

MBA

Course Structure and Syllabus

(For the candidates admitted from the academic year 2025-2026 onwards)

CHOICE BASED CREDIT SYSTEM –LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (CBCS-LOCF)



THANTHAI HANS ROEVER COLLEGE (AUTONOMOUS)

Accredited with 'A' Grade by NAAC, Affiliated to Bharathidasan University)

ELAMBALUR, PERAMBALUR – 621 220



Vision

To cultivate a dynamic learning environment that empowers individuals in Business, Management, and Research to excel globally, fostering leadership for positive change and sustainable growth while serving society.

Mission

- To gain excellent basic concepts in management education.
- To acquire leadership quality.
- To cultivate integrity attitude.
- To enable the Graduates to become good team players.
- To encourage Graduates to become Entrepreneurs.
- To groom young men and women to adopt to modern corporate world.

Programme Outcomes (POs) for Postgraduate Programme in Commerce and Management

Upon completion of the programme the students will be able to

- PO1. Demonstrate advanced knowledge in commerce, management, accounting, finance, marketing, and economics, with the ability to apply this knowledge to solve business and policy-related problems in national and global contexts.
- PO2. Apply analytical thinking, problem-solving abilities, and data interpretation techniques to make effective business decisions, using financial, economic, and managerial concepts and tools.
- PO3. Develop strong oral, written, and digital communication skills and the ability to engage and collaborate effectively with teams, stakeholders, and diverse audiences in academic and professional settings.
- PO4. Recognize and apply ethical principles, corporate governance norms, and professional values in personal, social, and business contexts, fostering accountability and responsible decision-making.
- PO5. Demonstrate leadership potential, creativity, and an entrepreneurial mindset to initiate and manage business ventures, innovations, and social enterprises.
- PO6. Develop research competence by using modern tools, technologies, and methodologies for scholarly inquiry, data analysis, and evidence-based management and commerce practices.
- PO7. Understand environmental, social, and economic sustainability issues and integrate them into business strategies, contributing responsibly to global and local sustainability goals.

PO8. Engage in continuous and self-directed learning, skill enhancement, and professional development through online courses, certifications, and training, adapting to the evolving global work environment.

Programme Specific Outcomes (PSOs) for MBA:

Upon completion of the programme the students will be able to

PSO1. Apply specialized knowledge in key functional areas—marketing, finance, human resource management, operations, and business analytics—to analyze and solve business problems effectively.

PSO2. Develop strategic plans by integrating functional areas and using business models, environmental analysis, and forecasting tools to achieve sustainable competitive advantage.

PSO3. Identify market opportunities and demonstrate entrepreneurial competencies to develop, launch, and manage innovative business ventures or intrapreneurial initiatives.

PSO4. Design and conduct business research using appropriate methodologies, tools, and analytics to generate actionable insights and support managerial decision-making.

PSO5. Demonstrate an understanding of global business dynamics, cultural diversity, and ethical issues to manage organizations responsibly in an interconnected world.

Master of Business Administration

Choice-Based Credit System – Learning Outcome-Based Curriculum Framework

(For the candidate admitted from the academic year 2025 -2026)

| Sem | Course Code | Title of the Course | Int. Hrs /Week | Credits | End Sem. Exam Hrs | Max. Marks | | |
|--------------|---------------------------------|--|----------------|-----------|-------------------|------------|-----|------------|
| | | | | | | CIA | ESE | Total |
| I | 25PMS1CC1 | Management Concepts | 5 | 5 | 3 | 25 | 75 | 100 |
| | 25PMS1CC2 | Accounting for Managers | 5 | 5 | 3 | 25 | 75 | 100 |
| | 25PMS1CC3 | Statistical Methods of Decision Making | 5 | 5 | 3 | 25 | 75 | 100 |
| | 25PMS1CC4 | Managerial Economics | 5 | 5 | 3 | 25 | 75 | 100 |
| | 25PMS1CC5 | Dynamics of Organizational Behaviour | 5 | 5 | 3 | 25 | 75 | 100 |
| | 25PMS1CC6 | Campus to Corporate with Practical | 5 (3+2) | (3+2) | (2+2) | 25 | 75 | 100 |
| Total | | | 30 | 30 | | | | 600 |
| II | 25PMS2CC7 | Operations Management | 5 | 5 | 3 | 25 | 75 | 100 |
| | 25PMS2CC8 | Optimization Techniques | 5 | 5 | 3 | 25 | 75 | 100 |
| | 25PMS2CC9 | Financial Management and Decision Making | 5 | 5 | 3 | 25 | 75 | 100 |
| | 25PMS2CC10 | Human Resource Management | 5 | 5 | 3 | 25 | 75 | 100 |
| | 25PMS2CC11 | Management Information System and Business Analytics | 4 | 4 | 3 | 25 | 75 | 100 |
| | 25PMS2CC12 | Marketing Management | 4 | 4 | 3 | 25 | 75 | 100 |
| | 25PMS2NME11 | Training and Development | 2 | 2 | 3 | 25 | 75 | 100 |
| | 25PMS2NME12 | Stress Management | | | | | | |
| | 25PMS2VA | Value Added Course | - | 2* | - | - | - | 100* |
| 25PMS2OC | SWAYAM/NPTEL/MOOC Online Course | - | 2** | - | - | - | - | |
| Total | | | 30 | 30 | | | | 800 |
| III | 25PMS3CC13 | Research Methods in Management | 5 | 5 | 3 | 25 | 75 | 100 |
| | 25PMS3CC14 | Strategic Management | 5 | 5 | 3 | 25 | 75 | 100 |
| | 25PMS3CC15 | Business Ethics and Corporate Law | 5 | 5 | 3 | 25 | 75 | 100 |
| | 25PMS3EF1 | 1. Digital Banking | 5 | 3 | 3 | 25 | 75 | 100 |
| | 25PMS3EH1 | 2. Change Management and Organizational Development | | | | | | |
| | 25PMS3EM1 | 3. Consumer Behaviour | | | | | | |
| 25PMS3EO1 | 4. Supply Chain Management | | | | | | | |
| 25PMS3ES1 | 5. E-Business Management | | | | | | | |

| Sem | Course Code | Title of the Course | Int. Hrs /Week | Credits | End Sem. Exam Hrs | Max. Marks | | |
|-----|---|---|----------------|------------|-------------------|------------|-----------------------------------|-------------|
| | | | | | | CIA | ESE | Total |
| III | 25PMS3EF2 25PMS3EH2 25PMS3EM2 25PMS3EO2 25PMS3ES2 | 1. Financial Services 2. HR Analytics 3. Product & Brand Management 4. Logistics and Distribution Management 5. Data Mining & AI | 4 | 3 | 3 | 25 | 75 | 100 |
| | 25PMS3EF3 25PMS3EH3 25PMS3EM3 25PMS3EO3 25PMS3ES3 | 1. Security Analysis and Portfolio Management 2. Managing Remote & Hybrid Work 3. Digital Marketing 4. Management Control Systems 5. Data Visualization | 4 | 3 | 3 | 25 | 75 | 100 |
| | 25PMS3NME21 25PMS3NME22 | 1. Managerial Skills 2. Digital and Social Media Marketing | 2 | 2 | 3 | 25 | 75 | 100 |
| | 25PMS2SI | Summer Internship Training (Compulsory) | 30 Days | 5 | 3 | - | - | 100 |
| | 25PMS3VA | Value Added Course | - | 2* | - | - | - | 100* |
| | Total | | | 30 | 31 | | | 700 |
| IV | 25PMS4CC16 | Entrepreneurship & Start-up | 5 | 5 | 3 | 25 | 75 | 100 |
| | 25PMS4CC17 | Total Quality Management | 5 | 5 | 3 | 25 | 75 | 100 |
| | 25PMS4CC18 | International Business Management | 5 | 5 | 3 | 25 | 75 | 100 |
| | 25PMS4EF4 25PMS4EH4 25PMS4EM4 25PMS4EO4 25PMS4ES4 | 1. Fintech 2. Industrial and Labour Law 3. Advertising and Sales Promotion 4. Material Management 5. Software Project Management | 5 | 3 | 3 | 25 | 75 | 100 |
| | 25PMS4EF5 25PMS4EH5 25PMS4EM5 25PMS4EO5 25PMS4ES5 | 1. Global Financial Management 2. Managing Interpersonal Effectiveness 3. Services Marketing and CRM 4. Inventory & Warehouse Management 5. Relational Database Management System | 5 | 3 | 3 | 25 | 75 | 100 |
| | 25PMS4EF6 25PMS4EH6 25PMS4EM6 25PMS4EO6 25PMS4ES6 | 1. Financial Derivatives 2. Group Dynamics 3. Retail Management 4. Services Operations Management 5. Introduction to Business analytics | 5 | 3 | 3 | 25 | 75 | 100 |
| | 25PMS4PW | Project Work | - | 5 | 3 | - | Evaluation - 80 Viva-Voce - 20 | 100 |
| | Total | | | 30 | 29 | | | 700 |
| | Grand Total | | | 120 | 120 | | | 2800 |

- The value added course credit will not be included in the total CGPA. These courses are extra- credit courses
 - Instruction hours for these courses is 30 hours
 - The additional Instruction hours will be handled after the working hours
- ** Not considered for grand total & CGPA

SUMMARY OF CURRICULUM STRUCTURE OF MBA

| S. No | Types of Courses | No. of Courses | No. of Credits | Marks |
|-------|----------------------------|----------------|----------------|-------|
| 1 | Core Courses (CC) | 18 | 88 | 1800 |
| 3 | Elective Courses (EC) | 6 | 18 | 600 |
| 4 | Summer Internship Training | 1 | 5 | 100 |
| 5 | Project | 1 | 5 | 100 |
| 6 | Non Major Elective Courses | 2 | 4 | 200 |
| | Total | 28 | 120 | 2800 |
| | Other Courses | | | |
| 1 | Value Added Courses | 2 | 4 | |
| 2 | SWAYAM/ NPTEL Courses/MOOC | 1 | 2 | |

List of Electives:

| S. No | Name of the Elective | Name of the Elective Course |
|---------------------------|----------------------|--|
| 1 | Finance | Digital Banking |
| | | Financial Services |
| | | Security Analysis and Portfolio Management |
| | | Fintech |
| | | Global Financial Management |
| | | Financial Derivatives |
| | | Strategic Financial Management |
| 2 | Human Resource | Change Management and Organizational Development |
| | | HR Analytics |
| | | Managing Remote & Hybrid Work |
| | | Industrial and Labour Law |
| | | Managing Interpersonal Effectiveness |
| | | Group Dynamics |
| 3 | Marketing | Compensation Management |
| | | Consumer Behaviour |
| | | Product & Brand Management |
| | | Digital Marketing |
| | | Advertising and Sales Promotion |
| | | Services Marketing and CRM |
| | | Retail Management |
| 4 | Operations | Business to Business Marketing |
| | | Supply Chain Management |
| | | Logistics and Distribution Management |
| | | Management Control Systems |
| | | Material Management |
| | | Inventory & Warehouse Management |
| | | Services Operations Management |
| World Class Manufacturing | | |

| | | |
|----------|---------------|---------------------------------------|
| 5 | System | E-Business Management |
| | | Data Mining & AI |
| | | Data Visualization |
| | | Software Project Management |
| | | Relational Database Management System |
| | | Introduction to Business analytics |
| | | Management Control Systems |

List of Value Added Courses

1. 25PMS2VA - Knowledge Management (or) Intellectual Property Rights
2. 25PMS3VA - Talent Management (or) Innovation Management

Summer Internship (Dissertation 80+Viva Voce 20) –during the vacation of II semester and viva exam before the III semester exam.

| | |
|-------------------|-------------|
| Summer Internship | : 100 Marks |
| Dissertation | : 80 Marks |
| Viva Voce | : 20Marks |

Project Work (Dissertation 80+Viva Voce 20) Actual project during the vacation of III semester and viva exam before the IV semester exam.

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

Note:

1. Theory- Internal :25marks External: 75marks
2. Separate passing minimum is prescribed for Internal and External
 - The passing minimum for Internal shall be 50% out of 25 marks (i.e. 12 marks)
 - The passing minimum for External shall be 40% out of 75 marks (i.e. 30 marks)
 - The passing minimum not less than 50% in the aggregate.
3. Summer Internship – offered in II Semester
4. Project Work – offered in IV Semester

Overall CO – PO Mapping index

1 – Low Correlation

2 – Medium Correlation

3 – High Correlation

| Sem. | Course Code | Credits | Title of the Course | CC/CCP/ Electives/ NMI/ VAC | Category | | | Sem. Exam | Max. Marks | | |
|------|-------------|---------|---------------------|-----------------------------------|---------------|------------------|--------------|--------------|------------|-----|--------|
| | | | | | Theo. Hrs. | Tutorial Hrs. | Lab. Hrs. | | CIA | ESE | Total. |
| 1 | 25PMS1CC1 | 5 | Management Concepts | CC | 4 | 1 | 0 | 3 Hrs. | 25 | 75 | 100 |

Pre-Requisite:

Course Objectives: The purpose of learning this course is:

1. To provide an understanding of the fundamental principles and functions of management.
2. To analyze the evolving nature and structure of organizations in various sectors.
3. To enable students to apply planning and decision-making tools in organizational contexts.
4. To build knowledge on staffing, motivation, leadership, and direction techniques in management.
5. To help students understand control systems, coordination, and quality improvement strategies in organizations.

Course Outcomes: Upon completion students will be able to

- CO1. Explain the basic functions, evolution, and challenges of modern management practices.
CO2. Apply effective planning and decision-making techniques across business scenarios.
CO3. Demonstrate skills in designing organizational structures and authority relationships.
CO4. Evaluate staffing practices and leadership approaches to improve workforce performance.
CO5. Develop and assess control systems and quality initiatives such as TQM and benchmarking.

Unit-I Introduction to Management and Organizational Environment 12 Hrs.
Management – Nature – Scope and functions – Evolution of management – Internal and external environmental factors affecting Organization – Organization Structure for Insurance, Hospitals, Universities, Hotels and Social Service Organization – Recent Trends in Organization Structure - Role of managers- Challenges and Opportunities for the Future Managers

Unit-II Planning, Strategy, and Decision Making 12 Hrs.
Planning - Nature and purpose of planning – Planning Process – Types of plans – Objectives – Management by Objectives (MBO) – Strategies–Types of strategies – Policies – Decision Making – Types–Rational decision making process –Decision making under different conditions.

Unit-III Organizing and Authority Structures 12 Hrs.
Organizing –Natureandpurposeoforganizing–Organizationstructure–Formalandinformalorganization –Line and staff authority – Departmentation – Span of control – Centralization andCentralization–Delegation of authority

Unit-IV Staffing, Motivation, and Leadership 12 Hrs.
Staffing–Nature and Importance of Staffing - Staffing Process:Recruitment – Sources – Selection – Process – Training– Performance appraisal – Promotion and Transfer– Directing: General principles - Importance – Elements – Motivation – Theories of Motivation –Leadership–Styles.

Unit-V Controlling, Coordination, and Quality Management 12 Hrs.
Controlling: Objectives – Importance - Process of Controlling -Types of Control –Coordination:Characteristics - Types - Obstacles - Total Quality Management(TQM): Total Quality Control - Benchmarking

Text Book(s):

1. **C.B. Gupta**, “Management: Theory and Practice”, 18th Edition, Sultan Chand & Sons, 2020, ISBN: 9788195340955
2. **L.M. Prasad**, “Principles and Practice of Management”, 10th Edition, Sultan Chand & Sons, 2019, ISBN: 9789351617293
3. **P.C. Tripathi, P.N. Reddy**, “Principles of Management”, 6th Edition, McGraw Hill Education, 2017,

ISBN: 9789352607613

4. **Harold Koontz, Heinz Weihrich**, “Essentials of Management”, 10th Edition, McGraw Hill Education, 2015, ISBN: 9789339205185
5. **T. Ramasamy**, “Principles of Management”, 1st Edition, Himalaya Publishing House, 2011, ISBN: 9789350248849

Reference Book(s):

1. **James A. F. Stoner, R. Edward Freeman**, “Management”, 6th Edition, Pearson Education, 2018, ISBN: 9788120338747
2. **Stephen P. Robbins, Mary Coulter**, “Management”, 14th Edition, Pearson Education, 2017, ISBN: 9789352865129
3. **S.K. Mandal**, “Management: Principles and Practice”, 1st Edition, Jaico Publishing House, 2011, ISBN: 9788184952250
4. **Koontz & O'Donnell**, “Principles of Management”, Revised Edition, Tata McGraw Hill, 2010, ISBN: 9780070700858
5. **VSP Rao, V. Hari Krishna**, “Management: Text and Cases”, 2nd Edition, Excel Books, 2009, ISBN: 9788174467497.

Web Resources:

1. <https://nptel.ac.in/courses/110105146>
2. <https://www.managementstudyguide.com>.
3. <https://www.toppr.com/guides/business-studies/principles-of-management/>
4. <https://courses.lumenlearning.com/wmopen-businesscommunication/>
5. https://www.tutorialspoint.com/principles_of_management/

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | | | Programme Specific Outcomes (PSOs) | | | | |
|-------------------------------------|------------------------|-----|-----|-----|-----|-----|-----|-----|--------------------------------------|------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | 3 | 2 | 2 | 2 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 |
| CO2 | 2 | 3 | 2 | 2 | 2 | 2 | 0 | 2 | 3 | 2 | 2 | 2 | 0 |
| CO3 | 2 | 2 | 2 | 2 | 2 | 0 | 0 | 0 | 3 | 2 | 2 | 0 | 0 |
| CO4 | 2 | 2 | 2 | 3 | 3 | 0 | 0 | 0 | 2 | 2 | 2 | 0 | 2 |
| CO5 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 0 | 2 | 2 | 0 | 3 | 2 |
| Average Weightage | 2.2 | 2.2 | 2 | 2.2 | 1.8 | 1 | 0.4 | 0.4 | 2.4 | 1.6 | 1.2 | 1 | 0.8 |
| Overall CO – PO Mapping index = 1.5 | | | | | | | | | Overall CO – PSO Mapping index = 1.4 | | | | |

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| Sem. | Course Code | Credits | Title of the Course | CC/CCP/ Electives/ NM/ VAC | Category | | | m. Exam | Max. Marks | | |
|------|-------------|---------|-------------------------|----------------------------------|---------------|------------------|--------------|------------|------------|-----|--------|
| | | | | | Theo. Hrs. | Tutorial Hrs. | Lab. Hrs. | | CIA | ESE | Total. |
| 1 | 25PMS1CC2 | 5 | Accounting for Managers | CC | 4 | 1 | 0 | 3 Hrs. | 25 | 75 | 100 |

Pre-Requisite:

Course Objectives: The purpose of learning this course is:

1. To introduce the fundamentals of financial, cost, and management accounting along with GAAP, accounting concepts, conventions, and the accounting cycle including journal, ledger, trial balance, and final accounts.
2. To explain various cost concepts, elements, classifications, and to develop the ability to prepare cost sheets and tenders for cost estimation and control.
3. To provide an understanding of budgeting and budgetary control techniques, and to enable preparation and analysis of various functional and master budgets.
4. To apply marginal costing principles for decision-making through cost-volume-profit analysis, contribution, P/V ratio, and break-even analysis.
5. To understand and compute standard costs and analyze variances in materials, labor, and overheads for performance evaluation and control.

Course Outcomes: Upon completion students will be able to

- CO1. Explain the scope of financial, cost, and management accounting and apply accounting principles to record business transactions and prepare final accounts.
- CO2. Identify cost elements, classify costs, and prepare cost sheets and tenders for cost determination and estimation.
- CO3. Design and interpret various types of budgets and apply budgeting techniques for planning and controlling business operations.
- CO4. Analyze business scenarios using marginal costing tools like break-even analysis, contribution margin, and P/V ratio for effective decision-making.
- CO5. Compute and analyze variances in standard costing and interpret their implications on organizational performance and cost control

Unit-I Fundamentals of Accounting and Financial Reporting 12 Hrs.

Introduction of Accounting –Meaning- Definition – Types. Generally Accepted Accounting Principles- concepts and conventions–Journal –Ledger-Trial Balance and Final account. Role of AI in automating journal entries, ledger maintenance, and financial reporting.

Unit-II Cost Concepts and Cost Sheet Preparation 12 Hrs.

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

Unit-III Budgeting and Budgetary Control 12 Hrs.

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 and Break-even Analysis 12 Hrs.

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

Unit-V Standard Costing and Variance Analysis 12 Hrs.

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

Text Book(s):

1. R.L. Gupta, V.K. Gupta, "Financial Accounting", 5th Edition, Sultan Chand & Sons, 2022, ISBN: 9789351610126
2. T.S. Reddy, Y. Hari Prasad Reddy, "Accounting and Financial Management for Managers", 3rd Edition, Margham Publications, 2021, ISBN: 9789387841995
3. M.N. Arora, "Cost and Management Accounting", 12th Edition, Himalaya Publishing House, 2021, ISBN: 9789352624993
4. Jain S.P., Narang K.L., "Cost Accounting: Principles and Practice", 25th Edition, Kalyani Publishers, 2020, ISBN: 9789327293551
5. Maheswari S.N., Maheswari S.K., "Accounting for Management", 3rd Edition, Vikas Publishing House, 2017, ISBN: 9789325981085

Reference Book(s):

1. Ashok Sehgal, Deepak Sehgal, "Management Accounting", 2nd Edition, Taxmann Publications, 2019, ISBN: 9789388971004
2. Dr. S.N. Maheshwari, Dr. Sharad K. Maheshwari, "Financial Accounting for Managers", 2nd Edition, Vikas Publishing, 2019, ISBN: 9789325981108
3. Horngren C.T., Sundem G.L., Stratton W.O., "Introduction to Management Accounting", 14th Edition, Pearson Education, 2018, ISBN: 9780133058789
4. Dr. Jawahar Lal, "Accounting for Management", 1st Edition, Himalaya Publishing House, 2016, ISBN: 9789352023284
5. Ashish K. Bhattacharyya, "Essentials of Financial Accounting", 3rd Edition, PHI Learning Pvt Ltd., 2015, ISBN: 9788120350435

Web Resources:

1. <https://nptel.ac.in/courses/110101003>.
2. https://www.tutorialspoint.com/accounting_basics/index.htm.
3. <https://www.accountingtools.com>.
4. <https://www.sanfounry.com/management-accounting-questions-answers/>.
5. <https://www.futurelearn.com/courses/business-accounting>

Theory: 40% and Problem: 60 %

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | | | Programme Specific Outcomes (PSOs) | | | | |
|-------------------------------------|------------------------|-----|-----|-----|-----|-----|-----|-----|---------------------------------------|------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | 3 | 3 | 2 | 1 | 1 | 3 | 1 | 1 | 3 | 3 | 1 | 1 | 1 |
| CO2 | 3 | 3 | 2 | 0 | 0 | 2 | 0 | 0 | 3 | 3 | 0 | 0 | 0 |
| CO3 | 2 | 3 | 2 | 0 | 0 | 2 | 0 | 0 | 3 | 3 | 0 | 0 | 0 |
| CO4 | 2 | 3 | 2 | 0 | 0 | 2 | 0 | 0 | 3 | 3 | 0 | 0 | 0 |
| CO5 | 2 | 3 | 2 | 0 | 0 | 2 | 0 | 0 | 3 | 3 | 0 | 0 | 0 |
| Average Weightage | 2.4 | 3.0 | 2.0 | 0.2 | 0.2 | 2.2 | 0.2 | 0.2 | 3.0 | 3.0 | 0.2 | 0.2 | 0.2 |
| Overall CO – PO Mapping index = 1.3 | | | | | | | | | Overall CO – PSO Mapping index = 1.32 | | | | |

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| Sem. | Course Code | Credits | Title of the Course | CC/CCP/ Electives/ NM/ VAC | Category | | | m. Exam | Max. Marks | | |
|------|-------------|---------|--|----------------------------------|---------------|------------------|--------------|------------|------------|-----|--------|
| | | | | | Theo. Hrs. | Tutorial Hrs. | Lab. Hrs. | | CIA | ESE | Total. |
| 1 | 25PMS1CC3 | 5 | Statistical Methods of Decision Making | CC | 4 | 1 | 0 | 3 Hrs. | 25 | 75 | 100 |

Pre-Requisite:

Course Objectives: The purpose of learning this course is:

1. To introduce fundamental concepts of descriptive statistics and data visualization techniques for business decision-making.
2. To develop understanding of probability theories and probability distributions including Binomial, Poisson, and Normal distributions.
3. To enable learners to perform hypothesis testing using parametric tools.
4. To familiarize students with parametric and non-parametric tests
5. To develop the ability to analyze relationships between variables using correlation and regression techniques.

Course Outcomes: Upon completion students will be able to:

- CO1. Explain and apply graphical and descriptive statistical methods such as mean, median, mode, and standard deviation.
- CO2. Use probability concepts, including Baye’s theorem and probability distributions, in business analysis.
- CO3. Apply hypothesis testing methods (z-test, t-test) to solve real-life business problems.
- CO4. Conduct chi-square tests, F-tests, and ANOVA for decision-making involving multiple variables and attributes.
- CO5. Perform correlation and regression analysis for forecasting and interpreting business relationships.

Unit-I Measures of Central Tendency and Dispersion

12 Hrs.

Graphical Presentation: Bar, Histogram, Pie Chart. Measures of central tendency: Mean, Median, Mode, Geometric Mean, and Harmonic Mean. Measures of dispersion: Range, Variance, Standard Deviation, Quartile Deviation.

Unit-II Theoretical Distributions

12 Hrs.

Basic definitions and rules for probability, conditional probability independence of events, Baye’s theorem Random variables - Probability distributions: Binomial, Poisson, Normal and Uniform distributions.

Unit-III Testing of Hypothesis - Parametric Tests

12 Hrs.

Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z test), one sample and two sample tests for means of small samples (t-test),

Unit-IV Parametric & Non Parametric Tests

12 Hrs.

F-test for two sample standard deviations. Chi-square test for single sample standard deviation. Chi-square tests for independence of attributes and goodness of fit- ANOVA one way.

Unit-V Correlation and Regression Analysis

12 Hrs.

Correlation – Coefficient of Determination – Rank Correlation – Regression – Estimation of Regression line – Method of Least Squares – Standard Error of estimate

Text Book(s):

1. A.K.. Gupta, “Statistics for Management”, Vayu Education of India, 2010, ISBN: 9789380097695
2. Arora P.N.& Arora S, “Statistics for Management”, S.Chand & Company Ltd,5th Revised Edition, 2010, ISBN: 8121922852
3. Arulmozhi G, Muthulakshmi S, “Statistics for Management”, Tata Tata McGraw Hill, 2nd Edition, ISBN: 10007015368X
4. N.G. Das, “Statistical Methods” (Volume I & II), Tata McGraw-Hill, 2019, ISBN: 9780074621033
5. Richard I. Levin, David S. Rubin, Masood H.Siddiqui, Sanjay Rastogi, Statistics for Management, PearsonEducation, 8th Edition, 2017

Reference Book(s):

1. R.S. N. Pillai & V. Bagavathi, “Statistics”, S. Chand Publishing, 2021, ISBN: 9789352535220

2. P.R. Vittal, "Business Statistics", Margham Publications, 2020, ISBN: 9789386256399
3. T N Srivastava and ShailajaRego, "Statistics for Management", Tata McGraw Hill, 3 rd Edition 2017
4. David R. Anderson, Dennis J. Sweeney, Thomas A. Williams, Jeffrey D. Camm, James J. Cochran, "Statistics for business and economics", 13th edition, Thomson (South – Western) Asia, Singapore, 2016.
5. J.K. Sharma, "Business Statistics", Pearson Education, 2021, ISBN: 9789353439589

Web Resources:

1. <https://nptel.ac.in/courses/110/105/110105089/> – NPTEL Course on Business Statistics
2. <https://www.khanacademy.org/math/statistics-probability> – Khan Academy: Statistics and Probability
3. <https://www.statlect.com/> – Online resource for theoretical and applied statistics
4. <https://ocw.mit.edu/courses/res-6-012-introduction-to-probability-spring-2018/> – MIT Open Course Ware: Introduction to Probability
5. <https://www.spss-tutorials.com/> – Hands-on SPSS tutorials for statistical analysis

Theory: 20% and Problem: 80%

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | | | Programme Specific Outcomes (PSOs) | | | | |
|--|------------------------|-----|-----|-----|-----|-----|-----|---|------------------------------------|------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | 3 | 3 | 2 | 2 | 2 | 0 | 0 | 0 | 3 | 2 | 2 | 0 | 0 |
| CO2 | 3 | 3 | 3 | 2 | 2 | 0 | 0 | 0 | 3 | 3 | 2 | 2 | 0 |
| CO3 | 3 | 3 | 3 | 3 | 2 | 2 | 0 | 0 | 3 | 2 | 2 | 2 | 0 |
| CO4 | 3 | 3 | 3 | 3 | 2 | 2 | 0 | 0 | 2 | 2 | 2 | 2 | 0 |
| CO5 | 3 | 3 | 3 | 2 | 2 | 2 | 0 | 0 | 3 | 2 | 3 | 3 | 0 |
| Average Weightage | 3.0 | 3.0 | 2.8 | 2.4 | 2.0 | 1.2 | 0.0 | 0.0 | 2.8 | 2.2 | 2.2 | 1.8 | 0.0 |
| Overall CO – PO Mapping index = 2.3 | | | | | | | | Overall CO – PSO Mapping index = 2 | | | | | |

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| Sem. | Course Code | Credits | Title of the Course | CC/CCP/ Electives/ NM/ VAC | Category | | | m. Exam | Max. Marks | | |
|------|-------------|---------|----------------------|----------------------------------|---------------|------------------|--------------|------------|------------|-----|--------|
| | | | | | Theo. Hrs. | Tutorial Hrs. | Lab. Hrs. | | CIA | ESE | Total. |
| 1 | 25PMS1CC4 | 5 | Managerial Economics | CC | 4 | 1 | 0 | 3 Hrs. | 25 | 75 | 100 |

Pre-Requisite:

Course Objectives: The purpose of learning this course is:

1. To introduce the fundamental concepts of managerial economics and consumer behavior, including utility analysis and consumer preference theory.
2. To explain demand and supply functions, elasticity, production theory, cost concepts, and their application in profit and cost optimization.
3. To analyze different market structures, pricing strategies, and market equilibrium in both perfect and imperfect competition scenarios.
4. To provide an understanding of macroeconomic variables such as national income, investment, business cycles, and economic planning in India.
5. To examine the role of monetary and fiscal policies, inflation control, digital economy initiatives, and their impact on business and economic growth.

Course Outcomes: Upon completion students will be able to:

CO1 : Understand the scope of managerial economics and analyze consumer preferences using utility and indifference curve approaches.

CO2 : Evaluate demand-supply dynamics, production functions, cost behavior, and apply economic principles to maximize profit and minimize cost.

CO3: Differentiate between various market structures, understand pricing strategies, and determine market equilibrium in different competition settings.

CO4: Interpret key macroeconomic indicators, explain national income concepts, and understand the implications of business cycles and economic policy.

CO5 : Assess the effectiveness of monetary and fiscal policies, understand inflation trends, and evaluate recent reforms such as GST, FEMA, and digital transactions.

Unit-I Foundations of Managerial Economics and Consumer Behavior 12 Hrs.

Managerial Economics– Nature and Scope of Managerial Economics–Consumer Preferences – Consumer Preference and Utility function –Utility maximization –Indirect utility – Law of Diminishing Marginal utility – Indifference curve

Unit-II Demand, Supply, and Production Economics 12 Hrs.

Demand and Supply– Demand analysis – Types of demand – Determinants of demand – Elasticity of demand – compensated (Hicksian) and ordinary (Marshallian) demand functions – Production function – Economies of scale – Isoquants – Returns to scale-Profit maximization –Profit function –Cost Minimization – Average and Marginal costs – Short-run versus Long-run costs

Unit-III Market Structures and Pricing Strategies 12 Hrs.

Market Structure: Perfect and Imperfect Competition – Monopoly, Duopoly, Monopolistic Competition – Market Equilibrium – short-run equilibrium - entry and exit - long-run equilibrium - Pricing Methods – Price discrimination – Quantity or price leadership model - Collusion

Unit-IV Macroeconomic Environment and Economic Policy 12 Hrs.

Macro Economic Variables – National Income- Concepts – Gross Domestic Product - Gross National Product - Net National Product – Measurement of National Income, Savings, Investment - Business Cycles and Contracyclical Policies – Role of Economic Policy – Indian Economic Planning -AI in macroeconomic forecasting.

Unit-V Monetary, Fiscal, and Industrial Policy Framework in India 12 Hrs.

Demand and Supply of Money – Monetary Policy – Inflation – Deflation – Stagflation – Role of Fiscal Policies – Indian Fiscal Policies - Government Policy towards Foreign Capital and Foreign Collaborations – Cashless economy and digitalized cash transfers – FEMA – GST – Industrial Policy in India and its effects on growth

Text Book(s):

1. H.L. Ahuja, “Managerial Economics”, 10th Edition, S. Chand Publishing, 2022, ISBN: 9789355010106
2. P.L. Mehta, “Managerial Economics: Analysis, Problems and Cases”, 6th Edition, Sultan Chand & Sons, 2021, ISBN: 9788180547201
3. D.N. Dwivedi, “Managerial Economics”, 9th Edition, Vikas Publishing House, 2020, ISBN: 9789325963999
4. Dr. V.C. Sinha, “Managerial Economics”, 1st Edition, SahityaBhawan Publications, 2019, ISBN: 9789389405089
5. Atmanand, “Managerial Economics”, 1st Edition, Excel Books, 2015, ISBN: 9788174464148

Reference Book(s):

1. Dominick Salvatore, “Managerial Economics in a Global Economy”, 8th Edition, Oxford University Press, 2020, ISBN: 9780199397129
2. Christopher Thomas & S. Charles Maurice, “Managerial Economics”, 11th Edition, McGraw Hill Education, 2018, ISBN: 9781259252365
3. Truett&Truett, “Managerial Economics: Analysis, Problems, Cases”, 9th Edition, Wiley India, 2017, ISBN: 9788126549734
4. Craig H. Petersen, W. Cris Lewis, “Managerial Economics”, 6th Edition, Pearson Education, 2012, ISBN: 9788131700786
5. Joel Dean, “Managerial Economics”, Revised Edition, Prentice Hall of India, ISBN: 9788120306226

Web Resources:

1. <https://nptel.ac.in/courses/110105064>.
2. https://www.tutorialspoint.com/managerial_economics/index.htm.
3. <https://www.economicdiscussion.net>.
4. <https://www.toppr.com/guides/economics/>.
5. <https://mrunal.org/economy>

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | | | Programme Specific Outcomes (PSOs) | | | | |
|--------------------------------------|------------------------|-----|-----|-----|-----|-----|-----|-----|---------------------------------------|------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | 3 | 3 | 1 | 1 | 1 | 1 | 1 | 1 | 3 | 1 | 1 | 1 | 1 |
| CO2 | 3 | 3 | 1 | 1 | 1 | 1 | 1 | 1 | 3 | 1 | 1 | 1 | 1 |
| CO3 | 3 | 3 | 1 | 1 | 1 | 1 | 1 | 1 | 3 | 3 | 1 | 1 | 1 |
| CO4 | 3 | 3 | 1 | 1 | 1 | 1 | 1 | 1 | 3 | 3 | 0 | 0 | 0 |
| CO5 | 3 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 0 | 0 | 0 |
| Average Weightage | 3.0 | 2.8 | 0.8 | 0.8 | 0.8 | 0.8 | 0.8 | 0.8 | 2.8 | 2.0 | 0.6 | 0.6 | 0.6 |
| Overall CO – PO Mapping index = 1.33 | | | | | | | | | Overall CO – PSO Mapping index = 1.32 | | | | |

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| Sem. | Course Code | Credits | Title of the Course | CC/CCP/ Electives/ NM/ VAC | Category | | | m. Exam | Max. Marks | | |
|------|-------------|---------|---|----------------------------------|---------------|------------------|--------------|------------|------------|-----|--------|
| | | | | | Theo. Hrs. | Tutorial Hrs. | Lab. Hrs. | | CIA | ESE | Total. |
| 1 | 25PMS1CC5 | 5 | Dynamics of Organizational Behaviour | CC | 4 | 1 | 0 | 3 Hrs. | 25 | 75 | 100 |

Pre-Requisite:

Course Objectives: The purpose of learning this course is:

1. To introduce the fundamentals of organizational behavior, its multidisciplinary nature, and its relevance to business and management.
2. To understand the psychological and behavioral aspects of individuals in organizations, including personality, perception, learning, and attitude formation.
3. To examine group behavior, group dynamics, and develop effective group decision-making and negotiation skills.
4. To explore motivational theories, leadership styles, morale, and the dynamics of power within organizational settings.
5. To analyze change management, organizational development, workplace stress, culture, and strategies for improving organizational health and work-life balance.

Course Outcomes: Upon completion students will be able to:

CO1: Explain the scope and applications of organizational behavior and the influence of psychology, sociology, and anthropology on workplace dynamics.

CO2: Assess individual behavior and psychological processes such as perception, learning, and personality and apply them in real-world business settings.

CO3: Evaluate group behavior, understand group formation and dynamics, and improve team performance through effective negotiation and collaboration.

CO4: Apply motivational and leadership theories to enhance employee performance and analyze the role of power and morale in organizational success.

CO5: Manage organizational change, resolve conflicts, reduce stress, and foster a positive organizational climate and culture.

Unit-I Foundations of Organizational Behavior

12 Hrs.

Organizational Behavior: Meaning, Nature, Scope, Importance of Organizational Behavior - Contributing disciplines and area like psychology, social psychology, economics, anthropology –Models of OB -Challenges and opportunities of O.B –Application of Organizational Behavior in Business

Unit-II Understanding Individual Behavior in Organizations

12 Hrs.

Individual behaviour – Personality: Types – MBTI – Perception: Process – Learning: Nature – Process – Theories: Classical Conditioning, Operant Conditioning, Cognitive Learning Theory, Social Learning Theory. Attitudes: Component – Formation. Interpersonal behavior: Intra and intergroup behaviour

Unit-III Group Behavior and Decision Making

12 Hrs.

Group: Types – Formation – Group Dynamics – Group Norms –Group Cohesiveness – Group Decision making– Negotiation Skills

Unit-IV Motivation, Leadership, and Organizational Power

12 Hrs.

Motivation:– Types – Motivation theories.– leadership :Nature – Styles and Approaches.Morale: Importance – Impacts.Power: Types of Power – Sources of Power.

Unit-V Organizational Change, Culture, and Stress Management

12 Hrs.

Change: Necessity – Management of change. Conflicts: Conflict Management. Organisation Health, Development and Effectiveness . Organisational culture: Nature and Importance – Components. Organizational climate: Factors affecting Organisational climate .Stress: Work Stressors – Prevention – Management of stress – Strategies for balancing work and Life

Text Book(s):

1. Dr.Aswathappa K., “Organizational Behaviour”, 12th Edition, Himalaya Publishing House, 2021, ISBN: 9789352626195
2. Rao V.S.P. and Narayana P.S., “Organizational Behaviour”, Reprint Edition, Konark Publishers, 2021, ISBN: 9788122008753
3. L.M. Prasad, “Organizational Behaviour”, 6th Edition, Sultan Chand & Sons, 2020, ISBN: 9789351616241
4. Khanka S.S., “Organizational Behaviour”, 1st Edition, S. Chand Publishing, 2013, ISBN: 9788121920070
5. Uma Sekaran, “Organizational Behaviour – Text and Cases”, Tata McGraw Hill, 2011, ISBN: 9780071078610

Reference Book(s):

1. Fred Luthans, “Organizational Behavior: An Evidence-Based Approach”, 13th Edition, McGraw Hill, 2020, ISBN: 9781259254222
2. Stephen P. Robbins, Timothy A. Judge, “Organizational Behavior”, 18th Global Edition, Pearson Education, 2019, ISBN: 9781292259230
3. Debra L. Nelson, James Campbell Quick, “Organizational Behavior: Science, The Real World, and You”, 9th Edition, Cengage Learning, 2017, ISBN: 9781305501393
4. John W. Newstrom, “Organizational Behavior: Human Behavior at Work”, 14th Edition, Tata McGraw-Hill, 2015, ISBN: 9780071077989
5. Margaret Gorman & John Ivancevich, “Organizational Behavior and Management”, 10th Edition, McGraw Hill Education, 2014, ISBN: 9789339204806

Web Resources:

1. <https://nptel.ac.in/courses/110105146>.
2. https://www.tutorialspoint.com/organizational_behavior/index.htm.
3. <https://managementstudyguide.com/organizational-behavior.htm>.
4. <https://www.economicdiscussion.net/organizational-behavior>.
5. <https://www.mindtools.com>

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | | | Programme Specific Outcomes (PSOs) | | | | |
|--------------------------------------|------------------------|-----|-----|-----|-----|-----|-----|-----|---------------------------------------|------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | 3 | 2 | 2 | 1 | 0 | 0 | 1 | 1 | 3 | 2 | 1 | 1 | 2 |
| CO2 | 2 | 2 | 2 | 1 | 0 | 0 | 1 | 1 | 3 | 2 | 1 | 1 | 2 |
| CO3 | 2 | 2 | 3 | 1 | 0 | 0 | 1 | 1 | 2 | 2 | 0 | 0 | 1 |
| CO4 | 2 | 2 | 3 | 2 | 1 | 0 | 2 | 2 | 2 | 2 | 0 | 0 | 1 |
| CO5 | 2 | 2 | 3 | 2 | 1 | 0 | 2 | 2 | 2 | 2 | 0 | 0 | 1 |
| Average Weightage | 2.2 | 2.0 | 2.6 | 1.4 | 0.4 | 0.0 | 1.4 | 1.4 | 2.4 | 2.0 | 0.4 | 0.4 | 1.4 |
| Overall CO – PO Mapping index = 1.42 | | | | | | | | | Overall CO – PSO Mapping index = 1.32 | | | | |

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| Sem. | Course Code | Credits | Title of the Course | CC/CCP/ Electives/ NM /VAC | Category | | | m. Exam | Max. Marks | | |
|------|-------------|---------|---|----------------------------------|---------------|------------------|--------------|------------|------------|-----|--------|
| | | | | | Theo. Hrs. | Tutorial Hrs. | Lab. Hrs. | | CIA | ESE | Total. |
| 1 | 25PMS1CC6 | 3 | Campus to Corporate with practical | CC | 3 | 0 | 0 | 2 Hrs. | 15 | 45 | 60 |

Pre-Requisite:

Course Objectives: The purpose of learning this course is:

1. To introduce the fundamentals of business communication, its types, process, and significance in managerial contexts, including cross-cultural and technological aspects.
2. To develop effective written communication skills for handling business correspondence across various professional scenarios.
3. To enhance understanding of non-verbal communication, active listening, and interpersonal communication tools including visual aids and telephonic conversations.
4. To equip students with skills for drafting different types of business and technical reports, memos, and managing media interactions.
5. To train students in conducting meetings, preparing agendas and minutes, and delivering impactful oral presentations, group discussions, and negotiations

Course Outcomes: Upon completion students will be able to

CO1: explain the communication process, identify communication barriers, and apply principles of effective and cross-cultural communication using modern technologies.

CO2 : write professional business letters, resumes, and emails tailored to different business situations effectively and with proper etiquette.

CO3 : demonstrate improved non-verbal communication, listening skills, and use of audio-visual aids for enhanced interpersonal and business interactions.

CO4 : prepare business reports, technical documentation, and effectively handle various media communication formats.

CO5 : conduct meetings, seminars, and conferences efficiently, and deliver speeches and group discussions with confidence and clarity.

Unit-I Fundamentals and Dynamics of Business Communication 09 Hrs.

Communication - Significance of Communication for Management - Process- Types- Media- Barriers to Communication - Principles of Effective Communication - Communication in a cross-cultural setting - Recent advancements in Communication - Impact of Technological Advancement on Business Communication

Unit-II Business Correspondence and Professional Writing 09 Hrs.

Correspondence-NormsforBusinessLetters-Letterfordifferentkindsofsituations-Personalizedstandletters - enquiries -customers' complaints- collection letters -sales promotion letters - Job Application Letters and Resume - Email Correspondence .

Unit-III Non-verbal Communication and Listening Skills 09 Hrs.

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

Unit-IV Report Writing and Media Communication 09 Hrs.

ReportWriting-StructureofReports-Long&ShortReports-Formal&InformalReports - Writing Research Reports - Technical Reports-Norms for including Exhibits & Appendices -Writing memos - Use of AI tools in writing and editing - Media Management -The press release- Press conference- Media interview .

Unit-V Oral Communication, Meetings, and Presentation Skills 09 Hrs.

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. M.S. Ramesh & C.C. Pattanshetti, "Business Communication", Revised Edition, R. Chand & Co., 2021, ISBN: 9789388558404
2. Dr. Urmila Rai & S.M. Rai, "Business Communication", 1st Edition, Himalaya Publishing House, 2020. ISBN: 9789352620131
3. P. Subba Rao, "Business Communication", 1st Edition, Himalaya Publishing House, 2020 ISBN: 9789352625747
4. K.K. Ramachandran, Lakshmi K.K., Krishna K.K., "Business Communication", 2nd Edition, Macmillan India, 2019, ISBN: 9789350594380
5. R.C. Sharma, Krishna Mohan, "Business Correspondence and Report Writing", 4th Edition, Tata McGraw-Hill, 2016 ISBN: 9780070617704.

Reference Book(s):

1. Courtland L. Bovee, John V. Thill, "Business Communication Today", 14th Edition, Pearson, 2021 ISBN: 9780135866479
2. Stephen P. Robbins, "Essentials of Organizational Behavior", 13th Edition, Pearson, 2020 ISBN: 9789353437486
3. Lesikar, Flatley&Rentz, "Business Communication: Making Connections in a Digital World", 12th Edition, McGraw Hill, 2018, ISBN: 9780073377797
4. Meenakshi Raman & Prakash Singh, "Business Communication", 2nd Edition, Oxford University Press, 2015, ISBN: 9780199457069
5. Herta A. Murphy, Herbert W. Hildebrandt, Jane P. Thomas, "Effective Business Communication", 7th Edition, Tata McGraw-Hill, 2012, ISBN: 9780071078092.

Web Resources:

1. <https://nptel.ac.in/courses/110105145>
2. <https://www.skillsyouneed.com/>
3. https://www.tutorialspoint.com/business_communication/index.htm
4. Interviewing, group discussion, meeting management, and speech preparation
5. <https://www.myamcat.com/blog/>

Theory 60%

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | | | Programme Specific Outcomes (PSOs) | | | | |
|-------------------------------------|------------------------|-----|-----|-----|-----|-----|-----|-----|---------------------------------------|------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | 3 | 2.0 | 3.0 | 2.0 | 1.0 | 1.0 | 2.0 | 2.0 | 2.0 | 2.0 | 1.0 | 1.0 | 1.0 |
| CO2 | 2 | 2.0 | 3.0 | 2.0 | 1.0 | 0.0 | 1.0 | 1.0 | 2.0 | 2.0 | 1.0 | 1.0 | 1.0 |
| CO3 | 1 | 1.0 | 3.0 | 1.0 | 0.0 | 0.0 | 1.0 | 1.0 | 2.0 | 2.0 | 1.0 | 1.0 | 1.0 |
| CO4 | 1 | 1.0 | 3.0 | 1.0 | 0.0 | 0.0 | 1.0 | 1.0 | 2.0 | 2.0 | 1.0 | 1.0 | 1.0 |
| CO5 | 1 | 1.0 | 3.0 | 1.0 | 0.0 | 0.0 | 1.0 | 1.0 | 2.0 | 2.0 | 1.0 | 0.0 | 0.0 |
| Average Weightage | 1.6 | 1.4 | 3.0 | 1.4 | 0.4 | 0.2 | 1.2 | 1.2 | 2.0 | 2.0 | 1.0 | 0.8 | 0.8 |
| Overall CO – PO Mapping index = 1.3 | | | | | | | | | Overall CO – PSO Mapping index = 1.32 | | | | |

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| Sem. | Course Code | Credits | Title of the Course | CC/CCP/ Electives/ NM /VAC | Category | | | m. Exam | Max. Marks | | |
|------|-------------|---------|--|----------------------------------|---------------|------------------|--------------|------------|------------|-----|--------|
| | | | | | Theo. Hrs. | Tutorial Hrs. | Lab. Hrs. | | CIA | ESE | Total. |
| 1 | 25PMS1CC6 | 2 | Campus to Corporate - Practical | CCP | 0 | 0 | 2 | 2 Hrs. | 10 | 30 | 40 |

Unit-I Fundamentals of Effective Communication 03 Hrs.
Communication – Types– Media – Barriers to Communication – Principles of Effective Communication - Communication in a cross-cultural setting.

Unit-II Business Letter Writing Practice 03 Hrs.
Business Letters – Sales Letter –collection letters –sales promotion letters.
Enquiry - Customers’ complaints.

Unit-III Career Communication Essentials 03 Hrs.
Job Application Letters, Resume and Curriculum Vitae -Email Correspondence
Non-verbal communication –Charts, Diagrams & Tables

Unit-IV Reports and Meetings 03 Hrs.
Report Writing–Short Reports–Forma l& Informal Reports– Press release
Conducting Meetings –Procedure–Preparing agenda – Minutes and Resolutions

Unit-V Corporate Communication Skills 03 Hrs.
Face to Face Communication - Oral Presentation – Group Discussion - Interview

Practical: 40%

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SEMESTER II

| Sem. | Course Code | Credits | Title of the Course | CC/CCP/ Electives/ NM /VAC | Category | | | m. Exam | Max. Marks | | |
|------|-------------|---------|------------------------------|----------------------------------|---------------|------------------|--------------|------------|------------|-----|--------|
| | | | | | Theo. Hrs. | Tutorial Hrs. | Lab. Hrs. | | CIA | ESE | Total. |
| 2 | 25PMS2CC7 | 5 | Operations Management | CC | 4 | 1 | 0 | 3 Hrs. | 25 | 75 | 100 |

Pre-Requisite:

Course Objectives: The purpose of learning this course is:

1. To understand the role and scope of operation management in organizational success.
2. To analyze types of production systems and apply appropriate production strategies.
3. To learn and apply principles of plant location, layout, and maintenance.
4. To gain skills in inventory and purchasing management with modern techniques.
5. To understand and apply TQM, Six Sigma, JIT, Kaizen, and other quality control systems

Course Outcomes: Upon completion, the student will be able to

- CO1. Explain the functions of production and operations management.
- CO2. Identify and apply effective production planning and control methods.
- CO3. Evaluate plant location and layout alternatives for operational efficiency.
- CO4. Use inventory control tools such as ABC and VED analysis.
- CO5. Implement quality control strategies like TQM, Six Sigma, and Kaizen in real-life scenarios.

Unit-I Fundamentals of Operation Management and Strategies 12 Hrs.

Operation Management - Production function – Types of production systems-Strategic Management: corporate strategies, production strategies –World class manufacturing –demand forecasting for Operations.

Unit-II Product Design and Production Planning 12 Hrs.

Product Design – Types - Factors Influencing Product Design -Capacity Planning: Factors Affecting Plant Capacity - Determination of Plant Capacity -Production planning and control(PPC) – Function of PPC- scope of PPC–Production planning system – Value analysis

Unit-III Plant Location, Layout, and Maintenance 12 Hrs.

Plant location–factors influencing plant location –Plant layout–Needs - Objectives of Good Layout-classification of layout with advantages –layout design procedures – Plant Maintenance - Type

Unit-IV Purchasing and Inventory Management 12 Hrs.

Purchasing Management: Purchase Functions – Inventory - Inventory Costs - Inventory Control: Benefits - Factors Influencing Inventory Control - Inventory Control Techniques (ABC, VED Analysis)

Unit-V Total Quality Management and Modern Production Systems 12 Hrs.

TQM– scope – benefits - Quality control – Need - Quality control techniques: Control charts, Six sigma, Quality circles – JIT –Flexible Manufacturing Systems -Pokayoke–Characteristics - Kaizen–Elements

Text Book(s):

1. P. Saravanavel& S. Sumathi, Production and Operations Management, Margham Publications, 2nd Edition, 2022. ISBN: 9789385957402
2. K. Aswathappa& K. Shridhara Bhat, “Production and Operations Management”, Himalaya Publishing, 2nd Edition, 2021. ISBN: 9789352627050
3. S.N. Chary, “Production and Operations Management”, McGraw Hill Education, 6th Edition, 2020. ISBN: 9789353166749
4. R. Paneerselvam, “Production and Operations Management”, PHI Learning Pvt Ltd, 3rd Edition, 2019. ISBN: 9788120345553
5. L.C. Jhamb, “Production Operations Management”, Everest Publishing House, 2nd Edition, 2018. ISBN: 9789383746787

Reference Book(s):

1. Norman Gaither & Greg Frazier, “Operations Management”, Cengage Learning, 11th Edition, 2020. ISBN: 9788131520284
2. William J. Stevenson, “Operations Management”, McGraw Hill Education, 13th Edition, 2020. ISBN: 9789353165025
3. Jay Heizer, Barry Render, “Operations Management”, Pearson Education, 12th Edition, 2020. ISBN: 9789353942275
4. Joseph Monks, “Operations Management”, McGraw Hill Education, Reprint 2020. ISBN: 9780071077986
5. Mahadevan B., “Operations Management”: Theory and Practice, Pearson Education, 3rd Edition, 2018. ISBN: 9789332549846

Web Resources:

1. <https://nptel.ac.in/courses/110/107/110107141/>
2. <https://www.managementstudyguide.com/production-management.htm>
3. <https://www.scribd.com/document/50173441/>
4. <https://www.coursera.org/learn/operations-management>
5. <https://www.slideshare.net/search/slideshow?searchfrom=header&q=Production+Management>

Theory: 100%.

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | | | Programme Specific Outcomes (PSOs) | | | | |
|-------------------------------------|------------------------|------|------|------|------|------|------|------|---------------------------------------|------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | 3 | 3 | 2 | 1 | 1 | 1 | 2 | 1 | 3 | 3 | 1 | 1 | 1 |
| CO2 | 3 | 3 | 2 | 1 | 1 | 1 | 2 | 1 | 3 | 3 | 1 | 1 | 1 |
| CO3 | 3 | 3 | 2 | 1 | 0 | 0 | 1 | 0 | 3 | 3 | 1 | 0 | 0 |
| CO4 | 2 | 2 | 1 | 0 | 0 | 0 | 1 | 0 | 2 | 2 | 0 | 0 | 0 |
| CO5 | 2 | 2 | 2 | 1 | 0 | 0 | 1 | 0 | 2 | 2 | 0 | 0 | 0 |
| Average Weightage | 2.60 | 2.60 | 1.80 | 0.80 | 0.40 | 0.40 | 1.40 | 0.40 | 2.60 | 2.60 | 0.60 | 0.40 | 0.40 |
| Overall CO – PO Mapping index = 1.3 | | | | | | | | | Overall CO – PSO Mapping index = 1.32 | | | | |

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| Sem. | Course Code | Credits | Title of the Course | CC/CCP/ Electives/ NM /VAC | Category | | | m. Exam | Max. Marks | | |
|-----------------------|-------------|---------|--------------------------------|----------------------------------|---------------|------------------|--------------|------------|------------|-----|--------|
| | | | | | Theo. Hrs. | Tutorial Hrs. | Lab. Hrs. | | CIA | ESE | Total. |
| 2 | 25PMS2CC8 | 5 | Optimization Techniques | CC | 4 | 1 | 0 | 3 Hrs. | 25 | 75 | 100 |
| Pre-Requisite: | | | | | | | | | | | |

Course Objectives: The purpose of learning this course is:

1. To introduce the fundamental concepts and formulation techniques of Linear Programming and solution methods.
2. To equip students with the ability to solve transportation, assignment, and scheduling problems using appropriate operations research tools.
3. To develop competency in project planning through PERT/CPM techniques, including network construction and resource management.
4. To provide an understanding of queuing models and their real-world applications in service systems and operations.
5. To enable learners to understand and solve decision-making problems under conflict using Game Theory approaches.

Course Outcomes: Upon completion the students will be able to

- CO1. Formulate and solve linear programming problems using graphical and simplex methods.
CO2. Analyze and apply transportation and assignment models to optimize logistics and scheduling problems.
CO3. Use PERT/CPM techniques to plan, schedule, and control projects efficiently.
CO4. Interpret and apply queuing theory models to analyze service systems and waiting line behavior.
CO5. Apply game theory strategies to decision-making situations involving competition and conflict.

Unit-I Linear Programming Formulation

12 Hrs.

Optimization: scope, phases– merits and limitations–concept of optimization.: Linear Programming Problems Formulation – Graphical method of solution- Theory of simplex methods to solve canonical and general LPP

Unit-II Transportation and Assignment Model

12 Hrs.

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 Network Diagram

12 Hrs.

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

Unit-IV Queuing Theory

12 Hrs.

Queuing Theory – Terminologies of Queuing system – Empirical Queuing models –IV Models

Unit-V Game theory

12 Hrs.

Game theory: Optimal solution of Two-person Zero-sum Games-Mixed strategies–Graphical solutions of (2 x n)and(m x2)Games-Solution of (mxn) games by LPP

Text Book(s):

1. J.K. Sharma, “Operations Research: Theory and Applications”, Macmillan Publishers, 2021, ISBN: 9789386217888
2. N.D. Vohra, “Quantitative Techniques in Management”, McGraw Hill Education, 2019, ISBN: 9789389811199.
3. Kanti Swarup, Gupta, P.K., & Man Mohan, “Operations Research”, Sultan Chand & Sons, 2022, ISBN: 9789355012797
4. P. Ramamurthy, “Operations Research”, New Age International, 2021, ISBN: 9788122431223
5. V.K. Kapoor, “Operations Research”, Sultan Chand & Sons, 2020, ISBN: 9789355012933.

Reference Book(s):

1. HamdyTaha, “Operations Research”, 8th Edition, Pearson Education, 2009.
2. Sundaresan V, Ganapathy K.S, Ganesan K, “Resource Management Technique”- Lakshmi Publications, 2003.
3. Kalavathy S, “Operations Research”, 2nd Edition, Vikas Publications, 2009
4. Prem Kumar Gupta & D.S. Hira, “Operations Research: Problems and Solutions”, S. Chand Publishing, 2021, ISBN: 9789352834385
5. Paneerselvam R., “Operations Research”, PHI Learning, 2020, ISBN: 9788120345805

Web Resources:

1. <https://nptel.ac.in/courses/110105146>
2. <https://www.managementstudyguide.com>.
3. <https://www.toppr.com/guides/business-studies/principles-of-management/>
4. <https://courses.lumenlearning.com/wmopen-businesscommunication/>
5. https://www.tutorialspoint.com/principles_of_management/

Theory 20% & Problem: 80%

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | | | Programme Specific Outcomes (PSOs) | | | | |
|--------------------------------------|------------------------|-----|-----|-----|-----|-----|-----|---------------------------------------|------------------------------------|------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | 3 | 3 | 2 | 2 | 2 | 2 | 0 | 0 | 3 | 2 | 2 | 2 | 0 |
| CO2 | 3 | 2 | 3 | 2 | 2 | 2 | 0 | 0 | 3 | 2 | 3 | 2 | 0 |
| CO3 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 0 | 2 | 2 | 2 | 3 | 0 |
| CO4 | 2 | 2 | 2 | 2 | 2 | 2 | 0 | 0 | 2 | 2 | 2 | 2 | 0 |
| CO5 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 0 | 2 | 2 | 2 | 2 | 0 |
| Average Weightage | 2.6 | 2.2 | 2.2 | 2.2 | 2.2 | 2 | 0.8 | 0 | 2.4 | 2 | 2.2 | 22 | 0 |
| Overall CO – PO Mapping index = 1.78 | | | | | | | | Overall CO – PSO Mapping index = 1.76 | | | | | |

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| Sem. | Course Code | Credits | Title of the Course | CC/CCP/ Electives/ NM /VAC | Category | | | m. Exam | Max. Marks | | |
|------|-------------|---------|--|----------------------------------|---------------|------------------|--------------|------------|------------|-----|--------|
| | | | | | Theo. Hrs. | Tutorial Hrs. | Lab. Hrs. | | CIA | ESE | Total. |
| 1 | 25PMS2CC9 | 5 | Financial Management and Decision Making | CC | 4 | 1 | 0 | 3 Hrs. | 25 | 75 | 100 |

Pre-Requisite:

Course Objectives: The purpose of learning this course is:

1. To introduce the scope and functions of financial management and its importance in decision-making.
2. To understand the time value of money and the cost of capital for various sources of finance.
3. To analyze capital structure theories and apply capital budgeting techniques.
4. To develop skills in managing working capital and assessing financing needs.
5. To understand dividend policies, and the application of leverage in financial decisions

Course Outcomes: Upon completion the students will be able to

- CO1: Explain the basic concepts and scope of financial management in the Indian context.
 CO2: Compute and analyze the cost of capital and apply time value of money in financial decisions.
 CO3: Evaluate investment proposals using capital budgeting techniques and capital structure theories.
 CO4: Estimate working capital requirements and apply appropriate financing strategies.
 CO5: Apply concepts of dividend policy and leverage to enhance financial decision-making

Unit-I Introduction to Financial Management and Indian Financial System 12 Hrs.

Financial Management- Scope, objectives and functions - Financial Analysis and Control –Overview of Indian Financial System-Legal, Regulatory and tax framework

Unit-II Time Value of Money and Cost of Capital 12 Hrs.

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– Problems.

Unit-III Capital Structure and Investment Decisions 12 Hrs.

Capital Structure and Investment Decisions–Net Income Approach –Net Operating Income Approach–MM Approach–EBIT–EPS Analysis– Method of Capital Budgeting.

Unit-IV Working Capital Management 12 Hrs.

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

Unit-V Dividend and Leverage 12 Hrs.

Dividend: Types of Dividend - Dividend Policy and Share valuation
 Leverage: Operating Leverage–Financial Leverage– Combined Leverage - problems

Text Book(s):

1. Dr. S. N. Maheshwari & Dr. S. K. Maheshwari, “Financial Management: Principles and Practice”, 17th Edition, Sultan Chand & Sons, 2023. ISBN: 9789390851401
2. I. M. Pandey, “Financial Management”, 11th Edition, Vikas Publishing, 2021. ISBN: 9789325963992
3. R. P. Rustagi, “Financial Management: Theory, Concepts and Problems”, 5th Edition, Taxmann Publications, 2020. ISBN: 9789389921850
4. M. Y. Khan & P. K. Jain, “Financial Management”, 8th Edition, McGraw Hill Education, 2018. ISBN: 9789352608585
5. Prasanna Chandra, “Fundamentals of Financial Management”, 7th Edition, McGraw Hill, 2017. ISBN: 9789339205516

Reference Book(s):

1. Bharatish Udupa, “Financial Management”, Vision Book House, 2nd Edition, 2021. ISBN: 9789385000658

- Eugene F. Brigham & Joel F. Houston, “Financial Management: Theory and Practice”, 15th Edition, Cengage Learning, 2021. ISBN: 9789387511695
- S. Krishnamurthy & S. Ravichandran, “Financial Management”, HPH, 2nd Edition, 2020. ISBN: 9789352624561
- James C. Van Horne & John M. Wachowicz, “Fundamentals of Financial Management”, 13th Edition, Pearson Education, 2019. ISBN: 9789332585103
- Damodaran Aswath, “Corporate Finance: Theory and Practice”, 2nd Edition, Wiley India, 2018. ISBN: 9788126511730

Web Resources:

- NPTEL - Financial Management – Video lectures by IITs
- Investopedia - Financial Management – Articles and definitions
- [RBI Website](#) – Indian regulatory framework and financial updates
- [Coursera – Financial Management Specialization](#) – Free audit available
- [YouTube – CA RachanaRanade](#) – Easy finance explanations in Indian context

Theory 40% and Problem 60%

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | | | Programme Specific Outcomes (PSOs) | | | | |
|--|------------------------|------|------|------|------|------|------|------|--|------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | 3 | 3 | 2 | 1 | 1 | 1 | 1 | 1 | 3 | 3 | 1 | 1 | 1 |
| CO2 | 3 | 3 | 2 | 1 | 1 | 2 | 1 | 1 | 3 | 3 | 1 | 1 | 1 |
| CO3 | 3 | 3 | 2 | 1 | 1 | 2 | 1 | 0 | 3 | 3 | 1 | 0 | 0 |
| CO4 | 2 | 2 | 1 | 0 | 0 | 1 | 0 | 0 | 2 | 2 | 0 | 0 | 0 |
| CO5 | 2 | 2 | 1 | 0 | 0 | 1 | 0 | 0 | 2 | 2 | 0 | 0 | 0 |
| Average Weightage | 2.60 | 2.60 | 1.60 | 0.60 | 0.60 | 1.40 | 0.60 | 0.40 | 2.60 | 2.60 | 0.60 | 0.40 | 0.40 |
| Overall CO – PO Mapping index = 1.3 | | | | | | | | | Overall CO – PSO Mapping index = 1.32 | | | | |

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| Sem. | Course Code | Credits | Title of the Course | CC/CCP/ Electives/ NM /VAC | Category | | | m. Exam | Max. Marks | | |
|------|-------------|---------|----------------------------------|----------------------------------|---------------|------------------|--------------|------------|------------|-----|-------|
| | | | | | Theo. Hrs. | Tutorial Hrs. | Lab. Hrs. | | CIA | ESE | Total |
| 1 | 25PMS2CC10 | 5 | Human Resource Management | CC | 4 | 1 | 0 | 3 Hrs. | 25 | 75 | 100 |

Pre-Requisite:

Course Objectives: The purpose of learning this course is:

1. Understand the fundamentals, evolution, and strategic role of HRM in organizations.
2. Learn the processes of human resource planning, recruitment, selection, and induction.
3. Gain insights into training, development, and talent management approaches.
4. Explore compensation systems, career planning, mentoring, and employee engagement.
5. Understand the performance appraisal process and grievance handling in organizations

Course Outcomes: Upon completion, students will be able to

- CO1. Analyze and apply HRM principles in real-world scenarios.
CO2. Design effective recruitment and selection strategies.
CO3. Recommend training and development interventions aligned with organizational needs.
CO4. Evaluate compensation, reward, and engagement strategies.
CO5. Conduct performance evaluations and handle grievance redressal effectively

Unit-I Introduction to HRM and Emerging Trends 12 Hrs.

HRM - Evolution – Importance of HRM – Challenges – Role of human resource manager – Human resource policies – Computer applications in human resource management - Human resource accounting and Audit. AI in HRM

Unit-II Human Resource Planning and Talent Acquisition 12 Hrs.

Human Resource Planning (HRP) - Importance – Forecasting human resource requirement – Matching supply and demand–Recruitment – Internal and External sources - Process – Selection: Screening–Tests-Validation – Interview - Medical examination. Induction – Socialization benefits.

Unit-III Training, Development, and Knowledge Management 12 Hrs.

Training – Training Need Analysis - Types–Purpose–Benefits–Resistance – Executive development programmes –Benefits – Self-development – Knowledge management - Talent Management

Unit-IV Compensation, Career Planning, and Employee Engagement 12 Hrs.

Compensation–Reward– Career Management – Mentoring –Development of Mentor-Protégé relationships – Employee Engagement – Job satisfaction.

Unit-V Performance Appraisal, Grievance Handling, and Control Process 12 Hrs.

Performance Appraisal – Traditional Methods – Contemporary Methods - Competency Mapping – Feedback – Promotion, Demotion, Transfer and Separation–Implication of job change -AI in performance appraisal: Continuous feedback tools and real-time performance tracking - Control process – Importance – Methods – Grievances – Causes – Redressal methods –Gender Sensitivity.

Text Book(s):

1. Sarma, A.M., “Aspects of Human Resource Management”, 9th Edition, Himalaya Publishing House, 2021, ISBN: 9789350246949
2. PravinDurai, “Human Resource Management”, 2nd Edition, Pearson Education, 2021, ISBN: 9789332584946
3. Gupta, C.B., “Human Resource Management”, 2nd Edition, Sultan Chand & Sons, 2020, ISBN: 9789387907884
4. Ashwathappa, K., “Human Resource Management, 9th Edition, McGraw Hill Education”, 2019, ISBN: 9789353162932
5. Subba Rao, P., “Essentials of Human Resource Management and Industrial Relations”, Himalaya Publishing House, 2016, ISBN: 9789350514833

Reference Book(s):

1. Gary Dessler, “Human Resource Management”, 15th Edition, Pearson, 2021, ISBN: 9789353435098
2. Michael Armstrong, “A Handbook of Human Resource Management Practice”, 13th Edition, Kogan Page, 2020, ISBN: 9780749469641

3. Decenzo, Robbins, “Fundamentals of Human Resource Management”, 11th Edition, Wiley, 2019, ISBN: 9788126557047
4. Snell, Bohlander, “Human Resource Management”, Cengage Learning, 2018, ISBN: 9788131529031
5. Uday Kumar Haldar, “Human Resource Development”, Oxford University Press, 2017, ISBN: 9780198060021

Web Resources:

1. <https://www.managementstudyguide.com/human-resource-management.htm>
2. <https://www.hrhelpboard.com/>.
3. <https://www.shrm.org/>.
4. <https://naukri.com/hr-zone>.
5. <https://labour.gov.in/>

Theory 100%

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | | | Programme Specific Outcomes (PSOs) | | | | |
|---|------------------------|------|------|------|------|------|------|------|--|------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | 3 | 3 | 3 | 2 | 1 | 1 | 2 | 1 | 3 | 3 | 1 | 1 | 1 |
| CO2 | 3 | 3 | 3 | 2 | 1 | 0 | 1 | 0 | 3 | 3 | 1 | 1 | 1 |
| CO3 | 2 | 2 | 2 | 1 | 0 | 0 | 1 | 0 | 3 | 3 | 1 | 0 | 0 |
| CO4 | 2 | 2 | 2 | 1 | 0 | 0 | 1 | 0 | 2 | 2 | 0 | 0 | 0 |
| CO5 | 2 | 2 | 2 | 1 | 0 | 0 | 1 | 0 | 2 | 2 | 0 | 0 | 0 |
| Average Weightage | 2.40 | 2.40 | 2.40 | 1.40 | 0.40 | 0.20 | 1.20 | 0.20 | 2.60 | 2.60 | 0.60 | 0.40 | 0.40 |
| Overall CO – PO Mapping index = 1.32 | | | | | | | | | Overall CO – PSO Mapping index = 1.32 | | | | |

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| Sem. | Course Code | Credits | Title of the Course | CC/CCP/ Electives/ NM /VAC | Category | | | m. Exam | Max. Marks | | |
|------|-------------|---------|---|----------------------------------|---------------|------------------|--------------|------------|------------|-----|--------|
| | | | | | Theo. Hrs. | Tutorial Hrs. | Lab. Hrs. | | CIA | ESE | Total. |
| 1 | 25PMS2CC11 | 4 | Management Information System and Business Analytics | CC | 3 | 1 | 0 | 3 Hrs. | 25 | 75 | 100 |

Pre-Requisite:

Course Objectives: The purpose of learning this course is:

1. Explain the fundamental concepts and structure of Management Information Systems.
2. Explore the role of MIS in improving business operations and managerial decision-making.
3. Introduce the fundamentals of Business Analytics and its applications in various business functions.
4. Train students in the use of basic tools like Excel, Power BI, and Tableau for data analysis.
5. Develop problem-solving and analytical skills for real-world business applications.

Course Outcomes: After completion, the students will be able to

- CO1. Understand the components and types of MIS and its relevance in rural and urban business contexts.
CO2. Analyze organizational data and generate useful insights using analytics tools.
CO3. Apply data visualization techniques for managerial decisions.
CO4. Evaluate the role of MIS and Business Analytics in different functional areas.
CO5. Identify ethical, security, and implementation challenges in MIS and Analytics.

Unit-I Introduction to Management Information Systems

09 Hrs.

Nature and purpose of MIS – Characteristics of MIS – Framework for MIS – Structure and classification of MIS – Strategic role of MIS – Information as a resource – Types of Information – Information needs of different levels of management – Role of MIS in rural enterprises

Unit-II System Development and Decision Making

09 Hrs.

System Development Life Cycle – Steps in SDLC – Planning and implementation of MIS – Role of MIS in decision-making – Types of decisions – Rational decision-making process – Decision-making under certainty, risk and uncertainty – Decision Support Systems (DSS) – Case study: MIS in cooperative milk societies

Unit-III Introduction to Business Analytics

09 Hrs.

Definition and scope – Types of Analytics: Descriptive, Predictive, Prescriptive – Importance in decision-making – Business Intelligence vs Business Analytics – Applications of Business Analytics in Marketing, Finance, HRM, and Operations – Case study: Analytics in local agri-business

Unit-IV Tools for Data Analysis and Visualization

09 Hrs.

Introduction to MS Excel for data analysis – Pivot Tables – Charts – Power BI overview – Tableau basics – Creating dashboards – Key metrics and KPIs – Rural business performance dashboard creation – Case-based practice.

09 Hrs.

Unit-V Applications, Challenges and Trends

MIS and analytics in ERP, SCM, CRM systems – Role in digital transformation – Big Data, Cloud, AI & ML trends – MIS implementation challenges in rural areas – Security, privacy, and ethical concerns – Emerging trends in MIS and Analytics – Guest speaker session or field visit (optional)

Text Book(s):

1. C.B. Gupta, “Management: Theory and Practice”, 18th Edition, Sultan Chand & Sons, 2020. ISBN: 9788195340955
2. Kenneth C. Laudon & Jane P. Laudon, “Management Information Systems: Managing the Digital Firm”, 16th Edition, Pearson Education, 2022. ISBN: 9789356064284
3. Ramesh Sharda, Dursun Delen & Efraim Turban, “Analytics, Data Science & Artificial Intelligence”, 11th Edition, Pearson Education, 2021. ISBN: 9789353944121
4. James R. Evans, “Business Analytics”, 3rd Edition, Pearson Education, 2016. ISBN: 9789353061712
5. Ken Black, “Business Statistics for Contemporary Decision Making”, 9th Edition, Wiley India, 2021. ISBN: 9781119703184

Reference Book(s):

1. O'Brien & George M. Marakas, "Management Information Systems", 10th Edition, McGraw-Hill Education, 2011. ISBN: 9780073376813
2. S. Sadagopan, "Management Information Systems", 3rd Edition, PHI Learning, 2014. ISBN: 9788120349039
3. V. Rajaraman, "Introduction to Information Technology", 1st Edition, PHI Learning, 2020. ISBN: 9788120348704
4. Anand Jaiswal, "Business Analytics", 1st Edition, Oxford University Press, 2021. ISBN: 9780199489875
5. Paul Grefen, "Beyond E-Business: Towards Networked Structures", 1st Edition, Routledge, 2015. ISBN: 9781138851031

Web Resources:

1. <https://nptel.ac.in/courses/110105083> – NPTEL: Management Information Systems
2. <https://www.khanacademy.org> – Khan Academy: Introductory Data Analysis
3. <https://www.coursera.org/learn/excel-data-visualization> – Excel Visualization for Beginners
4. <https://www.tableau.com/learn/training> – Tableau Learning Resources
5. <https://data.gov.in/> – Indian Government Open Data Platform

Theory 100%

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | | | Programme Specific Outcomes (PSOs) | | | | |
|--------------------------------------|------------------------|-----|-----|-----|-----|-----|-----|-----|---------------------------------------|------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | 3 | 2 | 2 | 2 | 1 | 0 | 0 | 0 | 2 | 2 | 0 | 0 | 0 |
| CO2 | 2 | 3 | 2 | 2 | 2 | 2 | 1 | 2 | 3 | 2 | 2 | 2 | 1 |
| CO3 | 2 | 2 | 3 | 2 | 2 | 1 | 0 | 0 | 3 | 3 | 2 | 0 | 1 |
| CO4 | 3 | 2 | 2 | 3 | 3 | 1 | 1 | 0 | 2 | 3 | 2 | 1 | 2 |
| CO5 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 1 | 2 | 2 | 1 | 3 | 2 |
| Average Weightage | 2.4 | 2.2 | 2.2 | 2.4 | 2.0 | 1.4 | 0.8 | 0.6 | 2.4 | 2.4 | 1.4 | 1.2 | 1.2 |
| Overall CO – PO Mapping index = 1.75 | | | | | | | | | Overall CO – PSO Mapping index = 1.72 | | | | |

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| Sem. | Course Code | Credits | Title of the Course | CC/CCP/ Electives/ NM /VAC | Category | | | m. Exam | Max. Marks | | |
|------|-------------|---------|----------------------|----------------------------------|---------------|------------------|--------------|------------|------------|-----|-------|
| | | | | | Theo. Hrs. | Tutorial Hrs. | Lab. Hrs. | | CIA | ESE | Total |
| 2 | 25PMS2CC12 | 4 | Marketing Management | CC | 3 | 1 | 0 | 3 Hrs. | 25 | 75 | 100 |

Pre-Requisite:

Course Objectives: The purpose of learning this course is:

1. Understand the core concepts, nature, and functions of marketing in business.
2. Analyze consumer behavior, market segmentation, and targeting strategies.
3. Develop knowledge in product, pricing, place (distribution), and promotion decisions.
4. Gain practical insight into marketing research and control techniques.
5. Evaluate recent trends and ethical considerations in marketing including digital, green, and international marketing.

Course Outcomes: Upon completion students will be able to

- CO1. Explain and apply marketing principles in real-world business contexts.
CO2. Identify and analyze customer needs and design suitable marketing strategies.
CO3. Formulate marketing mix decisions aligned with business goals.
CO4. Conduct marketing research and apply findings to improve decision-making.
CO5. Critically evaluate the ethical, social, and technological issues in contemporary marketing

Unit-I Marketing Fundamentals and Market Analysis

09 Hrs.

Marketing: Concept- nature- scope and importance – Marketing mix –Relationship between Marketing and other developments of Marketing.

Market Analysis and Selection - Marketing environment – macro and micro components and their impact on marketing decisions –Market segmentation –Buyer behavior–consumer versus organizational buyers –Consumer decision making process.

Unit-II Product and Pricing Strategies

09 Hrs.

Product Decisions: Concept of a product - Classification of products - Major product decisions -Product line and product mix – Branding, Packaging and Labelling - Product life cycle – New product development and consumer adoption process

Pricing Decisions: Factors affecting price determination - Pricing Strategies; Discounts and rebates.

Unit-III Distribution, Promotion, and Channel Management

09 Hrs.

DistributionChannelsandPhysicalDistributionDecisions:Nature,functions,andtypesofdistributionchannels– Distribution channel intermediaries –Channel management decisions –Retailing and wholesaling

Promotion Decisions - Communication Process –Promotion mix–advertising, personal selling, sales promotion, publicity and public relations –Sales promotion– tools and techniques

Unit-IV Marketing Research and Control Mechanisms

09 Hrs.

Marketing Research: Scope– P rocess – Survey - Report

Marketing Control: Organizing and controlling marketing operations.

Unit-V Contemporary Issues and Developments in Marketing

09 Hrs.

Issues and Developments in Marketing: Social, ethical and legal aspects of marketing - Marketing of services – Social Media Marketing - International marketing - Cyber marketing- Green Marketing – AI in Marketing

Text Book(s):

1. Pillai, R.S.N. &Bagavathi, *Modern Marketing Principles and Practices*, S. Chand Publishing, 2021,

ISBN: 9789355012426

2. Philip Kotler, Kevin Lane Keller, *Marketing Management*, 15th Edition, Pearson Education, 2021, ISBN: 9789332587403
3. Sherlekar, S.A., *Marketing Management*, 13th Edition, Himalaya Publishing House, 2020, ISBN: 9789352621508
4. Ramaswamy, V.S. & Namakumari, S., *Marketing Management: Global Perspective Indian Context*, 6th Edition, McGraw Hill, 2018, ISBN: 9789389811479
5. Krishna K. Havaldar & Vasant M. Cavale, *Sales and Distribution Management*, 3rd Edition, McGraw Hill, 2017, ISBN: 9789352606925

Reference Book(s):

1. Chhabra, T.N., “Marketing Management”, Dhanpat Rai & Co., 2021, ISBN: 9788194917604
2. Michael J. Etzel, Bruce J. Walker, William J. Stanton, “Marketing”, 14th Edition, McGraw Hill, 2020, ISBN: 9781259097967
3. David Jobber, Fiona Ellis-Chadwick, “Principles and Practice of Marketing”, 9th Edition, McGraw Hill, 2019, ISBN: 9781526847232
4. Saxena, Rajan, “Marketing Management”, 6th Edition, McGraw Hill Education, 2019, ISBN: 9789353166725
5. Blythe, Jim, “Principles and Practice of Marketing”, 3rd Edition, SAGE Publications, 2013, ISBN: 9781446274001

Web Resources:

1. <https://nptel.ac.in/courses/110104068> – NPTEL course on Marketing Management
2. <https://www.managementstudyguide.com/marketing-management.htm> – Concepts and tutorials
3. <https://www.marketing91.com/> – Marketing blogs and strategy guides
4. <https://hbr.org/topic/marketing> – Harvard Business Review articles on marketing
5. <https://www.coursera.org/learn/marketing-strategy> – Coursera course on marketing strategy by IE Business School

Theory 100%

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | | | Programme Specific Outcomes (PSOs) | | | | |
|--------------------------------------|------------------------|------|------|------|------|------|------|------|---------------------------------------|------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | 3 | 3 | 3 | 2 | 1 | 1 | 2 | 1 | 3 | 3 | 1 | 1 | 1 |
| CO2 | 3 | 3 | 3 | 2 | 0 | 0 | 1 | 0 | 3 | 3 | 1 | 1 | 1 |
| CO3 | 2 | 2 | 2 | 1 | 0 | 0 | 1 | 0 | 3 | 3 | 1 | 0 | 0 |
| CO4 | 2 | 2 | 2 | 1 | 0 | 0 | 1 | 0 | 2 | 2 | 0 | 0 | 0 |
| CO5 | 2 | 2 | 2 | 1 | 1 | 0 | 1 | 0 | 2 | 2 | 0 | 0 | 0 |
| Weightage | 2.40 | 2.40 | 2.40 | 1.40 | 0.40 | 0.20 | 1.20 | 0.20 | 2.60 | 2.60 | 0.60 | 0.40 | 0.40 |
| Overall CO – PO Mapping index = 1.32 | | | | | | | | | Overall CO – PSO Mapping index = 1.32 | | | | |

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Checked by

HoD

| Sem. | Course Code | Credits | Title of the Course | CC/CCP/ Electives/ NME /VAC | Category | | | m. Exam | Max. Marks | | |
|------|--------------|---------|---------------------------------|--------------------------------------|---------------|------------------|--------------|------------|------------|-----|--------|
| | | | | | Theo. Hrs. | Tutorial Hrs. | Lab. Hrs. | | CIA | ESE | Total. |
| 2 | 25PMS2NME1 1 | 2 | Training and Development | NME | 2 | 0 | 0 | 3 Hrs. | 25 | 75 | 100 |

Pre-Requisite:

Course Objectives: The purpose of learning this course is:

1. To explain the concept and importance of employee training in HRM.
2. To understand training need analysis and types of training.
3. To introduce various training delivery methods and executive development programs.
4. To explore how training programs are evaluated and measured.
5. To familiarize students with career development and talent management practices

Course Outcomes:

- CO1. Explain the fundamentals of training and its significance in HRM.
CO2. Identify training needs and choose appropriate training types and methods.
CO3. Describe key training delivery tools and executive development programs.
Co4. Evaluate training programs using established models.
Co5. Apply concepts of career planning, mentoring, and talent development in HR.

Unit-I Introduction to Training

06 Hrs.

Definition and need for training – Objectives and importance of training – Difference between training, development, and education – Training in the Indian context.

Unit-II Training Need Analysis and Types

06 Hrs.

Steps in training need analysis (TNA) – Types of training including induction training, on-the-job training, and off-the-job training – Learning principles applicable to training – Basic elements of training design

Unit-III Training Delivery and Development

06 Hrs.

Methods of training delivery such as e-learning, simulation, case study, and role play – Management Development Programmes (MDP) and their significance – Causes of resistance to training – Role and importance of self-development

Unit-IV Training Evaluation

06 Hrs.

Evaluation models with focus on Kirkpatrick's four levels of training evaluation – Mechanisms for collecting training feedback – Return on investment (ROI) in training programmes – Barriers to effective evaluation

Unit-V Career & Talent Development

06 Hrs.

Career planning and succession planning – Role of mentoring and coaching in employee growth – Talent management practices in modern organizations – Knowledge management and its contribution to training and development.

Text Book(s):

1. Gupta, C.B., "Human Resource Management", Sultan Chand, 2021 (Chapters on Training), ISBN: 9789351610145
2. Bhattacharyya, Dipak Kumar, "Training and Development", Himalaya Publishing House, 2020, ISBN: 9789353676897
3. Rao, P.L., "Training and Development", Excel Books, 2015, ISBN: 9789350625553
4. Lynton, R.P. & Pareek, U., "Training for Organizational Transformation", Sage, 2011, ISBN: 9788132107192
5. Sahu, R.K., "Training for Development", Excel Books, 2009, ISBN: 9788174465266

Reference Book(s):

1. **Noe, Raymond A.**, “Employee Training and Development”, McGraw Hill, 2020, ISBN: 9789353167845
2. **Blanchard, P. Nick & Thacker, J.**, “Effective Training”, Pearson, 2019, ISBN: 9781292064396
3. **Goldstein, I.L. & Ford, J.K.**, “Training in Organizations”, Cengage, 2014, ISBN: 9788131504534
4. **Singh, P.N.**, “Employee Training and Development”, Himalaya Publishing, 2014, ISBN: 9789351425336
5. **Bhatia, S.K.**, “Training and Development”, Deep & Deep Publications, 2013, ISBN: 9788176296004

Web Resources:

1. <https://nptel.ac.in/courses/110105139> – NPTEL HRD & Training
2. <https://managementstudyguide.com/training-development.htm>
3. <https://hrhelpboard.com> – HR tools, training modules
4. <https://www.shrm.org> – Society for Human Resource Management
5. <https://www.coursera.org/learn/training-development> – Coursera free modules

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| Sem. | Course Code | Credits | Title of the Course | CC/CCP/ Electives/ NME /VAC | Category | | | m. Exam | Max. Marks | | |
|------|--------------|---------|---------------------|--------------------------------------|---------------|------------------|--------------|------------|------------|-----|-------|
| | | | | | Theo. Hrs. | Tutorial Hrs. | Lab. Hrs. | | CIA | ESE | Total |
| 2 | 25PMS2NME1 2 | 2 | Stress Management | NME | 2 | 0 | 0 | 3 Hrs. | 25 | 75 | 100 |

Pre-Requisite:

Course Objectives: The purpose of learning this course is:

1. Understand the nature, causes, and impact of stress on individuals and organizations.
2. Analyze physiological, psychological, and behavioral symptoms of stress.
3. Learn coping strategies to manage personal and workplace stress.
4. Explore organizational strategies for stress reduction and wellness.
5. Develop life-balancing techniques and preventive approaches to stress

Course Outcomes:

- CO1. Define stress and explain its sources and effects.
CO2. Examine different symptoms and stages of stress.
CO3. Apply coping strategies like relaxation and time management.
CO4. Evaluate organizational practices for stress reduction.
CO5. Recommend personal well-being and work-life balance practices.

Unit-I Understanding Stress

06 Hrs.

Definition and nature of stress – Sources and causes of stress at the individual, family, and workplace levels – Types of stress: Eustress and Distress – Impact of stress on physical health, mental well-being, and job performance

Unit-II Symptoms and Models of Stress

06 Hrs.

Physiological, psychological, and behavioral symptoms of stress – General Adaptation Syndrome (GAS) Model – Cognitive Appraisal Model – Burnout: causes, symptoms, and consequences in professional and personal life

Unit-III Coping Strategies and Personal Techniques

06 Hrs.

Coping mechanisms: problem-focused and emotion-focused approaches – Relaxation techniques including deep breathing, meditation, and yoga – Time management, work planning, and prioritization – Assertiveness training, positive thinking, and cognitive restructuring

Unit-IV Organizational Strategies to Reduce Stress

06 Hrs.

Role of management in identifying and addressing workplace stress – Influence of organizational culture and climate on employee stress – Job redesign, flexible work practices, and Employee Assistance Programs (EAPs) – Supportive leadership, communication, and mentoring systems

Unit-V Work-Life Balance and Preventive Measures

06 Hrs.

Concept and importance of work-life integration – Strategies to maintain work-life balance in dynamic work environments – Design and implementation of stress prevention programs – Building emotional intelligence, resilience, and self-care practices for sustainable performance. Building Emotional Intelligence and Resilience

Text Book(s):

1. K. Aswathappa, “Organizational Behaviour”, 12th ed., Himalaya Publishing House, 2022, ISBN: 9789355743804
2. C. Murali Krishna, “Stress Management: A Holistic Approach”, Himalaya Publishing House, 2021, ISBN: 9789355122784
3. M. S. Bhatia & R. Goyal, “Stress and Mental Health”, CBS Publishers, 2018, ISBN: 9789386827967

Reference Book(s):

1. Stephen P. Robbins, “Organizational Behavior”, 18th ed., Pearson Education, 2019, ISBN: 9789353436593
2. Richard S. Lazarus, “Stress and Emotion: A New Synthesis”, Springer, 2006, ISBN: 9780826141927
3. S. K. Chakraborty, “Managerial Effectiveness and Quality of Work Life: Indian Insights”, Tata McGraw Hill, 1993, ISBN: 9780074622501

Web Resources:

1. https://www.mindtools.com/pages/main/newMN_TCS.htm – Time and Stress Management Tools
2. <https://www.helpguide.org> – Expert articles on emotional wellness
3. <https://www.cdc.gov/mentalhealth/stress-coping> – CDC guidelines on stress coping
4. <https://www.skillsyouneed.com> – Personal development and stress skills
5. <https://www.psychologytoday.com> – Psychology-based stress management insights

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|------|-------------|---------|----------------------|--------------------------------------|---------------|------------------|--------------|------------|------------|-----|--------|
| | | | | | Theo. Hrs. | Tutorial Hrs. | Lab. Hrs. | | CIA | ESE | Total. |
| 2 | 25PMS2VA | 2 | Knowledge Management | VAC | 2 | 0 | 0 | 3 Hrs. | 25 | 75 | 100 |

Pre-Requisite:

Course Objectives: The purpose of learning this course is:

1. To introduce the fundamental concepts of knowledge, types of knowledge, and the strategic role of Knowledge Management in organizations
2. To explain the processes of knowledge creation and capture, and expose students to methods for documenting and managing organizational knowledge.
3. To highlight the importance of knowledge sharing, barriers involved, and how knowledge utilization supports decision-making and innovation.
4. To familiarize students with modern tools and technologies used in Knowledge Management, including databases, ERP systems, and simple AI applications.
5. To enable students to understand the steps for KM implementation and learn from Indian organizational case studies and best practices

Course Outcomes:

- CO1. Define knowledge, differentiate between data, information, and knowledge, and explain the importance of KM in the modern workplace.
- CO2. Describe how organizations create and capture knowledge and apply simple techniques for documentation and codification.
- CO3. Explain knowledge sharing practices, identify common barriers, and recognize its role in improving business performance.
- CO4. Identify and describe digital tools and technologies commonly used for Knowledge Management in organizations.
- CO5. Outline the process of implementing KM, recognize critical success factors, and analyze mini case studies of Indian firms using KM.

Unit-I Introduction to Knowledge Management

06 Hrs.

Meaning and definition of knowledge – Types of knowledge: Tacit and Explicit – Importance of Knowledge Management (KM) in organizations – Knowledge as a strategic asset – Knowledge workers – Differences between data, information, and knowledge – Objectives and benefits of KM

Unit-II Knowledge Creation and Capture

06 Hrs.

Knowledge creation process – SECI Model (Socialization, Externalization, Combination, Internalization) – Techniques for capturing knowledge: interviews, observation, documents – Challenges in knowledge capture – Organizational learning and memory.

Unit-III Knowledge Sharing and Utilization

06 Hrs.

Meaning of knowledge sharing – Barriers to knowledge sharing – Creating a knowledge-sharing culture – Role of leadership and communication – Use of knowledge in decision-making and innovation – Organizational practices for knowledge utilization.

Unit-IV KM Tools and Technologies

06 Hrs.

Overview of tools used in Knowledge Management – Intranets, portals, and databases – Knowledge repositories – Use of IT in KM – Introduction to ERP, AI, and data analytics tools in KM – Simple KM systems in Indian context.

Unit-V Implementation and Case Studies

06 Hrs.

Steps for KM implementation – Role of top management and HR – Success factors – KM in small and medium enterprises (SMEs) – Mini case studies of Indian companies (Infosys, Wipro, TCS) – Challenges in KM adoption – KM trends.

Text Book(s):

1. Shelda Debowski, “Knowledge Management”, 3rd ed., Wiley India, 2015, ISBN: 9788126554188
2. C. S. G. Krishnamacharyulu & R. Lalitha, “Knowledge Management – Text & Cases”, 1st ed., Himalaya Publishing House, 2014, ISBN: 9789351424608
3. Sanjay Mohapatra, “Knowledge Management – Tools and Techniques”, 1st ed., Jaico Publishing House, 2012, ISBN: 9788179929564
4. Awad Elias M. & Ghaziri Hassan M., “Knowledge Management”, 2nd ed., Pearson Education, 2011, ISBN: 9788131709849
5. Madanmohan Rao, “Leading with Knowledge: KM Practices in Indian Organizations”, 1st ed., Tata McGraw-Hill, 2004, ISBN: 9780070599566

Reference Books:

1. B. Rathan Reddy, “Knowledge Management”, 1st ed., Himalaya Publishing House, 2014, ISBN: 9789352022704
2. Pankaj Sharma, “Knowledge Management: A Strategic Approach”, 1st ed., APH Publishing Corporation, 2008, ISBN: 9788131304013
3. Amrit Tiwana, “The Knowledge Management Toolkit”, 2nd ed., Pearson Education, 2002, ISBN: 9788131708576
4. T. D. Wilson, “Introduction to Knowledge Management”, 1st ed., Chandos Publishing, 2002, ISBN: 9781843340630
5. Ikujiro Nonaka & Hirotaka Takeuchi, “The Knowledge-Creating Company”, 1st ed., Oxford University Press, 1995, ISBN: 9780195092691

Web Resources:

1. <https://www.kmworld.com> – KMWorld: A leading online resource for trends, news, and case studies in Knowledge Management.
2. <https://www.apqc.org> – APQC (American Productivity & Quality Center): Best practices, KM tools, and benchmarking data.
3. <https://www.cio.com> – CIO Knowledge Management section: Articles on KM systems and technologies.
4. <https://www.knowledgemanagementtools.net> – Practical explanations of KM concepts, tools, and frameworks.
5. <https://nptel.ac.in/courses/110105139> – NPTEL KM Course: Free video lectures and resources by Indian academic institutions.

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | | | Programme Specific Outcomes (PSOs) | | | | |
|-------------------------------------|------------------------|------|------|------|------|------|------|------|---------------------------------------|------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | 3 | 3 | 3 | 2 | 1 | 2 | 2 | 0 | 3 | 3 | 1 | 1 | 1 |
| CO2 | 2 | 2 | 2 | 1 | 0 | 1 | 1 | 0 | 3 | 3 | 1 | 1 | 1 |
| CO3 | 2 | 2 | 2 | 1 | 0 | 1 | 1 | 0 | 3 | 3 | 1 | 0 | 0 |
| CO4 | 2 | 2 | 2 | 1 | 0 | 1 | 1 | 0 | 2 | 2 | 0 | 0 | 0 |
| CO5 | 2 | 2 | 2 | 1 | 0 | 1 | 1 | 0 | 2 | 2 | 0 | 0 | 0 |
| Weightage | 2.20 | 2.20 | 2.20 | 1.20 | 0.20 | 1.20 | 1.20 | 0.00 | 2.60 | 2.60 | 0.60 | 0.40 | 0.40 |
| Overall CO – PO Mapping index = 1.3 | | | | | | | | | Overall CO – PSO Mapping index = 1.32 | | | | |

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| | | | | | Theo. Hrs. | Tutorial Hrs. | Lab. Hrs. | | CIA | ESE | Total. |
| 2 | 25PMS2VA | 2 | Intellectual Property Rights | VAC | 2 | 0 | 0 | 3 Hrs. | 25 | 75 | 100 |

Pre-Requisite:

Course Objectives: The purpose of learning this course is:

1. To introduce the basic concepts and importance of Intellectual Property Rights in business and innovation.
2. To familiarize students with the major forms of IPR including patents, copyrights, trademarks, and designs.
3. To help students understand the procedures for filing and protecting intellectual property in India and internationally.
4. To create awareness about IPR violations, infringement issues, and legal remedies.
5. To enable students to apply IPR knowledge in entrepreneurship, product development, and innovation management

Course Outcomes:

CO1. Students will be able to define and explain the scope and importance of IPR in business.

CO2. Students will be able to differentiate between various types of IPR such as patents, copyrights, and trademarks.

CO3. Students will understand the legal procedures and documentation needed to file for IPR protection.

CO4. Students will be able to identify IPR violations and understand available legal actions.

CO5. Students will apply IPR knowledge in protecting innovations and creating competitive advantage in business

Unit-I Introduction to IPR

06 Hrs.

Definition, nature, scope and importance of IPR – Types of Intellectual Property – Role of IPR in knowledge economy and business – IPR and Innovation – Indian IPR policy overview.

Unit-II Patents

06 Hrs.

Definition and features of a patent – Patentable and non-patentable inventions – Filing procedure in India – Duration and rights – International patents and PCT – Role of IPO and WIPO.

Unit-III Copyrights and Trademarks

06 Hrs.

Meaning, scope and registration of copyright – Rights of copyright holders – Trademark: definition, types, registration, and infringement – Case laws and examples.

Unit-IV Industrial Designs and Geographical Indications (GI)

06 Hrs.

Overview and registration of industrial designs – Rights of design holders – Concept of GI – Examples from Indian products (Darjeeling tea, Kanchipuram silk, etc.)

Unit-V IPR Enforcement, Infringement and Contemporary Issues

06 Hrs.

IPR enforcement and legal remedies – Penalties and litigation – Role of judiciary – IPR in the digital era – Plagiarism, open source, and licensing – IPR in start-ups and entrepreneurship

Text Book(s):

1. SheldaDebowski, “Knowledge Management”, 3rd ed., Wiley India, 2015, ISBN: 9788126554188
2. C. S. G. Krishnamacharyulu& R. Lalitha, “Knowledge Management – Text & Cases”, 1st ed., Himalaya Publishing House, 2014, ISBN: 9789351424608
3. Sanjay Mohapatra, “Knowledge Management – Tools and Techniques”, 1st ed., Jaico Publishing House, 2012, ISBN: 9788179929564
4. Awad Elias M. & Ghaziri Hassan M., “Knowledge Management”, 2nd ed., Pearson Education, 2011, ISBN: 9788131709849
5. Madanmohan Rao, “Leading with Knowledge: KM Practices in Indian Organizations”, 1st ed., Tata McGraw-Hill, 2004, ISBN: 9780070599566.

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2. **Pankaj Sharma**, “Knowledge Management: A Strategic Approach”, 1st ed., APH Publishing Corporation, 2008, ISBN: 9788131304013
3. **Amrit Tiwana**, “The Knowledge Management Toolkit”, 2nd ed., Pearson Education, 2002, ISBN: 9788131708576
4. **T. D. Wilson**, “Introduction to Knowledge Management”, 1st ed., Chandos Publishing, 2002, ISBN: 9781843340630
5. **Ikujiro Nonaka & Hirotaka Takeuchi**, “The Knowledge-Creating Company”, 1st ed., Oxford University Press, 1995, ISBN: 9780195092691.

Web Resources:

1. <https://www.kmworld.com> – KMWorld: A leading online resource for trends, news, and case studies in Knowledge Management.
2. <https://www.apqc.org> – APQC (American Productivity & Quality Center): Best practices, KM tools, and benchmarking data.
3. <https://www.cio.com> – CIO Knowledge Management section: Articles on KM systems and technologies.
4. <https://www.knowledgemanagementtools.net> – Practical explanations of KM concepts, tools, and frameworks.
5. <https://nptel.ac.in/courses/110105139> – NPTEL KM Course: Free video lectures and resources by Indian academic institutions.

| Course Outcomes (COs) | Program Outcomes (POs) | | | | | | | | Programme Specific Outcomes (PSOs) | | | | |
|-------------------------------------|------------------------|------|------|------|------|------|------|------|---------------------------------------|------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
| CO1 | 3 | 3 | 3 | 2 | 1 | 2 | 2 | 0 | 3 | 3 | 1 | 1 | 1 |
| CO2 | 2 | 2 | 2 | 1 | 0 | 1 | 1 | 0 | 3 | 3 | 1 | 1 | 1 |
| CO3 | 2 | 2 | 2 | 1 | 0 | 1 | 1 | 0 | 3 | 3 | 1 | 0 | 0 |
| CO4 | 2 | 2 | 2 | 1 | 0 | 1 | 1 | 0 | 2 | 2 | 0 | 0 | 0 |
| CO5 | 2 | 2 | 2 | 1 | 0 | 1 | 1 | 0 | 2 | 2 | 0 | 0 | 0 |
| Weightage | 2.20 | 2.20 | 2.20 | 1.20 | 0.20 | 1.20 | 1.20 | 0.00 | 2.60 | 2.60 | 0.60 | 0.40 | 0.40 |
| Overall CO – PO Mapping index = 1.3 | | | | | | | | | Overall CO – PSO Mapping index = 1.32 | | | | |

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