedure – Preparing agenda, Minutes and Resolutions- Conducting Seminars & Conferences- Procedure of Regulating Speech- Evaluating Oral Presentation – Group Discussion- Drafting Speech – Negotiation Skills.

**Text Book(s):**

1. Business communication – PC Bhatia – Ane books Pvt Ltd., - www.anebooks.com.
2. Business communication, principles and methods and Techniques – Nirmal singh, Deep and Deep publications Pvt Ltd., - www.ddpbooks.com
3. Business communication – Sathya swaroop Debaish Bhagabandas – PHI learning private ltd.
4. Business communication – Meenakshi Raman, Prakash singh, Oxford university press.
5. Foundations of Business communication, India Edition – Dona. J. Young Tata mcgraw Hill.

**Reference Book(s):**

1. Business communication, Building critical skills – Indian Edition – Kitty O Locker & Stephen KYO KACZMAREK, Tata Mcgraw Hill.
  2. Business communication – making connections in a Digital world – Indian Edition – Raymond V Lesikar and others – Tata Mcgraw Hill
  3. Business communication – Asha kaul – PHI learning private ltd.
  4. Professional communication, Aruna Koneru, Tata Mcgraw Hill.
- Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
I	20PMS1CC2	Managerial Communication					5	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓		✓	
CO5	✓		✓		✓			✓		✓	
Number of Matches(✓) = 44 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
48	5	21	3	26	10.42	43.75	6.25	54.17	Global

**Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global**

## SEMESTER – I

Course Code: 20PMS1CC3

Instruction Hours: 5

Credits: 5

Exam Hours: 3

Internal Marks: 25

External Marks: 75

### CORE COURSE III – MATHEMATICS AND STATISTICS

#### Course Outcomes:

After completion of the course the students will be able to

1. Use matrix for managerial decision making
2. Apply distribution in business situations.
3. Familiarize with dispersion.
4. Collect the data from various methods and testing the hypothesis.
5. Find out the correlation between variables.

#### Unit I

Mathematical basis of managerial decisions – Matrix Algebra – Arithmetical Operations – Properties, Solutions of equations by inverse method, Gauss – Jordan method and Cramer’s rule.

#### UNIT II

Linear Programming – Formulation – Graphical methods – Definition of random variable – Binomial distribution, Poisson distribution, Normal distribution – Applications to Business situations.

#### UNIT III

Descriptive Statistics – measures of central tendency – measures of dispersion- Skewness & Kurtosis – Frequency distribution – Histograms – Polygons.

#### UNIT IV

Preliminary concept of sampling – Types of samples – Deliberate, Judgement sampling – Quota sampling – Cluster sampling – Probability sampling – Random sampling – Stratified sampling – Systematic sampling – Multistage sampling- Testing of Hypothesis and Theory of inference – Type I and II errors- Concept of Sampling distribution – test of significance for means, proportions and S.Ds- Large Samples: Analysis of Variance one way classification.

#### UNIT V

Theory of Correlation and Regression- Meaning of Correlation and regression – Principles of Least squares – Simple Linear Regression – Simple correlation – Coefficient – Rank Correlation.

**Problem: 80%; Theory: 20%.**

#### Text Book(s):

1. B.M.Aggarwal, “Business Mathematics & Statistics”, Ane books Pvt. Ltd.,
2. Kanti Swarup, P.K.Gupta, Manmohan. “Operations Research”, Sulthan Chand & Sons, Educational Publishers, New Delhi.
3. P.R.Vittal” Business Mathematics & Statistics”, Margham Publications, Chennai.

4. S.P.Gupta “Statistical Methods”, Sulthan Chand & Sons Educational Publishers, New Delhi.

Unit-I	Chapter - I	Sections – 1.1 -1.15, 1.42, 1.43 [1]
Unit-II	Chapter - II	Sections – 2.2-2.4 [2]
	Chapter - III	Sections – 3.2 [2]
	Chapter - XV, Chapter - XVI, Chapter - XVII	[3]
Unit -III	Chapter - V, Chapter - VI, Chapter - VII, Chapter - IV	[3]
Unit-IV	Chapter - XVII	[3]
	Chapter - III, Chapter -V	[4]
Unit–V	Chapter - VIII, Chapter - IX, Chapter - X	[3]

**Reference Book(s):**

1. David P Doane & Lori E. Seward, “Applied Statistics in Business and Economics” New Delhi, Tata Mcgraw Hill.
2. Bharat Jhunjhunwala, “Business statistics”, – New Delhi, S. Chand & Co.,
3. Suranjan Saha, “Mathematics and Statistics” – Delhi. New Central Book Agency Ltd.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits				
I	20PMS1CC3	Mathematics & Statistics					5	5				
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	✓	✓	✓	✓	✓		✓	✓	✓	✓		
CO2	✓			✓	✓	✓			✓	✓		
CO3	✓				✓	✓		✓	✓	✓		
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
CO5	✓			✓	✓	✓		✓	✓	✓		
Number of Matches(✓) = 39 Relationship: High												

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
44	1	1	1	44	2.273	2.273	2.273	100	Global

**Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global**

## SEMESTER – I

Course Code: 20PMS1CC4

Instruction Hours: 5

Credits: 5

Exam Hours: 3

Internal Marks: 25

External Marks: 75

### CORE COURSE IV – **MANAGERIAL ECONOMICS**

#### Course Outcomes:

After completion of the course the students will be able to

1. Discuss optimization and utility including consumer behavior.
2. Assess the relationships between short-run and long-run costs.
3. Able to match demand and supply.
4. Prepare an Macroeconomic model in India
5. Understand the Indian Economy.

#### UNIT I

Consumer Preferences – Consumer preference and utility function- utility maximization- indirect utility- compensated (Hicksian) and ordinary (Marshallian) demand functions- Consumer Demand – Normal versus inferior goods- consumers surplus Behaviour under Uncertainty – Expected utility.

#### UNIT II

The theory of Firm Behaviour – Production function- isoquants- elasticity of substitution- returns to scale- profit maximization- factor demand and output supply functions- profit function- Cost Minimization – Conditional factor demands- average and marginal costs- short-run versus long – run costs.

#### UNIT III

Market Equilibrium – short-run equilibrium- entry and exit- long-run equilibrium- Monopoly – Basic model- welfare and output- price discrimination (first degree, second degree, third degree)- monopoly regulation- Oligopoly – Basic elements of game theory- quantity or price leadership model- collusion.

#### UNIT IV

Macroeconomics; Micro foundations- Aggregation problem- Macro economic problems- Micro foundations of Keynesian Models – Microeconomic foundations of consumption function- investment function and liquidity preferences- [Macroeconomic Models for India](#)

#### UNIT V

[Indian Economic Development – Understanding the Indian Economy – Human capital formation-Rural development- Employment: Growth, Informalisation and other issues - Growth of GDP and Per Capita Income – Planning for the economy; Monetary Policy – Inflation – Financial Sector Reforms – Role of Central Bank – Credit Policy – Industrial Policy – Industrial Controls and Licensing – Productivity and Growth – Industrial Credit – Industrial Sickness – Foreign Investment – Industrial Reforms – Impact of WTO.](#)

**Text Book(s):**

1. Managerial Economics By Joel dean Indian Edition, PHI learning India PVT Ltd.
2. Managerial Economics, MA. Beg and Manoj kumar Dash – Ane books PVT Ltd.
3. Managerial Economics, An Integrative Approach, Mark Hirschey – India Edition – Cengage Learning.
4. Managerial Economics – Geetika, Piyali Ghosh and Purba Roy Choudhury – Tata Mcgraw hill co.
5. Managerial Economics, DN Dwivedi Vikas publishing house PVT Ltd.

**Reference Book(s):**

1. Managerial Economics, E Narayana Nadar and S. Vijayan, PHI learning Private Ltd.,
2. Managerial Economics – Indian Edition, Christopher R. Thomas and S. Charles Maurice – Tata Mcgraw hill.
3. Managerial Economics, A problem solving approach – India Edition – Luke M. Froeb and Brain T. Mccann, Cengage learning.
4. Managerial Economics – Yogesh Maheswari – PHI learning PVT Ltd.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
I	20PMS1CC4	Managerial Economics					5	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO2	✓			✓	✓	✓		✓	✓	✓	
CO3	✓	✓		✓	✓	✓	✓	✓	✓	✓	
CO4	✓		✓	✓	✓		✓	✓	✓	✓	
CO5	✓		✓		✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 41 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
59	0	0	19	40	0	0	32.2	67.8	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – I

Course Code: 20PMS1CC5  
Instruction Hours: 5  
Credits: 5

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### CORE COURSE V – ORGANIZATIONAL BEHAVIOUR

#### Course Outcomes:

After completion of the course the students will be able to

1. Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.
2. Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.
3. Analyze the complexities associated with management of the group behavior in the organization.
4. Know how the power of leadership should be utilized to get success.
5. Analyze the sources of conflict and to provide solutions to solve the conflict.

#### UNIT I

Organizational Behavior – Definition- Need for studying Organizational Behavior- Disciplines involved in the study of Organizational Behavior – Contributing disciplines and area like psychology, social psychology, economics, anthropology etc., - Challenges and opportunities of O.B-Application of Organizational Behavior in Business.

#### UNIT II

Individual behaviour – personality- perception- learning- attitudes- inter-personal behaviour – Group and inter-group behaviour.

#### UNIT III

Group Dynamics – Formal and Informal Group- Group Norms- Group Cohesiveness- Group Behaviour and Group Decision making.

#### UNIT IV

Motivation and morale- leadership-nature, styles and approaches- development of leadership including laboratory training- Power and Authority – Definition of Power – Types of Power.

#### UNIT V

Management of change – Change management process - conflict Management – Styles & Strategies – Organisation Health- Development and Effectiveness- Management of culture- Cross Cultural Management- e-business promoting ethical behaviour – Work Stress.

#### Text Book(s):

1. Organizational Behaviour, India Edition, Nelson & Quick, Cengage learning.
2. Organisational Behaviour, S. Fayyaz Ahamed and others, Atlantic publisher.

3. Organisation Behaviour, A modern approach – Arun Kumar & N. Meenakshi Vikas publishing House PVT Ltd.,
4. Behaviour in organizations, Indian Edition, Jerald Green Berg and Robert A. Baron – PHI Learning PVT Ltd.,
5. Organisational Behaviour, UMA Sekaran, Tata Mcgraw Hill.

**Reference Book(s):**

1. Fundamentals Organisational Behaviour, India Edition – Slocum and Hell Riegel by Cengage learning.
2. Culture and organisational Behaviour Jai B.P. Sinha www. sagepublications.com
3. Organizational Behaviour, Special Indian Edition – by Steven L Mcshane, Mary Ann Von Glinow and Radha R. Sharma, Tata Mcgraw hill co.
4. Management of Organizational Behaviour Indian Edition, By Paul Hersey Kenneth. H.Blanchard and Dewey – PHI learning PVT Ltd.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
I	20PMS1CC5	Organizational Behaviour					5	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓			✓	✓	✓	
CO3	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO4	✓		✓	✓	✓	✓	✓	✓		✓	
CO5	✓		✓	✓	✓	✓	✓	✓		✓	
Number of Matches(✓) = 42 Relationship: High											

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
36	2	2	10	28	5.556	5.556	27.78	77.78	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – I

Course Code: 20PMS1CC6

Instruction Hours: 5

Credits: 5

Exam Hours: 3

Internal Marks: 25

External Marks: 75

### CORE COURSE VI – ACCOUNTING FOR MANAGERS

#### Course Outcomes:

After completion of the course the students will be able to

1. Understand the nature of management accounting concepts and conventions.
2. Acquire knowledge on principles and procedures of cost accounting.
3. Critically evaluate the extent to which accounting information can support resource allocation.
4. Understand how accounting information is employed to guide decision making.
5. Apply standard Costing techniques to assess and evaluate different outcomes.

#### UNIT I

Introduction- Financial, Cost and Management accounting – Generally Accepted Accounting Principles- concepts and convention – Journal- Ledger- Trial Balance and Final account.

#### UNIT II

Cost concepts- determination of costs- elements of cost – cost classification – preparation of cost sheet- tender.

#### UNIT III

Budgeting- Concept of Budget- Budgeting and Budgetary Control- Types of Budget- Static and Flexible Budgeting- Preparation of Cash Budget- Sales Budget- Production Budget- Materials Budget- Capital Expenditure Budget and Master Budget.

#### UNIT IV

Marginal Costing- Cost, Volume, Profit analysis, P/V ratio- analysis and implications- Concept and uses of contribution- breakeven point and its analysis

#### UNIT V

Standard Costing- Concept of standard costs- establishing various cost standards- calculation of Material Variance- Labour Variance, and Overhead Variance- and its applications and implications.

**Problem: 75%; Theory: 25%.**

#### Text Book(s):

1. Khan M.Y &.Jain P.K, “Management Accounting”, New Delhi, Tata McGraw Hill Publishers.
2. Narayanaswamy R. “Financial Accounting – A managerial perspective”, New Delhi, PHI Learning Private Limited.

3. T.S.Reddy & Hari Prasad Redd Y, “Cost Accounting”, Margham Publications, Chennai.

**Reference Book(s):**

1. Jan Williams, “Financial and Managerial Accounting – The basis for business Decisions”, New Delhi, Tata McGraw Hill Publishers.
2. Horngren, Surdem, Stratton, Burgstahler & Schatzberg, “Introduction to Management Accounting”, New Delhi, PHI Learning Private Limited..
3. Singhvi Bodhanwala, Management Accounting -Text and cases, New Delhi, PHI Learning Private Limited.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
I	20PMS1CC6	Accounting for Managers					5	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓			✓	✓	✓	✓	✓		✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓		✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓			
Number of Matches(✓) = 44 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
35	1	1	2	34	2.857	2.857	5.714	97.14	Global

**Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global**

## SEMESTER – II

Course Code: 20PMS2CC7

Instruction Hours: 5

Credits: 5

Exam Hours: 3

Internal Marks: 25

External Marks: 75

### CORE COURSE VII – OPERATIONS RESEARCH

#### Course Outcomes:

After completion of the course the students will be able to

1. Solve Linear Programming Problems.
2. Solve Transportation and Assignment Problems.
3. Construct a effective Time chart.
4. Make best decision under uncertainty.
5. Understand the usage of game theory and Simulation for Solving Business Problems.

#### UNIT I

Introduction to Operations Research- scope, phases – merits and limitations – concept of optimization- Linear Programming Problem- Graphical method- Theory of simplex methods to solve canonical and general LPP.

#### UNIT II

Transportation model- Balanced and Unbalanced problems – North–West Corner rule – Least Cost Method – Vogel’s Approximation method – MODI method. Assignment model- Hungarian model – Travelling Salesman Problem.

#### UNIT III

PERT / CPM- Arrow (Network) Diagram Representation – Time estimates – Critical Path – Floats – Construction of Time chart and Resource Leveling.

#### UNIT IV

Decision under risk – expected money value criterion – decision trees – decision under uncertainty – Minimax criterion – Queuing Theory – Terminologies of Queuing system – Empirical Queuing models – (M/M/1) & (M/M/C)

#### UNIT V

Game theory: Optimal solution of Two-person Zero-sum Games-Mixed strategies – Graphical solutions of  $(2 \times n)$  and  $(m \times 2)$  Games-Solution of  $m \times n$  games by LPP – Simulation – Steps in Simulation – Uses of Simulation – Simulation applied to Queuing problems.

**Problem: 80%; Theory: 20%.**

**Text Book(s):**

1. Prof. V. Sundaresan, K.S. Ganapathy Subramaniyan “ Resource Management Techniques”, A.R. Publications
2. Panner Selvam R. “Operation research”, New Delhi, PHI Learning Private Limited.

Unit I	Chapter -1, 2 &3	Sections: 1.1, 1.8 & 1.9, 2.1 to 2.3 & 2.5, 3.1 [1]
Unit II	Chapter- 7 & 8	Sections: 7.1 to 7.4, 8.1 to 8.7& 8.9 [1]
Unit III	Chapter- 15	Sections: 15.1 to 15.7 &15.9 [1]
Unit IV	Chapter -11&9	Sections: 11.1 to 11.5, 9.1 to 9.3 [2]
Unit V	Chapter- 16	Sections: 16.1 to 16.8 [1]

**Reference Book(s):**

1. Vohra, “Quantitative Management”, New Delhi, Tata McGraw Hill.
2. Taha Hamdy, “Operation Research - an Introduction”, New Delhi, Prentice Hall of India.
3. Sharma.K, “Operation Research”, New Delhi, Pearson Education Limited.

## Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
II	20PMS2CC7	Operations Research					5	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓	✓	✓		✓		✓	
CO2	✓		✓	✓	✓	✓		✓		✓	
CO3	✓	✓	✓	✓	✓	✓	✓		✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓		✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 42 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
38	1	1	2	38	2.632	2.632	5.263	100	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – II

Course Code: 20PMS2CC8  
Instruction Hours: 5  
Credits: 5

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### CORE COURSE VIII – PRODUCTION MANAGEMENT

#### Course Outcomes:

After completion of the course the students will be able to

1. Acquire depth knowledge about production function.
2. Gaining knowledge about managing production processes.
3. Better understanding of modern production techniques.
4. Better understanding of quality management.
5. Acquire management skills needed for the effective operations management.

#### UNIT-I

Production function – an Introduction – Definitions and types of production systems- Strategic Management – corporate strategies, production strategies- World class manufacturing- demand forecasting for Operations.

#### UNIT – II

Product Design – Types of product design – Fundamental component of product design - New product development- process planning and design- value analysis - capacity planning.

#### UNIT – III

Plant location – factors influencing plant location- Plant layout- classification of layout with advantages- layout design procedures- Production planning and control – aggregate planning – nature, Strategies, methods- Master production Plan.

#### UNIT – IV

Quality control – Definition, need- Quality control techniques, control charts, acceptance sampling, six sigma , quality circles- TQM – scope- benefits- JIT.

#### UNIT – V

Flexible Manufacturing Systems- Poka yoke – Characteristics, levels, classification, principles, device- Kaizen – Elements - classification - steps in implementing kaizen.

**Theory: 100%.**

#### Text Book(s):

1. Production and Operations Management by R. Panneerselvam – PHI learning.  
www.phindia.com

2. Production and Operations management with solution manual by Kanishka bedi, Oxford University press, Chennai. www.oup.com, Email : v.anand@oup.com
3. Production and operations Management by Martin K. Staff – Cengage learning. www.cengage.co.in
4. Production & operation & Management By V.K. Khurana – ANE books. Email : anebooks\_tnairtelmail.com
6. Production and operations management by R.B. Khanna, PHI learning private ltd., www.phindia.com

**Reference Book(s):**

1. World – class manufacturing – A strategic perspective – B.S. Sahay and others – Macmillan publishers India ltd., www.macmillan publishersindia.com.
2. Production and operations management – SN. chary – www.tatamcgrawhill.com
3. Production and operations management Everett.E. Adam, Indian Edition – PHI learning.
4. Production and operations management by N.G. Nair, Tata Mcgraw hill Co.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
II	20PMS2CC8	Production Management					5	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓			✓	✓		✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓			✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 45 Relationship: Very High											

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
38	0	1	4	36	0	2.632	10.53	94.74	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – II

Course Code: 20PMS2CC9  
Instruction Hours: 5  
Credits: 5

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### CORE COURSE IX – **MARKETING MANAGEMENT**

#### **Course Outcomes:**

After completion of the course the students will be able to

1. Conduct market research to provide information needed to make marketing decisions.
2. Formulate strategies for developing new and/or modified products, concepts, goods and services that respond to evolving market needs.
3. Communicate marketing information persuasively and accurately in oral, written, graphic and interactive media formats.
4. Develop strategies for the efficient and effective placement/distribution of products, concepts, goods and services that respond to evolving markets.
5. Apply the principles of business ethics.

#### **UNIT - I**

Marketing – Concept – Functions – Marketing Planning & Implementing Marketing Programmes – Marketing Environment – Market Segmentation and Consumer Behaviour – Marketing Research - Marketing Research techniques - Market Information System

#### **UNIT – II**

Product: Meaning – Product Planning – Policies – Positioning – Importance of product positioning- New Product Development – Product Life Cycle – Branding, Packaging, Labeling- Price: Pricing Objectives – Factors, Methods and Procedure.

#### **UNIT – III**

Promotion: Promotion Mix – Advertisement – kinds of advertisement – Message – Copy – Advertisement Budgeting – Measuring Advertisement Effectiveness – Media Strategy – Sales Promotion – Sales Promotion strategies - Sales Promotion strategies - Personal Selling and Publicity.

#### **UNIT – IV**

Physical Distribution: Elements of physical distribution - Distribution Mix – Managing Channel – Intermediaries – Transport and Warehousing – Distribution Strategies – Distribution Cost Analysis.

#### **UNIT – V**

Marketing Strategies – Tools for Competitive Differentiation of Product – Strategies for Competitors – Leaders, challenges, follower & niches – Marketing of Services – Consumerism and Consumer Protections, Evaluating & Controlling Marketing Performance. Direct Selling, Direct Marketing.

**Text Book(s):**

1. Philip Kotler & Kevin Lane Keller, “Marketing Management”, New Delhi, PHI Learning Private Limited.
2. Chandrasekar K.S “Marketing management-Text and Cases”, New Delhi, Tata McGraw Hill.

**Reference Book(s):**

1. Micheal R.Czinkota & Masaaki Kotabe, “Marketing Management”, New Delhi, Vikas Thomson Learning,
2. Karunakaran K., “Marketing Management”, Mumbai, Himalaya Publishing House.
3. Gupta C.B. & Rajan Nair N. “Marketing Management”. New Delhi, sultan Chand & Sons, Educational Publishers.
4. Sherlekar. S.A., “Marketing Management” Himalayas Publishing House, New Delhi.
5. Chenna Wala, S.A, “Marketing Principles & Practices”, Himalayas Publishing House, New Delhi.

## Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
II	20PMS2CC9	Marketing Management					5	5			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓		✓	✓	✓	✓	✓	✓	✓	
CO3	✓	✓		✓	✓	✓	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓		✓	✓	✓	✓	
Number of Matches(✓) = 47 Relationship: Very High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
48	2	17	10	25	4.167	35.42	20.83	52.08	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – II

Course Code: 20PMS2CC10

Instruction Hours: 5

Credits: 5

Exam Hours: 3

Internal Marks: 25

External Marks: 75

### CORE COURSE X – FINANCIAL MANAGEMENT

#### Course Outcomes:

After completion of the course the students will be able to

1. Understand the legal and tax frame work of Indian Financial System .
2. Apply the Leverage concept to associate with Financial Data in the corporate.
3. Demonstrate the applicability of the concept of Financial Management to understand the managerial Decisions and Corporate Capital Structure.
4. Analyse the complexities associated with management of working capital.
5. Distribute the dividend in the optimized way.

#### UNIT I

Financial Management- meaning, scope, objectives and functions- Financial Analysis and Control- Overview of Indian Financial System- Legal, Regulatory and tax framework.

#### UNIT II

Time value of Money- Instruments of Long Term Finance- Cost of Different Sources of Raising Capital- Cost of Capital – Computation for each source of finance and weighted average cost of capital – EBIT – EPS Analysis – Operating Leverage – Financial Leverage – problems.

#### UNIT III

Investment and Capital Structure Decisions – Net Income Approach – Net Operating Income Approach – MM Approach- Valuation and Rates of Return- Method of Capital Budgeting.

#### UNIT IV

Working Capital Management – Definition and Objectives – Working Capital Policies – Factors affecting Working Capital requirements - Forecasting Working Capital requirements (problems) – Cash Management – Receivables Management and – Inventory Management – Working Capital Financing – Sources of Working Capital and Implications of various Committee Reports.

#### UNIT V

Internal Financing and Dividend Policy – Types of Dividend Policy – Dividend Policy and share valuation – CAPM- Financial Modeling.

**Text Book(s):**

1. Khan M.Y. & Jain P.K, “Financial management – Text, Problems and cases” New Delhi, Tata McGraw Hill.
2. Pandey, I. M.”Financial Management”, New Delhi, Vikas Publishing House Pvt. Ltd.

**Reference Book(s):**

1. James C. Vanhorne, “Fundamentals of Financial Management” New Delhi, PHI Learning Private Limited.
2. Prasanna Chandra, “Financial Management”, New Delhi, Tata McGraw Hill.
3. Srivatsava & Mishra, “Financial Management”, New Delhi, Oxford University Press.

## Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
II	20PMS2CC10	Financial Management					5	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓				✓	✓		✓	✓	✓	
CO2	✓	✓			✓	✓	✓	✓		✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓			✓	✓	✓	✓	✓	✓	✓	
CO5	✓			✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 40 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
41	0	0	6	35	0	0	14.63	85.37	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – II

Course Code: 20PMS2CC11

Instruction Hours: 5

Credits: 5

Exam Hours: 3

Internal Marks: 25

External Marks: 75

### CORE COURSE XI – HUMAN RESOURCE MANAGEMENT

#### Course Outcomes:

After completion of the course the students will be able to

1. Understand the different role of human resource manager.
2. Prepare human resource plan which will be matching supply and demand.
3. Develop, implement, and evaluate employee orientation, training, and development programs.
4. Apply theories of motivation wherever it needs.
5. Administer and contribute to the design and evaluation of the performance.

#### UNIT I

Evolution of human resource management – The importance of the human factor – Challenges – Inclusive growth and affirmative action – Role of human resource manager – Human resource policies – Computer applications in human resource management- Human resource accounting.

#### UNIT II

Importance of Human Resource Planning – Forecasting human resource requirement – matching supply and demand – Internal and External sources- Recruitment – Selection – induction – Socialization benefits - Selection process screening.

#### UNIT III

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

#### UNIT IV

Compensation plan – Reward – Motivation – Application of theories of motivation – Career management – Development of mentor – Protégé relationships.

#### UNIT V

Method of performance evaluation & 360 Degree – Competency Mapping – Feedback – Industry practices- Promotion, Demotion, Transfer and Separation – Implication of job change- The control process – Importance – Methods – Requirement of effective control systems grievances – Causes – Implications – Redressal methods – Gender Sensitivity

**Text Book(s):**

1. Dessler “Human Resource Management”, U.S.A., Pearson Education Limited.
2. Deepak Kumar Bhattachariya, “Human Resource Management”, New Delhi, excel Books.

**Reference Book(s):**

1. Luis R.Gomez-Mejia, David B.Balkin & Robert L Cardy. “Managing Human Resource”, New Delhi, PHI Learning Private Limited.
2. Bernadin, “Human Resource Management”, New Delhi, Tata Mcgraw Hill.
3. Wayne Cascio, “Managing Human Resource”, New Delhi, Tata McGraw Hill.

## Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
II	20PMS2CC11	Human Resource Management					5	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓		✓	✓		✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓	✓	✓		✓		✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 46 Relationship: Very High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
51	13	11	10	34	25.49	21.57	19.61	66.67	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – II

Course Code: 20PMS2CC12  
Instruction Hours: 5  
Credits: 5

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### CORE COURSE XII – RESEARCH METHODS IN MANAGEMENT

#### Course Outcomes:

After completion of the course the students will be able to

1. Apply an advanced understanding of business research design options, methodologies and analysis methods (both qualitative and quantitative), including respective terms, definitions and applications to the design, implementation and evaluation of a research project.
2. Distil an identified business problem into a succinct research problem (or problems) and articulate this into a comprehensive research brief for investigation by a research team
3. Construct suitable data collection tool to collect samples.
4. Analyse the data by using opt statistical tools.
5. Present the research report in an effective manner.

#### Unit I:

Research – Importance and its types – research approaches – process – problem formulation – development of hypothesis – Research design – determining the sample design – collecting data – analysis of data – identifying research problem.

#### Unit II:

Measurement in research and its problems – meaning of scaling – tests of sound measurement – types of scaling- Techniques of measurement – Attitude scales – summated rating scale – Equal appearing Interview scale – cumulative scale – Rating scale – Scale constructing Techniques.

#### Unit III:

Classification of data – sources of data – collection of primary and secondary data – Questionnaire method – Guidelines for Questionnaire design – Interview technique – Observation techniques – Processing of data – Editing – Coding – Tabulation – Interpretation of data – Formulation of hypothesis – Test of hypothesis – Sampling- Sample size – determinants optimal sample size – sampling techniques.

#### Unit IV:

Statistical Techniques – Measures of Central Tendency – Arithmetic mean, Median and Mode – Karl Pearson's coefficient of correlation – Regression – Chi-square test – conditions for applying chi-square test – ANOVA – Spearman's Rank Correlation.

#### Unit V:

Interpretation – Techniques of Interpretation – Significance of Report Writing, Different steps in writing report – layout of research report – types – oral presentation – mechanics of writing a

research report – precautions for writing research reports – Role of computers in Research.

**Problem: 20%; Theory: 80%.**

**Text Book(s):**

1. Donald R. Cooper, Pamela S. Schindler & Sharma J K “Business Research methods”, New Delhi, Tata Mc Graw Hill.
2. Kothari C.R “Research Methodology – Methods and techniques”, New Delhi, New Age International.

**Reference Book(s):**

1. Uma Sekaran & Roger Bougie “Research methods for Business”, New Delhi, Wiley India.
2. William G Zikmund “Business Research methods – A South Asian Perspective” New Delhi, Cengage Learning.
3. Panneerselvam R “Research Methodology” New Delhi, Prentice-Hall of India.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
II	20PMS2CC12	Research Methods in Management					5	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓		✓	✓	✓	✓	✓	✓	✓	
CO2	✓			✓	✓		✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓			
CO5	✓		✓	✓	✓	✓	✓	✓		✓	
Number of Matches(✓) = 43 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
57	2	2	2	57	3.509	3.509	3.509	100	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – III

Course Code: 20PMS3CC13  
Instruction Hours: 5  
Credits: 5

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### CORE COURSE XIII – STRATEGIC MANAGEMENT

#### Course Outcomes:

After completion of the course the students will be able to

1. Describe major theories, background work, concepts and research output in the field of strategic management.
2. Demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.
3. Demonstrate effective application of concepts, tools & techniques to practical situations for diagnosing and solving organisational problems.
4. Develop their capacity to think and execute strategically.
5. Demonstrate capability of making their own decisions in dynamic business landscape.

#### UNIT I

Concept of Strategy and Strategy Formation Process – Stakeholders in business – Vision, Mission and Objectives – Business definition and Goals – Corporate Governance and Social responsibility – case study.

#### UNIT II

External Environment – Porter's Five Forces Model – Strategic Groups- Competitive Changes during Industry Evolution – Globalization and Industry Structure – National Context and Competitive advantage Resources – core competencies – Generic Building Blocks of Competitive Advantage – Distinctive Competencies – Resources and Capabilities durability of competitive Advantage – Avoiding failures and sustaining competitive advantage – case study.

#### UNIT III

Stability, Expansion, Retrenchment and Combination strategies – Business level strategy- Strategy in the Global Environment- Corporate Strategy- Vertical Integration – Diversification and Strategic Alliances – Building and Restructuring the corporation – Environmental Threat and Opportunity Profile (ETOP) – Organizational Capability Profile – Strategic Advantage Profile – Corporate Portfolio Analysis – SWOT Analysis – GAP Analysis – Mc Kinsey's 7s Framework – BCG Matrix – GE 9 Cell Model.

#### UNIT IV

The implementation process- Resource allocation- designing organisational structure – Designing Strategic Control Systems – Matching structure and control to strategy – Implementing Strategic change – Politics – Power and Conflict – Techniques of strategic evaluation & control – Approaches to strategic implementation - Business policy and corporate strategy

## UNIT V

Managing Technology and Innovation – Strategic issues for Non Profit Organization- New Business Models and strategies for Internet Economy - Major business policy .

### Text Book(s):

1. Hill “Strategic Management: An Integrated approach”, New Delhi Wiley.
2. Azhar Kazmi “Strategic Management and Business Policy”, New Delhi, Tata McGraw Hill.
3. Philip Sadler, “Strategic Management”, Kogan Page India Private Limited, Delhi.

### Reference Book(s):

1. Lawrence G. Hrebiniak “Making strategy work, Pearson”, USA, Pearson.
2. Gupta, Gollakota & Srinivasan “Business Policy and Strategic Management – Concepts and Application”, New Delhi, Prentice Hall of India.
3. Dharma Bir Singh “Strategic Management & Business Policy”, New Delhi, Ko Wiley.

Relationship Matrix for COs, POs and PSOs

Semester	Code		Title of the Course					Hours	Credits		
III	20PMS3CC13		Strategic Management					5	5		
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓			✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO5	✓		✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 46 Relationship: Very High											

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
48	2	7	28	18	4.167	14.58	58.33	37.5	National

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – III

Course Code: 20PMS3CC14  
Instruction Hours: 4  
Credits: 4

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### CORE COURSE XIV – LEGAL ASPECTS OF BUSINESS

#### Course Outcomes:

After completion of the course the students will be able to

1. Interpret and form contractual relationships in business and identify remedies for breach of contract.
2. Identify the nature and form of sales.
3. Describe how third parties may become involved in contracts, and what their rights may be under the contract.
4. Know the power and duties of directors.
5. Prevent from the computer crime.

#### Unit I

The Indian Contract Act, 1872-

Introduction – Definition of contract – agreement – offer – acceptance – consideration capacity to contract – contingent contract – Quasi contract – performance – Discharge – Remedies to breach of contract.

#### Unit II

Partnership- essentials of partnership , Rights and duties of partnership act 1932- Importance of partnership act- types of partners Rights and duties of partner- types of partners- Dissolution of partnership- Sale of Goods Act- Sale and Agreement to sell, Conditions and Warrantees, Transfer of property, Finder of goods, Performance of contract of sale, Rights of an unpaid seller.

#### Unit III

Contract of Agency – Essentials of Contract of Agency – Creation of Agency – Kinds of Agents – Comparison Between an Agent and Servant – Comparison Between an Agent and Independent Contractor – Relationship of Principal and Agent – Duties of an Agent – Rights of an Agent – Duties and Rights of the Principal – Delegation of authority by an Agent – Sub Agent – Position of Principal and Agent in relation to third Parties – Termination of Agency.

#### Unit IV

Company – Formation – Memorandum – Articles – Prospective Shares – debentures – Directors – appointment – Powers and duties- Meetings – Proceedings – Management – Accounts – audit – oppression & mismanagement – winding up - . Legal rules of winding up- Contents of winding up petition.

#### Unit V

The Consumer Protection Act, 1986- Object – Rights of Consumers – Responsibilities of consumers - Important Terms- Consumer Complaint – Consumer Protection Councils – Redressal Machinery – District Forum –State Commission – National Commission- Cyber Law – Need for Cyber laws – Cyber law In India – Information Technology Act 2000 – Defining Cyber Crime – Types of Cyber Crimes – Preventing of Computer Crime.

**Text Book(s):**

1. Business legislation for management M.C. Kuchal and Deepa Prakash, Vikas Publish House PVT Ltd.,
2. Legal aspects of Business, Ravinder kumar, Cengage learning.
3. Business law, Sathish B, Matur Tata Mcgraw Hill.
4. Business law, D. Chandra Bose, PHI learning PVT Ltd.,
5. Legal aspects of Business by Akhileshwar Pathak. Tata Mcgraw Hill.
6. Legal aspects of Business by Kubendran.

**Reference Book(s):**

1. Law of Business contracts in India by Sairam Bhat, Sage, www. sagepublications.com
2. Company law, Ashok K Bagrial Vikas publishing House.
3. Business Law, Chandra Bose, PHI learning India PVT Ltd.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20PMS3CC14	Legal aspects of Business					4	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓			✓	✓		✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓	✓			✓	✓	✓	✓	✓	✓	
CO4	✓	✓	✓	✓		✓	✓	✓	✓	✓	
CO5	✓				✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 41 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
70	1	1	68	0	1.429	1.429	97.14	0	National

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – III

Course Code: 20PMS3CC15

Instruction Hours: 4

Credits: 4

Exam Hours: 3

Internal Marks: 25

External Marks: 75

### CORE COURSE XV – KNOWLEDGE MANAGEMENT

#### Course Outcomes:

After completion of the course the students will be able to

1. Describe the importance of knowledge management.
2. Discuss the key constituents of knowledge management solutions including tools and technologies.
3. Understand that knowledge is created in social interactions.
4. Learn how to lead knowledge workers in a knowledge-based organization.
5. Analyse issues related to management practices and the future of knowledge management.

#### Unit I

Introduction to KM- History of KM- Importance of KM - components of knowledge management-, Information Management to Knowledge Management- KM Cycle- Industrial Economy to Knowledge Economy

#### Unit II

Mechanics of Knowledge Management – Tools and Technologies- Communities of Practice and Knowledge conversion- The knowledge Management Matrix - knowledge Management trends.

#### Unit III

Social Nature of Knowledge- Social Network Analysis- Obstacles to knowledge sharing- Organizational learning & social capital- Knowledge Application – Individual level, Group level & Organization level.

#### Unit IV

KM Strategy ,-Knowledge audit, GAP Analysis, Road Map, KM Metrics- Balance Score Card- KM Tools – Knowledge Capture & creation tools- Knowledge sharing & Dissemination Tools- Knowledge Acquisition & Application tools.

#### Unit V

KM Team – Roles & Responsibility- Political issues in KM- Ethics in KM Strategic issues in Knowledge Management- Future of Knowledge Management.

#### Text Book(s):

1. Knowledge Management in Theory and practice., Kimiz Dalkir, Elsevier Publication.
2. Knowledge Management – Sudhir Warier by Vikas Publishing House PVT Ltd

**Reference Book(s):**

1. Knowledge Management by Waman Jawadekar, Tata Mcgraw Hill Co Chennai.  
Email : mark\_pani@mcgrawhill.com.
2. Knowledge management – An Evolutionary view – Becerra – Fernandez & Leidner, By PHI learning PVT Ltd.
3. Information & Knowledge by D. Kamala Vijayan – Macmillan India Ltd., Chennai.
4. Knowledge Management Systems Edited by Stuart Barnes, India Edition, Cengage learning, www.cengage.co.in
5. Ten steps to maturity in knowledge management, J.K. Suresh and Kavi Mahes Chandos publishing distributed by Ane books – E-mail: anebooks@vsnl.com
6. Knowledge Management – an inter disciplinary Perspective by Sajjad M. Jasimuddin, Cambridge University Press, International Edition, ISBN : 978-981-4271-22-6.  
E-mail: cupdel@cambridge.org.
7. Knowledge Management – Complexity, Learning and Sustainable Innovation by Dr.J.K.Mishra, year 2009- GLOBAL INDIA BUSINESS Publications, New Delhi.  
E-mail: info@globalindiapublications.com
8. Information and Knowledge Management Extra Series – By Ane Books Private Ltd, Chennai. E-mail: anebooks\_tn@airtelmail.in

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20PMS3CC15	Knowledge Management					4	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓			✓	✓	✓		✓		✓	
CO2	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓		✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 44 Relationship: High											

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
30	0	0	6	24	0	0	20	80	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – III

Course Code: 20PMS3MS

Instruction Hours: 2

Credits: 2

Exam Hours: 3

Internal Marks: 25

External Marks: 75

### SKILL BASED ELECTIVE - **MANAGERIAL SKILLS**

#### Course Outcomes:

After completion of the course the students will be able to

1. Understand the concepts related to strategic thinking and lateral thinking.
2. Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.
3. Face changes and challenges in the business environment.
4. Analyse the risk in the organization.
5. Follow the good way of balancing work and life due to avoid stress.

#### UNIT - I

##### THINKING STRATEGIES

Strategic thinking – meaning – questions- things included in Strategic thinking – Process consideration in Strategic thinking – Strategic thinking competencies – importance of Strategic thinking – characteristics of Strategic Thinkers – **Points to be kept in mind in Strategic thinking-** Lateral Thinking – meaning – why Lateral Thinking – **when to use Lateral Thinking – Benefits of Lateral Thinking** – Techniques used in Lateral Thinking – **Who needs Lateral Thinking – How to use Lateral Thinking?** – Conventional Vs Lateral Leaders – Questions asked by Lateral Leaders – becoming a Lateral leader.

#### UNIT – II

##### INTERPERSONAL STRATEGIES

Conflict Resolution – meaning – **points to be understood before studying conflict resolution** – sources of conflict – common reactions to conflict – role of perception in conflict – steps for Conflict Resolution – Conflict handling matrix – **Functional and Dysfunctional outcome of conflict-** Negotiation skills – process – styles – outcome – principles involved – negotiation model – being a negotiator – qualities of a negotiator.

#### UNIT – III

##### IMPLEMENTATION STRATEGIES

Facing changes – meaning – characteristics –why changes –pace of changes – impact of resistance –Reasons for resistance – types of people in facing changes – introducing change- Facing challenges – meaning – importance – path to facing challenges – benefits of facing challenges.

#### UNIT – IV

##### ACTION BASED STRATEGIES

Risk taking – meaning – factors determining Risk Taking – Risk management – **users of Risk Management** – Steps in Risk Management.- Effective decision making – meaning – approaches –

methods – steps – Decision making at the work place.

## UNIT – V

### BEHAVIOURAL STRATEGIES

Motivation and Staying motivated – meaning – finding reason for being motivated – staying motivated at work place – staying motivated in negative work environment – staying motivated during crisis- Balancing work and life – meaning – work satisfaction – gender differences – responsibility of the employers and employees – ways of balancing work and life – handling professional and personal demands – organizing your desk.

#### Text Book(s):

1. Alex K “Soft Skills – Know Yourself & Know the World”, S.Chand & Company Ltd.
2. Meena.K and V.Ayothi” A Book on Development of Soft Skills” P.R. Publishers & Distributors.

#### Reference Book(s):

1. Daniel Goleman “Emotional Quotient”
  2. Norman Vincent Peale “Power of the Plus factor”
  3. Stephen Covey “The Seven Habits of Highly Effective people”
- Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20PMS3MS	Managerial Skills					2	2			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓	✓		✓	✓	✓		✓	✓	✓	
CO5	✓			✓				✓		✓	
Number of Matches(✓) = 41 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
77	8	11	17	52	10.39	14.29	22.08	67.53	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – III

Course Code: 20PMS3EM1

Instruction Hours: 5

Credits: 4

Exam Hours: 3

Internal Marks: 25

External Marks: 75

### A: MARKETING

#### ELECTIVE COURSE I – CONSUMER BEHAVIOUR

##### Course Outcomes:

After completion of the course the students will be able to

1. Develop understanding of the role of psychology and the study of consumer behavior.
2. Understand the consumer needs, motivation and measurement of motives.
3. Distinguish between different consumer behaviour influences and their relationships.
4. Use most appropriate techniques to apply market solutions.
5. Recognize social and ethical implications of marketing actions on consumer behavior.

##### Unit – I

Consumer Behaviour – meaning, definition, Significance- Application of consumer behavior- principles to strategic marketing- Role of Marketing in Consumer behavior- Market Segmentation and Consumer behavior.

##### Unit – II

Consumer needs and motivation - Role of motivation in consumer behavior- Personality and Consumer Behaviour- Psychographics Consumer Perception, attitudes, attitude formation and change, Learning.

##### Unit – III

Group dynamics and consumer reference groups- Family, Social class and Consumer behavior- The influence of Culture on Consumer behavior- Sub Cultural and Cross Cultural Consumer Analysis.

##### Unit – IV

Personal influence and the opinion leadership- Diffusion of innovation process- Consumer Decision making process- Comprehensive models of consumer decision making- New Product purchase and repeat purchase.

##### Unit – V

Consumer Behaviour applicable to Profit and Non Profit Organizations- Societal Marketing Concept- Marketing Ethics- Consumer movement- Consumer protection in India- Consumer rights and responsibilities.

##### Text Book(s):

1. Consumer Behaviour – Ramanuj Majumdar PHI learning PVT Ltd.
2. Consumer Behaviour, CL Tyagi and Arun kumar, Atlantic publishers.
3. Consumer behaviour, India Edition, Jay D. Lindquist and M. Joseph Sirgy, Cengage

learning.

4. Consumer behaviour, concepts, Applications and cases – MS Raju, Dominic Xardel, Vikas publishing House PVT Ltd.,
5. Consumer Behaviour, By David L. LOUDON Albert J. Della Bitta – India Edition Tata Mcgraw Hill. Co.

**Reference Books:**

1. Consumer Behaviour, Blackwell and others, India Edition, Cengage learning.
2. Consumer Behaviour, Indian Edition – Michael R. Solomon, PHI learning PVT Ltd.
3. Consumer behaviour, Special Indian Edition, Deli Hawkins Roger J Best and others Tata Mcgraw Hill.
4. Consumer Behaviour and Marketing Strategy By J. Paul Peter and Jerry C. Olson, Special Indian Edition – Tata Mcgraw Hill.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20PMS3EM1	Consumer Behaviour					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓		✓	✓	✓	✓		✓	✓	✓	
Number of Matches(✓) = 45 Relationship: Very High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
23	1	7	9	10	4.348	30.43	39.13	43.48	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – III

Course Code: 20PMS3EM2

Instruction Hours: 5

Credits: 4

Exam Hours: 3

Internal Marks: 25

External Marks: 75

### A: MARKETING

#### ELECTIVE COURSE II – BUSINESS TO BUSINESS MARKETING

##### Course Outcomes:

After completion of the course the students will be able to

1. A comprehensive study of the nature and scope of business-to-business markets.
2. Gross wide knowledge in segmentation in industrial marketing.
3. Learn various B2B contexts such as products and services within domestic and global markets.
4. Implement effective marketing strategies for the success of organization.

##### UNIT I

Basics of Business-to-Business Marketing. – Nature of Industrial Marketing- Industrial Marketing Vs. Consumer Marketing- Industrial Demand & Industrial Customer- Industrial Marketing Operations.

##### UNIT II

Segmentation in Industrial Marketing- Demand concepts for Industrial products- Industrial Marketing Research- Industrial Buyer Behaviour.

##### UNIT III

Product Management – Product line planning – New Product development strategy.

##### UNIT IV

Pricing- Distribution- Advertising and Sales Promotion of Industrial Products- The policy of distribution- Internet as a distribution channel .

##### UNIT V

Marketing strategy for Industrial Firms – Product Market Management – Developing & Evaluating Strategies – Effective implementation of Strategies.

##### Text Book(s):

1. Govindarajan M. “Industrial Marketing Management “, Noida, Vikas publishing House PVT Ltd.
2. Milind T. Phadtare “Industrial Marketing”, New Delhi, PHI learning Pvt. Ltd.

**Reference Book(s):**

1. Robert & Reeder, Edward G. Brierty & Betty H. Reeder “Industrial Marketing” , New Delhi, Prentice Hall of India Ltd.
2. Robert Dwyer F “Business Marketing”, New Delhi, McGraw Hill.
3. Michael D Hutt and Speech T.V “Industrial Marketing Management”, USA, The Dryden Press.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20PMS3EM2	Business to Business Marketing					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓	✓			✓	✓	✓	
CO2	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓		✓	✓	✓	
CO4	✓	✓	✓		✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓		✓	✓	✓	✓	
Number of Matches(✓) = 43 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
21	0	1	17	3	0	4.762	80.95	14.29	National

**Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global**

## SEMESTER – III

Course Code: 20PMS3EM3  
Instruction Hours: 5  
Credits: 4

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### A: MARKETING

#### ELECTIVE COURSE III – SALES AND DISTRIBUTION MANAGEMENT

##### Course Outcomes:

After completion of the course the students will be able to

1. Apply fundamental concepts involving the selling and buying process with particular emphasis on oral, written, and interpersonal communications.
2. Analyze how institutions conceive, produce, and transfer goods and services to points of consumption.
3. Integrate various methods of developing, directing, and evaluating sales forces.
4. Develop the understanding of marketing channels their structure, functions and relationships.
5. Discuss critically about the current and future direction of marketing channels.

##### UNIT I

Nature and scope of Sales Management- selling process-Setting and Formulating Personnel- Developing and Conducting Sales Training Programmes- Designing and Administering Compensation Plans.

##### UNIT II

Supervision of Salesmen- Motivating Sales Personnel- Sales Meetings and Sales Contests- Designing Territories and Allocating Sales Efforts- Objectives and Quotes for Sales Personnel.

##### UNIT III

Developing and Managing Sales Evaluation Programme- Sales Cost and Cost Analysis- An overview of Marketing Channels, their structure- Functions and Relationships.

##### UNIT IV

Channel Intermediaries – Wholesaling and Retailing-Logistics of Distribution-distribution channel management, evolution of marketing channels , Channel Planning Organisational Patterns in Marketing Channels- Managing Marketing Channels-Marketing Channel Policies and Legal Issues.

##### UNIT V

Information System and Channel Management- Assessing Performance of Marketing Channels including sales force- International Marketing Channels.

**Text Book(s):**

1. Havaldar K& Vasant M Cavale “Sales and Distribution Management”, New Delhi, Tata mcgraw Hill.
2. Kujnish Vashisht “A practical Approach to Sales Management”, New Delhi, Atlantic publishers.

**Reference Book(s):**

1. Bill Donaldson “Sales Management, principles, process and practice”, UK, Ane book Pvt Ltd.
2. Pingali Venugopal “Sales and Distribution management”, USA, sage publication.
3. Joseph F Hair “Sales Management”, US, Cengage learning.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20PMS3EM3	Sales and Distribution Management					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓	✓		✓	✓	✓	✓	
CO2	✓	✓	✓		✓	✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 47 Relationship: High											

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
32	0	16	6	10	0	50	18.75	31.25	Regional

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – III

Course Code: 20PMS3EF1  
Instruction Hours: 5  
Credits: 4

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### B: FINANCE

#### ELECTIVE COURSE I – STRATEGIC FINANCIAL MANAGEMENT

##### Course Outcomes:

After completion of the course the students will be able to

1. Analyze the financial policy and strategic planning.
2. Evaluate capital investment projects by estimating risk and uncertainty.
3. Distinguish between merger and amalgamation.
4. Understand the regulations of SEBI.
5. Identify the innovative source of financing.

##### UNIT – I

Financial Policy and Strategic Planning – Strategic Planning Process – Objectives and Goals – Major Kinds of Strategies and Policies – Corporate Planning – Process of Financial Planning – Types of Financial Plan – Financial Models – Tools or Techniques of Financial Modelling – Uses and Limitations of Financial Modelling – Applications of Financial Models – Types of Financial Models - Process of Financial Model Development.

##### UNIT – II

Investments Decisions under Risk and Uncertainty – Techniques of Investment Decision – Risk Adjusted Discount Rate, Certainty Equivalent Factor, Statistical Method, Sensitivity Analysis and Simulation Method – Corporate Strategy and High Technology Investments.

##### UNIT – III

Expansion and Financial Restructuring – Corporate Restructuring - Mergers and Amalgamations – reasons for Merger, Benefits and Cost of Merger – Takeovers – Business Alliances – Managing an Acquisition – Divestitures – Ownership Restructuring – Privatisation – Dynamics of Restructuring – Buy Back of Shares – Leveraged Buy-outs (LBOs) – Divestiture – Demergers.

##### UNIT – IV

Stock Exchanges- Constitution, control, functions, Prudential Norms, SEBI Regulations, Sensitive Indices, Investor Services- Grievance Redressal Measures.

##### UNIT – V

Financing Strategy - Innovative Sources of Finance – Asset Backed Securities - Hybrid Securities namely Convertible and Non-Convertible Debentures, Deep Discount Bonds, Secured Premium Notes, Convertible Preference Shares – Option Financing, Warrants, Convertibles and Exchangeable Commercial Paper.

**Text Book(s):**

1. Rajni Sofat & Preeti Hiro, Strategic Financial Management, Phi, Delhi, 2011
2. Weaver & Weston, Strategic Corporate Finance, Cengage Learning, Delhi, 2001

**Reference Book(s):**

1. Chandra, Prasanna, Financial Management, Tata McGraw Hill, Delhi. 2007
2. Financial Markets and Institutions, S Gurusamy, Thomson

## Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits				
III	20PMS3EF1	Strategic Financial Management					5	4				
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	✓	✓		✓	✓	✓	✓	✓	✓	✓		
CO2	✓	✓			✓			✓	✓	✓		
CO3	✓			✓	✓		✓	✓	✓	✓		
CO4	✓	✓		✓	✓	✓	✓	✓	✓	✓		
CO5	✓	✓	✓	✓	✓		✓	✓	✓	✓		
Number of Matches(✓) = 40 Relationship: High												

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
40	1	1	9	32	2.5	2.5	22.5	80	Global

**Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global**

## SEMESTER – III

Course Code: 20PMS3EF2

Instruction Hours: 5

Credits: 4

Exam Hours: 3

Internal Marks: 25

External Marks: 75

### B: FINANCE

#### ELECTIVE COURSE II – FINANCIAL SERVICES

##### Course Outcomes:

After completion of the course the students will be able to

1. Communicate and explain specialized technical advice, knowledge and ideas, to professionals and non-experts involved with the Financial Services Industry.
2. Demonstrate broad and coherent knowledge about the Easing.
3. Distinguish between leasing and hire purchase.
4. A capacity to integrate technical and conceptual knowledge, and interpersonal skills to work effectively within the Financial Services Industry.
5. Communicate and explain specialized knowledge and ideas about stock exchanges.

##### Unit I

Evolution of Financial Services – Indian Financial System – Formal Financial System and Informal Financial System – Financial Institutions – Banking Companies and Non Banking Companies – Classification of Non Banking Companies – Classification of Activities of Non Banking Finance Companies – Fund Based Activities – Fee Based Activities – concepts, growth and trends of fee Based and Fund Based activities

##### Unit II

Equipment Leasing: Overview- Legal & Tax Aspects- Lease Evaluation- Lease Accounting- Recent Development- International Leasing - Merchant Banking - Meaning-Types - Responsibilities of Merchant Bankers

##### Unit III

Hire Purchase & Consumer- Overview- Legal & Tax Aspects- Financial Evaluation of Hire Purchase- Accounting for Hire Purchase- Consumer Credit-factoring.

##### Unit IV

Accessing Capital Market- Issue Management- Regulatory & Tax Framework, Issue Pricing Models – Equity and Debt Convertible Instruments- Financial Engineering- Raising funds from the International Capital Markets- Assessing Money Markets.

##### Unit V

Organisation and functions of stock exchanges – regulation and control of stock exchanges – NSE, BSE, OTCEI, regional exchanges.

**Text Book(s):**

1. Gurusamy S “Financial Services”, New Delhi, Tata McGraw Hill Publishing Company Limited.
2. Khan M.Y “Financial services”, Tata McGraw Hill Publishing Company Limited.

**Reference Book(s):**

1. Sasidharan K and Alex K. Mathews “Financial services and system”, New Delhi, Tata McGraw Hill Publishing Company Limited.
2. Mohan S & Elangovan R “Financial Services”, New Delhi, Regal Publications.
3. Jeff Madura “Financial markets and Institutions”, New Delhi, South Western Cengage Learning.

## Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20PMS3EF2	Financial Services					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓				✓	✓		✓	✓	✓	
CO3	✓	✓			✓	✓		✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 43 Relationship: High											

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
37	1	2	29	8	2.703	5.405	78.38	21.62	National

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – III

Course Code: 20PMS3EF3

Instruction Hours: 5

Credits: 4

Exam Hours: 3

Internal Marks: 25

External Marks: 75

### B: FINANCE

#### ELECTIVE COURSE III – SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

##### Course Outcomes:

After completion of the course the students will be able to

1. Explore different avenues of investment.
2. Equip with the knowledge of security analysis.
3. Identify, assess and evaluate common securities.
4. Implement and review security valuation.
5. Apply the concept of portfolio management for the better investment.

##### Unit I

Calculation of Bond returns- Valuation of Bonds- Measures of Yield, Duration & Convexity, Measures of Risk- Determinants of Interest Rates and Theories on Term Structure- Bond Swaps.

##### Unit II

Derivative Securities- Equity Options - concept, application & valuation - economic analysis, industry analysis.

##### Unit III

Valuation of Equity Stocks- Approaches of Equity Stock Valuation- Index features, concept, applications and valuation.

##### Unit IV

Valuation of Equity Stocks- Company Analysis- Technical Analysis- Efficient Markets Hypothesis- bit coin : meaning – investment – functions – converted into cash - crypto currency – meaning – difference between bit coin and crypto currency .

##### Unit V

Portfolio Management – The Conceptual Framework- Modern Portfolio Theory, Portfolio Management, Performance Evaluation of Portfolio- Applications of Options & Futures in Portfolio Management.

##### Text Book(s):

1. For Unit I and II  
Security Analysis and Portfolio management By Punithavathy Pandian, Vikas publishing House Pvt. Ltd.
2. For Unit III, IV and V  
Security Analysis and Portfolio Management with CAPM – By Dr. Sankara Narayanan – ANE Books Chennai – Email: anebooks\_tn@airtelmail.com.

3. Security Analysis and Portfolio Management by RITTU Ahuja, Atlantic publishing Co.
4. Portfolio Management By Samir K. BARUA and others, Tata Mcgraw Hill.
5. Security Analysis and Portfolio Management, By S. Kevin, PHI learning PVT Ltd.
6. Investment Analysis and Portfolio Management, by Prasanna Chandra, Tata Mcgraw Hill Co.

**Reference Book(s):**

1. Investments, Special Indian Edition by ZVI Bodie and others, Tata Mcgraw Hill.
2. Fundamentals of Investment Management Indian Edition, by HIRT and Block, Tata Mcgraw Hill Co.
3. Investment Management, by Vk. Bhalla S.Chand & Co., www.schandgroup.com.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits				
III	20PMS3EF3	Security Analysis and Portfolio Management					5	4				
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)						
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	✓			✓	✓	✓		✓	✓	✓		
CO2	✓	✓		✓	✓	✓	✓	✓	✓	✓		
CO3	✓	✓		✓	✓	✓	✓	✓	✓	✓		
CO4	✓		✓	✓	✓		✓	✓	✓	✓		
CO5	✓	✓	✓	✓	✓		✓	✓	✓	✓		
Number of Matches(✓) = 42 Relationship: High												

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
25	0	0	21	12	0	0	84	48	National

**Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global**

## SEMESTER – III

Course Code: 20PMS3EH1  
Instruction Hours: 5  
Credits: 4

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### C: HUMAN RESOURCE

#### ELECTIVE COURSE I – ORGANIZATIONAL DEVELOPMENT

##### Course Outcomes:

After completion of the course the students will be able to

1. Demonstrate and understand the principles and concepts that direct change in organizations and its implications for organizations.
2. Demonstrate conceptualized knowledge of the characteristics and processes of organizational development.
3. OD interventions at group and organizational level.
4. Investigate and discuss issues in managing change and evaluate them from an Organizational Development perspective.
5. Adopt the perspective of a consultant and be in a position to apply organizational development theories to a variety of organizational situations and contexts.

##### UNIT I

Introduction to Organization Development- Concept, Nature and Scope of O.D.- Historical Perspective of O.D - Growth and relevance of OD - Underlying Assumptions & Values- Theory and Practice on change and changing- The Nature of Planned Change- The Nature of Client Systems-Group Dynamics, Intergroup Dynamics and Organizations as Systems.

##### UNIT II

Operational Components of O.D.- Diagnostic, Action and Process – Maintenance Components Action Research and O.D

##### UNIT III

O.D. Interventions- Team Interventions Inter – group Interventions **Personal, Interpersonal and group process interventions** - Comprehensive Interventions Structural Interventions - Classification of OD Interventions – Planning Choosing and Implementing of an Intervention Strategy.

##### UNIT IV

Implementation and **Assessment of O.D Implementation** – conditions for failure and success in O.D. efforts- Assessment of O.D. and change in Organizational performance- The **impact of O.D.**

##### UNIT V

Key considerations and issues in O.D- Issues in consultant – Client relationships Mechanistic & Organic systems and the contingency approach -The future of O.D- **Some Indian experiences in O.D.**

**Text Book(s):**

1. Cummings and Worely, “Organization Development and Change” – Cengage learning. www.cengage.co.in
2. S.K.Bhatia.“Management of Change and Organisation Development”, Deep and Deep publishers.

**Reference Book(s):**

1. Wendell .L French “Organization Development and Transformation”, New Delhi, Tata Mcgraw Hill. Co.
2. Amita B Mehta “Organisation Development Principles, Process and Performance”, New Delhi, Global India Business Publications.

## Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20PMS3EH1	Organizational Development					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓			✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 48 Relationship: Very High											

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
32	3	3	4	31	9.375	9.375	12.5	96.88	Global

**Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global**

## SEMESTER – III

Course Code: 20PMS3EH2  
Instruction Hours: 5  
Credits: 4

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### C: HUMAN RESOURCE

#### ELECTIVE COURSE II – COMPENSATION MANAGEMENT

##### Course Outcomes:

After completion of the course the students will be able to

1. Learn basic compensation concepts and the context of compensation practice.
2. Illustrate different ways to strengthen the pay-for-performance link.
3. Understand the concept of Dearness Allowance.
4. Design rational and contemporary compensation systems in modern organizations.
5. Learn some of the implications for strategic compensation and possible employer approaches to managing legally required benefits.

##### UNIT I

Conceptual and theoretical understanding of economic theory related to Compensation Management (Wage Concepts and Wage Theories)- Employees satisfaction and Motivation issue in compensation design- Establishing Internal, External and individual equally - National differences in compensation.

##### UNIT II

Strategic importance of variable day – Determination of Inter and Intra industry compensation differentials- Individual and Group Incentives.

##### UNIT III

Dearness Allowance Concept – Emergence & Growth in India- The role of fringe benefits in reward systems-retirement Plans including VRS / Golden Handshake Schemes - Wage Determination- Principles of wage and salary administration.

##### UNIT IV

Executive Compensation Systems in Multinational Companies and IT companies including ESOP- WASA , Wage and Salary Administration.

##### UNIT V

Collective Bargaining Strategies – Long term settlements – Cases of Productivity Settlements – Exercise on drawing up 12(3) and 8(1) settlement- Cases of Productivity Settlement- Emerging Trends in IR due to LPG.

**Text Book(s):**

1. George T. Milovich & Venkatraman C.S “Compensation”, Tata Mcgraw Hill. Co.
2. Gupta C.B “Human Resource Management”, New Delhi, Sultan Chand & sons.

**Reference Book(s):**

1. Upadhyay D.S “Compensation Management Rewarding Performance”, New Delhi, Global India Business Publications
2. Barry Gerhart “Compensation: Theory, Evidence and Strategic Implications”, New Delhi, Sage Publications.
3. Michael Armstrong, “Handbook of Reward Management Practices”, Kogan Page Publishers, London

## Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20PMS3EH2	Compensation Management					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓				✓		✓	✓		✓	
CO2	✓		✓	✓	✓		✓	✓	✓	✓	
CO3	✓		✓		✓	✓		✓	✓	✓	
CO4	✓			✓	✓	✓		✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 37 Relationship: High											

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

sTotal Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
21	1	3	15	6	4.762	14.29	71.43	28.57	National

**Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global**

## SEMESTER – III

Course Code: 20PMS3EH3  
Instruction Hours: 5  
Credits: 4

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### C: HUMAN RESOURCE

#### ELECTIVE COURSE III – CHANGE MANAGEMENT

##### Course Outcomes:

After completion of the course the students will be able to

1. Know the various types of leadership required to implement the change.
2. Learn a practical framework for processing the many changes that impact managers.
3. Understand foundational aspects of change management and the critical role managers play in the change process.
4. Create action plans to move employees past barrier points and on to desired outcomes.
5. Understand the role of leadership in the change process.

##### UNIT I

Nature and Types of Organizational Change- Causes of and rationales for change- environmental and internal organizational determinants of change- rates / levels of change as a function of organizational life cycle positions- The links between nature / type of change and nature / type of leadership required e.g. transactional Vs transformational- The roles of corporate vision and strategy in change.

##### UNIT II

Theoretical frameworks- multi-source feedback for organizational change- Models of diagnosing organizational groups and jobs- The organizational change web Resistance to change- Barriers to organizational change- rethinking resistance to organizational change- strategies to deal with resistance.

##### UNIT III

Culture and the change process- The personnel manager as a cultural change agent handling power and political issues arising from change- The theoretical and practical contexts of cultural maintenance and cultural change strategies- corporate reorganization and sub culture management- Strategies and methods for achieving cultural change.

##### UNIT IV

Behavioral Implications of change- The manifest, intent and paradoxical consequences of change- the concept of resigned behavioral compliance-The positive and negative functions of resistance- Intended and unintended behavioural reaction to downsizing and delaying- Understanding and managing uncertainty and ambiguity in the change process.

## UNIT V

Intervention Strategy- Structural, technological and process factors in intervention strategies- Advantages / limitations of change technologies and associated leadership models- Role of leadership in change process- Leadership and emotional knowledge strategies to achieve congruence of personnel, structure and culture.

### Text Book(s):

1. V. Nilakani and S. Ramnaryan “Change Management” Sage publications.
2. Tupper cawsly and Gene Deszca “Organizational change” Sage publications.

### Reference Book(s):

1. K. Harigopal “Management of Organizational change” Sage publications.
2. Palmer /dunfordlakin “Managing Organizational change” Tata Mcgraw Hill Co.,
3. Radha R. Sharma “Change Management” Tata Mcgraw Hill. Co.,

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20PMS3EH3	Change Management					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓	✓			✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓		✓	✓	✓			✓	✓	✓	
Number of Matches(✓) = 44 Relationship: High											

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
31	4	11	8	20	12.9	35.48	25.81	64.52	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – III

Course Code: 20PMS3ES1

Instruction Hours: 5

Credits: 4

Exam Hours: 3

Internal Marks: 25

External Marks: 75

### D: SYSTEMS

#### ELECTIVE COURSE I – E - BUSINESS MANAGEMENT

##### Course Outcomes:

After completion of the course the students will be able to

1. Demonstrate an understanding of the foundations and importance of E-commerce.
2. Describe the infrastructure for E-commerce.
3. Describe Internet trading relationships including Business to Consumer, Business-to-Business.
4. Assess electronic payment systems.
5. Discuss legal issues and privacy in E-Commerce.

##### UNIT I

E-business- e-business vs. e-commerce- Economic forces – advantages – myths – e-business models- design, develop and manage e-business- Web 2.0 and Social Networking- Mobile Commerce- S-commerce

##### UNIT II

Internet and World Wide Web- internet protocols – FTP, intranet and extranet- information publishing technology – basics of web server hardware and software.

##### UNIT III

Consumer oriented e-business – e-tailing and models - Marketing on web – advertising- e-mail marketing- affiliated programs – e-CRM- online services- Business oriented e-business- e governance- EDI on the internet, Delivery management system- Web Auctions- Virtual communities and Web portals – social media marketing.

##### UNIT IV

E-payments – Characteristics of payment of systems- protocols- e-cash- e-cheque and Micropayment systems – internet security – cryptography – security protocols – network security.

##### UNIT V

Legal, Ethics and privacy issues – Web analytics - Customer behavior modeling- Protection needs and methodology – consumer protection-cyber laws- contracts and warranties- Taxation and encryption policies

**Text Book(s):**

1. Harvey M.Deitel, Paul J.Deitel, Kate Steinbuhler, “E-business and e-commerce for managers”, New Delhi, Pearson.
2. Efraim Turban, Jae K. Lee, David King, Ting Peng Liang, Deborrah Turban “Electronic Commerce –A managerial perspective “New Delhi, Pearson Education Asia.

**Reference Book(s):**

1. Parag Kulkarni, Sunita Jahirabdkao, Pradeep Chande, e business, UK, Oxford University Press.
2. Hentry Chan & el ” E-Commerce – Fundamentals and Applications”, New Delhi, Wiley India Pvt Ltd,
3. Gary P. Schneider “Electronic commerce”, Canada, Thomson course technology.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20PMS3ES1	E-Business					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓		✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓		✓	✓	✓	
CO4	✓	✓	✓			✓	✓	✓		✓	
CO5	✓	✓	✓		✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 44 Relationship: High											

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
47	2	2	8	39	4.255	4.255	17.02	82.98	Global

**Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global**

## SEMESTER – III

Course Code: 20PMS3ES2  
Instruction Hours: 5  
Credits: 4

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### D: SYSTEMS

#### ELECTIVE COURSE II – INTERNET TECHNOLOGIES

##### Course Outcomes:

After completion of the course the students will be able to

1. Demonstrate an ability to create basic Web pages with HTML.
2. Ability to use the VB script.
3. Demonstrate the ability to use the World Wide Web.
4. Know how to utilize the security tools to protect resources.
5. Describe the advanced internet concepts.

##### Unit I

Internet Communication Technologies - Networking Architecture – Protocols – Value Added Networks – Virtual Private Networks- Introduction to Web Technologies – Evolving Trends – Content Design – Graphics and Animation using Adobe Photoshop, Dream Weaver, Flash player, Shockwave – HTML Fundamentals.

##### Unit II

Java Script : Variables – Literal Arrays – Expressions and Operators – Control Statements – Functions – Event Handling – Working with Layers – Controlling Page Appearance using Style Sheets – Providing Security with object Assigning- VB Script: Variables – Data types – Operators – Control Flow – Error Handling – Event Programming, Procedures – Forms – Controls – Active X objects.

##### Unit III

Overview of components – Tuning and Load balancing – Network Architecture – Architecture Security, E-commerce architecture models – MS Internet Information Server – Distributed Internet Architecture – Microsoft Transaction Server – Visual Age of Java – Net Objects fusion – Web sphere Web logic – Net Commerce - Netscape Application Server – Cold Fusion – Silver Stream – Vignette Story Server – Broad Vision one – to – one Enterprise.

##### Unit IV

Need for Computer Security – Protecting resources – Types of risks – Security Strategies, Mechanisms for Internet Security – Security Tools, Enterprise Level Security, Encryption, PKI (Public Key Infrastructure), Fire Walls, Digital Certificate (X.509), Digital Certificate servers (entrust, netscape, verisign, oracle), Secure Socket Layer, LDAP (Light Weight Directory Access Protocol).

##### Unit V

Access Control, User Identification & Authentication- Meaning- Biometric Techniques - Dynamic HTML – Extended Markup Language – Wireless Markup Language – Virtual Reality Modeling Language – Wireless Application Protocol – Voice Over Internet Protocol – Component Object Model – Common Object Request Broker Architecture – Java Beans – Enterprise Java Beans.

**Text Book(s):**

1. The Internet Book by Douglas E Comer, India Edition, PHI Learning Pvt Ltd.
2. Introduction to Information Systems, Alexis Leon and Mathews Leon by Tata Mcgraw Hill Co.

**Reference Book(s):**

1. Internet for Everyone, By Alexis Leon and Mathews Leon, Vikas Publishing House Pvt Ltd.
2. Information Systems Today, By Leonard Jessup and Joseph Vallacich. PHI learning Pvt Ltd.

## Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20PMS3ES2	Internet Technologies					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓			✓	✓		✓	✓	✓	
CO2	✓	✓			✓	✓		✓	✓	✓	
CO3	✓	✓		✓	✓	✓		✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓		✓	✓	✓	
Number of Matches(✓) = 41 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
62	0	0	0	62	0	0	0	100	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – III

Course Code: 20PMS3ES3  
Instruction Hours: 5  
Credits: 4

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### D: SYSTEMS

#### ELECTIVE COURSE III – MANAGEMENT INFORMATION SYSTEMS

##### Course Outcomes:

After completion of the course the students will be able to

1. Relate the basic concepts and technologies used in the field of management information systems compare the processes of developing and implementing information systems.
2. Apply the understanding of how various information systems work together to accomplish the information objectives of an organization.
3. Describe how DSS helps for managerial decision making.
4. Translate the role of information systems in organizations, the strategic management processes, with the implications for the management.
5. Outline the role of the ethical, social, and security issues of information systems.

##### UNIT I

Foundations of Information Systems- A framework for business users - Roles of Information systems - System concepts - Organisation as a system - Need for IS in Business – fundamentals of IS – System concepts – Components of IS – IS resources Activities – Overview of IS – Operation Support Systems, Management Support Systems, Other Classification – System approach to Problem solving – Global business scenario – trends in technology and applications.

##### UNIT II

Levels of management and information needs of management - Business Information Systems – Marketing Information Systems – Manufacturing – Information Systems – Human Resource Information Systems – Accounting Information Systems- Financial Information Systems – Transaction Processing System-application.

##### UNIT III

Management Information & Decision Support Systems – Management Information Systems – System development life cycle - Expert Systems – Examples, Executive Information Systems – Artificial Intelligence Technologies.

##### UNIT IV

Strategic roles of IS-Breaking Business Barriers – Reengineering Business Processes Improving Business Quality – Creating Virtual Company – Building knowledge Creating Company – Using Internet Strategically – Challenges of Strategic IS – Enterprise – wide systems and E-Business applications.

##### UNIT V

Enterprise Management – Information Resource Management – Strategic Management,- Operational Management – Resource Management Technology Management – Distributed Management- Organizing Planning – IS planning methodologies – Critical Success Factors – Business Systems Planning – Computer Aided Planning Tools- Security & Ethical Challenges; IS controls – Facility Controls – Procedural Controls – Computer Crime – Privacy Issues.

**Text Book(s):**

1. Information Systems Today, By Leonard Jessup and Joseph Valacich Indian Edition, PHI learning PVT Ltd.,
2. Management Information system, By EFF OZ, Indian Edition, Cengage learning.
3. Management of Information systems by S.A. Kelkar, PHI learning PVT Ltd.
4. Management Information systems Indian Edition, Gordon B. Davis and Margrethe H.Olson, Tata Mcgraw Hill.
5. Introduction to Information Systems by Alexis Leon and Mathews Leon Tata Mcgrawhill Co.

**Reference Book(s):**

1. Management Information Systems S. Sadagopan, PHI learning PVT Ltd.,
2. Management of Information Systems By Waman S. Jawadekar Tata Mcgraw Hill.
3. Management Information System – The Managers view Indian Edition By Robert Schultheis and Mary Summer Tata Mcgraw Hill.
4. Principles of Information Systems By RALPH Stair and George Reynolds, Cengage Learning.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20PMS3ES3	Management Information Systems					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓			✓	✓	✓		✓	✓	✓	
CO2	✓			✓	✓	✓		✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 44 Relationship: High											

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
56	0	0	0	56	0	0	0	100	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – III

Course Code: 20PMS3EO1

Instruction Hours: 5

Credits: 4

Exam Hours: 3

Internal Marks: 25

External Marks: 75

### D: OPERATIONS

#### ELECTIVE COURSE – I: SUPPLY CHAIN MANAGEMENT

##### Course Outcomes:

After completion of the course the students will be able to

1. Develop a sound understanding of the important role of supply chain management in today's business environment.
2. Understand the importance of management of material, information, cash and value flows.
3. Maintain Customer Relationship Management.
4. Learn to use and apply computer-based supply chain optimization.
5. Measure supply chain performance.

##### UNIT I

Supply Chain Management: Introduction and Development- Nature and Concept – Importance of Supply Chain – Value Chain – Components of Supply Chain – The Need for Supply Chain – Understanding the Supply Chain Management – Participants in Supply Chain – Global Applications.

##### UNIT II

Flow Management and its importance – Management of material flow in the supply chain- Management of information flow- Management of cash flow and value flows- Customer Service strategy- Bench marking best practices.

##### UNIT III

Customer relationship Management- Out-bound logistics resources planning and management- Quick response systems in Manufacturing.

##### UNIT IV

Management of in-bound logistics- E-supply chain cases- Role of a Manager in Supply Chain – Supply Chain Performance Drivers – Key Enablers in Supply Chain Improvement – Values of Supply Chain- Quality planning and control overview

##### UNIT V

Bull Whip Effect and Supply Chain – Supply Chain Relationships – Conflict Resolution Strategies- Supply chain cost analysis- Supply chain performance measures- Issues in Global supply chain.

**Text Book(s)**

1. Sunil Chopra & Peter Meindl “Supply Chain Management – Strategy, Planning and Operation”, New Delhi, PHI.
2. Wisner, Keong Leong & Keah-Choon Tan “Principles of Supply Chain Management a Balanced Approach”, New York, USA, Thomson Press.

**Reference Book(s):**

1. David Simchi “Designing and Managing the Supply Chain – Concepts, Strategies & Case Studies” New Delhi, McGraw Hill International Edition..
2. Coyle, Bardi, Longley “The Management of Business Logistics – A Supply Chain perspective”, New York USA, Thomson Press.
3. Gattorna J L & Walters D W “Managing the Supply Chain – A Strategic Perspective” UK, Palgrave.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20PMS3EO1	Supply Chain Management					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓			✓			✓	✓	✓	
CO2	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓		✓	✓	✓		✓	✓	✓	✓	
CO4	✓	✓		✓	✓	✓		✓	✓	✓	
CO5	✓		✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 40 Relationship:											

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
32	2	9	7	20	6.25	28.13	21.88	62.5	Global

**Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global**

## SEMESTER – III

Course Code: 20PMS3EO2

Instruction Hours: 5

Credits: 4

Exam Hours: 3

Internal Marks: 25

External Marks: 75

### E: OPERATIONS

#### ELECTIVE COURSE II – ADVANCED OPERATIONS RESEARCH

##### Course Outcomes:

After completion of the course the students will be able to

1. Can built and discuss solution methods of Integer Linear Programming.
2. Formulae and discuss Markov chain.
3. Solve integer programming model with branch-and-bound technique.
4. Solve LPP by using Dynamic Programming Technique.
5. Built and discuss solution methods of Network problems.

##### UNIT I

Non Linear Programming – Non linear programming problems of general nature – one variable unconstrained optimization Multi variable unconstrained optimization – Karush Kuhn Toker (KKT) conditions for constrained optimization – its Applications in Management- Seperable programming and its Applications in Management- Quadratic Programming – convex programming – geometric programming – Fractional programming and its Application in Management.

##### UNIT II

Markov chains – Formulation – Kolmogorov Equation – steady state conditions – Markov chain modeling through Graphs – communication networks – weighted diagraphs – classification of states of Markov chain – Long Run properties of Markov chains-

Empherical Queuing models – (M/M/1) : (GD /  $\infty/\infty$ ) Model - (M/M/C) : (GD/ $\infty/\infty$ )

Model – (M / M / 1) : (GD / N /  $\infty$ ) Model – (M / M / C) : (GD / N /  $\infty$ ) Model (for  $C \leq N$ ) – (M / M / C) : (GD / N / N) Model (for  $C < N$ ) – (M / M / 1) : (GD / N / N) Model (for  $N > 1$ )

##### UNIT III

Integer Programming – Formulation – Branch and Bound Technique and its applications to Binary Integer Programming and Mixed Integer Programming – Branch and Cut Approach to solve Binary Integer Programming (BIP)- Applications of BIP in the Areas of Investment Analysis, site selection, Designing a production and Distribution network, Dispatching shipments, scheduling and its interrelated activities and Airlines Industry.

##### UNIT IV

Dynamic Programming (DP) – Applications of DP in capital budgeting, Reliability Improvements, stage-coach, cargo loading, single machine scheduling, optimal sub – dividing – solving LPP using Dynamic programming Technique.

##### UNIT V

Network Models – Terminologies – shortest path model – minimum spanning tree problem - Maximal flow problem – Minimum cost flow problem- Replacement and maintenance Analysis

– Types of Maintenance – Types of Replacement problem and decisions – Determination and problems of Economic life of an Asset.

**Text books**

For Unit – I, Unit – II, Unit – III

1. Introduction to Operations Research (Concepts and cases)  
By Frederick S. Hillier and Gerald J. Lieberman (Eighth Edition)  
Tata Mc-Graw Hill Education Private Limited (Special Indian Edition)  
E-mail: mark\_pani@mcgrawhill.com

For Unit II, Unit IV, Unit V

2. Operation Research (Second edition)  
By R. Paneerselvam  
PHI Learning Private Ltd., New Delhi.  
E-mail : prakash@phindia.com

For Unit II

3. Operations Research (Algorithms and Applications)  
By Rathindra P. Sen  
PHI Learning Private Ltd., New Delhi.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20PMS3EO2	Advanced Operations Research					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓				✓		✓	✓	✓	✓	
CO2	✓			✓	✓		✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO4	✓	✓		✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓		✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 40 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
41	0	0	0	41	0	0	0	100	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – III

Course Code: 20PMS3EO3

Instruction Hours: 5

Credits: 4

Exam Hours: 3

Internal Marks: 25

External Marks: 75

### E: OPERATIONS

#### ELECTIVE COURSE III – MANAGEMENT CONTROL SYSTEMS

##### Course Outcomes:

After completion of the course the students will be able to

1. Describe models and methods relating to reporting, communication, decision making and accountability in the management control area.
2. Show how models and methods in management control can be used to implement organizational changes.
3. Find out and discuss about the key variables in management control and design.
4. Assess and critically evaluate the profit center and transfer pricing.
5. Analyze management control situations in MNCs.

##### UNIT I

Nature of Management control – Control in organizations – phases of management control system – Management control Vs Task control.

##### UNIT II

Control and organizational Behaviour – Types of organizations and their implications – Types of organizations and their implications – Types of control and variations in controls based on organizational structure and design.

##### UNIT III

Goals and strategies – Key variables in Management control Design and their types – key Result Areas.

##### UNIT IV

Management control structure – Expense control – profit centers – Transfer pricing – Investment centers – Management control process – Programming and budgeting – Analyzing reporting – Performance evaluation.

##### UNIT V

M.I.S. for management control – Systems theory and management control – Installation of Management Information & Control System – Structured and unstructured decision - Implication for control- Special management control situations – Multinational companies – Service organization – Non-profit organisations – Multi – Project organisation.

##### Text Book(s):

1. Management control systems By N. Ghosh – PHI learning private Ltd.,

For Unit – V

2. Management control systems by Joseph A. Maciariello and other, India Edition PHI learning PVT Ltd.

**Reference Book(s):**

1. Management control system by Robert N. Anthony and Vijay Govindarajan, Tata Mcgraw Hill – special Indian Edition.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course	Hours	Credits						
III	20PMS3EO3	Management Control Systems	5	4						
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CO3	✓				✓	✓		✓	✓	✓
CO4	✓			✓	✓	✓	✓	✓		✓
CO5	✓	✓		✓	✓		✓	✓	✓	✓
Number of Matches(✓) = 42 Relationship: High										

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
30	0	0	0	30	0	0	0	100	Global

**Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global**

## SEMESTER – IV

Course Code: 20PMS4CC16  
Instruction Hours: 5  
Credits: 5

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### CORE COURSE XVI – INTERNATIONAL BUSINESS ENVIRONMENT

#### Course Outcomes:

After completion of the course the students will be able to

1. Understand and apply appropriate frameworks to analyze the international business environment.
2. Critically evaluate hurdles for FDI in India.
3. Determine how the international business environment influences business practice.
4. Understand the functions of stock market.
5. Critically evaluate issues in asset protection.

#### UNIT I

International Business- An overview – Modes of International Business- The External Environment – Economic , Political Environment, technological and Cultural Environment- Its Influence on Trade Investment Patterns- Recent World Trade and Foreign Investment Trends.

#### UNIT II

Foreign Direct Investment – FDI – Types of FDI, Rationale for FDI, Benefits of FDI to Home countries, Benefits of FDI to MNC,s, Threats and Restrictions on MNCs , Adverse effect of FDI on Host countries- [Reasons for India seeking FDI](#), [Hurdles for FDI in India](#).

#### UNIT III

World Financial Environment- Cross-national Co operation and Agreements- Tariff and Non-Tariff Barriers, WTO, Regional Blocks- Cross Border Mergers & Acquisition-Reasons for mergers & Acquisition- Why do M & A fail?-Stages involved in M & A-Regulations of M & As.

#### UNIT IV

Foreign Exchange Market Mechanism- Determinants of Exchange Rates- Euro-currency Market- Offshore Financial Centers: International Banks- Non-Banking Financial Service Firms- Stock Markets - Recent Developments in International Business

#### UNIT V

Global Competitiveness- Export Management- Licensing- Joint Ventures Technology and Global Competition- Globalization and Human Resource Development- Globalization with Social Responsibility- Negotiating an International Business- Issues in Asset Protection- Multilateral Settlements.

**Text Book(s):**

For Unit I

1. International Business – By Rakesh Mohan Joshi, Oxford University Press, Chennai.  
Email : v.anand@oup.com

For Unit II &amp; III

2. International Business management- S.C.Gupta (Ane Books Pvt ltd 2010).

For Unit IV

3. International Business, Justin Paul, PHI learning India PVT, Ltd., New Delhi.
4. International Business – S. Shajahan By macmillan India Ltd., Chennai.
5. International Business – Sumati Varma, ANE books PVT Ltd., Chennai.
6. International Business, India Edition, Mike W-Peng, Cengage learning.
7. International Business – Charles WL Hill and Arun K. Jain, Tata Mcgraw Hill Co.,
8. International Business Strategy By Allain Verbeke, Cambridge University Press, Chennai.

For Unit V

9. The International Business Environment – Janet Morrison By Palgrave macmillan – London – ANE Books Chennai. Email : anebooks\_tn@airtelmail.in
10. International Business – By Donald A Ball and others, India Edition By TATA Mcgraw Hill Co.

**Reference Book(s):**

1. International Business Text and cases by Francis Cherunilam / PHI learning India PVT Ltd., New Delhi. Email: phi@phindia.com
2. International Business, Michael R. Czinkota and others Cengage learning

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course	Hours	Credits						
IV	20PMS1CC16	International Business Environment	5	5						
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓			✓	✓		✓	✓	✓	✓
CO2	✓		✓	✓	✓	✓	✓	✓	✓	✓
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CO4	✓			✓	✓	✓		✓	✓	✓
CO5	✓	✓		✓	✓		✓	✓	✓	✓
Number of Matches(✓) = 41 Relationship: High										

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
34	0	0	1	33	0	0	2.941	97.06	Global

**Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global**

## SEMESTER – IV

Course Code: 20PMS4CC17  
Instruction Hours: 5  
Credits: 5

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### CORE COURSE – XVII: **ENTREPRENEURIAL DEVELOPMENT**

#### **Course Outcomes:**

After completion of the course the students will be able to

1. Learn about entrepreneurs' qualities, nature, traits, types and culture.
2. Aware of different opportunities and successful growth stories.
3. Develop idea generation, creative and innovative skills.
4. Aware of availability of institutional aids for entrepreneurship development.
5. Run a small enterprise with small capital for a short period and experience the science and art of doing business.

#### **UNIT I**

Entrepreneur – meaning – importance – Qualities, nature, types, traits, culture- Similarities and differences between entrepreneur and intrapreneur- Entrepreneurship and economic development – its importance – Role of entrepreneurship – entrepreneurial environment.

#### **UNIT II**

Evolution of entrepreneurs – entrepreneurial promotion- Training and development- mobility of entrepreneurs – entrepreneurial change – occupational mobility – factors in mobility – Role of consultancy organizations in promoting entrepreneurs – Forms of business for entrepreneurs.

#### **UNIT III**

Project management- Sources of business idea – Project classifications – identifications – formulation and design – feasibility analysis- Financial analysis – project cost estimate – operating revenue estimate – Ratio analysis – investment Process – B E analysis – Profit analysis – Social cost benefit analysis – Project Appraisal methods- Preparation of Project Report and presentation.

#### **UNIT IV**

Project finance- Sources of finance – Institutional finance – Role of IFC, IDBI, ICICI, LIC,SFC, SIPCOT, Commercial Bank – Appraisal of bank for loans- Institutional aids for entrepreneurship development – Role of DICs, SIDCO, NSICS, IRCI, NIDC, SIDBI, SISI, SIPCOT- Entrepreneurial guidance bureau – Approaching Institutions for Assistance.

#### **UNIT V**

Steps in setting SSI unit – Problems of entrepreneurs – Sickness in small industries – reasons and remedies – Incentives and subsidies – Evaluating entrepreneurial performance – Rural entrepreneurship – Women entrepreneurship - Role of MSME in the economic development.

**Text Book(s):**

1. Hisrich “Entrepreneurship”, New Delhi, Tata McGraw Hill.
2. Khanka S.S “Entrepreneurial Development”, New Delhi, Sultan & sons Company Limited.

**Reference Book(s):**

1. Prasanna Chandra “Projects – Planning, Analysis, Selection, Implementation and Reviews”, Tata McGraw-Hill.
2. P.Saravanavel “Entrepreneurial Development”, Chennai, Ess Pee kay Publishing House.
3. Supriya Singh, Akshara Singh “Entrepreneurial Development”, Lucknow, Thakur Publishers.

## Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20PMS1CC17	Entrepreneurial Development					5	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓		✓		✓		✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 47 Relationship: Very High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
51	21	13	11	15	41.18	25.49	21.57	29.41	Local

**Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global**

## SEMESTER – IV

Course Code: 20PMS4CC18

Instruction Hours: 5

Credits: 5

Exam Hours: 3

Internal Marks: 25

External Marks: 75

### CORE COURSE XVIII – TOTAL QUALITY MANAGEMENT

#### Course Outcomes:

After completion of the course the students will be able to

1. Realize the importance of significance of quality.
2. Learn how to implement TQM.
3. Critically analyze the strategic issues in quality management, including current issues and developments, and to devise and evaluate quality implementation plans.
4. Evaluate the principles of quality management and to explain how these principles can be applied within quality.
5. Know the process of getting ISO certification.

#### UNIT I

Total quality Management – Definition – Scope of TQM- Dimensions and ingredients of quality- Dimensions of product quality- Dimensions of service quality- TQM Framework – Contributions of Deming- Juran and Crosby.

#### UNIT II

Steps in implementing TQM- Advantages, Limitations and barriers to TQM Implementation- TQC-Meaning, factors affecting TQC.

#### UNIT III

Strategic tools for TQM – Bench Marking- Business Process Reengineering- Six sigma- JIT- QFD- Taguchi's quality engineering- Failure mode and Effect analysis- Poka yoke.

#### UNIT IV

Quality Education, process, quality system – quality objectives and quality policy – quality planning – quality information feedback- TQM Culture- Quality circles- Quality audits.

#### UNIT V

The ISO 9000 SERIES- Need for ISO 9000 – ISO 9000-2000- Process of obtaining ISO Certification, Advantages of ISO certification- New version of ISO standards- Documentation- ISO 14000 – Concepts- Requirements and Benefits.

**Text Book(s):**

1. Total Quality Management, PN. Mukherjee. PHI learning PVT Ltd.,
2. Total Quality Management, Text and cases by B. Janakiraman and RK. Gopal, PHI learning PVT Ltd.
3. Total Quality Management, SK. Mandal Vikas Publish House PVT Ltd.
4. Total Quality Management, James. R. Evans, India Edition, Cengage learning.
5. Principle of Total Quality, Vincent .K Omachonu Joel E. Ross, CRC Press distributed by Ane books PVT Ltd., www.anebooks.com
6. Production and operations Management – PANEERSELVEM R

**Reference Book(s):**

1. Total Quality Management, L. Suganthi and Anand, A.Samvel, PHI learning
2. Juran’s Quality Planning and Analysis for Enterprise Quality, India Edition by Tata Mcgraw Hill Co.
3. Quality Control and Management By Evans and Lindsay India Edition, Cengage learning.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20PMS1CC18	Total Quality Management					5	5			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓			✓	✓	✓		✓	✓	✓	
CO2	✓	✓		✓	✓	✓	✓	✓		✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓	✓	✓		✓	✓		✓	✓	✓	
CO5	✓				✓			✓	✓	✓	
Number of Matches(✓) = 38 Relationship: High											

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
38	0	0	0	38	0	0	0	100	Global

**Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global**

## SEMESTER – IV

Course Code: 20PMS4EM4  
Instruction Hours: 5  
Credits: 4

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### A: MARKETING

#### ELECTIVE COURSE IV – ADVERTISING AND SALES PROMOTION

##### Course Outcomes:

After completion of the course the students will be able to

1. See the advertising in legal, ethical and social aspects.
2. determine the organization's target market/audience and define the consumer behaviour of each segment.
3. Understand various complexities associated with campaign planning.
4. Evaluate the pros and cons of electronic media buying.
5. Evaluate and apply the effective promotional strategies.

##### UNIT I

Advertising's Role in the Marketing Process- Legal Ethical and Social Aspects of Advertising;- Process of Communication – Wilbur Schramm's Model- Two step Flow of Communication- Theory of Cognitive Dissonance and Clues for Advertising Strategists.

##### UNIT II

Simulation of Primary and Selective Demand – Objective Setting and Market Positioning- Dagmar Approach – Determination of Target Audience- Building of Advertising Programme – Message, Headlines, Copy, Logo, Illustration, Appeal, Layout.

##### UNIT III

Campaign Planning- Media Planning- Budgeting- Evaluation – Rationale of Testing Opinion and Aptitude Tests- Recognition- Recall- Experimental Designs- Advertising Organisation.

##### UNIT IV

Selection- Compensation and Appraisal of an Agency- Electronic Media Buying- Advertising campaign- Advertising V/s Consumer Behaviour.

##### UNIT V

Sales promotion – Role of Creative Strategies – Different methods of sales promotion – Evaluating effectiveness of different promotional strategies.

##### Text Book(s):

1. Wells, Moriarty & Burnett “Advertising, Principles & Practice”, New Delhi Prentice Hall, Pearson Education.
2. Kenneth Clow. Donald Baack “Integrated Advertisements, Promotion and Marketing communication”, New Delhi, Prentice Hall of India.
3. Sherlekar. S.A., “Marketing Management” Himalayas Publishing House, New Delhi.

**Reference Book(s):**

1. Kazmi S.H.H & Satish K Batra “Advertising & Sales Promotion”, New Delhi, Excel Books.
2. George E Belch & Michel A Belch “Advertising & Promotion”, McGraw Hill.
3. Julian Cummings “Sales Promotion” London, Kogan Page.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20PMS4EM4	Advertising and Sales Promotion					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓	✓	✓		✓	✓	✓	
CO2	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓		✓	✓	✓		✓	✓	✓	✓	
CO4	✓				✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓			✓	✓	✓	
Number of Matches(✓) = 40 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
30	2	8	15	10	6.667	26.67	50	33.33	National

**Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global**

## SEMESTER – IV

Course Code: 20PMS4EM5  
Instruction Hours: 5  
Credits: 4

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### A : MARKETING

#### ELECTIVE COURSE V – **MARKETING OF SERVICES**

##### **Course Outcomes:**

After completion of the course the students will be able to

1. Demonstrate an extended understanding of the similarities and differences in service-based marketing activities.
2. Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty.
3. Demonstrate a knowledge of the extended marketing mix for services.
4. Manage demand by modifying marketing mix elements.
5. Manage the conflict between marketing and operations.

##### **UNIT I**

Developing a Framework for understanding Services Marketing – Classification of Services on similar characteristics - Role of MSME in the economic development.

##### **UNIT II**

Nature of service – Relationship with customers – customerisation and judgement in Service delivery – Nature of demand relative to supply method of service – Goods and Services Marketing - Delivery – Significance of people based attribute and / or facility based attributed of the service product.

##### **UNIT III**

Managing Customer Mix – Deciding on what segment of Customers to serve – Positioning the service – Developing of service positioning strategy – Positioning map.

##### **UNIT IV**

Managing Demand – Demand supply interaction – Strategies relating to demand – Inventory Demand – Flexible capacities – Modifying marketing mix elements to manage demand.

##### **UNIT V**

Service business as a system – service operations sub – systems – Service delivery subsystem – Service marketing subsystem – Planning, organization – and implementation of Marketing effort – inter functional Conflict between marketing and operation – Evaluation of marketing effort.

**Text Book(s):**

For Unit I, II, III

1. Services Marketing – operations and Management, By Vinnie Jauhari & Kirtidutta, Oxford University Press, Chennai. Email : v.anand@oup.com

For unit IV &amp; V

2. Marketing of services, India Edition, K. Douglas Hofiman, John.E.G. Bateson, Cengage learning. Chennai. Email : sriram.b@cengage.com
3. Services marketing by Kapoor, Paul & Halder – TATA Mcgraw Hill Co – Chennai.
4. Services marketing Govind Apte, Oxford University Press, Chennai.
5. Services marketing, The Indian Context, R. Srinivasan, PHI learning.

**Reference Book(s):**

1. Services marketing and management by Audrey Gilmore, Response Book – sage publication. www.indiasage.com
  2. Services marketing text and cases Steve Baron and others, published by Palgrave Macmillan London, Distributed by ANE book PVT Ltd., Chennai.  
Email: anebooks\_tn@airtelmail.in
  3. Text book of marketing of services by Nimit chowdhary – Macmillan India Ltd.
- Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20PMS4EM5	Marketing of Services					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓			✓	✓			✓	✓	✓	
CO2	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓			✓	✓	✓		✓	✓	✓	
CO4	✓	✓		✓	✓	✓		✓	✓	✓	
CO5	✓			✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 38 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
30	3	17	6	7	10	56.67	20	23.33	Regional

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – IV

Course Code: 20PMS4EM6

Instruction Hours: 5

Credits: 4

Exam Hours: 3

Internal Marks: 25

External Marks: 75

### A: MARKETING

#### ELECTIVE COURSE VI – RETAIL MANAGEMENT

##### Course Outcomes:

After completion of the course the students will be able to

1. Discuss the forces affecting retail sector in India.
2. Consumer motivations, shopping behaviors, and decision processes for evaluating retail.
3. Find factors affecting strategic decisions involving investments in locations.
4. Understand the role of IT in supply chain management.
5. Apply IT in retailing.

##### UNIT I

Retailing – meaning, definitions- functions performed by retailers- Importance of retailing- Requisites for successful retailer- Forces affecting retail sector in India- The retail life cycle- The strategic Retail Planning process- Retailing mix- Issues in Retailing.

##### UNIT II

Traditional and modern formats of retail business – Marketing Concepts in Retailing – Consumer purchase behaviour – Cultural and Social group influence on Consumer Purchase Behaviour - Government of India policy implications on retails.

##### UNIT III

Retail Location strategies- Issue to be considered in site selection- Decisions on geographic locations of a retail store- Location site and types of Retail development- Types of planned shopping area- Factors involved in the location decision- Catchment area analysis.

##### UNIT IV

Merchandise Planning – Stock turns, Credit Management, Retail Pricing, Return on per. sq. feet of space – Retail Promotions - Traffic flow and analysis – Population and its mobility – Exteriors and layout – Customer traffic flows and pattern – Creative display- Supply Chain Management – Warehousing – Role of IT in supply chain management.

##### UNIT V

Consumerism and ethics in Retailing- Retail Audits- e-Retailing, Application of IT to Retailing- Retail Equit- Technology in Retailing – Retailing through the Internet.

##### Text Book(s):

1. Retailing Management – Text and cases by Swapna Pradhan – Tata Mcgraw Hill Co – Chennai. Email: mark\_pani@mcgrawhill.com
2. Principles of retail management by Rosemary Varley and Mohamed Raffiq – Palgrave

macmillan – London – distributed by ANE books PVT Ltd. Email: anebooks\_tn@airtelmail.com

- Retail management – Dunne Lusch, cengage learning, Chennai. Email : sriram.b@cengage.com
- Retail supply chain management by James B. Ayers and Mary Odegaard special Indian Edition – ANE books PVT Ltd., Chennai. Email: anebooks\_tn@airtelmail.com

**Reference Book(s):**

- Retailing management, Michael Barton and others – Tata Mcgraw Hill co.
- Managing Retailing – Piyush Kumar Suiha and others. Oxford University press. Chennai.
- Retailing environment & operations Andrew J. Newman and other, cengage learning Chennai.
- International Retailing, Nicholas Alexander – Oxford University press Chennai.
- Fundamentals of Retailing – KVS madaan, Tata Mcgraw Hill Co.
- Retail Management – Chetan Bajaj and others. Oxford University Press.
- Retail Management By Neelesh Jani Global India Publications, New Delhi.
- Retail Management by Sajai Gupta and GVR Preet Randhawa – Atlantic publishers – Chennai.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20PMS4EM6	Retail Management					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓				✓			✓	✓	✓	
CO2	✓		✓	✓	✓	✓		✓	✓	✓	
CO3	✓	✓	✓	✓		✓	✓	✓	✓	✓	
CO4	✓	✓		✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓		✓	✓	✓		✓	✓	✓	
Number of Matches(✓) = 39 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
40	16	9	13	7	40	22.5	32.5	17.5	Local

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – IV

Course Code: 20PMS4EF4  
Instruction Hours: 5  
Credits: 4

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### B : FINANCE

#### ELECTIVE COURSE - IV : PROJECT MANAGEMENT

##### Course Outcomes:

After completion of the course the students will be able to

1. Implement project management knowledge, processes, lifecycle and the embodied concepts, in order to achieve project success.
2. Adapt projects in response to issues that arise internally and externally.
3. Conduct market, technical, financial and socio-economic appraisal.
4. Manage the scope, cost, timing, and quality of the project.
5. Apply the project control techniques like PERT, CPM.

##### UNIT I

Concepts of Project Management- Project – Meaning – Nature – Types of project and project life cycle – Project management – Nature and scope of project management – Project management as a profession – Role of project manager.

##### UNIT II

Project Identification and Formation- Project environment – Identification of investment opportunities – Projects screening – Preferability study – Project selection – Project formulation – Stages in project formulation – Project report preparation – Planning Commission's guidelines for project formulation.

##### UNIT III

Project Appraisal- Objectives, essentials of a project methodology – Market appraisal – Technical appraisal – Financial appraisal – Socio economic appraisal – Management appraisal.

##### UNIT IV

Project Planning and Scheduling- Objectives – Process or Planning Components or good planning – Project designing and project scheduling and time estimation – Scheduling to match availability of man power and release of funds – Cost and time trade cost.

##### UNIT V

Project Execution and Administration – Project contracting- Contract pricing, types – Project organization- Forms of organisation – Project direction – Project communication – Project coordination – Factors influencing effective project management – project time monitoring and cost monitoring – Project over runs- Project Control - Control techniques – PERT, CPM - Proper review – Project audit.

**Text Book(s):**

For Unit II and IV

1. Total project T Management The Indian context by PK. Joy – Mac millan India Ltd.,

For Unit I, III and V

2. Project Management – by R. Panneerselvam and P. Senthil kumar PHI learning India PVT Ltd.,
3. Project Management By Bhavesh .M Patel, Vikas Publishing Hous PVT Ltd.,
4. Project Management By S. Choudhury Tata Mcgraw Hill Co.
5. Project Management India Edition By CIDO I Clements, Cengage learning.

**Reference Books:**

1. Project Management by CCI Pfor D.F. Gray and Erik .w Carson – Tata Mcgraw Hill Co.
2. Project Management – Management extra series – ANE books – E-mail: anebooks\_tn@airtelmail.in
3. Text book of project management by P. Gopalakrishnan & VE. Ramamoorthy, Macmillan India Ltd.
4. Projects, Planning, analysis, selection financing, Implementation and Review by Prasanna Chandra – Tata Mcgraw Hill Co.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20PMS4EF4	Project Management					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓		✓	✓	✓	✓	✓	✓	✓	
CO3	✓			✓	✓	✓	✓	✓	✓	✓	
CO4	✓		✓	✓	✓		✓	✓	✓	✓	
CO5	✓	✓		✓	✓		✓	✓	✓	✓	
Number of Matches(✓) = 43 Relationship: High											

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
48	3	25	16	6	6.25	52.08	33.33	12.5	Regional

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – IV

Course Code: 20PMS4EF5  
Instruction Hours: 5  
Credits: 4

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### B: FINANCE

#### ELECTIVE COURSE V – GLOBAL FINANCIAL MANAGEMENT

##### Course Outcomes:

After completion of the course the students will be able to

1. Understand the role and functions of WTO.
2. Explain the concepts of Balance of Payment.
3. Discuss Euro issues in India.
4. Review the problems of dealing in foreign currency and the advantages and disadvantages of overseas funding.
5. Understand various forms of FDI in world.

##### UNIT-I

Globalization - Implications of Globalization – Goals of International Financial Management - scope of International Finance – International Monetary System – Bimetallism – Gold Standard – Bretton Woods System – Floating Exchange Rate Regime – European Monetary System – IMF – WTO – GATT.

##### UNIT-II

Balance of Payments – The Current Account – The Capital Account – significance – Balance of Payments in the World – Balance of Payments Account of India.

##### UNIT-III

International Financial Markets – Sources of International Funds – Multilateral Development Banks – Governments/ Governmental Agencies – International Banks – Security Markets Instruments of International Financial Markets– International Equities – GDRs – ADRs - International Money Market and Bond Market Instruments – Euro Bonds – Repos – Euro Commercial Paper – Medium Term Notes – Floating Rate Notes – Loan Syndicates – Euro Deposits – Euro Issues in India.

##### UNIT-IV

Currency Risk and Exposure – Types of Currency Risk – Management of Currency Risk – Concept and Measurement of Transaction Exposure - Techniques of Transaction Exposure Management – Translation Exposure – methods – Transaction Exposure Vs. Translation Exposure – Exchange Risk Management – Operating Exposure – measuring and managing Operating Exposure.

##### UNIT-V

Foreign Direct Investment (FDI) – Forms of FDI – FDI in World – purpose of overseas investment – Benefits to the Host Countries – Effects of FDI – Political Risk.

**Text Book(s):**

1. Joseph Anbarasu, Global Financial Management, Ane, Delhi, 2010
2. Kevin s, Fundamentals Of International Financial Management, PHI, Delhi, 2010
3. Jeff Madura, International Financial Management, Cengage learning, Delhi, 2008

**Reference Book(s):**

1. International Finance – By Thomas J. Obrien, Oxford University Press, Chennai.
2. International Financial Management By PG. APTE, Tata Mcgraw Hill Co.
3. Global Financial Reporting and Analysis, Cengage learning – By Alexander Britton and Jorissen.
4. International Financial Management by Ephraim Clark – cengage learning.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20PMS4EF5	Global Financial Management					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓				✓			✓	✓	✓	
CO2	✓				✓	✓		✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓		✓	✓	✓	
CO4	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO5	✓		✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 12 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
57	0	0	3	54	0	0	5.263	94.74	Global

**Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global**



## SEMESTER – IV

Course Code: 20PMS4EF6  
Instruction Hours: 5  
Credits: 4

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### B: FINANCE

#### ELECTIVE COURSE VI – MERCHANT BANKING

##### Course Outcomes:

After completion of the course the students will be able to

1. Discuss the functions, legal and regulatory framework of merchant banking.
2. Examine Financial Services management as an important and contemporary area of financial management.
3. Differentiate mergers and acquisition.
4. Enable the students get familiarized with Mutual Funds.
5. Making a deep understanding on credit rating and its regulatory.

##### UNIT I

Introduction – An Over view of Indian Financial System – Merchant Banking in India – Recent Developments and Challenges ahead – Institutional Structure – Functions of Merchant Banking – Legal and Regulatory Frameworks – Relevant Provisions of Companies Act – SERA – SEBI guidelines – FEMA, etc. – Relation with Stock Exchanges, OTCEI and NSE.

##### UNIT II

Role of Merchant Banker in Appraisal of Projects- Designing Capital Structure and Instruments – Issue Pricing – Pricing – Preparation of Prospectus Selection of Bankers- Advertising Consultants, etc. - Role of Registrars – Underwriting Arrangements – Dealing with Bankers to the Issue, Underwriters, Registrars, and Brokers – Offer for Sale – Book – Building – Green Shoe Option – E-IPO Private Placement – Bought out Deals – Placement with FIs, MFs, FIIs, etc.

##### UNIT III

Mergers and Acquisitions – Portfolio Management Services – Credit Syndication – Credit Rating – Mutual Funds – Business Valuation-leasing-meaning-featutes-types-evolution.

##### UNIT-IV

Mutual Funds - Origin, Types of Mutual Funds, Importance- Mutual Funds Industry in India – SEBI's directives for Mutual Funds- Private Mutual Funds, Asst Management company – Unit Trust of India – Evaluation of Performance of Mutual Funds – Money Market Mutual Funds – RBI Guidelines – Venture Capital: Meaning, Origin, Importance, Methods, India Scenario.

##### UNIT-V

Insurance – Meaning, Types, Insurance Industry in India and related reforms – Other Financial Services – Credit Cards – Credit Rating- Regulatory framework – Credit Rating Agencies – Rating Process and Methodology – Rating symbols/Grades – Pension Plan.

**Text Book(s):**

1. J.C.Verma, 'A Manual of Merchant Banking', Bharath Publishing House, New Delhi.
2. K.Sriram, 'Hand Book of Leasing, Hire Purchase & Factoring', ICAI, Hyderabad.

**Reference Book(s):**

1. Economic Dailies, Relevant Publication of AMFS.
2. Bhalla. V.K. – 'Management of Financial Services' – Anmol, New Delhi.
3. Khan, M.Y., Financial Services, Tata McGraw Hill, New Delhi, 2001. Gurusamy, Merchant Banking and Financial Services, Tata McGraw Hill, Delhi,2009.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20PMS4EF6	Merchant Banking					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓				✓			✓	✓	✓	
CO2	✓	✓		✓	✓	✓		✓	✓	✓	
CO3	✓			✓	✓	✓		✓	✓	✓	
CO4	✓			✓	✓	✓	✓	✓	✓	✓	
CO5	✓		✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 37 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
53	0	0	49	4	0	0	92.45	7.547	National

**Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global**

## SEMESTER – IV

Course Code: 20PMS4EH4  
Instruction Hours: 5  
Credits: 4

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### C: HUMAN RESOURCE

#### ELECTIVE COURSE IV – PUBLIC RELATIONS MANAGEMENT

##### Course Outcomes:

After completion of the course the students will be able to

1. Coordinate and contribute to the planning of public relations activities, including the development of clear, measurable communication objectives and project or tactical budgets and selection of strategies.
2. Discuss psychological factors that affect the perception of the public.
3. Monitor emerging social and economic trends, and local, national and global issues to guide the planning and implementation of public relations strategies and tactics and support organizational effectiveness, stakeholder relationships and ongoing personal professional development.
4. Assess the selection and implications of current and emerging technologies on the quality and delivery of public relations activities and on organizational effectiveness.
5. Know how to positioning the organization through advertising.

##### UNIT I

Introduction to P.R. – Definition- Nature- History and Development- Role of PR- PR associations- Objectives of Public Relations- Emergence Of Public Relation.

##### UNIT II

Public Relations Proces- PR Problems- Elements of Public Relations- The Psychological factors that affect the perception of the public- decision making process - Community Relations – Importance of Public Relations

##### UNIT III

Public Opinion Research- Functions of Public Relations Department- PR Professional Code- Relations with the Government- Community Relations- Shareholders Relations- Promotion Programmes- Donations- Employee Publications- Guest Relations- Establishment of Relations with the public.

##### UNIT IV

Media & Tools- Press, Radio, Television, Documentaries, Films- Company Literature- Annualreports-, manuals Brochures -Information bulletins- House Journals- News Letters- Direct mailing.

##### UNIT V

Advertising and Promotional Techniques- Promoting and positioning your organization through Advertising, Exhibitions, open house, Tournaments etc- Lobbying, Managing Rumors & Leaks.

**Text Book(s):**

1. Effective public relations and media strategy by C.,V. Narasimha Reddy – PHI learning India PVT Ltd., Email : phi@phindia.com

For Unit V

2. Public Relations principles and practices with solution manual by Iqbal S. Sach deva Oxford University Press, Chennai. Email : v.anand@oup.com

**Reference Book(s):**

1. Public relations practices by Allen H. Center and patrick Jackson – cage studies and problems – Indian Edition - PHI learning India PVT Ltd.,
2. Public management – maximize efficiency and effectiveness by Sukumar chatterjee – Global India Publications, New Delhi.  
Email: info@globalindiapublications.com, pragati@mdppi.com

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20PMS4EH4	Public Relations Management					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓		✓	✓	✓	
CO5	✓			✓	✓	✓		✓	✓	✓	
Number of Matches(✓) = 46 Relationship: Very High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
40	2	12	14	12	5	30	35	30	National

**Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global**

## SEMESTER – IV

Course Code: 20PMS4EH5  
Instruction Hours: 5  
Credits: 4

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### C: HUMAN RESOURCE

#### ELECTIVE COURSE V – MANAGING INTERPERSONAL EFFECTIVENESS

##### Course Outcomes:

After completion of the course the students will be able to

- Realize who am I.
- Build positive interpersonal communication skills.
- Deliver criticism and solve conflict in a constructive manner.
- Handle diverse and difficult people with less stress and more understanding.
- Improve their level of quality of work life.

##### UNIT I

Defining & perceiving self- gaining self knowledge- self-effectiveness- self-presentation- self presentation- motives and strategies- **impression management**- self-**monitoring**.

##### UNIT II

Communication & language- Non-verbal communication-proxemics (interpersonal space) - paralanguage- kinesics deception- detection deception- non verbal leakage.

##### UNIT III

The **nature of attitude**- **changing attitudes** – **theoretical perspectives**- **changing attitudes through persuasion**- **Avoiding measurement pitfalls**- **conditions promoting and reducing consistency**.

##### UNIT IV

**Territoriality**- **crowding**- **environmental quality and social behavior**- **the impact of our surroundings**.

##### UNIT V

**Quality of Work Life**- **Working and well being**- **The working woman and the stress on working women**- **Advertising and consumer behavior**- **public health**- **aging and life quality**- **using social psychology to improve quality of work life** - **Relationships nurturing overview**

**Text Book(s):**

1. Steven L MC Shane “Organisational Behaviour”, Chennai, Tata MCgraw Hill.
2. Riso.R.J & Turner R.N. “Essential social Psychology”, Chennai, Sage publication.

**Reference Book(s):**

1. John. W. Newstrom “Organisational Behaviour”, New Delhi, Tata Mcgraw Hill.
2. Fayyaz Ahamed S. “Organisational behaviour”, Chennai, Atlantic publishers.
3. Jai B.P Sinha “Culture and Organisational Behavior” Chennai, .Sage publication.

## Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20PMS4EH5	Managing Interpersonal Effectiveness					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓		✓	✓	✓	✓		✓	✓	✓	
Number of Matches(✓) = 47 Relationship: Very High											

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
32	5	16	7	19	15.63	50	21.88	59.38	Global

**Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global**

## SEMESTER – IV

Course Code: 20PMS4EH6

Instruction Hours: 5

Credits: 4

Exam Hours: 3

Internal Marks: 25

External Marks: 75

### C: HUMAN RESOURCE

#### ELECTIVE COURSE VI – GROUP DYNAMICS

##### Course Outcomes:

After completion of the course the students will be able to

1. Demonstrate understanding of principles of group dynamics, including group process components, developmental stage theories, group members' roles and behaviors, and therapeutic factors of group work.
2. Provide effective training for group membership.
3. Interpret the FIRO – B test.
4. Demonstrate understanding of theories of group counseling, including commonalities, distinguishing characteristics, and pertinent research and literature.
5. Bring O.D through better management technique.

##### UNIT I

Meaning of group and group dynamics – reasons for the formation of groups -characteristics of groups – theories of group dynamics – types of groups in organization – group cohesiveness – factors influencing group cohesiveness – group decision making process – small group behavior.

##### UNIT II

Training for effective group membership – T Group training or sensitivity training – Lab exercises and feedback to individuals for improving interpersonal competence goals, approaches and utilization of sensitivity – training in Organizations.

##### UNIT III

Process of decisions making in groups – Problems and approaches for 'consensus' formation – effective meetings- Theory and model of interpersonal behaviour of C William Shutz – FIRO – B Test – its application – Achieving group compatibility – Problems in Reaching compatibility.

##### UNIT IV

Use of groups in Organizations Vs Individual performance – Inter group Problems in Organizations – Inter group competition – Reducing competition through training – Conflict – Management of conflict – Preventing interpersonal conflict and inter group conflict- Achieving integration in groups.

##### UNIT V

Organization Development through better management of group dynamic – Team work development - Ethical and legal considerations related to group work

**Text Book(s):**

1. Donel son. R. Forsyth “Group processes”, USA Cengage learning.
2. Fayyaz Ahamed “Organisational Behaviour”, Chennai, Atlantic publishers & Distributors Pvt. Ltd.

**Reference Book(s):**

1. Sekaran, Uma “Organizational Behavior-text & cases” New Delhi, Tata McGraw Hill Pub Ltd.
2. Robbins, P.Stephen “Organizational Behavior-concepts, controversies & Applications”, New Delhi, Prentice Hall of India Ltd.
3. Luthans Fred “Organizational Behavior” New Delhi, McGraw Hill Publishers Co. Ltd.

## Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20PMS4EH6	Group Dynamics					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓	✓		✓	✓	✓	✓	✓	✓	
CO3	✓		✓		✓	✓	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 47 Relationship: Very High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
33	1	8	9	18	3.03	24.24	27.27	54.55	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – IV

Course Code: 20PMS4ES4  
Instruction Hours: 5  
Credits: 4

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### D: SYSTEM

#### ELECTIVE COURSE IV – SOFTWARE PROJECT MANAGEMENT

##### Course Outcomes:

After completion of the course the students will be able to

1. Understand approaches for managing and optimizing the software development process.
2. Understand efficient techniques for managing each phase of the systems development lifecycle.
3. Use and application of tools to facilitate the software project management process.
4. Gain extensive knowledge about the basic project management concepts, framework and the process models.
5. Plan software projects, including risk and quality management.

##### UNIT I

Overview of system analysis & Design- Introduction to different methodologies & Structured system analysis – Details of SDLC approach – mini cases – E.R. diagrams – DFD concepts – Data dictionary concepts- Structure charts – modular programming – I/O & file design consideration – Entity Life histories (ELH).

##### UNIT II

System implementation & maintenance- Implementation Strategies – SW / HW selection & procurement – Control & security – issues of designing & implementing on-line systems – data communication requirements – system conservation approaches & selection issues.

##### UNIT III

Introduction to Database technologies & CASE tools with specific packages – overview of relational model – Database creation – SQL command – Normalization – designing forms & reports – using CASE tools for system analysis & design-case studies – Cost / benefit analysis – project & resource planning – design & development testing & documentation.

##### UNIT IV

Software project management- challenges & opportunities – changing technologies & approaches – choice development of methodologies & technical platforms, project management techniques – monitoring & measurement of progress.

##### UNIT V

Software project management – elements, cost estimation, manpower planning, Software & Product Metrics – Quality assurance & control – standards' & documentation – testing – Workinginteam–Decisionmaking implementation – training – technology management – quality standards – certificate – handlingmultiple projects, issues of share development.

##### Text Book(s):

1. Software Engineering Principles and practice by Waman S.Jawadekar Tata Mcgraw Hill Co., Chennai. Email: mark\_pani@mcgrawhill.com

2. Database Management systems Alexis Leon & Mathews Leon, Vikas Publishing House PVT Ltd.,

**Reference Book(s):**

1. Software Project Management by S.A. Kelkar, PHI learning India PVT Ltd., Email: [phi@phindia.com](mailto:phi@phindia.com)
2. Software project management (2 volumes set) by Prof. SN. Singh and SL. Gupta – Global India publications PVT Ltd., New Delhi. Email : [info@globalindiapublications.com](mailto:info@globalindiapublications.com)

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20PMS4ES4	Software Project Management					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓		✓	✓	✓		✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓		✓	✓	✓	
CO3	✓	✓		✓	✓	✓	✓	✓	✓	✓	
CO4	✓		✓	✓	✓	✓	✓		✓	✓	
CO5	✓	✓		✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 43 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
46	0	0	0	46	0	0	0	100	Global

**Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global**

## SEMESTER – IV

Course Code: 20PMS4ES5

Instruction Hours: 5

Credits: 4

Exam Hours: 3

Internal Marks: 25

External Marks: 75

### D: SYSTEM

#### ELECTIVE COURSE V – RELATIONAL DATABASE MANAGEMENT SYSTEM

##### Course Outcomes:

After completion of the course the students will be able to

1. Identify the basic concepts and various data model used in database design ER modeling concepts and architecture use and design queries using SQL.
2. Describe the concepts of oracle.
3. Understand the concepts of VB.
4. Design and build larger programs.
5. Develop the project using oracle and visual basic.

##### UNIT I

Basic concepts of Relational Data Model – Introduction to SQL – Normalization- Creating tables – data types – data functions – conservation and transformation functions – queries and sub queries.

##### UNIT II

Changing data – advanced use of functions and variables – creating, dropping, altering tables and views – SQL (Structured Query Language) plus – accessing remote data – building reports – authority allocation – triggers and procedures- Data dictionary – design and performance issues.

##### UNIT III

Introduction to basics – variable and values – drawing on the screen – building programs – adding menu bar – using array variable – building clock programs.

##### UNIT IV

Designing and building larger programs – address – book interfacing – working with multiple records – searching, printing, sorting and deleting – data management and control tool box for controls, forms, drawing fonts, and miscellaneous.

##### UNIT V

Selection of a Client / Server based application – design the project and tools – development using Oracle and Visual Basic – demo and review.

##### Text Book(s):

For Unit I and II

1. Oracle Database 11g By Satish Asnani – PHI learning India PVT Ltd.,

Email : phi@phindia.com

For Unit III and IV

2. Programming with visual basic 6.0 by Mohamed Azam – Vikas publishing house PVT Ltd., Chennai – www.vikaspublishing.com

For Unit V

3. Database Management System Oracle SQL and PL / SQL by Pranabkumar Dasguptal, PHI learning India PVT Ltd.,
4. Database system concepts by Peter Rob & Carlos Coronel India Edition, Cengage learning Chennai. Email : sriram.b@cengage.com

**Reference Book(s):**

1. Oracle PL / SQL programming by Laksman Bulusu, cengage learning, Chennai.
2. Database Management Systems By Gerald V.Post – Tata Mcgraw Hill Co.
3. Database Management Systems By Alexis Leon and Mathews Leon – Vikas Publishing House PVT Ltd.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20PMS4ES5	Relational Database Management System					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓			✓	✓	✓	✓	✓	✓	
CO2	✓			✓	✓	✓		✓	✓	✓	
CO3	✓				✓	✓		✓	✓	✓	
CO4	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓			✓	✓		✓		✓	
Number of Matches(✓) = 36 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
35	0	0	0	35	0	0	0	100	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – IV

Course Code: 20PMS4ES6

Instruction Hours: 5

Credits: 4

Exam Hours: 3

Internal Marks: 25

External Marks: 75

### D: SYSTEM

## ELECTIVE COURSE VI – OBJECT ORIENTED PROGRAMMING & C++

### Course Outcomes:

After completion of the course the students will be able to

1. Program with basic data structures using array.
2. Articulate the principles of object-oriented problem solving and programming.
3. Outline the essential features and elements of the C++ programming language.
4. Analyze, write, debug, and test basic C++ codes using the approaches introduced in the course.
5. Analyze problems and implement simple C++ applications using an object-oriented software engineering approach.

### UNIT I

Traditional Programming approaches – Straight Run Programming & structured Programming techniques – Limitations of Traditional Approaches – Object Oriented Approach – Objects – Classes – Data encapsulation – Data abstraction – Inheritance – Code Reusability – Polymorphism – Object Oriented Languages.

### UNIT II

Object Oriented Analysis & Data Modeling – Object Oriented Concepts- Object Oriented Analysis Modeling – Object Oriented design concepts- object oriented design methods- class & object definition- refining operations- program components & interfaces.

### UNIT III

Notation for OOD- Implementation detailed design- An Alternative Object Oriented Design strategy- integrating OOD with SA/SD.

### UNIT IV

C++ Programming basics – classes & objects, constructor & destruction- Overloaded constructors- Access specifiers- static class data, Inheritance- Base Class & Derived class constructors, overriding member functions, class hierarchies- abstract base class- public & private inheritance- levels of inheritance- multiple inheritance.

### UNIT V

Polymorphism- operator overloading- Virtual functions- Dynamic or Late binding- abstract classes- virtual base classes- friend functions static functions- Templates classes- Case Studies & Programming development in C++ demonstration & presentation.

**Text Book(s):**

For Unit I

1. C++ and object oriented programming paradigm by ebasish Jawa, PHI learning India PVT Ltd.,

For Unit II, III and IV

2. Object Oriented Programming with C++ by Balagurusamy – Tata Mcgraw Hill Co.

For Unit V and case studies

3. Programming with ANSI C++ by Bhusha Trivedi with solution manual Oxford University press, Chennai. www.oup.com

For unit II, III &amp; IV

4. Object Oriented Programming using C++ by Joyce Farrell, Cengage learning, India edition.

**Reference Book(s):**

1. Programming with C++ by D. Ravichandran – Tata Mcgraw Hill Co.
2. C++ programming Today by Barbara Johnson, India Edition PHI learning India Edition.
3. Introduction to Object Oriented Programming and C++ By ISRD Group, Tata Mcgrawhill Co.
4. Object Oriented Programming with C++ by Rohit Khurana Vikas publishing house Pvt Ltd.

## Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20PMS4ES6	Object Oriented Programming & C++					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓			✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓		✓	✓	✓		✓	✓	✓	
CO3	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓	✓		✓	✓	✓		✓		✓	
CO5	✓		✓	✓	✓	✓	✓	✓			
Number of Matches(✓) = 39 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
42	0	0	0	42	0	0	0	100	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – IV

Course Code: 20PMS4EO4  
Instruction Hours: 5  
Credits: 4

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### E: OPERATIONS

#### ELECTIVE COURSE IV – MATERIAL MANAGEMENT

##### Course Outcomes:

After completion of the course the students will be able to

1. Know various methods of purchasing activities in the firm.
2. Evaluate the criteria for vendor rating.
3. Discuss and solve the issues in spares management.
4. Know the impact of poor handling material.
5. Decision to make or buy, purchase commodities versus capital goods, and purchase forresale.

##### UNIT I

Material management – meaning, advantage- Codification- Purchase management – Objectives, Functions, responsibilities and duties of purchase department- 8R's of Purchasing- Kardex system- Methods of purchasing- Buying procedure.

##### UNIT II

Scope of vendor development- stages in source selection- vendor rating – criteria- methods of rating.

##### UNIT III

Spare parts management – definition- classification of spares- problems and issues in spares management- Store keeping – types of stores, benefits- store location- store layout- principles in stores management.

##### UNIT IV

Definition- objectives of material handling- Importance- symptoms of poor material handling- principles of material handling- Material handling equipments, symbols, costs.

##### UNIT V

Out sourcing- Make or buy decisions- Value engineering- Stores material accounting – Bin card, stores related ledgers- Recent development in material handling.

**Text Book(s):**

1. Materials Management procedures Text and cases, By A.K. Datta, PHI Learning India, www.phindia.com
2. Materials Management Text and cases, PHI learning India, New Delhi.
3. Materials Management case study and solutions by H. Kaushal Macmillan India Ltd.

**Reference Book(s):**

1. Purchasing and materials management – NK Nair Vikas Publishing House PVT Ltd.
2. Material Management – An Integrated approach by Dr. Pawan Arora Global India Publications PVT Ltd., New Delhi. Email : info@globalindiapublications.com
3. Purchasing – By Monczka, Trent and Hand field – By cengage learning, India Edition.

## Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20PMS4EO4	Material Management					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓			✓			✓	✓	✓	
CO2	✓			✓	✓	✓		✓	✓	✓	
CO3	✓			✓	✓	✓		✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓		✓	
CO5	✓	✓	✓	✓	✓	✓		✓	✓	✓	
Number of Matches(✓) = 38 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
34	2	1	2	33	5.882	2.941	5.882	97.06	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## SEMESTER – IV

Course Code: 20PMS4EO5  
Instruction Hours: 5  
Credits: 4

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### E: OPERATIONS

#### ELECTIVE COURSE V – LEAN MANUFACTURING

##### Course Outcomes:

After completion of the course the students will be able to

1. Explain evolution of lean thinking.
2. Describe the lean principles such as value, flow, pull and perfection.
3. Apply Lean Leap Tool Kit in the organization.
4. Analyze how lean techniques can be applied to manufacturing & service industry.
5. Developing lean management strategy for Supply chain management.

##### UNIT I

Evolution of lean thinking – Craftsman era, Mass Production era and Lean thinking.

##### UNIT II

Lean Principles:

- ◆ The value
- ◆ Value stream mapping
- ◆ Flow
- ◆ Pull
- ◆ Perfection

##### UNIT III

From thinking to action: Lean Leap Tool – Kit

- ◆ TQM Concepts and Tools – QFD, FMEA Robust Design concepts; SPC, QC circles and KAIZEN approaches Six – Sigma philosophy and Methodologies.
- ◆ 5S and TPM
- ◆ JIT system and KANBAN concepts
- ◆ Cellular Layouts

##### UNIT IV

Creating Lean Enterprise – Organization and Implementation steps.

- ◆ Cases from Manufacturing Industries.
- ◆ Cases from service Industries, Including Software Industry.

##### UNIT V

The Future – Lean Network - Best Practices in Lean Manufacturing

**Text Book(s):**

1. Lean materials planning and execution India Edition – Cengage learning by Donald H. Sheldon.
2. Lean manufacturing implementation by Dennis P. Hobba. Cengage learning.

For Unit III

3. Total Quality Management by SK. Mandal Vikas publishing.
4. Simplified Lean manufacture – By N. Gopala krishnan – PHI learning Private Ltd.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20PMS4EO5	Lean Manufacturing					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓				✓			✓	✓	✓	
CO2	✓			✓	✓	✓		✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓		✓	✓	✓		✓	✓	✓	
Number of Matches(✓) = 40 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
23	0	0	6	17	0	0	26.09	73.91	Global

**Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global**

## SEMESTER – IV

Course Code: 20PMS4EO6  
Instruction Hours: 5  
Credits: 4

Exam Hours: 3  
Internal Marks: 25  
External Marks: 75

### E: OPERATIONS

#### ELECTIVE COURSE – VI: **WORLD CLASS MANUFACTURING**

##### Course Outcomes:

After completion of the course the students will be able to

1. Understand thoroughly the World Class Manufacturing Practices.
2. Find out the challenges faced by the organizations in implementation of World-Class manufacturing practices.
3. Suggest the policies for effective implementation of World-Class manufacturing practices.
4. Know how to apply KAIZEN in the organization.
5. Know the pros and cons of various types of maintenance.

##### UNIT I

Choice of Technology- Capacity Layout / Automation in Material handling systems- Emerging trends

##### UNIT II

Materials Requirement Planning (MRP)- Manufacturing Resources Planning (MRP – II), (MRP III)- Implementation Problems / Indian experience

##### UNIT III

Job Shop Scheduling- Batch Production Scheduling- Flow Production Line Balancing- New Manufacturing concept.

##### UNIT IV

Pull System – Use of Kanban- JIT Purchase – Source Development- Buyer – seller relations  
Indian Experience - Kaizen, 5 'S'.

##### UNIT V

Objective of Total Productive Maintenance – Total System effectiveness- Breakdown maintenance- Preventive Maintenance- Predictive Maintenance- Condition Monitoring System Maintenance Prevention- Main facility Improvement - Reliability Improvement-

} Productive Maintenance

Total Employee Involvement and Small Group Activities.

**Text Book(s):**

1. Panneerselvam R “Production and operations managements”, New Delhi, PHI learning India Ltd.
2. B.S. Sahay Et Al, “World Class Manufacturing”, Chennai, Macmillan Publishers India Ltd.

**Reference Book(s):**

1. Khanna OP., “Industrial Engineering and Management”, New Delhi Dhanpatrai publications PVT Ltd.
2. James R. Evans, David A. Collier “Operations Management”, Chennai, India Edition Cengage learning.
3. Scott. T. Young “Essentials of operations management”, USA, Sage South Asia Edition.

## Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20PMS4EO6	World Class Manufacturing					5	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓				✓	✓	✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓	✓		✓	✓	✓		✓	✓	✓	
CO4	✓	✓			✓	✓		✓	✓	✓	
CO5	✓		✓	✓	✓	✓		✓	✓	✓	
Number of Matches(✓) = 40 Relationship: High											

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
27	0	0	2	25	0	0	7.407	92.59	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

# M.Phil

## Course Structure and Syllabus

(For the candidates admitted from the academic year 2020-2021 onwards)

# CHOICE BASED CREDIT SYSTEM (CBCS)



**THANTHAI HANS ROEVER COLLEGE(AUTONOMOUS)**

(Approved by NAAC, Affiliated to Bharathidasan University)

**ELAMBALUR, PERAMBALUR – 621 220**



## **Vision**

To blossom as an institution of excellence, enabling, empowering and enlightening the youth and shaping them as fully developed human beings with the capacity to unfold their full mental potentiality resulting in the attainment of the wisdom to live constructively and meaningfully.

## **Mission**

- ◆ To provide congenial and stress- free environment and opportunities for the enhancement of knowledge and decreases and acquisition skills through the best exposure and training possible.
- ◆ To offer multifaceted and need-based academic programs and to promote extension activities
- ◆ To adopt technology - enabled new method, approaches and techniques so that the teaching - learning process becomes learner - centered and learner – friendly.
- ◆ To maximize the participation of all the stakeholders in the development of the institution and the region.
- ◆ To sensitize the youth towards inclusive growth socio-economic change, sustainable development, gender equality, eco-friendliness etc.
- ◆ To enable the youth to experience the effects of globalization and facilitate them to grow as responsible citizens and leaders.
- ◆ To inspire them, through value based education, to embrace the entire humanity while firmly rooted in the Indian ethos.
- ◆ To provide regular placement training and placement opportunities.
- ◆ To kindle the spirit of creativity and enhance research activities and enable them to attain international standard.

## **Master of Philosophy Programme Outcomes**

Upon completion of the programme, the scholar will be able to

1. Adopt self-learning through reviews of previously acquired knowledge
2. Implement research by focusing on newer thrust areas of knowledge
3. Engage in quality and efficient designing, implementing and evaluating of the gathered information
4. Demonstrate technical and analytical competence with local and global perspective
5. Have professional integrity with knowledge of appropriate code of ethics and standards displaying social responsibilities

## **MPhil :Programme Specific Outcomes**

Upon completion of the programme the student will be able to

1. Prepare for a career in teaching and research.
2. Acquire proficiency and analytical skills in areas of management along with hands on experience in organization with respect to research project/work
3. Develop skills of ICT and apply them in teaching learning context and research
4. Implement effective academic and personal strategies for carrying out research projects independently and ethically
5. Evaluate one's own research in relation to important and latest issues in the field

**Thanthai Hans Roever College (Autonomous),Elambalur, Perambalur - 621 220**

**M.Phil - Course Structure Under CBCS**

(For the candidates admitted from the academic year 2020-2021 onwards)

Sem	Course	Code	Course Title	Marks			Exam Hrs.	Credit
				IE	UE	Total		
I	I	<b>20MPMS1CC1</b>	Advanced Research Methodology.	25	75	100	3	4
	II		Advanced Elective Paper	25	75	100	3	4
		<b>20MPMS1CC2H:1</b> <b>20MPMS1CC2H:2</b> <b>20MPMS1CC2H:3</b> <b>20MPMS1CC2H:4</b>	Human Resource 1. Latest Trends and issues in HRM& HRD. 2. Corporate Governance 3. Strategic Human Resource Management 4. International Human Resources Management					
		<b>20MPMS1CC2M:1</b> <b>20MPMS1CC2M:2</b> <b>20MPMS1CC2M:3</b> <b>20MPMS1CC2M:4</b>	Marketing 1. Advanced Marketing Management 2. Digital Marketing 3. Rural Marketing 4. Contemporary issues in Marketing					
		<b>20MPMS1CC2F:1</b> <b>20MPMS1CC2F:2</b> <b>20MPMS1CC2F:3</b> <b>20MPMS1CC2F:4</b>	Finance 1. Financial Markets & Institutions, Derivatives and Risk management 2. Analysis of Financial Statement 3. International Financial Management 4. Contemporary issues in Financial Management					
		<b>20MPMS1CC2S:1</b> <b>20MPMS1CC2S:2</b> <b>20MPMS1CC2S:3</b> <b>20MPMS1CC2S:4</b>	Systems 1. Business Intelligence Tools 2. Data Communications & Networking 3. Database Management system 4. Software Technology Quality Assurance Management					
		<b>20MPMS1CC2O:1</b> <b>20MPMS1CC2O:2</b> <b>20MPMS1CC2O:3</b> <b>20MPMS1CC2O:4</b>	Operations 1. Advanced Operations & Supply Chain Management 2. Quality Management 3. Manufacturing planning and control 4. Purchasing & Procurement					

			Management					
	III	<b>20MPMS1CC3</b>	Teaching and Learning Skills	25	75	100	3	4
	IV	<b>20MPMS1CC4</b>	Paper on Topic of Research	25	75	100	3	4
II	Dissertation	<b>20MPMS2PW</b>	Dissertation & Viva-Voce	50	150	200		8
<b>TOTAL</b>				<b>150</b>	<b>450</b>	<b>600</b>	<b>12</b>	<b>24</b>

1. Theory Internal : 25 marks External : 75 marks
2. Separate passing minimum is prescribed for Internal and External
  - a) The passing minimum for CIA shall be 40% out of 25 marks (i.e. 10 marks)
  - b) The passing minimum for University Examinations shall be 40% out of 75 marks (i.e. 30 marks)
  - c) The passing minimum not less than 50% in the aggregate.

### Question Paper Pattern

Section A – MCQ (20 x 1 = 20 Marks)

Section B – either or questions (5 x 5 = 25 Marks)

Section C - Answer any three out of five questions (3 x 10 = 30 marks)

## SEMESTER – I

### COURSE – I: **ADVANCED RESEARCH METHODOLOGY**

**Hours Allotted: 6 Hrs.**

**Code:20MPMS1CC1**

**Credit Allotted: 4**

**Max. Marks: 75**

#### **Course Outcomes:**

Upon completing this course, each student will be able to:

1. Develop a research orientation and to acquaint with advanced research methods.
2. Prepare effective tool for various types of research.
3. Classify and categorize the various data analysis tools, hypothesis testing.
4. Become familiar in data processing.
5. To prepare research report and conduct analysis using software package.

#### **UNIT I**

**RESEARCH** – Definition, Objectives, Scope and Process- Research in Social Sciences – Classification- Need for Research – identification of an issue, formulation of a problem- Hypothesis – Formulation of Hypothesis – Characteristics- Research Design - Review of Literature - Measurement – Function, Characteristic, Construction of Measurement Tool- Research Plan – Research Proposal.

#### **UNIT II**

**SAMPLING** – Definition, Objectives, Characteristics- Sample design - Universe, Sample Unit, Sample Size, errors, Sampling Techniques, Tools for Data Collection - Choice on Methods of data collection - Nature of Fieldwork- Sampling Frame and Sample Selection- Schedule & Questionnaire – Construction, types of questions, Measurement Scale and Indices- Pilot Study and Pre-test.

#### **UNIT III**

**DATA STATISTICS** – measures of central tendency, measures of dispersion, Uni-variate, Bi variate, Multivariate, Contingent Table, Measure of Association / Relationship- Hypothesis – Formulation- Testing- Data Analysis– Percentage, Weighted Average, correlation and regression, T- test, Z Test, Run Test, F Test, One Way ANOVA, Two Way ANOVA, Chi Square Test, etc.

#### **UNIT IV**

**MULTIVARIATE ANALYSIS** - Multi Dimensional Scaling, Factor Analysis, Conjoint Analysis, Manova, Cluster analysis, Discriminate analysis- Data Processing – Editing- coding- transcription- Classification and Tabulation of data- Data analysis – meaning, methods, quantitative and qualitative analysis, introduction to parametric and non-parametric tests- graphic presentation.

#### **UNIT V**

**REPORT WRITING** – Types, Different stages in research Report – Format of Report - Layout of the research report-Precautions for writing Research Reports- Problems of Inference in Non-experimental Sciences- Uses of footnotes- References and Bibliography- Software Packages for Statistical Tools.

#### **PRACTICUM**

1. Using the process of Research methodology, conduct a research on teaching staffs Job satisfaction in an educational institution.
2. Create a research report for Manpower planning in an educational institution.

## TEXT BOOK

1. Kothari. C.R, “Research Methodology, methods and Techniques”, India, New Age International Publishers.
2. William J. Goode & Paul K Hatt, “Methods in Social Research”, US, McGraw-Hill Inc.

## REFERENCE BOOK

1. Paneerselvam. R, “Research Methodology”, New Delhi, PHI Learning Private Limited.
2. Krishnaswami. O.R, “Methodology of Research in social Sciences”, New Delhi Himalaya Pub. House.
3. Richard I. Levin & David S. Rubin, “Statistics for Management”, India, Dorling Kindersley Pvt Ltd; 7th edition.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
I	20MPMS1CC1	Advanced Research Methodology					6	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓		✓	✓		✓	✓	
CO2				✓		✓	✓	✓	✓	✓	
CO3		✓			✓		✓	✓		✓	
CO4	✓	✓	✓		✓	✓	✓	✓	✓	✓	
CO5	✓		✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 37 Relationship: High											

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
46	5	3	13	34	10.87	6.522	28.26	73.91	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

**COURSE II - ADVANCED ELECTIVE PAPER  
HUMAN RESOURCE**

**ELECTIVE – I: LATEST TRENDS AND ISSUES IN HRM & HRD**

**Hours Allotted: 6 Hrs.**

**Credit Allotted: 4**

**Code: 20MPMS1CC2H:1**

**Max. Marks: 75**

**Course Outcomes:**

Upon completing this course, each student will be able to:

1. Discriminate the basic concepts of HRM and HRD in various industries
2. Identify Key performance Areas and Key Result Areas
3. Understand about the current trends in Human Resource Management.
4. Build a comprehensive knowledge strategy.
5. Handle issues in Human Resource Management.

**UNIT I Human Resource Development**

HRM and HRD- Emerging trends in HRD- HRD in IT industry- public sector- government organizations and NGO's.

**UNIT II Performance Management**

Traditional and modern techniques- Open Appraisal- Identification of Key Performance Areas and Key Result Areas –Managerial appraisal- Ethical issues in performance appraisal- Potential appraisal- Feedback mechanisms- Performance management and career development- Bi directional performance management.

**UNIT III Current trends in HRM**

Recruitment – lateral and online- Interview techniques – Payment of wages and salary in consolidated form – Importance of Job description and allotment of duties attached to each job - Development of professional approach - Retention - Training and development – absence of innovative practices - VRS policies - Role of call centers, BPOs, KPOs and study of their industrial culture- Balanced score card- Rights of Intellectual properties.

**UNIT IV Learning and development in knowledge setting**

Learning in a knowledge environment- creating a holistic developmental approach- developing social capital- developing knowledge leadership capabilities- project based learning- working with technology- building a comprehensive knowledge development strategy- planning for individual development.

**UNIT V Issues in HRM**

Diversity in the workplace- age diversity- gender diversity- cultural diversity- Workplace violence-Human Resource Information Systems- Costs & Benefits to employees – Pros & Cons of Alternative work Arrangements.

**PRACTICUM**

1. Being a HR Manager of an MNC, how do you measure the performance of an employee and give appraisal?

- As a HR Manager of a company, how do you develop the knowledge of the employees, both career wise and personal development?

### TEXT BOOK

- Khanka. S.S, “Human Resource Management”, New Delhi, S. Chand Publishing.
- Alan Price, “Human Resource Management”, New Delhi, Cengage Learning EMEA.

### REFERENCE BOOK

- Mamoria C.B. & Mamoria S “Personnel Management”, New Delhi, Himalaya Publishing House.
- Wayne Cascio, “Managing Human Resources”, New Delhi, McGraw-Hill Education.
- P.C. Tripathi, “Personnel Management and Industrial Relations”, New Delhi Sultan Chand & Sons - Tb.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
I	20MPMS1CC2H:1	Latest Trends and Issues in HRM & HRD					6	4			
Course Outcomes (COs)	Programme Outcomes(Pos)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓	✓	✓	✓			✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓		✓	✓	✓	✓	✓		✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓		✓	✓	✓		✓	✓	
Number of Matches(✓) = 43 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
43	6	21	24	7	13.95	48.84	55.81	16.28	National

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

**COURSE II - ADVANCED ELECTIVE PAPER**  
**HUMAN RESOURCE**  
**ELECTIVE – II: CORPORATE GOVERNANCE**

**Hours Allotted: 6Hrs.**

**Credit Allotted: 4**

**Code: 20MPMS1CC2H:2**

**Max. Marks: 75**

**Course Outcomes:**

Upon completing this course, each student will be able to:

1. Understand concepts of Corporate Governance and enable them to think analytically and critically on issues concerning & corporate Governance.
2. Have an in-depth study of the concepts, overview and evolution of Corporate Governance.
3. Identify and describe the management structure for corporate governance.
4. Elucidate the principles of corporate governance and compare it with business ethics.
5. Realize the importance of Corporate Social Responsibility.

**UNIT I**

Corporate Governance – Definition, Concept and Basic ingredients- Over view of Corporate Governance - Corporate Governance in Family Business- Corporate Governance in State- Owned Business- Norms prescribed by SEBI- Role of RBI, FERA, FEMA- Transparency and Disclosure.

**UNIT II**

Corporate Governance Practices- Evolution of Corporate Governance – Ancient and Modern Concept - Concept of Corporate Governance- Generation of Value from Performance

**UNIT III**

Management Structure for Corporate Governance- Board structure, building responsive boards – issues and challenges- effectiveness of Board, Board committees and their functioning- Legal compliance- committee & stakeholders relationship committee.

**UNIT IV**

Principles of Corporate Governance, Beneficiaries of Corporate Governance- Effects and impact of poor Corporate Governance- Shareholder Activism and changing role of Institutional Investors, Business Ethics vis-à-vis Corporate Governance – Ethics and Government – International Business Ethics.

**UNIT V**

Corporate Social Responsibilities and good corporate citizenship - Information and violating privacy rights - Impact of Information Technology and Non-stop Media Coverage giving unbridled access to company

**PRACTICUM**

1. How do you face the challenges in building a Management Structure for Corporate Governance?
2. Using the modern concept of Corporate Governance how do you insist the corporate sector to be socially responsible?

## TEXT BOOK

1. Robert A.G. Monks & Nell Minow, “Corporate Governance”, New Jersey, John Wiley & Sons Inc.
2. Mallin, Christine A, “Corporate Governance”, US, Oxford University Press

## REFERENCE BOOK

1. Baxi, C.V. And Prasad Ajit, “Corporate social Responsibility”, New Delhi, Excel Books.
2. Machiraju H R, “Corporate governance”, New Delhi, Himalaya Publishing House.
3. Sharma, J.P, “Corporate Governance, Business Ethics, and CS”R, Mumbai, Ane Books Pvt. Ltd.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
I	20MPMS1CC2H:2	Corporate Governance					6	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓		✓	✓	✓		✓	
CO2	✓	✓				✓	✓		✓	✓	
CO3	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓			✓	✓	✓	✓		✓	✓	
CO5	✓	✓	✓		✓	✓	✓		✓	✓	
Number of Matches(✓) = 38 Relationship: High											

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
26	0	2	17	7	0	7.692	65.38	26.92	National

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

**COURSE II - ADVANCED ELECTIVE PAPER  
HUMAN RESOURCE**

**ELECTIVE – III : STRATEGIC HUMAN RESOURCE MANAGEMENT**

**Hours Allotted: 6 Hrs.**

**Code: 20MPMS1CC2H:3**

**Credit Allotted: 4**

**Max. Marks: 75**

**Course Outcomes:**

Upon completing this course, each student will be able to:

1. Identify the nature and theoretical underpinnings of SHRM
2. Develop knowledge of competing theoretical models of SHRM
3. Implement strategic HRM according to organization goal.
4. Describe strategic knowledge management and strategic approach to industrial relations.
5. Understand and handle the strategic HR issues in international assignment.

**UNIT I**

Conceptual Framework of strategic HRM- models of strategic HRM- development & delivery of HR strategies- challenges in strategic human resource management- impact of strategic HRM- SHRM for competitive advantage.

**UNIT II**

Components of strategic HRM – Organizational HR strategies- functional HR strategies- strategic HRM in action- improving business performance through strategic HRM - HR analytics.

**UNIT III**

Implementation of strategic HRM- Staffing- training & development- performance management & feedback- compensation- employee separation.

**UNIT IV**

Strategic Knowledge Management- building knowledge management into strategy framework- knowledge sharing as a core competency- HR dimension to knowledge management- Strategic approach to industrial relations- outsourcing & its HR implications- Human Side of Mergers and Acquisitions- three stage model of M&A.

**UNIT V**

Global human resource management- Difference between global HRM & domestic HRM- strategic HR issues in global assignments – expatriates selection & repatriation- Building a multicultural organization multinational organization- strategic choice- leadership & strategic issues in international assignment.

**PRACTICUM**

1. Assess staffing pattern followed in any one of the companies.
2. Case studies on Strategic Human Resource Management

## TEXT BOOK

1. Armstrong, Michael & Baron Angela. (2005). Handbook of Strategic HRM (1st ed.). New Delhi: Jaico Publishing House.
2. Mello, Jeffrey A. (2007). Strategic Human Resource Management (2nd ed.). India: Thomson South Western.

## REFERENCE BOOK

1. Regis, Richard. (2008). Strategic Human Resource Management & Development (1st ed.). New Delhi: Excel Books.
2. Agarwala, T. (2007). Strategic Human Resource Management. New Delhi: Oxford University Press.
3. Dhar, Rajib Lochan. (2008). Strategic Human Resource Management (1st ed.). New Delhi: Excel Books.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
I	20MPMS1CC2H:3	Strategic Human Resource Management					6	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓	✓		✓	✓	✓	✓	
CO2	✓		✓	✓	✓		✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO4	✓		✓		✓	✓	✓	✓	✓		
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Number of Matches(✓) = 41 Relationship: High											

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
33	2	13	11	12	6.061	39.39	33.33	36.36	Regional

**Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global**

**COURSE II - ADVANCED ELECTIVE PAPER  
HUMAN RESOURCE**

**ELECTIVE – IV: INTERNATIONAL HUMAN RESOURCE MANAGEMENT (IHRM)**

**Hours Allotted: 6 Hrs.**  
**Credit Allotted: 4**

**Code: 20MPMS1CC2H:4**  
**Max. Marks: 75**

**Course Outcomes:**

Upon completing this course, each student will be able to:

1. Know the strengths and challenges of International Human Resource Management.
2. Handle issues in staff selection and compensation globally .
3. Describe performance management and employee development in IHRM.
4. Aware best practice in employee relations in cross-country perspective
5. Systematically illustrate, define, categorise, and analyse a broad range of issues and problems facing MNCs in their IHRM activities

**UNIT I**

Understanding International Business Operations– Stages of Internationalization and Global Business– Importance of People Management Issues– Evolution, Concept and Characteristics of International Human Resource Management (HRM) – Variables that moderate differences between Domestic & International HRM– **Economic Development and the management of human resources**–Organization of work in International context

**UNIT II**

International Recruitment- Selection and Compensation- Executive nationality staffing policies– Global pressures on domestic recruitment–Issues in staff selection–Expatriate Selection–Selection Criteria–Use of selection Tests–Selecting TCNs and HCNs— Objectives of International Compensation–Key Components of a Potential Compensation program–Approaches to International Compensation.

**UNIT III**

Performance Management and Employee Development in IHRM–Criterion used for performance appraisal of International employees–appraisal of HCNs – The International HRM perspectives in Training and Development – expatriate training- Important Issues and Concerns.

**UNIT IV**

Global Employment Relations and Employment Laws– Cross-border Communications and Employment Relations– Comparative patterns of employee relations structures–Best practice in employee relations in cross-country perspective– Labor Union and International Employment Relations—Response of labor unions to multinationals – ILO.

**UNIT V**

Issues and Challenges in HRM- Multinational as a global citizen–International Accord and Corporate Codes of Conduct–Implication for the HR function of the multinational firm– Contemporary issues in managing people in an international context– flexibility–IHRM issues in different strategic options of Organizations-Case studies on International Human Resource Management.

**PRACTICUM**

1. What steps an MNC has to take to create a good employee relation where the employees are of varied cultures & belongs to different countries?

- Case studies on International Human Resource Management.

### TEXT BOOK

- Chris Brewster, Paul Sparrow and Guy Vernon, "International Human Resource Management" Hyderabad, Universities Press (India) Limited.
- A.V.Phatak, "International Dimensions of Management", Ireland, Dame Publishing.

### REFERENCE BOOK

- Peter J. Dowling, Marion Festing, Allen D. Engle, "International Human Resource Management", UK, Cengage Learning EMEA.
- Eileen Crawley, Stephen Swailes, David Walsh (Author), "International Human Resource Management", UK, Oxford University Press.
- Dennis R. Briscoe, "International Human Resource Management", UK, Routledge.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
II	20MPMS1CC2H:4	International Human Resource Management					6	4			
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓			✓	✓	✓		
CO2	✓	✓	✓	✓		✓	✓		✓	✓	
CO3	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO4	✓	✓	✓	✓		✓	✓	✓	✓		
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 41 Relationship: High											

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
40	0	0	1	39	0	0	2.5	97.5	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

**COURSE II - ADVANCED ELECTIVE PAPER**  
**MARKETING**  
**ELECTIVE – I : ADVANCED MARKETING MANAGEMENT**

**Hours Allotted: 6 Hrs.**  
**Credit Allotted: 4**

**Code: 20MPMS1CC2M:1**  
**Max. Marks: 75**

**Course Outcomes:**

Upon completing this course, each student will be able to:

1. Understand and apply the concept of 7 P's. to conquer the market.
2. Analyze consumer and buyer behavior models as they influence customer purchase decision making.
3. Differentiate consumer and business buyer behaviour
4. Identify and develop non personal communication channels and manage promotional aspects.
5. Sort out and manage current issues in marketing and CRM.

**UNIT I INTRODUCTION TO MARKETING MANAGEMENT**

Introduction- Market and Marketing- the Exchange Process- Core Concepts of Marketing- Functions of Marketing- Importance of Marketing- Marketing Orientations- Marketing Mix-The Traditional 4Ps- The Modern Components of the Mix- The Additional 3Ps- Developing an Effective Marketing Mix- Marketing Planning- Marketing Implementation and Control.

**UNIT II CONSUMER BUYING BEHAVIOR**

Introduction- Characteristics- Types of Buying Decision Behaviour- Henry Assael Model- Consumer Buying Decision Process- Buyer Decision Process for New Products- Buying Motives- Buyer Behaviour Models

**UNIT III BUSINESS BUYER BEHAVIOUR**

Introduction- Characteristics of Business Markets- Differences between Consumer and Business Buyer Behaviour- Buying Situations in Industrial/Business Market- Buying Roles in Industrial Marketing- Factors that Influence Business Buyers- Steps in Business Buying Process.

**UNIT IV PROMOTION MANAGEMENT - MANAGING NON-PERSONAL COMMUNICATION CHANNELS**

Introduction- Integrated Marketing Communications (IMC)- Communication Development Process- Budget Allocation Decisions in Marketing Communications- Introduction to Advertising-Fundamentals of Sales Promotion- Basics of Public Relations and Publicity.

**UNIT V CRM AND OTHER CONTEMPORARY ISSUES**

Introduction- Relationship Marketing Vs. Relationship Management- Definitions of Customer Relationship Management (CRM)- Forms of Relationship Management- Managing Customer Loyalty and Development- Reasons Behind Losing Customers by Organisations- Significance of Customer Relationship Management- Social Actions Affecting Buyer-Seller Relationships- Rural Marketing- Services Marketing- Digital Marketing.

**PRACTICUM**

1. Assess the buying behaviour of consumers in a Super Market & prepare a report.
2. Conduct a survey on the benefits of E-Marketing services in your home town.

## TEXT BOOK

1. Philip Kotler & Kevin Lane, “Marketing Management”, USA, Prentice-Hall.
2. John Mullins & Orville Walker, “Marketing Management: A Strategic Decision-Making Approach”, New Delhi, McGraw-Hill Education

## REFERENCE BOOK

1. Micheal R.Czinkota & Masaaki Kotabe, “Marketing Management”, US, Wiley-Blackwell.
2. Duglas, J.Darymple, “Marketing Management”, US, John Wiley & Sons.
- 3.Nag, “Marketing successfully- A Professional Perspective”, New Delhi, Mac Millan Publishing.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
II	20MPMS1CC2M:1	Advanced Marketing Management					6	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓		✓	✓	
CO2	✓	✓	✓	✓	✓	✓	✓	✓		✓	
CO3	✓	✓	✓		✓	✓	✓	✓		✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 47 Relationship: Very High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
47	1	7	15	27	2.128	14.89	31.91	57.45	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

**COURSE II - ADVANCED ELECTIVE PAPER**  
**MARKETING**  
**ELECTIVE – II : DIGITAL MARKETING**

**Hours Allotted: 6 Hrs.**

**Credit Allotted: 4**

**Course Outcomes:**

**Code: 20MPMS1CC2M:2**

**Max. Marks: 75**

Upon completing this course, each student will be able to:

1. Comprehend and keeping up to date about the emerging digital technologies in marketing.
2. Identify the basic concepts of digital marketing and Search Engine Optimization.
3. Analyze digital marketing data using online digital marketing platforms such as Google
4. Develop creative ideas and convincing arguments about how innovations will extend current marketing practices and enable entirely new ways of creating lue.
5. Become familiar in recent trends in digital marketing.

**UNIT I INTRODUCTION TO DIGITAL MARKETING**

Digital Marketing - Introduction to Digital marketing - Overview of Digital Marketing strategy and target markets - Benefits – Platform and Strategies – digital marketing - Comparing digital with traditional marketing – Marketing goals – Basics of websites and media.

**UNIT II SEARCH ENGINE OPTIMISATION**

Introduction to Search Engines – Keyword research and Competition – On page and off page optimization – SEO reporting

**UNIT III MASTERING GOOGLE**

Google Ad Words Advertising- Analytics & Applications – Paid Marketing – Display Advertising- Google shopping ads – Introduction to Bing Ads - Mobile Marketing – Video marketing – GoogleAd Words advertising Certification

**UNIT IV SOCIAL MEDIA MARKETING**

Introduction to social media marketing – benefits – social media statistics – Tele marketing - Facebook marketing - twitter marketing – You tube– LinkedIn – Instagram – Email marketing – Online reputation management.

**UNIT V TRENDS IN DIGITAL MARKETING**

Online Payments - Disability Web Access - Surveys & Forms - Micro Blogging – Social media analytics – Audience **reports** - factors impacting on digital activity and plans – Recent Trends in Digital Marketing - New digital trends- Artificial Intelligence (AI) and Machine Learning

**PRACTICUM**

1. Conduct a research study on “How far the Social Media Marketing has influenced the rural areas?”
2. Suggest some methods for the Small Scale Industries to market their products Digitally.

## TEXT BOOK

1. Charlesworth, Alan, "Digital Marketing – A practical approach", UK, Taylor & Francis Ltd
2. Render, Angela, "Digital Age Marketing for Small Businesses", New Delhi, Thunderpaw Publishers.

## REFERENCE BOOK

1. Godfrey Parkin, "Digital Marketing: Strategies for Online Success", UK, New Holland Publishers.
2. Dave Chaffey, "Digital Marketing", Canada, Pearson.
3. David J. Bradley, "Getting Digital Marketing Right: A Simplified Process for Business Growth, Goal Attainment, and Powerful Marketing, US Create Space Independent Publishing Platform

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
II	20MPMS1CC2M:2	Digital Marketing					6	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓		✓	✓	✓	✓		
CO2	✓		✓	✓		✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓		✓	✓	
Number of Matches(✓) = 44 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
43	0	0	0	43	0	0	0	100	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

**COURSE II - ADVANCED ELECTIVE PAPER  
MARKETING**

**ELECTIVE – III : RURAL MARKETING**

**Hours Allotted: 6 Hrs.**

**Credit Allotted: 4**

**Code: 20MPMS1CC2M:3**

**Max. Marks: 75**

**Course Outcomes:**

Upon completing this course, each student will be able to:

1. Develop understanding of the rural marketing in recent scenario.
2. Analyze the marketing mix and find out the suitable mix.
3. Able to manage physical distribution in rural marketing.
4. Create advertisement and understand the role of media in rural marketing.
5. Apply recent advanced practices in rural marketing

**UNIT I OVERVIEW OF RURAL MARKETING**

Introduction of Rural marketing –Evolution of Rural Marketing in Indian and Global Context- Socio-Cultural-economic & other environmental factors affecting in Rural Marketing- A comparative Analysis of Rural Vs Urban Marketing- Size & Structure of Rural Marketing – Emerging challenges & Opportunities in Rural Marketing.

**UNIT II RURAL MARKETS & DECISION**

Profile of Rural Marketing Dimensions & Consumer Profile- Rural Market Equilibrium- Classification of Rural Marketing – Regulated- Non Regulated- Marketing Mix- Segmentation- Targeting- Position- Rural Marketing Strategies

**UNIT III PRODUCT & DISTRIBUTION**

Product / Service Classification in Rural Marketing - New Product Development in Rural Marketing- Brand Management in Rural Marketing - Rural Distribution in channel management- Managing Physical distribution in Rural Marketing

**UNIT IV RURAL CONSUMER BEHAVIOUR IN MARKETING RESEARCH**

Consumer Buyer Behavior Model in Rural Marketing- Factors - Characteristics of Rural Consumers- Rural Marketing Research-Source of Financing and credit agencies- Consumer Education & Consumer Methods in Promotion of Rural Marketing- Advertisement & Media Role in Rural Marketing Promotion Methods.

**UNIT V TRENDS IN RURAL MARKETING**

e-rural Marketing-CRM & eCRM in Rural Marketing- Advanced Practices in Rural Marketing- Social Marketing-Network Marketing- Green Marketing in Indian and Global Context-Co-operative Marketing- Micro Credit Marketing- Role of Central, State Government and other Institutions

**PRACTICUM**

1. Find out the challenges faced by a company in Rural marketing and suggest appropriate methods to overcome those challenges.
2. Suggest some Steps to create a demand for a new product in a rural area.

## TEXT BOOK

1. Badi & Badi, "Rural Marketing", New Delhi, Himalaya Publishing House.
2. Amoria, C.B. & Badri Vishal, "Agriculture problems in India", Allahabad, Kitab Mahal Distributors.

## REFERENCE BOOK

1. Pradeep Kashyap, "Rural Marketing", US, Pearson Education.
2. Krishnamacharyulu, C.S.G, "Rural Marketing", US, Pearson Education
3. Gopalaswamy, T.P, "Rural Marketing", New Delhi, Vikas Publishing House.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
II	20MPMS1CC2M:3	Rural Marketing					6	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓		✓		✓	✓		✓	✓	
CO2	✓	✓	✓	✓	✓	✓	✓		✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓		✓	✓	
CO4	✓	✓	✓		✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 44 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
38	13	15	2	8	34.21	39.47	5.263	21.05	Regional

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

**COURSE II - ADVANCED ELECTIVE PAPER  
MARKETING**

**ELECTIVE – IV: CONTEMPORARY ISSUES IN MARKETING**

**Hours Allotted: 6 Hrs.**  
**Credit Allotted: 4**

**Code: 20MPMS1CC2M:4**  
**Max. Marks: 75**

**Course Outcomes:**

Upon completing this course, each student will be able to:

1. Define recent concepts in marketing and conducting research in the field of marketing.
2. Develop contemporary market analysis and strategies to deal with competition.
3. Aware role of brands in marketing in the present scenario.
4. Classify the integrated marketing communication, socially responsible marketing and applications of information economy
5. Identify the new trends and issues in marketing.

**UNIT I**

Defining Marketing for the New Age - Marketing Theory- need, sources and status- Gathering Information and Scanning the Environment - Conducting Marketing Research and Forecasting Demand - Analysing and Selecting Markets.

**UNIT II**

Value Concept and Transaction of Value Products in Contemporary Marketing- Market Analysis- The Marketing Mix- Developing Marketing Strategies and Plans- Dealing with Competition Global Markets and Marketing- EPRG- influence of environment- entry method.

**UNIT III**

The Role of Brands - Branding Concepts - Developing Brand Equity - Nostalgic Brands - Brand Equity- understanding, building, measuring and managing - Marketing Implementation- Evaluation and Control.

**UNIT IV**

Integrated Marketing Communications - Managing a Holistic Marketing Organization - Socially Responsible Marketing - Marketing and the Information Economy- Applications of Marketing- service sector- retail and rural sector

**UNIT V**

New Trends in Marketing- Guerilla Marketing- Buzz Marketing- Experiential Marketing - Formulating a Marketing Campaign for IEU - Global Marketing- Some Insights for Going International- Marketing as an Academic Career Path- Marketing as a Professional Career Path

**PRACTICUM**

1. Compare and contrast any five similar well known branded products.
2. Which of the new marketing trends would you suggest for developing a new product in the market?

## TEXT BOOK

1. Baker, Michael J, “Marketing: Theory and Practice”, UK, Palgrave Macmillan.
2. Philip Kotler & Kevin Lane, “Marketing Management”, USA, Prentice-Hall.

## REFERENCE BOOK

1. Etzel, Michael J., Bruce J Walker, William J Stanton & Ajay Pandit, “Marketing Concept and Cases”, New Delhi, Tata McGraw - Hill Education.
2. Lancaster, Geoff And Lasteer Massingham, “Essentials of Marketing”, New Delhi, Tata McGraw - Hill Education.
3. William M And O C Ferral, “Marketing Pride”, USA Cengage Learning.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20MPMS1CC2M:4	Contemporary Issues in Marketing					6	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓		✓	✓	
CO2	✓		✓	✓	✓	✓	✓	✓	✓	✓	
CO3	✓		✓	✓			✓		✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 44 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
38	2	24	6	12	5.263	63.16	15.79	31.58	Regional

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## **COURSE II - ADVANCED ELECTIVE PAPER**

### **FINANCE**

#### **ELECTIVE – I : FINANCIAL MARKET & INSTITUTIONS, DERIVATIVES AND RISK MANAGEMENT**

**Hours Allotted: 6 Hrs.**

**Credit Allotted: 4**

**Course Outcomes:**

**Code: 20MPMS1CC2F:1**

**Max. Marks: 75**

Upon completing this course, each student will be able to:

1. know the importance of risk culture, various kinds of risks, various approaches for managing and features of a best practices enterprise risk management system.
2. Describe the roles and responsibilities of various types of financial institution.
3. List out the various financial markets and financial instruments.
4. Sort out the importance of risk culture in an investment firm.
5. Know the features of a enterprise risk management system and evaluate the process.

#### **UNIT I**

Financial Markets- Primary and Secondary Market- OTC and Exchange markets- Financial Securities- Market Operations- Financial market activities – Speculation- Hedging and Arbitrage.

#### **UNIT II**

Financial Institutions- Stock and Other Exchanges- Clearing House Mechanisms and Clearing Corporations -Commercial Banks and Investment Banks- Broking Houses- PMS, Hedge Funds Mutual Funds and Insurance Firms- Other types of Financial Institutions-Depository and Non Depository institutions.

#### **UNIT III**

Financial Instruments- Equity Debt Derivatives - Forwards, Futures and Options- Equity and Equity Index derivatives- Fixed Income and Interest Rate Derivatives- Currency Derivatives- Commodity Derivatives -Swaps and Swap options- Mortgages and MBS

#### **UNIT IV**

Importance of risk- culture in an investment firm- identify and describe the various kinds of risks- including market, credit, operational, etc- Identify and describe various approaches for managing risks including risk budgeting- position limits

#### **UNIT V**

**(Credit– 0.5)**

Features of a best practices- enterprise risk management system- Evaluate a company's risk management process- Examine examples of risk management failure

#### **TEXT BOOK**

1. Anthony Saunders, “Financial Markets and Institutions”, New Delhi, McGraw Hill Education.
2. Bihari S.C, “Indian Financial System”, Mumbai, International Book House.
3. Paul Sweeting Financial Enterprise Risk Management, UK, Cambridge University Press.

#### **REFERENCE BOOK**

1. Meir Kohn, “Financial Institutions & Markets”, New Delhi, Oxford University Press.
2. Fredric S Mishkin, Stanley G, “Financial Markets & Institutions”, US, Benjamin-Cummings Publishing Company.

3. Maginn & Tuttle, Managing Investment Portfolios”, US, John Wiley & Sons Inc.  
 Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20MPMSCC62F:1	Financial Markets & Institutions, Derivatives and Risk management					6	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓		✓	✓		✓	✓	
CO2	✓				✓		✓		✓	✓	
CO3	✓				✓	✓	✓		✓	✓	
CO4	✓	✓	✓	✓		✓	✓		✓	✓	
CO5	✓		✓	✓		✓	✓	✓	✓	✓	
Number of Matches(✓) = 34 Relationship: Moderate											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
34	0	2	28	4	0	5.882	82.35	11.76	National

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

**COURSE II - ADVANCED ELECTIVE PAPER**  
**FINANCE**  
**ELECTIVE – II : ANALYSIS OF FINANCIAL STATEMENT**

**Hours Allotted: 6 Hrs.**

**Credit Allotted: 4**

**Code: 20MPMS1CC2F:2**

**Max. Marks: 75**

**Course Outcomes:**

Upon completing this course, each student will be able to:

1. Analyze the nature and scope of financial statement analysis and gain knowledge in the preparation of financial statement analysis.
2. Categorize the various financial statements.
3. Understand uses of fund flow analysis and able to construct fund flow statement.
4. Assess the performance of business using various analysis
5. Elucidate the concept of free cash flows, adjustments in capitalization and corporate investments.

**Unit I**

Financial statement analysis – nature – scope - Revision of Balance Sheet and P&L statement fundamentals- Indian Accounting Standards- Accounting Tools.

**Unit II**

Common size statement - comparative statement - Trend analysis - Capitalization ratios- Debt Equity- Debt to Assets- Du-pont Analysis -Coverage ratios and credit analysis and ratings.

**Unit III**

Cash Flow Analysis- Measuring operating / financing and investing Cash flows- Cash flows and life cycle- state of a company Cash flows and financial flexibility- Fund Flow Statement – Uses of Fund Flow Analysis – Construction of Fund Flow Statement.

**Unit IV**

Assessing Business Performance - Operational efficiency ratios (Gross profit, net profit margins and various turnover ratios)- Liquidity ratios – Current Ratio / Acid test -Profitability ratios- Valuation Ratios - EPS/ ROE/ ROCE/ Total Shareholder returns- Linkages between ROE & ROCE & optimal capital structure and determinants of PE multiple- Price to book value- EV/EBDITA .

**Unit V**

Free Cash flows to Equity / Firm- From earnings to free cash flows - Adjustment from standard accounting to correctly measure free cash flow- Capitalization leasing expense and R&D expenditure- correct treatment for amortization -expense and deferred taxes -Measuring correct ROE & ROC after adjusting for inter corporate investments - Implication of the above mentioned adjustments on fundamental valuations / company and PE or Price / Book Value or EBDITA.

## TEXT BOOK

1. Prasanna Chandra, “Financial Management”, New Delhi, Tata McGraw - Hill Education.
2. Brealey Myers, “Corporate Finance”, New Delhi Tata McGraw - Hill Education.

## REFERENCE BOOK

1. Maheswari S.N., “Management Accounting”, New Delhi, Sultan Chand & Sons.
2. Pillai R.S.N. & Bhagavathi, “Management Accounting”, New Delhi, Sultan Chand & Sons.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
III	20MPMSCC62F:2	Analysis of Financial Statement					6	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓		✓	✓	✓	✓	✓	
CO2	✓		✓	✓	✓	✓	✓		✓		
CO3	✓	✓	✓	✓	✓	✓	✓		✓		
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓		✓	
Number of Matches(✓) = 42 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
39	1	6	31	4	2.564	15.38	79.49	10.26	National

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

**COURSE II - ADVANCED ELECTIVE PAPER**  
**FINANCE**  
**ELECTIVE – III: INTERNATIONAL FINANCIAL MANAGEMENT**

**Hours Allotted: 6 Hrs.**

**Credit Allotted: 4**

**Code: 20MPMS1CC2F:3**

**Max. Marks: 75**

**Course Outcomes:**

Upon completing this course, each student will be able to:

1. Know about the evolution of International monetary and financial system.
2. Manage short term assets and liabilities and gain knowledge in foreign investment decision making.
3. Design multinational capital budgeting.
4. Determine cost of capital and capital structure for multinational firm.
5. Analyze and handle the risk associated with international project.

**UNIT I**

Multinational Financial Management – An overview- Evolution of the International Monetary and Financial System- IMF – IBRD – FOREX – Determinants – EXIM policy.

**UNIT II**

Managing Short-term assets and liabilities- Long-run Investment Decisions – The Foreign Investment Decision- International/ Foreign Investment theories – Turnkey project – FDI – Venture capital

**UNIT III**

Political Risk Management- Multinational Capital Budgeting- Evaluation of Project- Cash flow determination – Application and Interpretation.

**UNIT IV**

Cost of Capital – General Principles- Determination of Cost of Capital –  $K_e$ ,  $K_d$ ,  $K_p$  and  $K_r$  - Capital Structure of the Multinational Firm- Dividend Policy of the Multinational Firm.

**UNIT V**

Project financing – concept- different types of project financing- risk associated with international projects- Taxation of the Multinational Firm- Country Risk Analysis- Long-term Financing.

**TEXT BOOK**

1. Apte, “International Financial Management”, New Delhi, Tata Mc Graw Hill Edition.
2. Bhalla V.K., International Financial Management, New Delhi Anmol Books.

## REFERENCE BOOK

1. Machiraju H.R., “International Financial Management”, New Delhi, Himalaya Publication House.
2. Avadhani V.A., “International Financial Management”, New Delhi, Himalaya Publication House.
3. Cheol, Evn, “International Financial Management”, New Delhi, Tata McGraw Hill.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course	Hours	Credits						
III	20MPMSCC62F:3	International Financial Management	6	4						
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes(PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓	✓	✓	✓	✓	✓		✓	✓
CO2	✓		✓	✓	✓	✓	✓	✓	✓	
CO3	✓		✓	✓	✓	✓	✓		✓	✓
CO4	✓	✓	✓	✓		✓	✓	✓	✓	✓
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Number of Matches(✓) = 44 Relationship: High										

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
33	0	0	0	33	0	0	0	100	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

**COURSE II - ADVANCED ELECTIVE PAPER  
FINANCE**

**ELECTIVE – IV: CONTEMPORARY ISSUES IN FINANCIAL MANAGEMENT**

**Hours Allotted: 6 Hrs.**

**Credit Allotted: 4**

**Code: 20MPMS1CC2F:4**

**Max. Marks: 75**

**Course Outcomes:**

Upon completing this course, each student will be able to:

1. Understand various issues involved in financial management of a firm and equip them with advanced analytical tools and techniques used for making sound financial decisions and policies
2. Manage working capital, cash, receivables and inventories.
3. Become familiar in various methods of project appraisal.
4. Evaluate and elucidate the various aspects involved in investment and financing decisions.
5. Understand and tackle the contemporary issues in financial management regarding dividend decisions.

**UNIT I INTRODUCTION**

Introduction- Meaning, scope and development of financial management- finance function- Indian financial System- Risk and Return- Valuation of securities- legal, regulatory and tax framework related to financial management- Time value of money and its relevance.

**UNIT II WORKING CAPITAL MANAGEMENT**

Working Capital Management- overall considerations in WCM- determinants and determination of W.C. requirements- management of cash- management of receivables- management of inventories.

**UNIT III INVESTMENT DECISIONS**

Management Long-term Capital- Tax considerations in investment appraisal- methods of project appraisal- payback period method- average rate of return method- accounting rate of return method- net present value method- internal rate of return method- capital rationing.

**UNIT IV FINANCING DECISIONS**

Cost of Capital and Capital Structure- Cost of debt and preferred stock- cost of equity- retained earnings and overall cost of capital- financial and optimum capital structure- theories of capital structure- M.M hypothesis on capital structure.

**UNIT V DIVIDEND DECISIONS**

Issues in Financial Management- Overview of dividend policy- dividend policy and share valuation- practical considerations and legal requirements on dividend- lease financing in India- contemporary issues in financial management- Recent changes in GST (VAT)

**TEXT BOOK**

1. Van Horne, James C., "Financial Management and Policy", New Delhi, Prentice Hall of India
2. Pandey, I. M., "Financial Management", New Delhi, Vikas Publishing.
3. Ross S.A., R.W. Westerfield & J. Jaffe, "Corporate Finance", New Delhi, McGraw Hill.

## REFERENCE BOOK

1. Damodaran, A., "Corporate Finance: Theory and Practice", USA, John Wiley & Sons.
2. Chandra, P. "Financial Management", New Delhi, Tata McGraw Hill.
3. Khan, M.Y & Jain, P.K, "Financial Management: Text, Problems and Cases", New Delhi, Tata McGraw Hill

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20MPMSCC62F:4	Contemporary issues in Financial Management					6	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2	✓	✓	✓	✓	✓		✓	✓	✓	✓	
CO3	✓	✓		✓	✓	✓	✓		✓	✓	
CO4	✓	✓	✓	✓		✓	✓		✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓		✓	✓	
Number of Matches(✓) =44 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
37	0	0	10	27	0	0	27.03	72.97	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

**COURSE II - ADVANCED ELECTIVE PAPER  
SYSTEMS  
ELECTIVE – I : BUSINESS INTELLIGENCE TOOLS**

**Hours Allotted: 6Hrs.**  
**Credit Allotted: 4**

**Code: 20MPMS1CC2S:1**  
**Max. Marks: 75**

**Course Outcomes:**

Upon completing this course, each student will be able to:

1. Achieve a profound understanding of Business Intelligence (BI) systems in terms of its tools, current practices and impacts.
2. Identify the business intelligence essentials and the types of BI.
3. Develop the skill of architecting data and data mining.
4. Understand the essentials of knowledge management process.
5. Identify various issues and challenges existing in the Business Intelligence.

**UNIT I**

Business Intelligence an Introduction- Introduction, Definition, History and Evolution- Business Intelligence Development Stages and Steps- Difference between Information and Intelligence- Factors of Business Intelligence System- Real time Business Intelligence- Business Intelligence Applications- Business Intelligence Life Cycle

**UNIT II**

Business Intelligence Essentials- Creating Business Intelligence Environment- Types of Business Intelligence- Business Intelligence Platform- Dynamic roles in Business Intelligence- Roles of Business Intelligence in Modern Business- Challenges of BI

**UNIT III**

Architecting the Data- Introduction- Types of Data- Data Reporting and Query Tools- Data Partitioning- Metadata- Total Data Quality Management (TDQM)- Data Mining- Introduction, Definition of Data Mining- Data mining Techniques- Data Warehousing- Introduction- Data Warehousing Advantages and Disadvantages of Data Warehousing- Online Analytical Processing

**UNIT IV**

Knowledge Management- Introduction, Characteristics of Knowledge Management- Knowledge assets- Generic Knowledge Management Process- Knowledge Management Technologies- Essentials of Knowledge Management Process

**UNIT V**

Enterprise Performance Life Cycle (EPLC) -Transformation Roadmap- Building a transformation roadmap- Business Intelligence Issues and Challenges- Introduction, Critical Challenges for Business Intelligence success – Business Performance Management systems.

**TEXT BOOK**

1. Philipp K. Janert, "Data Analysis with Open Source Tools", USA, O'Reilly.
2. Michael Minelli, Michelle Chambers & Ambiga Dhiraj, "Big Data, Big Analytics: Emerging Business Intelligence and Analytic Trends for Today's Businesses", USA, Wiley.

## REFERENCE BOOK

1. Mike Biere, “Business intelligence for the enterprise”, UK, Pearson.
2. Larissa Terpeluk Moss, Shaku Atre, “Business intelligence roadmap”, UK, Random House.
3. Cindi Howson, “Successful Business Intelligence: Secrets to making Killer BI Applications”, New Delhi, Tata McGraw Hill.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20MPMS1CC2S:1	Business Intelligence Tools					6	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓		✓		✓	✓		✓	✓	
CO2	✓	✓	✓	✓		✓	✓		✓	✓	
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓		✓		
CO5	✓	✓	✓		✓	✓	✓		✓	✓	
Number of Matches(✓) = 41 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
41	0	0	0	41	0	0	0	100	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

**COURSE II - ADVANCED ELECTIVE PAPER  
SYSTEMS**

**ELECTIVE – II : DATA COMMUNICATION AND NETWORKING**

**Hours Allotted: 6 Hrs.**

**Code: 20MPMS1CC2S:2**

**Credit Allotted: 4**

**Max. Marks: 75**

**Course Outcomes:**

Upon completing this course, each student will be able to:

1. Comprehend the details regarding data communication, networks and its functions
2. Define the basics of networks and its categories and error detection and correction.
3. Explain concepts of switching information and its devices.
4. Describe about Frame relay operation and frame relay layers.
5. Elucidate the different application layers of TCP/IP.

**UNIT I**

Introduction, Networks – Protocols and standards – Standards organizations – Line configurations – Topology – Transmission mode – Categories of networks – Inter networks- Conversion - Digital-to-digital, Analog-to-digital, Digital-to-analog, Analog-to-analog.

**UNIT II**

Error detection and correction- Types of errors – Detection – Vertical Redundancy Check (VRC) – Longitudinal Redundancy Check (LRC) – Cyclic Redundancy Check (CRC) – Check sum – Error correction Asynchronous protocols – Synchronous protocols – Character oriented protocols – BIT oriented protocols – Link access procedures.

**UNIT III**

Project 802 – Ethernet – Token bus – Token ring – FDDI - IEEE 802.6 (DQDB) – SMDS - Circuit switching – Packet switching – Message switching.

**UNIT IV**

Frame relay- Introduction – Frame relay operation – Frame relay layers – Congestion control – Leaky bucket algorithm – Traffic control ATM- Design goals – ATM architecture, layers and applications - Synchronous transport signals – Physical configuration – SONET layers and Applications.

**UNIT V**

Networking and internetworking devices- Repeaters – Bridges – Gateways – TCP / IP protocol suite- Application layer- Domain Name System (DNS) – Telnet – File Transfer Protocol (FTP) – Trivial File Transfer Protocol (TFTP) – Simple Mail Transfer Protocol (SMTP) – Simple Network Management Protocol (SNMP).

**TEXT BOOK**

1. Behrouz A.Forouzan, “Data Communication and Networking”, New Delhi Tata McGrawHill
2. William Stallings, “Data and Computer Communication”, UK, Pearson Education, PHI.
3. Eric Maiwald, “ Network Security A beginner’s Guide”, New Delhi, Tata Mc Graw-Hill

## REFERENCE BOOK

1. W.Tomasi, "Introduction to Data communications and Networking", UK, Pearson education.
2. Hura G.S And Singhal M. "Data and Computer Communications", USA, CRC Press, Taylor and Francis Group.
3. Andrew Tannenbaum.S. "Computer Networks", UK, Pearson Education, PHI.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20MPMS1CC2S:2	Data Communication and Networking					6	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓		✓	✓	✓	✓	✓	
CO2	✓		✓	✓		✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓		✓	✓	✓	✓		
CO4	✓	✓	✓	✓		✓	✓	✓	✓		
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Number of Matches(✓) = 41 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
56	0	0	0	56	0	0	0	100	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

**COURSE II - ADVANCED ELECTIVE PAPER  
SYSTEMS**

**ELECTIVE – III: DATABASE MANAGEMENT SYSTEM**

**Hours Allotted: 6 Hrs.**

**Code: 20MPMS1CC2S:3**

**Credit Allotted: 4**

**Max. Marks: 75**

**Course Outcomes:**

Upon completing this course, each student will be able to:

1. To understand database management system and transactions management for an organization.
2. Elucidate the data models and its importance
3. Aware of relational database design and features of good relational data base design.
4. Develop knowledge in database design, its features, constraints and SQL concepts.
5. Analyse various methods of database recovery management.

**UNIT I**

Introduction to Databases and Transactions- What is database system- purpose of database system-view of data- relational databases- database architecture- transaction management

**UNIT II**

Data Models- The importance of data models- Basic building blocks- Business rules- The evolution of data models- Degrees of data abstraction.

**UNIT III**

Database Design- ER-Diagram and Unified Modeling Language- Database design and ER Model- overview- ER-Model, Constraints, ER-Diagrams, ERD Issues, weak entity sets- Codd's rules- Relational Schemas- Introduction to UML- Relational database model- Logical view of data, keys, integrity rules- Relational Database design- features of good relational database design- atom 1c domain and Normalization (1NF, 2NF, 3NF, BCNF).

**UNIT IV**

Constraints, Views and SQL- what is constraints- types of constraints- Integrity constraints- Views- Introduction to views- data independence, security, updates on views- comparison between tables and views-SQL- data definition, aggregate function, Null Values, nested sub queries- Joined relations- Triggers.

**UNIT V**

Transaction management and Concurrency Control- Transaction management- ACID properties- serializability and concurrency control- Lock based concurrency control (2PL, Deadlocks)- Time stamping methods- optimistic methods, database recovery management.

**TEXT BOOK**

1. Alexis Leon & Mathews Leon, "Essentials of Data Base Management System", Chennai, Vikas Publishing Limited.
2. Ramon A.Mato-Toledo, Pauline K.Cushman Schaums, "Database Management Systems", New Delhi, Tata Mc Graw Hill.
3. R.Pannerselvam, "Database Management Systems", New Delhi, PHI Learning Pvt Ltd

## REFERENCE BOOK

1. A Silberschatz, H Korth, S Sudarshan, "Database System and Concepts", New Delhi, McGraw Hill.
2. Raghu Ramakrishnan, "Database Management Systems", New Delhi, Tata Mc Graw Hill.
3. Ivan Bayross, "Mastering Database Technologies", New Delhi, BPB Publications.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
IV	20MPMS1CC2S:3	Database Management System					6	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓			✓		✓	✓	✓	✓	✓	
CO2	✓	✓	✓			✓			✓		
CO3	✓		✓	✓		✓	✓	✓	✓		
CO4	✓	✓	✓		✓	✓	✓	✓		✓	
CO5	✓		✓	✓		✓	✓	✓	✓		
Number of Matches(✓) = 34 Relationship: Moderate											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
45	0	0	0	45	0	0	0	100	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## **COURSE II - ADVANCED ELECTIVE PAPER SYSTEMS**

### **ELECTIVE-IV: SOFTWARE TECHNOLOGY QUALITY ASSURANCE MANAGEMENT**

**Hours Allotted: 6 Hrs.**

**Code: 20MPMS1CC2S:4**

**Credit Allotted: 4**

**Max. Marks: 75**

**Course Outcomes:**

Upon completing this course, each student will be able to:

1. Understand quality management processes in software technology.
2. Develop knowledge in defect prevention and managing the software quality.
3. Distinguish between the various metrics of software quality assurance.
4. Know the concept of software quality programme.
5. Elucidate the importance of standards in the quality management process and also their impact on the final product

#### **UNIT I FUNDAMENTALS OF SOFTWARE QUALITY ASSURANCE**

SQA- Meaning, concept, objective, importance - The Role of SQA – SQA Plan – SQA considerations – SQA people – Elements of SQA - Quality Management – Software

#### **UNIT II MANAGING SOFTWARE QUALITY**

Managing Software Organizations – Purpose- Managing Software Quality – Defect Prevention Software.

#### **UNIT III SOFTWARE QUALITY ASSURANCE METRICS**

Software Quality – Total Quality Management (TQM) – Quality Metrics – Software Quality Metrics.

#### **UNIT IV SOFTWARE QUALITY PROGRAM**

Software Quality Program Concepts – Establishment of a Software Quality Program – Software Quality Assurance Planning – An Overview – Purpose & Scope.

#### **UNIT V SOFTWARE QUALITY ASSURANCE STANDARDIZATION**

Software Standards–ISO 9000 Quality System Standards - Capability Maturity Model and the Role of SQA in Software Development Maturity – SEI CMM Level 5 – Comparison of ISO 9000 Model – ISO 14000 Model.

#### **TEXT BOOK**

1. Mordechai Ben Menachem & Garry S Marliss, “Software Quality”, Chennai, Vikas Publishing House, Pvt
3. Watts S Humphrey, “Managing the Software Process”, UK, Pearson Education Inc

#### **REFERENCE BOOK**

1. Gordon G Schulmeyer , “Handbook of Software Quality Assurance”, USA, Artech House Publishers
2. Boriz Beizer, & Quot “Software Testing Techniques & quot”, New Delhi, DreamTech.
3. Aditya P. Mathur, & Quot, “Foundations of Software Testing & quote”, UK, Pearson Education Inc.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course	Hours	Credits						
IV	20MPMS1CC2S:4	Software Technology	6	4						
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓			✓	✓		✓	✓	✓
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CO3	✓			✓	✓	✓		✓	✓	✓
CO4	✓			✓	✓	✓	✓	✓	✓	✓
CO5	✓			✓	✓	✓		✓	✓	✓
Number of Matches(✓) = 39 Relationship: High										

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
29	0	0	0	29	0	0	0	100	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## **COURSE II - ADVANCED ELECTIVE PAPER OPERATIONS**

### **ELECTIVE – I : ADVANCED OPERATIONS AND SUPPLY CHAIN MANAGEMENT**

**Hours Allotted: 6 Hrs.**

**Code: 20MPMS1CC20:1**

**Credit Allotted: 4**

**Max. Marks: 75**

#### **Course Outcomes:**

Upon completing this course, each student will be able to:

1. To apply the concepts of operations research in supply chain management, its importance and its application in major decisions for gaining competitive advantage.
2. Acquaint with the basic concepts of LPP.
3. Solve integer programming and game theory problems leads decision making skills.
4. Understand and apply the current supply chain theories, practices and concepts utilizing case problems and problem-based learning situations.
5. Able to take decisions regarding made or buy.

#### **UNIT I - INTRODUCTION TO LINEAR PROGRAMMING (LP)**

Introduction to applications of operations research in functional areas of management- Linear Programming-formulation, solution by graphical and simplex methods (Primal - Penalty, Two Phase)- Special cases- Dual simplex method- Principles of Duality- Sensitivity Analysis.

#### **UNIT II - LINEAR PROGRAMMING EXTENSIONS**

Transportation Models (Minimising and Maximising Problems) – Balanced and unbalanced Problems – Initial Basic feasible solution by N-W Corner Rule- Least cost and Vogel's approximation methods- Check for optimality- Solution by MODI / Stepping Stone method- Case of Degeneracy- Transshipment Models- Assignment Models (Minimising and Maximising Problems) – Balanced and Unbalanced Problems- Solution by Hungarian and Branch and Bound Algorithms- Travelling Salesman problem- Crew Assignment Models.

#### **UNIT III - INTEGER PROGRAMMING AND GAME THEORY**

Solution to pure and mixed integer programming problem by Branch and Bound and cutting plane algorithms- Game Theory-Two person Zero sum games-Saddle point, Dominance Rule, Convex Linear Combination (Averages)- methods of matrices, graphical and LP solutions.

#### **UNIT IV – INTRODUCTION TO SUPPLY CHAIN MANAGEMENT**

Supply Chain – Fundamentals –Evolution- Role in Economy - Importance - Decision Phases - Supplier- Manufacturer-Customer chain - Enablers/ Drivers of Supply Chain Performance-Supply chain strategy - Supply Chain Performance Measures.

#### **UNIT V STRATEGIC SOURCING & OUTSOURCING**

Make Vs buy - Identifying core processes - Market Vs Hierarchy - Make Vs buy continuum - Sourcing strategy - Supplier Selection and Contract Negotiation- Creating a world class supply base- Supplier Development - World Wide Sourcing.

#### **TEXT BOOK**

1. Paneerselvam R., Operations Research, New Delhi, Prentice Hall of India
2. Janat Shah, Supply Chain Management – Text and Cases, New Delhi, Pearson Education.

## REFERENCE BOOK

1. N. D Vohra, "Quantitative Techniques in Management", New Delhi, Tata Mcgraw Hill.
2. Pradeep Prabakar Pai, "Operations Research - Principles and Practice", New Delhi, Oxford Higher Education.
3. Sunil Chopra And Peter Meindl, Supply Chain Management-Strategy Planning and Operation, UK, New Delhi, PHI Learning.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	20MPMS1CC2O:1	Advanced Operations and Supply Chain Management					6	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2		✓	✓			✓	✓	✓	✓		
CO3	✓	✓	✓	✓		✓	✓		✓	✓	
CO4	✓	✓	✓	✓		✓	✓		✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches(✓) = 42 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
46	0	0	0	46	0	0	0	100	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

**COURSE II - ADVANCED ELECTIVE PAPER**  
**OPERATIONS**  
**ELECTIVE – II: QUALITY MANAGEMENT**

**Hours Allotted: 6 Hrs.**  
**Credit Allotted: 4**

**Code: 20MPMS1CC20:2**  
**Max. Marks: 75**

**Course Outcomes:**

Upon completing this course, each student will be able to:

1. Understand the concepts and importance of quality management.
2. Develop strategic thinking and planning for managing quality.
3. Apply total quality management techniques for design and manufacture of highly reliable products and services.
4. Solve various industrial problems using Six Sigma and related techniques.
5. Apply total quality management techniques for design and manufacture of highly reliable products and services.

**UNIT I**

Total quality Management – Definition – Quality Management in retrospect – Total Quality Value & differential advantage- Evolution of quality approaches.

**UNIT II**

Strategic thinking and planning- The starting point for Total Quality -Total quality policy.

**UNIT III**

Total quality model – Enables for total quality – quality responsibilities – Archiving total commitment to quality supportive Leadership.

**UNIT IV**

Quality Education- process- quality system – quality Objectives and quality policy – qualityplanning – quality information feedback.

**UNIT V**

Strategic choice of markets and customers maintaining competitive advantage – Designing process and products for quality- The Role of ISO 9000 series of quality system standards- Pitfalls in operation-klising total quality – Auditing for TQM.

**TEXT BOOK**

1. Pn. Mukherjee, “Total Quality Management”, New Delhi, PHI learning PVT Ltd.
2. B. Janakiraman & Rk. Gopal “Total Quality Management”, Text and cases, New Delhi, PHI learning PVT Ltd.

**REFERENCE BOOK**

1. L. Suganthi & Anand, A. Samvel, “Total Quality Management”, New Delhi, PHI learning PVT Ltd.
2. Frank M Gryna Juran’s “Quality Planning and Analysis for Enterprise Quality”, New Delhi, Tata Mcgraw Hill Co.
3. Evans & Lindsay, “Quality Control and Management”, New Delhi, Cengage learning.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	20MPMS1CC2O:2	Quality Management					6	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓	✓	✓		✓	✓	✓		✓		
CO2		✓	✓	✓	✓	✓	✓		✓		
CO3		✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Number of Matches(✓) = 42 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
23	0	0	14	9	0	0	60.87	39.13	National

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

**COURSE II - ADVANCED ELECTIVE PAPER  
OPERATIONS**

**ELECTIVE – III : MANUFACTURING PLANNING AND CONTROL**

**Hours Allotted: 6 Hrs.**

**Credit Allotted: 4**

**Code: 20MPMS1CC2O:3**

**Max. Marks: 75**

**Course Outcomes:**

Upon completing this course, each student will be able to:

1. Understand the various components and functions of production control.
2. Implement Work study, Motion study and Time study in the production process.
3. Discriminate the product planning and process planning.
4. Prepare master schedule to reach the goal in time.
5. Aware of various technique to control inventory.

**UNIT I INTRODUCTION**

Objectives and benefits of planning and control-Functions of production control-Types of production- job- batch and continuous-Product development and design-Marketing aspect - Functional aspects- Operational aspect-Durability and dependability aspect- aesthetic aspect.

**UNIT II WORK STUDY**

Method study- basic procedure-Selection-Recording of process - Critical analysis, Development - Implementation - Micro motion and memo motion study - work measurement - Techniques of work measurement - Time study - Production study .

**UNIT III PRODUCT PLANNING AND PROCESS PLANNING**

Product planning-Extending the original product information-Value analysis-Problems in lack of product planning-Process planning and routing-Pre requisite information needed for process planning-Steps in process planning-Quantity determination in batch production.

**UNIT IV PRODUCTION SCHEDULING**

Production Control Systems-Loading and scheduling-Master Scheduling-Scheduling rules-Gantt charts-Perpetual loading-Basic scheduling problems - Line of balance - Flow production scheduling-Batch production scheduling-Product sequencing - Production Control systems.

**UNIT V INVENTORY CONTROL AND RECENT TRENDS IN PPC**

Inventory control-Purpose of holding stock-Effect of demand on Inventories Ordering procedures. Two bin system -Ordering cycle system-Determination of Economic order quantity and economic lot size-ABC analysis.

**TEXT BOOK**

1. Mart & Telsang, “Industrial Engineering and Production Management”, Mumbai, S. Chand and Company.
2. James.B.Dilworth, “Operations management – Design, Planning and Control for manufacturing and services” New Delhi, Tata Mcgraw Hill.

## REFERENCE BOOK

1. Samson Eilon, “Elements of production planning and control”, Mumbai, Universal Book Corpn.
2. Elwood S. Buffa, & Rakesh K. Sarin, “Modern Production / Operations Management”, USA, John Wiley and Sons.
3. Kanishka Bedi, “Production and Operations management”, New Delhi, Oxford university press.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	20MPMS1CC2O:3	Manufacturing Planning and Control					6	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓		✓	✓		✓	✓	
CO2	✓	✓	✓		✓	✓	✓	✓	✓	✓	
CO3	✓		✓	✓		✓	✓				
CO4	✓		✓		✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓		✓	
Number of Matches(✓) = 38 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
50	0	0	0	50	0	0	0	100	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

**COURSE II - ADVANCED ELECTIVE PAPER  
OPERATIONS**

**ELECTIVE – IV : PURCHASING AND PROCUREMENT MANAGEMENT**

**Hours Allotted: 6 Hrs.**  
**Credit Allotted: 4**

**Code: 20MPMS1CC20:4**  
**Max. Marks: 75**

**Course Outcomes:**

Upon completing this course, each student will be able to:

1. Understand about the changing world of purchasing and its relationship to supply chains.
2. Analyse pros and cons of global sourcing and in-sourcing.
3. Develop knowledge regarding contract negotiation, contract administration and cost/price analysis.
4. Determine appropriate transportation methods for purchasing in an organization.
5. Analyse the benefits and risks of e –business.

**UNIT I PURCHASING IN SUPPLY CHAIN MANAGEMENT**

Steps of the procurement process within the supply chain -strategic role of purchasing in the organization - Identify customers and their expectations regarding procurement -Assess the impact of an organizations expectations on procurement.

**UNIT II DOMESTIC AND GLOBAL SOURCING/SUPPLIER SELECTION**

Examining the steps of the sourcing process -Determining motives for in sourcing and outsourcing - Pros and cons of global sourcing.

**UNIT III CONTRACT NEGOTIATIONS AND COST/PRICE ANALYSIS**

Analyze the elements of negotiations -Assessing the impact of cost and price on procurement - Examining the impact of cultural and ethnic differences on negotiations -Compare and contrast negotiation strategies.

**UNIT IV CONTRACT ADMINISTRATION AND SUPPLIER MANAGEMENT**

Analyze the elements of contract administration -Use performance criteria for measuring supplier management -Comparing factors used to determine appropriate transportation methods - Summarize the strategic requirements of global logistics.

**UNIT V E-BUSINESS FUTURE OPPORTUNITIES & CHALLENGES IN PURCHASING**

Analyze the benefits and risks of e-business - future trends- opportunities and challenges in purchasing- Logistics – Elements of Logistics – Functions of Logistics.

**TEXT BOOK**

1. David Simchi Levi, Philip Kamiusky, “Designing & Managing the supply chain”, New Delhi, Tata Mc Graw Hill.
2. Mohanty R.P. & Deshmukh S.G. “Essentials of Supply Chain management”, Mumbai, Jaico Publishing House.

**REFERENCE BOOK**

1. Adam & Ebert, “Production & Operations Management”, New Delhi, PHI Learning.
2. Jhamb L.C., “Manufacturing & Operations Management”, Pune, Everest Publishing House.
3. Lee K Rajewski, “Operations Management”, USA, Pearson Education.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course	Hours	Credits						
V	20MPMS1CC2O:4	Purchasing and Procurement Management	6	4						
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓	✓	✓	✓	✓	✓		✓	✓
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CO3	✓	✓	✓	✓	✓	✓	✓		✓	✓
CO4	✓	✓	✓		✓	✓	✓	✓		✓
CO5	✓	✓	✓	✓	✓	✓	✓		✓	✓
Number of Matches(✓) = 45 Relationship: Very High										

<b>Mapping</b>	1-29%	30-59%	60-69%	70-89%	90-100%
<b>Matches</b>	1-14	15-29	30-34	35-44	45-50
<b>Relationship</b>	Very Poor	Poor	Moderate	High	Very High

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
21	1	7	2	14	4.762	28.57	0	66.67	Global

Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global

## COURSE – IV : TEACHING AND LEARNING SKILLS

**Hours Allotted: 6 Hrs.**

**Credit Allotted: 4**

**Code: 20MPMS1CC3**

**Max. Marks: 75**

### Objectives:

- To acquire the knowledge of how to use ICT in teaching effectively.
- To make the student to become an inspiring teacher

### Course Outcomes:

Upon completing this course, each student will be able to:

1. Able to utilize ICT for their professional development
2. Understand the communication process through the web
3. Learn how to use instructional technology effectively in classroom
4. Have the ability to use academic resources in India
5. Have the ability to use technology for assessment in a classroom

### UNIT I Computer Applications Skills

Information and Communication Technology (ICT)- Definition, Meaning, Features, Trends – Integration of ICT in teaching and learning – ICT applications- Using word processors, Spread sheets, Power point slides in the classroom – ICT for Research- On-line journals, e-books, Courseware, Tutorials, Technical reports, Theses and Dissertations-- ICT for Professional Development: Concept of professional development- institutional efforts for competency building- individual learning for professional development using professional networks- OERs, technology for action research, etc.

### UNIT II Communication Skills

Communication Definitions –Elements of Communication- Sender, Message, Channel, Receiver, Feedback and Noise –Types of Communication-poken and Written- Non- verbal Communication –Intrapersonal, Interpersonal, Group and Mass communication – Barriers to communication- Mechanical, Physical, Linguistic & Cultural –Skills of Communication- Listening, Speaking, Reading and writing –Methods of developing fluency in oral and written communication –Style, Diction and Vocabulary –Classroom communication and dynamics.

### UNIT III Pedagogy

Instructional Technology- Definition, Objectives and Types – Difference between Teaching and Instruction – Lecture Technique- Steps, Planning of a Lecture- Delivery of a Lecture – Narration in tune with the nature of different disciplines – Lecture with power point presentation - Versatility of Lecture technique – Demonstration: Characteristics, Principles, planning Implementation and Evaluation – Teaching-learning Techniques- Team Teaching- Group discussion- Seminar- Workshop- Symposium and Panel Discussion.

## **UNIT IV E- Learning, Technology Integration and Academic Resources in India**

Concept and types of e-learning (synchronous and asynchronous instructional delivery and means)- m- learning (mobile apps)- blended learning- flipped learning- E-learning tools (like LMS- software's for word processing- making presentations, online editing, etc.)- subject-specific tools for e-learning- awareness of e-learning standards- Concept of technology integration in teaching- learning processes- frameworks guiding technology integration (like TPACK; SAMR)- Technology Integration Matrix- Academic Resources in India- MOOC, NMEICT- NPTEL; e-pathshala- SWAYAM, SWAYAM Prabha- National Academic Depositor- National Digital Library- e-Sodh Sindhu-virtual labs- eYantra-Talk to a teacher-MOODLE- mobile apps- etc.

## **UNIT V Skills of Teaching and Technology based assessment**

Teaching skills- Definition, Meaning and Nature- Types of Teaching Skills- Skill of Set Induction- Skill of Stimulus Variation- Skill of Explaining- Skill of Probing Questions- Skill of Black Board Writing and Skill of Closure – Integration of Teaching Skills – Evaluation of Teaching Skills - Technology for Assessment- Concept of assessment and paradigm shift in assessment- role of technology in assessment 'for' learning- tools for self & peer assessment (recording devices; e-rubrics, etc.)- online assessment (open source software's; e-portfolio-quiz makers; e- rubrics- survey tools)- technology for assessment of collaborative learning like blogs, discussion forums- learning analytics

### **Text Book(s):**

1. Bela Rani Sharma (2007), Curriculum Reforms and Teaching Methods, Sarup and sons, New Delhi
2. Brandon Hall, E-learning, A research note by Namahn, found in: [www.namahn.com/resources/.../note-e-learning.pdf](http://www.namahn.com/resources/.../note-e-learning.pdf), Retrieved on 05/08/2011
3. Don Skinner (2005), Teacher Training, Edinburgh University Press Ltd., Edinburgh
4. Information and Communication Technology in Education: A Curriculum for schools and programmed of Teacher Development, Jonathan Anderson and Tom Van Weert, UNESCO, 2002.
5. Jereb, E., & Šmitek, B. (2006). Applying multimedia instruction in elearning. *Innovations in Education & Teaching International*, 43(1), 15-27.
6. Kumar, K.L. (2008) Educational Technology, New Age International Publishers, New Delhi.
7. Learning Management system : [https://en.wikipedia.org/wiki/Learning\\_management\\_system](https://en.wikipedia.org/wiki/Learning_management_system) , Retrieved on 05/01/2016
8. Mangal, S.K (2002) Essential of Teaching – Learning and Information Technology, Tandon Publications, Ludhiana.
9. Michael, D and William (2000), Integrating Technology into Teaching and Learning: Concepts and Applications, Prentice Hall, New York.
10. Pandey, S.K (2005) Teaching communication, Commonwealth Publishers, New Delhi.

11. Ram Babu,A abd Dandapani,S (2006), Microteaching (Vol.1 & 2), Neelkamal Publications, Hyderabad.
12. Singh,V.K and Sudarshan K.N. (1996), Computer Education, Discovery Publishing Company, NewYork. 21
13. Sharma,R.A., (2006) Fundamentals of Educational Technology, Surya Publications,Meerut
14. Vanaja,M and Rajasekar,S (2006), Computer Education, Neelkamal Publications, Hyderabad.

Relationship Matrix for COs, POs and PSOs

Semester	Code	Title of the Course					Hours	Credits			
V	20MPMS1CC3	Teaching and Learning Skills					6	4			
Course Outcomes (COs)	Programme Outcomes(POs)					Programme Specific Outcomes(PSOs)					
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	✓		✓	✓		✓	✓	✓	✓	✓	
CO2	✓		✓			✓	✓		✓	✓	
CO3	✓		✓	✓	✓	✓	✓	✓	✓		
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓		✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches( ) = 41 Relationship: High											

Mapping	1-29%	30-59%	60-69%	70-89%	90-100%
Matches	1-14	15-29	30-34	35-44	45-50
Relationship	Very Poor	Poor	Moderate	High	VeryHigh

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
88	47	3	18	23	53.41	3.409	20.45	26.14	Local

**Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global**

**COURSE III – PAPER ON TOPIC OF RESEARCH**  
**HUMAN RESOURCE MANAGEMENT**  
**PERFORMANCE APPRAISAL**

**Hours Allotted: 6 Hrs.**  
**Credit Allotted: 4**

**Code:20MPMS1CC4:1**  
**Max. Marks: 75**

**Unit-1**

Performance Appraisal Meaning – Definition – Objective – Scope - Relationship of performance appraisal and job analysis.

**Unit-2**

Motivation – Meaning – Definition - Framework of Motivation - Maslow Theories - Importance.

**Unit-3**

Compensation: Meaning – Definition - Factor affecting the Compensation - Wage and salary administration - Methods of wage payment and incentives plans.

**Unit-4**

Employee development – Meaning – Definition – Training - Career Development - Evaluation Employee Development Plan - Feed back

**Unit-5**

Employee ability: Meaning – Definition - Types of ability - Job analysis - Measuring Employee ability - Employee ability Skills.

**TEXT BOOK:**

1. K.Aswhappa “Human Resource Management”, 9<sup>th</sup> Edition, McGraw Hill.
2. T.N.Chhabra “Human Resource Management”, 5<sup>th</sup> Edition, SunIndia publications.

**REFERENCE BOOK:**

1. Heneman, Schwab, Fossum & Dyer “Personnel Human Resource Management”, 4<sup>th</sup> Edition, Richard d Irwin.
2. Mathis Jackson Valentine “Human Resource Management”, 15<sup>th</sup> Edition, Cengage Learning publications.
3. Malcolm Martin, Finna Whiting “Human Resource Practice”, , 7<sup>th</sup> Edition, CIPD- Koganpage.

Total Number of Topics	Number of Topics Focus on				% of Topics Focus on				Course Category Based on %
	Local	Regional	National	Global	Local	Regional	National	Global	
29	0	1	3	27	0	3.448	10.34	93.1	Global

**Colour Code: Green – Local, Pink – Regional, Blue – National, Brown - Global**